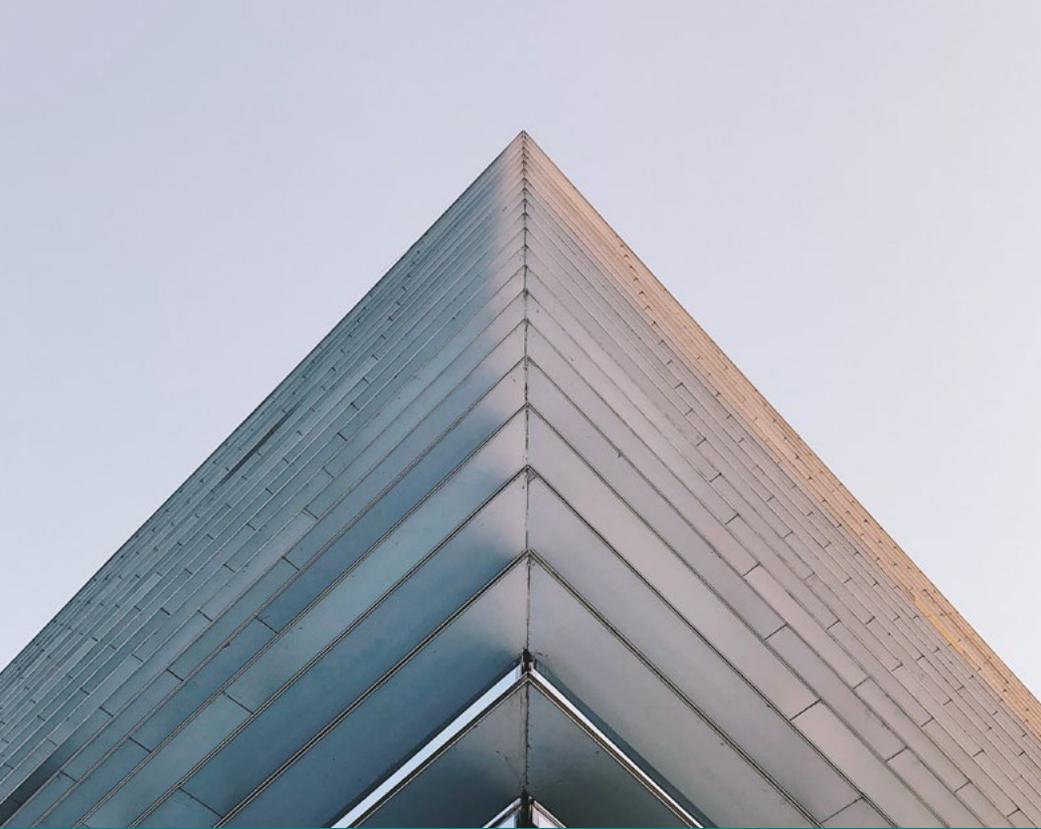




2021 CAGBC  
*ACCELERATING*  
*TO ZERO* 



# ACCELERATING 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.

## Lead the way to zero

**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.)



## 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.

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## 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.

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## Technical Workshops

### Zero Carbon Building Standard Workshops

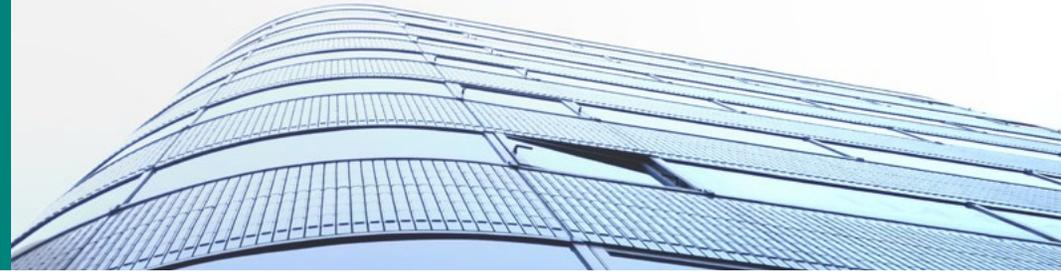
(3.5 hours) – Scheduled throughout 2021

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.)

2021 CAGBC

# Accelerating to Zero Sponsor Levels



	<b>Series Sponsor</b> <small>SOLD OUT</small>	<b>Session Sponsor</b>	<b>Supporting Sponsor</b>
	Opportunities: <b>1</b> Value: <b>\$30,000</b> Sessions: <b>9</b>	Opportunities: <b>2-3 per Session</b> Value: <b>\$5,000 per Session</b> Sessions: <b>1</b>	Opportunities: <b>Unlimited</b> Value: <b>\$2,000 per Session</b> Sessions: <b>1</b>
<b>Leadership.</b>	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
<b>Awareness.</b>	“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
<b>Reach.</b>	One related success story in CaGBC member newsletter Logo (+ link) on the Accelerating to Zero webpage Logo (+ link) in newsletter articles relating to the Series Social media amplification for all sessions Access to all session recordings for sponsor use	Logo (+ link) on the Accelerating to Zero webpage Logo (+ link) in member newsletter articles relating to the session Social media amplification for sponsored session Access to sponsored session recording for sponsor use	Logo (+ link) on the Accelerating to Zero webpage Social media amplification for sponsored session
<b>Engagement.</b>	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
<b>*Eligible Sessions</b>	All except Zero Carbon Building Standard Workshops	Trends & Next Steps, Zero Carbon Retrofit Summit, Understanding Embodied Carbon, A Guide to Carbon Offsets, Planning for Zero Carbon Transitions	All events (Brand alignment only, no participation)

**cagbc.org**

For more information, contact  
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