



2021 CAGBC

Catalyst Network Outline



A network of leaders at the forefront of change

CaGBC offers a premium membership level supporting the innovators and sustainability champions shaping Canada's green building sector.

Catalyst members have unique opportunities to leverage collective market intelligence, learn from subject matter and policy experts, and drive actions that will contribute to achieving Canada's climate commitments.

Why Catalyst?

Influence

Catalyst members take part in exclusive VIP briefings and discussions that drive change, inform policy development, and enable growth. CaGBC Catalyst programming includes exclusive interactive sessions for senior leaders that invite meaningful dialogue and address cross-cutting issues impacting policy and business decisions.

Access

Market intelligence can influence strategic solutions and impact outcomes. Catalyst members receive advance access to key market insights and research reports from CaGBC including the opportunity for live webinar(s) delivered by CaGBC experts to provide in-depth analysis.

Recognition

Catalyst members benefit from enhanced presence and profile, and gain access to resources and tools designed to showcase their position as an influential leader:

- Reinforcement of member messaging through CaGBC's social media platforms
- Recognition and profile in CaGBC newsletters and on CaGBC's website;
- Opportunity to submit one bylined article and one complimentary ad in CaGBC newsletter distributed to green building professionals;
- Pre-launch insight and a selection of nationwide Sponsorship opportunities; and
- Catalyst member status badge for use in email, social media, print or other promotional materials.

Additional benefits include **CaGBC Specialist Member** status for the current membership year, which includes access to all LEED technical resources.

Annual Catalyst membership: \$15,000

2021 CAGBC Catalyst program overview



Catalyst Insights

Catalyst Insights provide front-of-line access for leaders. Get the answers you need on what's driving the green building market. Each 1+-hour session will include a market intelligence briefing presented by Canada's leading experts.

Market Insight 1: In Conversation with the Canada Infrastructure Bank

Building a Retrofit Economy – March or mid-April, 2021

The Canada Infrastructure Bank (CIB) announced it would play a critical role in the government's pandemic response with a \$10 billion Growth Plan. This Plan includes \$2 billion for retrofits of existing buildings as a vital element of a green recovery and will support a future with reduced carbon emissions and enhanced quality of life for all Canadians. Join the Canada Infrastructure Bank to discuss how the bank's commitment will impact Canada's green building sector and accelerate retrofits and carbon reductions nation-wide.

Market Insight 2: In Conversation with Zero Carbon Retrofit Study authors RDH and Dunsky

Making the Case for Zero Carbon Retrofits – June, 2021

Achieving a net-zero emission economy involves dramatically deepening the uptake of retrofits across all building types and zero carbon buildings represent the best opportunity for Canada to make that happen. Building on previous work by CaGBC, Making the Case for Zero Carbon Retrofits is a first-of-its-kind report examining the technical and financial case for deep retrofits in large buildings to achieve net-zero emissions at scale. Join the study's authors, supported by the Centre for Greening Government of the Treasury Board of Canada Secretariat, to hear firsthand the pathways available today to achieve low carbon deep retrofits.

Catalyst Forums

Catalyst Forums provide a collaborative and interactive opportunity for leaders from the building sector and government to learn, share, and inform change at the highest levels. Each 2+-hour session includes discussion-setting commentary from leading voices and moderated roundtable discussions.

Forum 1: Carbon Sustainability

Early-May

By 2050, embodied carbon is expected to represent almost half of all new construction emissions. Today, embodied carbon emissions from the building sector produce nearly 11 per cent of annual global greenhouse gas (GHG) emissions. A significant proportion of a building's lifetime carbon is locked into the fabric and systems. Addressing embodied carbon offers potential cost effective carbon savings over and above what is traditionally targeted through operational savings. In this session, leaders will review the latest actions being advanced by the sector and government programs to reduce embodied carbon.

Forum 2: Competitive Advantage of Green Building

Mid-October

The global green building market is rapidly evolving, responding to the urgent need to build and maintain a healthier, more sustainable future for current and future generations. This evolution is supported by increased demand for transparency in reporting and access to sustainable finance to better address climate risk and to act decisively on social issues. Leaders will explore how Corporate Canada has responded to climate-related financial disclosure expectations and the role that green building offers in support of Environmental, Social, Governance (ESG) expectations.

(Program overview subject to change)

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For more information, contact
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