

MEMO

Green Dot Awards – Proximity – The Treehouse

1. Background and contact information about your business, organisation, or company

Proximity BBDO Brussels is a communications agency which is part of a global digital, direct and CRM network. (It's in 69 countries, and is part of the Omnicom group).

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2. Detailed explanation of the entry to include

Our client, SAPPI, (a world player in paper production), asked us to come up with a campaign communicating their strong belief in sustainability with their clients, organisations and companies.

The problem is: everybody talks about sustainability. So we didn't go for a classic B-to-B approach preaching our belief. **We walked the talk!**

3. What the entry is and its intended use.

Together, with four other parties, we joined forces in a unique partnership to stimulate companies, politicians and organisations to embrace sustainability in their daily activities. What better way to do this than to build a **treehouse?**

According to the international paper producer **Sappi, which started a project with Proximity BBDO**, their communications agency, a treehouse **would make their sustainability efforts more tangible, more real, and a true source of inspiration for others to follow.**

The Flemish Forest and Nature Agency and the commune of Hechtel-Eksel, part of Bosland, were quickly sold on the idea to create this project on their premises and enthusiastically embraced the concept.

All with **one vision: environmental quality and social responsibility for the benefit of people, planet and prosperity.**

The Treehouse helps to bridge the gap between economy and ecology.

Merging public and commercial parties isn't always the easiest partnership, but in this case it has proven to be a fruitful one. A bit more than one year after the initial idea was conceived, The TREEHOUSE is now a reality.

The TREEHOUSE isn't just any treehouse. It's a small architectural wonder equipped with state-of-the-art eco facilities located in the forests of Hechtel-Eksel.

The TREEHOUSE is the ideal place to hold break-out sessions where businesses can brainstorm about the importance sustainability to their company and ways they can improve to build a better future for the planet. It is the perfect location for scientific research and relevant presentations.

Finally, **The TREEHOUSE is also an online platform** where people can share ideas from their brainstorming sessions which can lead to interesting cross-pollination.

4. How the entry is manufactured and delivered to consumers.

The major image of the design is a sheet of paper that is pleated and encloses both interior and exterior spaces.

The Treehouse is based on five elements: two cabins on different levels, connecting terraces, a staircase and a connecting roof.

The cabins and upper terraces rest on 19 angled steel stilts as the lower landing of the staircase hangs on steel cables that are connected to a pine tree. Each steel stilt is connected to the ground below with foundation screws that have minimal impact on the forest floor.

The system used to arrange the supports is not immediately apparent. During the design phase, a number of variations were simulated using models, and then optimised with the help of a complex computer system.

Upon arriving on the first set of stairs, the visitor reaches a landing that is permeated by the trunk of a pine tree and continues further to the first terrace and lower room. Another walkway leads the visitor to the upper terrace and meeting room.

The cabins

The vaulted interior on both levels welcomes visitors with photographic-style wallpaper that shows an abstract branch structure.

In the lower cabin is a coffee lounge, pantry, restroom and technology room.

The upper room is dedicated to meetings and other events that are appropriate to this exquisite space among the trees. Benches covered with soft pillows surround the space resulting in a comfortable and laid-back feeling, encouraging one to stay longer.

5. How the entry exhibits excellence in sustainability and environmental responsibility.

- The cabins and upper terraces rest on 19 angled steel stilts. Each steel stilt is connected to the ground below with foundation screws that have a minimal impact on the forest floor.
- As it is a passive treehouse the CO2 emission is very low
- Highly isolated windows
- It has a closed air system and heating
- Certified wood was used
- Sewer water is filtered