



Sustainable Building Summit Research Results



The results from this study indicate that the **Sustainable Building Summit Webinar Series increased knowledge in 31 out of 43 learning objectives**, which demonstrates that the webinar series successfully improved the knowledge of the attendees.

Improved Knowledge

Significant
0.05

Sustainable Communities

3/5 of the learning objectives demonstrated a significant improvement in knowledge.



Passive House Design

3/5 of the learning objectives demonstrated a significant improvement in knowledge.



Green Building

2/5 of the learning objectives indicated a significant improvement in knowledge.



Built Environment

5/5 of the learning objectives demonstrated a significant improvement in knowledge.



High Performance Building

3/5 of the learning objectives demonstrated a significant improvement in knowledge.



BC Step Code

4/5 of the learning objectives demonstrated a significant improvement in knowledge.



Geothermal and GeoExchange

5/5 of the learning objectives demonstrated a significant improvement in knowledge.



Solar Energy

3/4 of the learning objectives demonstrated a significant improvement in knowledge.



Designing for Climate Change

3/4 of the learning objectives demonstrated a significant improvement in knowledge.



250

People attended the live online webinars.



73%

Of all attendees participated in this research.

78%

Of all participants were primarily motivated by environmental sustainability (above other financial incentives).



67%

Average decrease in perceived barriers.

Breaking Barriers

According to research and concepts such as Community Based Social Marketing, addressing common barriers is an effective way to encourage action. **The data indicated that all webinars reduced barriers by an average of 67%.** The most common perceived barrier addressed was that action was too expensive or that people were uncertain of where to begin.

"I appreciate the work of the Biosphere. Bringing in knowledgeable and professional presentations creates opportunities for discussion, pro and con, regarding the topics. Bringing alternative points of view will help create informed decisions."

- Webinar Attendee