



ROMANIA
GREEN
BUILDING
COUNCIL

The GARDEN BOOKSHOP

May 8-12, 2009

Partnership Opportunities

Dear Sir/Madam,

We are pleased to inform you that Romania Green Building Council (RoGBC) is organizing a series of events to educate the construction industry on the benefits and opportunities of building green. The RoGBC is the first non-governmental organization in Romania dedicated to promoting energy efficient and environmentally-responsible buildings and will facilitate market transformation towards a greener construction industry. One of our upcoming events, held on May 13-16, is the Architecture Days 2009, a comprehensive event that has the mission to involve architecture students and the entire academic environment, specialists and the general public in activities meant to discuss and the past of the architectural environment in Romania and to explain the role of the ecological architecture in its present and future.

The information below will provide you with details on the organization and the Architecture Days see if these are initiatives in which your company might consider joining. We look forward to answering your questions and finding ways to make this event a mutual success.

Kind regards,



Steven Borncamp, CEO
Romania Green Building Council

Media Partners of the Event:

arhitectura
REVISTA ROMÂNIA ÎN EURO

arhitext
ARHITECTURA DESIGN ARTE

 **igloomedia**
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What is the Romania Green Building Council?

The Romania Green Building Council is a non-profit, non-political association encouraging the market, educational, and legislative conditions necessary to promote high performance construction that is both sustainable and profitable. The RoGBC is accredited as an "Emerging Council" with the World Green Building Council.

The organization is modeled after the successful Green Building Councils that achieved significant results in facilitating the implementation of green construction in other countries such as the U.S. (www.usgbc.org), Canada (www.cagbc.org), Germany (www.dgnb.de), and the U.K. (www.ukgbc.org).

The RoGBC is an inclusive organization recognizing the importance of the involvement of a wide array of companies including: Real Estate Developers, Investors, Facilities Managers, Construction Manufacturers, Expertise, and Technology providers, Professional Firms (Architects, Engineers, Consultants, Lawyers, Etc.), Financial Services, Academia, NGOs. The RoGBC now has over 55 members including: architecture, engineering, project management and legal firms, financial institutions, construction, real estate development, renewable energy, construction materials and technology providers.

Benefits of Becoming a Member:

- Positioning of your organization as leader for creating the next generation of high performance green buildings
- Association with the premier organization in Romania to promote green building through private sector methods
- Access to latest training and information in green building area
- Opportunity to network with representatives of leading companies that deliver green building services, technologies and projects
- Connection with important international green building experts through RoGBC's contacts with the other GBC's
- Joint efforts with RoGBC to encourage a favorable legislative environment and possibility to become an advisory body in this area for public authorities

RoGBC Founding Members:



ALUKÖNIGSTAHL

Anghel·Lizac & associates
attorneys at law

Aquarius Grup



Chapman Taylor



CUNDALL



THE GARDEN BOOKSHOP - Workshop

We are pleased to present the “green” workshop supported by the Romania Green Building Council during the Architecture Days 2009. It is an excellent opportunity to become involved into student events; the Garden Bookshop is meant to introduce the students into the practice of designing a pleasant and relaxing place using sustainable materials.



Objective of the Workshop:

The workshop has the mission to extend the conference foayer space (Victoria Cinema) to the exterior, on the Baba Novac Street, on a dedicated segment closed to circulation for the Architecture Days. This space will serve as place for conference breaks, for relaxation

in the middle of the city; it will also host a bookshop with architecture and landscape design books, will have seating places and it will be open to the public, as well.



Workshop Organization:

A team from Azara Landscape specialized on exterior designs. They have a 4 year experience and projects completed in Bucharest, Pitesti, Sibiu, Cluj. Azara Landscape is searching for the space's contemporary lines – conception, trends, natural.

The Romania Green Building Council supports the workshop and would like to promote landscape designs that meet the green principles, relaxing spaces and the use of sustainable materials.

Structure of the event:

The workshop will be structured in 3 phases. Prior to the 3 phases, a Yahoo! group will be created for the approximately 60 participants already registered. They will be provided documentation on this type of projects, the contemporary directions in exterior designs, with links to relevant examples.

I. Elaboration – First Phase

The first phase will take place on the 28th of March, when the participants (students in architecture and landscaping from Cluj, Bucharest, Timisoara), will meet at the Faculty of Architecture and Urban Planning in Cluj-Napoca. After the tasks will be presented, the students will make a site visit to the space they need to redesign by the end of the day. At the end of the day, the best 20 sketches will be selected to take part in the following phases of the project (due to limited space).



II. Elaboration – Second Phase

The second phase will take place on Saturday, April 4th, when the 20 selected participants will meet again to draw the project that will be completed before the Architecture Days 2009.

The participants will be provided accommodation and meals for the two phases.

III. Realization

The completion of the Garden Bookshop assembly will take place during 8th -12th of May. The selected students will take part into the actual construction of the designed space, under the supervision and coordination of Azara Landscape team. Materials used include: wood floors, vegetation, sand, water, but during the elaboration phases we are also looking for unconventional techniques and materials.

Coordinators:

Adrian Pop

“The Garden Bookshop” - workshop coordinator

Cluj Representative - The Romania Green Building Council

Student at the Faculty of Architecture and Urban Planning Cluj-Napoca

Alexandra Teodor Carstea

Sculptor, landscape architect

“Ion Andreescu” Visual Arts Academy, Cluj-Napoca, sculpture section

USAMV Bucharest, landscape architecture section

Stefan Carstea

Environment specialist, technical coordination

“Babes Bolyai” University, Cluj-Napoca, environment science section

Target Audience:

The Garden Bookshop, due to its central location (Baba Novac street, at the intersection with the Eroilor pedestrian boulevard, adjacent to the Victoria cinema), will be an attraction for the general public, the professors and specialists invited at the workshops and conferences during the Architecture Days. In addition, the Garden Bookshop will host approx. 60 workshop participants – students in architecture and landscaping from Cluj-Napoca, Bucharest and Timisoara.

Promotion / Media:

The event will be promoted through an integrated marketing campaign that will effectively reach the target audience across the country through multiple channels:

- general and specialized print and online publications
- online banners
- emailing through yahoo groups
- architecture and landscaping faculty's contact networks
- event listings etc.

The post-event publication will contain pictures and information from all the phases of the workshop. Last edition's publication was selected at the Bucharest Architecture Biennale.

Benefits that can be expected from partnering with our event:

- Positioning your organization clearly on the vanguard of environmental responsibility, through supporting student activities meant to promote relaxing spaces designed on green principles and that use sustainable construction materials.
- Very good visibility for your company, during the construction, but also long after the event, through direct contact with the population during the construction phase and the event (8th – 16th of May), press articles, website promotions, and the post-event publication.
- Be a spark that ignites the green building revolution in Romania!



Partnership Opportunities:

Our sponsorship packages are specially created so that you can benefit from maximum exposure for your brand and create new business opportunities.

Note: The following packages ensure your company's visibility during the Garden Bookshop Workshop (May 8-12) and the Architecture Days (May 13-16).

Event supporters can choose one of the following financing categories:

Partner of the event – 5450 EUR

- partner's logo on all printed materials for the event
- the right to place banners at the event's locations
- company / products presentation offered during this event

Main sponsor of the event – 2450 EUR

- main sponsor's logo on all printed materials for the event
- the right to place banners at the event's locations

Sponsor of the event – 950 EUR

- sponsor's logo on all printed materials for the event

The supporter's logo will appear on all printed materials starting from the day when the contract is signed.

Contact Us

For more details on becoming a partner during the Architecture Days 2009, on the Romania Green Building Council activities and membership benefits, please contact:

Adrian Pop at +40-744-119-337 or Adrian.Pop@RoGBC.org – regarding the Garden Bookshop Workshop and the Architecture Days 2009

Laura Nemoianu at +40-21-222-5135, +40-21-569-5012 or Laura.Nemoianu@RoGBC.org
– regarding the RoGBC membership benefits

We look forward to discussing this further and sincerely hope you will consider partnering with us on this exciting event.

The RoGBC Team