

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