The European platform for green building practitioners
Construction21 ambition in Europe

• Become the first meeting place for all green building practitioners
• A social network, made by practitioners for practitioners
• Based on the “word of mouth” principle: practitioners share their experiences amongst peers
• At a regional, national and international scale
Construction21 founding partners
A multi-specialist portal about green building

Communities by themes:
Forums, documents, agenda, favorite websites,
(Life Cycle Analysis, Energy Performance Contracting, indoor air quality, smartgrids, green value, ...)

A database of performing construction projects
A collection of innovative materials and equipments
Green building news
Direct link to professional social networks
6 national platforms + 1 international website in English
A multi-lingual platform

In blue: information coming from the national platforms, translated in English
In red: information flowing towards the national platforms, in English or local language

Case studies and news with an international interest consolidated in BUILDUP
Exemplary achievements database

• 120 quantitative and qualitative criteria, SB ALLIANCE compatible

• The same in all countries
  – Description
  – Stakeholders and testimonies
  – Energy performance
  – Renewable energy and systems
  – Environmental impact
  – Products and services
  – Costs
  – Urban environment

• An European benchmark

→ An international window for national know how
Innovative products and services library

- **In each building, 5 products can be detailed**, presented in the context of the new or refurbished building
- Direct assess from Products section
- **Product or service**
  - Material
  - Equipment
  - Building system
  - Contract or financing system
  - Works management

➡️ Technical information and testimony
➡️ Direct access to the producer and the building stakeholders
➡️ European word of mouth
Thematic communities

• Managed by experts
• Open or private
• To share
  • Documents
  • Information
  • Events
  • Forum
  • Bookmarks

→ Co-build knowledge with experts and practitioners
→ Developper the network
→ Interact with events (fairs, meetings, working groups)
• A direct channel towards green building practitioners
• To inform about your activities and achievements
The benefit for a practitioner?

• Win market shares at international scale
• Exchange with other professionals and go ahead faster
• Discover new partners in my country and in Europe
• Show relevant information on my website, automatically and for free (RSS feeds with news, case studies and communities contents)
• Intelligence tool
June 2012: opening to new countries

- **Selection of new partners:**
  national organization(s) involved in green building

- **Integration process**
  - Creation of a new platform
  - Training to website management
  - Assistance to mobilize national practitioners