

 **Construction21**
The social media for sustainable building & cities

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A social media to accelerate building sector transition to green



A local AND global approach

- An organized social network
- Collectively managed by professionals
- To develop competencies & green business

An international network of 10+1 platforms

- Managed in each country by a non-profit organization
- Coordinated by an international association



10 local platforms + 1 international



Coming soon...



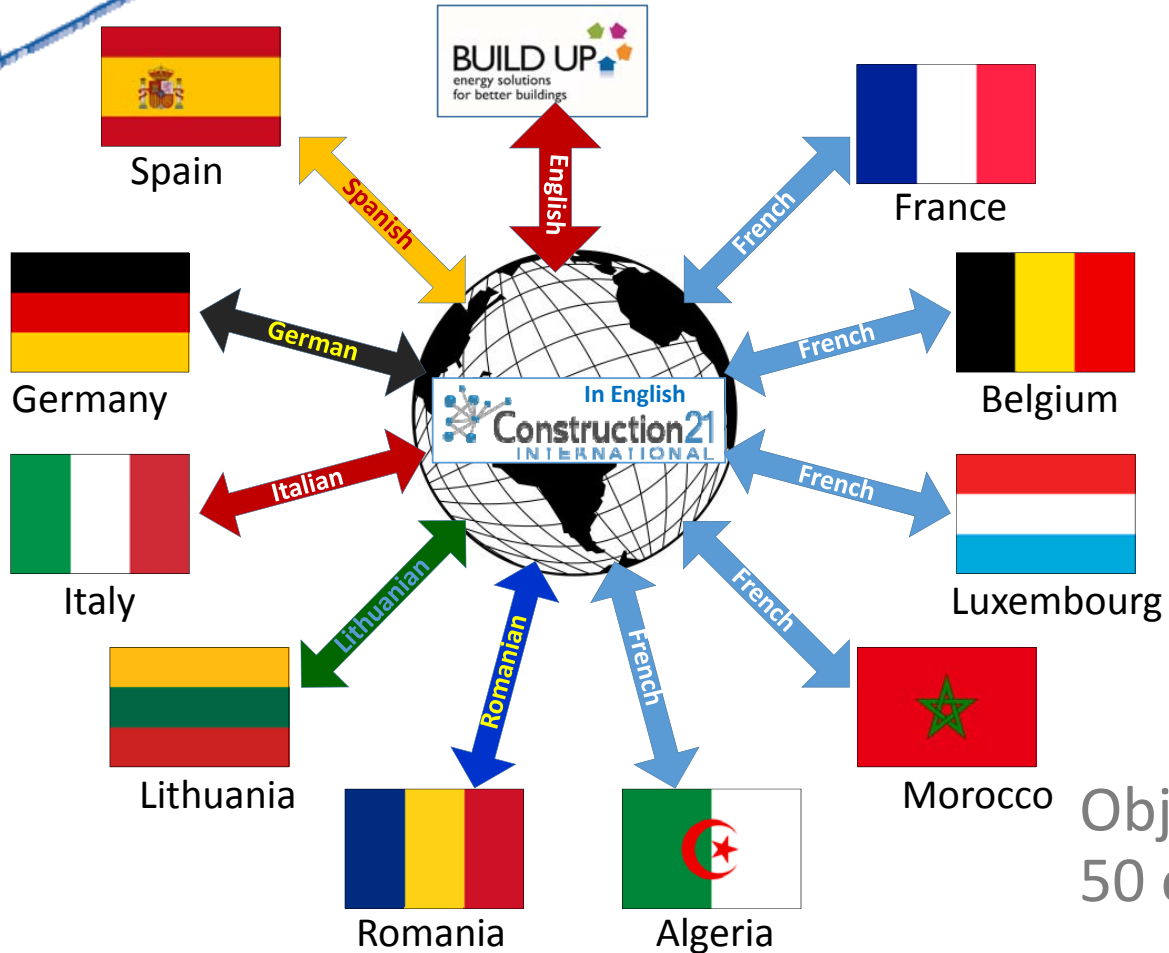
Brazil



Lebanon



Tunisia



Objective :
50 countries in 2020

International partnerships

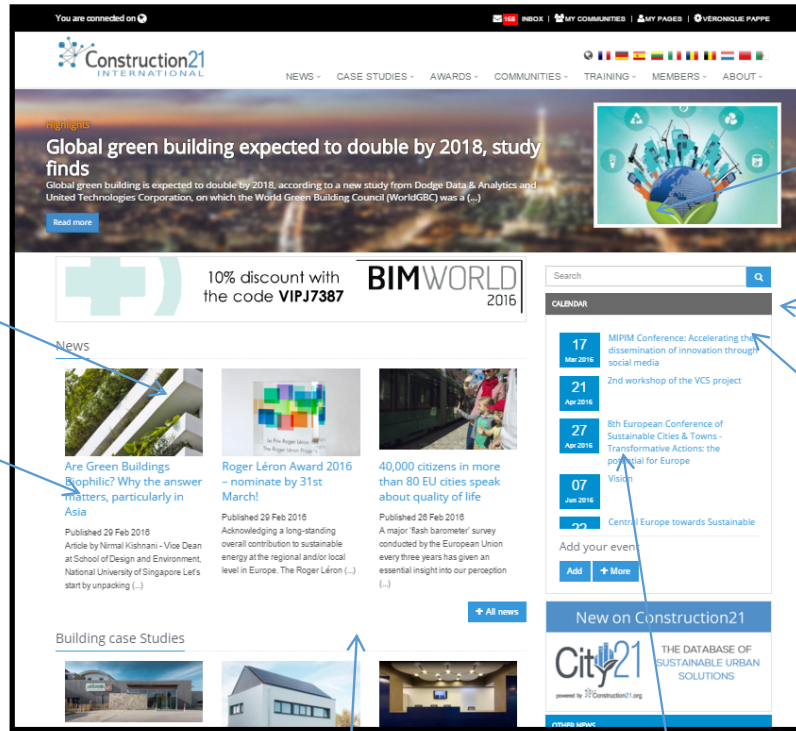


... and others to come

Many features specialized on green buildings & cities



An international contest of sustainable buildings & cities



Connected with :

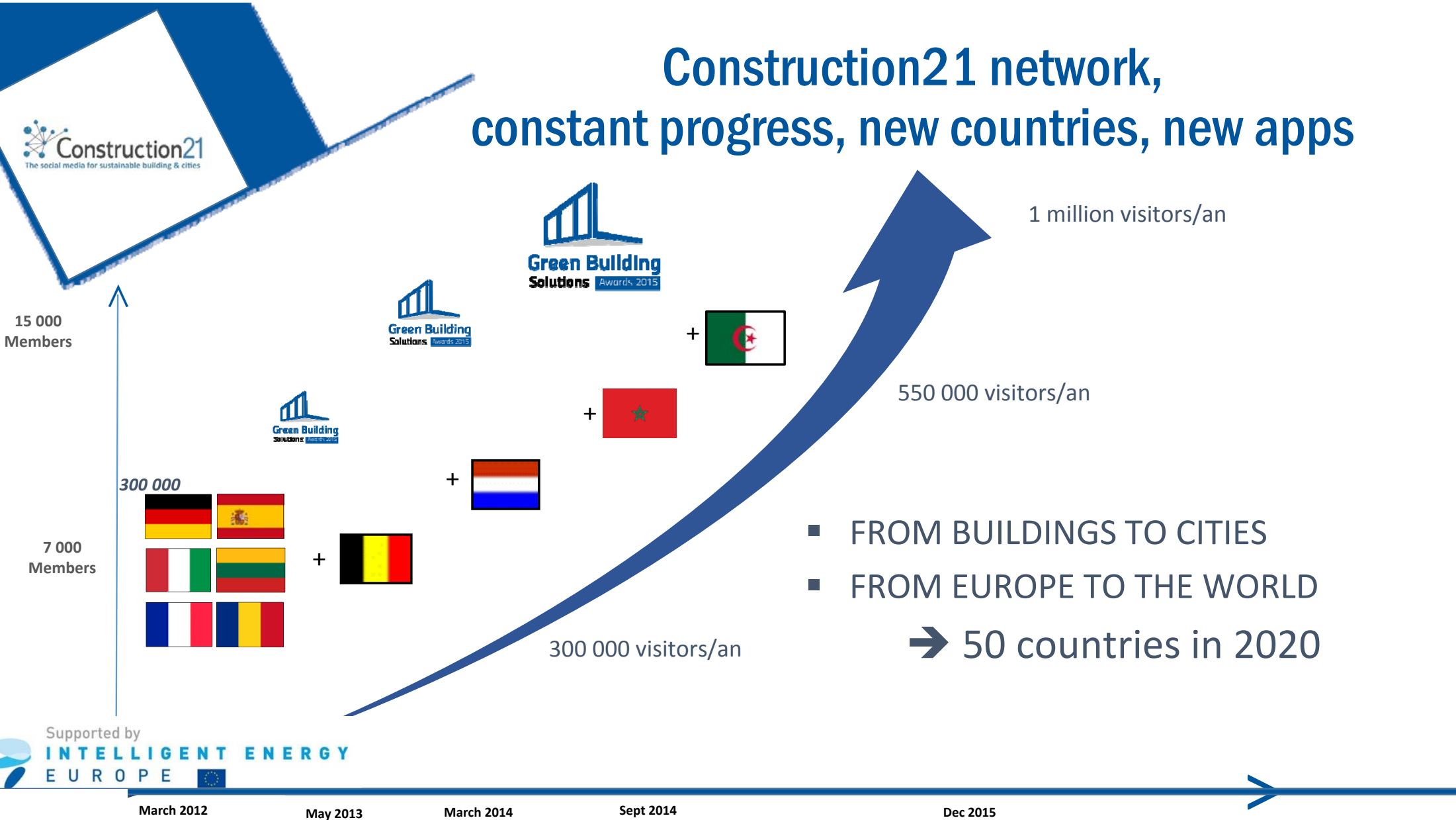


Companies & Networks



#GBSAwards

Construction21 network, constant progress, new countries, new apps



Supported by
INTELLIGENT ENERGY
EUROPE





Awards 2016

Faster, better, stronger



Extension to new countries
via partners co-organising the
contest in their country

Regional steps
via partners co-organising
the contest in their region

Extension to cities &
urban solutions

Winners gala at
COP22
Marrakech, Nov. 2016



Deploy Construction21 in your country

Why? How?

Why managing a Construction21 platform?

- To engage a large number of professionals to promote positive industry transformation to green.
 - To provide your building community an efficient solution to disseminate best practices.
 - To facilitate understanding of international trends.
 - To give more visibility to all education market actions implemented by your organization, in your country as at international level
-



Become the Construction21 chapter in your country

Who?

- A non-profit organization connected to building & cities professionals (institutions, architects, engineers, real estate, building and industrial companies, researchers, training, media...)
- Promoting best practices to accelerate the sector transition to green
- Able to federate human and financial resources required to the platform development

How?

- By joining Construction AISBL, the international association coordinating the network (after validation by its members, the current Construction21 chapters)

Each chapter is managing autonomously its Construction21 platform

Benefits from Construction21 network support and experience

- Initial training + daily assistance for the platform management
- International Awards organization
- Supply of communication templates for all international events
- Contents and audience provided by the international network

Chapter's commitments

- Ensure the daily moderation tasks and website management
 - Invite the national building professionals to use the platform
 - Participate to Construction21 international projects (Awards...)
-

Business model : each chapter finds its own

The revenues

- Advertising & Sponsorship Awards
- Chapter membership fees
- Trainings display in trainings database
- Services : media support for an event, social media usage training, content creation...
- Partnering with research and European projects

As an example, the French chapter generated 300k€ revenues in 2015

The costs

- Platform creation + initial training
 - Construction21 AISBL member fee for daily maintenance & hosting
 - Staff : a 50% web manager is recommended
 - Administrative & communication costs (to be mutualized with the current activity of the chapter)
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Join Construction21!

Contact

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