



Innovations for Eco-Construction in Mediterranean

From the Value-Chain to the Sectorial Diagnosis

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DESENVOLVIMENTO REGIONAL



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CRIA – Division of Entrepreneurship Support and Technology Transfer

CRIA was born in 2003 to answer to a identified problem in the region:
distance between research and enterprises and adverse environment to innovation

SINCE 2009 – National Regulation n.º 57/2010

Mission: Promotion, transfer and commercial approach to technology and knowledge in the academy consolidating the linkages University-Enterprise



CRIA – Division of Entrepreneurship Support and Technology Transfer

Main Areas:

- Intellectual Property and Licensing Support
- Commercialization and Technology Transfer
- Entrepreneurship and Business Development
- European Projects and Studies





INSMED – Innovations for Eco-Construction in Mediterranean

Funded by the European Programme “MED 2007-2013”

Start: June 2009

End: March 2012



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An ambitious and Unifying Project



CRIA/UA1g - UP Catalunya – CCI Marselha – CC Thessaloniki



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Main Goals

- Restructuring an emerging eco-construction industry
- Disseminate innovative technologies used in the eco-construction
- Contribute to the Mediterranean competitiveness



Main Goals

- Awareness of the existence of innovative technologies and techniques
- Development of an eco-construction Value-Chain
- Support SMEs to internationalize



Scope

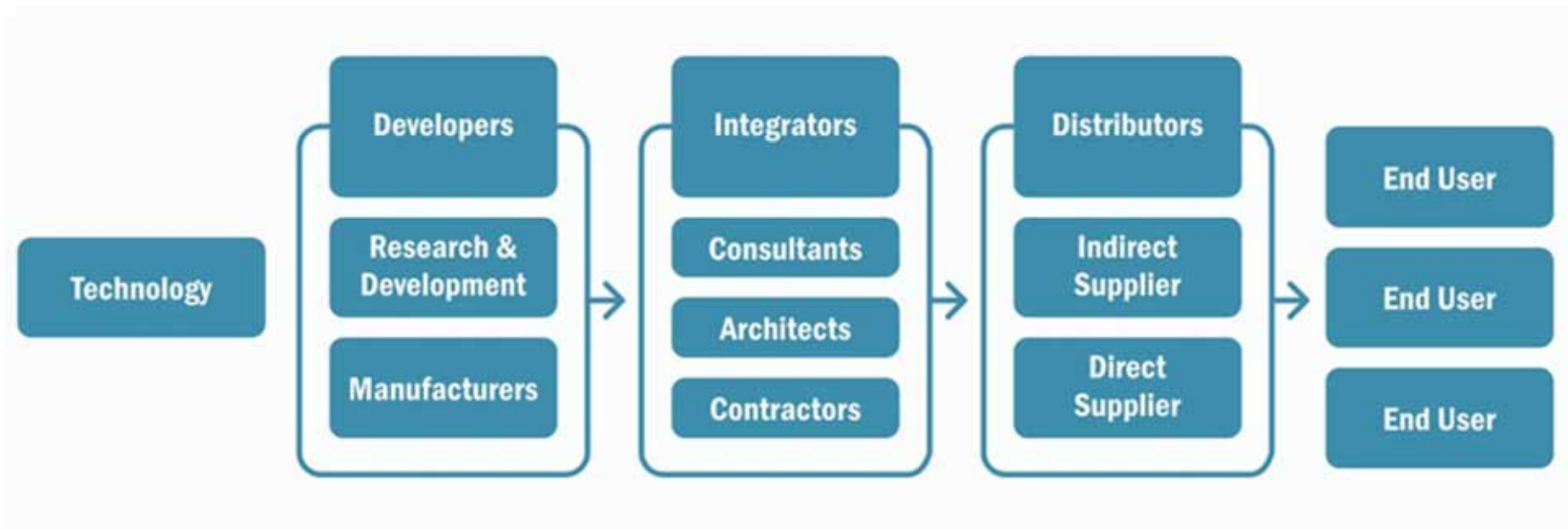
Water Management:

- Cleaning and Purifying systems
- Waste water treatment
- Solar heating
- Harvesting and use of storm water
- Rational consumption of water
- Water saving technologies

1. Technology Inventory and Market Assessment

- Identification of key players
- Development of an eco-construction value chain
- Identification of best practices and regulatory and legal constraints
- Identification of innovative technologies
- Implementation of a permanent inventory tool – “Collaborative Intelligence Platform”

Value Chain





Platform of Collaborative Intelligence

- Mapping of stakeholders and technologies
- Promote supply and demand approach



<http://valuechain.insmed.eu/>







[OBJECTIVES](#) [EVENTS & FAIRS](#) [PLATFORM FOR COLLABORATIVE INTELLIGENCE](#) [REGISTER AS PLAYER](#) [PARTNERS](#)

RESEARCH

Infrastructure / Storage / Management	Supply Network	Water / Energy Distributors
Equipment & systems : sanitation / wastewater treatment	Wastewater collection	Builders & Real estate developers
Home automation / embedded systems	Facilities & Maintenance	Architects, Engineers, Project managers
Mechanic / Electronic Sub Systems	Recovery / Distribution / Production / Treatment Systems	Distribution : Plumbing / Facilities / Eco products
Instrumentation, sensors	Outdoor Equipment Manufacturers	
Materials, Textiles, etc	Plumbing / Sanitary Facilities & Systems	
Standards & Certification	Design - Engineering departments / Water engineering	Finance and Insurance

MARKETS

- Private Residences
- Collective Housing
- Business Parks, Tertiary, Trade
- Parks and Recreation Parks
- Industrial / Agriculture building
- Health, security & safety buildings
- Utility networks, Roads & Facilities

DETAILS

INSMED

[Platform for Collaborative Intelligence](#) [Search actors](#) [GO](#)

2. Diagnosis

- Assess the role of each organization in the value chain
- Identify competitive advantages
- Strengthen the capacity for innovation



2. Diagnosis

- History
- Product/Service description and position in the value chain
- Marketing strategy
- Market penetration
- Competitors
- Financial Aspects
- SWOT analysis
- Strategic recommendations



2. Diagnosis



3. Experimentation and Valorization

Consultancy

Monitoring the commercialization of some technologies

Promotion of business relations

Enhancing internationalization



4. Sensitizing

International Promotion

Media Coverage

Seminars, workshops and training programs

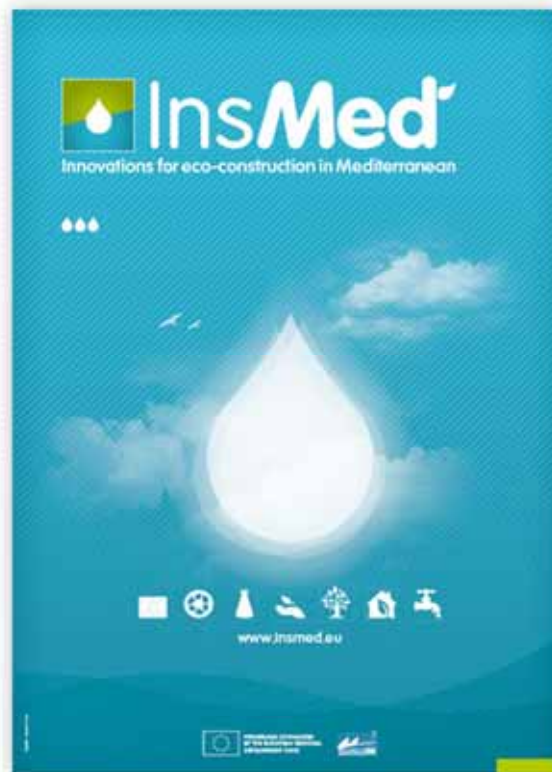


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Inovação na eco-construção no Mediterrâneo



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5. Capitalization

Development of a Green Book

How to Integrate Water Management in an Eco-Construction Project?



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5. Capitalization



Conception step

- Take into account the impact of the construction in the water cycle, drinking water, rain water, wastewater, surface water and groundwater...
- Consider the regulatory constraints and opportunities (recovery and recycling of water, non-collective sanitation facilities ...), take into account the voluntary approaches in eco-management.
- Think on the **overall cost**, which incorporates the operating and maintenance expenses.

5. Capitalization

- With a good management of the works (implementation of programmed settlements, managing waste, avoiding pollution...).
- Build water saving spaces, using innovative materials and techniques for return on investment in the medium term.



5. Capitalization



- Assist the users; essential synergy between the equipment and the practices of users.

5. Capitalization

- Take into account the maintenance from the conception of the work, monitoring the operation of the building and facilities.



Maintenance
step







Inovação na eco-construção no Mediterrâneo

Closing Event



MARSEILLE, FRANCE '12

LE TEMPS DES SOLUTIONS



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6. Future Development

- International partnership in Eco-Construction
- Identification of Best Practices
- University - Enterprises Network

**New application on ENPI CBC MED for continuation of the results
and for strengthening of the partnership**





THANK YOU!

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