



**Sustainable
House Day**

SHD 2021 Overview

- This year's SHD will be predominately an online event, like last year.
- Homes will open virtually on the SHD website, requiring homeowners to create a video house tour.
- Homeowners will be able to interact with SHD attendees via comments on their profiles, and will be required to spend a period of time on SHD (17 October) responding to comments on their profile.
- Renew will run a series of webinars in the lead up to SHD (17 October) and on SHD will run a day long webinar with homeowners, similar to the one we ran last year. We will recruit homeowners who are a good fit for these events.
- We are also encouraging community groups to run their own virtual and in person events during the period of 20 September to 17 October.

The Sustainable House Day FAQ is a great resource for many of your questions. sustainablehouseday.com/faq

What is a Community Partner event?

- Many of you have run events as part of SHD in the past. This year, we encourage you to run either in person or virtual events that we will promote under the SHD banner as part of our program.
- These events may take many forms. You can run house tours in your local area, host a panel discussion (in person or virtually), or host a demonstration of a sustainable technology.
- Unlike in the past, house addresses will not appear on the SHD website. If you would like to run house tours in your area, we advise using a booking platform like Humantix or Eventbrite so you can email the addresses for the homes directly to attendees rather than posting them publicly.

Event timing

- We want 17 October, Sustainable House Day, to be as impactful as possible. That's why we encourage you to plan your events to take place either on 17 October or in the days prior as much as possible. However, we are open to events occurring anytime in the period of 20 September to 17 October.
- Please consider our week themes for the weeks prior to SHD when planning your events:
 - 20/9 - 26/9: Building and design
 - 27/9 - 3/10: Retrofitting
 - 4/10 - 10/10: Building materials
 - 11/10 - 17/10: Climate resilient homes

SHD 2021 Community Partner Timeline

- We are now accepting proposals for Community Partner events.
- **The deadline to propose an event is 31 May.** You don't need to give us all the event details by that date, merely your general proposal. We will also require you to sign a partnership agreement.
- The deadline to provide us details of your event (date, time, location, talent, etc.) is 31 July. This will give us adequate time to promote your events.

Event promotion

- Your events will be crucial to the success of this year's SHD.
- We acknowledge that Renew didn't adequately support our Community Partners and your events last year. This year we will do better.
- We plan to have Community Partner events easily visible and accessible on the SHD website, and to promote them on social media and to our large (35k people) email list alongside the events organised by Renew.

Resources

- Check sustainablehouseday.com/resources for a continually updated list of resources for homeowners and community partners. A link to the recording of this session and this slide deck will appear there soon.
- View the Community Partner guide, which has more information on this process. This can be downloaded here: <https://sustainablehouseday.com/community-partnerships/>
- Join our Facebook group for SHD 2021 homeowners and community partners to share information and resources with others participating in this year's event. This will enable you to connect with homeowners you may want to work with for your event. To get an invite to the group, please add your name to the doc [here](#).
- Let me know if there are specific resources, printable signage, logos, etc. that would be useful for your events. You can email me at shd@renew.org.au.

Questions?