



Green Building Solutions Awards 2015

powered by Construction21.org

KICK OFF MEETING

BRUSSELS MARCH 11th



Construction21

The social media for sustainable building & cities

Agenda



#GBSAwards

Introduction

Vincent Berruto – *European Commission Executive Agency for Small and Medium-sized Enterprises - Head of Energy Unit*

Construction21 : an international social media to accelerate building sector transition to green

Véronique Pappé – *Co-Director of Construction21 international*

International development based on a partnership with local organization involved in green building promotion in each country

Luc Minne – *Director of Greenwal – Construction21 Belgium chapter*

Bruno Renders – *Director of CDEC – Construction21 Luxembourg chapter*

Green Building Solutions Awards 2015

Véronique Pappé – *Co-Director of Construction21 international*

The vision of an industrial company, partner of the Awards

Catherine Juillard - *Marketing Development manager of VELUX*



Questions ?

Construction21 concept : from local to global



↘ The social media for green buildings to accelerate the environmental transition.

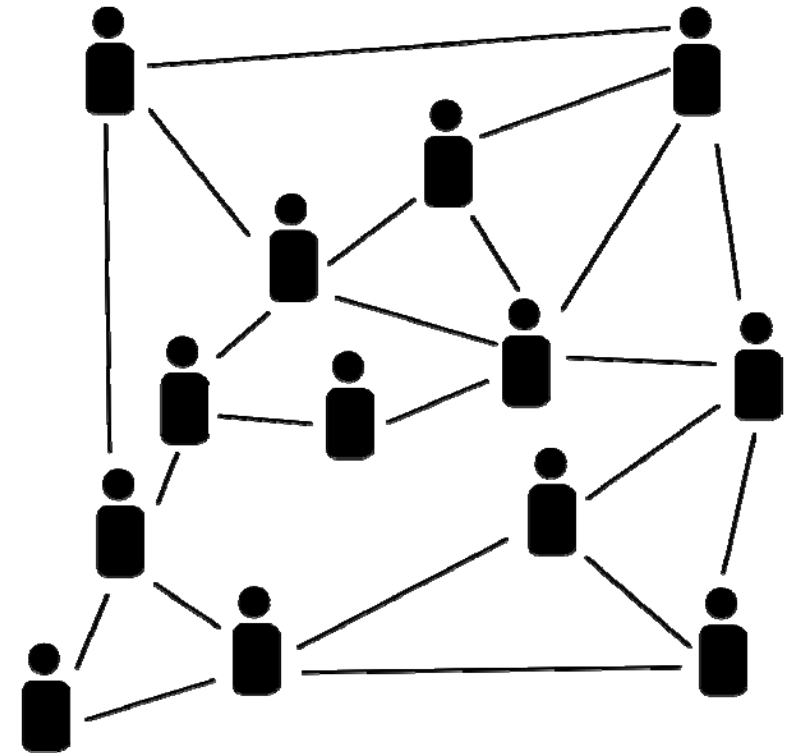
↘ National platforms managed by local chapters, in local languages.

A non-profit and partenarial governance

↳ Created thanks to European Union support

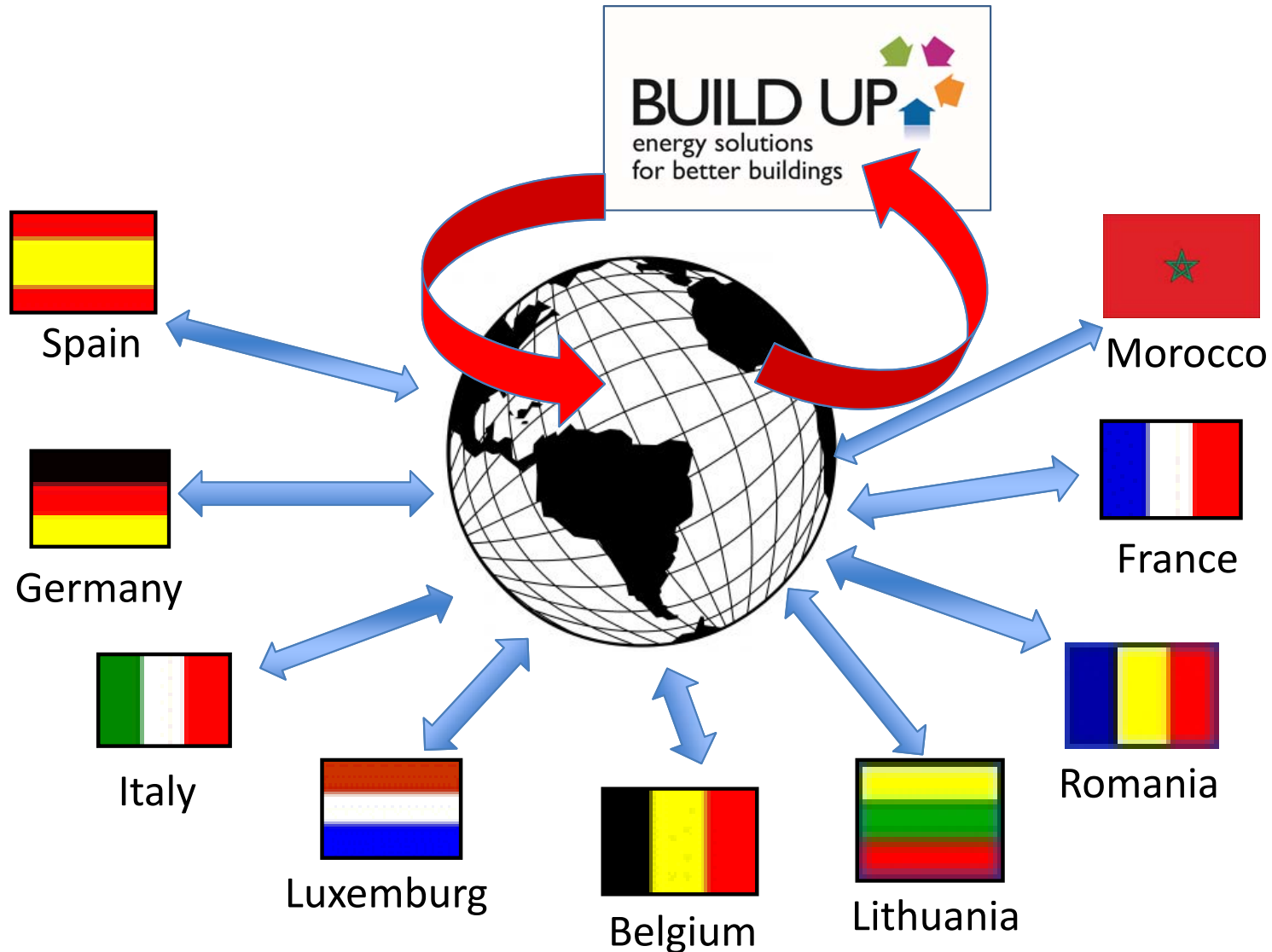


↳ Today managed by an international association, Construction21 AISBL & non-profit chapters in each country

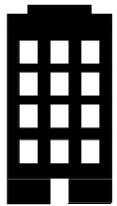


9 local platforms + 1 international

→ 50 platforms in 2020



An international portal dedicated to green building



Innovative Buildings & Solutions Database



News



Events



Videos



Online Communities



Trainings



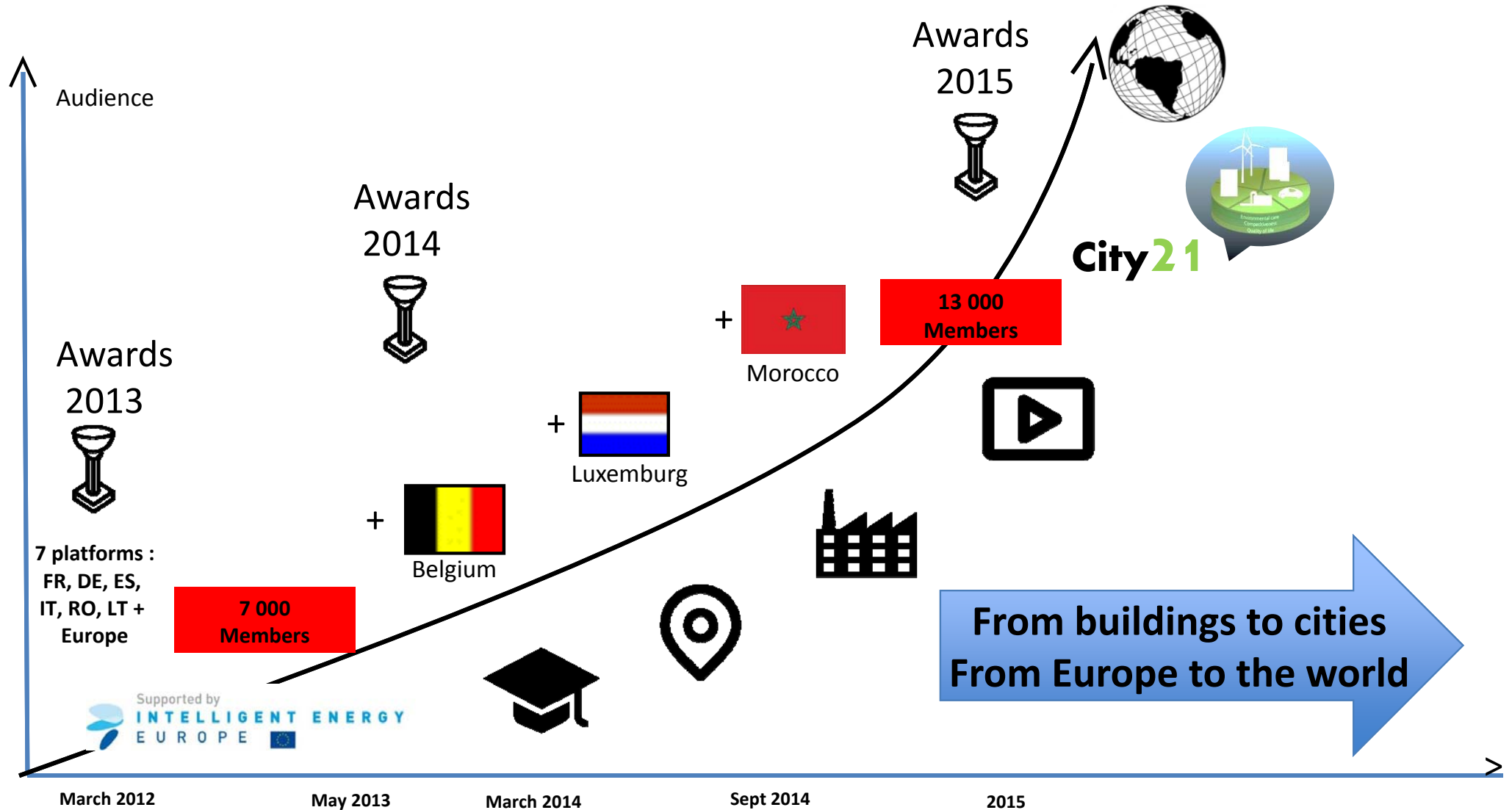
Companies & Networks

COMING SOON :
City21, green cities database

Connected with :

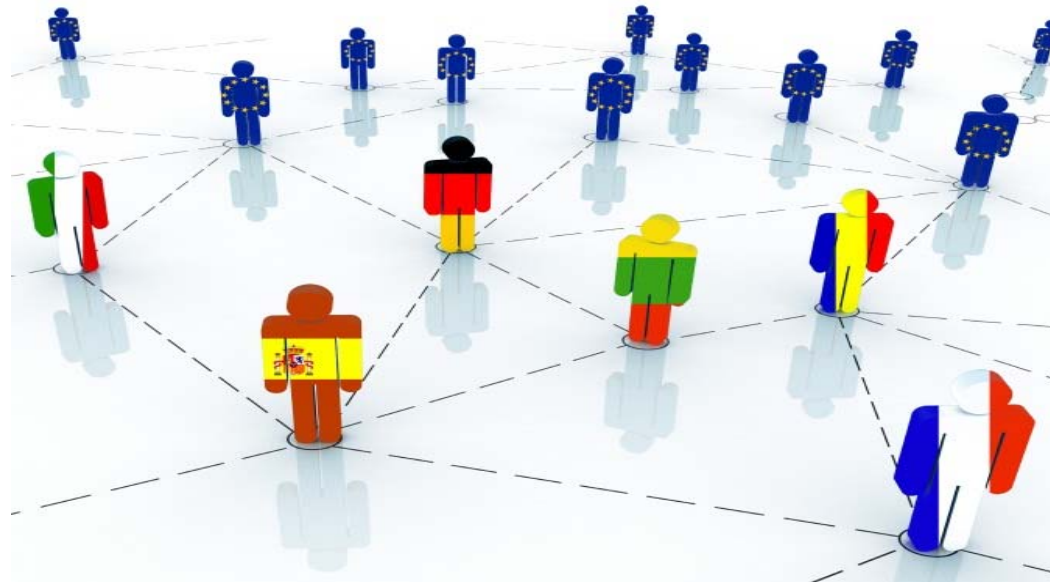


Constant progress : new countries, new apps



First social media dedicated to green building & cities professionals

300 000 unique visitors in 2014 → 1 million in 2015



135 000 page views/month

200 online communities

13 000 professionals personally registered

1 000 buildings & solutions

Greenwal, sustainable buildings association in Wallonia



PÔLE D'EXCELLENCE DE LA
CONSTRUCTION DURABLE

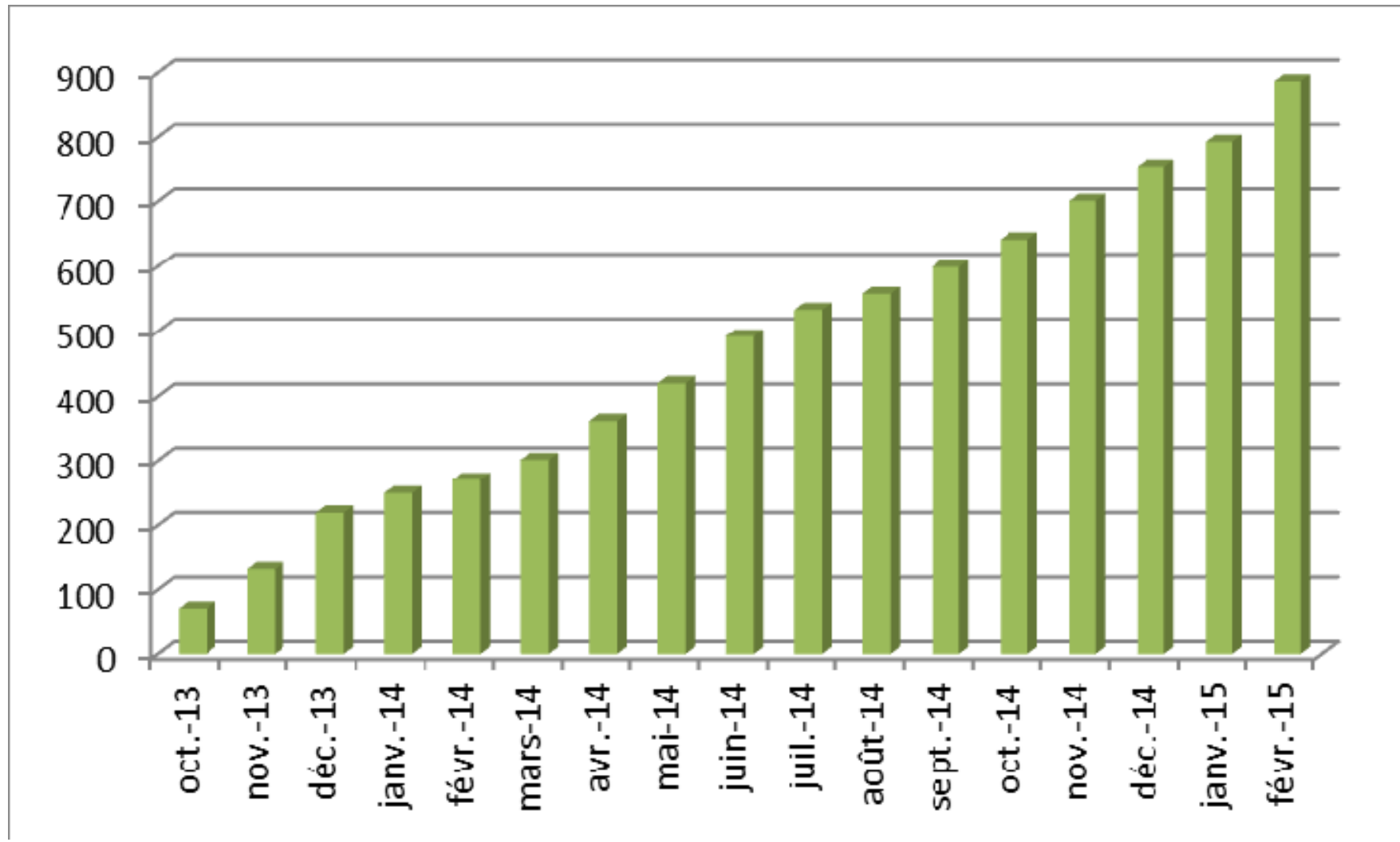
- Information
- Training
- Innovation diffusion



Why Construction21 ?

- **Media social**
- **Liens avec les réseaux sociaux**
- **Outils adaptés et performants**
- **Budget soutenable**
- **Mutualisation des développements**
- **Réseau international**

A growing number of members



Construction21 : climate solutions provider for the COP21

➤ The UN Climate Change Conference in Paris, 30 Nov. -> 11 Dec. 2015.

➤ A chance to get formal commitments from all countries

➤ A Solutions Agenda to develop opportunities of creating value and improving quality of life



Green Building Solutions Awards : a contest to promote exemplary solutions from the field



Identify the exemplary solutions from around the world



Promote these exemplary solutions to replicate them in other regions



With the COP21, the contest illustrates practical answers to climate challenges

6 Categories echoing climate challenges :



Net zero energy buildings



Renewable energies



Smart buildings



Bio-based materials



Low energy renovation



Health & Comfort

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

➤ **Construction21 chapters :**

Belgium, France, Germany, Italy, Lithuania, Luxemburg, Morocco, Romania & Spain.

➤ **Awards partners from other countries**

associated with the competition :

- Building associations
- Universities
- Public agencies committed to environmental transition



1 million professionals targeted in 2015

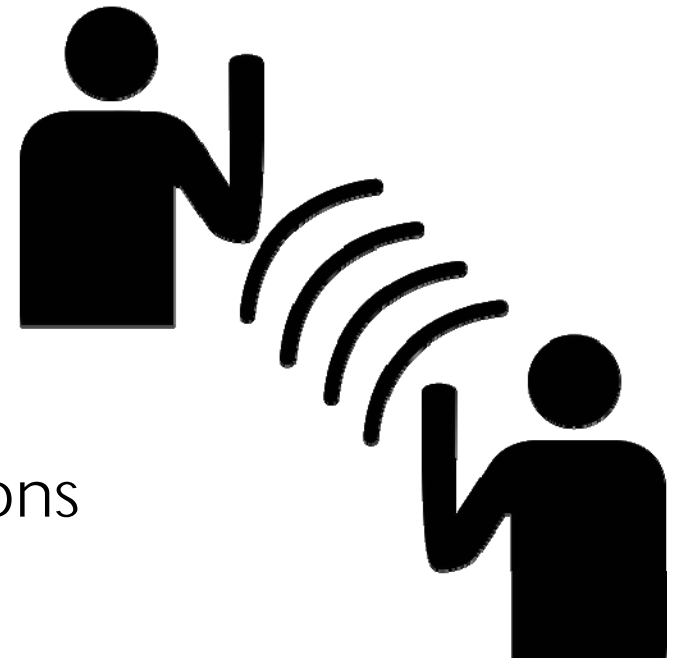
➤ **Intense communication** throughout the whole competition:

- All national C21 platforms
- Social networks
- Partners and their networks

➤ **Digital expo** of the nominees

➤ **Video** of the winning building/solutions accessible on the internet

➤ **Winners Gala** during the COP21 in Paris Le Bourget



A local and global competition

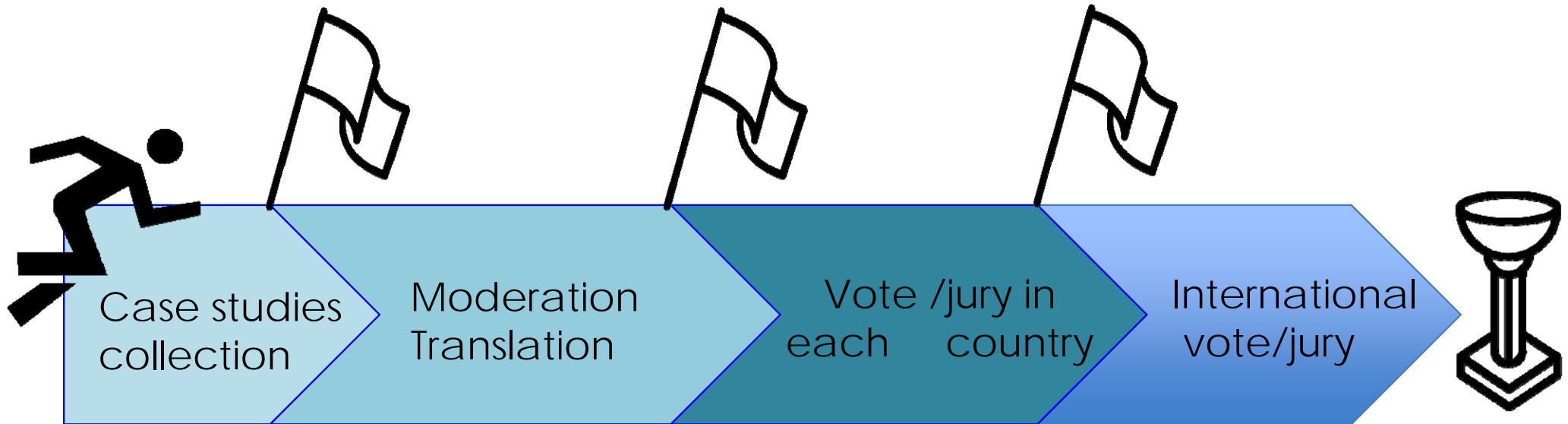
May.18
Start

June. 30:
Last day to
apply

Sep.1:
National
online votes

Oct.13 :
Nominees
Announcement

Dec.3 :
Winners
Gala



Communication campaign



Small team, many partners, big network

- **Companies** : sponsors, case studies providers
- **Awards partners** : local animation in new countries
- **Heads of building professionals and local authorities networks** : visibility
- **Media partners** : visibility



Want to be part of?

➤ Contact us : info@construction21.org



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Solutions** Awards 2015

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