

COMMUNICATION & SOCIAL AWARENESS CONTEST

The objective of the Communication & Social Awareness Jury is to assess the Team's capacity to transmit the Competition's relevant topics (sustainability, innovation and energy efficiency) as well as those ideas that define the Team's project identity. Emphasis is placed on communicating these themes in creative, effective and efficient ways, adapting messages to specific target groups, avoiding any exclusion. A total of 80 points will be awarded by the Jury for this contest.

The Communication & Social Awareness Jury will also evaluate the Innovation in Communication & Social Awareness by assessing all novel initiatives proposed to increase the effectiveness of communication, attract public attention, and disseminate clear messages regarding the need for responsible use of energy, sustainable construction and the use of renewable energy. A total of 10 points (out of 80 points) will be awarded by the Jury for this contest.

President – Marie-Hélène CONTAL



Marie-Hélène Contal studied architecture in Nancy and political sciences and urbanism in Paris, taking her diploma in 1981. She was an architectural critic and state counselor of public building projects of the ministry of Emile Biasini, guiding the cultural projects of the Grands Travaux up to 2001, when she was named deputy director of the French Institute of Architecture at the Cité de l'Architecture, Paris. Since then she is responsible for the scientific and didactic actions, planning nationally and internationally remarked expositions, symposiums and publications, as "Constructive Provocation" about the Austrian region Vorarlberg, "Ecological Living" with Dominique Gauzin-Mueller. Her critic work about the role of the planner and architect in a contemporary urban and political context that moves towards sustainability is published in all European countries and translated in the major languages. On behalf of the European program "EU Culture 2000" she has signed the biennial gau:di Student Competition on Sustainable Architecture, supporting the teaching of architecture through the experience of making and is exposed at every Venetian Architecture Biennale, 2006-2012. She is curator in 2014 of the exhibition "Réenchanter le Monde", manifesto exhibition conceived with the 35 awarded architects of the Global Award for Sustainable Architecture.

Assessor – Theresa NAHAN



Ruby Theresa NAHAN is an award-winning communications consultant specializing in renewable energy and energy efficiency. She has managed a large variety of marketing and communications efforts for the U.S. Department of Energy and the National Renewable Energy Laboratory, as well as private-sector clients. Ruby was a founding member of the team that developed the original Solar Decathlon in the United States. As the Communications Project Manager, she played a critical role in developing the first event in 2002. She also developed and delivered the public event, communications, and education strategies for the 2005 and 2007 events. In addition to her work on Solar Decathlon, Ruby has been responsible for the marketing strategies for solar, wind and buildings research and development programs. Ruby is the recipient of a 2012 best application user interface of the

year award from Jakob Nielsen for an online climate action planning tool for colleges and universities. She received a 2008 Silver Quill Award of Excellence from the International Association of Business Communicators for her work on Solar Decathlon. Ruby has a B.A. in English from the University of Colorado and is the owner of Nahan Communications in Ashland, Oregon.

Assessor – Yolanda SAN ROMÁN



Yolanda SAN ROMÁN is the Founder and CEO of QMS Comunicación. She holds a MBA degree from E.A.P. currently ESCP Europe. She also holds a Bachelor degree in Marketing and Business Administration. She has developed her professional career mainly in the Marketing and Public Relations fields. She began her marketing career, as part of the countertrade programs of Northrop International Aircraft, helping Spanish companies to export their products all over the world. She has worked with companies such as Price Waterhouse, General Electric and HP. While working with Barclays Bank, she was responsible for the launch of Barclays Bank in France and for introducing all the fidelity programs for bank credit cards. She later managed PR responsibilities and all relationship with media. In 2003, she created her own PR agency, where she has developed award-winning projects. From 2009-2012, she was in charge of the Communication and Public Relations plan for the SD Europe in Spain, obtaining an incredible brand awareness, with over 4100 appearances in TV, Radio and Press and On-line.