



# Construction21EXPO.eu EUROPE

14 - 15 MAY 2014

8:30am to 7:30pm Central Europe Time



## Construction21EXPO.eu – the first virtual tradeshow for Green Buildings for the whole of EUROPE!



associated carbon emissions with physical meetings.

### WHO should exhibit and WHY?

Exhibitors will be able to reach the most active green building professionals throughout the whole of Europe with a very small investment. Exhibitors will gather high quality sales leads from EXPO visitors from both existing and new markets for sustainable construction solutions. Booth setup is very simple but will create very attractive exhibits with your desired branding. Review the website and **watch the video** at **Construction21EXPO.eu** to see the **conversational features** and **rich interactive experience** our virtual tradefair will provide and the very small investment required to be an Exhibitor.

Organized with the patronage of the European Commission...Join Delta Development Group's Park 2020, ARUP, BRE, , City of Amsterdam, Saint Gobain, Organica Water, Interface, cerway/HQE, ZEDfactory, Nemetschek, UK Living Building Challenge Collaborative, Steelcase, Integral Group/Elementa, Europa Property, Liberty Technology Park, NAI Europe, Building the Future, Catalyst Partners, SPT Technologies, and other green leaders along with Europe's Green Building Councils, the Forest Stewardship Council, and other expert organizations at Construction21EXPO.eu!

**For Booth Features and Pricing go to Construction21EXPO.eu and click on the "Exhibitors/Pricing" tab.**



### WHO will visit Construction21EXPO and WHY?

Europe's most active green building professionals can visit the tradefair, explore the best green building solutions efficiently without any cost and without the significant expense and time burden of travel. Attendees can quickly and effectively visit numerous exhibitors, engage in verbal conversations, exchange instant messages, and attend interesting conferences. They will discover innovations enabling the best green building projects and interact with the top companies in the field and learn from presentations delivered by the top green building thought leaders.

### WHO is the target audience to EXHIBIT or VISIT?

Participants include: Architects, Engineers, and other Designers, Consultants, Green Building rating tool assessors, Project Managers, General Constructors and Specialist – each looking to specify the best green solutions for their projects or display their services.

Also... Green Building Solution providers and manufacturers including Materials, Products, Technologies, and Services companies that are improving the financial and environmental performance of Europe's new construction and renovation building projects.

*"Delta Development Group and our partners, Reggeborgh and VolkerWessels are pleased to be a part of Construction21EXPO.eu. We look forward to exhibiting our Park 2020 development - the first Cradle to Cradle working environment in the Netherlands as well as our new initiatives"*

*Drs. Coert Zachariasse, CEO, Delta Development*

**UPDATE:** Green Building Councils and Construction21.eu Chapters from Czech Republic, Austria, Holland, France, Russia, Spain, Belgium, Italy, Poland, Croatia, Israel, Slovakia, Romania, Serbia, Ireland, Lithuania, Turkey, Latvia, Montenegro, and Georgia have joined Construction21EXPO.eu with more to be announced shortly. Members should ask for a discount code for 15% off of the exhibitor fees.

Investors, Project Developers, and Financial Institutions interested in new trends, financial incentives and mechanisms facilitating green investments including "green mortgages", exemplary policies of property tax reductions for green accomplishment, etc.

Print and Online Media companies and Journalist providers can meet and interview the innovators of Europe's sustainable construction industry and present their publications to an enthusiastic audience eager for information about green buildings.

Municipalities and Public Agencies – interested to learn about and advertise your green building policies to attract green building investment to your communities.

**GET MORE INFORMATION @ [Construction21EXPO.eu](https://Construction21EXPO.eu)!**





Under the patronage of the



## WHEN is the event?

**14<sup>th</sup> and 15<sup>th</sup> of May 2014** from **8:30am to 7:30pm Central Europe Time** – scheduled to optimize participation from all around the globe!

## HOW will the event be promoted?

- The event target is to **REACH 10K to 20K PARTICIPANTS** and **250+ EXHIBITORS** representing both strong and upcoming markets for green construction across Europe.
- Many of the **Green Building Councils of Europe** and around the world are supporting the event and will help to bring the best companies to exhibit and Europe's most active green professionals to attend.
- The successful and valuable **Construction21.eu** knowledge sharing network – with **8.000 (and growing!) sustainable construction professionals** registered across Europe – will be utilized to engage those most interested and involved in the best green building projects.
- **Influential Media Partners** with whom the organizers have worked successfully will assist in the promotion through print and online advertising of the event.
- A **Social Media Strategy** using Facebook, LinkedIn, Google+, Twitter and others that will actively promote the event beforehand and during the event as well as provide follow up activities.
- While Construction21EXPO Europe will save considerable carbon emissions and construction waste by being “virtual”, Exhibitors will – via a small fee – contribute to **offsetting the carbon emissions** associated with the incremental Information Technology usage associated with a large virtual event. This ensures exhibitors and attendees are participating in a **truly green event**.

*"Construction21EXPO.eu will highlight those companies that are eager to deliver for successful building projects that perform at the BREEAM Outstanding, LEED Platinum, HQE Exceptionnel, DGNB Gold, Living Building Challenge or similar levels and do it profitably."*

Steven Borncamp, co-Director Construction21.eu, Chair of Education – Europe Green Building Council Network

## WHAT information on sales leads can Exhibitors access?

Attendees and Exhibitors can easily speak, send instant messages, and exchange information. Exhibitors will have access to the following information:

- # of visitors to your booth
- # of visitors contacted in chat
- # of clicks on your brochures, products, videos, and posters
- # of business cards sent and accepted
- The contact details listed in each business card

## TIMELINE

18 April 2014	Last Day for Exhibitor registration
27 April 2014	Virtual Exhibit Booth configuration closes
13 May 2014	Preview Day of complete virtual tradeshow for Exhibitors
14 - 15 May 2014	Construction21EXPO EUROPE opens for Attendance!

## TAKE A TOUR of the Virtual Platform!

Contact [Monica.Ardeleanu@Construction21.eu](mailto:Monica.Ardeleanu@Construction21.eu) to register

**Hosted Tours are offered twice daily until 23 April at:**

**10am (GMT) 11am (CET) 12pm (EET) AND  
3pm (GMT) 4pm (CET) 5pm (EET)**

GET MORE INFORMATION @ [Construction21EXPO.eu](http://Construction21EXPO.eu)!

## Selected Keynote Speakers include:

### **Project Showcase: "Park 2020 & tour of "Cradle to Cradle" (C2C) building innovations"**

- Drs. Coert Zachariasse, CEO of Delta Development Group

### **Project Showcase: "Tall wood: - winning concepts of the HSB Landmark Competition for tomorrow's social housing, Stockholm". "**

- Julian Weyer, Partner, C. F. Møller Architects

### **"European policy trends: business opportunities and risks"**

- James Drinkwater, Senior Policy Advisor, Europe Regional Network, World Green Building Council

### **Project Showcase: "the Edge: blueprint of smart sustainability"**

- Cees J. van der Spek, Director Sustainability & Marketing, OVG Real Estate B.V.

### **"designing green for Europe's greenest companies"**

- Tengbom Architects

### **"strategies for successful EcoDistricts"**

- Edward Garrod, Head of Integrated Design & Sustainability for Elementa UK / Integral Group.

### **"Construction21.eu – a knowledge sharing platform driving innovation in the green building industry"**

- Cristina Gazulla Ph.D. of UNESCO Chair in Life Cycle and Climate Change and Construction21 España

### **"the design & business case for building integrated greenhouses"**

- Steven Beckers, Principal of Lateral Thinking Factory

### **"new trends in creating greener schools"**

- Rachel Gutter, Center for Green Schools, USGBC & leader Global Coalition of Green Schools

### **"green building awards for Europe"**

- Dominika Czerwinska, Europe Manager – World Green Building Council

### **"time to rethink construction, time to heal the future"**

- Martin Brown, leader of the United Kingdom Living Building Challenge Collaborative, social media and built environment expert

### **"the integrative design process: a critical success factor for restorative, high-performance building projects"**

- Emmanuel Pauwels, Founder and Managing Director of Green Living Projects

### **"offsite - the way to profit in green residential construction"**

- Gerard McCaughey, CEO of Infineco

### **"green construction management"**

- Joseph Marfi, Director of Sustainable Design & Construction at Turner Construction's Southern California business unit (a subsidiary of HOCHTIEF), founder of the Hungary Green Building Council, advisor to numerous certified green building projects in Europe and the United States, and university lecturer.



Park 2020 presented by Delta Development



Tall Wood: 34 story wood structure presented by C. F.



The Edge presented by OVG Real Estate B.V.



NuOffice – presented by Occhio

## **Join these live virtual conferences!**

**“the economics of deep green building projects”**

**“how can we scale up finance for retrofit?”**

**“incentives for green buildings: what actually works?”**

**“the latest deep green design trends”**

**“does a green office mean quantifiably healthy and productive occupants?”**

**“time for a ‘Sustainable’ Performance for Buildings Directive?”**

**“national renovation strategies: whose responsibility is it anyway?” and**

**“will ‘nearly zero’ countries comply?”**

Conference Panelist include:

Drs. Coert Zachariasse, CEO of Delta Development Group  
Nadia Boschi Ph.D., Head of Sustainability CEMEA, Lend Lease  
Josefina Lindblom, DG Environment, European Commission  
Pat Barry, Executive Director, Irish Green Building Council  
Rob Pannell, Managing Director, Zero Carbon Hub  
John Alker, Director of Policy & Communications, UKGBC  
Christophe Sykes, Secretary General, Construction Products Europe  
Oliver Rapf, Executive Director, Building Performance Institute Europe  
Andoni Hidalgo, Public Affairs & Communication Manager, EURIMA  
Vincent Briard, Head of Sustainability, Products & Buildings, Knauf Insulation  
Dr. Andreas Hermelink, Unit Manager Buildings, Ecofys  
Peter Sweatman, Chief Executive, Climate Strategy & Partners  
Duncan Price, Director, Verco  
Ingrid Holmes, Associate Director, E3G  
Frank Hovorka, President, Sustainable Building Alliance  
Marco Marijewycz, Advocacy and Stakeholder Manager at E.ON New Build & Technology, E.ON  
Céline Carré, European Public Affairs Manager, Saint-Gobain Insulation Activity



## Construction21EXPO – The Promotion Strategy

The communication strategy consists of an extensive social media campaign over a number of popular platforms, communicating salient features, engaging with the EXPO community and promoting news related to the virtual fair.

### *WHAT is our mission?*

By implementing the social media strategy, the Construction21EXPO.eu team and participants will create community dialogue around the fair, to develop relations between professionals interested in sustainable construction. This will be to startup interactions and dialogue prior to, during and following the EXPO.

### *WHAT are our objectives?*

The social media campaign will develop connections by engaging with key sector actors, influencers and amplifiers, with potential and signed up exhibitors, obtaining testimonials from exhibitors, by getting them involved in the discussion, promoting and creating dialogue around the speakers content and work, creating relevant content that is further shared by the followers on various platforms and fostering dialogue between attendees.

### *WHAT is our timing?*

The social media campaign will have a strong launch starting with the 12th of November, six months prior to the tradeshow, with a Twitter event bringing together a number of the most influential speakers and exhibitors.

### *WHAT are our tools?*

#### A. Social media

The Construction21EXPO will promote actively on the following platforms:

- a. **Google+** as [Construction21EXPO.eu – EUROPE](#) community
- b. **Twitter**, as [C21EXPO\\_EUROPE](#), with the hash tag [#expoC21](#) ( supported by a branded hash tag page)
- c. **LinkedIn**, as the group [Construction21EXPO.eu – EUROPE](#)
- d. **Facebook**, where you can find it under the name [Construction21EXPO.eu – EUROPE](#)
- e. **Construction21.eu** – as a community under the name of [Construction21EXPO.eu – EUROPE](#), which will be a core platform acting as a blog and in-depth case studies
- f. **Storify** and social media journals – [Paper.Li](#), [Flip Mag's](#), as [C21EXPO](#)

Leading up to the EXPO we are holding live fortnightly twitter based conversations with EXPO exhibitors and supporters. This 60 min conversation provides exhibitors a great space to promote their organisation, reasons for engaging with the EXPO and offer comments on Green Building in Europe. The sessions also allow for discussions with the Construction21 EXPO and the wider built environment sustainability twitter communities. To date conversations have taken place with World GBC Europe, Interface, Steve Borncamp and ZED Consulting and we have many more exciting sessions planned. All conversations are recorded with transcripts available on the Construction21 Storify pages.

#### B. Print and Online Media outlets

To reach beyond social media users, the team will send a series of press-releases on the development of the tradefair, targeted on specialized media outlets dedicated to different stakeholders, from construction, engineering, architecture and design, to business, finance and innovation publications. In addition, the participating Green Building Council partners accross Europe will engage their respective national and specialized press.

#### C. Construction21EXPO.eu

The virtual expo website will include the latest updates and collect registrations of interested attendees. Registered attendees will receive a prompt via email to enter the Construction21EXPO.eu virtual environment. In addition, special incentives will be announced to reward engaged attendees with prizes to encourage more exploration of the exhibit booths, sponsored pavilions, presentations and hosted conferences.

**About the Construction21EXPO team...** a multidisciplinary team of twelve dedicated individuals helping to promote restorative buildings throughout Europe. This team has strong ties to the existing infrastructure and network of Europe's Green Building Councils and other organizations relevant to sustainable construction and can utilize these relationships and knowledge to maximize results.

**STEVEN BORN CAMP – co-Director - Construction21.eu** – assisted the development of seven Green Building Councils in Europe, is the elected Chair of the Europe Green Building Council Network's Education Taskforce, and led a campaign to promote the Living Building Challenge in Europe as well as other deep green. Steven has provided strategic advice and managed complex business, technology, and knowledge management projects for leading companies across Europe and the United States. He and his team delivered multiple "Build Green Central Eastern Europe" conferences, an influential green buildings awards program, and numerous other green building initiatives for the region including in the areas of policy and green finance. He has worked effectively to create a comprehensive and proficient marketplace for green building solution providers and is currently leading four exemplary green building demonstration projects. As Co-Director of Construction21.eu, he is responsible for international development and is a frequent contributor to this online platform dedicated to advancing best practices in green building. Construction21.eu has now reached over 10,000 registered sustainable real estate and construction professionals. Steven holds a Bachelors in Economics from the University of California, San Diego and a Masters in International Relations from Tufts University's Fletcher School of Law & Diplomacy.



**VERONIQUE PAPPE – co-Director- Construction21.eu** – provides significant expertise in web marketing, information technology, management and sustainable buildings and led the Construction21 consortium of nine European partners chosen to develop – with the support of the European Commission's Intelligent Energy Europe program – a multilingual, knowledge sharing platform with advanced technical features. Veronique was previously a consultant in sustainable urbanism to local public officials. She has also provided web marketing advice to the French building media group Le Moniteur and to a real estate eco-project. The first part of her career was dedicated to marketing; practiced in different cultural goods companies. She has created new chain stores dedicated to cultural products for kids (Fnac). She has developed web and mobile marketing campaigns for the 3 million French customers of the Bertelsmann book branch and has managed the renewal of the group customer IT system in an international context. Véronique is a graduate of the Rouen Business School and holds a Masters in sustainable building and urbanism



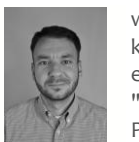
**MONICA ARDELEANU Ph.D. – Director of Development - Construction21EXPO.eu** – brings significant expertise in international business development working with top multinational companies in the ICT field. She is also experienced in institutional relations, network and cluster development, sustainability management and training, event management and communication. She was a member of the Italy's Confindustria "Gruppo Giovani" (Young Entrepreneurs Group) participating on the International Relations committee. She is the author or co-author of multiple research articles presented at international conferences and published and indexed in important international scientific databases. Monica earned a Masters in Sustainable Management and a PhD in Environmental Economics from University of Naples Parthenope in Italy.



**MARK GERO – Business Development – Construction21EXPO.eu** – is a co-founder, first Board of Directors' President, and current Vice President of the Board of the Croatia Green Building Council, formed in 2009 to drive market transformation of the built environment in the country. Mark has been active in the environmental industry in Croatia and Europe since 1999 as president of Eco-Logic Systems, llc. He served four years on the Board of Governors of the American Chamber of Commerce in Croatia, culminating as President, and chaired the Chamber's Environmental Committee from 2002 to 2011. He was an initiator and presently sits on the Steering Committee of the first Environmental Management post graduate educational degree program in Croatia which is now a part of the University of Zagreb. He is a LEED® Accredited Professional with the Building Design and Construction specialty and is a member of the Education Task Force in the Europe Regional Network of the World Green Building Council.



**ALEX CORA -Communication Manager – Construction21EXPO.eu** – is a true relationship and make it happen type of professional with ten years of experience involving Governmental communication, Banking, Real Estate development in some of the key projects of the governmental affairs and private business in Romania. Alex is also a promoter of bold non-formal education projects and cultural events aimed to discover and promote underdogs from media, art or school. He finished "David Ogilvy" Communication and Public Relations School, is a certified as a Entrepreneurship professional and a Professional Continuing Educator authorized to guide co-workers to accomplish new abilities and qualities.



**MARTIN BROWN - Social Media Advisor – Construction21EXPO.eu** – is a leading improvement and sustainability consultant, advocate, presenter and blogger. He has worked with a wide range of organisations across the built environment sector and beyond supporting them make the most of current social media, sustainability and responsibility agendas. He is a Living Building Challenge ambassador, heading up the UK Collaborative and bringing new, deep green restorative sustainability thinking into the UK, challenging current sustainability approaches. In 2008 he co-founded Be2Camp, a social media and web2 advocacy for built environment sustainability and collaborative working that now supports and 'web enables' a growing number of organisations, awards and events. He facilitates many global twitter based and social media communities of practice and is constantly represented in influential sustainability lists. Martin founded Fairsnape following an international career in main contracting, project management and business improvement.



**About the - Technology provider...**



The Construction21EXPO.eu EUROPE event is powered by HyperFair; developer of a web platform for online tradeshows and events that is browser-based, 3D immersive and multiuser, based on a revolutionary technology considered unique on a global scale. Their 3D environment provides the pavilions, booths and conference rooms, where attendees, with their avatars, can engage in conversations, exchange business cards, search for products, companies and people using our search engine and gather exhibitor materials interacting with exhibitors. A dedicated support team will ensure a successful experience for all participants. More info: [www.HyperFair.com](http://www.HyperFair.com)

**INTERESTED?**

To discuss how you can get involved please contact:

[Steven.Borncamp@Construction21.eu](mailto:Steven.Borncamp@Construction21.eu) at +40.21.222.5135 or +40.21.222.0011 or

[Monica.Ardeleanu@Construction21.eu](mailto:Monica.Ardeleanu@Construction21.eu) at +39.348.82.10.788



Construction21EXPO.eu  
EUROPE