



Project Fact Sheet

CONSTRUCTION 21 – An European Green Building Exchange

Please note that a factsheet on your project is available at <http://www.eaci-projects.eu/iee/>
 You are invited to verify the information and to update where appropriate and necessary.

Main information

Key Action:	Green buildings : dissemination of best practices
Project coordinator	IFPEB
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Project's Partners	<p>CO 1 French Institute for Energy Efficiency in Buildings (IFPEB)</p> <p>CB 2 Escola Superior de Comerç Internacional, International Trade Business School (ESCI)</p> <p>CB 3 Regional Association of Veneto's Chambers of Commerce (UCV)</p> <p>CB 4 German Sustainable Building Council (DGNB)</p> <p>CB 5 Romania Green Building Council (RoGBC)</p> <p>CB 6 Vilnius Gediminas Technical University (VGTU)</p> <p>CB 7 International Resources and Innovation Centre for Sustainable Development (CIRIDD)</p> <p>CB 8 PE INTERNATIONAL GmbH (PE Int.)</p> <p>CB9 ASSOCIAZIONE NAZIONALE COSTRUTTORI EDILI (ANCE)</p>

Project's website:	http://www.construction21.eu/
Benefits:	Boost investment across Europe in best performing technologies in the field of energy efficiency in buildings , by encouraging know-how transfer among the main players.
Keywords:	Energy efficiency, Green building, case studies
Duration:	05/05/2011 – 05/05/2013
Budget:	1 893 598 Euros (EU contribution : 1 420 199 Euros : 75%)
Contract number:	IEE/10/184/SI2.589410

Summary

Construction21 is a European platform dedicated to green building excellence, where professionals join forces to tackle crucial issues of the market transition towards sustainability.

Construction21 gathers in six countries the best national players in construction. Besides national portals, it is also a European-wide service, directly linked to EU BUILD-UP website.

Local organisations and companies involved in the market transformation to green can participate in and co-own this resource. 160 online communities led by experts in each field offer industry professionals a fresh perspective on the latest topics.

The most outstanding case-studies in Europe are available in 7 languages within a database of exemplary buildings. A news section, fed by professionals and media partners, disseminates the latest information available about green buildings and EU directives.

One year after the launch of the 7 platforms, Construction21.eu has become a significant stakeholder in the green building eco-system. In May 2013, 7 000 professionals are personally registered and the monthly number of unique visitors has reached 30 000.

The project is now self-funded and an international non-profit association manages the network since the end of the IEE-funding period. Construction21 will be then able to expand into other EU countries or even on other continents.

Project's results

Result 1	- Deploy a collaborative process for federating the work of buy-side and sell-side sustainable construction professionals in and between each country and across all of Europe, to bring transparency and dialog on costs. One year after the 7 platforms launch, 7 000 professionals are personally registered and 90 000 are visiting it within a 3 months period.
Result 2	- The targets have been mobilized via a wide range of communication actions triggered by the consortium partners: emails, press news, content sharing on social networks, events... Almost 500 000 professionals have been directly targeted and 7,7 M° indirectly.
Result 3	- 460 case studies are online one year after the 7 platforms launch. The case-studies are built to allow declaration of products, systems and devices used to reach excellence, with full data available, in order to facilitate dissemination of innovative solutions. Case-studies are also "celebrity driven" as they are ranked by performance indicators, to trigger a massive competition under a transparent model. The strategy behind case studies is to: facilitate benchmarking, taking up of ideas and follow up of providers and solutions.
Result 4	- 160 online communities are opened, mostly held by experts in their field, where practitioners can share information and best practices on hot topics. Some of them are trans-European groups, as " Life cycle assessment", "Energy performance contracting" or "Green planning" communities. They gather several hundreds of professionals on the 7 platforms. Contents issued from the national platforms are consolidated on the European community in English.
Result 5	- Such a collaborative tool has really met the needs of multiple stakeholders, professional associations as companies, media or academic bodies/ 189 partnerships involving 2 M° professionals have been signed in order to develop Construction21 visibility or contents.

Lessons learnt

Lesson 1	The need of both national and pan-European resources center about sustainable building has been confirmed by building stakeholders of founding countries. The national scale is nevertheless the more relevant to collect contents: professionals need above all to share information and promote their innovative realizations with peers belonging to the same market and using the same language. The European scale is an additional benefit, offering a larger perimeter for promotion of innovative solutions and a window of the best practices issued from other countries.
Lesson 2	The need of a web platform to accelerate best practices dissemination about sustainable building has been clearly confirmed by all professionals. Nevertheless, due to the low usage level of social networks with in the building community, it has been necessary to develop personalized training and assistance to help Construction21 early adopters to handle the tool, identify the benefits they could get from it and integrate it progressively in their professional habits.
Lesson 3	Competition engine is a powerful tool to incite building professionals to share information with their peers. Construction21 team has experienced that with the Sustainable Urban Building Awards 2013. The perspective of a large visibility of their realizations on the 7 Construction21 platforms and all the media which have relayed the information has incited numerous professionals to enter their most performing buildings in Construction21 database, adding 100 new case studies in a few weeks.

Last updated

3/6/2013

IMPORTANT NOTE:

- Please, attach logo as a separate .jpg-file if you decided to have one for your project.
- DO NOT send this file as a .pdf-file. For technical reasons we only accept it as a word-file.
- Please, title the file in the following way: Project acronym-year.month.doc

[Logo Construction21](#)