



World Green Building Week 2015: Powering Positive Change

21 – 27 September 2015

World Green Building Week brings together green building councils from around the world to create a public conversation about the role buildings play in our sustainable future.

With dozens of countries taking part, and hundreds of events worldwide, it's the biggest and best opportunity each year for us to shine the spotlight on our global movement.

By working together in the same week all over the world, our message is louder, demonstrates our global diversity and emphasises our collective mission to create sustainable built environments.

Powering Positive Change



Each year, we set a theme for World Green Building Week that GBCs can use as a basis for consolidating our message. The theme for 2015 is *Powering Positive Change*.

Our buildings consume a third of the world's energy and are responsible for a fifth of global emissions. This could double or triple by 2050. Green buildings are powering positive change – slashing energy use and emissions, saving water and waste to landfill, and providing healthier places for people.

This World Green Building Week, we're sharing the story of how our industry is powering positive change around the globe.

What Can GBCs Do?

We've chosen a broad theme that can be adapted to suit your GBC's priorities. Each GBC sets its own agenda – how much or how little you participate is up to you.

Some GBCs use World Green Building Week as the springboard for a large-scale events program. Others see the week as a chance to motivate staff, reconnect with governments or showcase member success stories.



Health, Wellbeing and Productivity in Offices launch, WGBWeek 2014

Just some of the innovative ideas that GBCs developed in previous years included:

- Photography competitions in Hong Kong and the United Arab Emirates
- A 'make art from waste' competition in Australia
- A virtual tour of future green cities and a pop up green office in Holland
- Green walking tours in Hungary and New Zealand
- An exhibition on sky gardens in Singapore
- Site tours of green building icons in India
- A factory visit in France

GBCs hosted summits and webinars, conferences and twitter chats, working bees and media campaigns, tree plantings and awareness marches, classes and contests.



Hon Rob Stokes addresses the audience at a GBCA networking event

Events ranged from small and simple to large and complex – GBCs at all levels and stages of development were involved, and your GBC can be, too.

Need ideas? You can see more of the GBC activities held in 2014 online at www.worldgreenbuildingweek.org/events/ or ask us for suggestions.

Tools and Resources

We've provided a range of graphics for you to use in promoting World Green Building Week. We encourage you to use them in social media, presentations, newsletters, promotional material, and on your website. Visit worldgreenbuildingweek.org to download logos, banners, email signatures, Powerpoint slides and more.



Use the power of social media to amplify our collective message, to encourage attendance at your events, and to get all of your followers Powering Positive Change! Publicise your events and share World Green Building Week news, pictures and successes with your network.

Don't forget to use:

- Twitter: #greenbuildingweek
- Facebook: @WorldGreenBuildingCouncil
- Instagram: #greenbuildingweek



Help us to promote your World Green Building Week events on our website calendar. Visit <http://www.worldgreenbuildingweek.org/submit-events> to submit your event details. We'll post them on worldgreenbuildingweek.org and will do our best to spread the word.

In the coming weeks, we'll provide you with a media kit to help you promote World Green Building Week and your local events. This will include a media release that you can distribute to your local media in the lead-up to the week, as well as sample text for your newsletters and website, and sample posts and tweets for your social media channels. Check the website for more details coming soon!

Work with Us to Build Momentum

Each year, the number of events and activities held around the world has increased – and we hope 2015 will be no different.

As interest in World Green Building Week grows, GBCs understand the potential of all acting together, making us more visible – and more vibrant.

So, how will your GBC showcase its role as an agent of positive change?



Eiffel Palace building tour, Budapest (Hungary GBC)

Need More Help?

Visit www.worldgreenbuildingweek.org for the latest information, events and resources. If you have any questions or need help, please contact:

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