Paris, June 20th 2012

PRESS RELEASE

Construction21 international launch at Consense, Stuttgart, 19-20th of June


TRADE FAIR HALL 2 : stand 2E12
(Common stand with the World Green Building Council)
Construction21 founding partners presented the platform and answered your questions about Construction21, its usage, how to join and the future international development.

CONFERENCE

Interface® has generously provided conference space at Consense to help launch this important platform with a conference around the theme

"How Social Media will revolutionize the building industry towards sustainability?"
Tuesday 19th of June at 15.30 & Wednesday 20th of June at 9.00
Interface Room Conference - C4.1.1 – Trade Fair Hall – 1st floor

“How Social Media will revolutionize the building industry towards sustainability?"
Construction typically has been a conservative industry seeing only incremental changes in past decades. The recognition of natural resource constraints and better understanding of the strong impact our buildings have on our environment has been driving significant change in the building industry.

This panel discussion includes experts demonstrating that introducing social media as a tool will lead to transformative improvement in how we design, build, and operate our buildings. A specialized platform supported by Europe's most influential Green Building Councils, trade associations and leading academic institutions will be presented providing attendees an early look at the most powerful online platform for driving excellence in environmental and economic performance of our buildings.
Speakers include

- **Steven Borncamp**, founder of the Romania Green Building Council, ecoNavitas, the "Build Green Central Eastern Europe" conferences, and developer of multiple exemplary green building projects. Mr. Borncamp has extensive international experience in green investments, web-based technology, and strategic guidance to firms ranging from multinationals to start ups.

- **David Clark**, Partner, CUNDALL Engineering, is chartered in both structural engineering and building services engineering with a lengthy and accomplished career in designing the most sustainable buildings. He was a principle author for the Green Star rating tool for the Green Building Council of Australia and an early contributor to the development of the world’s top building rating tools. Mr. Clark has participated in a number of influential working groups including the British Council for Offices Sustainability Group and the IStructE Sustainability Working Group.

- **Véronique Pappe**, Construction21 project manager, in IFPEB (French Institute for Buildings Energy Performance). Ms. Pappe has developed experience in both web and database projects as well as in energy efficiency in buildings. She is currently leading Construction21 in France and coordinates the project at European level.

- **Anna Braune**, PE INTERNATIONAL, A Germany. Ms. Braune has over ten years’ experience in LCA projects and is the Head of PE’s building & construction team - responsible for building product sustainability and sustainable buildings projects. She holds a Master degree in Environmental Engineering, Technical University of Berlin. Ms. Braune is a well-known Expert for certification of buildings, building lifecycle assessment and environmental product declarations (EPD).

- **Gintaras Staukis**, Assoc. Prof. of Urban Design at Vilnius Gedimino Technical University, Lithuania. Urban designer, licensed architect and project manager, Mr. Staukis has a long and successful experience of collaborative research projects across the European Union in a wide range of topics ranging from green urbanism, healthy environment and public health through humanization and accessibility of built environment to sustainable planning and public space improvement issues.

- **Roser Gasol**, Communication Manager at the UNESCO Chair in Life Cycle and Climate Change (Pompeu Fabra University, Barcelona, Spain). Ms. Gasol holds a MSc in Biology Science and has built strategic relationship with international partners and stakeholders working on environmental issues while acquiring extensive knowledge on environmental science and policy background. She has participated in the drafting of environmental international guidelines, she has published several articles in different national and international media and she is author of the book ‘Biodiversity’.