

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 Engagements 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.

