

THE INTERNATIONAL CONTEST MODERNIZATION OF THE YEAR EUROPEAN AWARD



PARTNERSHIP
PROPOSAL



RADOMSKO, Multi-family residential building



KOZIENCICE, Artistic and Cultural Center



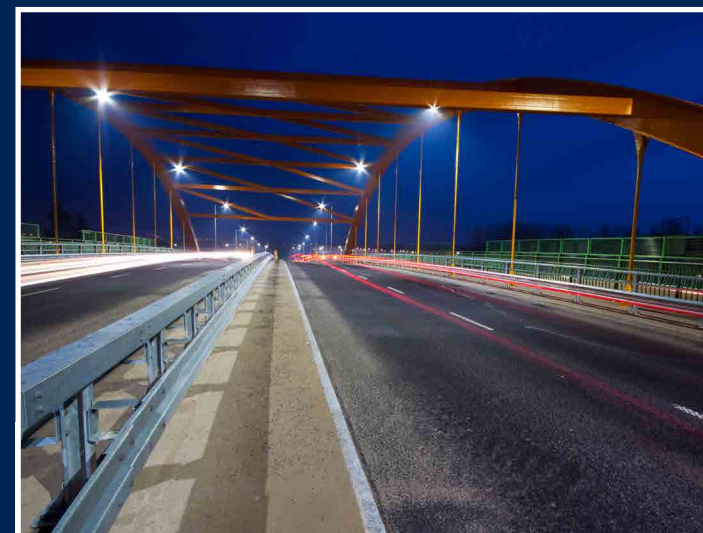
WEJHEROWO, Walking trail, Sobieskiego-Harcerska streets



WARSZAWA, Courtyard of the Warsaw University of Technology



ZIELONA GÓRA, Water Pumping Station



SLUPSK, Road No. 21

What is modernization?

Modernization means: upgrading, renovation, reconstruction, expansion, conversion, restoration works, revitalization, repair, changes in landscapes and space.

Why is modernization so important for Europe?

- Modernization equals to rescuing architectural material European heritage, preserving original building values, protection of contemporary cultural property, functionality of the modernized and converted buildings, protection of built-up and revitalized areas, modernity of project solutions, high quality of performance of works, use of new high quality construction materials.
- Its is building up social identity and awareness, creating indissoluble connection with a region, combining achievements of past generations with a modern look at reality.
- It means changing human mentality, implementation of new technologies, while keeping memories about people who created the space around us before.

What is the “European Award” Contest?

This is the contest which draws new trends in construction as well as promotes the best modernizations in Europe. In the Contest we **award investors, contractors and designers** for a particular completion as **common work of all the three subjects**. It single the “European Award” contest out compared to other events addresses only to one target group, i.e. architects. The aim of the Contest is to select and award construction undertakings: modernization and construction of new objects in urban space completed in a particular year, characterized by specific virtues: Functional, urban, aesthetic and practical.

Nevertheless ARCHITECTURE exists.
The most beautiful and wonderful thing.
The product of happy nations
- the thing that makes the nations happy.
Happy cities have the architecture.
Le Corbusier, a Swiss architect

Contest categories

The objects in the Contest are divided into categories:

Public utility	Sport and leisure	Engineering and industrial buildings	Health
Accommodation facilities	Hotel and tourism buildings	Environmental protection	Urban areas
Culture and sport	Monuments	Roads and bridges	Interior
New objects in urban space	Education	Elevations and thermal improvement	Green areas

In each Contest category one awards with : The title of “European Award” and the “European Award” distinction

The criteria for the assessment

The Organizing Committee appoints the Jury and approves together with the Chapter of the Contest its working arrangements. The Jury includes experts from the following circles: **construction, design, self-government, representatives of media as well as owners of the building in a particular category (e.g. Environmental protection)**. Decisions made by the Jury are substantially supported by representatives of research centers, institutions, non-governmental organizations cooperating with the Contest. The subjects of the Jury's assessment are:

- The level of architectural and urban solutions
- The functionality of modernized and converted buildings
- The level of keeping the architecture and other historic elements
- Modernity of the used technology
- Application of a new technique in implementation and technological processes.
- The quality of used materials (durability, aesthetics)
- Modernity and effectiveness of technological processes
- The ecological effects obtained (concerns the environmental protection objects)
- Taking into account accessibility for people with disabilities
- Public perception

The Jury visits all the buildings qualified to the Contest's final, analyses, selects, assess and then indicates the awards. Decisions of the Jury are taken by the majority and in the event of a tied vote, the Chairman shall have the casting vote. The final minutes of the Jury's meeting signed by all its members is a document that finally adjudicates the Contest.

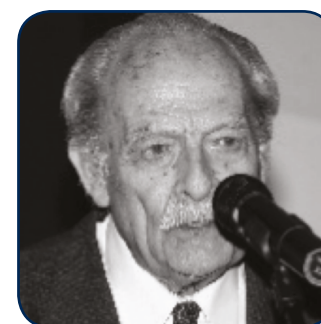
Leading Polish ideologists of the Modernization of the Year - European Award:



Prof. dr hab. Lech Zimowski - an academic teacher at the Poznań University of Technology since 1963. He worked as a director in the Institute of Architecture and Planning. He actively participated in scientific and trade organizations (inter alia, Polska Akademia Nauk Oddz. w Poznaniu, Komisja Urbanistyki i Planowania Przestrzennego, przewodniczący od 1984 (medals Naturae Tutela, PAN); Towarzystwo Wiedzy Powszechnej, UNESCO MAB 11 - Man nad Biosphere, Working Group Urban Systems, President (World). EUEA - European Union of Engineers, Architects Planners, President. EUMC - European Union of Midsized Companies, Vicepresident. He was awarded with Officer's Cross of the Order of POLONIA RESTITUTA (3 November 1995).



Prof. dr hab. inż. Adam Podhorecki - pro-vice chancellor of the UTP University of Science and Technology in Bydgoszcz, the director of the Construction mechanics Department since 1997. He is active within the Polish Chamber of Civil Engineers, he is also a member of scientific councils of journals such as „Electronic Journal of Polish Agricultural Civil Engineering” and „Acta Scientiarum Polonorum, Architectura” and a chairman of organizing and scientific committees of the international scientific conference „Ralph Modjeski Conference on Bridges – Tradition and Future”.



dr Tadeusz Maria Rudkowski - belonged to a small group of founders of the the Society for the Protection of the Monuments as a chairman and vice-chairman of many years' standing. One shall notice here also his honorary membership in the ICOMOS - International Council on Monuments and Sites. He had managed the scientific and conservation department in the State Studios for Conservation of Cultural Property for many years. Care of Polish cemeteries in the former Eastern borderlands activist. Tadeusz M. Rudkowski was an author of 120 scientific publications.



mgr Zbigniew Bachman - the president of the “Wszechnica Budowlana” Foundation, an advisor of the Poznań International Fair. The president of the the Founders' Council of the Construction Law European Institute, the head of Program Council of the Materiały Budowlane monthly magazine. The founder of the Polish Industrial and Commercial Chamber of Construction and its director of many years' standing. An outstanding analyst of the European construction market, an organizer of collective exposition of companies, among others in Kiev, Munich, Berlin, Bruxelles, Chicago.



inż. Roman Piłkuła - a structural engineer, economic self-government in Poland activist for 21 years and promotion of the economy in the country and abroad activist. The originator and co-founder of the Polish Chamber of Railway Equipment Producers and Railway Service Providers, the Protection of National Material Heritage Association whose president he has been for many years. He participated in forming the Polish Industrial and Commercial Chamber of Construction. In 2011 he was awarded with the Polish Academy of Science „NATURAE TUTELA RES NECESSARIA HOMINUM PRO REGIONALIBUS ET URBANIS STUDIIS” medal.

The Award Committee

In accordance with the terms and conditions of the **"European Award" Contest**, its prizewinners will get the right to participate in works of the Contest's Council. The members of the Contest's Council constitute an elite group of people who have an impact on the course of subsequent editions of the Contest and thus on shaping tendencies and directions of the construction industry. The Contest's Council applies to institutions of countries for amendments in the law as well as gives its opinions, submit comments related to new projects and legislative solutions. For the members of this respectable circle, one organizes the "Modernization of the Year" Contest in accordance with a over twenty-year tradition, **annual meeting of the Council**. On the meeting very important decisions for the Contest and construction industry are made. The Council's meeting is connected with seminars and sessions of the Protection of National Material Heritage Association.



We have been trying educate in the scope of universal design for many years through the organized seminars under the name of **"Revitalization of public space - architecture without barriers"**. It will be already 6th edition of this panel supported by the institutions taking care of adjusting building for disabled persons in terms of their statutes. The members gathered on the meetings present this issue for a practical point of view.

The organized seminars mean also professional trainings concerning funds allocated for renovations and modernization.

First European Award

The idea of opening to other countries was started among the award winners - the members of the Chapter.

On 24 August 2017 in the Royal Castle in Warsaw, one gave the **European Award** for the first time. JSV "Belzarubezhstroy" from Minsk - an investor, contractor and designer of the particle and cement boards factory in Krichev, was awarded with the **"European Award"** and golden statuette. Awarding the European Award opened a new chapter in presentation of the best achievements of the countries located in the Middle and Eastern Europe. Undoubtedly in our region of Europe, there are many more excellent modernizations, renovations, revitalization of areas as well as constructions of new buildings in urban space. It is a chance and an incentive for getting interested in market by many investors, contractors and manufacturers from all over Europe.



The predicted scope of the "European Award" brand

Based on the scope of the "Modernization of the Year"

Prestige of the Contest and its scope have been developed constantly for 22 years. Higher and higher number of the applications send confirm that our surrounding has been changing favorably and proves the contribution to the development of civilization. Similar to the Contest one initiates local municipal contests promoting local initiatives and achievements.

- 10558 implementations submitted 1398 implementations in the Finals

- 5 patronages of the Ministers,
6 cooperation with institutions,
7 media patronages,
14 academic patronages

Polish and foreign investments taking part in the Contest

270 000 - visits the website

150 000 - press circulation

100 000 - mailing

150 000 - visits on Facebook

93 500 - the scope of a post in geo-targeting campaign

20 000 - visits on YouTube

Almost 1 000 000

audience annually!

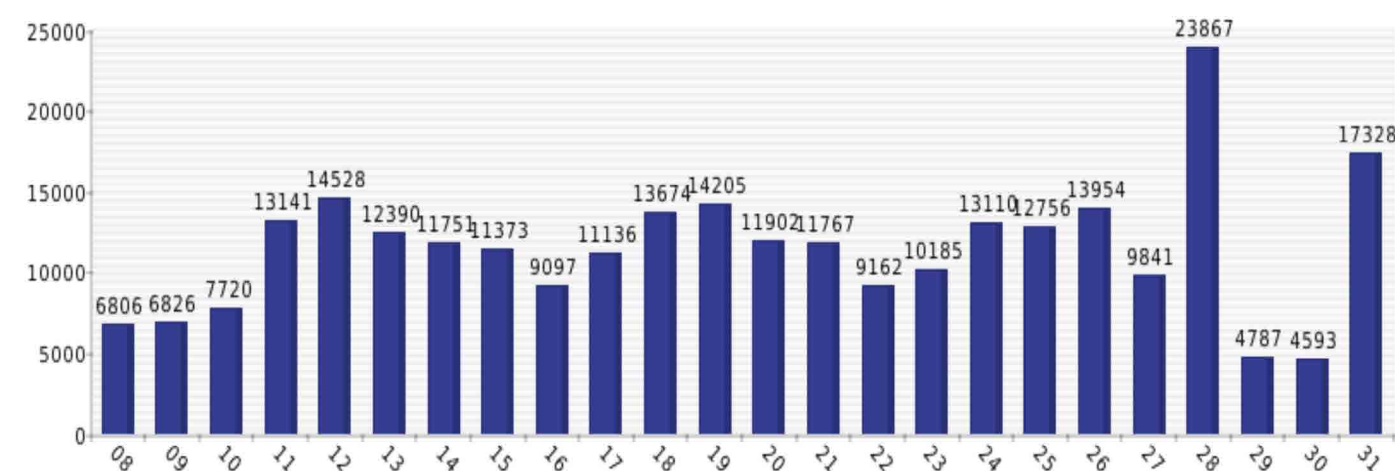


Chart: Daily modernizacja roku.org.pl website traffic in July.

Rules for participation

Name and mark of the Contest are legally protected.

Applications are made on specimen available on the website www.europeanaward.eu. There are also rules concerning organization of the Contest included. Two-stage proceedings

- Stage I - consists in formal consideration of the application.
- It has to be modernization, renovation, alteration of a building, new building in urban space
 - Completion must take place in a given year, suitable for the ongoing edition
 - Separate record of documents is kept for each building submitted for the Contest.

- The entry for the Contest shall include:
- Building Submission Sheet for the I Stage of the Contest
 - 5 pictures (max 500 kB)
 - Submission to the I Stage is free of charge

Stage II - an assessment of an object on the basis of an analysis of obtained documents as well as an on-site visit. The Jury of the Contest will inform the participants about results of this stage.

- The entry for the Contest shall include:
- The declaration on participation in the Contest
 - Basic data characterizing the modernization,
 - description and photos of a facility taken before and after the modernization.
 - The entity submitting a facility shall pay the following amounts for the organizational costs of the Contest:

(EUR) 795 PLN 3,000	for the construction with outlays of up to PLN 250 000, PLN, 62 500 (EUR)
(EUR) 1195 PLN 4,500	for the construction with outlays of up to PLN 500 000, PLN, 125 000 (EUR)
(EUR) 1395 PLN 5,500	for the construction with outlays of up to PLN 1 000 000, PLN, 125 000 (EUR)
(EUR) 1795 PLN 7,000	for the construction with outlays of up to PLN 2.5 000 000, PLN, 625 000 (EUR)
(EUR) 2195 PLN 8 500	for the construction with outlays of up to PLN 5 000 000, PLN, 1 250 000 (EUR)
(EUR) 2495 PLN 9,900	for the construction with outlays of up to PLN 5 000 000, PLN, 1 250 000 (EUR)

Exchange rates*:	
1 euro (EUR) = 4.2331 (PLN)	1 PLN = 0.24 EUR
1United States dollar (USD) = 3.63 (PLN)	1 PLN = 0.28 USD
1 Russian ruble (RUB) = 0.06 PLN	1 PLN = 16.31 RUB
1 forint (HUF) = 0.01 PLN	1 PLN = 73.78 HUF
1 Czech koruna (CZK) = 0.17 PLN	1 PLN = 6.04 CZK

In the Contest fee an investor, contractor, designer may participate. - *Exchange rate at 13 November 2017

The Contest is held by the Organizing Committee appointed by the organizers. Please send applications through e-mail: office@europeanaward.eu

Award - Golden Statuette - “European Awards” title



Registered trademark
is protected by law with
the exclusive right number 177204
Vienna Classification number 270505

The golden statuette just like golden division, golden ratio and harmony are one of the fundamental determinants which were taken into account by the authors both the main award “European award” title and golden “Modulors” awarded for special achievements.

The symbol of the all-Poland “Modernization of the Year” Contest and now the “European Award” Contest designed twenty years ago by Stanisław Lejkowski who is a distinguished visual artist is not devoid of ideological basis which motivated the authors. A Swiss architect Le Corbusier was a model as he used golden ratio in his anthropometric scale of proportions - Modulor. He considered thos system as the continuation of long Vitruvius’ tradition, „Vitruvian Man” by Leonardo da Vinci, works of Leon Battista Alberti and others who used proportions of human body to improve appearance and functionality of the architecture. In the statuette “Modulor” symbolically opens golden gate to everyone who has found his proportions in modernizations. A leaf so characteristic for the outline of this desired award constitute laurels compared to those which were given to Ancient winners.

The best implementation are borne in collaboration between an investor, a contractor and a designer - they have to find golden mean to win and get the “Modernization of the Year” title.

The award is given to all entities which take part in the construction process, the modernization: an investor, a contractor and a designer. Ceremonial announcement of results and award gala is held in August at the Royal Castle in Warsaw.

In the Contest one anticipates two stages of awarding and a special award
I Class means awarding with the “European Award” title. The award-winners will be given golden statuettes, certificates of merit, invitations to the Chapter and wide promotion.
II Class means awarding with the certificate of merit - a nomination for the “European Award” in each category for all 3 participants of the modernization process as well as promotion free of charge.

Special Award: means awarding award or distinction by individual organizers of the Contest, sponsors, patrons, media patrons, public institutions and the Ward Committee. It is also given by the Jury of the Contest in agreement with sponsors and the patron. The awards are of honor, material or financial. They are given along with the main awards during the ceremonial adjudication of the Contest.

The Award Winner is entitled to place an information board on the awarded facility with the following inscription: The “European Award 2017” title as well as it has the right to use the logo of the Contest in its promotional and marketing materials.

OFFER

1. For a supporting partner (information)

A supporting partner (information) may be an institution, an organization, an enterprise, but also a private person.

- Recommendation of a facility to participate in the „European Award” - filling up a submission sheet.
Recommendation of a facility shall not oblige an investor, a contractor, a designer to participate in the second stage of the Contest and is free of charge.
- Placing information and the Partner's logotype on websites, in promotional materials

In Poland these are the institutions such as e.g. **Road and Bridge Research Institute or Association of Polish Counties due to their store of information about current implementation, indicate modernizations and new buildings in urban space worth appreciating.** A foreign partner is already Republican Unitary Scientific-Research Enterprise for Construction "Institute BelNIIS" - as a body of the Ministry of Architecture and Construction of the Republic of Belarus.

2. For a scientific partner

A scientific partner may be research and development units, institutes, scientific entities:

- Support on the scientific side in selecting the best implementation
- Participation in works of the Jury during inspections of the submitted facilities
- Participation in seminars, presentation of results and scientific achievements
- Cooperation with the business sector in a form of factual support provided to construction companies
- Placing the Partner's logotype on the website

3. For a media partner

- Making the advertising or information space available for the purpose of promoting the Contest or accompanying events
- Placing the Contest's logotype - "statuette" on the Partner's website
- Participation in the ceremonial gala, the Royal Castle in Warsaw
- Participation in meetings of the Ward Committee
- Participation and presentation of other events related to the Contest's activity
- In turn the partner providing patronage for the Contest is promoted in the context of a given event.
The Partner's logotypes will be placed on websites, promotional materials and the Partner will be informed in advance about the events connected with the Contest (page "press" on the website)

4. For a partner - an organizer of the Contest in European countries

- A partner (an enterprise, an institution) contributes to the Contest in the territory of its country, reaching with the undertaking's idea to construction companies and institutions working in the field of construction and architecture.
- The partner has exclusivity to organization and promotion of the "European Award" European Contest in its country.
- Tasks:
 - o Adaptation of letters to the conditions of its country due to specificity
 - o Preparation of a brochure, a leaflet promoting 2nd edition of the "European Award"
 - o Development of construction companies, institutions, possible interested entities database
 - o Sending letters by regular mail, e-mail, fax, telemarketing
 - o Communication with partners: chambers, associations, ministers, colleges; cooperation with media (the press, radio, television, web portals)
 - o Edition of the website and Facebook
 - o Collecting applications to the Contest in own country
 - I Stage: free of charge
 - II Stage: contest contribution for participants, financial participation of the Organizers

Presentation of the awards:

1. A transitional stage: - presentation of the European Award during the "MY" ceremony the Royal Castle in Warsaw
2. Basic stage: - presentation of the European Award at during a separate "European Award" ceremony
 - As the head office in Poland we provide solutions, methods and measures necessary for the development of the undertaking. It creates an unique chance for companies and institutions form the partner country to win recognition both in its country as well as on the international scene.
 - A over twenty-year tradition of the "Modernization of the Year" in Poland confirms that the „European Award – Modernization of the Year" is a chance for you and your market.

Profits related to the participation in the European Award

- A new way to reach clients from all over Europe.
- Playing a role of a coordinator of ideological actions, a patron of the culture supporting the idea of protection of monuments
- Playing a role of an initiator activating local societies to make them taking care of surroundings
- Playing a role of a promoter of the idea of adoption of facilities to the needs of persons with reduced mobility - the ideas become a part of the principles of universal design
- Obtaining exclusivity to organize the Contest in the country
- Broadening the group of individual recipients of the partner's actions

Profits based on the Polish edition of the “Modernization of the Year”

- A foreign organizer's logotype placed on the Contest's website
- A foreign organizer's logotype placed in brochures, leaflets, printed letters and in the electronic version (approx. 50 thousand printed matter) send to people potentially interested in the Contest.
- A foreign organizer's logotype placed in the Rzeczpospolita daily
- A foreign organizer's logotype placed in supporting magazines - ROM-DOM, Materiały Budowlane, Murator
- Participation in the announcement of results and presentation of awards ceremony at the Royal Castle in Warsaw
- Presentation of actions undertaken by a foreign organizer of the Contest in multimedia presentation during the presentation of awards
- Movie of the awarding ceremony and artistic performances at the Royal Castle
- Placing wide information about the Foreign Organizer of the Contest on the following websites www.europeanaward.eu, www.modernizacjaroku.org.pl
- Placing wide information about the Foreign Organizer of the Contest on the following website www.targi-pom.com.pl
- Placing wide information about the Foreign Organizer of the Contest on the following website www.romdom.pl
- Articles in numbers of the all-Poland Construction Magazine Rom-Dom
- An article in the post-Contest catalogue
- Participation in meetings of the Ward Committee and associated seminars
- Preparation of geotargeting in social media
- An interview - an article in the “Modernizacja Roku” supplement to the Rzeczpospolita daily with edition of: 60 thousand copies – A4
- Presentation of the Foreign Organizer at the Construction Fair in Poland
- Presentation on websites and conventions of the Contest's partners: The General Assembly of the Association of Polish Counties, Association of Polish Cities
- Participation of representatives of the Contest's Foreign Organizer in the Jury's works
- The Partners are entitled to award their prize in the Contest on the Jury's request

Rules of cooperation - Funding

1. Fixed amount which will be allot to each edition of the Contest. Every year it will be increased by the amount gained as a bonus form the gathered facilities.
2. Franchising
3. A partner's offers - an individual agreement.

Promotional actions included in this offer begin at the moment of signing this agreement or in case of media patronage - agreement.

Public perception

- The Contest presents implementations important for local communities, enabling voting in the Internet poll (from May till August) which helps to integrate the residents.
- Some implementations become a source of inspiration for others. The Contest stimulates development, accelerates another investments
- In the Contest numerous facilities which are erected from ruins, e.g. A closed shop, a squalid train station, have been participating in the „European Award” Contest.



„Modernization of the Year 2016” award in the category „gastronomy” for Banquet and Conference Center „Bonczyk” Mysłowice

- The “European Award” Jury not only is concentrating on the construction aspect but also appreciates the social overtone and legitimacy of erecting such a facility. The modernization must make sense and meet its objective.
- Very often excellent modernizations constitute rich cultural offer, interesting museum exhibitions, centers where one cultivates or reconstructs traditions of given regions, which corresponds with the cultural overtone. From large centers with the international character such as the seat of the Polish National Song and Dance Ensemble „Śląsk” in memory of Stanisław Hadyna or the Centre for the Documentation of the Art of Tadeusz Kantor CRICOTEKA in Kraków and the Straszyn cultural centre which was created in the former PKP railway station.

Cultural overtone

- Polish National Song and Dance Ensemble „Śląsk” in memory of Stanisław Hadyna graces the announcement of results and presentation of awards ceremony.
- The implementations participating in the Contest include cultural facilities, cinemas, theatres, opera houses, cultural centers - functionality and utility of these facilities are the only assessment criteria.
- Wide cooperation with the Opera Śląska in Bytom (the prizewinner of MY 2016), Polish National Song and Dance Ensemble „Śląsk” in memory of Stanisław Hadyna, the Creativity Centre in Zielona Góra, the Gdańsk History Museum.



Scientific importance

- Since the beginning of our activity, we have been supported with experience and knowledge by experts in the field of construction, environmental protection, conservation of monuments and history of art.
- Patronages of: The Czestochowa University of Technology, the Bialystok University of Technology, the Gdańsk University of Technology, the Koszalin University of Technology, the Tadeusz Kościuszko Cracow University of Technology, the Lodz University of Technology, the Ignacy Łukasiewicz Rzeszow University of Technology, the Silesian University of Technology, the Kielce University of Technology, the Wrocław University of Technology, University of Bielsko-Biała, Universitas Opoliensis, the Kazimierz Pulaski University of Technology and Humanities in Radom, the West Pomeranian University of Technology in Szczecin
- Close cooperation between the research community and business sector
- Qualitative support during the Jury's works and selection of the best construction implementations

Who organizes?

Targi Pomorskie
on behalf of the protection of National Material Heritage Association
Address: ul. Hetmańska 38, 85- 039 Bydgoszcz
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Fax +48 52 322 67 70
E-mail: office@europeanaward.eu
Working hours:
7.30 a.m. to 3.30 p.m. (Monday-Friday)



THE POLISH CONTEST MODERNIZACJA ROKU



XXI edition

XXI edition of the Contest „Modernization of the Year”
was held under the patronage of:

Ministry of Infrastructure and Construction
Chief Inspector of Environmental Protection
General Inspector of Building Control
Head of the Parliamentary Infrastructure Committee
Undersecretary of State Jan Widera, Ministry of Sport and Tourism
Road and Bridge Research Institute
Marshal of the Opolskie Voivodeship

STRATEGIC MEDIA PARTNER

RZECZPOSPOLITA

Office of the Contest “Modernization of the Year”
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e-mail: office@modernizacjaroku.org.pl
www.modernizacjaroku.org.pl/280-european_award.html
https://www.facebook.com/modernizacjaroku



Scientific patronage:

Częstochowa University of Technology
Białystok Technical University
Gdańsk University of Technology
Koszalin University of Technology
Cracow University of Technology Tadeusz Kosciuszko
Technical University of Lodz
Rzeszów University of Technology Ignacy Łukasiewicz
Silesian University of Technology
Kielce University of Technology
Wrocław University of Technology
University of Bielsko-Biała
University of Opole
University of Technology and Life Sciences in Radom
West Pomeranian University of Technology in Szczecin



Media patronage:

RZECZPOSPOLITA

MATERIAŁY BUDOWLANE
technologia • rynek • wykonawstwo

LAS POLSKI
Dwutygodnik leśników i przyjaciół lasu

MAGAZYN AUTOSTRADY
Budownictwo dróg i autostrad

kruszywa

remont odbudowa modernizacja
rom dom

55 profile
OGÓLNOPOLSKI DWUTYGODNIK BUDOWLANY

Cooperation:

Union of Polish Districts

Polish Chamber of Commerce
and Industry

Foundation “Wszechnica
Budowlana”

Institute BeNIIS RUE



