



2021 CAGBC
**Innovation
Series**



Throughout 2021, the CaGBC will host nine virtual, interactive sessions that invite meaningful dialogue and discovery around leading-edge solutions and strategies to alleviate pressing issues in the green building industry.

Each two-hour online session includes educational presentations and moderated panels presented by Canada's leading subject matter experts. Interactive discussions, innovative case studies and breakout rooms are some of the elements included in each engaging online session.

Core Programming Themes and Topics

Optimizing Building Design, Construction and Operations for Health & Well-being

Elevating the built environment to improve the health and wellbeing of occupants is a key driver in tenant satisfaction, productivity and building performance. Discover how technology, design and management of green buildings blend together to support the mental health and physical well-being of occupants while addressing re-entry, efficiency and operational strategies. Cross-cutting themes include:

- Protecting & Improving Personal Health
- Prioritizing Comfort for Building Users
- Facilitating Positive Behavioural Health and Natural Connections

Advancing Resiliency & Efficiency

As we face an increase in dramatic weather events, pandemics and higher demand for electricity, our buildings must become more resilient to the effects of climate change. Explore practices and strategies around energy security, resilient design and materials, and seize on opportunities that optimize carbon reductions, energy efficiency, and corporate transparency. Cross-cutting themes include:

- Focus on Clean Energy
- Circularity and the Healthy Use of Materials
- Transitioning Fuels in a Low-Carbon Future

Green Building through an ESG Lens

To facilitate long-term sustainable growth, environmental, social and governance (ESG) criteria have become a benchmark upon which green building portfolios are assessed. This theme explores the elements of ESG, their impact on green building and how to meaningfully optimize each element to develop a purposeful and holistic approach. Discussions within this series will guide participants through crucial steps that enhance their existing programs or help to develop new ones.

(Exact programs and timing to be determined in consultation with sponsors.)

2021 CAGBC Innovation Series Sponsor Levels



	Series Sponsor	Session Sponsor	Supporting Sponsor
	<p>Opportunities: 1</p> <p>Value: \$30,000</p> <p>Sessions: 9</p>	<p>Opportunities: 2-3 per Session</p> <p>Value: \$7,500 per Session</p> <p>Sessions: 1</p>	<p>Opportunities: Unlimited</p> <p>Value: \$2,000 per Session</p> <p>Sessions: 1</p>
Leadership.	<p>Welcome attendees (5-minute opening remarks) all sessions</p> <p>Co-develop and participate in (present and/or panel) two sessions</p> <p>Series event tracking for your staff</p>	<p>Co-develop and participate in (present and/or panel) one session</p>	<p>Brand alignment with a session topic of your choice</p>
Awareness.	<p>“Series Sponsor” recognition at all sessions</p> <p>Primary logo placement (+ link) on all series promotions, session material and on each registration page</p>	<p>“Session Sponsor” recognition at sponsored session</p> <p>Logo placement (+ link) on sponsored session promotions, session material and on session registration page</p>	<p>“Sponsor” recognition at sponsored session</p> <p>Logo placement (+ link) on sponsored session promotions, session material and on session registration page</p>
Reach.	<p>One related success story in eNews (25,000+ recipients)</p> <p>Logo (+ link) on the Innovation Series webpage</p> <p>Logo (+ link) in eNews articles relating to the Series</p> <p>Social media amplification for all sessions</p> <p>Access to all session recordings for sponsor use</p>	<p>Logo (+ link) on the Innovation Series webpage</p> <p>Logo (+ link) in eNews articles relating to the session</p> <p>Social media amplification for sponsored session</p> <p>Access to sponsored session recording for sponsor use</p>	<p>Logo (+ link) on the Innovation Series webpage</p> <p>Social media amplification for sponsored session</p>
Engagement.	<p>4 complimentary registrations to each session</p> <p>Facilitated communications to opt-in attendees after all sessions</p>	<p>4 complimentary registrations to sponsored session</p> <p>Facilitated communications to opt-in attendees after sponsored session</p>	<p>2 complimentary registrations to sponsored session</p>

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