

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

Awards Sponsors offer

**Link your company to the world showcase
for green building solutions!**

The **Construction21 international network** opens to sponsors their contest for exemplary buildings and solutions, for this 2015 edition, directly connected to the COP21.

Sponsor this event in the category fitting your activity, and directly communicate with **a million of professionals** of the sector, eager to improve their sustainable practices.

Sponsor a category of climate solutions

Pick the category that best fits your activity and associate your company/organisation to the promotion of practical solutions, thus demonstrating your commitment:

- **Net Zero Energy Buildings**
- **Low energy renovation,**
- **Smart buildings,**
- **Renewable energies,**
- **Biobased materials,**
- **Health & comfort.**

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 sponsor is associated to the category fitting their activity and chooses the scale of their visibility: national or international . One unique sponsor per category at international level (3 max at national one).

International sponsorship:
20,000€ (Before taxes)

National sponsorship :
contact the Construction21 chapter in your country

What visibility for your company?	International Package	National Package
Logo on the presentation page of the contest - May-Dec. 2015	10 platforms Construction21	1 national platform of your choice
Page explaining the sponsor's commitment + logo + video (2 mn long interview)	10 platforms Construction21	
Logo on the homepage of the platform -> Dec.2015	International platform	
Participation to the prelaunch conference		Name of the event/tradeshow
Logo + text explaining the sponsor's commitment in the 3 press kits (launch, announcement of the nominees, announcement of the winners)	International and national press kits	National press kits
Logo on every newsletter/article informing on the contest (12 messages)	10 platforms Construction21	1 national platform of your choice
Speech at the Awards gala during the COP21 (2 minutes)	Awards Gala Paris-Le Bourget COP21	
Logo on all merchandising materials distributed for the gala (invitation, roll-up, video)	Awards Gala Paris-Le Bourget COP21	
A page dedicated to your company on the final brochure presenting the winners	Brochure in English and in French	Brochure in the national language
Logo + interview (1min) sur vidéo gagnants diffusée à COP21 + Construction21	Video in English, French & Spanish	Video in the national language