

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

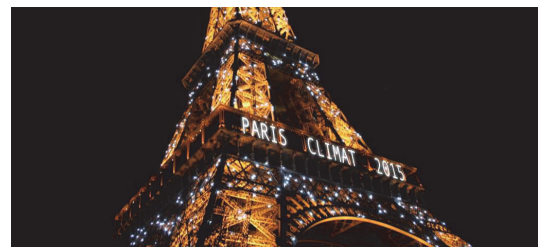
The Construction21 international network opens its exemplary buildings and solutions contest to partners from other countries. Join the **Green Building Solutions Awards** by running a national competition between the professionals of your country.

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.

WHEN is the event and WHERE?

The online competition will be held online from May 18th to December 2nd, 2015. Two specific events will take place in Paris in October during the World Efficiency convention and in December, during the COP21. 4 steps:

- May-July: publication of the competing buildings
- September: national contests, managed in each country by a local partner
- October: international contest
- December: awards gala



WHO is the target audience for this event?

A million professionals from the whole world

- **Architects, engineers, designers, project managers, general constructors** and specialists, each looking to specify the best green solutions for their projects or display their realisations.
- **Green building solutions 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.
- **Investors, project developers and financial institutions** interested in new trends, financial incentives and mechanisms facilitating green investments.
- **Media** (print, online, radio and television), journalists who can meet and interview the innovators world sustainable construction industry for an audience interested in the green building new trends.
- **Municipalities, local governments and public agencies** – wanting to learn about green building policies and to advertise them for their territories' attractiveness.

WHO can become a PARTNER?

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

COMMUNICATION CAMPAIGN

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, Google+, 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

- **Launch: May 18th 2015**
 - ✓ Press kit, Construction21 campaign + social media, emailing campaigns on Construction21 contacts and partners.
- **Collecting case studies : May-June 2015**
 - ✓ 3 phases of messages Construction21 + social media inviting to submit buildings for the contest.
- **First online vote: September 2015**
 - ✓ 3 phases of messages Construction21 + social media, emailing campaigns on Construction21 contacts and partners.
- **Announcement of nominees for the international contest: World Efficiency¹, Paris, October 15th 2015**
 - ✓ 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
- **Announcement of international winners: COP21, Paris-Le Bourget², December 2nd 2015**
 - ✓ Awards ceremony, press kit, brochure distributed (10.000 copies) in both French and English
 - ✓ Call for votes campaign on Construction21 + social media, emailing campaigns on Construction21 contacts and partners
 - ✓ Video presenting the winners, on site + in the ADEME booth in the Grand Palais (Solutions21 event) + online on Construction21 websites and on social media
- **Continued presence on Construction21:** all competing buildings will be visible on all Construction21 platforms, in English and in each local language.



FINANCIAL CONTRIBUTION

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 (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)**

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)*

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.

¹ World Efficiency – Show & Congress: Solutions for Resources and Climate – Paris, Porte de Versailles – October 13-15, 2015 – 40.000 visitors expected.

² La Galerie: Solutions for COP21, from December 2nd to 9th 2015, Paris-Le Bourget – 20 000 visitors expected