



Solutions for a sustainable world

GREEN SOLUTIONS AWARDS



BUILDINGS



DISTRICTS



INFRASTRUCTURES



With the support of



The reference international competition for sustainable buildings & cities

Every year, Construction21 organises an international online contest of exemplary achievements.

Our goal? To inspire practitioners from all over the world for their future projects of buildings, eco-districts or infrastructures and to participate to contain global warming under 2°C.

All these projects are promoted on all Construction21 platforms. The most remarkable ones are highlighted during the UN Global Climate Conference (COP) and via a communication campaign and a video, largely disseminated on the Internet.

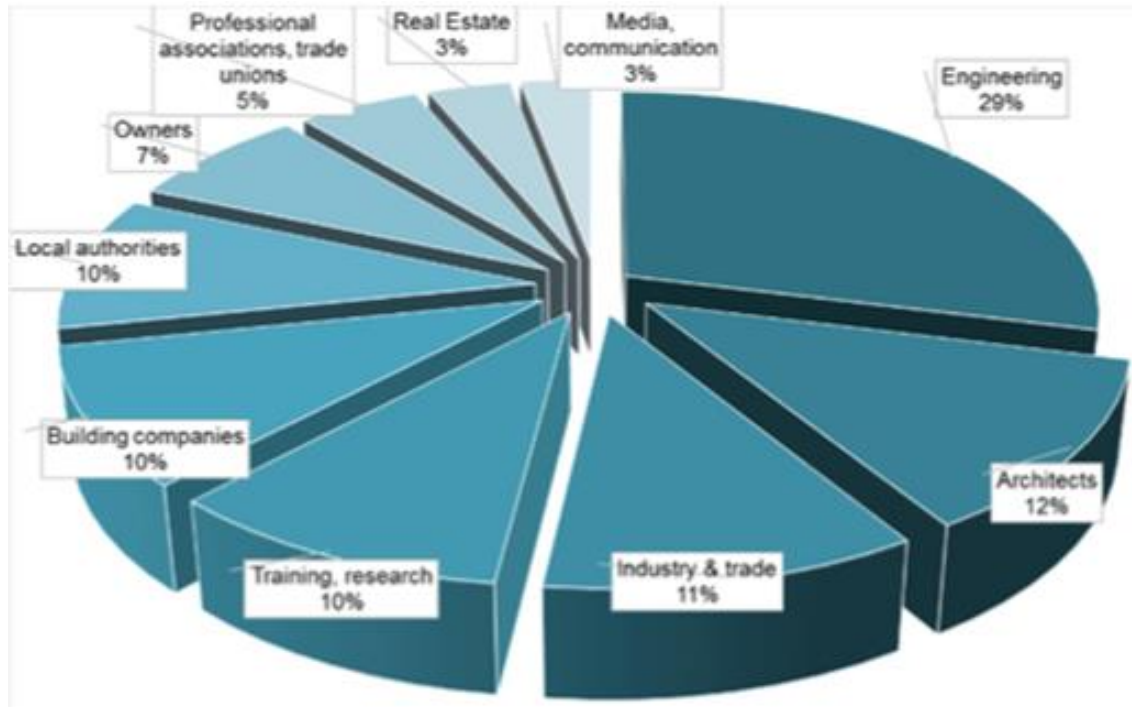
This contest is supported by the Global Alliance for Buildings & Construction and renowned international organisations such as the Arnold Schwarzenegger's R20, ICLEI, Climate Kic or WBCSD.

An exceptional visibility for your business

Promote your commitment to climate issues towards thousands of professionals committed to sustainability:

- *Professionals using the 12 Construction21 web platforms (International in English, Algeria, Belgium, China, France, Germany, Italy, Lithuania, Luxembourg, Morocco, Romania, Spain)*
- *Media partners, institutional and head-ends of the sector*
- *Contacts on social networks (Twitter, Facebook, LinkedIn, Pinterest or Scoop-it)*

Targeting all professionals of building & city interested in sustainable development



Construction21 represents:

- **700,000 visits** in 2017
- **22,000 professionals personally registered**
- **An audience multiplied by 4** since 2012
- **7 millions of views** in 2017 (7.6 millions with social media)

- | | | |
|---------------------|--------------------------------------|--|
| ✓ Owners | ✓ Planners, developers | ✓ Trade unions, professional associations |
| ✓ Local authorities | ✓ Construction companies | ✓ Financial managers, lawyers, economists... |
| ✓ Architects | ✓ Manufacturers | |
| ✓ Engineers | ✓ Researchers / Educators / Students | |

An intense communication campaign

- **Dedicated webpages**, articles and videos on the 12 Constuction21 platforms
- **1 e-mail campaign/week** from March to December to our contacts inviting them to compete, vote online and participate in Awards events
- **Press kits** at the 4 key stages of the contest
- **Winners brochure** with pages reserved for sponsors
- Very active promotion on the main **social networks**
- Relay of the communication by our **media partners** and **head-ends of the sector**
- **3 events**: launch at MIPIM, national winners ceremony (in each country), winners' gala at COP24 (Poland)
- Participation in partner fairs to promote competing projects

More info → Consult all [Awards 2017 videos](#) → Download the [winners brochure 2017](#)

An intense communication campaign from February to December

Released in 2017:



12 presentation webpages
x **12** platforms



200 articles (FR, EN, ES, IT, DE, CN, BE, LU, MA, DZ)



100 e-mail campaigns (FR, EN, ES, IT, BE, LU, MA)

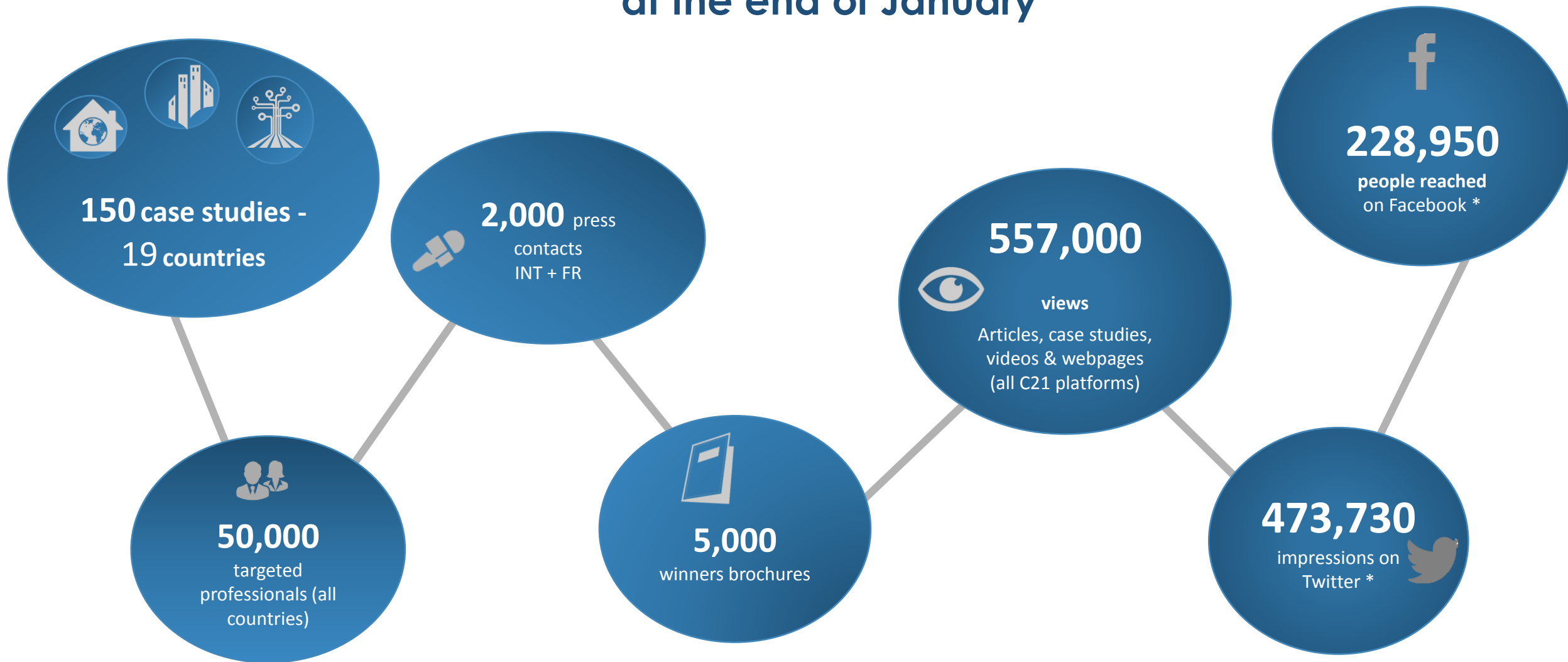


11 short news in newsletters (FR)



828 tweets (EN, FR, ES, IT) & **218** Facebook posts (FR, EN)

2017 edition: 1.3 million of views at the end of January



* All C21 social networks that have an account included (January 2018)



Key steps of the 2018 contest



3 contests – 14 categories

Buildings



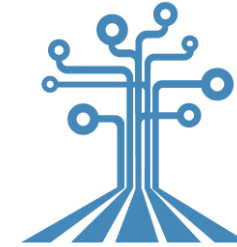
- **Sustainable Construction Grand Prize**
- **Sustainable Renovation Grand Prize**
- Energy & Temperate Climates
- Energy & Hot Climates
- Low Carbon
- Health & Comfort
- Smart Building
- User's Choice

Districts



- **Sustainable City Grand Prize**
- User's Choice

Infrastructures



- **Sustainable Infrastructure Grand Prize**
- Green Energies
- Sustainable mobility
- User's Choice

Useful links



[Press Review \(English\)](#)



[Videos of the 9 winners](#)



[La brochure des gagnants](#)



[Sponsor webpages](#)



[Media Kit](#) (version of the last step)



[Articles published](#) about the contest, winners, trends, etc.