



# 2019 Passivhaus Social: Local Authority Housing Campaign Proposal 2019- local events

Updated January 2019

## Introduction

The UK's CO<sub>2</sub> emissions caused by buildings in use are currently 43%; 25% of these emissions are caused by homes in use. Under the Climate Change Act, at least an 80% reduction in the carbon emissions from homes must be achieved by 2050. Delivering these targets requires low-energy, highly efficient homes that are often highly air-tight, which brings new risks associated with ventilation, indoor air quality, condensation and overheating.

Many conventional approaches currently demonstrate a performance gap of 60-80% in energy use compared to the predictions at design stage, 70-80% failure rates in terms of ventilation and increasing reports of overheating incidents. Passivhaus provides a holistic solution to all of these problems and therefore offers Local Authorities an opportunity to deliver quality, high-performance homes on their own land, which will save energy and improve comfort for their building occupants.

## The Campaign

The Passivhaus Trust manages the Passivhaus standard in the UK. The PH social campaign developed in 2016/17 aimed to work with Local Authorities and Housing Associations to help implement the Passivhaus Standard in their guidelines/ specifications for new housing on their own land.

The campaign will

- Promote the standard & increase awareness of Passivhaus to Local Authorities
- Encourage implementation of Passivhaus on Local Authority owned land/ projects

PHT propose that the Passivhaus Social campaign is led by Jon Bootland with support from Kirsten Priebe and Yogini Patel. PHT will liaise with project sponsors and team for their input and guidance.

Phase 2019 of this campaign will be launched on the back of the amount of interest Phase 1 has created.

## PH SOCIAL 2019

- A continuation of events held in 2016, 2017 and 2018. Phase 1 has created a lot of interest amongst further afield. Local Authorities, Community Groups and individuals interested in wishing to become involved with this campaign.
- Production of a video clip featuring mainly occupants living in Passivhaus Homes provided by Housing Associations and Local authorities highlighting the benefits for them.

### Sponsors/Exhibition opportunities

Sponsorship funds are required to organise and run these events as well producing the video clip. The aim is to run a half-day event in three regions of the UK in 2019. These are preferably hosted by a Local Authority and chaired by the Passivhaus Trust or a representative.

#### Video Sponsorship £ 1,000

Production of 2-minute video montage: featuring social housing residents, talking about the key benefits of living in a Passivhaus. The video will be shown at each of the 2019 PH social events as well as shared on social media. Sponsors will be mentioned in the finished clip.

#### Event sponsorship: £ 1000 per event (multiple sponsorships)

- 3 half-day seminars: Wales, Scotland and London for Local Authorities and Housing Associations: featuring key industry speakers and policy makers, chaired by a Passivhaus Trust representative
- Listing on PH social webpage as 2019 PH social sponsor of (...) event + social media coverage + listing on all programmes
- Exhibition opportunity at specific event, venue permitting

### Benefits to Sponsors

Sponsors will be able to input their knowledge and experience by becoming involved with each event (if desired) by having a small exhibition stand (venue permitting!) This will increased profile recognition among Local Authorities and Housing Associations

- An opportunity to highlight projects & services
- Potential collaboration with high-profile Local Authority events
- Collective marketing power by promoting materials through the marketing channels of sponsors/partners
- Sponsor logos will be presented on the [Passivhaus Social](#) website
- Video sponsors will have their logo inserted in the video clip
- Sponsors will be mentioned in newsletters, press releases, social media etc. as appropriate.

### Timeline

Autumn 2018	Identification of potential events throughout the UK
Winter 2018/2019	securing sponsorship
From January 2019	PH Social events – approx.3 per year

Currently proposed

1. Cardiff - May
2. Glasgow – June/July
3. London - September

