

RP3029: Driving a national social media conversation on energy efficient housing



National Conversation on Sustainable Homes

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Green Building Council of Australia

26 November 2015





who we are:

industry



research



CSR



government



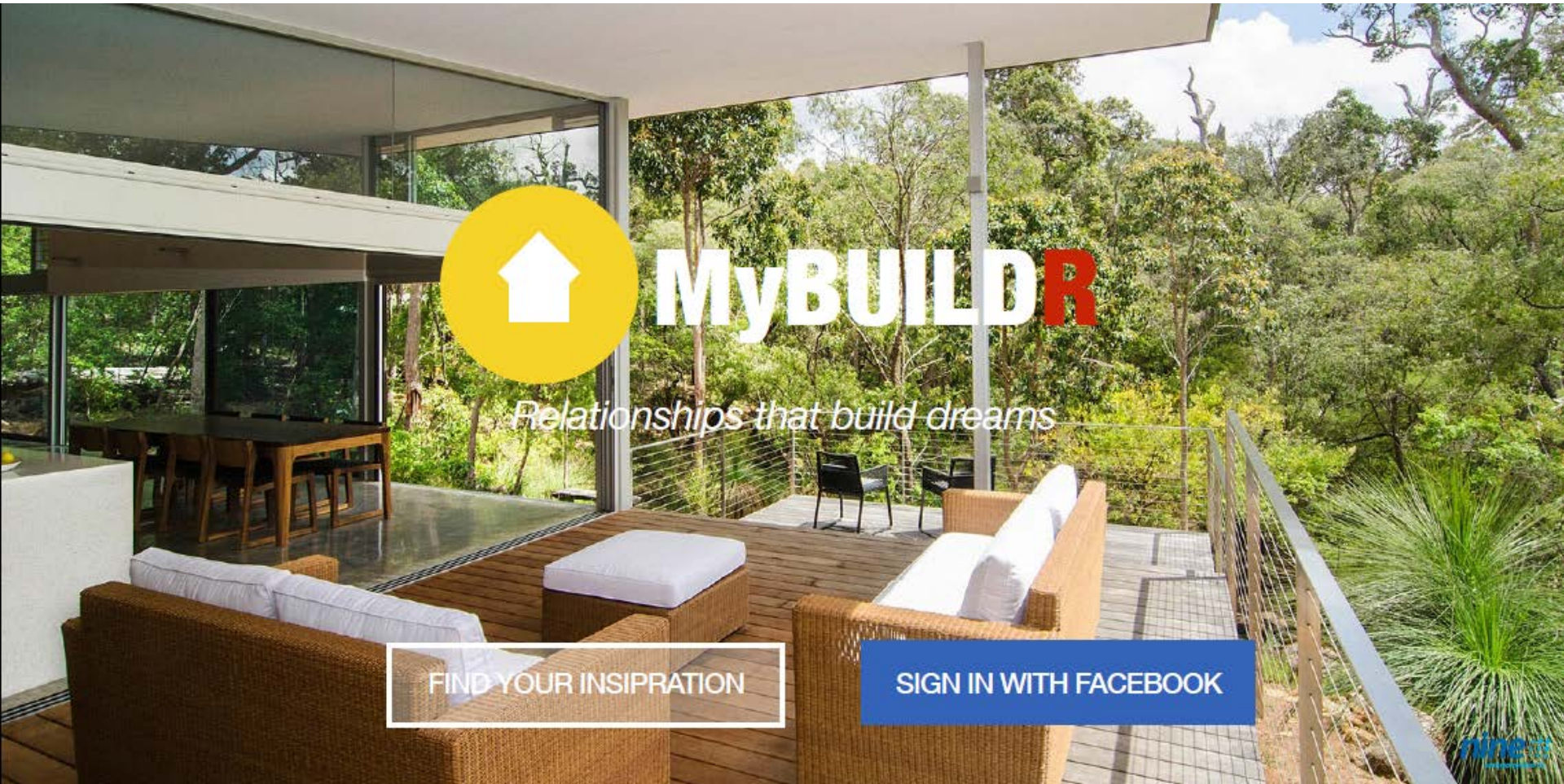
expertise

lendlease



our ultimate aim is to:

inspire demand for sustainable homes



LOW CARBON LIVING
CRC

we intend to do that by:

providing more options

Provides an aspirational destination for people interested in property.



Becomes an educational tool for consumers and industry



Has a safe and credible environment for social discussion



Is a tool for business

nine
establisment



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users will find the website via:

national campaign + cross promotion



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THE MOST IMPORTANT REASON
FOR MAKING YOUR WORKPLACE SAFE,
IS NOT AT WORK AT ALL.

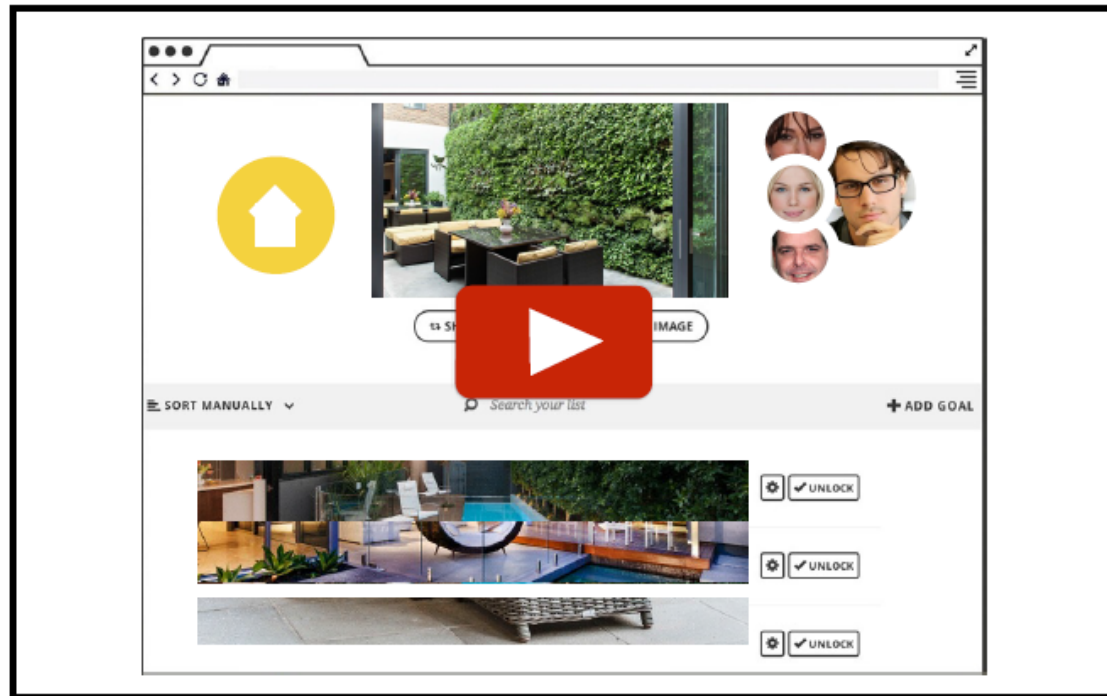
For ways you can help make your workplace safer, call WorkSafe.
1800 136 089 or visit www.worksafe.vic.gov.au

WorkSafe
VICTORIA

we will enhance the user experience via:

trust connection dialogue opportunities

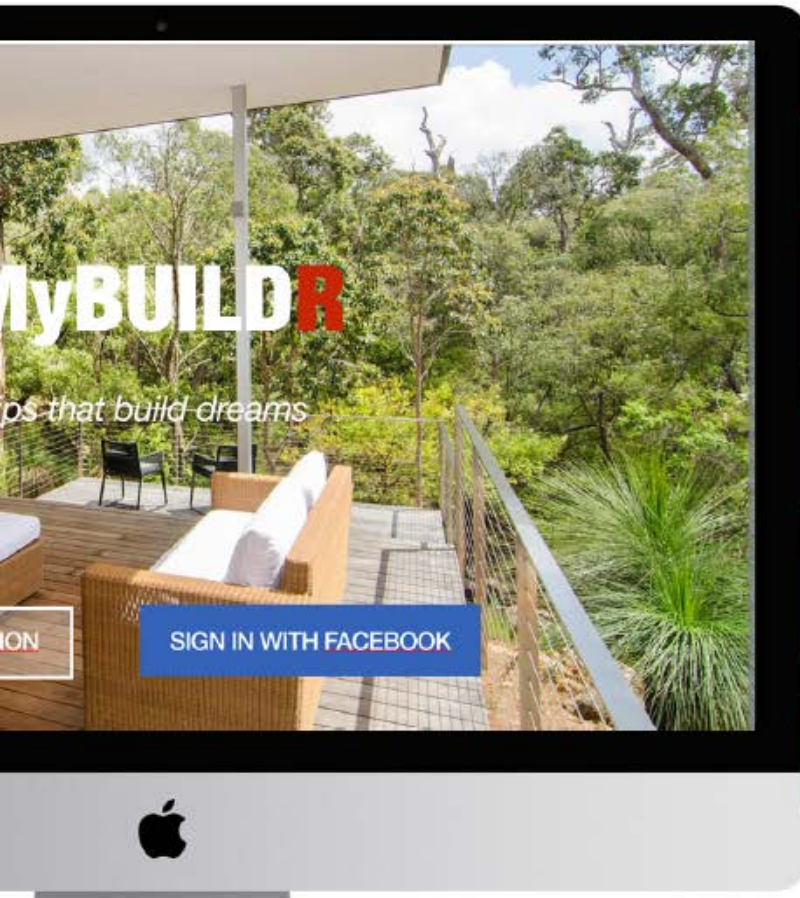
How you get involved



we will support their choices by:

digital scrapbook products + advice

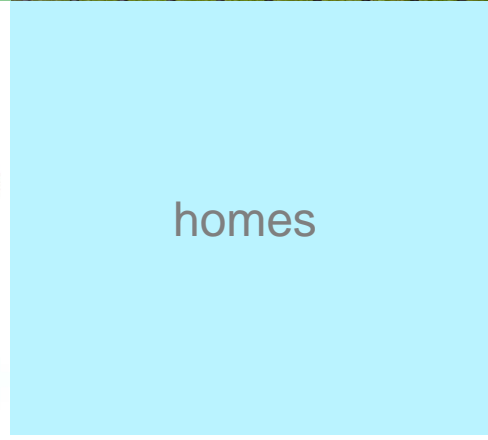
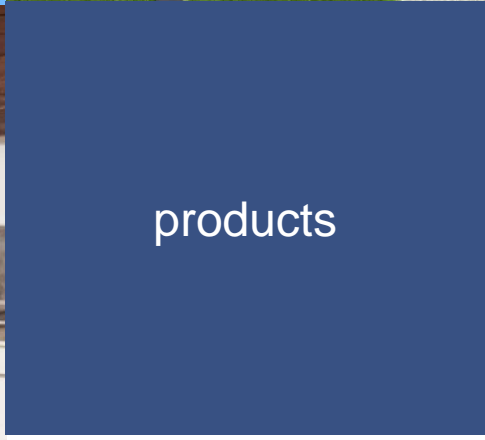
moderated discussions supply-side enabling



status report:

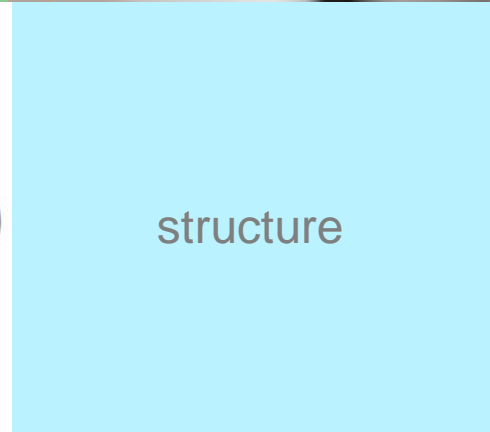
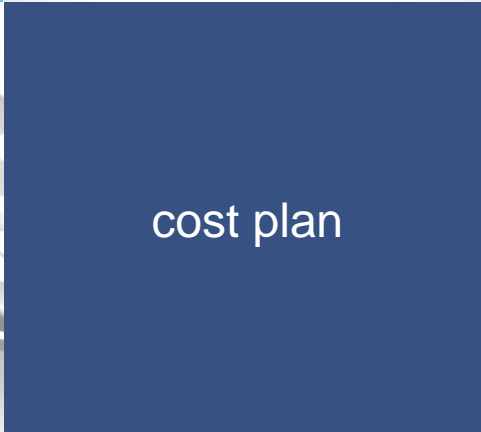
brand + narrative

prototype mvp



status report:

business structure funding model



How you can get involved:

partner support contribute advertise

