Future of the Built Environment

Sponsorship opportunity

A unique opportunity to sponsor the development and publication of an exciting new resource which will help industry understand how the future will shape the built environment
Background

We live in a fast-changing and complex world, with new challenges for the built environment industry emerging on a daily basis.

How businesses prepare for those challenges will ultimately determine whether they will thrive or fail to survive. For those of us shaping the built environment it is apparent that existing buildings we need, the way we build them and how we work together as an industry will require constant reinvention.

Climate change, socio-economic inequality and a depleted natural environment are now very visible. Technology has successfully integrated into our lives and we are experiencing a huge shift in societal values across the world. While the future is unpredictable, the forces shaping it are less so.

The purpose of this project is to provide UKGBC members with an insight into the future trends affecting the built environment and equip them for change, enabling them to capitalise opportunities and begin the shift to more sustainable and innovative solutions.
Our objectives

Key objectives:

• Provide UKGBC members with an insight into the future trends affecting their business, equipping them for change, and a shift to sustainable future

• Produce a practical resource which can be used by businesses to run future workshops, enabling key insights of the future to be factored in to decision-making

Outcomes and deliverables:

• **UKGBC Futures Pack**
  – A deck of ‘futures’ cards and instructions for running a futures workshop

• **UKGBC Futures digital resource**
  – An interactive online resource hosted within the UKGBC website which presents the future trends effecting the built environment and provides case studies of projects responding to those challenges
The Process

Many organisations forecast what the future holds. UKGBC’s role will be in bringing those predictions and data together and providing the tools for the industry to understand what those trends might mean for the built environment.

1. **Gathering future trends** – Desktop research to collate the most recent projections made by the built environment industry and leading future-looking organisations.

2. **Creating prototype tools** – Develop the necessary tools to support running a futures workshop.

3. **Futures Workshop** – UKGBC will host a workshop with industry leaders to discuss the future of the built environment using prototypes of the UKGBC Futures Pack. The pack will include a deck of ‘futures cards’ which will be used by the attendees to build future scenarios and imagine how future trends could impact us, the built environment and the industry.

4. **Launch of the tools** – Launching the UKGBC Futures Pack for members to run futures workshops and an online resource for exploring the trends which will shape the built environment.
Timeline

April
- Secure sponsors

May
- Future trends gathering
- Creating prototype tools
- Future workshop

June
- Launch of resources
Why get involved

Sponsorship of this project brings a host of benefits, including:

**NETWORK BUILDING:**
Your business will make connections with other forward-looking organisations who understand the need to tackle the challenges we face as an industry with a systems approach.

**LEADERSHIP:**
Your business will be positioned as a leader on sustainability, championing a forward look for industry and the built environment.

**MARKETING & BRANDING:**
Your business will receive formal recognition from UKGBC throughout the project and a host of other high-value branding opportunities as outlined in the sponsorship package.

**INSIGHT & LEARNING:**
Your business will have access to a unique cross industry discussion and be able to practically input on a programme which drives system change through future-scaping. Along the way, you will gain first hand insights into the future of the built environment, helping nurture a ‘future ready’ culture back in your own business.
Benefits of sponsorship

UKGBC is looking for £5k sponsorship (payable May 2018) from 3 organisations

Benefits of sponsorship include:

- Unique opportunity to help shape an exciting, forward looking industry resource
- Brand exposure across three different outputs, to be disseminated across the UKGBC membership and beyond
- Secure a place at UKGBC’s Futures Workshop, discussing the forefront of sustainability with industry leaders
- Brand exposure on the UKGBC website, which receives 40k views per month and 23k unique visitors per month
- Extensive social media coverage which includes our 36k Twitter followers
- Opportunity to write-up the scenarios (as blog posts) following the Futures Workshop
To discuss this opportunity, please contact:

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