

A social media to accelerate building & city sector transition to green



A platform connected to sustainable world

- Display innovative solutions to reduce energy consumptions and GHG emissions of buildings & cities
- To encourage professionals to adapt more sustainable practices
- And fight against global climate warming

A local AND global approach

- An organized social network
- Collectively managed by professionals
- To develop competencies & green business

An international network of 11+1 platforms

- Managed in each country by a non-profit organization
- Coordinated by an international association

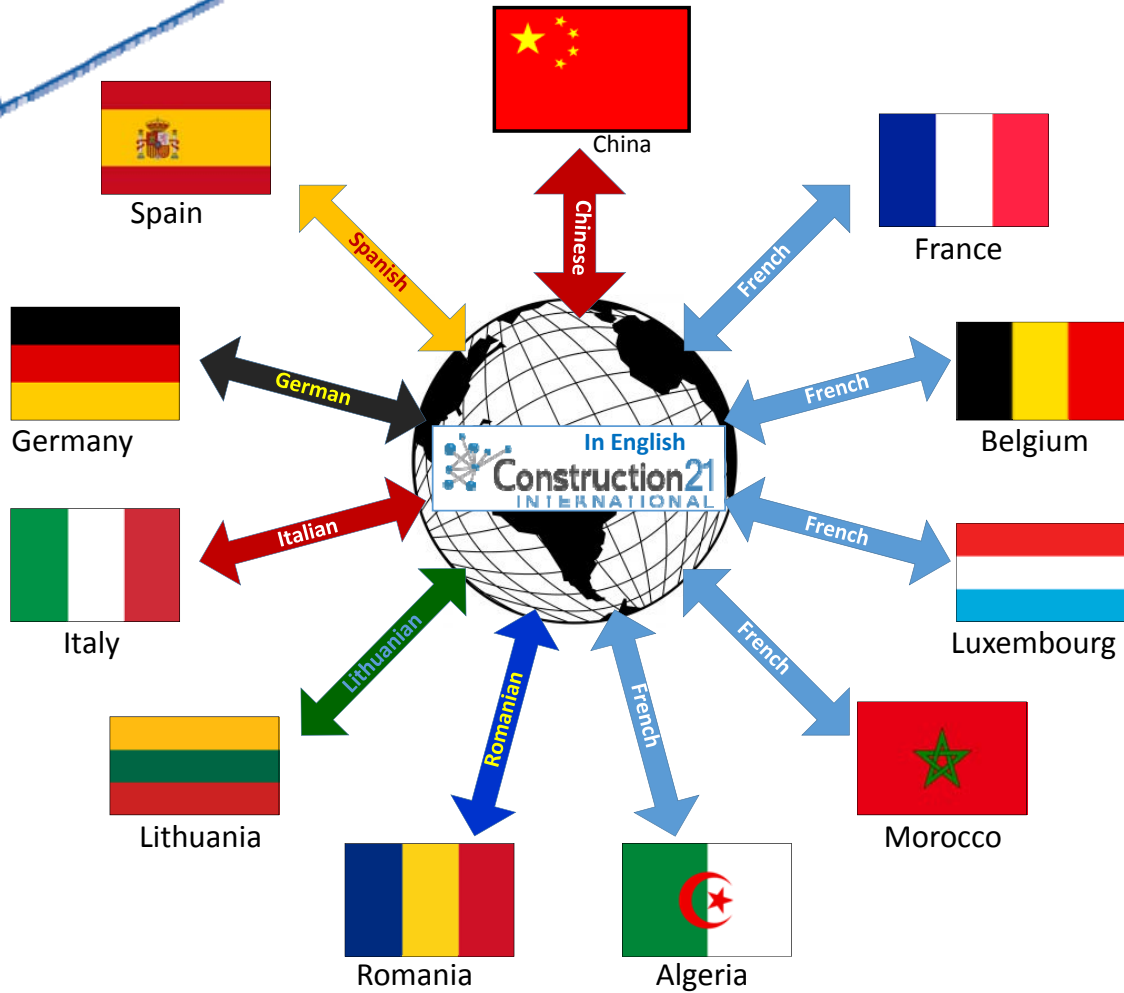




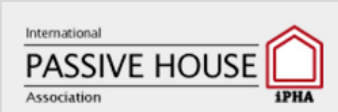
11 local platforms
+
1 international

On-going...

- Brazil
- Lebanon
- Tunisia
- Canada
- USA



International partners



Many formats to promote your sustainable activities



Innovative Buildings & Solutions Database



City & urban solutions Database



Infrastructures database



International Awards to highlight sustainable solutions



Online communities



News



Events



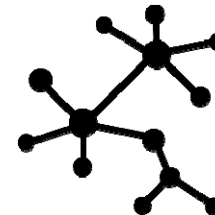
Videos



Trainings



Directory of users, companies, networks

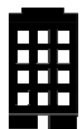


Connected with other social media

Objectives

- Become the reference international platform for sustainable cities
- Contributing to global information system
- Disseminating exemplary solutions on a large scale
- Giving better access to information & training
- Facilitating exchanges between professionals, between practitioners and research

From building to city From Europe to the world



Buildings

2012

6 European countries



+ Cities

2015

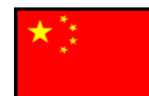
10 countries
*Belgium, Luxembourg,
Maroc, Algeria*



+ Infrastructures

2017

11 countries
China



2020

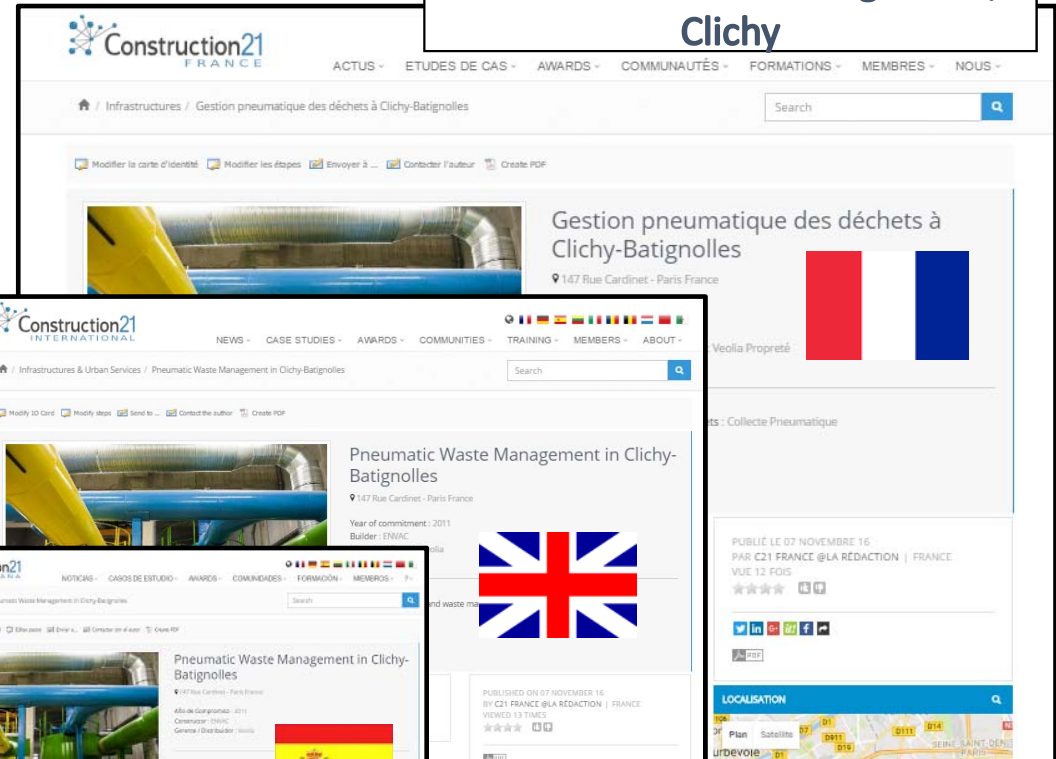
50 countries
5 continents





- You publish in your native language
- Case study visible in English, French, Spanish, Italian... and tomorrow Chinese

Pneumatic waste management, Clichy



#GBCSAwards



Green Building & City Solutions Awards : climate solutions provider

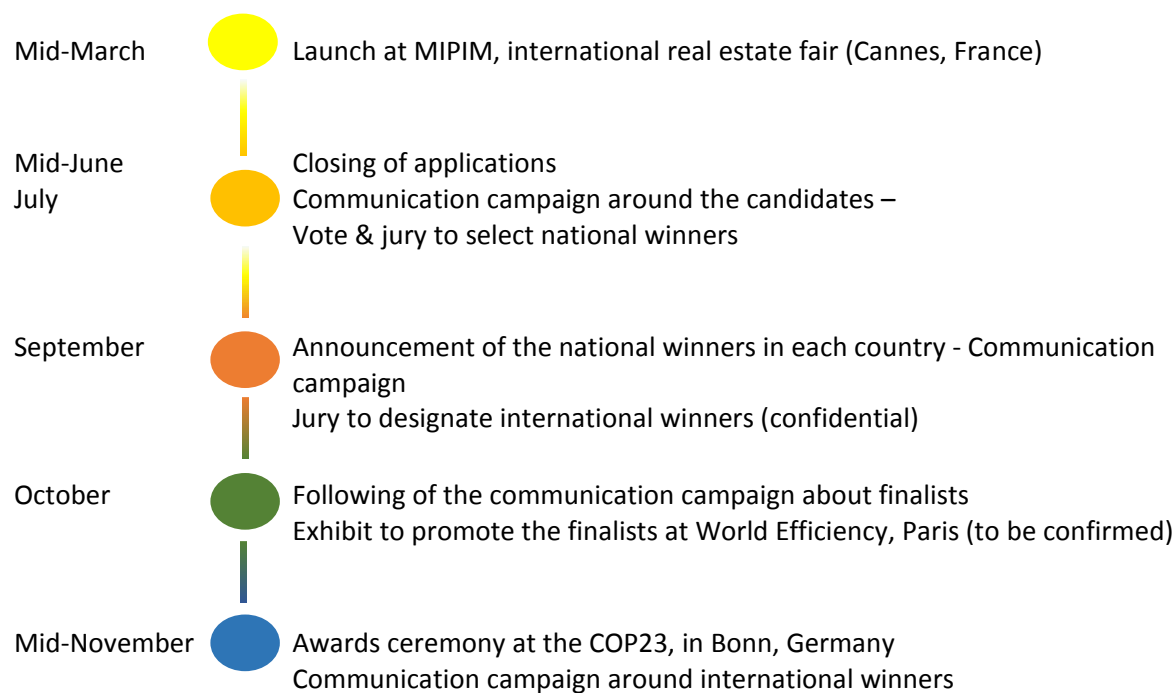
- A contest connected to the UN Climate Change Conference
- To illustrate operational ways to put the building sector on the « below 2 degrees path ».
- Identify & promote exemplary solutions all around the world
- Supported by





A 2-step competition, national + international

Timeline Awards 2017



#GBCSAwards





Deploy Construction21 in your country

Why managing a Construction21 platform?

- To engage a large number of professionals to promote positive industry transformation to green.
- To provide your building community an efficient solution to disseminate best practices.
- To facilitate understanding of international trends.
- To give more visibility to your organisation activities, in your country as at international level



Become the Construction21 chapter in your country

Who?

- A non-profit organization connected to buildings & cities professionals: association, university, research body
- Promoting best practices to accelerate the sector transition to green
- Able to federate human and financial resources required for the platform development

How?

- By joining Construction AISBL*, the international association coordinating the network (after validation by its members, the current Construction21 chapters)
- Exclusivity : only one chapter per country

** Association Internationale Sans But Lucratif / Non-profit international Association*

Each chapter is managing independently its Construction21 platform

Benefits from Construction21 network support and experience

- Initial training + daily assistance for the platform management
- International Awards organization
- Supply of communication templates for all international events
- Contents and audience provided by the international network

Chapter's commitments

- Ensure the daily moderation tasks and website management
- Invite the national building/city professionals to use the platform
- Participate to Construction21 international projects (Awards...)

Business model : each chapter finds its own

The revenues

- Advertising & Sponsorship Awards
- Chapter membership fees
- Trainings display in trainings database
- Services : media support for an event, social media usage training, content creation...
- Partnering with research and European projects
- ...

The costs

- Platform creation + initial training
- Construction21 AISBL member fee for daily maintenance & hosting
- Staff : a 50% web manager is recommended
- Administrative & communication costs (to be mutualized with the current activity of the chapter)

Join Construction21!

Contact

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