

World Ventil8 Day

8th November 2023

World Ventil8 Day is all about raising awareness of ventilation and recognising the ventilation and clean indoor air community.

Breathe Better, Live Better.



What is it?

Breathe Better, Live Better.

Find out how you can get involved and support
#WorldVentil8Day
www.worldventil8day.com



Ventilating and cleaning the air in buildings is a crucial part of enabling health and wellbeing of people. But it is so often ignored or poorly understood – and we usually only notice when there is a problem.

Good ventilation can reduce exposure to air pollutants and infectious diseases, help us to perform better and be more productive, enable us to sleep better, and reduce mould and damp in buildings.

Good ventilation is part of creating a sustainable and low carbon environment, by using technology well to balance air quality, energy use and comfort.

World Ventil8 Day promotes and champions the importance of ventilation and the people who work within it. This include activities, events and media activities that focus on different messages for a range of audiences including:

- Raising public and policy awareness of the importance of ventilation
- Educating building owners/operators and the public on how buildings are ventilated and how they can be optimised
- Highlighting activities of the research community in this area including key projects, collaborations with industry and science and engineering led by early career researchers
- A hook for CPD in professional practice to raise skills and awareness of people who work in the ventilation sector
- Role models across practice and research to inspire people to join the industry from apprentices and graduates through to those changing roles later in life
- A way of raising the profile of industry and professional bodies with policy makers and those who design, manage and operate buildings
- A mechanism for schools outreach to incorporate healthy buildings into the wider curriculum around health and sustainability

When? Wednesday 8 November 2023

Partnership Packages

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Official Supporters

To propel the global spotlight on the criticality of ventilation, we actively seek partnerships with non-commercial entities from, industry frontrunners, esteemed associations, dedicated researchers, and authoritative professional bodies.

Your passion and understanding of ventilation's significance can be the driving force behind our shared vision.

Together, with a harmonised and powerful voice, we can catalyse transformative change.

What World Ventil8 Day would provide:

- Prime logo placement on campaign materials, including digital platforms, and the official WorldVentil8 Day website.
- Opportunity to co-author thought leadership content on ventilation's future and its impact on health.
- Acknowledgment in campaign outreach efforts.
- Direct access to campaign analytics and insights post-campaign.
- Exclusive interviews or webinars broadcasted on the WorldVentil8 Day platforms.
- Promote and amplify your own World Ventil8 Day activity.

What an Official Supporter would provide:

- Wider promotion of World Ventil8 day to your network.
- Content to share on the World Ventil8 Day Website.
- Leads for possible commercial partners.

There are no fees associated with our Official Supporter package.

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Commercial Partnership

To bolster the World Ventil8 Day initiative, we present a variety of commercial partnership opportunities designed to underpin the financial facets of our endeavours. Any surplus funds will be directed towards pivotal ventilation projects, reinforcing our commitment to the cause.

While WorldVentil8 Day remains impartial and does not endorse specific products or services of our commercial allies, we are dedicated to enhancing their brand visibility within the industry. Through our collaboration, we aim to elevate our partners as thought leaders, a testament to their unwavering support.

Supporters - Investment: £500

- Logo presence on select campaign materials and the official website.
- Recognition in campaign outreach for championing the ventilation cause.
- Social media mentions across all WorldVentil8 Day platforms, celebrating your contribution.
- Social assets toolkit to promote your supporter status

Sponsors - Investment: £2,500

- Premium logo placement on major campaign touchpoints.
- Opportunity to provide a digital workshop or webinar on best practices in ventilation that will be promoted on the World Ventil8 Day website.
- Acknowledgment in campaign press releases and media communications.
- Detailed post-campaign analytics and insights report.
- Dedicated social media spotlight, emphasising your brand's commitment to healthier indoor environments.
- Featured articles or interviews on the WorldVentil8 Day website and platforms, highlighting your initiatives or innovations in the sector.
- Social assets toolkit to promote your sponsor status

Aligning with the WorldVentil8 Day 2023 campaign not only showcases your dedication to global health and well-being but also positions you as a leader in advocating for better indoor air. Your partnership and sponsorship will significantly bolster the campaign's reach and impact.

For a customised partnership experience or innovative collaboration ideas, we are always open for discussion.

Please contact us at info@worldventil8day.org

2022 Campaign Results

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 **21**
official partners

3
trade bodies covering organisations in Europe

1
Spanish association

2
Associations in the USA

1
Associations in Australia

3
organisations with international remit including the United Nations Environment Programme

Press coverage

330 press mentions including Sky News, Mail Online, The Sun and the Independent in addition to regional press and trade press

- 3 radio interviews
- Advertising Equivalent Value of £4,824,328
- Reach of 521,548,689
- Coverage in 10 countries

Website



16k views

8.3k
from **75**
countries

244
downloads of assets

Acquisition top 5: email, direct, organic social, organic search and referral

Socials

3,588



mentions of **#WorldVentil8Day**

- 6,160 social mentions
- 25 Million reach
- 17k engagements
- From 43 countries
- Made a new entry directly in at 24 in the industries top 500 twitter leader board

High profile engagement:

- Sadiq Khan
- UK Health Security Agency
- Sir Patrick Vallance (UK Chief Scientist)
- Natalie Bennet (Green Party Peer and former party leader)
- Department of Health Ireland
- UK Health & Safety Executive
- Stephen Donnelly (Minister for Health Ireland)

Who are we?

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#WorldVentil8Day has been initiated by a group of researchers and professional bodies who are passionate about the importance of ventilation.

The Future Urban Ventilation Network is funded by the UKRI SPF Clean Air Programme and brings together researchers, practitioners and policy makers to consider the complexities of enabling health based building and city ventilation.

The Building Engineering Services Association (BESA) is the UK's trade body for the HVAC sector. It works with the industry to set standards, publish best practice, raise standards and ensure better buildings for all.

The Chartered Institution of Building Services Engineers (CIBSE) is the professional body that exists to advance and promote the art, science and practice of building services engineering, to invest in education and research, and to support our community of built environment professionals in their pursuit of excellence.

The Institution of Mechanical Engineers (IMechE) provides life-long learning opportunities for its 115,000 members, who contribute to some of the most outstanding developments in mechanical engineering.

The Federation of Environmental Trade Associations (FETA) is the recognised UK body representing the interests of over 400 manufacturers, suppliers, installers and contractors within the heating, ventilating, building controls, refrigeration & air conditioning industry to policy makers and the wider public.

The Federation of European Heating, Ventilation and Air Conditioning associations (REHVA) is an umbrella organization that represents over 120,000 HVAC designers, building services engineers, technicians and experts across 26 European Countries.

The Air-Conditioning, Heating, and Refrigeration Institute (AHRI) is the trade association representing manufacturers of heating, ventilation, air conditioning, commercial refrigeration (HVACR), and water heating equipment in the USA.

AREA, the European association of refrigeration, air conditioning and heat pump (RACHP) contractors voices the interests of 25 national associations from 21 countries representing 13,000 companies employing 110,000 people and with an annual turnover approaching € 23 billion.

The United Nations Environment Programme (UNEP) is the global authority that sets the environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the UN system and serves as an authoritative advocate for the global environment.

TAPAS (Tackling air pollution in schools) is funded as part of the SPF Clean Air Programme and is developing the research base to design and operate healthy schools now and in the environment of the future.

Clinically Vulnerable Families (CVF) was founded in August 2020 to support, educate, assist, advocate and campaign for clinically vulnerable families in the United Kingdom due to the risks posed by Covid-19.

CleanAir4V – Network on Air Pollution Solutions for Vulnerable Groups is an interdisciplinary network of academics, stakeholders and industry with the aim of developing and delivering co-designed air pollution solutions.

AIRAH is the leading trade body for the HVAC&R sector in Australia and aims to create a sector that is highly skilled and professional, safe, sustainable and environmentally effective.

The Indoor/Outdoor Bioaerosols Interface and Relationships Network (BioAirNet) is one of the six networks funded through the second of the UK Research & Innovation (UKRI) Strategic Priorities Fund (SPF) Clean Air Programme.

The Clean Air Programme aims to bring together leading researchers from across atmospheric, medical and social science to better predict exposure to air pollution and its effects on vulnerable groups and identify practical and usable solutions to air pollution.

GCP Europe is the voice of the building services engineering sector, mechanical contractors, plumbers and HVAC installers. It represents their interests at the European Union level and, by doing so, contributes to the achievement of EU's climate, energy and prosperity goals.

The International Society of Indoor Air Quality and Climate (ISIAQ) is an international, independent, multidisciplinary, scientific, non-profit organization whose purpose is to support the creation of healthy, comfortable and productive indoor environments.

NAQTS is on the Lancaster University campus, whose mission is to provide independent, reliable and holistic air quality information, to inform choices and improve quality of life.

The Confederación Nacional de Instaladores (CNI) is the Spanish trade body representing over 5000 associated companies who are dedicated to the installation and maintenance of building services.

ASHRAE (the American Society of Heating, Refrigerating and Air-Conditioning Engineers) seeks to improve well-being through sustainable technology for the built environment focusing on building systems, energy efficiency, indoor air quality and refrigeration within the industry.

The AIVC (Air infiltration and Ventilation Centre) is the International Energy Agency's information centre on energy efficient ventilation. They offer industry and research organisations technical support aimed at optimizing ventilation technology.

Get involved

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Join in

World Ventil8 Day is all about raising awareness of ventilation and recognising the ventilation and clean indoor air community. We want you to be part of it, whether you are a ventilation professional or someone with a passion for fresh air in your building.

We want to use World Ventil8 Day to share all the great work and stories of people who are enabling better indoor air in buildings around the globe.

If you would like to get involved as a partner or supporter, please email us at info@worldventil8day.com

Social Media

Join on social media, engage in the debate, share your stories, thoughts and spread the word!

Use
#WorldVentil8Day

Follow us on:

Twitter -
@WorldVentil8Day

LinkedIn -
WorldVentil8Day

Instagram -
@WorldVentil8Day!

Events

Why not join one of our **#WorldVentil8Day** events or plan one of your own and [let us know?](#)

Run a CPD event, give a talk or run an activity for a school or community group on healthy and sustainable ventilation or organise a seminar or workshop to share the latest knowledge about ventilation.

Resources

Why not download some of our [free guides and resources](#).

Sharing key reports, standards or studies that inform ventilation.

Plus, soon you will be able to download a pack of our logos, posters and social images to share and help spread the word. Check back soon!

Supporter

If your organisation wants to get involved as an official supporter, then get in touch.

Simply email us at info@worldventil8day.com telling us about your organisation and how you can help.

You know what they say - many hands make light work!



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