



## Conferencia Passivhaus de las Américas

Aumentando el grado de concientización, de la gran influencia del sector de la edificación sobre la crisis climática.

### Presenta:



*“No se podrán alcanzar los ODS sin un gran cambio en el sector de la construcción.”*

- *Beatriz Rodríguez Soria, Universidad de Zaragoza*

### Estimados:

La Semana Regional del Clima LACCW2021 proporciona una plataforma para que los representantes de los gobiernos nacionales y subnacionales, ciudades, sector privado, instituciones financieras, y la sociedad civil discutan conjuntamente las oportunidades de recuperación de la pandemia COVID19 y el incremento de los efectos de la crisis climática.

Por primera vez en la historia, las tres instituciones de mayor representación del Passivhaus en las Américas, integran el continente a través de una Conferencia (Mayo 10, 2021). Por otro lado, servirá para que las políticas de recuperación identifiquen las oportunidades de incorporar medidas ambiciosas para reducir las emisiones de gases de efecto invernadero, y aumentar la resiliencia al cambio climático. Una de estas oportunidades es la de implementar diseño y construcción de edificios de alto rendimiento, con mínimo consumo energético para aclimatar los espacios. El estándar de construcción Passivhaus es actualmente el único estándar de construcción que puede lograr estos objetivos.

El Instituto Latinoamericano Passivhaus (ILAPH) tiene la misión de lograr la adopción regional del sistema de construcción en eficiencia energética Passivhaus (PH), implementando una campaña de educación enfocada en el uso de los Objetivos de Desarrollo Sostenible (ODS) de las Naciones Unidas; además de impulsar el crecimiento del mercado de materiales y sistemas que ayuden a reducir las emisiones de CO2 y el consumo energético.



Se espera que el 95% de la expansión urbana en la próxima década ocurra en países en vías de desarrollo. La proyección constructiva para America Latina es la de 10.000 millones de m<sup>2</sup> en los próximos 10 años (Architecture 2030). Este crecimiento está ocurriendo sin códigos de edificación que tengan en cuenta energía operativa ni energía en materiales. Es por ello por lo que la educación, capacitación, y apoyo a gobiernos, profesionales y estudiantes es urgente; para que puedan tener las herramientas y conocimiento necesario para impulsar un crecimiento sostenible más equilibrado.

*“Evento inmejorable para trabajar por el crecimiento sostenible de las ciudades en Latinoamérica y el Caribe.” – Juan Manuel Vázquez (Director Ejecutivo de ILAPH)*



## Agenda

### Introducción y Apertura

- Presidente ILAPH - Dr. Ing. Arq. Marcelo Huenchunir CPHC.
- Secretario General de CC35 - Sebastián Navarro, Santiago-Glasgow Route.
- Representante de Republica Dominicana – Por ser anunciado.
- Dignatario de Passivhaus Institute (Phi) – Por ser anunciado.
- Directora de North American Passive House Network – Sharon Gaber.
- President de Passive House Canada – Chris Ballard

### Panel 1: Passivhaus – Pobreza y Salud (ODS 1, 3, 4)

- Alejandra Cortines/Andrea Vives – “Urban Health in LATAM”
- Micheel Wassouf – Indoor Air Quality (IAQ) and COVID19.
- Bruno Gutierrez Cuevas – Acumulación de CO2 en edificios para educación.



### Pausa y espacio para Sponsors.

### Panel 2: Passivhaus - Materiales de Construcción Naturales (ODS 9, 12, 13, 15)

- Olyver Style – ISOBIO Project, Biological materials.
- Mathis Wackernagel – Global Footprint Network
- Felix Queupul, Indingenieria - Economía Circular
- Director ILAPH Juan Manuel Vazquez – Importance of Embodied Carbon Emissions



### Panel 3 – Colaboraciones y Ceremonia de cierre. (ODS 17)

- Colaboraciones
  - PH Portugal – Colaboración y contacto para Conferencia Passivhaus en Brasil.
  - Tecnológico de Monterrey – Campus Puebla, México.
  - Passivhaus New Zealand – Por ser anunciado.
  - Lancaster University – Proyecto de becas [LATAMHAUS](https://www.lancaster.ac.uk/research/centres-and-institutes/latamhaus/)



# ILAPH SPONSOR PROSPECTS & BENEFITS

The Latin American Passivhaus Institute | Instituto Latinoamericano Passivhaus (ILAPH), to utilize Passive House solutions broadly in order to effectively address environmental, health and social crises. ILAPH is a trusted voice, educator, advisor and catalyst for the Latin American (LATAM) regional building transformation.



**We are asking for the support of leading Passivhaus industry businesses, in partnership, as an ILAPH sponsor.**



**Our focus in the next year is on several distinct areas.**

## **EDUCATION**

We will effectively grow our existing offerings of introductory, core and specialized training across in-person, live online and on-demand online channels. The cornerstone of this plan to launch our flagship Certified Passive House Designer (CPHD) Course.

## **KNOWLEDGE NETWORKS**

We will build on our tradition of fostering peer-to-peer knowledge sharing, resources and pathways that serve community members at all levels including the following:

- In partnership with the United Nations entity UNFCCC (UN Climate Change) and in support of the Latin America and Caribbean Climate Week (LACCCW2021) building momentum for COP26. ILAPH will be hosting the inaugural 2021 Passivhaus Conference of the Americas to be conducted online, May 10.
- Symposium Series focused on addressing market barriers to a wider Passivhaus adoption and producing a white paper that can be used as reference for local government and architecture and construction associations.
- Policy Roundtables, advising policymakers and stakeholders to encourage connections across jurisdictions at all levels of governance.
- Chapter/Member Network investment to empower our members to be ambassadors, and peer supporters, offering clearer pathways for advancement of the standard.
- Resource Network: We will invest in developing and organizing knowledge resources for our events and emerging stakeholder needs.

## **OUTREACH**

In combination with our education and knowledge network building activities we will have an intense focus on engagement. Efforts will include:

- **On-ramps:** We will provide many more easy to access introductory events to the Passivhaus standard.
- **Allies:** We will work more deeply with industry allies to extend our reach within LATAM & Caribe.
- **Brand Visibility:** Clear and active promotion of brand awareness across media platforms.
- **Center Equity:** Support greater accessibility for underrepresented communities.

## **ADVISORY COUNCIL**

A mechanism to inform our work with formal input, to better guide our future actions. Gathering twice a year with our global/regional partners for a roundtable discussion to generate output for advising future ILAPH strategy.

**Our goal is to work in partnership with you, throughout the year, throughout the activities of our network – to invest in and grow the vibrant community that is leading the industry.**

## ILAPH PARTNER & SPONSORSHIP LEVELS

	Corporate Supporter	Level 1	Level 2	Level 3	Level 4
	For limited budgets that want to show support and participate	For companies that share ILAPH's values and want visibility in support of ILAPH and high-performance, high-quality Passive House buildings	For companies that wish to support the 2021/2022 Passivhaus Conference of the Americas	For companies that wish to support the 2021 Passivhaus Conference of the Americas and ILAPH's values and goals, across multiple platforms including demonstrations, tours, webinars, symposiums and more ...	For companies that wish to establish a pioneering <b>Founding Sponsor</b> position within the ILAPH network and maintain perpetual visibility across multiple platforms including demonstrations, tours, webinars, symposiums and more ...
	<b>\$750</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>	<b>\$20,000</b>
<b>ILAPH Memberships</b>	(2) Individual ILAPH Memberships	(2) Individual ILAPH Memberships	(1) Individual ILAPH Membership	(4) Individual ILAPH Memberships	(6) Individual ILAPH Memberships
<b>Brand, Product Visibility &amp; Recognition</b>	<ul style="list-style-type: none"> <li>Website clickable logo</li> </ul>	<ul style="list-style-type: none"> <li>Website clickable logo</li> <li>Conference website platform and messaging (signage, digital communications, program etc.)</li> <li>Publications (Manuals, Guides etc.)</li> <li>At start of Introductory Courses</li> <li>Lisiting in Website Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>Conference website platform and messaging (signage, digital communications, program etc.)</li> <li>Publications (Manuals, Guides etc.)</li> <li>Lisiting in Website Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>Website clickable logo</li> <li>Conference website platform and messaging (signage, digital communications, program etc.)</li> <li>Publications (Manuals, Guides etc.)</li> <li>At start of Introductory Courses</li> <li>Lisiting in Website Sponsor Directory</li> </ul>	<ul style="list-style-type: none"> <li>Marquee Brand Exposure Across all platforms</li> <li>Website clickable logo</li> <li>Conference website platform and messaging (signage, digital communications, program etc.)</li> <li>Publications (Manuals, Guides etc.)</li> <li>At start of Introductory Courses</li> <li>Lisiting in Website Sponsor Directory</li> </ul>
				<b>ENHANCED VISIBILITY</b>	<b>ENHANCED VISIBILITY</b>
				<ul style="list-style-type: none"> <li>2022 Conference: (1) 15 min slot</li> <li>(1) 10 min product video placed in ILAPH CPHD online course offering platform.</li> <li>(3) 10 min product video placed on ILAPH specialized course platform</li> </ul>	<ul style="list-style-type: none"> <li>2022 Conference: (2) 15 min slots</li> <li>(2) 10 min product video placed on ILAPH CPHD online course offering platform.</li> <li>(6) 10 min product videos placed in ILAPH specialize course platform</li> </ul>
<b>2022 Conference</b>		(4) Transferable Full-Conference Passes	(4) Transferable Full-Conference Passes	(6) Transferable Full-Conference Passes	(10) Transferable Full-Conference Passes
<b>2022 Conference Booth</b>			One Hybrid Booth (in-person and/or virtual platform) No additional booths possible.	One Hybrid Booth (in-person and/or virtual platform) May add in-person booth for \$3,750 extra charge	One Hybrid Booth (in-person and/or virtual platform) May add in-person booth for \$3,500 extra charge
<b>Advisory Role: Council &amp; Symposiums</b>				Seat on ILAPH's Business Advisory Council & participation in applicable Symposium(s)	Seat on ILAPH's Business Advisory Council & participation in applicable Symposium(s)
<b>Scholarship Recognition</b>					Recognized as contributor and supporter of ILAPH Education Scholarship Program