

GreenConServe

**Greening the Construction Sector:
towards a value-adding Service Industry**



www.europe-innova.eu

Coordinator

Greenovate!
Europe

Partners



SINTEF



GreenConServe sets out to improve the innovation support framework for green service innovators in the construction sector. The project is to design, test and implement a two-step voucher scheme providing access to technical and business support to service innovators in the construction industry in Norway, France and Germany. It involves a public-private partnership with professional associations organising trainings and national innovation agencies providing public funding for the vouchers. The long-term impacts aim at developing a truly European market for comprehensive innovation support services.

Around the physical construction works, a host of knowledge intensive service companies is active in the planning, design, integration of disciplines, monitoring and management of building works. These innovators are crucial for the sector's paradigm shift to a situation where the built assets are service arenas designed to supply and facilitate a set of environmental and other functional performance services throughout its total life-cycle.

The innovation potential for sustainable construction is tremendous. Yet, too few companies innovate. We face a bottleneck in the innovation value chain calling for public action due to its complexity, the high number of actors involved and a chicken and-egg situation where supply and demand for innovative construction services currently meet at sub-optimal levels.

Core activities:

- To describe the specific SME knowledge and skills needs for the development of innovative services in a 15-year perspective
- To collect and further develop a technical and business support toolbox for use by innovation-willing construction sector SMEs
- To reach and recruit potential voucher applicant SMEs through a series of innovation training workshops to 375 SMEs in Norway, France, Germany, UK, Finland
- To specify and implement an innovation voucher scheme for access to technical and business expertise for SME innovators
- To promote the widest use and market uptake of sustainability and innovation-enabling standards
- To investigate and promote the use of Structural and Cohesion Funds for voucher-based innovation support platforms

GreenConServe will further establish a "LIONS"-group of influential players in the construction sector (large companies and public procurers) and associate them to the activities in view of access to first-users for innovative services to come out of the support.