CONSTRUCTION21, YOUR COMMUNICATION PARTNER

EUROPEAN PROJECTS
R&D PROJECTS

www.construction21.org
Strengthen the communication of your R&D projects with Construction21

Improve the consortium's diffusion capacities by integrating a dedicated communication partner. This will bring real added value to your project. You boost the diffusion of your research findings and pave the way to market opportunities for your project.

Planning this component as soon as you respond to calls for tenders also increases your chances of convincing!

Our expertise: Communication applied to sustainable building and city

Skills

- Communication strategy and action.
- Expertise on the topic of sustainable buildings and cities
- Organiser of the international Green Solutions Awards competition

A influential media

- Construction21, a collaborative platform open to all, on all topics related to sustainable building, cities and territories.
- An ecosystem of influence through social media.

A network of committed professionals

- Identification of influencers / network leaders in the area of sustainability.
- Ability to position experts on specialized events

In France and worldwide

- Platforms driven by local partners in 10 countries (Europe, Maghreb, China...)
- An international platform in English.
- An global network coordinated by France

Key figures

- 30 000 Registered professionals
- 7,7 millions Views / year
- 1 500 Case studies
- 3 300 Published content / year
- 15 K Followers on Twitter
- 500 000 Global users

www.construction21.fr - Contact: (+33) 1 56 26 90 04 - info@construction21.org
What Construction21 brings to you:

Help for the consortium building

While preparing the response to calls for tenders, Construction21 can facilitate the recruitment of new partners with the necessary skills to finalise the project, by mobilising its French and international network.

Communication strategy

- Development of a global communication strategy adapted to the project, its objectives and targets.
- Declination of the strategy into actions/deliverables
- Leadership of the "work package" communication, and coordination of communication actions for the project.

Creation of content & communication supports for your project

- Articles, interviews
- Video production
- Press releases
- Newsletter, e-mailings
- Posters, roll-ups, billboards...

Social networks animation

- Manage the project's social networks
- Relay via the Construction21 social networks
- Social network training for project partners

Web communities

A specific place dedicated to your project which allows you to:

- Immediately attract more audience than a stand-alone project site
- Guarantee long run access to all deliverables, even after project completion

Events organisation

- Organisation of events of your own or for professional convention related to the subject.
- Event communication (event announcements, video capture, live-tweeting, post-event promotion...)

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**D2Grids Project - 2019/2023 - 22 partners – 24 M°€**

**Goals:**
Roll-out 5th generation heating and cooling grids through the definition of an industrial standard, implemented on 5 pilot projects in France, Netherlands, England, Scotland and Germany.

**Our actions:**
- Leader in «work-package » communication
- Multichannel communication strategy
- Quarterly newsletter
- Social network animation
- Dedicated Community on Construction21
- Monitoring of heating and cooling grids

**YOU WISH TO CALL ON CONSTRUCTION21 FOR YOUR PROJECTS ?**

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**Projet SB&WRC - 2017/2019 - 7 partenaires – 1,8 M°€**

**Goals:**
Development of 3 prototypes of insulation materials based on bio-sourced or recycled materials.

**Our actions:**
- Leader in «work-package communication »
- Multichannel communication strategy
- Twitter account animation
- Creation of videos and articles
- Newsletters, documents
- Dedicated Community on Construction21
- Events organisation

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**Sustainable construction strategy Grand Casablanca (France/Morroco cooperation) 2018/2019**

Support to the Moroccan EMC Cluster, via the organisation of a conference and meetings with professionals from Ile-de-France (Project co-financed by Ile-de-France Region).

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