Accelerating to Zero 2021 explores the essential elements that chart the journey towards Canada’s low carbon future through a series of high-visibility virtual events, forums, and conversations.

**Webinars & summits**

**Trends and Next Steps in Accelerating to Zero**  
(1.5 hours) – March 2021  
CaGBC’s Zero Carbon Building Standard has proven that zero carbon buildings are technically feasible and financially viable across a wide range of building types. Drawing from the momentum and successes of 2020, this webinar highlights the next steps in accelerating zero carbon transformation.

**Retrofitting to Zero Summit**  
(3.5 hours) – May 2021  
In Spring 2021, CaGBC will release its Zero Carbon Retrofit Costing Study. This half-day virtual summit will highlight the study’s main findings and will delve into key elements of the business case for zero carbon building retrofits.

**Understanding and Accounting for Embodied Carbon**  
(1.5 hours) – Webinar 1, June; Webinar 2, October  
This two-part mini-series will examine the carbon impact of various building materials and discuss critical issues and pathways to tackling embodied carbon for architects, consultants, and contractors.

**A Guide to Carbon Offsets**  
(1.5 hours) – September 2021  
Optimal design and low-carbon material selection can still leave projects with an embodied carbon debt, while onsite renewable energy is often not sufficient for building operations. As a solution, the Zero Carbon Building (ZCB) Standard recognizes high-quality carbon offsets. This webinar will explore carbon offset strategies and implementation to propel projects to reach zero.

(Exact programs and timing to be determined. Timing is tentative.)

Lead the way to zero

Transitioning Canada to a low-carbon future requires that all buildings must achieve zero by 2050.

The current focus on incremental energy efficiency improvements simply will not be enough. To meet the 2050 climate goals organizations must plan now for zero carbon retrofits and portfolio-wide transitions.
Planning for Zero Carbon Transitions
(2 hours) – October/November 2021
As the year-end wrap up of Accelerating to Zero 2021, this webinar will explore how long-term transition planning can ensure building portfolio decarbonization by identifying future intervention points and the upgrades that will take buildings from incremental energy efficiency improvements to deep decarbonization.

Lunch & Learns
Low Carbon Lunch Series: Examples in Excellence
(1 hour) – Bi-monthly beginning April 2021
Using a case study approach, this one-hour lunch series will discuss successful applications of the Zero Carbon Building Standard and low carbon solutions to a wide range of building types including new construction and retrofits.

Technical Workshops
Zero Carbon Building Standard Workshops
(3.5 hours) – Scheduled throughout 2021
These virtual half-day workshops will review important foundational knowledge for low-carbon buildings. Emphasis will be on the latest version of CaGBC’s Zero Carbon Building Standard for both new and existing buildings.

(Please note: These sessions are not intended to provide professional level knowledge on how to develop strategies or prepare supporting documentation for program compliance.)
# Accelerating to Zero Sponsor Levels

<table>
<thead>
<tr>
<th><strong>Series Sponsor</strong> Sold Out</th>
<th><strong>Session Sponsor</strong></th>
<th><strong>Supporting Sponsor</strong></th>
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<tbody>
<tr>
<td>Opportunities: 1</td>
<td>Opportunities: 2-3 per Session</td>
<td>Opportunities: Unlimited</td>
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<tr>
<td>Value: $30,000</td>
<td>Value: $5,000 per Session</td>
<td>Value: $2,000 per Session</td>
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<tr>
<td>Sessions: 9</td>
<td>Sessions: 1</td>
<td>Sessions: 1</td>
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</tbody>
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### Leadership.
- Welcome attendees (5-minute opening remarks) all eligible sessions*
- Co-develop and participate in (present and/or panel) one session (eligible sessions only*)
- Concierge Service
- Co-develop and participate on a panel in one session
- Brand alignment with a session topic of your choice

### Awareness.
- “Series Sponsor” recognition at all sessions
- Primary logo placement (+ link) on all series promotions, session material and on each registration page
- “Session Sponsor” recognition at sponsored session
- Logo placement (+ link) on sponsored session promotions, session material and on session registration page
- “Sponsor” recognition at sponsored session
- Logo placement (+ link) on sponsored session promotions, session material and on session registration page

### Reach.
- One related success story in CaGBC member newsletter
- Logo (+ link) on the Accelerating to Zero webpage
- Logo (+ link) in member newsletter articles relating to the Series
- Social media amplification for sponsored session
- Access to all session recordings for sponsor use
- Logo (+ link) on the Accelerating to Zero webpage
- Social media amplification for sponsored session

### Engagement.
- 4 complimentary registrations to each session
- Facilitated communications to opt-in attendees after all sessions
- 4 complimentary registrations to sponsored session
- Facilitated communications to opt-in attendees after sponsored session
- 2 complimentary registrations to sponsored session

### *Eligible Sessions
- All except Zero Carbon Building Standard Workshops
- All events (Brand alignment only, no participation)
cagbc.org
For more information, contact clientexperience@cagbc.org