

Programme Partnerships

The standards that will shape dense cities are being written now,
with Programme Partners among the authors.

Cities for People | Sustainability in Action | Tall + Urban Innovation



Programme Partners advance their influence and align with CVU's research and publications, while helping shape the knowledge, policies and practices that define the future of cities.

Cities are adding height faster than planning authorities and lenders can agree on what good looks like. Codes are under revision. Investors are setting new performance tests, and occupiers ask for evidence before they commit. The organisations whose evidence reaches these decision makers first tend to set the benchmark for everyone else.

A Programme Partnership holds that position for your organisation across all four of our 2027 events.

Each Programme Partnership includes:

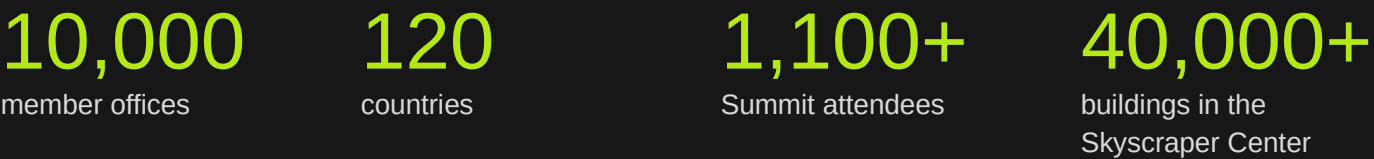
- › A publication, edited by CVU and released under its name
- › Sponsorship of the Global VU Summit and three regional conferences
- › Organisational membership for every colleague at your company
- › Recognition across CVU's channels



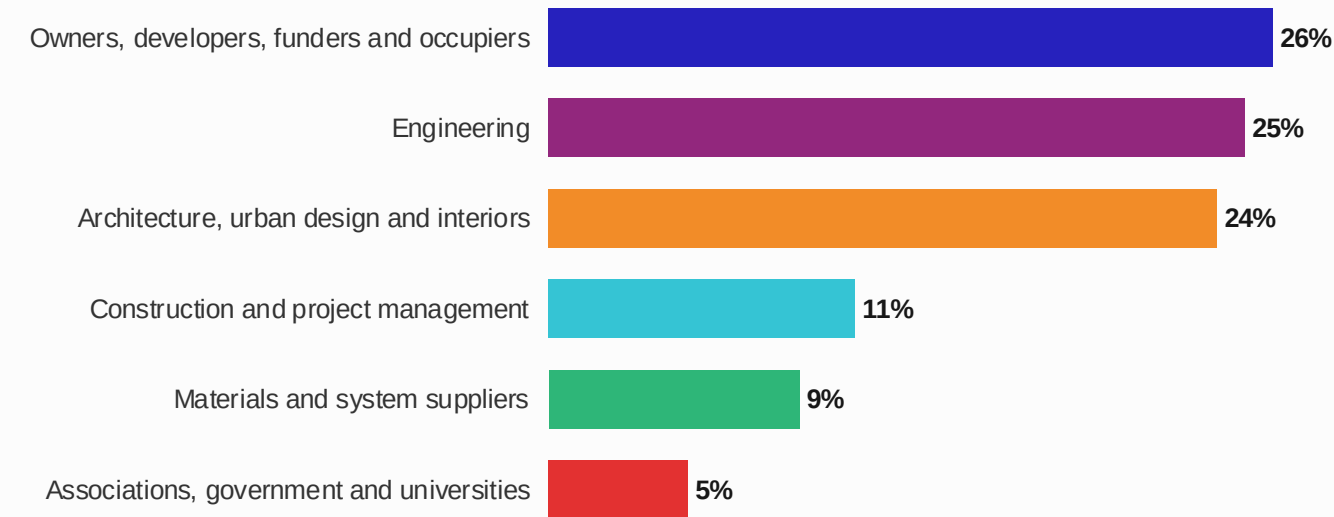
Who sees your work

Your work reaches those who decide what is funded, permitted and built.

Our members work in 10,000 offices across 120 countries. A quarter of them own, develop, fund or occupy buildings. Most of the remainder design, engineer and build them, so your work reaches the client and the delivery team alike.

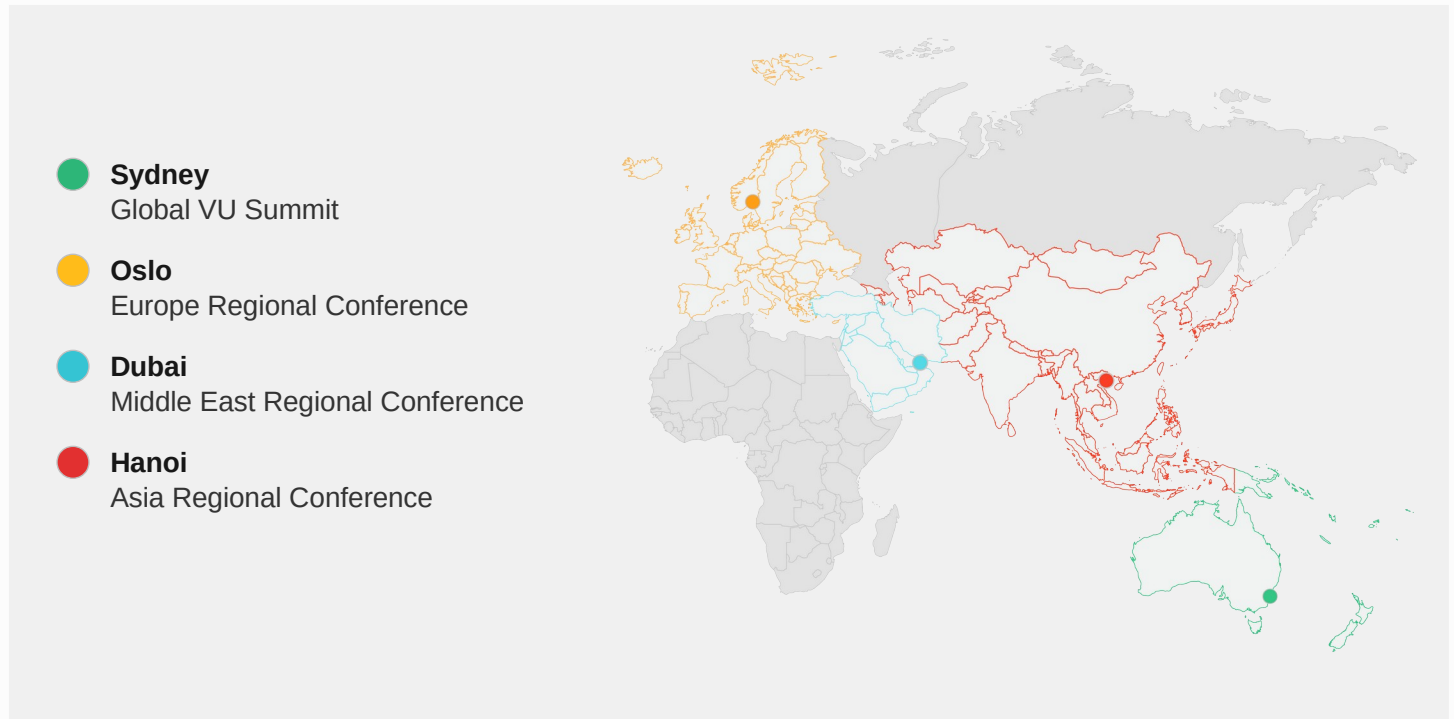


CVU members by profession

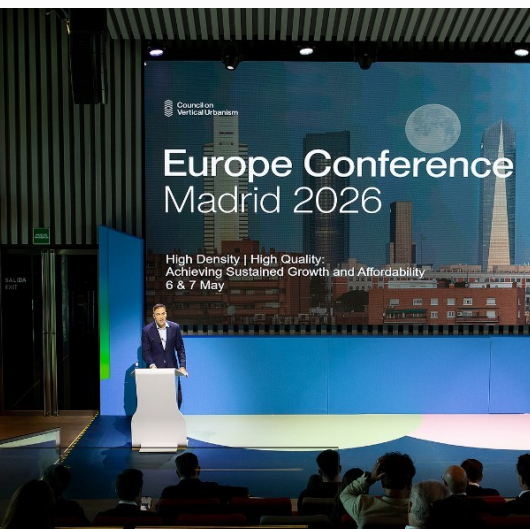


One partnership carries your work to four markets.

The year opens in Sydney in September, with regional conferences in Oslo, Dubai and Hanoi to follow. Each brings your programme before a distinct regional audience of owners, developers, designers and city leaders.



CVU regional conferences



How a Programme Partnership works

Partners bring the expertise, and we provide the editorial team, research and audience that turn it into a publication of record.

1

You align it with your strategy.

Every paper begins with your organisation's strategic objectives, accomplishments and innovations. Global Development works with you to match that work to the programme that gives it the strongest platform, and CVU's global research and Skyscraper Center data are available to support your thesis.

2

Our editors refine it with you.

CVU's Editor in Chief and the Research and Thought Leadership division provide at least three rounds of edits and recommendations to sharpen the argument and strengthen the evidence.

3

We design and release it.

Our senior designer lays out the finished piece, and it's released under CVU's name.

4

It launches at the Global VU Summit.

Your work is promoted before, during and after the Summit in Sydney, where your organisation is recognised as a Programme Partner.

5

It continues through the year.

Your work then travels with us to all three regional conferences.



Three programmes

Each programme covers a different facet of vertical urbanism. Choose the one where your organisation's work will carry the most weight.

Cities for People

Sustainability in Action

Tall + Urban Innovation



Density works when people want to live in it.

Cities for People highlights organisations delivering solutions that strengthen the liveability and resilience of high-density urban environments.

Cities are growing upward at unprecedented speed, and their densest districts carry the strain. The organisations that show density can remain affordable, walkable and safe will shape the standards that follow.

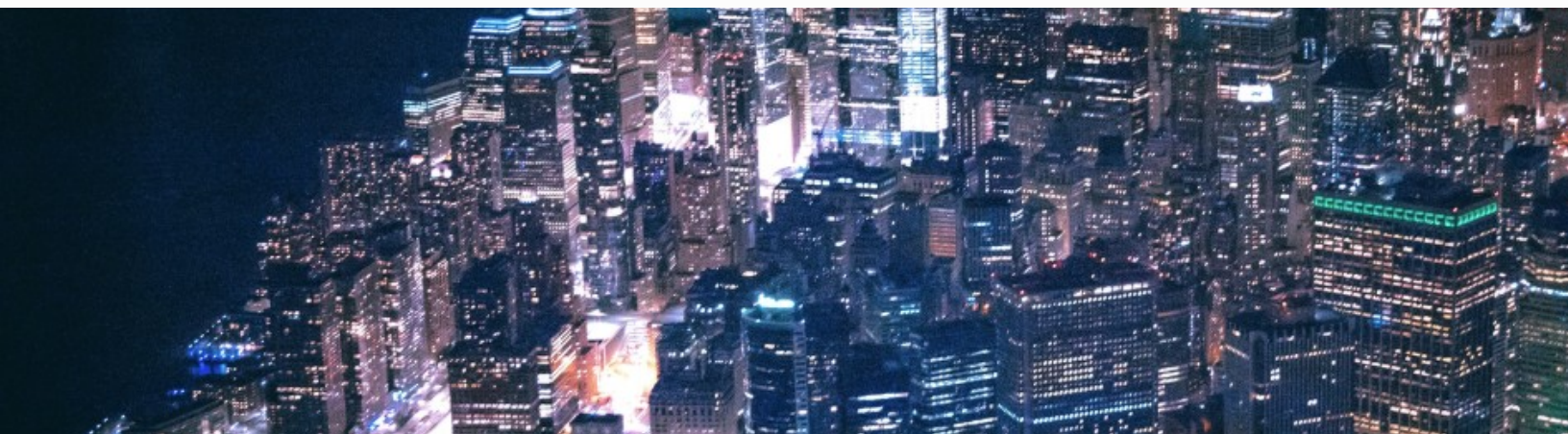
Cities for People places those solutions before the investors, planners and city leaders of the world's fastest-growing cities, while those standards take form.

68%

68% of the world's population is expected to live in cities by 2050, according to UN DESA.

Dense districts face mounting pressure on:

- › Housing affordability and liveability
- › Congestion and infrastructure strain
- › Energy use and carbon reduction
- › Safety, access and equity for every resident



The Cities for People partnership

Over the year, partners:

- › Present their advances in high-density development
- › Lead the conversation across the vertical urbanism community
- › Position their work as a model for the next generation of urban growth

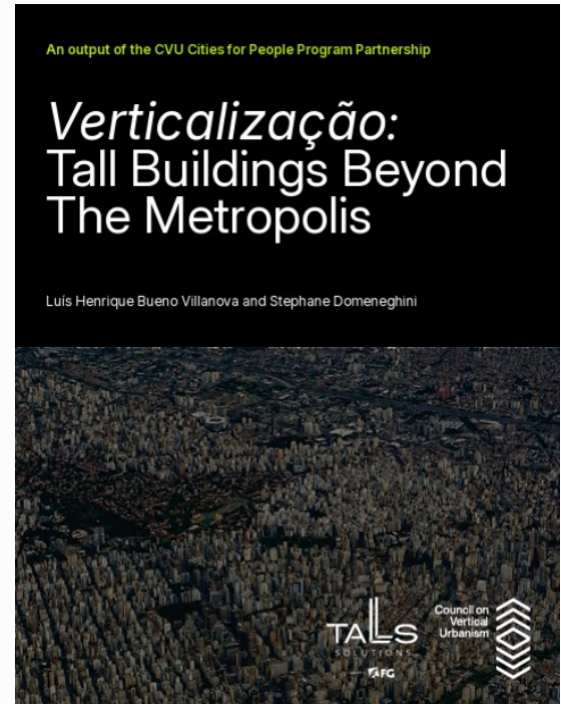
Their work reaches:

- › Architects and planners
- › Developers and investors
- › City leaders shaping how their cities grow

Papers might address:

- › Housing models that keep dense districts affordable
- › Public space and mobility that make density liveable
- › Vertical growth in cities beyond the largest metropolises
- › Equitable access to housing, transit and public space

Recent work in this programme



Verticalização: Tall Buildings Beyond The Metropolis

Talls Solutions | Grupo FG

The paper examines how vertical growth is reshaping Brazilian cities outside the major centres.

Cities for People

The programme is built to help partners win new business, build brand authority and reach the decision makers shaping future cities.

Climate claims need evidence, and your projects have it.

Sustainability in Action is for organisations delivering measurable progress on carbon and climate resilience in tall buildings and urban districts.

That share will rise as cities expand, unless tall buildings and dense districts are planned, delivered and renewed differently. The industry is moving. Firms now measure operational and embodied carbon with greater precision and are piloting new materials, systems and digital tools.

Few credible platforms confirm which solutions deliver real outcomes, link them to business performance and bring them before global decision makers. Sustainability in Action was created for that purpose.

37%

Nearly 37% of global energy-related emissions come from buildings and construction.

Decision makers now contend with:

- › Rising climate risk
- › Stricter carbon and performance regulation
- › Tenants who prioritise health, efficiency and resilience
- › Capital markets that want clear ESG results



The Sustainability in Action partnership

Through the programme, partners:

- › Present the next generation of low-carbon, high-performance projects
- › Share the data, methods and tools behind their sustainability gains
- › Position their solutions as reference points for climate-ready development

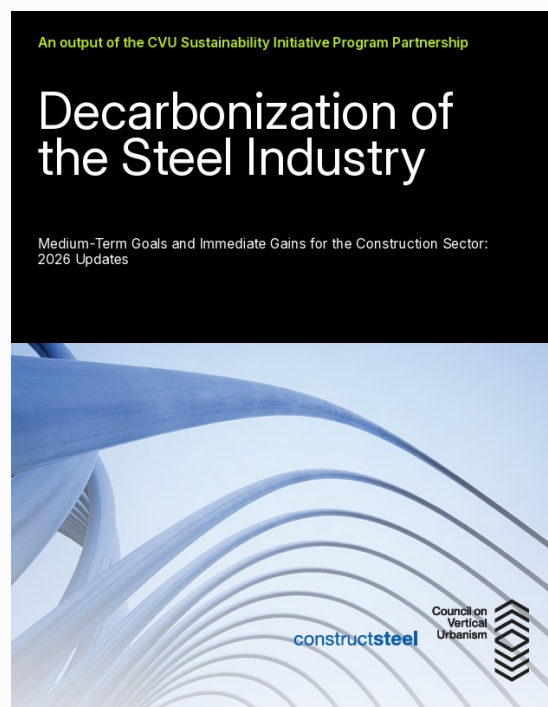
It reaches those who:

- › Set codes and incentives
- › Decide which projects move forward
- › Choose which solutions scale across portfolios

The published work then supports:

- › Capital raising and investor engagement
- › Bids and competitive proposals
- › Evidence for boards and regulators

Recent work in this programme



Decarbonization of the Steel Industry

constructsteel

The paper sets out where the steel industry's emissions come from and what the construction sector can gain now.

Sustainability in Action

Partners turn a flagship project or method into a global case study, with CVU's independent framing behind it.

Innovation now decides which tall projects get funded and approved.

Tall + Urban Innovation recognises organisations improving how tall buildings are designed, built, operated and experienced.

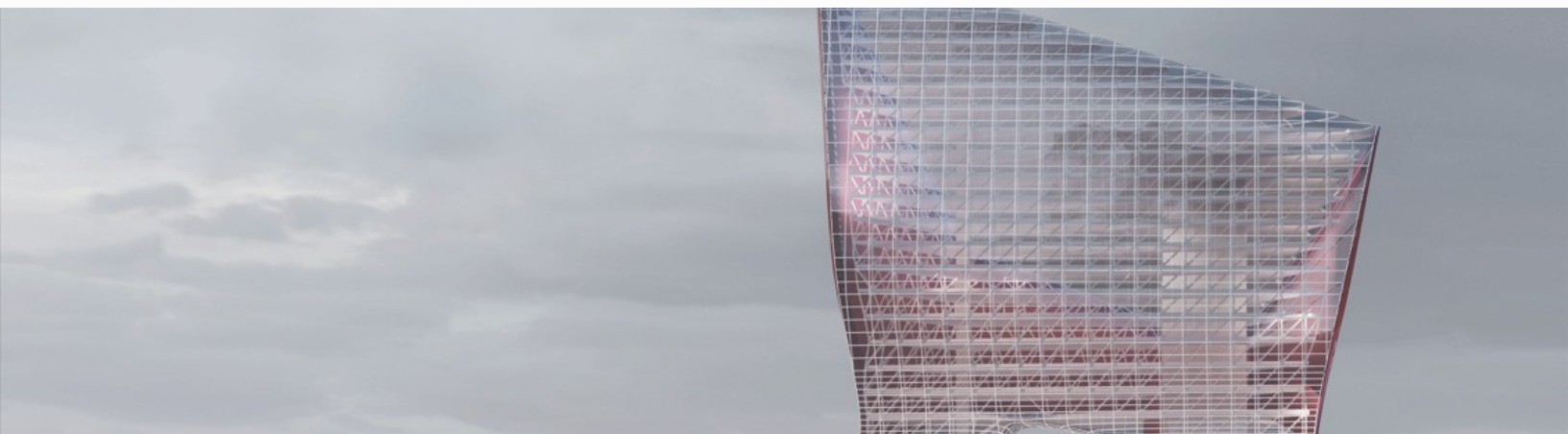
Tall buildings now deliver housing in walkable districts, efficient use of land and access to transit and services. Building taller also brings pressure on cost, carbon and performance risk.

Developers face rising land costs and investors who expect healthier returns. Cities are enforcing stricter performance standards, and occupiers want smarter, more adaptable space.

Your work becomes the benchmark through which tall urban projects evaluate innovation.

Innovation now determines:

- › Who secures investment
- › Which projects are approved
- › How buildings hold their value across their lifecycle



The Tall + Urban Innovation partnership

The partnership allows you to:

- › Present solutions that improve performance and value
- › Lead within the tall buildings community
- › Establish projects and technologies as future market standards

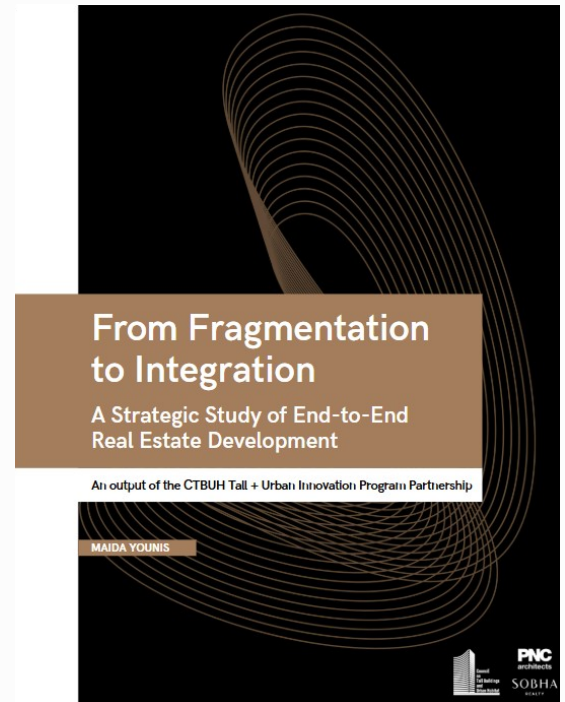
Your work is seen by:

- › Capital allocators weighing future investment
- › Owners and developers defining project requirements
- › Cities evaluating innovation in codes and permitting
- › Designers and contractors specifying systems and technology

Subjects suited to the programme include:

- › Advanced building systems
- › Digital integration across design, construction and operation
- › Delivery models that reduce cost and risk
- › Integrated, end-to-end development

Recent work in this programme



From Fragmentation to Integration

PNC Architects | Sobha Realty

The study shows how Sobha's integrated model brings design, manufacturing and construction inside one group.

Tall + Urban Innovation

Partners present the systems, tools and delivery models that will become standard practice.

What every Programme Partner receives

Every level includes promotion across CVU's channels throughout the year:

- › A press release to global media and all CVU members announcing your partnership
- › Announcements across CVU's social media channels
- › Recognition across all of your programme's work
- › Your logo and link on the CVU website, with homepage placement for Premier Partners
- › Web, social media and email graphics for your own announcements
- › First choice of exclusive sponsored items and events at your level

Each level holds three organisations per programme.

Once a level is filled, it closes for the year.



Each level combines four events and membership with a publication.

Premier

Each Premier Partner receives:

- › Diamond at the Global VU Summit in Sydney
- › Platinum at the Europe Regional Conference in Oslo
- › Platinum at the Middle East Regional Conference in Dubai
- › Platinum at the Asia Regional Conference in Hanoi
- › Platinum organisational membership

CVU publishes:

- › A 50- to 60-page white paper
- › A co-branded webinar
- › A full page in Vertical Urbanism

Executive

Each Executive Partner receives:

- › Gold + event at the Global VU Summit in Sydney
- › Gold at the Europe Regional Conference in Oslo
- › Gold at the Middle East Regional Conference in Dubai
- › Gold at the Asia Regional Conference in Hanoi
- › Platinum organisational membership

CVU publishes:

- › A 20-page thought leadership piece
- › A co-branded webinar
- › A half page in Vertical Urbanism

Senior

Each Senior Partner receives:

- › Silver + touchpoint at the Global VU Summit in Sydney
- › Silver at the Europe Regional Conference in Oslo
- › Silver at the Middle East Regional Conference in Dubai
- › Silver at the Asia Regional Conference in Hanoi
- › Gold organisational membership

CVU publishes:

- › A feature article in Vertical Urbanism

For investment levels, connect with our Global Development team.



Questions your leadership team will ask

What does the investment include?

Each level brings Summit and regional conference sponsorship, organisational membership and a published piece together in one agreement. All invoices are issued and paid in US dollars, with 50% due within 30 days of invoice receipt and the balance within 90 days, and we can split an invoice across offices or business lines.

How much of our team's time will it take?

Your team sets the direction and writes the piece, building it around your strategic objectives and the work you most want to be known for. CVU handles editing, design and release, so your team's time goes into the thinking.

Why publish with CVU?

CVU is the global authority on tall buildings and vertical urbanism. A paper published with CVU carries that name, and our editorial standards, into every market we serve.

How long is the commitment?

A Programme Partnership runs for one year. Three-year agreements signed by 31 December 2026 hold the 2027 rate for the full term.

Which programme is right for us?

Start with the achievements, innovations and solutions you want the industry to associate with your organisation. Global Development can walk you through the three programmes and help you match them to the right one.



Your next step starts with a **conversation.**

Review the three programmes and identify which would give your organisation the greatest benefit. Then contact Global Development, and we'll shape the year around what your organisation has to say.

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