



Reuse Now Campaign

2023-24 SPONSORSHIP PACKAGE

The opportunity:

The Alliance for Sustainable Building Products (ASBP) is looking for forward thinking organisations for annual sponsorship for our ongoing Reuse Now Campaign.

The aim of the campaign is to encourage greater uptake of reused products and enable the future reuse of products within the construction industry to accelerate the transition to a more resource efficient, circular economy. This will be done through:

- Practical focus by exploring supply chain barriers and develop solutions.
- Open dialogue and sharing of knowledge between reuse material donors/recipients and wider ecosystem to enable greater uptake.
- Learn from what others have done to progress quickly (not everyone doing their own research).

Much research has been done into the barriers and enablers of a circular economy, we want dig down into the details of these to drive practical action.

The ASBP will relaunch the campaign in September 2023 with the aim of becoming the 'go-to' place for practical guidance and information on the reuse of products in construction.

Sponsorship:

There are 3 levels of sponsorship available, with varying levels of sponsorship benefits (full details on following pages)



Gold
£7000 + VAT



Silver
£4500 + VAT



Bronze (SME)
£2000 + VAT

Get involved:

If you would like to show your commitment to accelerating the transition to a more resource efficient, circular economy, please contact debbie.ward@asbp.org.uk.

Find out more about the campaign here: <https://asbp.org.uk/workstream/reuse-now>

About the ASBP:

The Alliance for Sustainable Building Products (ASBP) is a cross sector, not-for-profit, membership organisation, comprising of building product manufacturers and distributors, specifiers, designers, contractors, public interest and sustainability organisations, and other building practitioners.

The ASBP is committed to accelerating the transition to a high performance, healthy and low carbon, built environment by championing the increased understanding and use of building products that meet demonstrably high standards of sustainability.

Please see www.asbp.org.uk for more information.

Campaign outcomes and deliverables

Resources:

- Signposting to relevant and up to date documents, guidance, and toolkits, for example how reuse can be asked for, measured, and monitored, throughout the process.
 - Case studies of relevant projects that demonstrate reuse.
 - Product profiles of reuse or reusable products.
 - Topical briefing papers and factsheets.
 - Regular blogs and thought leadership pieces.
 - Stakeholder and project mapping.
-

Events:

- Knowledge sharing webinars throughout the year.
- Curated sessions for external events/organisations (e.g. Futurebuild).

Reuse advocacy:

- Regular Reuse Now Campaign promotion through social media, newsletters and mailings.
 - Promotion of campaign through PR contacts.
 - Providing evidence for policymaking and relevant lobbying activities.
-

Stakeholder engagement:

- Stakeholder survey – data used to inform next steps.
 - Set up regular working groups on 'deep dive' topics, as below.
-

Deep dives:

Develop a work stream for each identified agreed sector/product/material, with a deep dive bringing the supply chain together to include:

- Assessment of perceived and real barriers and how they can be overcome, and what enablers are in place.
- Bring together key stakeholders (e.g. insurance, certification bodies, manufacturers etc).
- Research and capture successful precedents, case studies and lessons learned.
- Discuss/create long terms solutions and interventions for increase in reuse.
- Action plans such as stakeholder mapping with summary reports and webinars on findings.

★ Gold sponsor benefits

£7000 + VAT

Positive environmental impact:

The primary goal of the Reuse Now Campaign is to promote a culture of reusing building materials and products, reducing waste, and conserving resources. By sponsoring this campaign, your organisation will contribute to a more circular, lower carbon built environment.

Increased visibility and exposure:

As a gold sponsor, your organisation's name and logo will be displayed in campaign materials, including:

- Prominently displayed on our regularly updated Reuse Now Campaign web page. The ASBP website has over 85,000 hits per year.
 - Prominently displayed on all press releases, in regular mailings and newsletters to our mailing list with 4000+ professional contacts, our 130+ members, press contacts and 15+ partner organisations.
 - Prominently displayed on Reuse Now guidance, briefing papers, fact sheets etc.
 - A targeted social media campaign. The ASBP has over 9000 social media contacts over [LinkedIn](#) and [X \(Twitter\)](#).
-

Positive brand image and thought leadership:

By supporting an environmentally conscious initiative like the Reuse Now Campaign, your organisation will show its commitment to sustainability. This will be demonstrated through:

- Potential speaking opportunities at ASBP webinars/events.
- Up to 3 case studies of your reuse projects.
- Opportunity to write a series of blog posts published on the ASBP website and newsletter.
- Use of Reuse Now 'Gold sponsor' logo on your website and comms.

Networking opportunities:

Being involved in the Reuse Now Campaign can create networking opportunities with other like-minded organisations, individuals, and stakeholders, fostering potential partnerships and collaborations through:

- Invites to campaign team meetings to help shape the focus of the campaign with key input.
 - Priority opportunities to participate in research funding bids on circular economy/reuse topics.
 - Free tickets to all of our webinars for a full year.
 - 5 free tickets to the 2024 [ASBP Healthy Buildings Conference](#).
-

Deep dives:

Sponsorship of the Reuse Now Campaign gives access to the deep dive working groups on various sectors/products/materials. Outputs include summary report, webinar and stakeholder mapping.

Reuse webinars sponsorship:

Gold sponsorship includes headline sponsorship of Reuse Now webinars. The events will focus on specific reuse topics and discuss strategies and case studies and support industry uptake of reused products and materials.

- Thank you at each webinar.
- Logo prominently displayed on reuse webinar communications.
- 10 free tickets to any paid webinars.

★ Silver sponsor benefits

£4500 + VAT

Positive environmental impact:

The primary goal of the Reuse Now Campaign is to promote a culture of reusing building materials and products, reducing waste, and conserving resources. By sponsoring this campaign, your organisation will contribute to a more circular, lower carbon built environment.

Increased visibility and exposure:

As a silver sponsor, your organisation's name and logo will be displayed in campaign materials, including:

- Displayed on our regularly updated Reuse Now Campaign web page. The ASBP website has over 85,000 hits per year.
 - Displayed on all press releases, in regular mailings and newsletters to our mailing list with 4000+ professional contacts, our 130+ members, press contacts and 15+ partner organisations.
 - Displayed on Reuse Now guidance, briefing papers, fact sheets etc.
 - A targeted social media campaign. The ASBP has over 9000 social media contacts over [LinkedIn](#) and [X \(Twitter\)](#).
-

Positive brand image and leadership opportunities:

By supporting an environmentally conscious initiative like the Reuse Now Campaign, your organisation will show its commitment to sustainability. This will be demonstrated through:

- Up to 2 case studies of your reuse projects.
- Opportunity to write a blog post published on the ASBP website and newsletter.
- Use of Reuse Now 'Silver sponsor' logo on your website and comms.

Networking opportunities:

Being involved in the Reuse Now Campaign can create networking opportunities with other like-minded organisations, individuals, and stakeholders, fostering potential partnerships and collaborations through:

- Invites to campaign team meetings to help shape the focus of the campaign.
 - Opportunities to participate in research funding bids on circular economy/reuse topics.
 - Free tickets to all of our webinars for a full year.
 - 3 free tickets to the 2024 [ASBP Healthy Buildings Conference](#).
-

Deep dives:

Sponsorship of the Reuse Now Campaign gives access to the deep dive working groups on various sectors/products/materials. Outputs include summary report, webinar and stakeholder mapping.

Reuse webinars sponsorship:

Silver sponsorship includes supporter sponsorship of Reuse Now webinars. The events will focus on specific reuse topics and discuss strategies and case studies and support industry uptake of reused products and materials.

- Logo displayed on reuse webinar communications.
- 8 free tickets to any paid webinars.

★ Bronze (SME) sponsor benefits

£2000 + VAT

Positive environmental impact:

The primary goal of the Reuse Now Campaign is to promote a culture of reusing building materials and products, reducing waste, and conserving resources. By sponsoring this campaign, your organisation will contribute to a more circular, lower carbon built environment.

Increased visibility and exposure:

As a bronze sponsor, your organisation's name and logo will be displayed in campaign materials, including:

- Displayed on our regularly updated Reuse Now Campaign web page. The ASBP website has over 85,000 hits per year.
 - Displayed on all press releases, in regular mailings and newsletters to our mailing list with 4000+ professional contacts, our 130+ members, press contacts and 15+ partner organisations.
 - Displayed on Reuse Now guidance, briefing papers, fact sheets etc.
 - A targeted social media campaign. The ASBP has over 9000 social media contacts over [LinkedIn](#) and [X \(Twitter\)](#).
-

Positive brand image:

By supporting an environmentally conscious initiative like the Reuse Now Campaign, your organisation will show its commitment to sustainability. This will be demonstrated through:

- A case study of your reuse project or product.
- Use of Reuse Now 'Bronze sponsor' logo on your website and comms.

Networking opportunities:

Being involved in the Reuse Now Campaign can create networking opportunities with other like-minded organisations, individuals, and stakeholders, fostering potential partnerships and collaborations through:

- Invites to share thoughts on campaign focus and activities.
 - Free tickets to all of our webinars for a full year.
 - 2 free tickets to the 2024 [ASBP Healthy Buildings Conference](#).
-

Deep dives:

Sponsorship of the Reuse Now Campaign gives access to the deep dive working groups on various sectors/products/materials. Outputs include summary report, webinar and stakeholder mapping.

Reuse webinars sponsorship:

supporter sponsorship of Reuse Now webinars. The events will focus on specific reuse topics and discuss strategies and case studies and support industry uptake of reused products and materials.

- Logo displayed on reuse webinar communications.
- 4 free tickets to any paid webinars.