



- Join us for the 9th edition of Sustainable Places -

**28 September - 1 October 2021 | Hybrid Event**  
(virtual + physical sessions in Rome, Italy)

*SP2021 planning hit full stride over July as Calls for Proposals were submitted, the event venue was secured, the Sponsorship Program was designed and thematic plenary mornings took shape for roundtable discussions in Rome. SP2021 is shaping up to continue the event's growth trajectory and impact toward better and more sustainable places.*

### Excellent Response from EU Projects

To date, 127 European Projects will be presenting results and/or clustering in workshop sessions at SP2021. An additional approximate 30 are in discussion. In total, the event looks to aggregate somewhere between €500 million and €1 billion of R&D funding in sustainability. To accommodate this interest, the event opening will be anticipated to the **afternoon of 28 September** (similar to last year) so that additional time is available as opposed to increasing the number of parallel tracks/sessions. The next step for the workshops will be the creation of banners and descriptions to facilitate marketing both on the Sustainable Places webpage and social media channels. Have we missed your project? Let us know so we can add it.



## Event Organizational Team and Partners

We are proud to welcome EUR SpA as a partner of SP2021. EUR SpA is a company operating in the management and development of real estate with in particular the curation of historic and cultural heritage assets which notably include the EUR exposition area of Rome (Esposizione Universale Roma) and operation of a smart district for heating and cooling. In this regard, the **SP2021 venue will be the "Palazzo Dei Congressi"** (the address is "Piazza John Kennedy 1"). The structure is easily accessible from the Airport, is connected to the Rome city center by metro and has ample space for social distancing, networking, parallel tracks, booths for exposition space and the exciting plenary sessions being designed to engage Rome-area built environment stakeholders and guests.



## Sponsorship Program

SP2021 sponsors have the opportunity to position their brand in this unique event at the crossroads of European Research and market implementation in the sustainable built environment. **The sponsorship program is available for download [here](#).** This year's sponsors will benefit from increased visibility with conference growth, professional media coverage, profile appearance in the agenda and post-event book (new), coverage in conference newsletter, coverage in social media and allocation of a digital booth during the event on the event platform Hopin. Sponsorships are also possible for the social program and meal events. Sponsorships make possible to increase event user experience and to invite additional guests or participants to the event that our core audience are trying to reach.

## Administrative aspects

To date, approximately 100 people from the European projects have indicated interest in physical participation with an equal amount currently undecided. We anticipate the plenary sessions and on-site activities to attract a critical mass of participants on site. In September, we'll implement registration processes such that we ensure we stay within facility capacity (appx. 450 respecting COVID social distancing guidelines). Sanitization measures are scheduled and the **"Greenpass" will likely be required.** These measures are not ordinary but are increasingly a part of getting back to work and realizing the benefit of networking and interaction. On the virtual side, virtual workshops will see a big difference in the interactivity of the digital platform this year, onsite physical workshops can stream to go hybrid, and the plenary sessions onsite will be streamed, translated and fully available for online participants. The event will not

be recommending hotels as Rome has such a wide range of possibilities. We anticipate that some delegates will prefer to stay in the EUR area for easier access to the airport and event proximity and that other delegates will want to locate in the Rome center (likely considering metro stop locations).

### Join SP2021

There is still plenty of time to get involved with Sustainable Places 2021. If you have an idea or interest in making an activity within the event, contact us at [sustainableplaces@r2msolution.com](mailto:sustainableplaces@r2msolution.com).

### SP2021 partners:



Learn more about Sustainable Places at  
[www.sustainableplaces.eu](http://www.sustainableplaces.eu)