



**Net-Zero**  
ENERGY COALITION

TO ZERO AND BEYOND

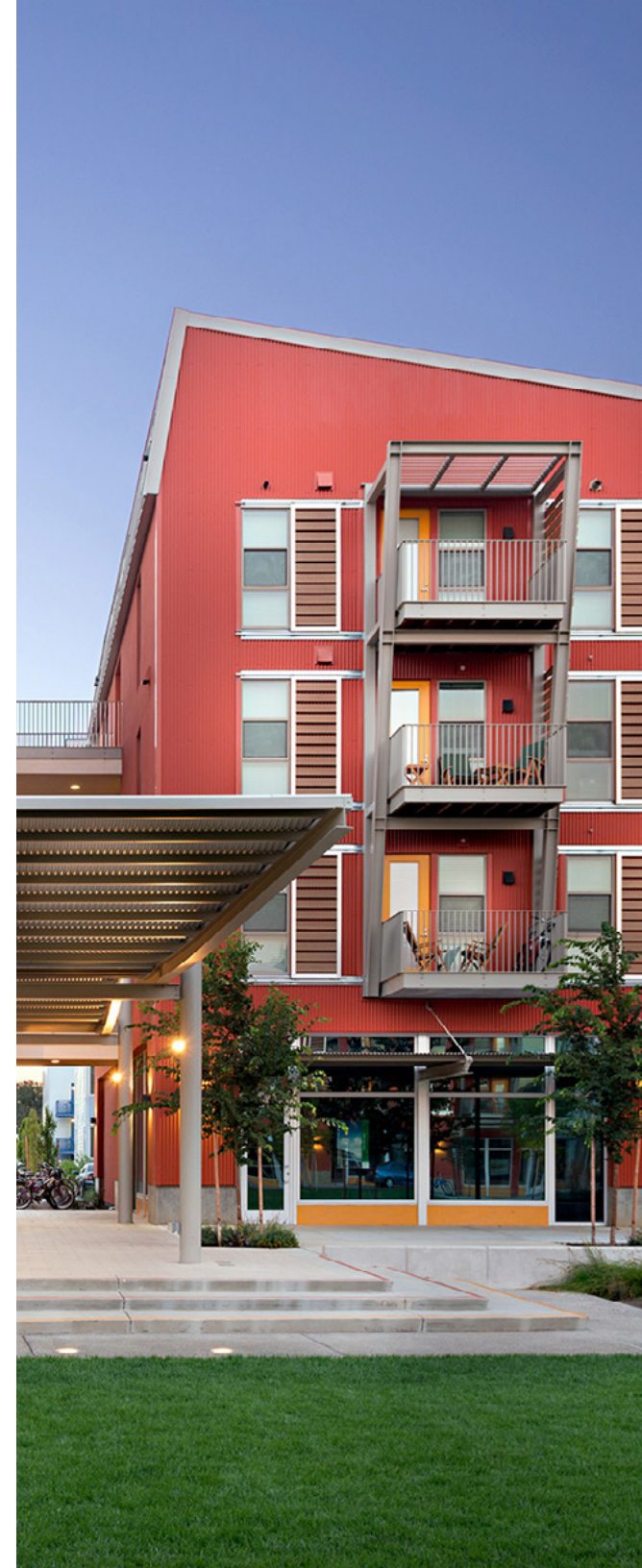
## HOW DO WE QUICKLY BUILD A FUTURE WHEN EVERYONE WILL BE ABLE TO LIVE, WORK AND PLAY IN A ZERO ENERGY BUILDING?

The time is now to catapult the market to zero.

The built environment is the leading source of greenhouse gas emissions, contributing 71% of total emissions globally. The only efficient path to altering the negative impacts of climate change, is to create buildings and communities that are zero energy. By addressing the built environment on a community scale, we also address the CO2 emissions from transportation and industry, dramatically changing the overall energy equation.

The next few years will be pivotal for the growing zero energy movement with new cities and states adopting zero energy policies, solar costs plummeting to a new record low, and a growing demand for zero energy buildings globally. Lux Research projects floor space for net-zero energy buildings and nearly-zero energy buildings, will soar more than six-fold to 80 million m2 in 2017 and a \$1.3 trillion market by 2025. This demonstrates a major market opportunity for the entire construction industry ecosystem that will be driven and accelerated by NZEC's collective action efforts.

NET-ZERO ENERGY BUILDINGS AND NEARLY-ZERO ENERGY BUILDINGS, WILL SOAR MORE THAN SIX-FOLD TO 80 MILLION M2 IN 2017 AND A \$1.3 TRILLION MARKET BY 2025.



## THE NET-ZERO ENERGY COALITION IS LEADING MARKET ACCELERATION.

The Net-Zero Energy Coalition (NZEC) is a change agent, catalyzing a transformation of the built environment to zero energy by [uniting the industry](#) and [accelerating the market](#). In 2014, NZEC published a report for Natural Resources Canada (NRCan), entitled *Coordinating and Unifying NZE Efforts in North America*, and documented over 146 organizations focused on NZE in North America. This demonstrates industry momentum, and an opportunity to consolidate and coordinate efforts toward greater market adoption. [NZEC serves as the only backbone organization in North America, solely focused on facilitating NZE collaboration and bridging the knowledge gap toward the mass market.](#)

We've made significant progress over the last 18 months:

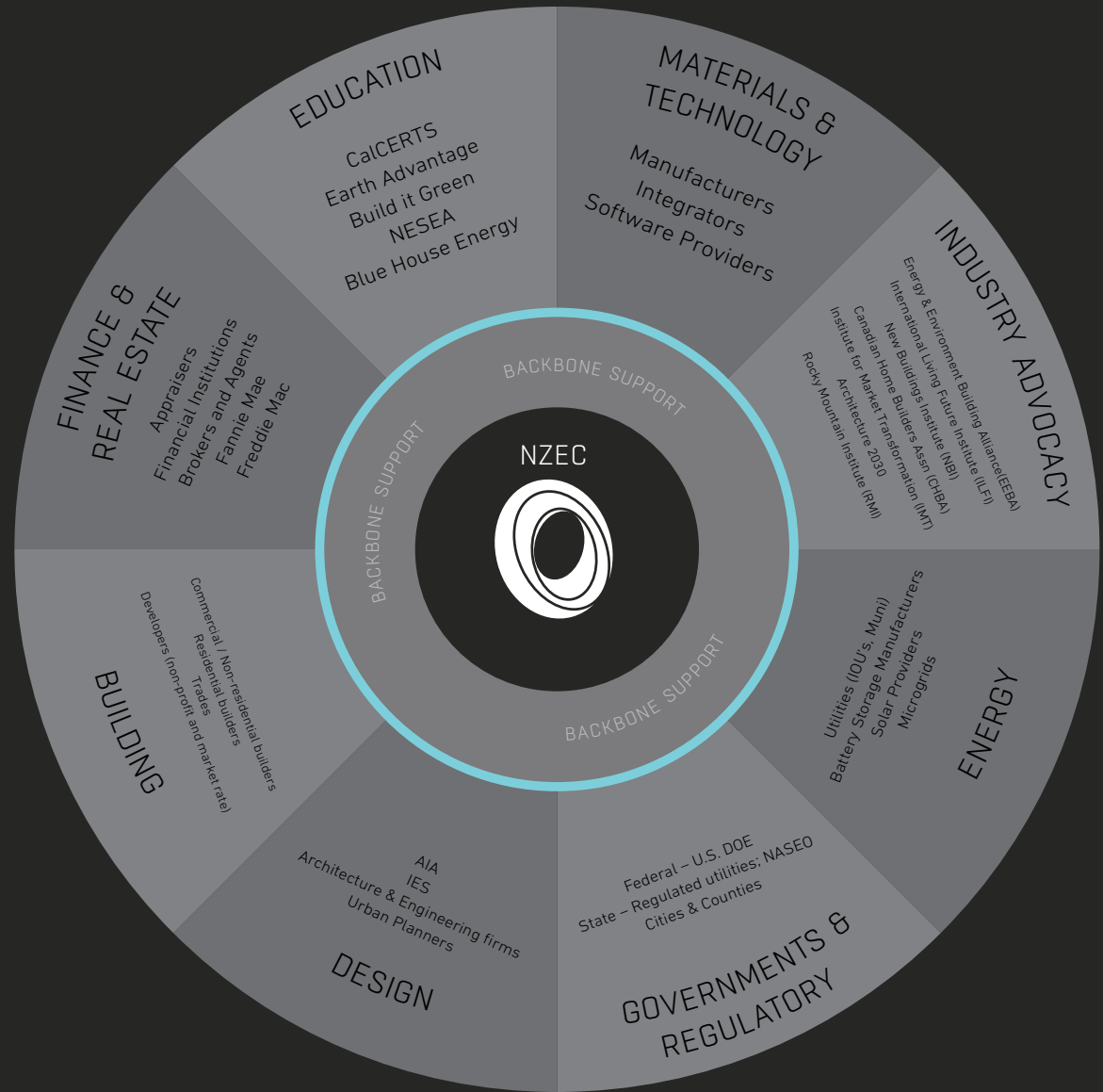
- » **Conducted a study for NRCan** identifying over 146 organizations focused on zero energy initiatives, validating the need to collaborate and combine efforts
- » **Launched our Activation Teams** with over 40 industry leaders and organizations dedicated to driving the Path to Zero
- » **Held the 2nd Net-Zero North American Leadership Summit** in Boston, MA, where attendees and speakers connected, and workshop participants made concrete commitments to our collective action efforts
- » **Completed an inventory of zero energy buildings** that to-date has found over 6,000 buildings on the path to zero. The effort is funded by Rockefeller Brothers Foundation. Sponsors will receive special access to the inventory results, in addition to our published report.

In 2016, we plan to deliver even more value. Here's a sneak peek inside our top initiatives:

1. **Launching a North American Zero Energy market awareness campaign** — The currently fragmented market needs to come together to make zero energy “cool” to consumers and attractive to the supply chain in the same way Tesla has done with the auto market. In collaboration with our members and partners (including US DOE, RMI, builders, manufacturers), we will create a campaign that will drive the zero energy market. Think “Got Milk”.
2. **Building our North American zero energy case study database** — Already there are hundreds of projects in the queue to fill this database with a plethora of valuable information for projects and partners, and to promote our sponsors who participate
3. **Developing an online clearinghouse for everything zero energy** — The database will provide the basis for a broader, centralized zero energy hub (policy, programs, training, tools, research, etc) and simplify how you find information
4. **Collaborations underway to drive massive adoption** — this will include the creation of integrated technologies, delivered on large-scale projects. These efforts are still early stage and will be announced in early 2016. Manufacturers and partners wanted.



NZEC SERVES AS THE ONLY BACKBONE ORGANIZATION IN NORTH AMERICA, SOLELY FOCUSED ON FACILITATING NZE COLLABORATION AND BRIDGING THE KNOWLEDGE GAP TOWARD THE MASS MARKET.



## SPONSORS TAKE FIRST MOVER ADVANTAGE AND DEFINE THE ZERO ENERGY MARKET

Evidence is growing that zero energy and smart buildings are converging. Organizations that first recognize the value of having that mix of performance and features in one building will have significant opportunities to lead the market.

As a sponsor, you will move the market faster and secure your role as a North American zero energy industry leader. This sponsorship will provide growth for your organization—whether that’s measured by sales, market share, influence or brand reputation. Top-level sponsors have access to background data from all our research, inclusion in the case study database, and prominence in the national marketing campaign, among other benefits

Sponsors will not be absent from this mission to create a future—where, by definition, there will be more demand for your expertise, experience, products or services.



### FOUNDING SPONSOR \$20,000+

Company leadership in NZEC movement and access to custom data

- » Custom report from the net zero energy case studies inventory
- » Board position for company CEO
- » Company CEO and four additional staff qualify registration at NZEC events
- » Invitation to present webinars and on NZEC event panels
- » Interview with company CEO and description of company services in issue of e-newsletter
- » Banner ad with company logo, link, on webpage
- » Company name recognition in coalition channels and sponsorship webpage
- » NZEC logo licensed to be used on company website demonstrating support
- » NZEC membership

### SUSTAINING SPONSOR \$10,000 – \$19,000

Greater company promotion and marketing benefits

- » Interview with company CEO and description of company services in issue of e-newsletter
- » Banner ad with company logo, link, on webpage
- » Company name recognition in coalition channels and sponsorship webpage
- » NZEC logo licensed to be used on company website demonstrating support
- » NZEC membership

### SIGNATURE SPONSOR \$5,000 – \$9,000

Affiliation and Support

- » Company name recognition in coalition marketing channels and sponsorship webpage
- » NZEC logo licensed to be used on company website demonstrating support
- » NZEC membership

