

Build Green Central & Eastern Europe

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Build Green CEE will provide information on the sustainable construction marketplace for multiple countries of the Central East European (CEE) region. This is an event organized by Green Building Councils in the region and supported by the World Green Building Council.

Home to 150 million people, the CEE region will account for the majority of new construction in Europe and will require extensive energy efficient retrofits of its existing built environment. The event will explore the improving business case for eco-efficient design and sustainable construction in an environment of rising energy prices, more stringent building codes, newly available technology and growing environmental concern.

Purpose and General Description of the Event

This event aims to accomplish the following goals:

- Provide a platform for green leaders, investors and solution providers to efficiently access multiple markets that have a significant amount of new construction and renovation projected in the next decade.
- Build awareness, understanding, and participation in sustainable construction in Central / East Europe
- Provide a critical intervention using the Green Building Council model to ensure that the region's construction and real estate industry develops sustainably
- Explore better ways to collaborate to promote, at the EU and local level, effective solutions to common problems for the region.

Build Green CEE will include both workshops intended for GBC staff and workshops for companies interested in our activity. Importantly, we will include information to convince real estate developers, investors and the providers of solutions and technologies that this is a viable and profitable opportunity.

Topics covered include:

- Market briefings for sustainable construction activity for CEE countries
- Subsidies, preferential financing, and other incentives for green building
- The established green standards and certifications
- Innovations in green design, materials, and technologies.
- Current and upcoming legislation driving sustainable construction

The event will also include an informal event - set in a café style - to facilitate new business relationships, potential members and the exchange of ideas.

Date and location

Build Green CEE takes place on the 15th April at the Hungarian Academy of Sciences and on the 16th April 2010 at the Central European University in central, touristic district of Budapest, Hungary.

Target Audience

The event is addressed to visionary regional and national business executives, real estate developers, constructors, architects, designers, engineers, public authorities, universities, Green Building Council representatives, and other NGOs and relevant media representatives. We expect very strong attendance (500+ persons), with participation from high government officials and business leaders.

Promotion / Media

The conference will be heavily promoted in the general, specialized, and online media channels internationally and throughout the Central and Eastern European region.

Organizers

The Romania, Hungary, and Polish Green Building Councils are non-profit, non-political associations encouraging the market, educational, and legislative conditions necessary to promote high performance construction that is both sustainable and profitable. The Romania GBC is an “Established Council” and the Polish GBC is an accredited „Emerging Council“ of the World Green Building Council. The Hungary GBC has achieved the status of “Prospective GBC”. The organizations are modeled after successful Green Building Councils that achieved significant results in facilitating the implementation of green construction in other countries such as the U.S., Canada, Germany, and the U.K.

These Councils are inclusive organizations recognizing the importance of the involvement of a wide array of companies and stakeholders including: Real Estate Developers, Investors, Facilities Managers, Construction Manufacturers, Expertise, and Technology providers, Professional Firms (Architects, Engineers, Consultants, Lawyers, Etc.), Financial Services, Academia, and NGOs.

The Build Green CEE team has extensive events experience organizing over thirty successful events in the CEE region on various sustainable construction topics using a variety of formats.

Please see www.BuildGreenCEE.org for more details and to register.

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