Green Solutions Awards 2020/21

Kick-off Press Conference
14th of September 2020 – Propel by MIPIM

#GreenSolutions
www.construction21.org
Introduction

Cédric Borel
Director - IFPEB & A4MT
Treasurer - Construction21
Construction21: a green transition accelerator for the real estate industry

➢ Identify real estate green solutions
➢ Help innovative professionals to develop their business
➢ Inspire all other professionals for their future projects
A contest of green solutions for sustainable cities

Real projects, already delivered

One contest in each country + International

Selection of the best projects by 150 experts & students + Online votes
Multiple Green Solutions Awards winner

Marc Campesi
Manager, Diagonale Concept

More about the eco-renovation of KTR France

Eco-renovation of KTR France

Before

After
Eco-renovation of KTR France

Inside and outside temperatures in the middle of a heat and the building is still positive energy...
Eco-renovation of KTR France

International ceremony in Katowice, Poland
Véronique Pappe
Director
Construction21
Green Solutions Awards, a competition to showcase solutions of pioneers...

➢ Via case studies describing exemplary projects on Construction21 database

➢ Available on line in English, French, Spanish, Italian, German, Chinese...
2019: 192 candidates from 37 countries

- 144 buildings
- 17 districts
- 31 infrastructures
## An intense communication plan ➔ 4 million views

<table>
<thead>
<tr>
<th>4 videos</th>
<th>640 000 views</th>
<th>2 000 Press contacts</th>
<th>50 000 practitioners targeted</th>
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<tbody>
<tr>
<td>Offered to the international Grand Prizes winners</td>
<td>Articles, case studies, videos &amp; pages on C21 platforms</td>
<td>Press contacts on FR + INT platforms</td>
<td>All countries</td>
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<tr>
<th>100 Media partners</th>
<th>5 000 Winners’ brochures</th>
<th>3 million impressions on social media*</th>
<th>7h30 radio or WebTV</th>
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* Including all C21 social media accounts (Twitter, Facebook, Wechat... from 3/19 to 1/20)
New calendar over two years

Jan – August 2020

2019 Candidates PROMOTION: Green Solutions meetups, Social media
Radio broadcast on Radio Immo: Green Solutions (2/month)

Sept. 21st 2020

KICK-OFF

APPLICATION

-> March 15th 2021

JURYS VOTES

April-May

National winners’ GALAS

June

National winners’ PROMOTION

June – Nov.

International winners’ GALA @COP26

Nov. 2021

International winners PROMOTION
BNPPRE, support of the competition

Catherine Papillon
Global Head of Sustainable Development & CSR
BNP Paribas Real Estate

More about BNPPRE's sustainable commitments
BNPPRE, support of the competition
Students' jury of the Green Solutions Awards

Régis Le Corre
Director of external and international relations and sustainable development
Groupe ESPI
Students' jury of the Green Solutions Awards
Thanks for your participation!

For more questions / interviews of Green Solutions Awards candidates: Alexia.robin@construction21.fr

4.30 pm: Green Solutions meetup about 2 low carbon projects

Propel by MIPIM / Flash Talk zone

Apply to the contest 2020/21 from September 21st to March 15th