



#GreenSolutions Awards

## Green Solutions Awards : the 2017 edition is on!

On March 15, Construction21 launched the 5th edition of the Green Solutions Awards at MIPIM in Cannes, France. This international competition of sustainable buildings, districts and infrastructures is supported by ADEME and the Global Alliance for Buildings & Construction. It aims to widely disseminate innovation in order to accelerate transition to a more sustainable world. The winners will be announced in Bonn, Germany, in November, during the Conference of the Parties on climate change (COP23).



With this contest, Construction21 aims to globally disseminate actionable solutions, implemented by pioneers, and contributing to limit global warming under 2°C.

We expect numerous applications for innovative buildings, districts and infrastructures. By participating the contest, you will inspire professionals across the world for their future projects !

*Christian Brodhag, President of Construction21*

### In 2017, the competition includes infrastructures and expands in China

After buildings and districts, the contest will promote this year a third kind of realisations : infrastructures. Green energies, responsible mobility, water cycle, biodiversity & ecosystems, circular economy & waste, digital services : so many solutions contributing to reducing our carbon footprint to be highlighted by the Green Solutions Awards.

The other novelty is geographic: Construction21, already present in Europe and Africa will open in China on March 23, giving access to Chinese innovations to all professionals... and also the opportunity for French ones to show their own skills and know-how !

With the support of



## Intense communication through multiple partners

Promoting a great number of exemplary realisations, and making them known as widely as possible : here is Construction21's challenge. In order to achieve that goal, Construction21 mobilizes its vast network of partners from the sector. 50 media organisations and specialised trade fairs, but also unions and professional associations reach out to their members, in each country and at an international scale.

Internationally, the competition is part of the actions of the Global Alliance for Buildings & Construction and is supported by renown international organisations such as Arnold Schwarzenegger's R20, ICLEI, World Climate Ltd, Green Planet Architects and Climate KIC. [See them all](#)

### Massive presence on social media

Competing projects also benefit from the massive media cover, through an intense communication campaign on all 12 Construction21 platforms and social media. As for the winners, they get an extra boost with a video describing their project which would be naturally broadly shared on the web.

### Events to exchange directly with professionals

Launch at MIPIM, press conferences in all countries to announce national winners in September, events in World Efficiency and Batimat, Awards ceremony at the COP23 in Bonn, Germany, in November... so many opportunities to highlight the candidates and their realisations.

## Main steps of the 2017 edition



## Apply by simply publishing a case study

The contest is open to all types of buildings, districts or infrastructures, new or renovated. Only one requirement : competing realisations must be delivered before June30, 2017 (and after January 1st, 2012 for buildings and infrastructures).

To enter the contest, participants only need to publish a case study before June 1st, 2017 in one of Construction21 databases. It will be moderated by one of the Construction21 national team, then translated to become visible in English, French, Italian, Spanish and Chinese over the whole network. If there's not yet any national Construction platform available, practitioners may publish their case study on [www.construction21.org](http://www.construction21.org) in English, French or Spanish.

A jury of experts and an online vote will determine the winners in each country, and then the international winners.

[More info about the contest – Inscription](#)

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## About [Construction21.org](http://Construction21.org)

As the social media for sustainable buildings and cities, [Construction21](http://Construction21.org) disseminates free information and best practices for sustainable development among actors of the building and city sectors, especially through its three databases dedicated to exemplary buildings, districts and infrastructures.

Every year, Construction organises the Green Solutions Awards, an international contest aiming to promote pioneers' best practices and inspire professionals around the world. In 2017, the awards ceremony will take place at the COP23 in Bonn, Germany, in November.

The 12-platform Construction21 network is both local and global. Each national platform is managed by a non-profit organisation involved in the promotion of sustainable buildings in their country. And globally, the network counts 11 national platforms in Algeria, Belgium, France, Germany, Italy, Lithuania, Luxembourg, Morocco, Romania, Spain and starting in March 2017, in China. This year, the network expects 1 million visits.

By 2020, Construction21 aims for 50 platforms and 10 million visits.

## Organizations powering the competition

Members of the international Construction21 association, the chapters manage the Construction21 platform in their country :



## International partners of the Green Solutions Awards

The competition is organized by the Construction21 network with the support of ADEME and the Global Alliance for Buildings & Construction. Many partners are also promoting the competition with their own networks.



Also, companies committed to fighting against climate change, have joined the competition, supporting category echoing their own action against climate change: Rabot Dutilleul, Eiffage, BNP Paribas Real Estate and ParexGroup, presented in the following pages.



As an independent international family group in development and construction, Rabot Dutilleul currently counts among the 10 biggest French actors in construction. Founded in 1920, the company developed skills all along the years in complementary sectors related to the construction world, hence gaining almost full control over the real estate chain of value. Rabot Dutilleul cultivates values based on collective performance with nearly 1,750 employees and on long-term relationships with its partners. The Group is present in France, Belgium, Germany and Poland.

### 3 questions for Rodolphe Deborre, Innovation and Sustainable Development Director



#### 1 – Why did you decide to support the Green Solutions Awards?

The Rabot Dutilleul Group places sustainable development at the core of its strategy, “for real”. We want to provide construction and renovation projects that make territories more environmental friendly through specific know-how and techniques. Following that spirit, Rabot Dutilleul chose to support the Green Solutions Awards and in particular the sustainable renovation category.

#### 2 – What are, for your company, the main challenges related to the fight against climate change?

Construction does have impacts: energy consumption, greenhouse gas emissions, decline of biodiversity, increase of toxic elements, etc. However, unlike in other sectors like fishery and air transport, solutions exist for most of the issues. We consider it would be a crime not to implement them. Rabot Dutilleul structures its development on a strong environmental approach: design and construction of low energy buildings (BCC), HQE certified projects, CO2 assessment of its activities and CSR action plans. This approach allows the Group to renew its offer, while always watching its markets and environment.

#### 3 – What are your solutions, in your field, to face these challenges?

Sustainable construction requires to manage energy efficiency in buildings. Rabot Dutilleul didn't wait to follow this approach, as many projects can testify, and pushes it further to achieve excellency with the expertise of its Pouchain subsidiary, specialised in electric and climatic engineering. The Group deploys many processes, for example (but there are many others!) to push forward the eco-design in the energy industry, without ever losing sight that the best building is the one in which the occupants feel the best.





Eiffage, 3rd major concession-construction company in France (64,000 collaborators, 100,000 projects, 14 billion€ in revenues) operates in construction, infrastructures, energy and concessions. From Phosphore, prospective lab on sustainable cities, to Smartseille, a multicertified and pioneering ecodistrict, Eiffage innovates to build a sustainable future and can be defined as a global contractor for sustainable cities, from responsible infrastructures to factories of the future.

### 3 questions for Valérie David, Director of Innovation and Sustainable Development

#### 1 – Why did you decide to support the Green Solutions Awards?



Open innovation becomes strategic for major groups who are used to innovate from inside. By opening to other actors and creating a win-win ecosystem, our position on the market is accelerated and we respond better to the emerging B-to-B and B-to-C needs.

Environment and sustainable development accelerate the transformation of our economic model of products “bought, consumed, thrown away” toward circular economy and services.

Eiffage believes and promotes internal innovation and open innovation, as part of the company’s DNA. Two funds were created by Eiffage in January 1st, 2017 to accelerate the access to the markets for innovations. For the same reasons, Eiffage supports Construction21, a dissemination tool for our sector’s innovation, by sponsoring the Grand Prize dedicated to Sustainable Infrastructures in the Green Solutions Awards.

#### 2 – What are, for your company, the main challenges related to the fight against climate change?

Everyone agrees that public works, construction and transports are enormous consumers of materials, energy and fossil fuels. The news reminds us on a regular basis: increase of climatic variations and exceptional weather events, fight against floods and rise of the seas, exceptional draughts are the more and more visible consequences of climate change.

We are aware of these strategic challenges for the planet and Eiffage is convinced we are at the core of the solutions.

#### 3 – What are your solutions, in your field, to face these challenges?

From 2008 to 2012, the work of Phosphore, prospective lab on sustainable cities, gathered the professionals of the Group and outside experts to build new perspectives by imagining challenges by 2030.

We collectively imagined and proposed solutions around these 4 priorities:

- Reduce consumption of carbon materials
- Design sober buildings
- Promote transports and energy production methods with less GHG emissions
- Build sustainable cities and responsible, efficient and innovative ecodistricts

The exercise gave us a systemic vision. It also led us to create the High Quality of Life, that guides the design and implementation of the Group solutions at city level (efficient buildings, ecodistricts, eco-mobility solutions, etc.).





BNP Paribas Real Estate, subsidiary of BNP Paribas and one of the leading real estate services companies on an international scale, is offering a full range of services that span the entire life cycle of real property: promotion, transaction, advisory, valuation, property management and investment management. With 3,900 employees, BNP Paribas Real Estate offers its clients its knowledge of local markets in 36 countries (16 direct locations and 20 more through its network of alliances that now represents more than 3,200 people) with more than 180 offices.

### 3 questions for Catherine Papillon, Global Head of Sustainable Development/CSR



#### 1 – Why did you decide to support the Green Solutions Awards?

The Green Solutions Awards is a contest that takes into account the different topics of sustainable development we are focusing on: social, energy, environmental and economic performance; well-being of occupants; integration of the different types of buildings into the surrounding districts; energy solidarity between buildings, etc.

Furthermore, the Green Solutions Awards highlight concrete and innovative solutions that all the industry can benefit from.

We also particularly appreciate the high standards for the recruitment process of participants, as well as the quality of the jury, which includes real estate experts.

For all these reasons, and because we, BNP Paribas Real Estate, consider it is our responsibility to bring to actors of the real estate sector our vision for the future sustainable city, we support Construction21 and the Green Solutions Awards for the second year in a row.

#### 2 – What are, for your company, the main challenges related to the fight against climate change?

The building sector is responsible for 40% of worldwide greenhouse gas emissions. For this reason, BNP Paribas Real Estate is committed to its stakeholders to integrate climate change issues into its own processes and activities.

Our ambition is to contribute to the development of sustainable cities, by offering products and services that are environmentally friendly, energy efficient and respectful of the health and well-being of its occupants.

#### 3 – What are your solutions, in your field, to face these challenges?

We develop solutions in our different business areas to anticipate and face environmental challenges, but also to respond to the new demands and habits of our clients (whether they are investors,

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companies, individuals or local authorities). It allows us to play a key role in the urban transition.

As an example, the BNP Paribas Real Estate global business real estate production is environmentally certified. Beyond certifications, BNP Paribas Real Estate provides for the implementation, as part of the Call for innovative urban projects “Réinventons Paris”, with its winning project Ternes, of a connected energy system between offices and housings (smart grids), of a car sharing solutions allowing electric vehicle pooling, and of urban garden terraces, among other solutions.



## Energy-Climate Sponsor



Major player in construction chemicals, ParexGroup is a world leader, specialist of dry mix, providing solutions for the building community and acting in 3 fields: facade protection and decoration, tile setting and flooring systems, waterproofing systems and technical solutions for concrete and civil engineering.

We operate in 21 countries with 69 production sites and bring together 4,100 employees worldwide.

We focus on developing our activity over the long term and aim to bring innovative solutions and products for sustainable construction. Our ambition is to be the preferred partner on our markets and in the local economic and social structure around our sites.

### 3 questions for Louis Engel, Safety and Sustainable Development Director of ParexGroup

#### 1 – Why did you decide to support the Green Solutions Awards?



Our Sustainable Development program “Building Responsibly” is based on 4 commitments: innovating for our clients, preserving the environment, taking care of our employees, anchoring our activities locally. These commitments are fully in line with the partnership we have with Construction21, whose contest, the Green Solutions Awards, honours the most innovative solutions in sustainable construction. Convinced that this social media will help to effectively develop and share solutions for a more sustainable construction, we believe it is essential to be

one of its partners.

#### 2 – What are, for your company, the main challenges related to the fight against climate change?

The building energy consumption represents nearly a third of the total consumption worldwide and is responsible for almost a quarter of the greenhouse gas emissions.

We believe that all players in the construction chain must be mobilized and we have decided to play our part in this revolution, which is not only a technological, but also a cultural one.

#### 3 – What are your solutions, in your field, to face these challenges?



For several years in France and more recently in the United States, in China, in Spain, in United Kingdom and in Chile, we have taken an active role in improving the thermal efficiency of buildings by developing our External Insulation Finishing System (EIFS) offer.

To go further in our commitment to fight climate change, we initiated in 2016, following the Paris Agreement, our Climate Program, a 3-step voluntary approach which consists of:

measuring the greenhouse gas emissions by end of 2018 in all countries where we operate,



increasing our efforts to reduce these emissions,

adapting and mitigating impacts of some residuals emissions by contributing to develop agroforestry programs in 11 countries around the world, close to the communities where we operate.