



[www.ecoweekgreenhouse.org](http://www.ecoweekgreenhouse.org)



# ECOWEEK

... habits change ... climate change

## GREENHOUSE

### ECOWEEK

... global synergy ... local solutions

**ECOWEEK** created the GREENHOUSE, for social and environmental entrepreneurship and innovation!

**What is the GREENHOUSE?** The GREENHOUSE is the new platform by **ECOWEEK** for **ecology**, the **environment**, **'green' design**, **renewable energy** and for **waste reclaim and reuse**. The GREENHOUSE hosts design workshops for small to medium scale interventions in public space, in cooperation with local authorities and local communities. The GREENHOUSE also hosts exhibitions and serves as an info-point for **innovation** and the **environment**.

**Who can join the GREENHOUSE?** The GREENHOUSE teams are open to young professionals who are creative, innovative and entrepreneurial, and wish to intervene in the public space, benefit society, and protect the environment.

**Exhibitors & Partners:** The GREENHOUSE invites public and private institutions and businesses for cooperation. ECOWEEK will promote 'green' technologies, services and products and Corporate Social Responsibility initiatives and projects.

**When was the GREENHOUSE founded?** In December 2011 the GREENHOUSE undertook to plan its first projects for the Municipality of Athens (Greece). In 2012 the GREENHOUSE started activity in Holon (Israel) with the re-design of the Jessie Cohen Community Center, and in Thessaloniki (Greece) with the re-design and small scale interventions in 5 sites throughout the city, in cooperation with the Municipality. The GREENHOUSE is planning to start activity in more cities, among them Rome and Belgrade.

**Contact the GREENHOUSE:** Visit our website [www.ecoweekgreenhouse.org](http://www.ecoweekgreenhouse.org) or send us an email to [ecoweek@ecoweekgreenhouse.org](mailto:ecoweek@ecoweekgreenhouse.org)

[www.metal.us.gr](http://www.metal.us.gr)



www.ecoweek.org

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International NGO **ECOWEEK** was founded in Greece in 2005 with the mission to raise environmental awareness among the general public, and to promote the principles of sustainability among young and established professionals.

**ECOWEEK** is active today in **10 countries in Europe** and the **Middle East**. Among other programs, **ECOWEEK** organizes international conferences and 'green' design workshops for **young and established professionals and students**, promoting 'green' design solutions in the public realm: every year, hundreds of young and established professionals – **architects, landscape architects, designers, and engineers** - propose **innovative solutions** for 'green' buildings and 'green' interventions in public spaces.

Each year, **ECOWEEK** hosts keynote lectures by distinguished professionals from around the world: **Al Gore**, Shigeru Ban, **Bjarke Ingels**, Francis Kere, Rural Studio, **Francoise Jourda**, DIRT Studio, David Orr, and others.

## UPCOMING ECOWEEK EVENTS

- September 24-30, 2012 **Rome, Italy** Urban FOOTPRINT + Affordable COMMUNITIES + Green DESIGN  
*Keynote speaker: Kengo Kuma (Japan)*
- November 26-30, 2012 **Belgrade, Serbia**  
*Keynote speaker: Francoise-Helene Jourda, Architect (France)*
- March 3-8, 2013 **Middle East**  
*Keynote speaker: Chris Sherwin, Seymour Powell (UK)*
- March 11-18, 2013 **Bucharest, Romania**
- April 15-21, 2013 **Thessaloniki, Greece**  
*With the International Marathon "Alexander the Great"*
- May 13-19, 2013 **Copenhagen, Denmark**  
*With KEA – Copenhagen School of Design and Technology  
ECOWEEK: New Nordic Living  
Empowering Sustainability*
- July 17-21, 2013 **Istanbul, Turkey**  
*With Mimar Sinan Fine Arts University*

For more details:  
[www.ecoweekconference.org](http://www.ecoweekconference.org)

# ECOWEEK 2012

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# BELGRADE

November 26-30, 2012

GREEN DESIGN ARCHITECTURE URBAN INNOVATION  
Međunarodna konferencija i radionica  
international conference & workshops

ECOWEEK 2012 takes place in **Belgrade in November 26-30, 2012**, for the first in Serbia! Teams of young and established professionals and students – **architects, designers, landscape architects, environmentalists, sociologists, and engineers** – will design 'green' solutions for real sites in Belgrade.

Following ECOWEEK, the **GREENHOUSE** will develop some of these proposals towards implementation, in cooperation with local authorities and partners – among them **ECOIST** and **VITAVERDE**. **Keynote speaker: Architect Francoise-Helene Jourda.**

For more details: [www.ecoweek.org](http://www.ecoweek.org)  
and [www.event.ecoist.rs](http://www.event.ecoist.rs)  
or contact us at [ecoweek@ecoweek.rs](mailto:ecoweek@ecoweek.rs)

