

**RELEASE****Open Innovation Digital Platform for Zero Energy Building Ecosystem**

MEZeroE Digital Innovation Platform Launch Set to accelerate the energy transition in the building sector and bring new solutions from open innovation collaboration to the market.

MEZeroE, a pioneering initiative in sustainable construction, is thrilled to announce the launch of its cutting-edge digital innovation platform on Monday, February 12th. This innovative platform will transform the industry by promoting collaboration and driving the advancement of low-impact, energy-efficient building solutions. The launch promises to be a significant milestone in the industry's progress towards a more sustainable future.

The MEZeroE digital platform is a comprehensive, singular multilateral web-based marketplace tailored for all key players in the construction and building industry, including architects, product manufacturers, and industrial leaders. It serves as a one-stop shop for innovative technologies and partnerships through an open innovation process.

**Platform Highlights:**

- **Single entry point:** A place for all the players in the construction industry's value chain to meet.
- **Connecting people and needs:** Identifies promising technologies and partners to match the specific needs of companies.
- **From first idea to market:** Offers strategic guidance for project market entry.
- **Community network:** A management tool promoting interoperability amongst partners.

**Key Benefits:**

1. Pinpointing optimal investment opportunities in technology, partnerships, and products.
2. Providing customized marketing strategies for diverse construction projects.
3. Enabling agile tracking of product development phases.
4. Facilitating open innovation projects aligned with individual company goals and constraints.
5. Academic players, test labs and companies working together for both economical and energetical innovative solutions

**Launch Details:**

- **Date:** Monday, February 12th
- **Access :** mezeroe-platform.eu
- **Public Section:** Open access for all
- **Private Section:** Available to all registered stakeholders (registration is free)
- **Registration:** Open to all industry professionals seeking to enhance their construction projects with innovative solutions.  
Open to all product manufacturers wishing to accelerate the marketing of innovative solutions.
- **Guided Tour Webinar:** Wednesday February 21, 2024 from 3:00 to 5:00 PM (GMT+1).

The MEZeroE platform aims to democratize the innovation process within the construction industry, enabling users to find the most suitable investments, craft tailored marketing strategies, product development with agility, and realize open innovation projects with reduced effort. As we prepare for the official launch, MEZeroE extends an invitation to all industry professionals to join this transformative journey. By integrating a diverse array of tools and services, the platform ensures that every user can navigate the complexities of the construction market with ease and efficiency.

**Exploring the MEZeroE Digital Innovation Platform**

Register for the Launch Webinar: a guided tour of the platform to find out more about the features and benefits of the platform to be held on Wednesday February 21, 2024 from 3:00 to 5:00 PM (GMT+1). Access and register: <https://youtube.com/live/UJnZZEwoEIs>

**About MEZeroE:**

MEZeroE is committed to leading the construction industry towards a sustainable future by enabling the rapid deployment of innovative, low-carbon footprint materials and technologies. With a network of living labs and a collaborative digital environment, MEZeroE is not only an incubator for innovation but also a thriving community dedicated to building a sustainable tomorrow.

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For more information about MEZeroE and the platform launch, please contact:

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