



Regional Hubs Roadmap

Guiding hubs to grow their impact on embodied carbon reductions by addressing community needs and overcoming challenges

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About the Roadmap

The CLF Regional Hubs Roadmap guides both new and existing CLF Regional Hubs, providing essential insights and practical strategies to initiate, develop, and enhance their impact in reducing embodied carbon in the built environment. This document supports hubs in getting started, overcoming common challenges, and thriving in their mission, offering a flexible framework tailored to community needs.

New Hub Guidance

The "New Hub Guidance" serves as a comprehensive resource for both new and existing CLF Regional Hubs, supporting their mission to reduce embodied carbon in the built environment. It emphasizes flexibility, allowing hubs to tailor their approaches to meet unique community needs. It outlines goals such as community engagement, education, policy engagement, collaboration, and knowledge dissemination.

Established Hub Guidance

The "Established Hub Guidance" document provides a roadmap for CLF Regional Hubs that have matured beyond their initial stages. It offers strategies to retain members, increase engagement, address community needs, and plan impactful, action-oriented events. This guide emphasizes fostering strong community connections, promoting education and skill development, enhancing diversity and inclusivity, and building partnerships to amplify the hub's impact.

Contact Information

For any questions or comments, please contact [Meghan Byrne](#), CLF Communications and Engagement Lead



CLF extends its deepest gratitude to the Regional Hub leads and members whose time, energy, and ideas have shaped this document. Your ongoing leadership and dedication to reducing embodied carbon drive meaningful progress and inspire us all.

New Hub Guidance

This document guides both new and existing CLF Regional Hubs, providing essential guidance on initial setup, typical start-up efforts, and a collection of ideas and resources for events and activities. It helps hubs get started, overcome common challenges, and thrive in their mission to reduce embodied carbon in the built environment. Whether you are just beginning or looking to revamp your impact, this guide offers valuable insights and practical strategies to support your journey.

As a reminder, this document does not impose a strict framework that all hubs must abide by; instead, it aims to support hubs and allows for changes that align with unique community needs.

The Basics

Overview of Regional Hubs

Together with our network, CLF enables research, investment, and action to reduce the embodied carbon in buildings and infrastructure. As part of this growing network, CLF encourages the development of Regional Hubs and local leaders to leverage CLF research and resources to drive action in their communities. These volunteer-led Regional Hubs work to bring people together to reduce embodied carbon emissions in their communities to support the goals and mission of CLF at the local scale. CLF Regional Hubs typically have a group of three or more co-lead volunteers who set priorities that align with the specific needs of each unique community.

Regional Hubs are part of the CLF Network, which includes other initiatives such as our online community platform, the NGO/Governmental Roundtable, and corporate sponsorship. Hubs are volunteer-led local groups that focus on people, filled with learners and experts alike who address the unique needs of their regions. We aim for all hubs to identify regionally appropriate tactics to help execute our mission to eliminate embodied carbon of buildings, materials, and infrastructure to create a just and thriving future.

Regional Hubs are independent volunteer groups and are not legal components of the Carbon Leadership Forum. CLF establishes rules of engagement that all members follow when engaging with or representing their local hub. CLF encourages distributed leadership and plays a relatively “hands-off” role in the day-to-day activities of hubs, as long as they follow the established guidelines. Any views or opinions of Hubs, their leaders, and members are theirs alone and do not necessarily represent the views of the CLF.

[***Learn more about our Regional Hubs here***](#)



Goals and Objectives

Regional Hubs pursue these goals and objectives to effectively contribute to the mission of the Carbon Leadership Forum by reducing embodied carbon in buildings and infrastructure and creating a more sustainable future.

Goal 1: Facilitating Community Engagement and Networking

- Connect building industry professionals within local communities interested in reducing embodied carbon emissions associated with building materials, design, and construction
- Organize and host events to foster connections among individuals and organizations focused on embodied carbon reduction
- Cultivate a supportive environment where members share expertise, resources, and best practices related to reducing embodied carbon

Goal 2: Education and Capacity Building

- Provide educational opportunities for members to learn about tools, data, and resources available for reducing embodied carbon in projects, specifically leveraging CLF Resources
- Facilitate discussions and knowledge-sharing sessions to advance understanding and action on embodied carbon reduction
- Share and utilize educational resources to equip members with the necessary skills and knowledge to drive change in their communities
- Create event opportunities that emphasize learning and action on reducing embodied carbon (e.g., Curate presentations, workshops, and Q&A sessions for online webinars to educate and engage members, organize in-person or online socials to foster networking and collaboration among members.)

Goal 3: Inform Policies

- Inform public and organizational policies to promote the reduction of embodied carbon in buildings and infrastructure
- Engage in open discussions about policies related to embodied carbon reduction without advocating for specific legislative actions
- Share opportunities for engagement, public comment, and support for policies that promote the reduction of embodied carbon in the built environment
- To learn about policy engagement for Regional Hubs, please read "[Opportunities to Inform Effective & Just Policies](#)"

Goal 4: Collaboration and Partnerships

- Collaborate with local nonprofits and other organizations to integrate LCA/EC content into larger events and initiatives
- Identify opportunities for collaboration with other CLF Network initiatives, such as the online community platform and NGO/Governmental Roundtable
- Foster partnerships with industry stakeholders to amplify the impact of embodied carbon reduction efforts, emphasizing the importance of equitable access to resources and opportunities for underrepresented groups

Goal 5: Knowledge-Sharing and Dissemination

- Disseminate knowledge and resources related to embodied carbon reduction through presentations, online platforms, and other communication materials
- Organize and submit presentations at conferences to share insights and best practices with a wider audience
- Publish webinars and other educational materials on platforms like YouTube to reach a broader audience beyond the local community

Getting Started

Regional Hub Volunteer Co-Leads

Regional Hubs have 2-3 volunteer co-leads who plan, organize, and run the Regional Hub. Beyond having at least two co-leads, each Regional Hub can create an organizational structure that works best for their team.

Co-Lead Roles

- Co-Leads are the primary organizers and coordinators of the Regional Hub. They facilitate meetings, plan events, and ensure the hub's activities align with the overarching mission of reducing embodied carbon in the built environment.

Co-Lead Responsibilities

- Tasks include event planning, outreach, managing communications, coordinating with the central CLF organization, and engaging with local members and stakeholders.

Additional Leadership Roles (optional)

- Event Coordinators, who manage and plan events; Communications Lead, who oversees internal and external communications; Outreach Coordinators, who handle engagement and partnerships; and Working Groups, which focus on specific projects or initiatives.

Recruiting Co-Leads

To recruit co-leads for CLF Regional Hubs, tailor individual outreach efforts to identify and engage potential individuals who are passionate about reducing embodied carbon in the built environment.

- Reach out to colleagues, peers, and professional contacts who share an interest in sustainability, architecture, engineering, or related fields
- Attend industry events, conferences, and workshops to network with professionals who may be potential co-leads
- Utilize platforms like LinkedIn or the CLF Online Community to connect with individuals who have relevant experience and expertise
- Collaborate with related local chapter groups (e.g., AIA, USGBC, ILFI, and others), to identify potential co-leads
- Attend chapter events and committee meetings to network with professionals actively engaged in lowering embodied carbon in the built environment
- Share information about volunteer opportunities within the Regional Hub and encourage members to get involved

Each hub can adapt this structure to fit its local context and members, ensuring clear leadership roles and sufficient support to achieve their goals.

Identifying and Connecting with Hub Members

Building a vibrant and engaged membership is essential for the success of CLF Regional Hubs. Hubs can leverage collective expertise and resources to accelerate the CLF mission of reducing embodied carbon in the built environment by cultivating a diverse and active community of professionals, students, and advocates. Together, hubs can create a thriving community committed to driving positive change in the building sector.

In this section, 'members' are volunteers who actively participate in the hub's activities. There is no official membership agreement or fee required.

Member feedback sessions

- Organize regular member feedback sessions to gather input, suggestions, and concerns from the hub's membership. Use surveys or focus groups to solicit feedback on programming, events, and membership benefits to align hub priorities with the needs of members

Outreach strategy

- Utilize different outreach channels, including social media, email campaigns, and direct outreach to relevant organizations and individuals
- Attend community events, workshops, and conferences to promote the Regional Hub and engage potential members
- Use targeted messaging highlighting the CLF mission, hub goals, and benefits of joining the Regional Hub to attract diverse membership.
- Host an informational session to introduce new members to the Regional Hubs, hub activities, and opportunities for involvement

Participation benefits

- Provide benefits to members, such as access to educational resources, networking events, and professional development opportunities, specific to embodied carbon
- Facilitate connections with industry professionals, researchers, and community leaders to enhance members' professional networks
- Offer opportunities for members to showcase their work, share expertise, and contribute to hub initiatives through member-based events

Connection with other chapter organizations

- Establish partnerships and collaborations with other chapter organizations, such as local AIA, USGBC, and sustainability-focused nonprofits
- Coordinate joint events, workshops, and initiatives to leverage resources and reach a broader audience
- Exchange resources, expertise, and best practices with other chapter organizations to enhance the impact of collective efforts

Exploring Goals and Activities

These goals guide early hubs in building their foundation, engaging their community, and starting meaningful work to reduce embodied carbon.

Establish Leadership and Organizational Structure

Recruit Co-Leads

- Identify two to three individuals to serve as volunteer co-leads for the hub. Utilize personal networks, industry events, and online platforms to find suitable candidates.

Define Roles and Responsibilities

- Outline roles and responsibilities of co-leads and any other initial team members ensuring effective collaboration and leadership.
- Define the initial priorities of the Hub that align with the specific needs of the regional community

Build and Engage the Initial Membership Base

Outreach Efforts

- Launch targeted outreach efforts using social media, email, and direct contact with relevant organizations to attract members interested in embodied carbon reduction.

Host Informational Sessions

- Organize introductory events or webinars to educate members on the goals and opportunities for involvement, encouraging membership sign-ups
- Plan and host at least one networking event, either online or in-person, to connect members and facilitate discussions on embodied carbon reduction

Create Online Infrastructure

- Establish communication platforms (e.g., dedicated email list, Slack channel, or social media group) for ongoing member interaction and information sharing.

Social Happy Hour Events

- Host informal gatherings where members can network and socialize in a relaxed atmosphere

Provide Educational Opportunities

Leverage CLF Resources

- Utilize and share CLF's existing educational materials, tools, and resources with members to build their knowledge and skills related to embodied carbon reduction.

Host Educational Webinars

- Organize webinars on key topics related to embodied carbon, leveraging local expertise and CLF resources to provide valuable learning opportunities for members

Enhancing Diversity and Inclusivity

Promote Inclusive Engagement

- Actively identify and invite potential hub members from historically excluded communities, (e.g., Black and Brown communities, Black- and women-owned businesses, Indigenous Peoples, Latinx communities) that do not have equal access to the AEC community and its opportunities.
- Make deliberate efforts to include these voices in hub activities, discussions, and decision-making processes.
- Establish partnerships with organizations and initiatives focused on equity, inclusion, and access in the AEC industry
- Increase visibility of diverse perspectives and experiences within the hub's leadership, membership, and public-facing activities.

Educational Initiatives

- Develop educational opportunities that highlight the impact of the built environment on environmental racism and injustices, ensuring hub leads and members alike engage in learning
- Utilize hub funding to compensate speakers for events or webinars that promote the importance of understanding the built environment's impact on environmental injustices and racism.



For information on the administrative start-up work for a hub or if you are interested in starting a new hub, please contact Meghan Byrne at mbyrne@carbonleadershipforum.org

Established Hub Guidance

An established CLF Regional Hub has typically progressed beyond its initial stages of formation and has built a solid foundation. It has achieved milestones such as establishing leadership roles, recruiting members, hosting events, and building community connections focused on reducing embodied carbon in the built environment. An established hub focuses on member retention, increases event attendance, addresses community needs, continues educational efforts, and plans action-oriented, impactful events.

As a reminder, this document does not impose a strict framework that all hubs must abide by; instead, it aims to support hubs and allows for changes that align with unique community needs.

Expanding Hub Ambitions

Established Hub Goals and Activities

These goals provide a structured approach for intermediate hubs to establish their foundation, engage their community, and continue meaningful work toward reducing embodied carbon.

Promote Inclusive Engagement

- Actively identify and invite potential hub members from historically excluded communities, (e.g., Black and Brown communities, Black- and women-owned businesses, Indigenous Peoples, Latinx communities) that do not have equal access to the AEC community and its opportunities.
- Make deliberate efforts to include these voices in hub activities, discussions, and decision-making processes.
- Establish partnerships with organizations and initiatives focused on equity, inclusion, and access in the AEC industry
- Increase visibility of diverse perspectives and experiences within the hub's leadership, membership, and public-facing activities.

Educational Initiatives

- Develop educational opportunities that highlight the impact of the built environment on environmental racism and injustices, ensuring hub leads and members alike engage in learning
- Utilize hub funding to compensate speakers for events or webinars that promote the importance of understanding the built environment's impact on environmental injustices and racism.

Building Community and Retaining Members

- Create casual settings for members to connect, fostering stronger relationships and peer support (i.e., Slack)
- Involve members in content creation, event organization, and initiative shaping to leverage expertise and enhance commitment
- Implement structured mechanisms (e.g., surveys, feedback sessions) to continuously gather member insights and address educational gaps

Promoting Education and Skill Development

- Host regular workshops led by industry experts to develop members' skills and broaden their knowledge base
- Diversify industry representation within the hub's leadership and member base

Fostering Partnerships and Resource Sharing

- Identify and collaborate with local nonprofits, industry associations, and other organizations to pool resources, amplify the hub's impact, foster industry-wide education on reducing embodied carbon practices, address knowledge gaps
- Position the hub as a resource for local organizations by offering expertise in embodied carbon reduction for related events

Member Retention

For established hubs, ensuring member retention involves creating a supportive, engaging, and valuable experience for members.

Dynamic Engagement and Collaboration

- Host events focused on diverse skill development, practical tools, and collaborative initiatives, encouraging members to learn, grow, and collaborate in addressing industry challenges and community needs.
- Offer meaningful opportunities for members to participate, contribute, and benefit from hub activities and initiatives (e.g., Policy Leads, Tool User Groups)

Member Support and Resources

- Develop a repository of resources (e.g., articles, research papers, tools) for members to access, supporting their professional development and projects
- Organize events featuring industry experts for members to discuss specific challenges or questions related to their projects and tools

Regular Feedback and Improvement

- Collect feedback on events, initiatives, and hub operations to make necessary adjustments and improvements.
- Organize interactive sessions where members can voice opinions and suggestions in a more interactive setting
- Utilize member feedback to collaboratively develop a strategic plan, fostering their involvement and ownership in shaping hub initiatives and maximizing community impact

Ongoing Leadership

Continuous leadership is vital for a sustainable and impactful hub. Since life circumstances, jobs, and locations can change, it's crucial to have a clear structure for leadership transitions. A governance plan supports stability by ensuring leaders are always available to organize and facilitate the hub, even during transitions.

Governance Plan Considerations

Term Limits

- Establish defined term limits for co-leads and committee leads to encourage regular turnover and fresh perspectives

Lead Selection Process

- Develop a transparent process for inviting and selecting new co-leads, ensuring continuity and alignment with hub goals

Member Engagement

- Involve hub members in the leadership transition process through feedback sessions, town hall meetings, or surveys to gather insights and ensure alignment with member expectations

Succession Planning

- Develop a clear succession plan outlining roles, responsibilities, and training for potential future leaders to ensure a smooth transition and continuity of leadership

Documentation and Knowledge Transfer

- Maintain thorough documentation of processes, contacts, and ongoing projects to facilitate seamless handovers between outgoing and incoming leaders

Evaluation and Adaptation

- Regularly evaluate the effectiveness of leadership structures and processes, making adjustments as necessary to meet evolving community needs and goals

Impactful Events and Projects

As hubs progress, the focus includes not only educational events, but also action-oriented initiatives, emphasizing measurable impact and leveraging collective strengths to drive change within CLF and beyond.

Policy Engagement

Policy Leads

- Assign a hub lead or member to act as a Policy Lead and participate in the group meetings

Local Engagement

- Engage with local policies to support the inclusion of low embodied carbon efforts

Strategic Planning

Goal Setting

- Develop and implement a strategic plan that aligns with the overall objectives of the CLF and addresses the specific needs of the local community

Identify Challenging Gaps

- Similar to the CLF National strategic plan, identify gaps that hubs can fill by leveraging subject matter expertise, CLF resources, etc.

Member Feedback Sessions

- Member feedback events empower members to shape the hub's direction. Gathering input on events and operations fosters ownership and ensures continuous improvement based on member insights

Partnership Events

Collective Impact Initiatives

- Plan collaborative events and activities with partner organizations to maximize resources and drive tangible reductions in embodied carbon across the community

Community Leadership in Carbon Reduction

- Provide expertise to support local organizations as 'embodied carbon experts,' fostering knowledge sharing and community engagement to expand membership and impact

Collaborative Projects with Schools or Universities

- Partner with educational institutions to collaborate on research projects, workshops, or design competitions that explore innovative approaches to reducing embodied carbon

Joint Initiatives with Other CLF Hubs

- Collaborate with other CLF hubs on joint initiatives, such as shared projects, cross-hub workshops, or knowledge exchange programs, to amplify impact and foster collaboration across regions

Skill-Building Workshops and Collaborative Projects

Tool User Groups

- Leverage the hub network to identify members to Offer workshops and training sessions on relevant skills, tools, and topics led by industry partners or experienced members

Collaborative Projects

- Create opportunities for members to work together on real-world projects or challenges that address industry issues or community needs

Virtual Exchange

- Establish virtual exchange programs with other hubs or related organizations to share knowledge, experiences, and best practices in embodied carbon reduction

In-person Events

Social Events

- Host networking events, social gatherings, or informal meetups to foster a sense of community and strengthen relationships among member

Informal Networking

- Support collaboration and idea exchange by facilitating networking sessions to encourage organic interactions among members,

Sustainability Tours

- Arrange visits to local sustainable buildings or projects, showcasing innovative approaches to reducing embodied carbon

Conference Engagement

- Attend local conferences to educate attendees on embodied carbon reduction, facilitate networking opportunities, and attract new members through interactive sessions and informational booths

Member Recognition and Support

Regular Updates

- Keep members informed about upcoming events, new initiatives, and important news through newsletters, emails, and social media (e.i., Hub LinkedIn page)

Member Spotlights

- Feature member stories, achievements, and contributions in communications to foster a sense of belonging and highlight the diverse talent within the hub

Recognition Programs

- Acknowledge and celebrate contributions by highlighting the efforts of active members through awards, spotlight features in newsletters, or special recognition events to foster a sense of appreciation and motivation.

Mentorship Programs

- Pairing New Members with Experienced Ones by Providing guidance, support, and integration into the hub's community

Meaningful Projects and Challenges

Innovation Challenges

- Organize competitions or hackathons that encourage members to develop innovative solutions for reducing embodied carbon

Member Project Showcases

- Create opportunities for members to present and showcase their projects to foster resource-sharing and collaboration

Additional Hub Structure and Support

If your hub is encountering challenges such as seeking sponsors, funding, or dedicated staff time, it may be beneficial to explore restructuring options. While establishing a separate nonprofit for CLF hubs is not encouraged, there are alternative organizational structures that can elevate your hub's impact. Some hubs have successfully integrated into larger organizations that provide resources like staff support, funding, and operational assistance.

If you feel your hub could benefit from exploring these options, please reach out to Meghan Byrne for further guidance.

