

# Green Building Solutions Awards: Climate solutions for COP21 - Paris 2015

## Awards Partners offer

**Provide the practitioners of your country with worldwide showcase to promote sustainable building solutions!**

The Construction21 international network opens its exemplary buildings and solutions contest to partners from other countries. Join the Green Building Solutions Awards by running a national competition between the professionals of your country.

Thus, **you'll build up a national database of exemplary buildings**, opened to all, and you will offer a worldwide visibility to the best solutions during the COP21.

### Who can become a partner?

Any organisation committed to environmental transition and linked with the building professionals of its country:

- a building association,
- a university,
- a public agency...

### Reach out to 1 000 000 professionals across the world

The campaign first relies on the Construction21 International network – 300.000 visitors in 2014 and 1 million expected in 2015 – to mobilize the most advanced professionals in sustainable building.

Construction21's usual partners, media and heads of professional networks, with whom Construction21 chapters work on a regular basis. They will participate in the promotion of the contest through advertisement spaces or emailing campaigns.

An intense campaign on professional social media will complete this plan, especially on Twitter, Facebook, LinkedIn, Scoop-It and Pinterest, in order to actively promote the event, from the launch to the awards gala, through the call for votes to internet users.



## Main communication steps

### May 18th 2015 - Launch

- Press kit, Construction21 campaign + social media, emailing campaigns on Construction21 contacts and partners.

### May-June 2015 - Collecting case studies

- 3 phases of messages Construction21 + social media inviting to submit buildings for the contest.

### September 2015 - First online vote

- 3 phases of messages Construction21 + social media, emailing campaigns on Construction21 contacts and partners.
- Call for votes campaign on Construction21 + social media, emailing campaigns on Construction21 contacts and partners

### October 13th 2015 - Announcement of nominees for the international contest: World Efficiency , Paris

- Press conference and press kit, call for votes on Construction21 + social media, emailing campaigns on Construction21 contacts and partners
- Digital Expo of nominated buildings/solutions



### December 3rd 2015 - Announcement of international winners: COP21, Paris-Le Bourget

- Awards ceremony, press kit, brochure distributed (10.000 copies) in both French and English
- Video presenting the winners, on site + in the ADEME booth in the Grand Palais (Solutions21 event) + online on Construction21 websites and on social media



**All competing buildings will always be visible  
on all Construction21 platforms, in English and in each local language.**



## A wealth of tools and increased visibility

Each partner financially contributes in organising the contest, for 3.000€ (before taxes)\*. This includes:

- **Provision of tools**
  - A dedicated mini-website hosting the national contest in English, French or Spanish
  - RSS feed to display the contest on the partner's website.
  - Full communication kit in English, French or Spanish (press kit, emails, Construction21 articles, social media messages)
  - An extraction of all submitted data for competing buildings/solutions, sorted by themes to simplify comparison and the jury decision.
  - Contest rules and selection criteria for winners in each category
- **The logo of the partner on main communication tools of the contest**
  - Dedicated mini-website, general pages presenting the contest on Construction platforms
  - 3 press kits (launch, announcement of the nominees, announcement of winners)
  - Digital expo of nominees in World Efficiency, brochure and video of the winners.
- **The moderation and translation of case studies presented by the partner (max 20 buildings)**

**Each partner is free to look for national sponsors to finance the Green Building Solutions Awards in their country.**  
They will dispose of all collected funds, subject to observance of the general rule of independence of the contest.

\*For countries presenting more than 20 buildings, an additional contribution will be asked: 500€ (before taxes) per 10 additional buildings. Example for 50 buildings:  
3.000€ + 3x 500€ = 4.500€ (before taxes).