



The **only** international **virtual** trade fair for green buildings dedicated to the whole of **Europe!**

2nd Edition: **10–11 June 2015**

Brightest  Greenest  Buildings



Celebrate Europe's **greenest** and most successful building projects!

Exhibit your **sustainable** construction solutions across Europe to the right attendees in a time and cost efficient manner!

Exchange contact information with Europe's **most active** Green Building Professionals!

Staff your exhibit booth virtually as an **avatar** from your computer and reach all of Europe!



What is Brightest! Greenest! Buildings and why was the initiative launched?

The “business case” for green buildings is understood by many of Europe’s leading project developers. Now we need to quickly enable design, construction and management teams to deliver the expected results for the highest level of green achievement in new construction and renovation projects. Brightest! Greenest! Buildings brings together, in a cost efficient manner, the greenest building investors, designers, consultants, assessors, technology, materials and other solution providers and the many other important stakeholders in a two day virtual trade fair; saving money and eliminating travel time, construction, logistics, and associated carbon emissions with physical meetings and trade exhibitions.



This initiative was launched to achieve four objectives including:

- ✔ to radically accelerate and elevate expectations of the building quality and environmental performance our society needs and deserves using digital tools to enhance more frequent and valuable cross-border collaboration.
- ✔ to bring those taking investment decisions closer to the greenest building solutions to better understand the business case for much more ambition in setting the environmental performance objectives of building projects.
- ✔ to limit the focus only to Europe’s greenest building projects; those necessary to provide improving health, prosperity, and enjoyment, for all future generations given global population and economic growth, scarce natural resources, and
- ✔ to reach all of the European continent to spread green building ideas, best practices, and innovation but without the environmental impact and cost limitations of exhibiting in or attending a traditional trade fair or conference.

As a key player in sustainable construction and an engaged partner of the Green Building Councils, Saint-Gobain wanted to be part of this innovative and eco-friendly trade fair on this topic. A great experience, with a very nice look & feel. We were happy to be part of it.

Pascal Eveillard

SUSTAINABLE HABITAT DIRECTOR
SAINT-GOBAIN

This event has delivered a new opportunity to connect businesses with one another and has increased the flexibility of our access to information, allowing us to make the most of our valuable time. My experience at the expo was very positive and I see a great potential for this platform in the future.

Dominika Czerwinska

MANAGER OF MEMBERSHIP AND EUROPE NETWORK
WORLD GREEN BUILDING COUNCIL

Who should exhibit and why?

Exhibitors who want to reach the most active green building professionals throughout the whole of Europe with a very small investment will find this event very useful. Exhibitors will gather high quality sales leads from trade fair visitors from both existing and new markets for sustainable construction solutions. Booth setup is very simple but will create very attractive exhibits with your desired branding and can use your existing sales materials, photos and logos. Review the website and watch the video at BrightestGreenestBuildings.eu to see the conversational features and rich interactive experience our virtual trade fair will provide and the very small investment required to be an Exhibitor.



Who will visit and why?

Europe's most active green building professionals can visit the trade fair, explore the best green building solutions efficiently without any cost and without the significant expense and time burden of travel. Attendees can quickly and effectively visit numerous exhibitors, engage in verbal conversations, exchange instant messages, and attend interesting conferences. They will discover innovations enabling the best green building projects and interact with the top companies in the field and learn from presentations delivered by the top green building thought leaders.

Who is the target audience?

Investors, Project Developers, and Financial Institutions interested in new trends, financial incentives and mechanisms facilitating green investments including "green mortgages", exemplary policies of property tax reductions for green accomplishment, etc.

Architects, Engineers, and other Designers, Consultants, Green Building rating tool assessors, Project Managers, General Constructors and Specialist – each looking to specify the best green solutions for their projects or display their services.

Green Building Solution providers and manufacturers including Materials, Products, Technologies, and Services companies that are improving the financial and environmental performance of Europe's building projects.

Municipalities and Public Agencies interested to promote their green building policies to attract green building investment to their communities.

Print and Online Media companies and Journalist can meet and interview the innovators of Europe's sustainable construction industry and present their publications to an enthusiastic audience.

How will the event be promoted?

The event target is to REACH 5.000 PARTICIPANTS and 250+ EXHIBITORS representing both strong and upcoming markets for green construction across Europe.

Many of the Green Building Councils of Europe and around the world are supporting the event and will help to bring the best companies to exhibit and Europe's most active green professionals to attend.

The successful and valuable Construction21.eu knowledge sharing network – with 12.000 (and growing!) sustainable construction professionals registered across Europe – will be utilized to engage those most interested and involved in the best green building projects.

Influential Media Partners with whom the organizers have worked successfully will assist in the promotion through print and online advertising of the event.

A Social Media Strategy using Facebook, LinkedIn, Google+, Twitter and others that will actively promote the event beforehand and during the event as well as provide follow up activities.

What information on sales leads can Exhibitors access?

Attendees and Exhibitors can easily speak, send instant messages, and exchange information. Exhibitors will have access to the following information:

- ✓ number of visitors to your booth
- ✓ number of visitors contacted in chat
- ✓ number of clicks on your brochures, products, videos, and posters
- ✓ number of business cards sent and accepted
- ✓ contact details listed in each business card

Where does the event occur?

From your office! The event is held in “cyberspace” using innovative virtual trade fair technology where you participate as an “Avatar” and visit three dimensional exhibit booths, pavilions, and presentations in an auditorium. It is low cost, easy to use and totally carbon neutral!

Daikin was very happy to participate. We are always keen to meet new contacts and specialists interested in green building technology. This virtual exhibition was a cost efficient way to reach out to those looking for the right HVAC solution for their Green Building projects.

Stefaan Segers
SOLUTIONS BUSINESS EXECUTIVE
ENERGY SOLUTIONS BUSINESS
SALES DIVISION, DAIKIN EUROPE NV

Delta Development Group and our partners, Reggeborgh and VolkerWessels were delighted to be a part of Brightest! Greenest! Buildings. It was a great opportunity and privilege to be able to exhibit our Park 2020 development, the first Cradle to Cradle working environment in the Netherlands as well as our new initiatives. A great experience for all involved and we look forward to the next such event.

Drs. C.C. (Coert) Zachariasse RA
CHIEF EXECUTIVE OFFICER
DELTA DEVELOPMENT GROUP (THE NETHERLANDS)

Timeline

5 February 2015

Launch of promotional campaign for Brightest! Greenest! Buildings 2015

24 March 2015

Last Day for 50% Super Early Bird Discounts for Exhibitors

17 April 2015

Last Day for 25% Early Bird Discounts for Exhibitors

19 May 2015

Last Day to register and complete configuration of virtual exhibit booths

8 June 2015

Preview Day of complete virtual tradeshow pavilion for Exhibitors

10 & 11 June 2015

Brightest! Greenest! Buildings opens for Attendance!

What are the time requirements and costs to exhibit?

Exhibiting at the event is very time and cost efficient. Here is a quick breakdown of the minimum resource requirements to exhibit at Brightest! Greenest! Buildings:

1 hour to take a tour to get familiar with the virtual trade fair platform and ask our team your questions

30 minutes to register and pay as an exhibitor

4–8 hours to design and construct your booth using your existing logos, photos, PDFs, etc

4–8 hours to announce and promote your potential clients using your own text or text provided to you from our team that you can easily customize.

20 hours having your representative(s) staff your exhibit booth as "Avatars" from any computer with internet access for the duration of the event

Be an exhibitor for only 30 to 38 hours total including preparation and participation!

All Exhibit booth features and prices are listed at Brightest! Greenest! Buildings. Exhibit booths at the early discount prices starting at 669 EUR for a basic booth that includes:

- promotional material you can easily customize
- access to the "booth configurator" that provides easy virtual booth construction from anyone able to resize your existing photos, logos and graphics
- your exhibit booth available to attract visitors to the event
- the benefit of our competent, international team working to promote the event and attract the right attendees for a successful event

Other exhibit booth options and sponsorship packages are described in detail at Brightest! Greenest! Buildings.

Highlights from our last edition in 2014

1.512

Registered attendees over both days from 36 European countries plus 39 countries from the Americas, Asia, Africa and Australia!

1.9 million

Twitter recipients impacted via 206 Twitter contributors over both days!

71

Exhibit stands representing 26 European countries!



As a forward thinking company versed into innovation with positive impact circular economy in our DNA, I was thrilled to be one of the pioneers in giving lectures, taking part to a round table and having a booth representing our services in the first virtual fair. Walking around the expo was easy and fun.

Steven Beckers

FOUNDING PARTNER
LATERAL THINKING FACTORY (BELGIUM)

The organization with a very friendly staff and the set up of this virtual expo were amazing and I think that this first edition was a success. A good variety of people visited our booth so that I was able to network with many interesting companies. The Webinars that took place on both days were extremely informative and provided a large amount of well-organized information in a short period of time. Thumbs up!!

Salvatore Pugliarelli

INTERNATIONAL SALES
OCCHIO GMBH (GERMANY)

Key partner organizations

Our inaugural event was held under the patronage of the European Commission and supported by 20 non-profit European and other Green Building Councils, Construction21.eu Chapters, and a Living Building Challenge Collaborative from the following countries: Czech Republic, Austria, Holland, France, U.K., Russia, Spain, Belgium, Italy, Poland, Croatia, Slovakia, Romania, Serbia, Ireland, Lithuania, Turkey, Latvia, Montenegro, Georgia, the United States, and Israel.

Deep Green **Building Projects** and **Ideas** presented



Project Showcase: Park 2020 & tour of "Cradle to Cradle" (C2C) building innovations

Drs. Coert Zachariasse

CEO of Delta Development Group



Project Showcase: Tall wood: winning concepts of the HSB Landmark Competition for tomorrow's social housing, Stockholm

Julian Weyer

Partner, C. F. Møller Architects



Project Showcase: the Edge: blueprint of smart sustainability

Cees J. van der Spek

Director Sustainability & Marketing,
OVG Real Estate B.V.



Project Showcase: Nu Office

Helen Neumann

Head of lighting design, Occhio GmbH



Construction21.eu – a knowledge sharing platform driving innovation in the green building industry

Cristina Gazulla

Ph.D. of UNESCO Chair in Life Cycle and Climate Change and Construction21 España



The design & business case for building integrated greenhouses

Steven Beckers

Principal of Lateral Thinking Factory



An introduction to World Green Building Council

Jane Henley

CEO of World Green Building Council

European policy trends: business opportunities and risks

James Drinkwater

Senior Policy Advisor, Europe Regional Network, World Green Building Council

Strategies for successful EcoDistricts

Edward Garrod

Head of Integrated Design & Sustainability for Elementa UK / Integral Group

New trends in creating greener schools

Rachel Gutter

Center for Green Schools, U.S. Green Building Council & leader Global Coalition of Green Schools

Time to rethink construction, time to heal the future

Martin Brown

Leader of the United Kingdom Living Building Challenge Collaborative, social media and built environment expert

Time for a sustainable performance of buildings directive?

Josefina Lindblom

Directorates General Environment, European Commission

European energy security through the building sector

Elena Rybak

Member of the Board, European-Ukrainian Energy Agency

Incentives of green buildings: what actually works?

Peter Sweatman

Chief Executive, Climate Strategy & Partners

Duncan Price

Director, Verco

Ingrid Holmes

Associate Director, E3G

For me it was exciting to meet and exchange contact information with so many people from the European green building network. High quality of participants to be reached easily directly from the pc. The webinar debates were very interesting and easy to attend just in one click without stressing with travelling problems. A smart way of doing business!

Veronica Dei Rossi

COMMUNICATION & EVENTS MANAGER
GREEN BUILDING COUNCIL ITALIA

We were honored to be involved in this event as we are encouraging sustainable construction globally. I loved the sustainable nature of this event: no brochures to print, no booth to build, no travel. The platform was great at simulating a real Expo hall and the video calls with attendees have been a great way to connect. Overall an amazing and completely new experience ! Congratulations to organizers and we wish you more success at the second edition!

Cristina Cobarzan

SRN FIELD INTEGRATOR SPECIALIST
CENTRAL, EASTERN AND SOUTHEASTERN EUROPE
STEELCASE (GLOBAL)

About the Brightest! Greenest! Buildings Team

A multidisciplinary team of twelve dedicated managed by experienced leaders helping to promote restorative buildings throughout Europe. This team has strong ties to the existing infrastructure and network of Europe's Green Building Councils and other organizations relevant to sustainable construction and can utilize these relationships and knowledge to maximize results. The team's efforts will be greatly assisted by the participation of Green Building Councils, Country Chapters and other partner organizations in the promotion of the event.



STEVEN BORNCAMP – Managing Director, Brightest! Greenest! Buildings; co-Director, Construction21.org – has assisted the development of eight Green Building Councils in Europe, served as the elected Chair of the Europe Green Building Council Network's Education Taskforce, and led a successful campaign to promote the Living Building Challenge in Europe as well as other deep green initiatives. Steven has provided strategic advice and managed complex business, technology, and knowledge management projects for leading companies across Europe and the United States. He and his team delivered multiple "Build Green Central Eastern Europe" conferences, an influential green buildings awards program, and numerous other green building initiatives for the region including in the areas of policy and green finance.

He has worked effectively to create a comprehensive and proficient marketplace for green building solution providers and is currently leading four exemplary green building demonstration projects.

As Co-Director of Construction21.org, he is responsible for international development and is a frequent contributor to this online platform dedicated to advancing best practices in green building. Construction21.

org has now reached over 12.000 registered construction and real estate professionals.

MONICA ARDELEANU Ph.D. – Director of Development, Brightest! Greenest! Buildings – brings significant expertise in international business development working with top multinational companies in the Information Technology, Construction and Real Estate Industries. She is experienced in institutional relations, network and cluster development, sustainability management and training, event management and communication. Monica participates on the project team for the BUILD UPON project of the European Commission to assist Member States in implementing their national renovation strategies. She was a member of the Young Entrepreneurs Group for Italy's Confindustria trade association a Monica earned a Masters in Sustainable Management and a PhD in Environmental Economics from University of Naples Parthenope in Italy and is the author or co-author of multiple research articles published and presented at international conferences.

DANIELLA ABREU Ph.D. – Adviser, Brightest! Greenest! Buildings – is founder and director of SUSTAINOPOLIS Developments, a Belgium based Company, specialised in promoting partnerships for international projects within the sustainability framework. Previously she was a sustainability manager at SKANSKA where she was responsible for sustainability strategy and management of large construction projects in Europe, USA and Latin America. Additionally, Daniella is a sustainability lecturer and director for the MSc in Construction Management at City University of London and a visiting lecturer and a sustainability adviser for the Liveable Cities project at the University of Birmingham, UK. Daniella holds a PhD in geotechnical engineering & sustainability from The University of Birmingham, UK and a degree in Civil Engineering from Universidade Federal de Santa Catarina, Brazil.

MARK GERO – Adviser & Business Development, Brightest! Greenest! Buildings – is a co-founder, first Board of Directors' President, and current Vice President of the Board of the Croatia Green Building Council, formed in 2009 to drive market transformation of the built environment in the country. Mark has been active in the environmental industry in Croatia and Europe since 1999 as president of Eco-Logic Systems, llc. He served four years on

the Board of Governors of the American Chamber of Commerce in Croatia, including as President, and chaired the Chamber's Environmental Committee from 2002 to 2011. He was an initiator and presently sits on the Steering Committee of the first Environmental Management post graduate educational degree program in Croatia which is now a part of the University of Zagreb. He is a LEED® Accredited Professional with the Building Design and Construction specialty and is a member of the Education Task Force in the European Regional Network of the World Green Building Council.

MARTIN BROWN – Social Media Adviser, Brightest! Greenest! Buildings – is a leading improvement and sustainability consultant, advocate, presenter and blogger. He has worked with a wide range of organisations across the built environment sector and beyond supporting them make the most of current social media, sustainability and responsibility agendas. He is a Living Building Challenge ambassador, heading up the UK Collaborative and bringing new, deep green restorative sustainability thinking into the UK, challenging current sustainability approaches. In 2008 he co-founded Be2Camp, a social media and web2 advocacy for built environment sustainability and collaborative working that now supports and 'web enables' a growing number of organisations, awards

and events. He facilitates many global twitter based and social media communities of practice and is constantly represented in influential sustainability lists. Martin founded Fairsnape following an international career in main contracting, project management and business improvement.

GIULIO MARINESCU – Media Adviser & Business Development, Brightest! Greenest! Buildings – is an accomplished professional with experience in publishing, business development, marketing, advertising, client-relationship management and strategic planning. With over 14 years in publishing producing titles such as Sustainable Builder Magazine, Commercial Builder/Architect and Builder/Architect - GTA Edition, Giulio launched in January 2012 Green Building and Sustainable Strategies magazine profiling building projects across all building sectors in Canada and around the world. Winner of numerous publishing awards, he is one of the pioneers of green building publications in North America. His Green Building supplement of Builder/Architect magazine was considered an authoritative source on green building in Canada. Giulio has extensive experience in promoting and organizing trade shows from inception to completion. In 1998 he launched The Condo Living Show, the first of its kind in North America.



To learn more please **contact**

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Set up a **tour**

We have **tours** of the **virtual** tradeshow pavilion you can join to see **first hand** how our virtual expo works, the booth features and the beautiful tradeshow pavilion. Please contact us to arrange a tour.

Get more details and registration **now** at:

→ www.BrightestGreenestBuildings.eu

