



Event Approved for
Phius CEUs

Sept. Webinar: Basics and Benefits of Marketing

Earn **1.0** CEU



Self Report Code
Coming Later

Self Report @

[www.phius.org/certifications/
professionals/maintain-credentials](http://www.phius.org/certifications/professionals/maintain-credentials)



The Opportunity to Market Passive Building



There's Something for Everyone



[Link](#)



Responding to Climate Change

Climate change mitigation + adaptation

Mitigation:

- Reduction of energy use
- Implementation of renewables
- Embodied carbon considerations

Adaptation:

- Passive survivability
- Lowering grid impact
- Resilience against extreme weather



Occupant Well-Being

- Comfortable living environment
 - Quiet and secure
 - Draft-free, consistent indoor air temperature
 - Toxin-free, filtered fresh air for superior air quality
- Resilience and grid independence
- Long-term cost savings
 - Lower energy bills
 - Reduced maintenance costs



Design For Every Building

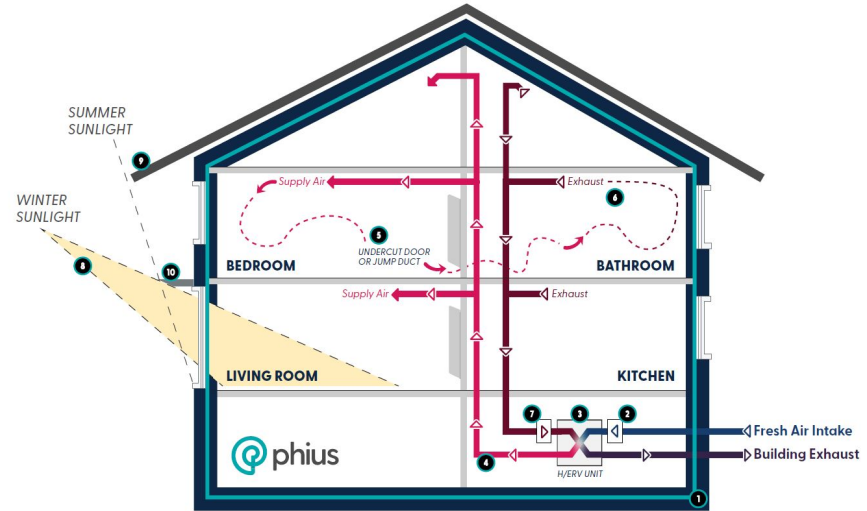
- Phius works for all building types in all climate zones
- There are no design restrictions



Proven Success

Passive building is not reinventing the wheel – it's being intentional about how all aspects of it work together

- Attention to detail + holistic design
- Passive buildings are being built every day around the world

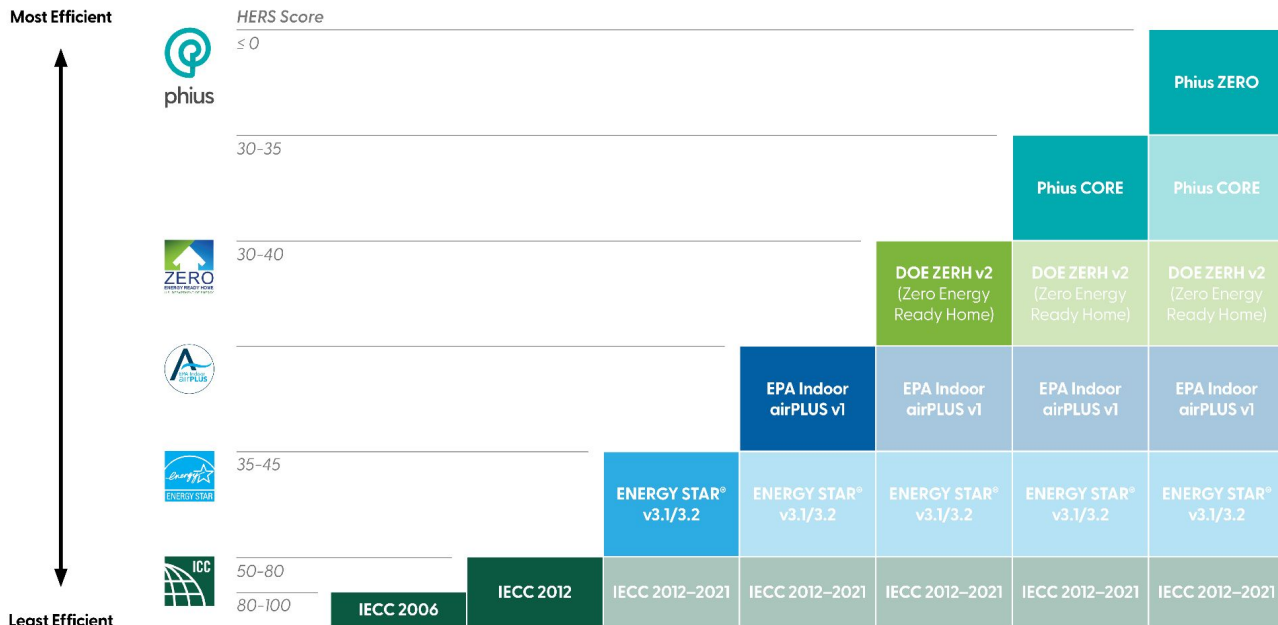


Contextualizing Phius & Passive Building

Phius builds off other programs



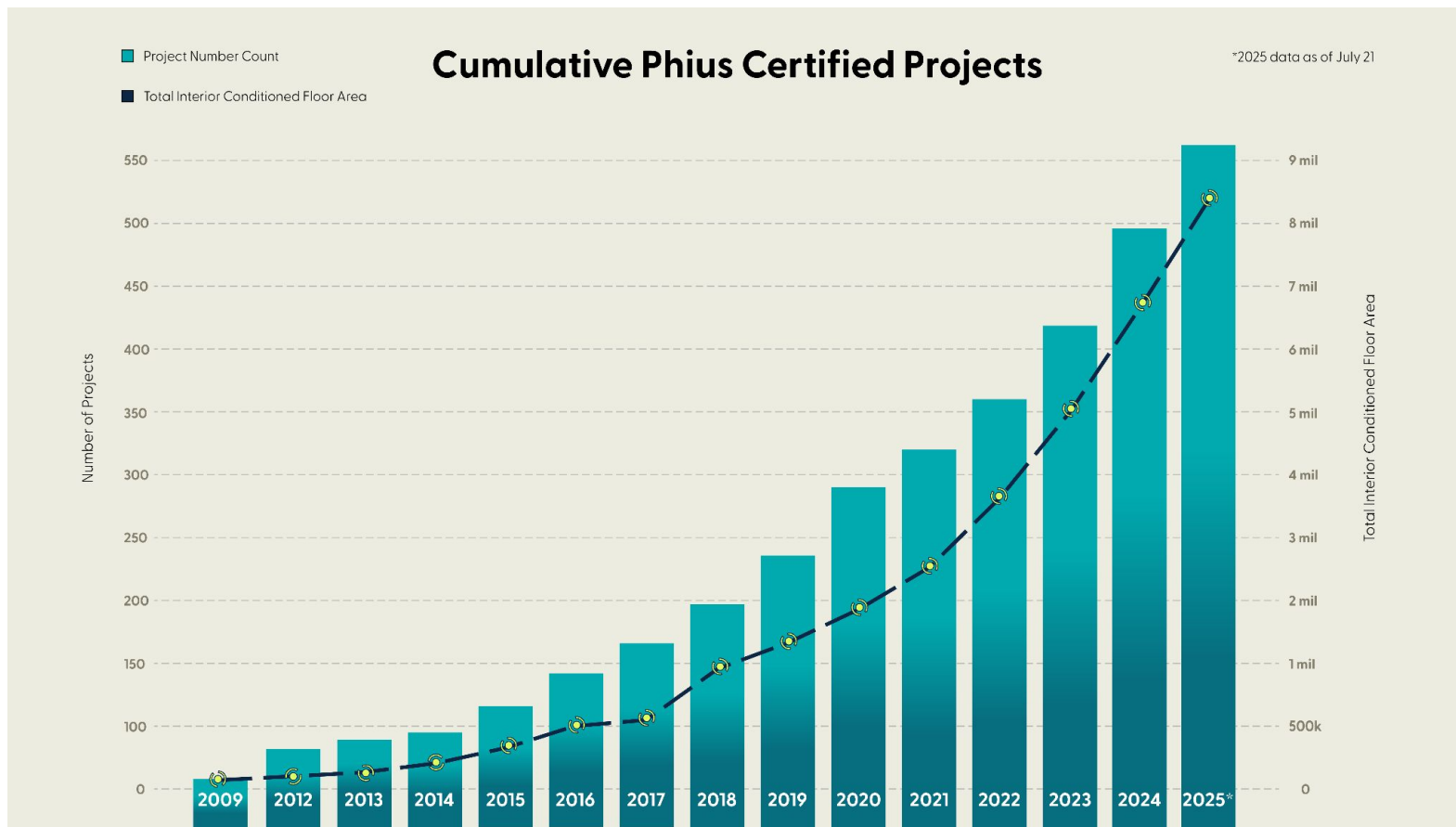
U.S. DOE High Performance Staircase



©Phius

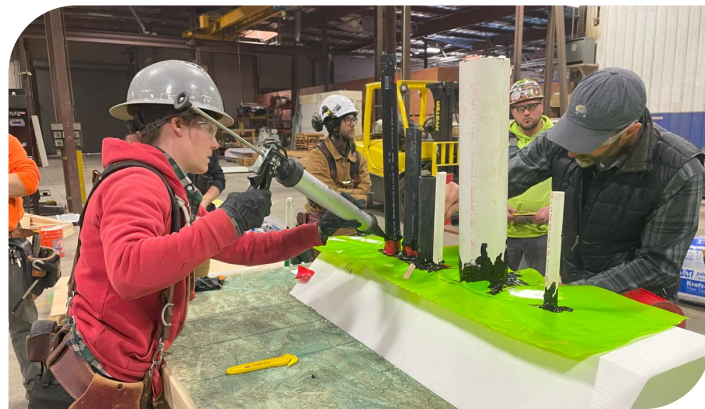


Passive Building Continues to Grow



Selling Passive to Your Clients and Team

- **Mission/Values**
 - Be part of the solution
 - “Building better”
- **Building for the Future**
 - Longevity and durability
 - Skills that translate
- **Mythbusting – Cost**
 - Experience creates efficiency
 - Climate-specific
 - Long-tail return for developers & homeowners
 - Lower maintenance costs & longer lasting buildings



Policy --> Construction --> Expertise --> Lower Costs



Messaging That Sticks

Using language and simple analogies that speak to a broader consumer market, and save the technical specifics for experts!

- **Unparalleled comfort.** Consistent temperature, draft free.
- **The “Peace Premium” of Passive Building, the quiet from outside and mechanical noises:** Multiple locking points of windows and doors to reduce drafts and create a seal
- **It’s healthier for occupants.** Continuous filtered fresh air free from toxin & allergens, especially important as allergies become increasingly more common
- **Climate resilience and adaptability:** Passive buildings are able to maintain comfort during extreme weather events and power outages when conventional homes cannot

Showcase Your Work!

- **Secure Press Coverage**
 - Execute media outreach to promote your projects to target local, national and AEC trade media
 - Showcase unique project elements, materials, inspiration or stories that bring the project to life
 - Prepare a project overview with high-res professional photos
- **Amplify Stories in Social Media**
 - Promote projects, behind the scenes, thought leadership, content that aligns with your unique differentiators - key channels include Instagram, Facebook and LinkedIn
 - Tag clients, collaborators, brands, and product partners to broaden reach
- **Activate Your Marketing Channels**
 - Website, email newsletters, and partner websites and social channels
- **Win Awards**
 - Use award wins as PR content – announce on social media, in newsletters, and press releases
- **Establish a Thought Leadership Position**
 - Speak or showcase your projects at local and national events, conferences, trade shows; on podcasts; be a media source



Case Studies: Media Coverage

Clutch City Passive

The story pitched: Clutch City Passive made history as Houston's first-ever Phius Certified project. Our pitch emphasized the significance of this milestone, positioning Clutch City Passive as a beacon for a built environment that's healthier, more comfortable, and adapts to climate change.

Why it was successful: Media were interested in the history-making aspect of the pitch, introducing the idea of Phius and passive building principles as a whole to a new market.

The press result: A feature story in The Cool Down, which was syndicated by Yahoo Life.



Case Studies: Media Coverage

425 Grand Concourse

The story pitched: We included 425 Grand Concourse in a trend story pitch to introduce passive building to trade and national media.

Why it was successful: This project made history as the largest Phius Certified building in the world. As a mixed-use and mixed-income development, 425 Grand Concourse highlights the possibility of sustainability practices in affordable housing projects.

The press result: This project has been included in several stories as an example of Phius success, including this Multi-Housing News article.



Case Studies: Media Coverage

Phius Historic Retrofit

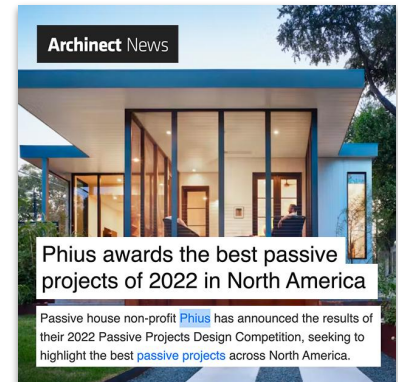
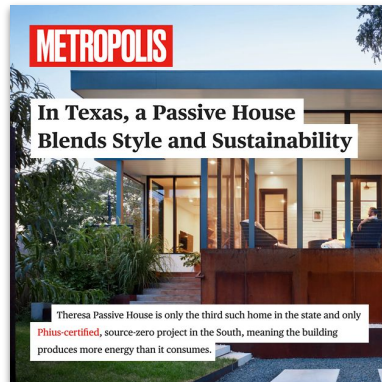
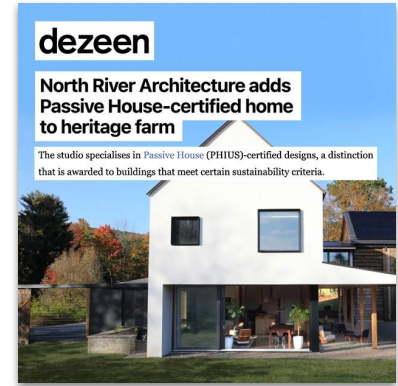
The story pitched: The Phius Historic Retrofit project is an example of Phius' retrofitting standards in action. Our pitch focused on the unlocked potential of the existing building stock, how projects can achieve energy reductions without compromising historic beauty.

Why it was successful: Media were interested in the renovation aspect of this pitch, wanting to share with their readers how they could reduce energy usage through retrofitting, rather than purchasing a new home.

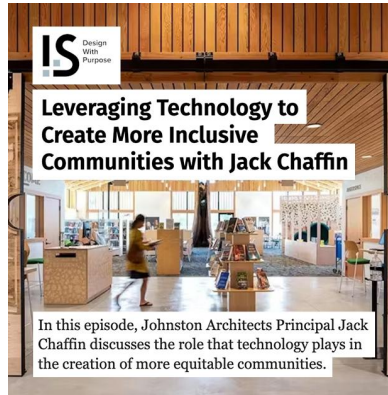
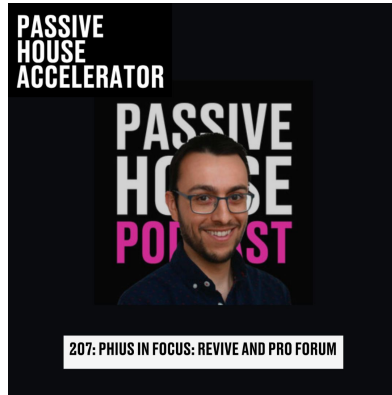
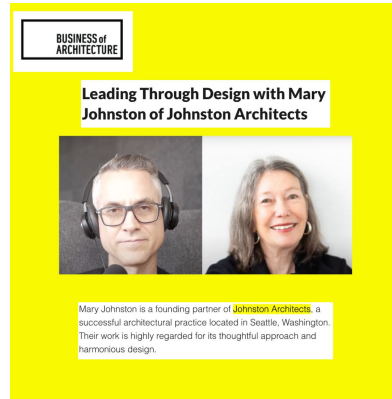
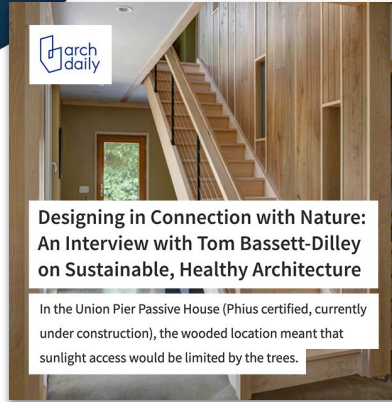
The press result: We secured coverage in trade publication Green Building Advisor and consumer lifestyle outlet LivingEtc.



Example Results: Brand & Project Promotion



Example Results: Thought Leadership



Example Results: Thought Leadership



The 20,000 square-foot, Phius Certified Fahy Commons building also achieved LEED and Living Building Certification 🏡 It's also our March Project Spotlight: <https://ow.ly/wrkR50V12RB>

#phius #passivehouse #projectspotlight



Congratulations to our February Final Certified Project Teams!

Some fantastic projects earned Phius Certification in February, and we are excited to share them with you below! Look out for our newsletter recognizing Design Certified projects in the next several days.

As always, we're proud to show off the hard work of everyone involved with the projects in this email and in our [Certified Project Database](#). We continue to ask all project team members to please check and update their listings using the [Phius Portal](#).

February Certified Projects

Laudisio Laneway House

- Location: Hamilton, Ontario
- CPHCs: Greg Leskien and Stephen McEwen
- Submitter: Sergio Laudisio
- QA/QC: Toby Smith
- Certification Type: Phius CORE 2021
- Architect: Invizij Architects Inc.
- Construction Company: Sergio Laudisio
- Owner: Sergio Laudisio
- Mechanical Systems: Zon Engineering Inc.



Village Grove Apartments

- Location: Trumansburg, New York
- CPHC: Michelle Tinner
- QA/QC: Zac DeVoe
- Certification Type: Phius CORE 2021
- Architect: Holt Architects
- Construction Company: Purcell Construction



Congratulations to the Village Grove Apartments team! Your multifamily, new construction project in Trumansburg, New York is now Phius CORE 2021 Certified!

Sustainable Comfort, Inc.
Ithaca Neighborhood Housing Services, Inc. (INHS)
HOLT Architects
Purcell Construction Corporation
New York State Homes & Community Renewal
NYSERDA
TOMPKINS COUNTY
Empire State Development
NYS Office of Temporary & Disability Assistance
Taitem Engineering

Aerial photo by Ari Kissiloff

#phius #passivehouse #phiuscore



Next Steps/Amplify Your Project

- So what's next?
 - Tell us your project stories
- Email Max - connect to Rev
 - Max (mlapthorne@phius.org)
 - Jennifer (phius@revolutionpr.com)



Questions?

