

PLANT A **SENSOR**

AN AIR QUALITY MONITORING CAMPAIGN



PRESS KIT



WORLD
GREEN
BUILDING
COUNCIL

World Green Building Council

The World Green Building Council (WorldGBC) is a global network leading the transformation of the built environment to make it healthier and sustainable. Collectively with our Green Building Councils (GBCs) in around 70 countries, we drive action to deliver on the ambition of the Paris Agreement and UN Global Goals for Sustainable Development. Through a systems change approach, working across sectors, we are aiming to transform the building and construction industry towards a net zero carbon and sustainable built environment. We are committed to green buildings for everyone, everywhere to build a better future.

WorldGBC recognises the power that rating tools have had in transforming the sustainability of buildings and firmly supports their use. WorldGBC takes a neutral approach to individual rating tools and does not advocate the use of one specific tool over another. To learn more about WorldGBCs position regarding rating tools please see worldgbc.org/rating-tools.

RESET

RESET is part of the GIGA social enterprise whose mission is to leverage technology to promote the creation of healthy buildings. As an international organization, GIGA assesses the health performance of buildings by combining building standards with cloud software to increase the accessibility of healthy buildings globally. Real-time analytics are used to cost-effectively benchmark projects against RESET and other international standards.

With thanks to our global partners

Global
Campaign
Partners



SIEMENS

Gold
Campaign
Supporters



The We Company



Silver
Campaign
Supporters



NGO
Campaign
Partners



CLIMATE &
CLEAN AIR
COALITION
TO REDUCE SHORT-LIVED
CLIMATE POLLUTANTS



What is Plant a Sensor?

Plant a Sensor is a global air quality campaign led by the World Green Building Council, in collaboration with RESET and in partnership with the Wilson Centre and Earth Day Network. The initiative is a call to action within the World Green Building Council's 'Air Quality in the Built Environment' campaign.

In order to reduce the detrimental impacts of air pollution on human health and the environment, both in and outside of buildings, we need to be equipped with accurate, high-quality data sets through monitoring current air quality. We can't improve what we can't measure.

The fundamental purpose of this campaign is to acquire a global set of accurate data that will empower our network to enhance existing and vital awareness raising, technical work and/or advocacy campaigns. We are committed to green buildings for everyone, everywhere to build a better future.

Participation Opportunities

There are a range of opportunities for citizens and organisations to participate in the Plant a Sensor campaign.

Campaign Participants

- Mass participation opportunity, responding to call for contribution from citizens and organisations globally to provide air quality data to Plant a Sensor campaign
- Can contribute data from in and/or outdoor monitor(s), with public or anonymous data disclosure on campaign data platform (or non-disclosure)

Campaign Supporters (Manufacturers)

- Opportunity available for manufacturers of air quality monitors or sensors to donate or offer cost-price equipment to participants, with focus on developing nations and challenging locations
- Visible recognition from WorldGBC on Plant a Sensor web content
- Logo and name inclusion on published materials and select communications content

Campaign Supporters (Organisations)

- Opportunity available for organisations to commit to participation and sharing data from in and/or outdoor monitor(s); limited Silver and Gold Supporter opportunities available
- Organisation presented as visible supporter of campaign on WorldGBC Plant a Sensor web content, plus recognition on published materials and select communications content
- Enhanced bespoke communication opportunities around organisational participation

Benefits for participation

- Opportunity to contribute to ambitious and exciting global project delivering high-quality data to initiate action that will reduce health and environmental impacts from air pollution
- Associated communications opportunities as outlined in Press Kit and Participant Manual
- Engagement with wider corporate network through association with global Green Building Council network, and membership opportunities for organisations and individuals
- Access to unique publicly accessible global data set around air quality in the built environment, with opportunity for follow-on communications, research or academic work
- Potential access to cost price monitors through partnerships
- Potential donation and CSR opportunities with focus on high-risk environments such as schools and hospitals, in collaboration with the global Green Building Council network
- Establishment of air quality baselines within GBCs specific geographies, which will be gathered and published by GBCs and WorldGBC through access to data on RESET Earth gathered through Plant a Sensor and Earth Challenge 2020.
- Increase organisational knowledge in air quality in the built environment with public recognition via RESET Earth, and/or association with WorldGBC

Data Management

The Plant a Sensor campaign offers participant organisations the opportunity to prove their commitment to working towards a healthy and sustainable indoor environment, and assist global knowledge collation of our air pollution crises. Air quality data that is disclosed by participants will be publicly available on RESET Earth, an online, map-based data portal: resetearth.com

Participants collecting air quality data as part of Plant a Sensor are at liberty to disclose their data on the publicly accessible RESET Earth platform if they wish. Participants may;

- Name their precise indoor/outdoor location, or
- Provide a more general location, or
- 'White-label' their participation for data publication on RESET Earth, anonymising their contribution
- Participants may opt not to publish data on RESET Earth

Please refer to Campaign's Participant Manual for details on data disclosure and privacy, as well as how to set up online account on RESET Earth.

Participant communications opportunities

Participants

All participants of Plant a Sensor are encouraged to communicate their contribution via digital, media and social media channels and platforms.

We greatly appreciate the support of the campaign participants to communicate their participation in the campaign. Plant a Sensor is a data-driven initiative, and part of our aim is to raise awareness of the data gathered, encouraging its use for invaluable academic, advocacy and awareness-raising work about health and climate change worldwide.

Supporters

Supporters of Plant a Sensor will be offered additional communication opportunities in recognition of their engagement and collaboration with the campaign.

Graphics for participant communications

Campaign logo

All participants of Plant a Sensor are encouraged to utilise the Plant a Sensor campaign logo files, in accordance with the Communications Guidelines. These may be utilised in presentation content, social media, on participant websites and for other marketing purposes.

These files may not be adapted in any way by campaign participants or partners without the written permission of the World Green Building Council. Translation may be undertaken with WorldGBC permission.



Campaign graphics

All participants of Plant a Sensor are encouraged to utilise the Plant a Sensor campaign logo files, in accordance with the Participant Communications Guidelines.



Image files can be downloaded from the WorldGBC website free of charge for all participants



Image file with partner and supporter logos can be downloaded from the WorldGBC website free of charge for all participants

Campaign banner

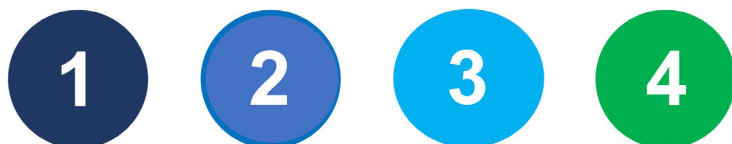
All participants of Plant a Sensor are encouraged to utilise the Plant a Sensor campaign banner within presentation or promotional material to demonstrate participation in the campaign, in line with guidance below.



World Green Building Council

Air Quality in the Built Environment campaign

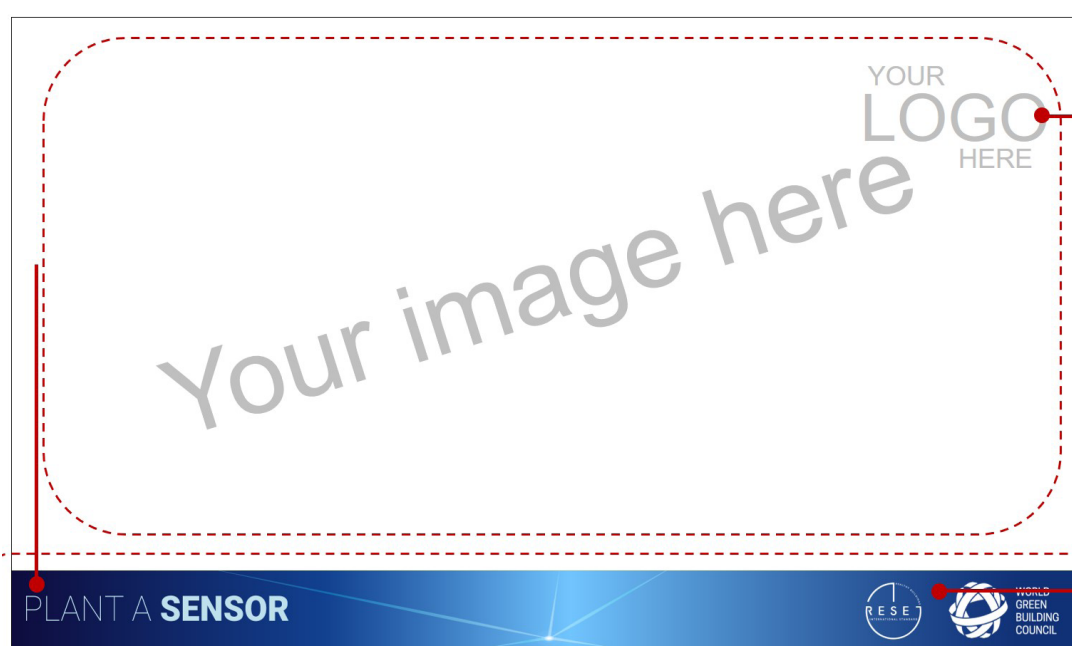
We are targeting the specific impacts of the built environment on the crisis of air pollution across the world, in order to reduce the impacts on human health and our natural environment



Example use in Powerpoint presentation

Participants banner use requirements

Below is an example of how the official campaign banner can be used in PPTs, Keynote or other presentation design software



Participants may place their logo anywhere they wish inside their presentation slide, but it is not permitted to be placed within the official banner.

Official Banner. Participants may use the official banner in presentation slides as needed.

Partner and Supporter bespoke banner use

Sponsors & Partners, with permission, may place their logo within the official banner in presentation slides to communicate their direct involvement with the Plant a Sensor campaign. Please liaise with WorldGBC for permission to adapt all imagery.



Email footer

All participants of Plant a Sensor are encouraged to utilise the official Plant a Sensor campaign email footer, in line with Participation Communication Guidelines. This can be downloaded from WorldGBC website at <https://worldgbc.org/plant-a-sensor>



Example social media messaging

Participants are invited to use some of the below examples of social media messaging to communicate involvement in the Plant a Sensor campaign;

For all: *[Participant] is proud to participate in the @WorldGBC Plant a Sensor campaign...*

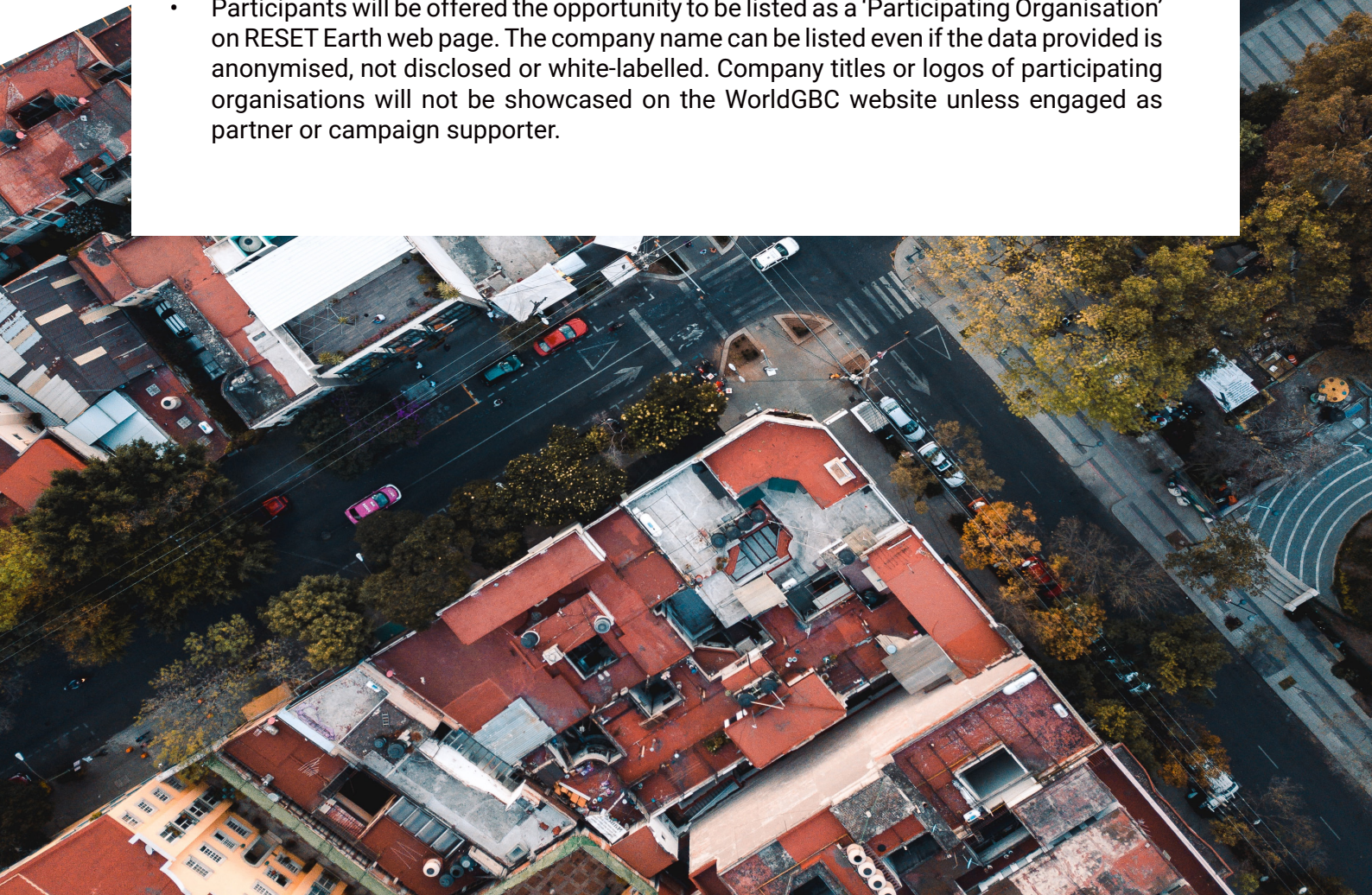
For supporters: *[Supporter] is proud to support the @WorldGBC Plant a Sensor campaign...*

- demonstrating our commitment to enhancing human health and fighting climate change by increasing access to vital data on air pollution*
- ... working to recognise the impact of the built environment on air quality*
- ... committing to monitor and improve our indoor air quality to enhance the health of our staff / customers / people*
- ... check out our live air quality monitoring on @RESET Earth now*
- ... helping understand the impact of buildings on air quality and climate change.*
- ... making our building part of the solution.*
- ... [Problem Statement] Proud to be part of the solution.*
- ... helping create global air quality baselines*

Social media tags: @WorldGBC @RESETcertified @EarthDayNetwork #BeatAirPollution #cleanair

Participant Communication Guidelines

- Participants may not use the WorldGBC logo, affiliated imagery or branding without the express permission of the World Green Building Council. These permissions have been granted to Plant a Sensor supporters under the terms and conditions of Supporter contractual agreement for Plant a Sensor Supporters engaged with WorldGBC.
- As shown in the examples as provided in this document, participants are permitted to utilise the Participant Banner in their communications and marketing of Plant a Sensor. No alterations to the banner, WorldGBC or RESET logos, or any aesthetic or written changes are allowed. Please contact WorldGBC for any bespoke queries.
- Participants may not use the RESET logo, affiliated imagery or branding without the express permission of RESET.
- Participants may use provided prepared social media assets in their current form for digital communications and marketing on all social and digital channels. No additions or alterations to prepared social media assets are allowed. For permissions about additional asset use (including printing) please contact WorldGBC.
- Participants may not adapt provided social media assets without express permission from WorldGBC.
- Participants may communicate directly with WorldGBC and RESET through social media channels to indicate participation in Plant a Sensor campaign.
- Participants may not use the Earth Challenge 2020 title, logo, branding or imagery in any communications without the express permission of the Earth Day Network and/or associated partners.
- Participant data, if opted to disclose, will be available to view publicly on RESET Earth platform. Participants are at liberty to communicate this participation.
- Participants will be offered the opportunity to be listed as a 'Participating Organisation' on RESET Earth web page. The company name can be listed even if the data provided is anonymised, not disclosed or white-labelled. Company titles or logos of participating organisations will not be showcased on the WorldGBC website unless engaged as partner or campaign supporter.



Further information

World Green Building Council

- For more information about the WorldGBC Plant a Sensor initiative please see worldgbc.org/plant-a-sensor.
- For more information about the WorldGBC Air Quality in the Built Environment campaign please see worldgbc.org/clean-air-buildings.
- Please direct communication and participation queries to office@worldgbc.org.
- To discuss supporter opportunities with WorldGBC please contact Catriona Brady, Head of Better Places for People at cbrady@worldgbc.org

RESET

- For more information about RESET please see reset.build.
- Please direct queries to info@reset.build

Earth Challenge 2020

- For information about Earth Challenge 2020 see earthchallenge2020.earthday.org/





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