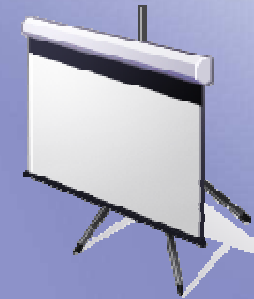




The project is financially supported by the European Commission  
under the Seventh European Commission Framework Programme  
Specific Programme: Capacities  
Initiative: Regions of Knowledge  
FP7- REGIONS-2007-1



# Project Presentation



## REG CON

„Support action for innovation driven clusters  
in construction.

Regional approaches, multi-stakeholder  
engagement and cross regional  
co-operation”



REG CON  
“Support action for innovation driven clusters in construction.  
Regional approaches, multi-stakeholder engagement  
and cross regional co-operation”  
Contract number: 205987





REG CON is a two-year project co-financed from European Commission in the framework of:

## **EU 7th Framework Programme**

↳ for Research and Technological Development (2007-2013)

↳ Specific Programme: **Capacities**

↳ Initiative: **Regions of knowledge**



- Project duration: 01.02.2008 – 31.01.2010
- Overall budget: 1 265 948,20 EUR  
(EC contribution - 970 000 EUR)

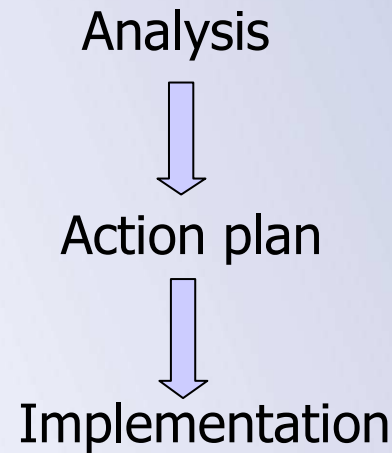


# REG CON as an example of project within the Initiative Regions of Knowledge

## REGIONS OF KNOWLEDGE

Strengthening the research capacity of European regions, especially encouraging setting up and development of research driven clusters

Initiating the development of new clusters and promoting information exchange system



# Project idea

The driving idea of REG CON is the advancement of the concept of “ R&D based clustering” across regions of Europe with a thematic focus on construction.

Construction sector:



- dynamic growth
- significant employment [ $\sim 7\%$  of national employment in EU-15 in 2003]

*Source: [http://ec.europa.eu/enterprise/construction/index\\_en.htm](http://ec.europa.eu/enterprise/construction/index_en.htm)*

But:

- relatively backward in absorbing innovation



- Dissemination of good practice, by means of case studies either of a horizontal nature (e.g. tourism, public buildings) or vertically (e.g. energy, materials, accessibility),
- A clear focus on innovation and R&D activities,
- A good practice transfer mechanism (mentoring dimension),
- A sustainability beyond the project lifecycle, by means of integration with other funding and investment opportunities.



- **OBJ 1. Methodology development**  
To design a common methodological framework especially adapted for construction cluster development in the EU,
- **OBJ 2. R&D based cluster formation**  
To implement the above construction cluster model in pilot cases in the EU regions,
- **OBJ 3. Mentoring**  
To develop and exploit a mentoring model,
- **OBJ 4. Cluster sustainability**  
To secure the sustainability of the clustering exercise by linking it to public and private funds and by designing the appropriate organizational structure to host the cluster, following the project end.

**Coordinator:** ASM – Centrum Badań i Analiz Rynku Sp. z o.o. (Poland)

**Partners:**

- The Technical University of Lodz (Poland)
- Regional Development Agency „ARREKS” S.A. (Poland)
- Applied Industrial Technologies Ltd – APINTECH (Greece)
- Centre For Technological Research Of Crete - EMTTU (Greece)
- Heraklion Chamber of Commerce and Industry – HCCI (Greece)
- Acciona Infraestructuras, S.A. (Spain)
- Fundacion Labein, TECNALIA-LAB (Spain)
- Basque Government - BG(Spain)
- Technical Research Centre of Finland - VTT (Finland)
- Väinö Korpinen Ltd (Finland)
- National Institute for health and welfare (THL) (Finland)
- Construction Cluster of Slovenia – CCS (Slovenia)
- University of Ljubljana (ULFGG) (Slovenia)
- National Center of Clusters and Technology Networks – NCCN (Slovenia)



# Project interrelation

Counselling



Development

MENTOR



- Finland
- Slovenia

Inspiration



PUPIL



- Poland
- Greece
- Spain

Evaluation

*Discovering the potential*

**Finland** - The common vision of the Finnish Real Estate and Construction Cluster is based on following items:

- Superior functionality and quality of facilities (spaces & services)
- Functional and physical infrastructure markets as a success factor
- Significant added value to customers in co-operation with ICT-cluster
- Excellence in environmental expertise
- Occupant oriented housing market.



**Slovenia** - CCS established in 2004, is a national cluster with members from different technologies and business fields. In 2006 CCS developed a vision of transforming the cluster to innovative, new competences development and research driven cluster, with strong emphasis on internationalization and international cooperation. Networking and cooperating with different research organizations, clusters and to innovation oriented companies in Slovenia and abroad can lead to even more intensive innovation activities, new research and development projects.



# Clusters idea

**Poland** - Central Poland has been chosen as a potential construction cluster because of the following reasons: direct access to raw materials and natural building materials, high level infrastructure and access to all types of media favorable localization and concentration of the industrial area, Polish Construction Technology Platform that most of members are construction companies located in the central Poland.



**Greece (Crete)** - The promotion of a clustering in construction on Crete has a high potential as it addresses a healthy business environment, that sees its activity steadily rising year after year, as well as a substantial academic and research environment. A construction cluster with a special focus on tourism related construction would present a large opportunity and a wise selection for cross fertilization and synergies among the business and research entities.



**Spain (Basque region)** - Although there are 14 different clusters there is no cluster specifically devoted to the construction sector. The future of the sector depends on innovation through encouragement of R+D+R, and it must focus on becoming a hi-tech sector dealing with criteria in relation to competitiveness, respect for the environment, safety and full social acceptance. A more co-ordinated approach to research in construction is considered necessary by regional policy-makers, and bringing the benefits of research in the sector to SMEs is part of the regional R&D targets.



# Work Packages

- WORK PACKAGE 1 - Environment analysis, methodology development and first interaction with and among the regional stakeholders;
- WORK PACKAGE 2 - Implementation of the methodological framework in the design of new clusters. Securing the cluster sustainability;
- WORK PACKAGE 3 - Dissemination. Regional and inter-regional promotional activities and experience sharing as well as material production;
- WORK PACKAGE 4 - Project management

# Work Package 1

## „Environment analysis, methodology development and first interaction with and among the regional stakeholders“

**OBJECTIVE:** To provide an analysis of the regional environment where the clusters will be set- up

**WP LEADER:** Fundacion Labein (ES)

### TASKS:

- To review the cluster development literature and to develop a methodology for R&D driven cluster formation in the construction sector
- To carry out field work, in order to register the views of the regional stakeholders
- To analyse the survey results and to draw conclusions and recommendations for the R&D driven cluster formation and cooperation
- To compile an exhaustive list of stakeholders, at the regional level, and to early mobilise them by means of communication workshop, definition R&D needs and potential of the regions



D 1.1 Methodology for R&D driven cluster development in construction

D 1.2 Raw field survey data

D 1.3 Drawing conclusions and identifying stakeholders

D 1.4 Early communication workshops

### RESULTS:

## „ Implementation of the methodological framework in the design of new clusters. Securing the cluster sustainability”

**OBJECTIVE:** To set up three clusters (Poland, Greece, Spain)

**WP LEADER:** VTT Technical Research Centre of Finland (FI)

### TASKS:

- To develop three action plans for the three pilot regional construction clusters, identifying all the details of their development course
- To develop a plan for using the knowledge acquired in the project beyond the pilot regions and to define R&D complementarities between regions
- To set the foundations for replication of the exercise elsewhere in the EU



### RESULTS:

- D 2.1 Detailed action plan for cluster No.1 (Poland)
- D 2.2 Detailed action plan for cluster No.2 (Greece)
- D 2.3 Detailed action plan for cluster No.3 (Spain)
- D 2.4 Use of knowledge

# Work Package 3

## „ Dissemination. Regional and inter-regional promotional activities and experience sharing as well as material production”

**OBJECTIVE:** To widely and intensely publicise the REG CON initiative and its products in regional and cross regional events

**WP LEADER:** APINTECH Ltd. (GR)

### TASKS:

- To carry out Three regional workshops and one inter-regional workshop/ conference (publicise the cluster activities and to promote the REG CON good practice publication)
- To produce all the required quality publications, in support of the project activities (web, leaflets) as well as in order to disseminate its results (case study publications)



### RESULTS:

- D 3.1 Event and materials (cluster 1)
- D 3.2 Event and materials (cluster 2)
- D 3.3 Event and materials (cluster 3)
- D 3.4 Event and materials (Inter-regional event)
- D 3.5 Publication “R&D driven Construction Clusters in action”
- D 3.6 Promotional materials

## „ Project management”

**OBJECTIVE:** To ensure that the co-ordination and work between interacting parties and the Commission proceeds smoothly

**WP LEADER:** ASM Centrum Badań i Analiz Rynku Sp. z o.o. (PL)

**TASKS:**

- Administrative management (general responsibility for the organisation, planning and control of the project; contacts with the project officer; formulation of propositions for possible modifications of the work plan, supervision of contacts with external organisations; responsibility for the timely delivery of reports/deliverables, monitoring of the project cash flow etc.)
- Technical management (technical co- ordination and assistance of the Work Package leaders; initiatives to undertake certain specific political initiatives, to propose technical solutions whenever necessary etc.)



**RESULTS:**

- D 4.1 Project Presentation
- D 4.2 Quality assurance plan

# Yardsticks of success

- Set up in the EU of three regional clusters focusing on particular areas of interest of the construction activity in the participating regions,
- Achieving, within the project lifetime two instances of stakeholder – cluster participant mobilization in each of the clusters, resulting to understanding of needs for each cluster actor, development of practical R&D action plans and co-operation in issues of particular interest,
- Achieving, within the project lifetime, nine instances of mentoring, crossregionalco-operation, SWOT analyze, R&D Action Plans and good practice transfer among the clusters and experts beyond the clusters,
- Designing a financial instrument that would secure the sustainability of the clusters beyond the project lifetime,
- Designing an administrative and management structure that would host and administer the cluster and again secure the sustainability of the clusters beyond the project lifetime.



# Project Coordinator

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