



Dedication bears fruit

The Holcim Awards competition is now in its third round. It has become firmly anchored among building professionals around the globe: Never have so many entries – and so many good ones – been submitted. A review shows that the competition is meeting its ambitious long-term targets: Many of the projects awarded in the first two cycles have been built – pictured “Metropol Parasol” in Seville – and today they sustainably enhance the quality of life of their users.

The seeds that the Holcim Foundation has sown throughout the world for the cause of sustainable construction are germinating. At the start of the third cycle of the Holcim Awards competition a bountiful harvest is apparent: over 6000 architects, planners, and engineers with projects in 146 countries submitted their entries right up to the deadline, contending for the highly-coveted Awards.

Markus Akermann, CEO of Holcim Ltd and Chairman of the Management Board of the Holcim Foundation, is well satisfied with this result: “We are proud of reaching so many talented people around the globe with our competition already for the third time – and that we may support so many exceptional projects. This is our way of helping sustainable construction make the difficult jump from theory into practice.” The juries are now screening the entries to identify the winners. In the fourth quarter of 2011, at five regional ceremonies, it will be announced which projects will receive a share of the total two million US dollars in prize money.

Foundations
12

3rd cycle of the Holcim Awards:
Facts and figures 4

Juries: The big job lies ahead 6



Online and social media:
Awards on the internet 9

Projects: From theory to practice 10



Grants: Supporting sustainable
construction 13

Promotion: Show and share 16



Imprint

“Foundations” is the Group-internal magazine of the Holcim Foundation for Sustainable Construction and distributed as PDF to the readers of the Holcim News.

Editor: Edward Schwarz
Text: www.dertexter.ch
Layout: Schadegg Grafik

Holcim Foundation
for Sustainable Construction
Hagenholzstrasse 85
CH-8050 Zurich/Switzerland

Phone: +41 58 858 82 92
Fax: +41 58 858 82 99

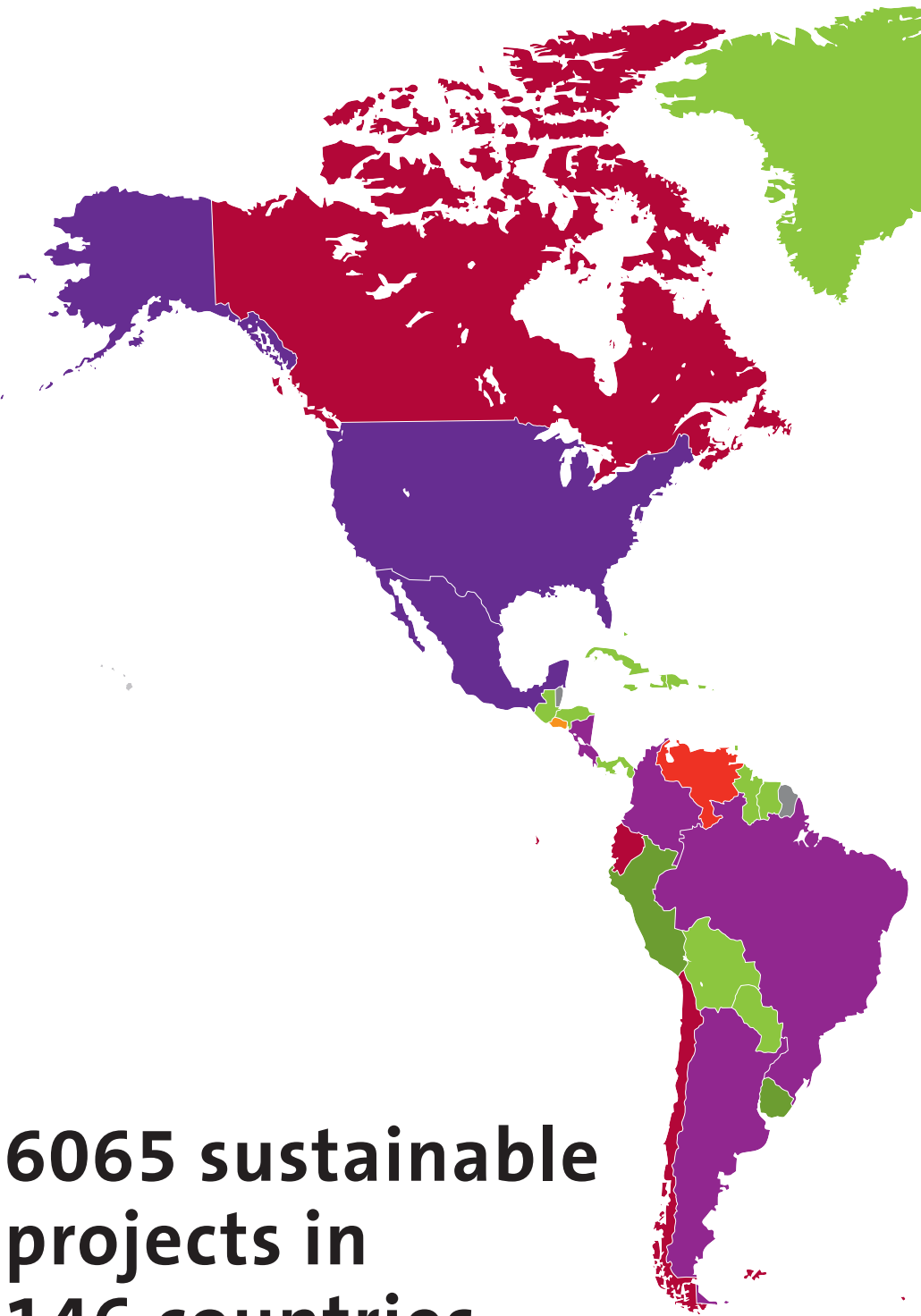
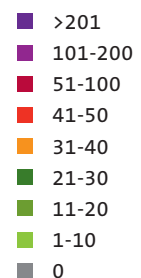
info@holcimfoundation.org
www.holcimfoundation.org

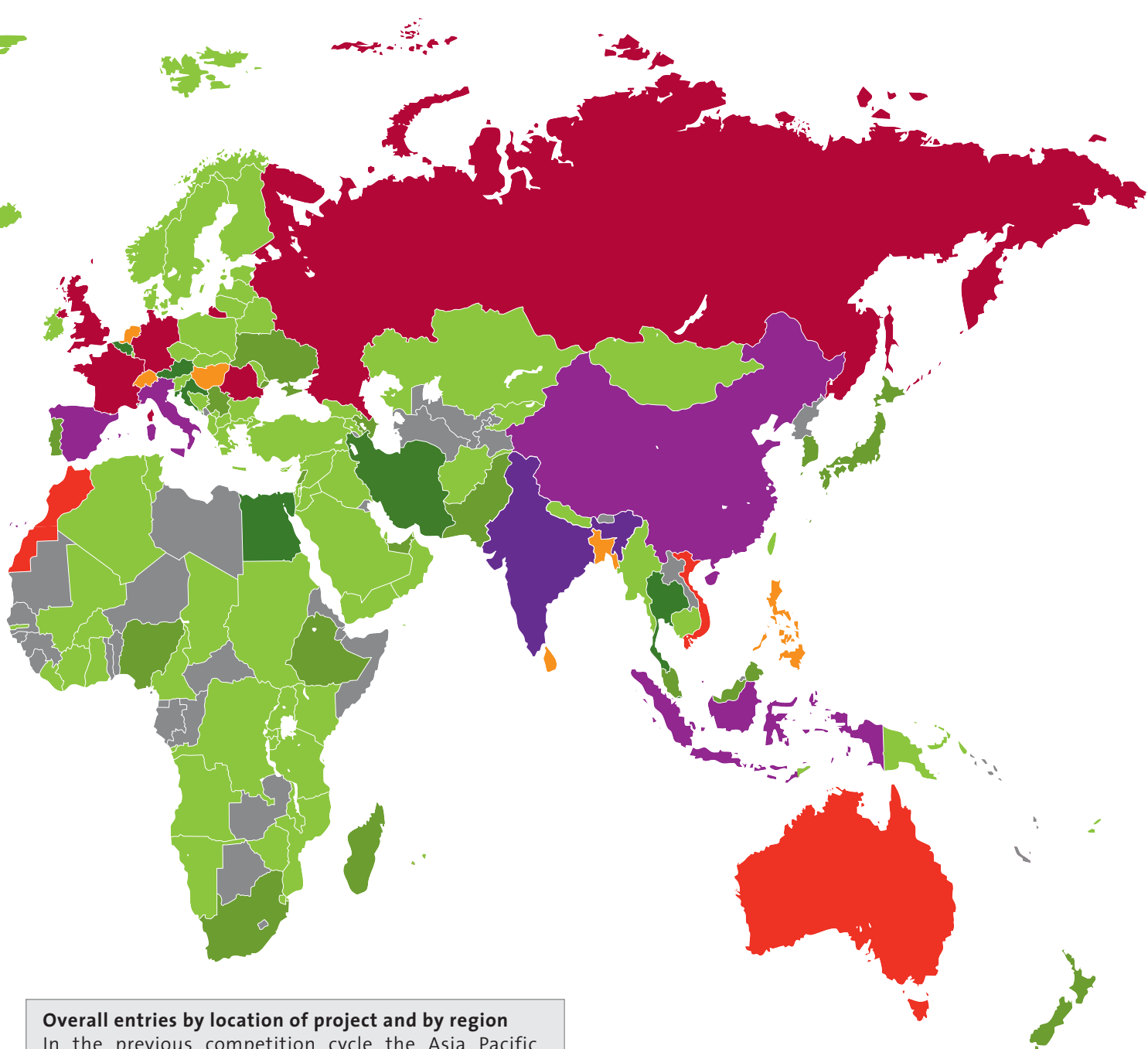


6065 sustainable projects in 146 countries

Overall entries by country of project location

Once again the number of entries in the Holcim Awards competition increased significantly: a total of more than 6000 projects were submitted. They are located in 146 countries – compared with 121 countries three years ago. Thus the Holcim Awards have become even more international; projects from three quarters of all nations on our planet are now participating in the competition. 2251 projects from 126 countries were formally correct; those that now pass the formal examination will be assessed by one of five regional juries.

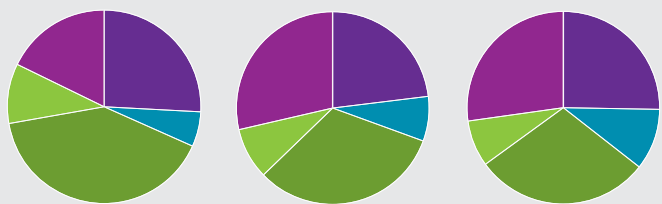




Overall entries by location of project and by region

In the previous competition cycle the Asia Pacific region increased the most; this time it was North America: The number of entries grew by a remarkable 73%. Most of the projects submitted in the main category are situated in the Asia Pacific region; Latin America leads in the “Next Generation” category.

Correct entries 2005 Correct entries 2008 Correct entries 2011

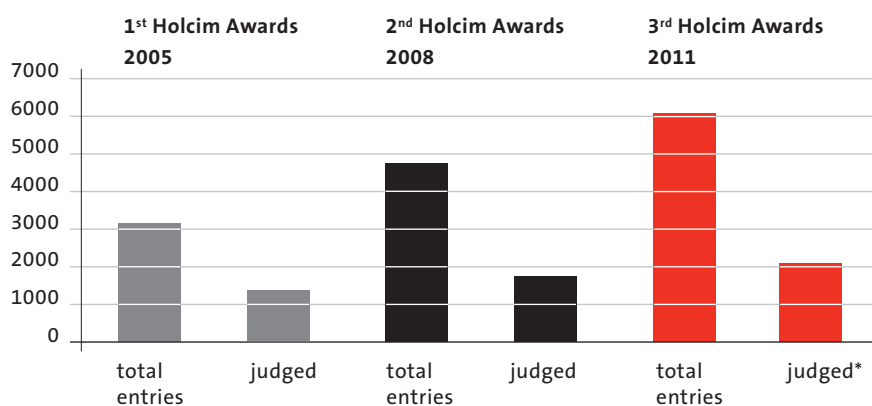


- EUR 378
- NAM 85
- LATAM 588
- AME 144
- APAC 255
- EUR 413
- NAM 133
- LATAM 577
- AME 153
- APAC 508
- EUR 572
- NAM 229
- LATAM 662
- AME 176
- APAC 612

3rd cycle of the Holcim Awards: Facts and figures

Overall entries 2005-2011

The contest for the Holcim Awards is on a continual upswing: The number of entries correctly submitted and approved for the competition is a considerable 26% higher than in 2008. Direct comparisons are difficult since the third competition features a more intuitive entry form that validates submissions more thoroughly to improve the data quality of completed entries.



* Assumption: 10% of the entries will be disqualified in the formal check

Successful promotion by Holcim Group companies

Regarding the regional distribution of the competition registrations there are two statistics: first, where the projects are located, and second, where the main authors come from. These two statistics are not identical because many authors also work in regions other than their home region. For example,

many projects for Africa Middle East were submitted by European, Asian, or North American authors.

For the Group companies of Holcim the question of which countries the authors come from is of particular interest because the Group companies are the ones who locally pro-

mote the Holcim Awards competition. The more a Group company does in its market to motivate building professionals to participate, the greater the response. So it's no surprise that the number of participants from Africa Middle East dropped since Holcim reduced its market position in South Africa.

Countries with the most entries (by origin of project author):

India	1168	
USA	389	
Mexico	277	
China	184	
Italy	164	
Nicaragua	146	
Colombia	143	
Spain	131	
Argentina	128	
Indonesia	122	

To assess the effect of the promotional efforts, the number of entries are correlated with the respective populations. Regarding

this statistic, two countries stand out prominently: Nicaragua and Costa Rica (statistic top of next page).

Countries with most entries per million inhabitants (by origin of project author):

Nicaragua	25.1	
Costa Rica	22.4	
El Salvador	6.0	
Singapore	5.5	
Ecuador	5.5	
Croatia	5.2	
Mauritius	4.7	
Switzerland	4.6	
Romania	4.6	
Hungary	4.0	



■ Main category 1486
■ "Next Generation" 765

Correct entries by category

Also in this competition cycle about a third of all complete entries were submitted in the "Next Generation" category, namely 765 of the total 2251 projects. The Holcim Awards (main category) is open to architects, planners, engineers, project owners, builders, and construction firms that showcase sustainable responses to

technological, environmental, socio-economic, and cultural issues affecting contemporary building and construction. The "Next Generation" (student category) seeks visions and ideas in sustainable construction and is open for student projects created within university programs at the final-year bachelor level or above (including masters and PhD).

Award for the Awards advertising campaign

The Holcim Foundation won an Honorable Mention in the 2011 Architectural Record Excellence in Advertising Awards competition for its global advertising campaign calling for entries in the third cycle of the Holcim Awards competition.

With broad support from numerous Holcim Group companies around the globe, the campaign was conducted simultaneously in 48 countries from the second half of the year 2010 until

March 2011. The advertisements, designed by Schadegg Grafik, Switzerland, appeared in some 500 media titles, including nearly 200 online platforms.

The Architectural Record Excellence in Advertising Awards competition has been conducted annually since 1997. In this design competition a jury of architects looks at both graphics and content of over 150 advertisements to choose the best at cat-

ching their eye. A jury of 14 distinguished architects from firms of all sizes located across the USA selected the finalists, and a final jury of six convened in Chicago to select the prize winners. The awards ceremony was held May 13, 2011 during the American Institute of Architects National Convention and Expo in New Orleans. Paul O'Connor, Marketing and Communications Manager with Holcim US, accepted the award on behalf of the Holcim Foundation.





The big job still lies ahead

The jury members assess every project – and discerningly endorse their favorites. Pictured is the jury for Europe during the second competition cycle 2008/2009.

At noon on March 30, 2011 the hustle and bustle swelled in the offices of the Holcim Foundation and those of the third-party companies it commissioned: A great number of participants added finishing touches to their entries in the Holcim Awards competition just before the deadline. Now the work of the regional juries begins. It is extremely comprehensive and no less demanding.

Chairpersons of the juries for the regional competitions 2011:



Europe
Jürgen Mayer H., Founder and Principal,
J. MAYER H. Architekten, Berlin, Germany



North America
Mohsen Mostafavi, Dean, Harvard
University Graduate School of Design,
Cambridge, USA



From July 1, 2010 to March 30, 2011 building professionals around the world were invited to submit entries via internet for the third cycle of the Holcim Awards competition. Permitted in the competition were projects that had reached an advanced stage of design and for which construction had not begun before July 1, 2010. Participants who registered by March 23 were allowed to continue working on their project documentation until March 30, 2011.

Formal examination

First, all projects undergo formal examination by the specialists of [phase eins]. This Berlin company specializes in project management in architecture and urban develop-

ment, and is responsible already for the third time for technical management of the Holcim Awards. The company is also in charge of numerous other national and international architecture competitions. The team of [phase eins] checks all correctly submitted entries for completeness, and corrects obvious mistakes – such as incorrect country information in the address field or backward pictures. It is also verified, for example, that construction had not begun before the stipulated date, July 1, 2010. Experience from the first two cycles shows that some 10 percent of the initially accepted entries will be disqualified in this formal examination. The projects that pass will then be prepared by [phase eins] for the jury review.

The regional juries

The work of the juries will be extensive – particularly in Asia Pacific, Latin America, and Europe, each region with some 500 projects to assess. The great professionalism of the jury members ensures that in fact every project will be studied and classified according to the target issues. The target issues are the criteria of the Holcim Foundation used for assessing the sustainability of a building project. The five juries will convene in June and July 2011. Each comprises nine respected and independent specialists; during their work, they are supported by the partner universities of the Holcim Foundation. Each jury weights the target issues somewhat differently, in accordance with regional circumstances, because there is a great dif-

ference whether a building is designed for a highly developed country or for a less developed region. To ensure consistency in the assessments, one experienced member of the Management Board of the Holcim Foundation sits on all the juries: Professor Hans-Rudolf Schalcher, Head of the Technical Competence Center (TCC c/o ETH Zurich). The TCC will then intensively scrutinize each identified winner, e.g. to make sure that no prizes are awarded based on incorrect information.

Next: the global competition

The 15 Gold, Silver, and Bronze winners of Regional Holcim Awards will be automatically qualified for the Global Holcim Awards 2012. The global jury, led by renowned architect Enrique Norten, will examine the projects in March 2012 and decide who will receive the Global Holcim Awards Gold, Silver, and Bronze. The Management Board of the Foundation will select up to three Global Holcim Innovation Prizes for technical innovation; nominated are all projects that receive a prize in the five regional competitions in 2011, whether Award, Acknowledgement, or “Next Generation”.

The global jury comprises highly experienced and renowned experts: Aaron Betsky, USA; Mario Botta, Switzerland; Yolanda Kakabadse, Ecuador; Julia Marton-Lefèvre, Switzerland; Rahul Mehrotra, India; Enrique Norten, Mexico; Hans-Rudolf Schalcher, Switzerland; Werner Sobek, Germany; and Rolf Soiron, Switzerland.



Latin America

Carolyn Aguilar-Dubose, Dean of Architecture, Universidad Iberoamericana, Mexico City, Mexico



Africa Middle East

Hashim Sarkis, Principal, Hashim Sarkis Studios, Beirut, Lebanon



Asia Pacific

Wowo Ding, Dean of Architecture, Nanjing University, China



Holcim Awards ceremonies in each region of the world

The upcoming highlights of the third cycle of the Holcim Awards competition are the regional Awards ceremonies: The best projects in all categories are recognized at festive two-day events. The planning of these ceremonies is currently being finalized; in this the Holcim Foundation relies on the dedicated collaboration of the respective Group companies.

Africa Middle East, September 8/9, 2011 in Casablanca
Europe, September 15/16, 2011 in Milan
Latin America, October 6/7, 2011 in Buenos Aires
North America, October 20/21, 2011 in Washington, DC
Asia Pacific, November 24/25, 2011 in Singapore

Categories and prize money

Regional

In each region, Europe, North America, Latin America, Africa Middle East, and Asia Pacific, prize money totaling USD 300,000 will be distributed in three categories:

Regional Holcim Awards:

Holcim Awards Gold: USD 100,000
 Holcim Awards Silver: USD 50,000
 Holcim Awards Bronze: USD 25,000

Acknowledgement Prizes:

Four to six award-worthy projects will be distinguished, ranked just behind the award winners. Total amount per region: USD 75,000.

“Next Generation” Prizes:

In this category students’ visions or concepts are distinguished.

“Next Generation” 1st prize: USD 25,000
 “Next Generation” 2nd prize: USD 15,000
 “Next Generation” 3rd prize: USD 10,000

Global

All winners of a Regional Holcim Awards Gold, Silver, or Bronze automatically compete for the Global Holcim Awards. The 15 projects vie for the following prizes:

Global Holcim Awards:

Global Holcim Awards Gold: USD 200,000
 Global Holcim Awards Silver: USD 100,000
 Global Holcim Awards Bronze: USD 50,000

Global Holcim Innovation Prize:

A sum of USD 150,000 in prize money is set aside for the (technically) most innovative projects of all prize winners of the five regional competitions; from this sum, the Management Board of the Holcim Foundation shall award up to three prizes.

The winners of all global prizes will be announced in the second quarter of 2012.

Holcim Awards on the internet




Those who anxiously follow the decisions of the juries or simply want to remain informed about latest developments of the Holcim Awards no longer need to miss a thing: For several months the Holcim Awards have been represented in the most important social networks.

Everyone who registers at twitter.com/holcimawards for tweets from the Holcim Foundation will receive all the latest announcements on his or her smartphone: deadlines, facts, news, and results. Additional information – for example photos and event announcements – as well as comments of Holcim Awards friends around the world is available on the Facebook page of the Holcim Awards.

Anyone interested can also find video clips on the competition on the Holcim Awards channel on YouTube. The many clips on this website explain the rules of the Holcim Awards and offer a good overview of the last cycle of the competition.

The website www.holcimfoundation.org remains the most important information source. Here one also finds for example the “Events

calendar for sustainable construction”, a summary of the world’s most important events on the subject. Also, the website now offers an overview of the current status of Holcim Award-winning projects at www.holcimprojects.org (see next pages for examples):

-  Planning
-  Under construction
-  Completed



From theory to practice in daily life

An important effect of the Holcim Awards is that the recognition gives many projects the necessary boost to achieve realization. Holcim Awards winners are tangible building projects that sustainably enhance the quality of life of their users. On the following pages we show what has become of some of the winning projects, giving one example from each region. A complete and regularly updated overview is available at www.holcimprojects.org.



Concrete substrates for accelerated coral restoration, Philippines Holcim Awards Silver Asia Pacific 2005

Main Authors: Lemuel Alfeche, Mindanao Polytechnic State College and Ronald Rodriguez, Diamond Marketing, Cagayan de Oro, Philippines

Coral reefs are home to a great number of animal and plant species. But fishing practices, toxic pollutants, and climate change seriously threaten them. Oceanographers estimate that some 20 percent of all reefs have been destroyed and another 35 percent are greatly endangered. Humans can do much to help coral reefs – this is shown by a project that received a Holcim Award in 2005. The designers realized that concrete is an outstanding material for constructing strong scaffolds to support coral colonies: The low acidity of the material accelerates the

growth of coral, which is collected elsewhere and transplanted in the concrete scaffolding. Once established after a few years, the coral can again be “harvested” and transplanted in other areas. The scaffolds consist of precast elements that are easy to transport. The system was first used in Duka Bay in the southern Philippines. The project showed rapid results: After just a few months the coral was flourishing on the scaffolds, and after a year the concrete scaffolding was densely overgrown. The new artificially established reef absorbs a great part of the wave energy and thereby protects the shore against erosion and other ecosystems against flooding. The local population also benefits from the project: Both the biodiversity and numbers of local fish have greatly increased – during just a year by a factor of 16. In 2009 the Holcim Foundation presented a 1:2 scale model of this prize-winning project at an exhibition on the topic “Water” held on Mainau Island in Germany.





**Metropol Parasol, contemporary urban center, Seville, Spain
Holcim Awards Bronze Europe 2005**

Main Authors: Jürgen Mayer H., architect, J. Mayer H., Berlin, Germany, José de la Peña and Carlos Merino, civil engineers, Arup, Madrid, Spain



Seville has a new landmark: the final construction work of Metropol Parasol was completed in April 2011. The newly covered market in the historic city center of Seville occupies a space that had been used as a parking lot. Today giant “parasols” stand on Plaza de la Encarnación. The innovative timber structure, supported by giant concrete pillars, features a polyurethane skin and protects the scene of public life from the ruthless sun of southern Spain. The new design of the square enhances the value of the public space

and fights a longstanding negative trend: Public life had been increasingly shifting out of the city center and into anonymous shopping centers in the suburbs. Now the inner city has a new place that unites several functions: It serves as a covered marketplace for local producers, it provides good access to the nearby metro station and parking garage, it provides a shaded meeting place during the day and a venue for cultural events in the evening; beneath and within the umbrellas various bars and restaurants attract the gregarious population. And last but not least Metropol Parasol is an attractive new tourist destination – beneath the plaza there is also an impressive archaeological site. Metropol Parasol creates a unique link between historic and modern Seville. The project convincingly unites urban design, architecture, and landscape architecture and it fights the loss of high-quality public space in the old town. The main author of the project, which has been exhibited for years in the Museum of Modern Art in New York, is Jürgen Mayer H. who will chair the jury for the third Holcim Awards in Europe.

**School infrastructure from local resources, Vele and Vryheid, South Africa
Holcim Awards Acknowledgement prize Africa Middle East 2008**

Main Authors: Steve Kinsler and Derek van Heerden, architects, East Coast Architects, Durban, South Africa and Gregg Sherkin, Oprah’s Angel Network, Chicago, USA



Education is an important basis of sustainable development. It enables people to understand the problems of our time and to adapt their conduct accordingly. Also in many South African communities programs are being conducted on topics such as energy efficiency, renewable energy, rainwater harvesting, and foodstuff production. It’s important to let even the youngest participate in this knowledge – as is being done at Seven Fountains Primary School in KwaZulu-Natal province. In 2010 the school was one of only three buildings in the whole country to be rec-

ognized with an Award for Excellence by the South African Institute of Architects (SAIA). From design concept to construction materials and methods, the building is exemplary as a school that is organically integrated with its community. “In this encouraging project, sustainability has been achieved at holistic, social, economic, and ecological levels,” states the assessment of the SAIA. The project, which earned a Holcim Acknowledgement prize in 2008, can be easily replicated, as evidenced by the current construction of a further school, Vele High School

in Limpopo province. This project too is firmly rooted in its community: Construction workers and building materials are local, and the campus is designed so that the community and other schools can also use the infrastructure of Vele. Once finished, the high school will feature storage for 150,000 liters of harvested rainwater, 50 square meters of photovoltaic panels for powering computers, and green roofs that provide insulation and small biotopes – as a further example of sustainable management of resources.



**Coastal fog-harvesting tower,
Huasco, Chile**
Holcim Awards “Next Generation”
1st prize Latin America 2008

Main Authors: Alberto Fernández
González and Susana Ortega
Gómez, architects, Santiago, Chile



The inhabitants of the arid Huasco region in northern Chile live from agriculture. To irrigate their fields they need water from the Huasco River. However, in recent years this water supply has become increasingly insufficient to support the necessary farming yields. The search for an alternative resulted in this prize-winning project. The idea was to harness fog, locally known as Camanchaca, as a source of water. 200-meter-tall spiral towers with a wood base, copper scaffolding, and plastic lining were designed to “harvest water”: Water droplets of fog are caught and conducted downward to the base. There the salt is filtered

from the water by reverse osmosis before the water can finally be used. The entire process is powered by the force of gravity and plentiful wind. In February 2010 a prototype was built at 1:10 scale and erected on a hill 460 meters above the sea. The data gathered is promising: The design not only resists winds of up to 50 kilometers per hour, it collects between 140 and 700 liters of water a day with its 71 square meters of surface area. After all the studies are done and the final data evaluated, full-sized towers will be constructed – not only in Huasco, but potentially also in other places with extreme climatic conditions.

**Living with Lakes Center for
freshwater restoration and
research, Sudbury, Canada**
Holcim Awards Bronze North
America 2008

Main Author: John Gunn, scientist,
Laurentian University, Sudbury,
Canada



The Canadian city Sudbury in north Ontario was the scene of a man-made environmental disaster. While mining vast mineral reserves here a great amount of sulfur oxide was emitted; it fell as sulfuric acid to the ground, poisoning 7000 lakes and destroying the vegetation in the area. A rethinking began already decades ago. Today mining is conducted with greater sensitivity; the rolling hills around Sudbury have been replanted with 12 million trees and the lakes cleaned up. Playing an important role in this metamorphosis of the region is Laurentian University, located on the shores of Lake Ramsey, the city’s drinking-water reservoir. Since it was established 20 years ago, the “Cooperative Freshwater Ecology Unit,” a partnership between authorities, the university



and industry, has been dealing with the consequences of acid rain and restoration of the lakes. In 2006 planning began for the “Living with Lakes Center for freshwater restoration and research” (LLC), the new home of the research unit. The two-story lakeside building sets a good example: It has a very small ecological footprint. Wind turbines, solar water heating, rainwater harvesting, wastewater recycling, daylighting, intelligent control systems, and high-efficiency lighting and building systems supply energy or save it. The base of the building consists of limestone, which plays an important role

in the rehabilitation of the excessively acidified soil – because it neutralizes metals. Thanks to the limestone the LLC has a filter effect. “The recognition that the Holcim Awards brought to this project was very important,” says project leader and scientist at Laurentian University, John Gunn. Private and state sponsors consequently committed to support the project with considerable amounts of money. Construction began in June 2009, and the center will open in early summer 2011.

Sowing for others to reap

The Holcim Foundation supports individual exceptional projects and research studies in the field of sustainable construction. The funding of start capital for each project is organized with a Holcim Group company, which also accompanies and monitors the project. Some of the projects are now finished – others are just beginning.

Building for young seniors

Society is becoming increasingly older – and the wishes and needs of seniors are changing rapidly, particularly in industrialized countries. The “young old” of today and tomorrow are active and mobile. Sooner or later, this fact will affect the development of cities and districts. In his dissertation “Third Age Urbanism: Retirement Utopias of the Young-Old”, New Zealand architect **Deane Simpson** investigates the relationships between demographic, social, and urban development – a seldom applied approach. The holistic way of thinking behind this dissertation at the ETH Zurich was one of the reasons the Holcim Foundation supported it with a financial grant at its Forum 2007 in Shanghai.

Deane Simpson shows that already today there are urban structures that have arisen to accommodate the changed third age of life, for example, “The Villages of Florida” near Orlando or “Urbanizaciones” in the Spanish Costa del Sol. “Huis ten Bosch” – a Dutch theme park in Japan that was transformed into a residential complex for seniors – with its spatially-related approach shows trends that are gaining increasing importance also in contemporary work on the aged community, says Simpson. Another consequence of the mobile, linked urbanism of the third age is mobile-home communities for seniors in the USA.

The 240-page research study, finished in 2010, has been praised by respected authorities: Researcher on ageing François Höpflinger, qualifies it as providing “new, sometimes path-breaking theoretical perspectives for understanding current urbanism processes of the third age of life.” Architect and dissertation advisor Marc Angélil, former member of the Management Board of the Holcim Foundation, speaks even of the most enthusiastic judgment he has ever written about a dissertation: “It is an extremely important investigation of the global demographic challenges of our time.”



Building for the “young old”: In his dissertation Deane Simpson studies how changing demographics influences urban development.

The circulation system of the city

In summer 2010 began the study “New York City (Steady) State”, led by New York architect **Michael Sorkin**. The authors are examining the city's metabolism in the areas of energy, construction, mobility, social economics, water, food, air, waste, climate, and production. The history and development of each area are investigated, current needs defined, and ideas for a new metabolism developed accordingly. These are to be based primarily on resources available within the city itself. The goal of the ongoing research project is to develop a master plan for New York based on the paradigm of sustainability. The study was presented in detail at the Holcim Forum 2010 in Mexico City and is supported by the Holcim Foundation with a grant.



Tracking New York City's urban metabolism: Michael Sorkin is studying circulation systems for energy, construction, mobility, social economics, water, food, air, waste, climate, and production. The picture shows the New York architect in a panel discussion at the 2nd International Holcim Forum.

Sustainability for Asian megacities

Asian megacities are growing incessantly – and often ignoring official planning. Therefore, in Agenda 21 a catalog of sustainability indicators has been developed to be used for assessing urban development. Agenda 21 is a development and environmental-political action program that was decided on at the “Rio Conference” in 1992. **Sabrina Krank** studied at the Chair for Sustainable Construction at the ETH Zurich, which was made possible by the Holcim Foundation in 2004. Her dissertation is the first to be finished at this new department. In her study she investigates 16 of the Agenda 21 indicators in relation to five Asian megacities. In 2008 she visited Bangkok, Hyderabad, Ahmedabad, Jakarta, and Shanghai and conducted 50 explorative interviews with government representatives, urban researchers, city planners, and representatives of NGOs. Her analysis of these conversations shows that the problems of sustainable urban development can be chiefly ascribed to a lack of political will and insufficient financial resources. Her findings are published in German and in English, and copies have been given to the cities she studied.



Megacities, particularly in Asia, are growing nearly out of control. For her doctoral thesis Sabrina Krank examined 16 sustainability indicators of the UNO in relation to Bangkok, Hyderabad, Ahmedabad, Jakarta, and Shanghai.



Academic book based on Forum

Proceedings from the Holcim Forum in Mexico City: “Re-inventing Construction”

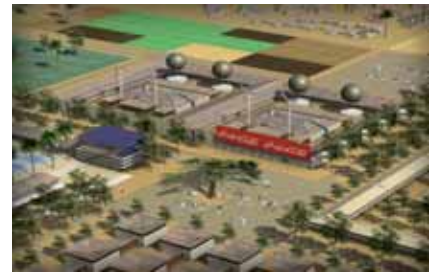
How must architecture, engineering, and construction develop to meet the requirements of sustainable development? This challenging question was investigated by the participants of the third International Holcim Forum 2010 in Mexico City (see “Foundations11”). The symposium was the basis for the 440-page English-language book “Re-inventing Construction”, edited by Ilka Ruby and Andreas Ruby of Berlin with support from the Holcim Foundation and published in December 2010. The book contains articles and case studies by 38 internationally renowned architects, engineers, and academics. It also offers a richly illustrated index with over 230 glossary entries that take the reader on a stimulating journey through the expanding universe of sustainable construction. The book has been very well received by specialist all

over the world and was launched at key events where the Holcim Foundation also took the opportunity to promote the Awards competition: symposium “Towards Zero Emissions” at ETH Zurich in Switzerland (the picture shows the presentation of the book by Benedikt Vonnegut, Secretary of the Executive Committee of Holcim), incorporated into a seminar on sustainable construction commemorating the 55th anniversary of the architectural department of UIA in Mexico City, and as a dedicated evening presentation at AEDES Architetkturforum in Berlin. At each of the events several authors who had contributed to “Re-inventing Construction” presented case studies and elaborated on the content of the publication which ensures that the ideas developed at the Holcim Forum 2010 are widely spread beyond the participants of the event. The book can be ordered directly from the editors at www.ruby-press.com.

Model city in Ethiopia

From 2009 to 2011 the Holcim Foundation is supporting the NEST project with a grant. The concept of NEST – New Energy Self-sufficient Town – in Ethiopia was devised by Swiss architect and urban planner **Franz Oswald**. The professor emeritus of the ETH Zurich coordinates the development work of the interdisciplinary project team for NEST with experts from various fields. NEST is the concept for the pilot city Buranest in Ethiopia, envisioned for 20,000 citizens and as a model city for other settlements. The investments in the suitable infrastructure of the model city should create new income sources for the inhabitants and simultaneously develop their abilities and skills. NEST will efficiently use natural resources for energy recovery, construction, and agriculture, and thanks to comprehensive waste management will incorporate recycling from the start.

The groundbreaking ceremony for Buranest was held June 2010 in the metropolitan district of Addis Ababa, near Bura on Lake Tana. The stimulus for this project was given by the Engineering Capacity Building Program (ECBP). The reform program is being financed by the German government and aims to support the economy and education in Ethiopia. In 2006 the ECBP asked the Architecture department of the ETH Zurich for support and found an open ear with Franz Oswald, who had served for several years as a consultant to Addis Ababa University when it was reforming its architecture curriculum.



Swiss architect and urban planner Franz Oswald is coordinating the development of the sustainable model city NEST.



More than a conference backdrop

Landmarks of sustainable construction at the Holcim Management Meeting 2011 in Zurich

The top managers of the Holcim Group from around the world meet once a year for an alignment and direction-setting meeting. Having promoted the 3rd International Holcim Awards competition at the meeting in 2010, the Holcim Foundation was invited to exhibit a series of projects this year that won a prize in one of the first Awards competitions and have since been completed.

Holcim CEO Markus Akermann emphasized that the Awards are one of the main drivers of building image

and reputation for the Group, and urged meeting attendees to acquaint themselves with the six case studies presented within the meeting room (pictured): One from each region of the world plus the 2009 Gold winning project in Morocco. The Management Meeting was opened with a keynote address on "Future building techniques" by Werner Sobek, an internationally renowned German architect and engineer who had spoken at the Holcim Forum 2010 on issues of sustainable construction and will be a member of the Global Holcim Awards jury in 2012. A comprehensive update on the status of former prize

winning projects from the 1st and 2nd Holcim Awards competitions can be found at www.holcimprojects.org (see also contributions from page 10 in this edition of "Foundations").

Keeping the importance of sustainable construction at top of mind ensures the topic is part of our daily business. In February 2011, the Holcim Foundation hosted its first ever "show and share" booth at the ACM (Aggregates and Construction Materials) Conference in London to encourage high-quality entries in the Holcim Awards competition from construction industry contacts.



Holcim foundation
for sustainable construction