



# NET ZERO



## Solutions for a zero-carbon London

The NLA Zero Carbon London report, published in November 2020, provides a clear set of priorities for the capital to become carbon neutral: a focus on retrofit, the adoption of circular economy principles, decarbonising the grid, reducing embodied carbon in buildings and bringing down operational carbon to net zero, and increasing green infrastructure.

The NLA Net Zero year-round programme addresses these priorities by bringing together built environment professionals and decision makers to share best practise and accelerate the adoption of climate solutions to help create a greener, zero-carbon London. Looking ahead at COP26 in November 2021, NLA is developing the research paper 'Resilient City - London and the climate agenda', focusing on the power of cities to adapt and transform through challenges, crisis and shocks.

## 2021 OUTPUTS

### 15 - 25 Newspieces

Written by NLA researchers and members, this content covers industry news, comment and interviews

### 8 - 15 Videos

Video content ranges from original research content, to interviews with key voices within the sector, and catch-up recordings of NLA webinars.

### 5 - 8 Events

A range of event formats suitable for our free public programme, in-depth CPD accredited professional conferences, tours, and invite-only panels.

### 4 Expert Panel meetings

The NLA Expert Panel on Net Zero is made of a group of London experts leading on the zero carbon agenda. The group advises NLA and provides unique insights to the NLA audience.

### 4 - 6 Weeks call for projects campaign

Over the summer, a series of mailers and social media activity calling for projects submissions

### 1 Research Paper

'Resilient City - London and the climate agenda' will be launched in September 2021

## THEMES

- Zero carbon buildings
- Retrofit and adaptability
- Green recovery and resilient cities
- Circular Economy and sustainable materials
- Green infrastructure and urban nature
- Regulations and policies for the climate agenda

## VISIBILITY (LAST CALENDAR YEAR)

### 4,099

Users selected interest group

### 857

Event attendees

### 13

Videos

### 21

News articles

### 2,200

Video views

### 120

Tweets #NLANetZero

### 3

Expert Panel meetings

### 1,700

Downloads of the Zero Carbon London report

## NLA REACH

### 25,000

Email subscribers

### 650+

Businesses registered

### 10,000+

Reports downloads

### 160,000

Social followers on NLA social networks

### 30,000+

Delegates at events

Programme Champions



Programme Supporters

