



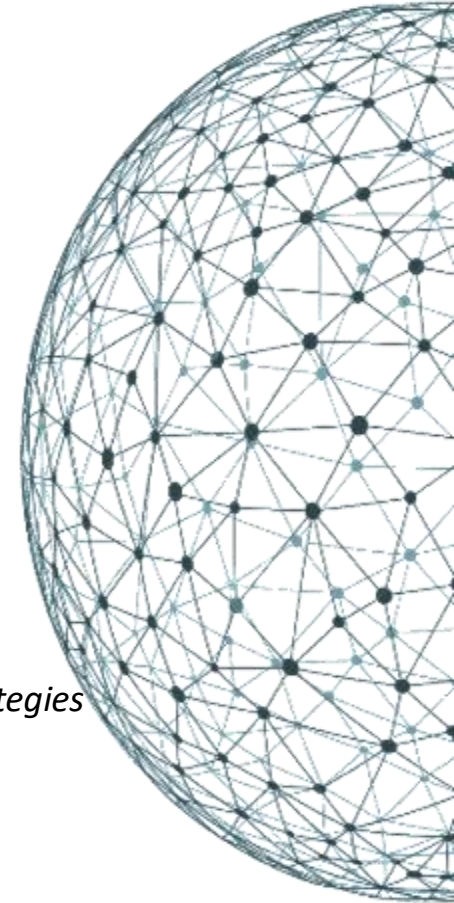
Industrial Ecosystems: Construction
Victor Ferreira (Cluster Habitat Sustentável)

Webinar: The role of Clusters in accelerating the European Recovery
Linking and Reinforcing Industrial Ecosystems in the National Recovery Plans and the Smart Specialization Strategies

Organised by
European Commission, European Clusters Alliance & EURADA
with the support of the European Cluster Collaboration Platform
03/09/2020

SUSTAINABILITY | INNOVATION | COMPETITIVENESS

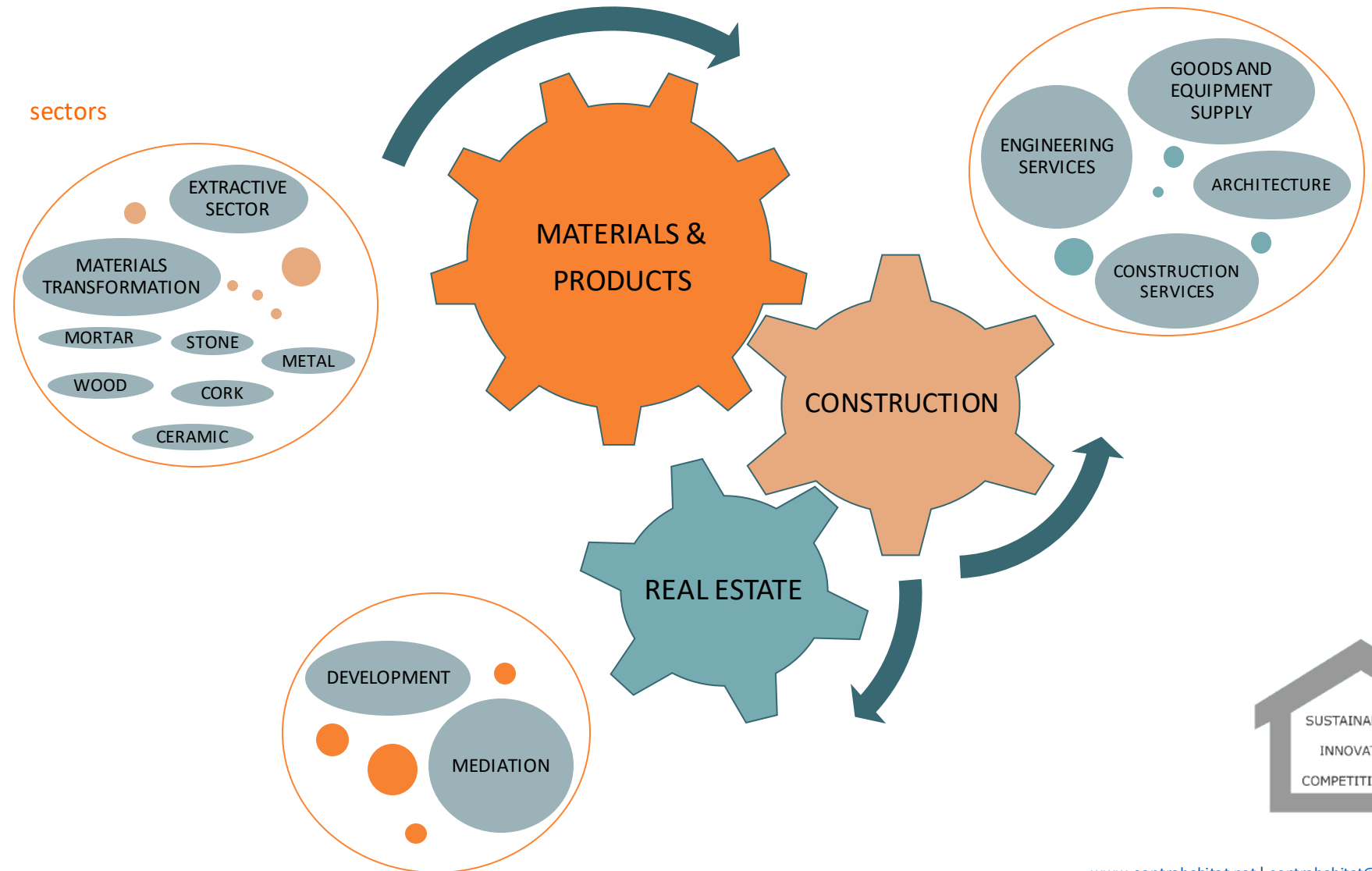
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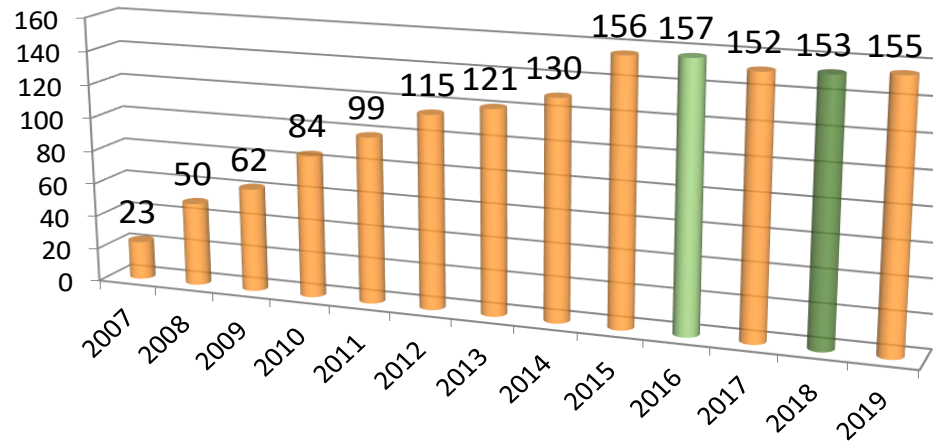
THE HABITAT VALUE CHAIN



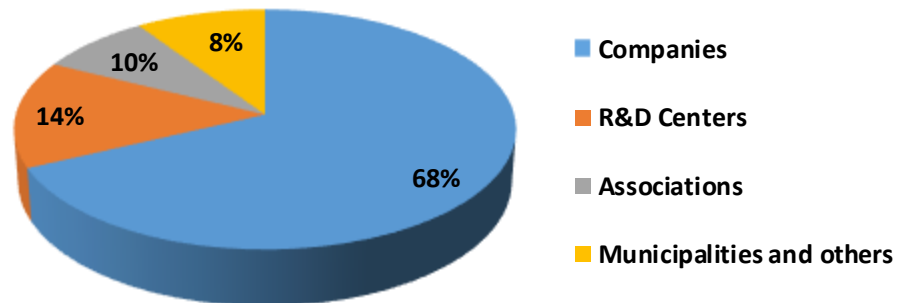


COMPOSITION OF THE CLUSTER 2018

- Number of Cluster members



- Nature of members



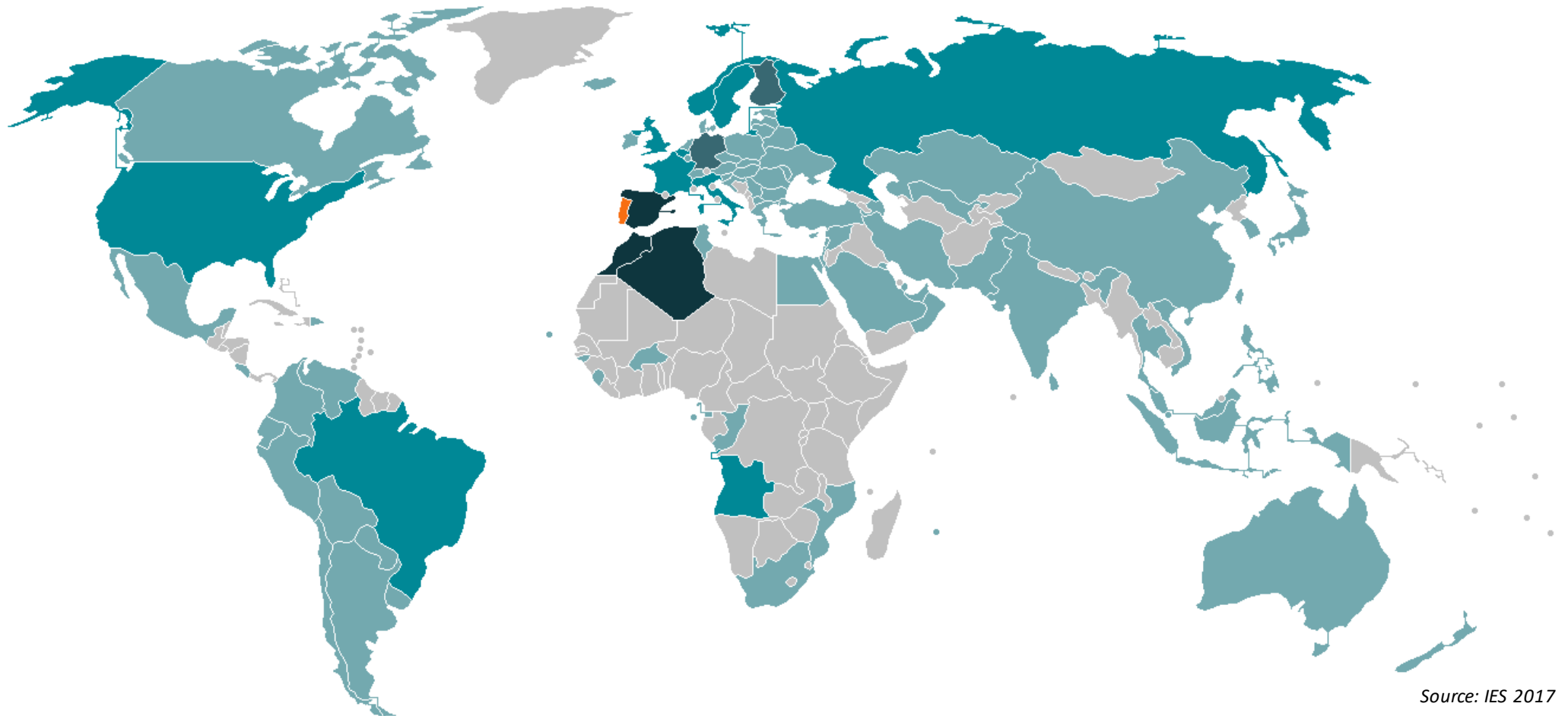
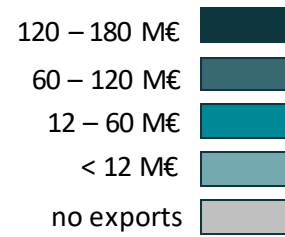
- Distribution:

- ▶ Companies of different sectors (106)
- ▶ Associations (12)
- ▶ Universities, Technological Centers, ... (23)
- ▶ Municipalities and others (14)

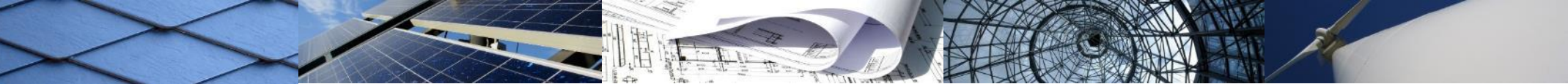


WORLDWIDE EXPORTS

- Exports to > 98 countries
- Total Exports > 1.400 M€



Source: IES 2017



CLUSTER ACTION LINES:

1 PROMOTION OF INNOVATION AND COMPETITIVENESS

Innovation and competitiveness projects

- Market and Innovation Opportunities
- Promotion of national and international Projects
- Benchmarking actions, Working Groups
- Networking promotion and results dissemination

Other projects...

- Cities & companies (Partnerships for Urban Regeneration)
- Important to foster interaction between municipalities, R&D centers and companies to promote sustainable cities and local economy.

International Cooperation

- ECCP (European Cluster Collaboration Platform) - Recognition of the Cluster - **Gold Label in 2015 and 2018**
- ECTP (European Construction Technology Platform)
- ECOPlatform (established by European EPD Program Operators)
- Interaction with other national and international clusters

2 PROMOTION AND DISSEMINATION OF THE CLUSTER

Dissemination Systems

- Cluster communication (www.centrohabitat.net)
- Social Networks (<http://www.facebook.com/centrohabitat>)
- Monthly Newsletter
- Project Opportunities for the Cluster members
- Promotion of actions made by the Cluster members (www.sighabitat.pt)

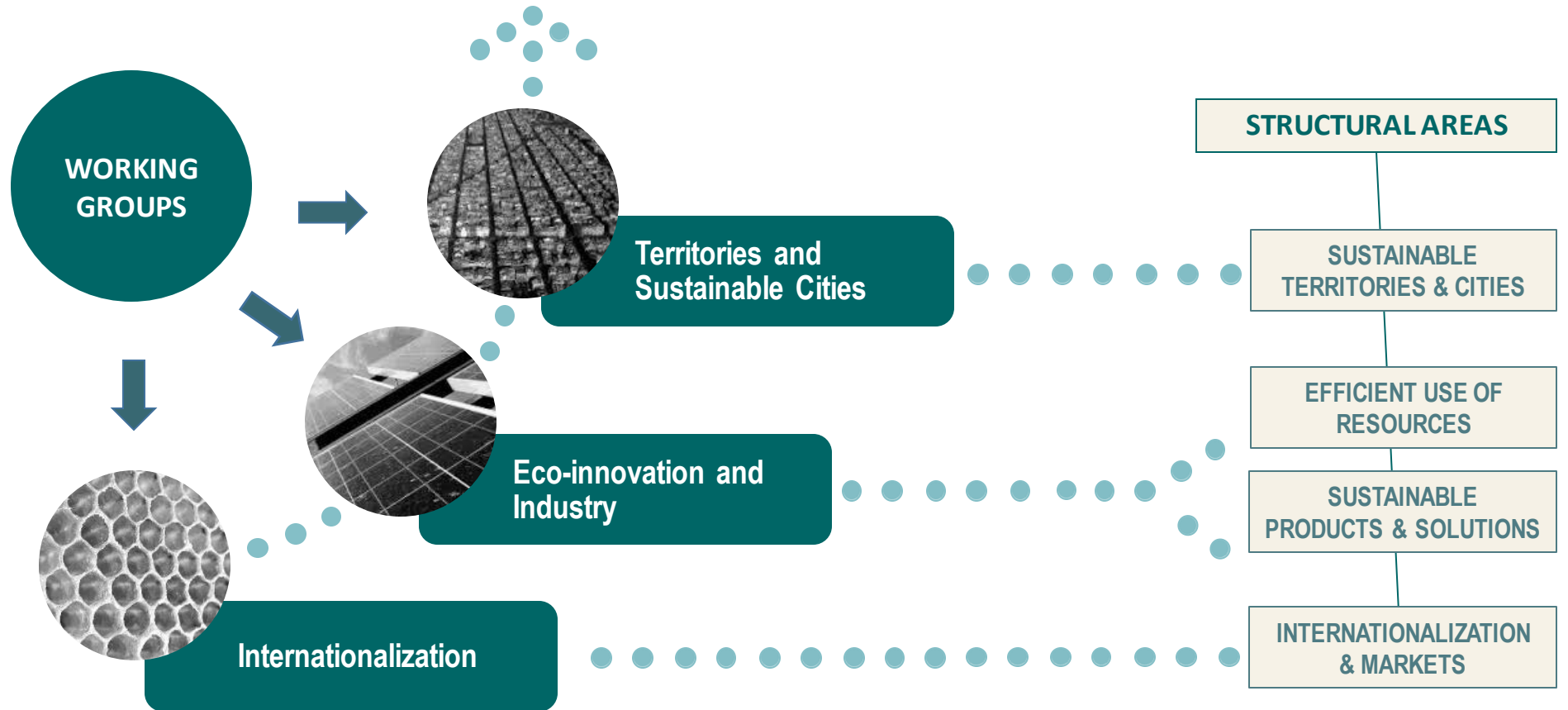
Seminars and Conferences

- **CINCOS** – Cluster Congress (2008/2010/2012/2014/2016/2018)
- **Workshops & seminars** for the Cluster
- **B2B Meetings Habitat** – *regular matchmaking events*



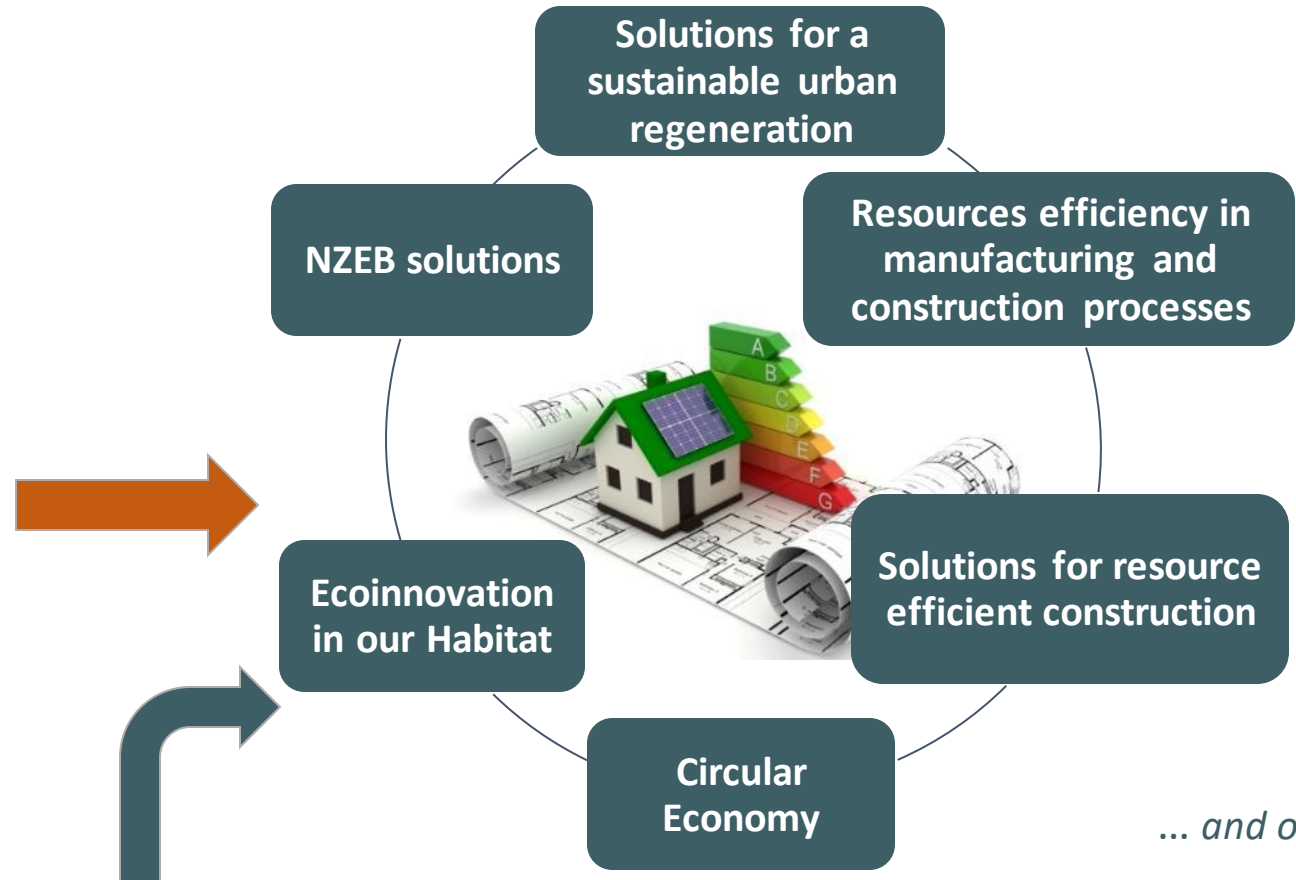


CLUSTER strategic areas definition:



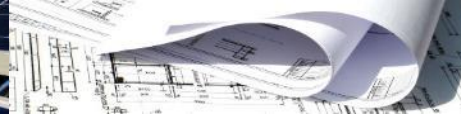


CLUSTER CHALLENGES:



... and others!

Some CHALLENGES for more sustainable products and solutions?



CLUSTER Products & Solutions:

FIND MORE **SUSTAINABLE CONSTRUCTION PRODUCTS AND SOLUTIONS** in:



[centroHabitat](#)

or

[SIGHabitat](#)



CLUSTER help on reply to challenges & Instruments:

Critical situation of construction sectors

(2010 crisis then recovering in 2016 until new crisis in 2020 due to Covid pandemic...)

Critical environmental challenges

(Climate changes; Impact on resources; Wastes and pollution...)

Critical workforce related challenges

(Jobs and workforce deficit in some sectors; adaptation to digital challenges, ...)

What to do and How? What could be the Clusters contribution to recovery from critical situations like these?



CLUSTER help on reply to challenges & Instruments:

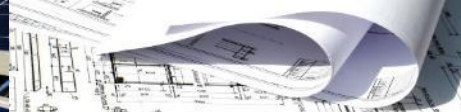
Companies should find their own recovery paths in clustering, networking and cooperation looking at current drivers such as:

- ✓ *Circular Economy and Sustainability*
- ✓ *Green Deal topics*
- ✓ *Digital transformation and smart buildings & cities*
- ✓ *Resources-efficient solutions*

To rethink and change their “business as usual” through Innovation to create a more Sustainable Habitat (e.g., *changing the way we build and use our Habitat and products*). Clusters are the ideal environment to foster this transformation in a easier and faster way.

There are already a lot of instruments at European, National and Regional level able to help in this transition
What is important is that they are improved to make them more effective ... *and clusters’ help better.*

(some Examples?)



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Sustainable Habitat Cluster



CLUSTER HABITAT is ready for cooperation on these challenges.

Thank you!

Sustainable Habitat Cluster

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