The European platform for green building practitioners

THE AMBITION

• Become the first meeting place for all green building practitioners
• A tool for the market education, to raise markets’ competency and maturity
• A social network for experts, practitioners, researchers...

THE PROJECT

• A consortium of 9 European partners, led by IFPEB
• 6 countries in 2012: France, Germany, Italy, Spain, Lithuania and Romania
• Financially supported by Europe till May 2013 (IEE project)
A multi-specialist portal about green building

1. A database of performing construction projects
2. Communities by themes:
   Forums, documents, agenda, favorite websites,
   (Life Cycle Analysis, Energy Performance Contracting, indoor air quality, smartgrids, green value, ...)
3. A collection of innovative materials and equipments
4. Green building news
5. Direct link to professional social networks
6. A training database
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

- 100 qualitative and quantitative indicators, SB ALLIANCE compatsibles
- The same in all countries
  - Description
  - Stakeholders and testimonies
  - Energy performance
  - Renewable energies
  - Environmental performance
  - Urban environment
  - Costs
- Focus on innovative products
  - Product, service or solution
  - Participating to the global building performance
  - Technical information, contact producer, feedback
- European benchmark

⇒ An international window to promote 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 on line communities

- Managed by experts, national leaders on their topic
- To share
  - Documents
  - Information
  - Events
  - Forum
  - Bookmarks

→ Co-elaborate knowledge with experts and practitioners
→ Develop each one’s network
→ Interact with events (fairs, meetings, working groups)

Life Cycle Assessment of products and buildings

Themes:
- Life cycle analysis
- Website: [Interest]

Certain constructive solutions are often presented as ‘green’ because they improve very specific environmental issues at certain stages of the life cycle of buildings (such as their production). However, when analyzed in a more integrated and complete way including other life cycle stages (such as use, maintenance or end of life), these solutions may lose their advantage over others. Similarly, low-cost products can result in high maintenance or users management related costs or high-tech products in excessive payback periods.

All stages of the building’s life cycle (manufacturing, construction, use, end of life) are interrelated, so in order to identify the most appropriate and efficient technologies, solutions or products it is necessary to apply the lifecycle thinking. This approach implies that all the involved stakeholders understand and share the responsibility for reducing the environmental impact caused by products. In the case of buildings, where myriad complex value chains and a great number and variety of stakeholders (product manufacturers to developers, architects, builders, users, etc.) are involved, the application of the lifecycle approach requires a great effort. Thus, this community aims at encouraging the application of the lifecycle thinking and, in particular, the methodology of Life Cycle Analysis to design and implement these solutions fostering an environmentally sustainable construction. For this purpose, topics such as methodological guides, tools, sample applications, training courses, discussion of results, etc. are tackled.

Community documents
- Life Cycle Analysis for Building - A comprehensive guide
  - Edition: 2012
  - Authors: [Authors]

Community calendar
- International Symposium on Life Cycle Assessment and Construction
  - Topic: Life Cycle Assessment and construction
  - Dates: 10 Jul 2012 - 12 Jul 2012

Community bookmarks
- [Bookmarks]
- [Bookmarks]
- [Bookmarks]
Training database

- Training about sustainable building and cities
  - Keywords adapted to sustainable specialties
  - Duration, prices, dates and trainers
  - Training location geolocalisation
  - Direct link towards training company website
  - Users vote
  - Social network sharing

- Free access for users
- Paying service for training companies displaying their offer

- Promote trainings towards a targeted public
- Facilitate the professionals choice via a multi-criteria comparison
- Create revenues sources to finance portal management

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Synergies with building companies /organizations

Construction21, a market education tool to

• Consolidate company’s image in a new country
• Exchange with customers and partners,
• Strengthen each company’s European sustainable development network,
• Highlight company’s exemplary achievements in the world,
• Reinforce company’s visibility among social networks,
Development

1st step successful : steady rise

- 7 platforms on line in March 2012
- After one year : 7,000 members registered, 30,000 unique visitors and 120,000 page views/month
- 460 case studies on line, 160 communities on line

Next step : pursue Construction21 development after UE funded period

- Each national chapter has organized its own governance with stakeholders issued from national building sector
- An international non profit association, Construction21 AISBL manages the network from May 2013
- New chapters begin to join : Belgium in October 2013, countries from Eastern and Northern Europe, Maghreb, South America on tracks...)
- New features : green cities database, virtual trade show,...
Construction21 International: an association managed by national chapters

- After the end of the IEE period, Construction21 is pursuing its activity under another collective form: an international association managed by the C21 countries operators.

- Each country operator is the head of a consortium or partners group in each country.
Continuous feature improvement

- Real online consumptions
- PRODUCTS databases
- Company database
- Sustainable cities databases
- BUILDING Database
- Members
- Communities
- News
- Existing
- Under development
- External data
- Enhanced collaborative functions
- Database of training organizations
- Training Database
- External database
- External...
- External...
Construction21 founding partners

Construction21 is interoperable with BUILD UP

BUILD UP energy solutions for better buildings

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