

Construction21

Le média social du bâtiment et de la ville durable

**A social media to accelerate
building & city sector transition
to sustainable development**



Bâtiments



Quartiers



Infrastructures

Two logics of innovation

Innovation origin	Technology push : R&D or technology breakthrough drives the launch of new products.	Market pull : The market demand for a solution to a problem or a need initiate the development of a new product.
Innovation policies	Supply-side oriented	Demand-side oriented
Innovation process	Linear diffusion process	Complex and systems-oriented.
Innovation type	Technology Product (good or service) Process	Social innovation Organizational method

Question ? What type of information system for innovation system ?

Proposal for characteristic of innovations and projects

Various
combination of
characteristics

Define an
common
ontology for
various
platforms

Type of innovation

1. Technology, Product, Process
2. Marketing and organization
3. Social innovation
4. Eco innovation
5. Community and territorial
6. Digital and information..

Type of bearer

1. Big business
2. SMEs
3. Innovative start up
4. Social enterprise
5. Association
6. Community
7. Individual...

Innovation network

1. Business ecosystem (private)
2. Public/Private Network (innovation ecosystem)
3. Community of Practice (knowledge ecosystem)

Targets and customers

1. Base of the pyramid
2. Individual consumer
3. Citizen
4. Business
5. Community ...

Maturity

1. Maturity of Technology (TR)
2. Maturity of the innovation system
3. Level of formalization
4. Maturity of the bearer and its organization

Knowledge base

1. Scientific knowledge
2. Patents (source of knowledge)
3. Standards and norms
4. Training
5. Experiences
6. Tacit knowledge

Finance

1. Green funds
2. Crowd funding
3. Angel investors
4. Venture capitalist
5. Assurance
6. Private banks

Intellectual property

1. Patent
2. Marketing
3. Franchise
4. Open and free
5. Informal...



Construction21 中国

建筑和城市可持续发展综合交流平台

登录

注册

新闻

www.construction21.org

搜

🔍



绿色建筑技术与建筑造型设计探讨

已发布 01 Dec 2017



专访| 同济校长眼中的绿色建筑是什么?

已发布 30 Nov 2017



北上浙试水告知承诺审批
实际情况与承诺内容不符的
将被列入建筑市场“黑名单”



其他信息

前三季度绝热节能材料行业运行稳中向好

已发布 28 Nov 2017 - 06:49

紧紧扭住标准创新提升的两个支撑点 促进行业转型升级

已发布 27 Nov 2017 - 02:36

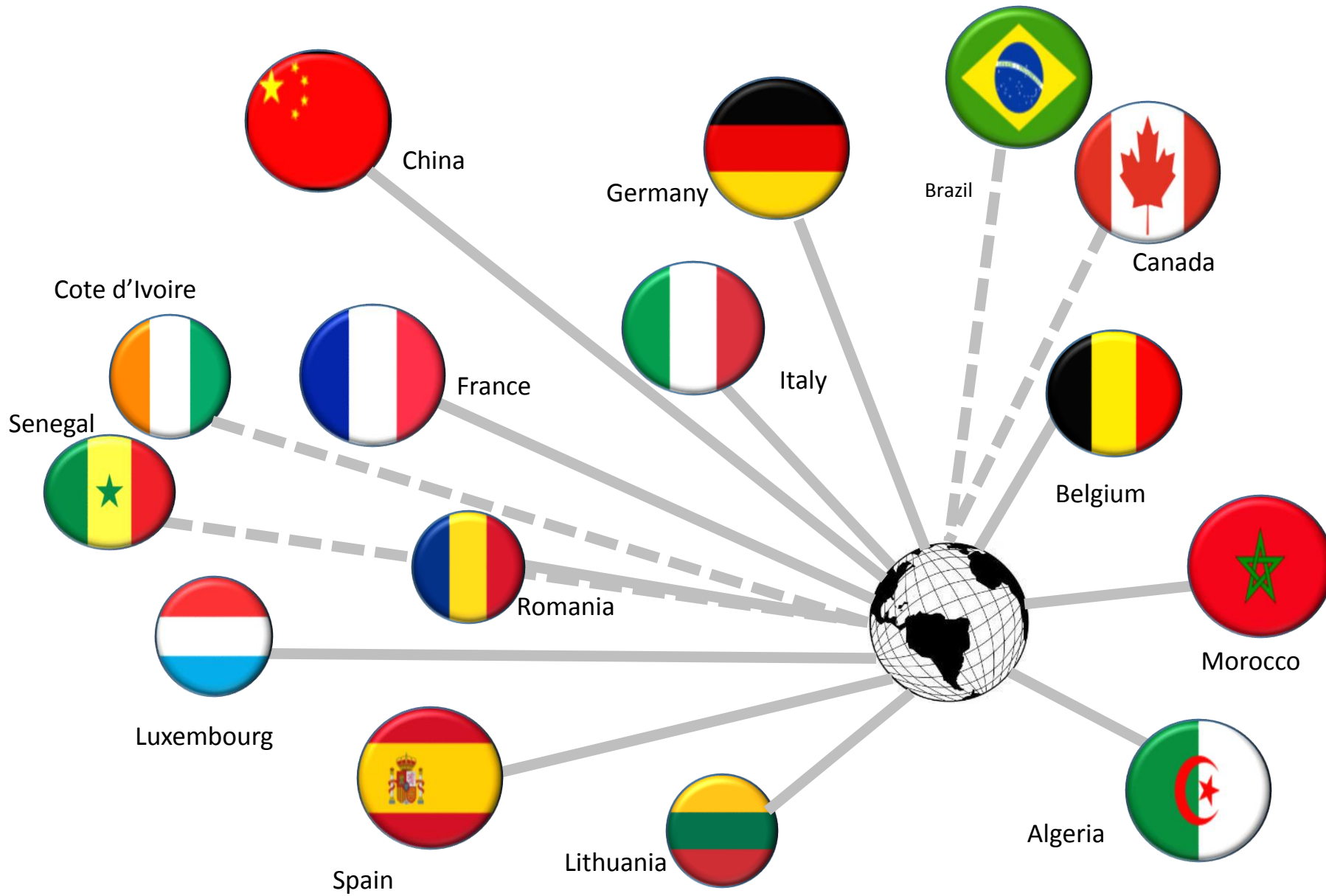
A local AND global approach

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

An international network of 11+1 platforms

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





**11 + 1
platforms
today**

**>>>
World wide
target**

Various formats for information and promotion

Information



News



Events



Videos



Trainings

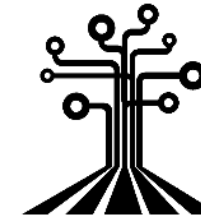
Solutions & innovations



Innovative Buildings & Solutions Database



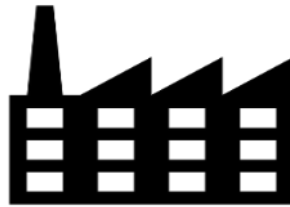
City & urban solutions Database (districts)



Infrastructure Database (energy, waste, transport...)

People

Directory of users, companies, networks



Online communities



Connected



Connected with other social media

Case already implemented.

Published by project partners integrated in an (inter)national awards process

An online meeting place for all professionals

- Contractors, entrepreneurs
- Architects, planners, engineers
- Construction companies, urban services, business
- Promoters, developers
- Researchers, teachers
- Networks, public agencies
- Local communities

700 000
VISITS /year

2 000
Case studies

20 000
registred

50 000
Unique
user/month

Case studies access in each national languages

中国石油大厦



项目类型 : 新建建筑
建筑类型 : 高于28米高层办公楼
建设年份 : 2004
交付年份 : 2012

气候区 : [Cwa]温和, 冬季干燥, 夏季炎热多雨
楼面净面积 : 200 838 m² Other
建设/改造费用 : 2 147 483 647 ¥
户/工位数工位 : 3 500 工位
费用/m² : 10 693 ¥/ m²
费用/工位 : 613 567 ¥/工位



Buildings



Districts



Infrastructures



Project type : New Construction
Building Type : High office tower > 28m
Construction Year : 2004
Delivery year : 2012

Climate zone : [Cwa] Mild, dry winter, hot and wet summer.

Net Floor Area : 200 838 m²
Construction/refurbishment cost : 2 147 483 647 ¥
Number of Work station : 3 500 Work station
Cost/m² : 10 693 ¥/ m²
Cost/Work station : 613 567 ¥/Work station

void(0);

Access to innovations

- You publish in your native language
- Case study visible in English, Chinese, French, Spanish, Italian...

The image displays three overlapping screenshots of the Construction21 website, illustrating how a single case study is accessible in multiple languages. The top screenshot shows the French version with the title "Gestion pneumatique des déchets à Clichy-Batignolles" and a French flag. The middle screenshot shows the English version with the title "Pneumatic Waste Management in Clichy-Batignolles" and a UK flag. The bottom screenshot shows the Spanish version with the title "Pneumatic Waste Management in Clichy-Batignolles" and a Spanish flag. Each screenshot includes the website's navigation menu, search bar, and a map of the project location. The French version also includes a "Veolia Propreté" logo and a "Publié le 07 novembre 16" date. The English version includes a "Published on 07 November 16" date and a "Viewed 13 times" counter. The Spanish version includes a "Presentación" button and a "Descripción general" section.

International awards connected to COP

- 150 candidates
- 19 countries
- 1 video for 9 winners
- A global promotion
- 50 media partners
- 500 000 view



Avec le soutien de la



Global Alliance
for Buildings and
Construction



Key elements for experience Construction 21

Objectives	Problem	Solutions
Access to innovative case studies already on the market	Balance quality / quantity Complex indicators deters candidates	Awards to attract and online support for posting case Communication on awards
Local to global approach	Relevance of national level (national innovation system)	Governance based on national chapters Communities on-line and open process
Access of national stakeholders to global knowledge	Language issue : English is not universal	National portals in national languages Translation process and multilingual database
Strengthen National Innovation System (NIS)	Lack of institutional leadership Communication difficulties	Media partnership to help NIS partners communication Steering the information system is a transaction tool to make stakeholders work together
Disseminate online knowledge to professionals and decision-makers	Low ability to use digital technology, communication tools or networks practices	Promotion of digital literacy through training sessions
Foster participation and contribution on the portal	No personal return for public involvement	Implementation on the portal of personal and organization pages valuing contributions
Attractive site that generates recurring uses	New media competition and rapidly evolving use	Agile development for new uses (smart phone) and social networks (Twitter, LinkedIn)
Exchanges in online communities	Lack of loyalty	Organization of physical meetings through partnerships with trade shows

Governance

Strategy

Operational

International

Construction21 AISBL Board

Strategic decisions

Project taskforce

Awards management,
New functionalities...

International
Organizations, NGO,
Foundations, enterprises,
Universities/Schools

National
Chapter

non-profit
organisation

National C21 support

- Content management
- Communication
- Communities management
- Administrative & financial portage
- Member of C21 international

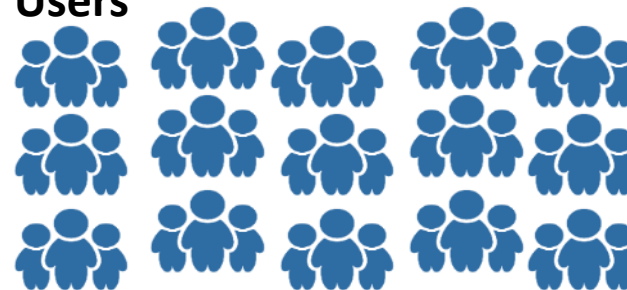
**Community manager
Contributors**

Associations, institutions
enterprises, academics

**Members registered
on the platform**

Network heads, clusters,
platforms, media, trade
shows...

Users



Actors in the field:
construction companies,
industrial, engineers,
craftsmen, architects, urban
planners, real estate,
training, local communities

Steering comity

Representing the national innovation system

Finance

Fee, sponsorship, services, subventions

Join City21

Contact

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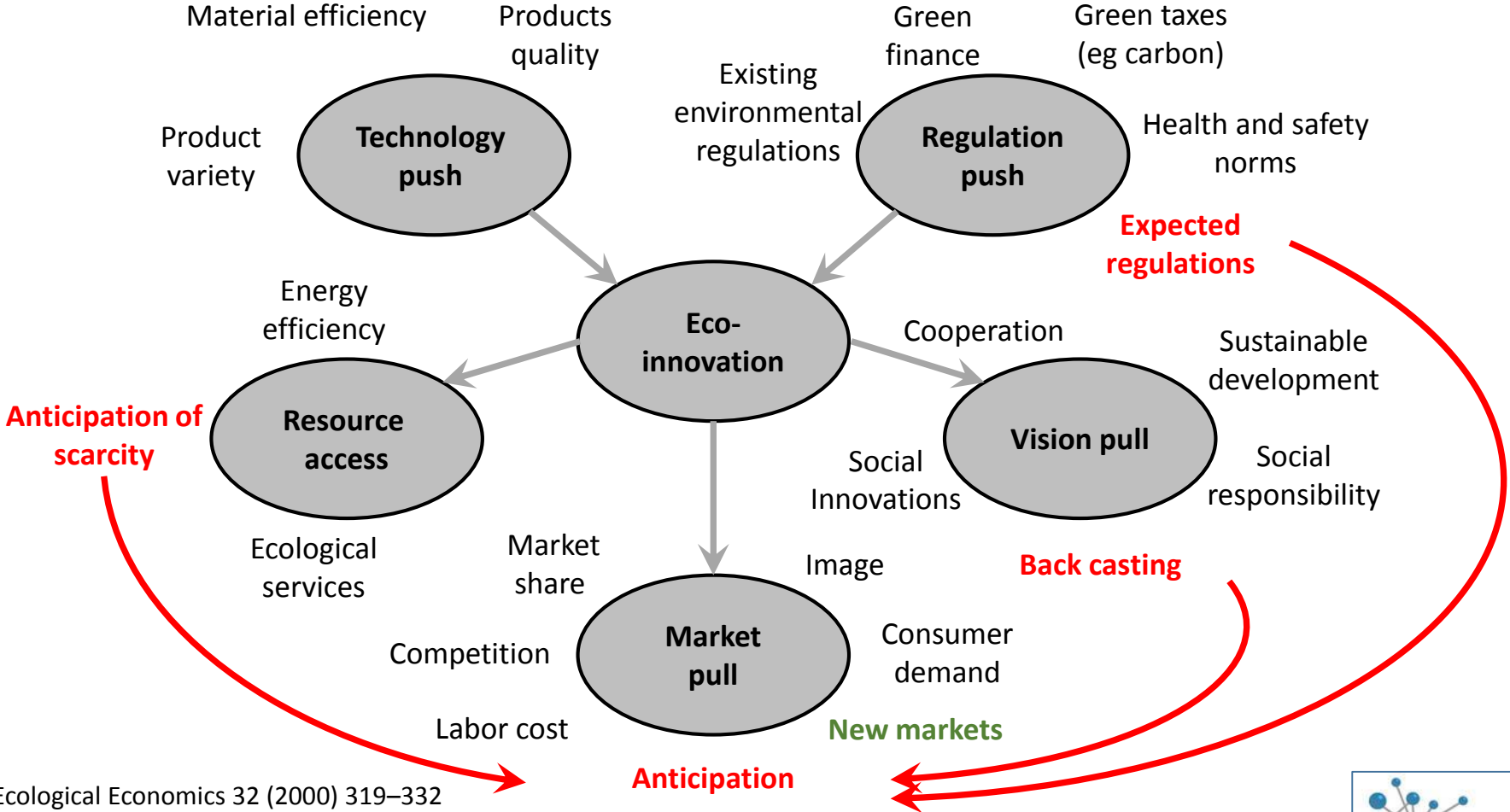
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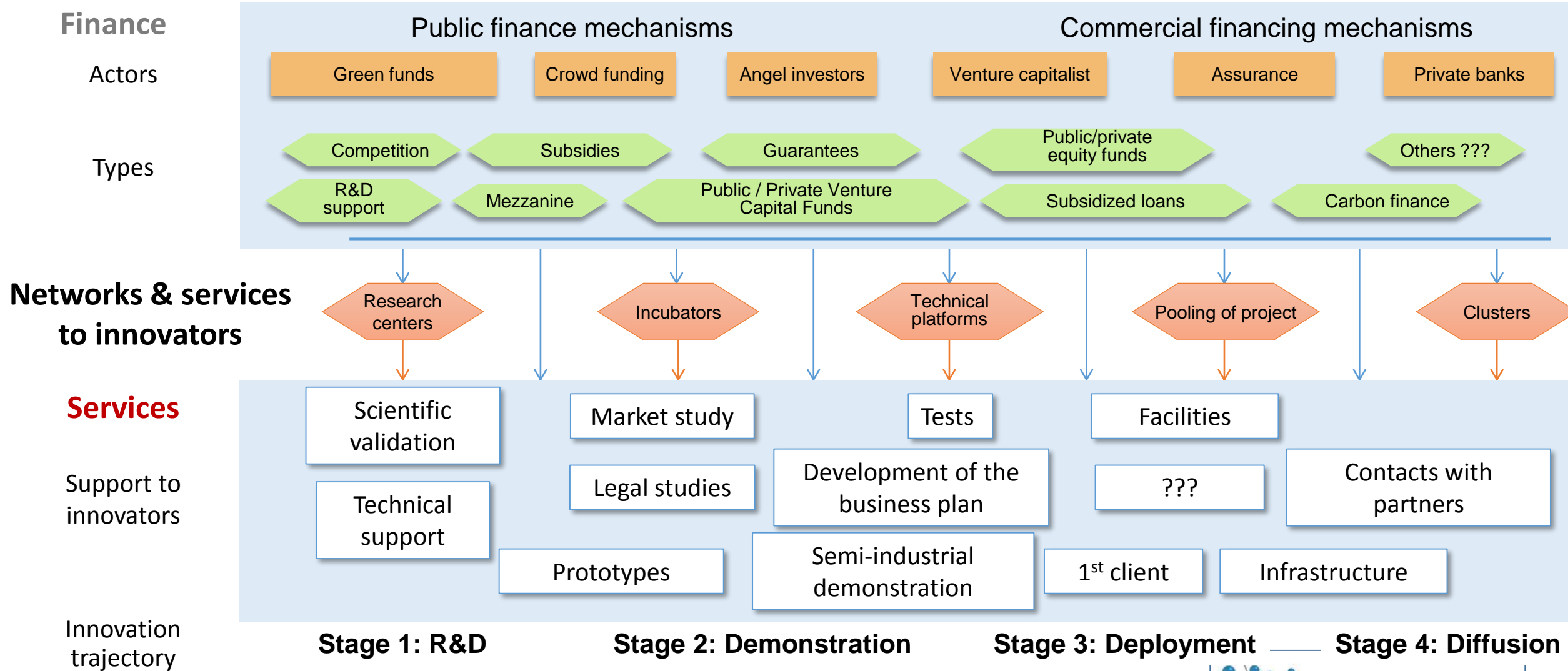
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Drivers of eco-innovation



Inspired by K. Rennings : Ecological Economics 32 (2000) 319–332

Service and finance for innovation



The ecosystem behind Construction 21 : Portals and software solutions

Construction 21 is powered by an NGO : CIRIDD (www.ciridd.org/), developing different portals and social media forming an ecosystem of software solutions and sharing of experience



**Réseau francophone
de l'innovation**

www.francophonieinnovation.org

Portal innovation for francophone developing region,
focused on digital
Map of clusters and resource centers

média/terre
LE SYSTÈME D'INFORMATION MONDIAL FRANCOPHONE
POUR LE DÉVELOPPEMENT DURABLE

Scientifiques

www.mediaterre.org/scientifiques



News portals on sustainable development by regional,
thematic or actors access.
A specific portal is concerning STI



www.economiecirculaire.org

www.genie.ch

www.eclaira.org

www.recita.org

International portal interconnected with sub-national
portals on circular economy