

# **GreenConServe**

## **Greening the construction sector – towards a value-adding service industry**

**4th ECTP Conference**

**24-25 October 2009 – Brussels**

**Katharina Krell – Greenovate! Europe**

# **Greenovate! Europe – the hub for open eco-innovation –**

**The 1<sup>st</sup> European group that pools expertise to offer green open innovation services for technology developers, companies and policy-makers at pan-European level.**

**Independent, non-for-profit, eco-ambitious!**

# Expertise for the eco-innovation value chain

**Greenovate!**  
EUROPE

Renewable energy

Energy efficiency

Cleaner production

Sustainable construction

Waste & recycling

Water, air, soil

IPR & licensing

Business modeling & planning

Innovation policy & strategy

Entrepreneurship training

Investor-readiness & financing

Networking & partnerships

Market research & internationalisation

## WHAT?

- **An initiative that sets out to improve the innovation framework conditions for SMEs in the construction sector**
- **A public private innovation partnership**

## WHY?

- **Eco-innovation potential largely untapped**
- **Strong economic, ecological and social footprint**
- **Supply chains constrain innovation efforts**
- **Innovation support is out of reach for most SMEs**
- **We believe we can improve the innovation support conditions for construction SMEs**

# WHO?

**Greenovate! Europe EEIG**

**OSEO**

**Innovation Norway**

**Norwegian Defence Estates Agency**

**Project Management Jülich**

**Centre Scientifique & Technique du Bâtiment**

**Stiftelsen for industriell og teknisk forskning**

**BuildingSmart International**

**German Council for Sustainable Building**

**Polish National Energy Conservation Agency**

**G!E Belgium**

**OSEO France**

**IN Norway**

**NDEA Norway**

**Jülich Germany**

**CSTB France**

**SINTEF Norway**

**BSI UK**

**DGNB Germany**

**KAPE Poland**

# HOW? (I)

## Better tools for service innovators

- Technical tools
- Business tools

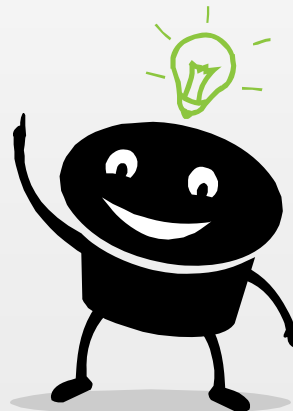
# Technical tools for innovators

Regulation compliance check

Software inventory

LCA / LCC tools

Technology inventory



Standards requirements

# Business tools for innovators

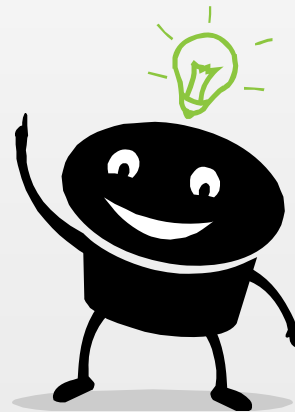
Technology risk  
assessment

Innovation  
management

Business risk  
assessment

Financial risk  
assessment

IPR protection  
strategy



# How do the support tools reach the SME?

1. **Online: download and read guiding notes**
2. **Training courses: attend and participate**
3. **Face-to-face meeting with expert who knows how to handle the tools**

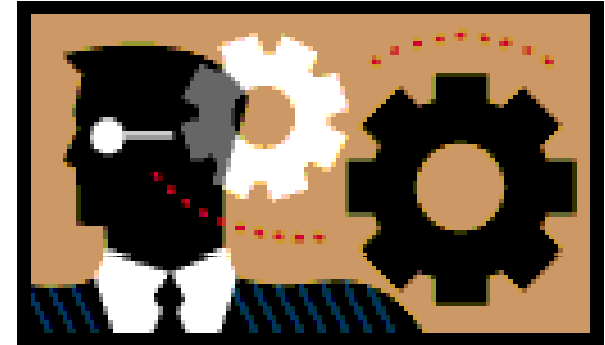
## HOW? (II)

### Better support delivery schemes

- Innovation vouchers to buy expertise
  - simple application
  - non-bureaucratic
  - quick replies
  - SME-friendly
  - cost-effective for public agencies
- Potential low-cost and high impact
- We develop existing voucher schemes further
  - Vouchers buy access to technical AND business expertise

3. SME asks expert for support in exchange for voucher

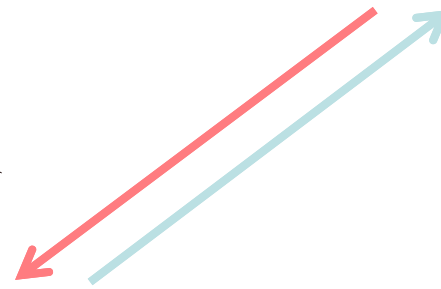
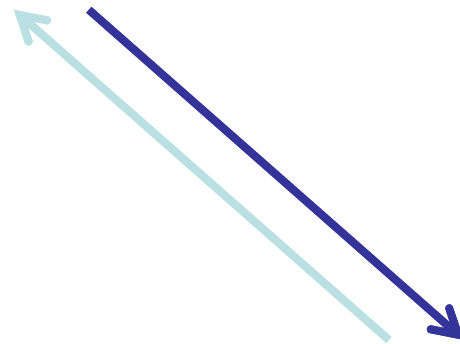
4. External knowledge provider supports SME with technical, managerial & financial expertise



7. SME continues cooperation with external knowledge provider

1. SME with innovation project applies for a voucher

5. Expert redeems voucher with authority, together with activity report signed off by SME



2. Public agency evaluates application and attributes voucher for use with accredited expert

6. Agency pays equivalent of voucher value to expert after approval of report

# Vouchers fund access to external expertise to address SME's innovation project risks

## ● technological risks, including compliance with codes and regulations

- with the help of technical research centres or independent technical consultants from within and outside of the project

## ● market, financial and managerial risks

- with the help of trained innovation consultants from within and outside of the project

## 2010-2011: Pilot phase voucher support

- **France**  
OSEO finances 50 x €15.000 vouchers
- **Germany**  
BMU / PtJ finances 50 x € 15.000 vouchers
- **Norway: Innovation Norway / NDEA finance**  
17 x €15.000 vouchers

## HOW? (III)

### Promotion and training on standards & labels

- Good information & guidance material
  - Guidebook, e-based learning tools, video presentation
- 30 Master classes for ca. 750 SMEs
  - To demonstrate the application of EU & intl standards over entire building life-cycle to SMEs
- Competitions to apply BuildingSmart / IFC
- Liaison with CEN

## ... and the LIONS Group

- **An attempt to close the innovation cycle by associating the largest end-users of innovative construction services to the project**
  - Public procurers
  - Large private clients
  - Large companies working with SMEs

## Expected impact at SME level

- **Better access to technical and non-technical innovation knowledge**
  - **Improvement of technical and non-technical innovation skills**
  - **Better cooperation inside of supply chains**
  - **More use of innovation-enabling standards**
- **More SMEs green their service offer**

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