

## ECOWEEK 2011: Urban Communities + Green Architecture

**N** GO **ECOWEEK** was born in Aegina, Greece in 2005. ECOWEEK was created with the mission to raise environmental awareness and to promote the principles of sustainability. ECOWEEK started its activity from the island of Aegina, in the form of a local community event, holding exhibitions at the Folklore Museum on waste recycling, renewable energy and energy conservation and on ecological buildings. After two successful years in Aegina, in 2007 ECOWEEK organized events throughout Greece (Athens, Thessaloniki, Patras, Crete, Corfu, and other locations). In 2007 ECOWEEK also invited **Al Gore** to speak on Climate Change, in cooperation with the Athens Concert Hall and Megaron Plus. Starting in 2008, ECOWEEK focused on 'green' buildings, and invited a series of leading architects from around the world: **Shigeru Ban, Ken Yeang, Bjarke Ingels, Rural Studio, WHITE Architects**, and others. In 2008 ECOWEEK held its first conference in Larnaka, Cyprus, and in 2010 held its first conference and 'green' design workshops in Israel, with the cooperation of Palestinian young professionals. In September 2011 ECOWEEK held its first conference and workshops in Milano, Italy. In 2011 ECOWEEK hosted lectures by architects **Francis Kere, George Hargreaves**, and **Francoise-Helene Jourda** (photo), and environmental expert prof. **David W. Orr**.



**I** N 2011 ECOWEEK organized three (3) international conferences and 'green' design workshops, titled ECOWEEK 2011: Urban Communities + Green Architecture. In 2011 ECOWEEK also inaugurated the ECOWEEK NETWORK, a platform for young professionals for the promotion of 'green' design and ecological buildings, already numbering more than 400 members in 30 countries around the world. In 2011 ECOWEEK also inaugurated the ECOWEEK GREENHOUSE, a platform for innovation and for social and environmental entrepreneurship for young professionals, primarily architects, landscape architects, designers and engineers.



Snapshots of ECOWEEK 2011 © ECOWEEK 2011

## **E** COWEEK 2011 in numbers:

### **E** ECOWEEK 2011 in Thessaloniki:

330 registered participants from 20 countries. More than 2,000 attendance of architects and architecture students from Greece and abroad in ECOWEEK events in Thessaloniki. 37 'green' design workshops led by architects from Greece and abroad. Numerous interviews, newspaper articles and follow up articles on ECOWEEK, and the ECOWEEK workshop proposals.

### ECOWEEK 2011 in Milano:

150 registered participants from 10 countries. Nearly 1,000 attendance of architects and architecture students from Italy and abroad in ECOWEEK events in Milano. 37 'green' design workshops led by architects from Greece and abroad. 1 project was implemented: Boscoincitta pavilion in wood, by the group of Paolo Mestriner. Interviews, newspaper articles and follow up articles on the internet and in print on ECOWEEK.

### ECCO ECOWEEK in Milano:

ECOWEEK presentation titled ECCO ECOWEEK took place during the Sustainable Fuori Salone itinerary on Tuesday, April 12, 2011 at the Salone Internazionale del Mobile - which celebrated in 2011 its 50th anniversary- in Milano, Italy. ECOWEEK was hosted by Monostudio in Milano. More than 500 visitors saw the ECCO ECOWEEK Presentation.

### ECOWEEK 2011 in Athens:

100 registered participants from 5 countries. Nearly 1,000 attendance of architects and architecture students from Greece and abroad in ECOWEEK events in Athens. 20 'green' design workshops led by architects from Greece and abroad. 7 projects, invited by the City of Athens, will be further developed by the workshop teams and the ECOWEEK GREENHOUSE towards implementation. TV interviews, newspaper articles and follow up articles on the internet and in print on ECOWEEK.

### ECOWEEK NETWORK:

The ECOWEEK Network website ([www.ecoweek.net](http://www.ecoweek.net)) was opened for registration in April 2011, numbers today more than 400 members in 30 countries around the world.

### ECOWEEK GREENHOUSE:

The ECOWEEK platform for innovation, social and environmental entrepreneurship for your professionals ([www.ecoweekgreenhouse.org](http://www.ecoweekgreenhouse.org)) was inaugurated in December 2011 in Athens, Greece, hosted in two (2) locations in Athens: AKTO Design College and Athens Direct Lounge. In parallel, ECOWEEK GREENHOUSE started cooperation with two Municipalities in the Attica region: Athens and Metamorfossi. ECOWEEK GREENHOUSE teams are already planning a number of projects for these municipalities, involving 'green' urban interventions, landscape design, and community intervention.

# ECOWEEK 2011

... habits change ... climate change

## ECOWEEK in Exhibitions and Trade Shows:

ECOWEEK was invited to participate in a number of exhibitions in Athens, including AAO Project, Building Green, ECOTEC, and others. These exhibitions exposed ECOWEEK and the activity of ECOWEEK (through videos, fliers and catalogues) to more than 20,000 new visitors.

## ECOWEEK in the internet:

ECOWEEK websites are very often visited and the ECOWEEK Facebook site had more than 3500 new visits per week. In December 2011 ECOWEEK also started transmitting its conferences on the internet. The first experimental transmission was communicated to approx. 1500 email recipients and had more than 100 visits the first one hour of transmission.

## ECOWEEK Feedback:

ECOWEEK distributes questionnaires after each conference and 'green' design workshops, which is then processed and conclusions are drawn.

## ECOWEEK Status and miscellaneous:

Starting in 2011, ECOWEEK accounts are audited three years back, by a certified auditor in Athens, Greece. ECOWEEK is also member of the EU Pador system, and is listed by ICAP with a Duns number.

## **E** COWEEK 2011 Links:

> ECOWEEK 2011 in Thessaloniki website:

<http://ecowee.netfirms.com/ecowee.gr/ecowee2011/index.html>

> ECOWEEK 2011 in Milano website:

[http://ecowee.netfirms.com/ecowee.gr/ecowee2011\\_MILANO/index.html](http://ecowee.netfirms.com/ecowee.gr/ecowee2011_MILANO/index.html)

> ECOWEEK 2011 in Athens website:

[http://ecowee.netfirms.com/ecowee.gr/ecowee2011\\_ATHENS/index.html](http://ecowee.netfirms.com/ecowee.gr/ecowee2011_ATHENS/index.html)

> ECOWEEK 2011 photoalbum:

[http://ecowee.netfirms.com/ecowee/press\\_room\\_photo\\_album\\_ecowee\\_ENG.htm](http://ecowee.netfirms.com/ecowee/press_room_photo_album_ecowee_ENG.htm)

## **C** ommunication with ECOWEEK:

You will find our contact details here:

[http://ecowee.netfirms.com/ecowee/contact\\_ecowee\\_ENG.htm](http://ecowee.netfirms.com/ecowee/contact_ecowee_ENG.htm)