



ZERO NET CARBON
BUILDING ALLIANCE

THE CLIMATE CRISIS AND BUILDINGS

The climate crisis poses the most urgent threat to the planet's ecosystems and its people, with disproportionate impacts on frontline communities, yet:

- We are **not decarbonizing** the built environment—both new and existing buildings—**fast enough** to limit global warming to “well below 2 degrees C above pre-industrial levels” as outlined in the Paris climate accord.



THE CLIMATE CRISIS AND BUILDINGS

The climate crisis poses the most urgent threat to the planet's ecosystems and its people, with disproportionate impacts on frontline communities, yet:

- Our advocacy for a **disparate array of green building approaches** and certifications confuses elected officials and staff.
- Our **varied green building agendas lack cohesion** and can obscure common ground and common cause, limiting our ability to transform the built environment into part of the climate solution.



OUR PURPOSE

Shift Zero starts from **common** ground – our alarm about the climate crisis – to work for **common cause**: a Zero Net Carbon built environment for all members of our communities. We draw from the collaborative spirit of integrated design to change how we work together and advocate for policy. Recognizing the urgency to decarbonize, we focus only on impacts that are **ambitious, scalable, equitable, and quantifiable**





What is Zero Net Carbon Building?

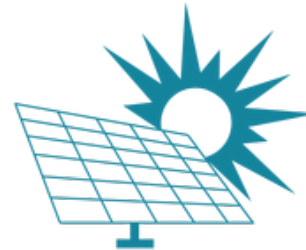
STEP 1 Maximize Energy Efficiency

- Efficient building construction
- Efficient systems and appliances
- Operations and maintenance
- Change in user behavior



STEP 2 On-site renewable energy

Maximize on-site renewable energy generation where practical

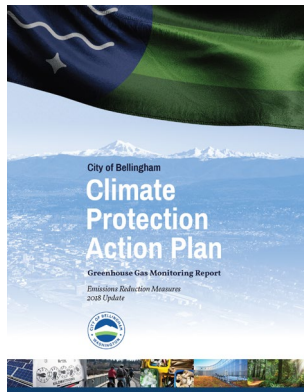


STEP 3 Off-site renewable energy

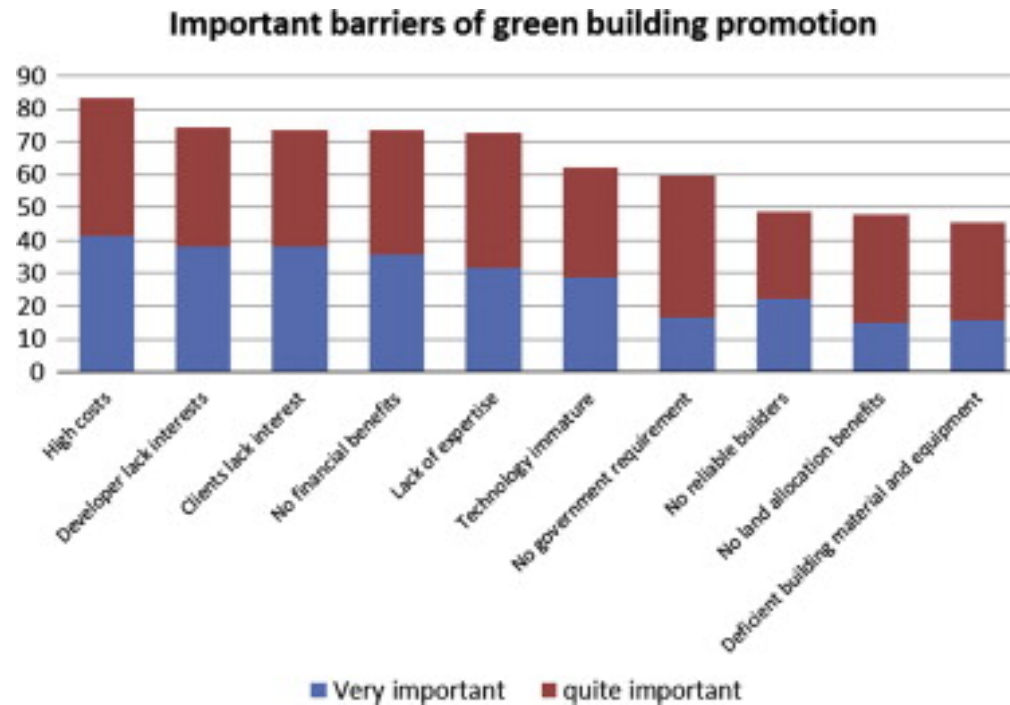
Procure off-site renewable energy that is additional, local, equitable, and legally assigned to the building.



Municipal Leadership in Climate Change



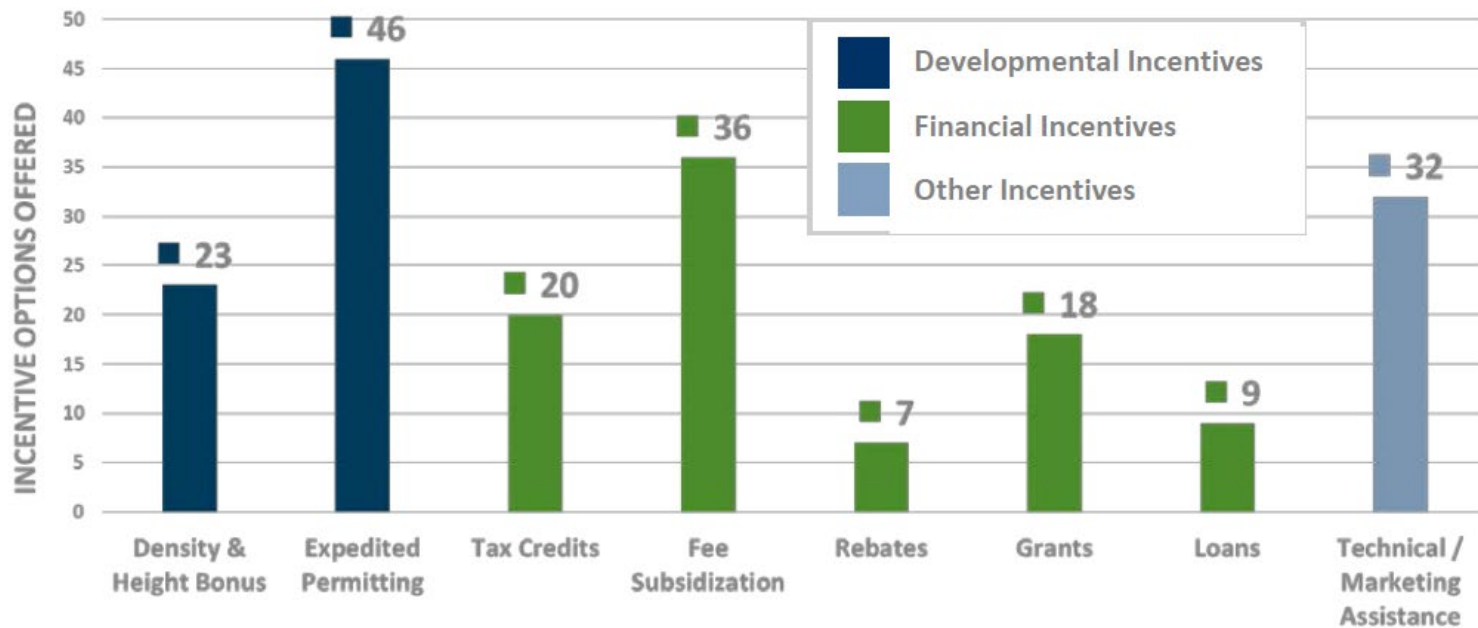
Developing the Market for Green Buildings



Partnerships and Certification Programs



Identifying Incentives that Work



Incentive Opportunities

Coming soon at shiftzero.org

Urban Matrix

Coming soon at shiftzero.org

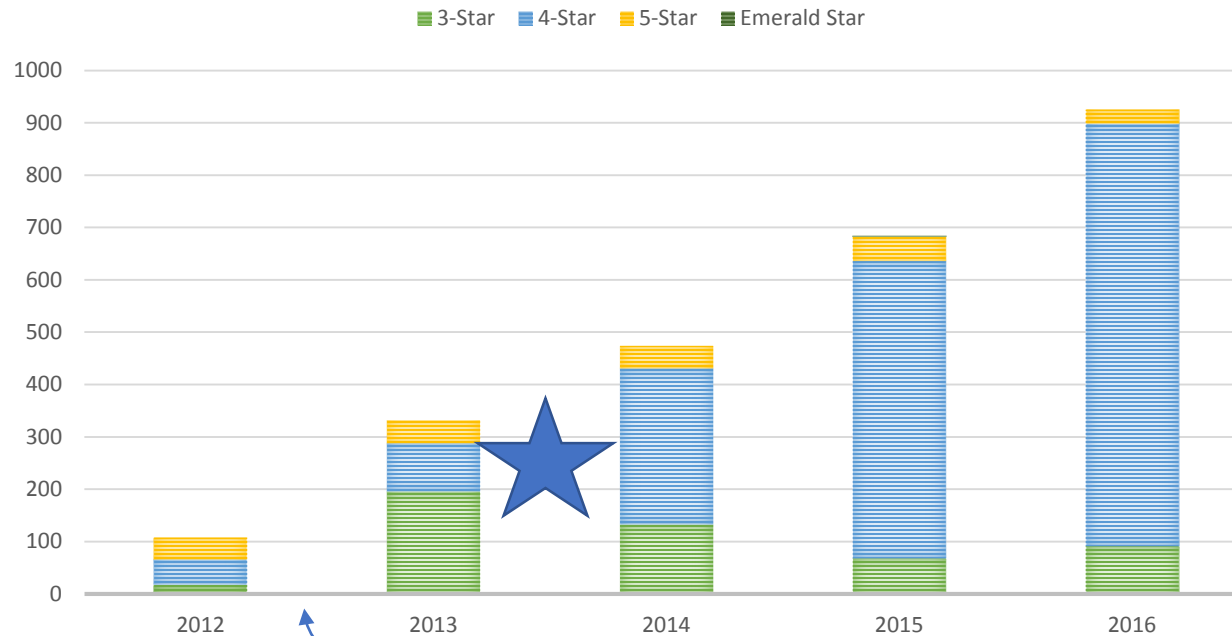
Making Incentives Work

Coming soon at shiftzero.org

Built Green Certifications in Seattle

Incentive Driven

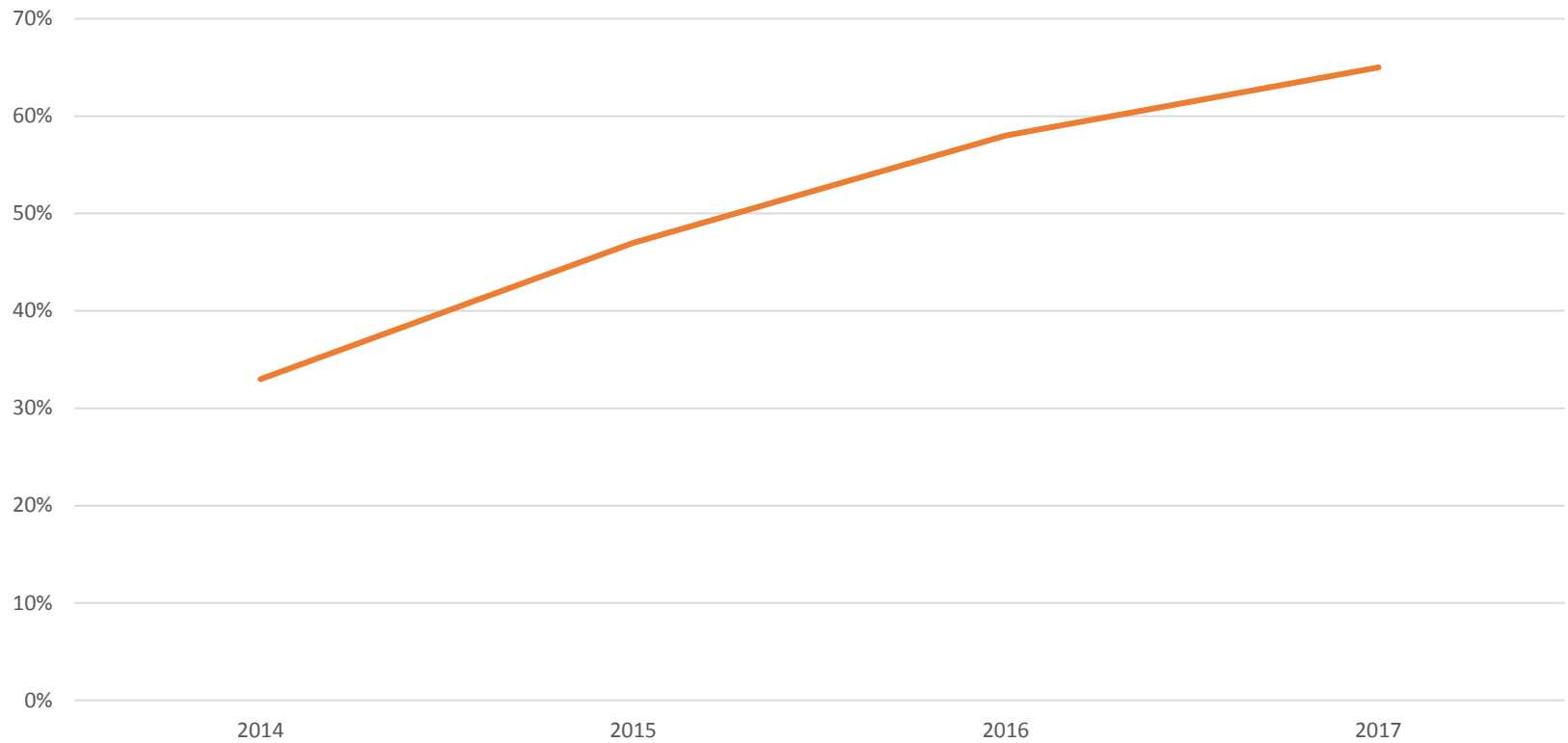
CERTIFICATIONS BY STAR-LEVEL IN SEATTLE



This period, Priority Green participation increased.

Increased Market Share

Seattle Market Share
Single-Family New Construction



Questions?

