Green Building Solutions Awards
Climate solutions for COP21 - Paris 2015
A contest to promote exemplary solutions from the field

Each year, the international Construction21 social media runs a competition for exemplary buildings and solutions: the Green building Solutions Awards. Buildings are published online by practitioners; they directly come from actual field practice and replicable in other regions.

The contest widely uses the disseminating power of the Construction21 social network and therefore will display exemplary realisations to a million of professionals during the year 2015.

With the COP21, the contest expands in order to illustrate practical answers to climate challenges:

### 30 countries from all continents to collect the most emblematic case studies

- Construction21 chapters
  Belgium, France, Germany, Italy, Lithuania, Luxemburg, Morocco, Romania and Spain.
- Awards partners from other countries associated with the competition.

### 6 categories echoing climate challenges:

- Net zero energy buildings
- Low energy renovation
- Bio-based materials
- Smart buildings
- Renewable energies
- Health & Comfort

### A local and global competition

1. **Collecting of applications – May-June 2015**: large international communication and publication of case studies describing competing buildings/solutions on the different Construction21 platforms.

2. **National contests - September 2015**: best national buildings are selected in each country by a national jury, and nominated for the 2nd phase of the contest. In parallel, an online vote designates the users’ choice award winner.

3. **International contest - October 2015**: an international jury selects, among the nominees, the international winners. Another online vote designates the international users’ choice award winner.

### The target: 1 million professionals across the world

By expanding the contest to more countries, thanks to all specific means of communication used in 2015, and of course, through the natural growth of the Construction21 network, this edition of the Green Building Solutions Awards should thrice the current audience of the network.

The competing buildings will be seen by more than a million construction practitioners, who could include them in their projects, and representing all professions of the sector:

- Contractors, Developers,
- Architects, Engineers,
- Constructors,
- Manufacturers,
- Operators,
- Researchers,
- Training centres (initial and continuous),
- Unions and professional associations,
- Support professions: banking, law, economists...
- Municipalities, local governments and public agencies
Strong communication before, during... and after the COP21

The Construction21 network and their partners will communicate all along the contest, at every step, in every country and on the international level.

A gradual communication plan, with a sequence every 2 or 3 weeks from May to December, will call for professionals to publish online their exemplary buildings. As a second step, everyone will be called to vote for competing buildings during the two phases of vote, national and international.

The internet users’ vote ensures a huge visibility for competing solutions, thus the great dissemination capacity. That visibility also constitutes a powerful motivation for competitors and allows the emergence of all kinds of solutions, representing the reality on the field.

To achieve that, the different chapters will rely on the dissemination capacity of Construction21 and the communication tools successfully used since 2012:

- **Information published on the 10 Construction21 platforms**
- **Intense sharing on other social media**, ensuring the published information to go viral with Twitter, LinkedIn, Facebook and other social media users.
- **Mobilization of partnered networks** through emailing campaigns
- **PR with the press and institutions**

Each chapter and each national partner will be provided with a **communication kit in English or French** for each sequence, simply to be translated in the local language, for a coordinated communication at an international level.

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**A video to create the buzz**

A video presenting each winning building/solution will be widely disseminated:
- During the COP21, in Le Grand Palais (ADEME space) and at the Awards gala.
- On all Construction21 platforms and social media.

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**A presence in Paris, all along the COP21**

In October, World Efficiency,
- Announcement of national champions, nominated for the 2nd phase
- Launch of the international online vote
- Digital expo of the nominated buildings and solutions

In December,
- Awards gala at the Solutions Galerie
- Video of the winning building/solutions (on site shooting and interviews of stakeholders)

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**Long-term visibility**

All competing buildings and solutions will always be visible on all Construction21 platforms, in each local language, to ensure the continuous dissemination of the best practices noted during the COP21.
New in 2015: expanding the contest to partners from other countries

Providing each country a tool to identify and disseminate best practices

In 2015, the Green Building Solutions Awards will open to countries not yet covered by a Construction21 platform. Partner organisations can thus join the network for the time of the competition, by relaying the initiative to the professionals of their respective countries.

A dedicated mini-website for each country

Each partner runs their own national contest, with their own jury and their own online vote, using the dissemination and jury management tools provided by Construction21. A specific mini-website, dedicated to each country and easily integrated to a partner’s website, will gather buildings and solutions competing nationally.

Case studies can be submitted either in English, French, German or Spanish. National winners will participate in the international contest, with the opportunity to become one of the winners highlighted during the COP21.

To recruit these partners, each Construction21 chapter will mobilize their international networks, as well as the network of embassies and chambers of commerce of their country.

Schedule

May 18th:
International launch

June 30th:
Closing day of buildings/solutions applications

September:
Jury and national online votes

October 13th:
Announcement of national winners, nominated for international contest (WE)

October 13th to November 15th:
Jury and international online vote

About Construction21.org

Social media for the building sector, Construction21 freely disseminates information and best practices of the sustainable construction between practitioners of the building sector. The 10 platforms Construction21 network already counts more than 12,000 registered members. However, more than 30,000 professionals monthly visit the network, 300,000 over the year 2014. By 2020, by expanding over the 5 continents, the network should count 50 platforms and 10 million visitors per year.

Created in 2012, Construction21 offers an international benchmark of 1,000 buildings and efficient solutions, visible in each local language and in English. Those case studies are published by practitioners through a user-friendly interface. They are then moderated and translated by the Construction21 team in each country. A second observatory, dedicated to sustainable cities and urban solutions, City21, is in project for 2015.

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