



InsMed

Inovação na eco-construção no Mediterrâneo

Innovation for Eco-Construction in Mediterranean

Miguel Viegas – CRIA/UAAlg

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PROJECTO CO-FINANCIADO
PELO FUNDO EUROPEU DE
DESENVOLVIMENTO REGIONAL



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INSMED – Innovation for Eco-construction in Mediterranean

Co-financed by the MED Operational Programme (2007-2013) from the European Regional Development Fund

Started: June 2009

Finishes: March 2012

An Ambitious and Unifying Project



CRIA/UAlg - UP Catalunha – CC Marselha – CC Messinean



Contribution for a Sustainable Environment

- Structuring an emerging eco-construction industry
- Disseminate innovative technologies in the process of eco building
- Contribute to the competitiveness of Euro-Mediterranean area

Contribution for a Sustainable Environment

- Awareness of the existence of innovative technologies and techniques
- Characterization of companies positioning in the market value chain
- SMEs support in the process of internationalization

Contribution for a Sustainable Environment

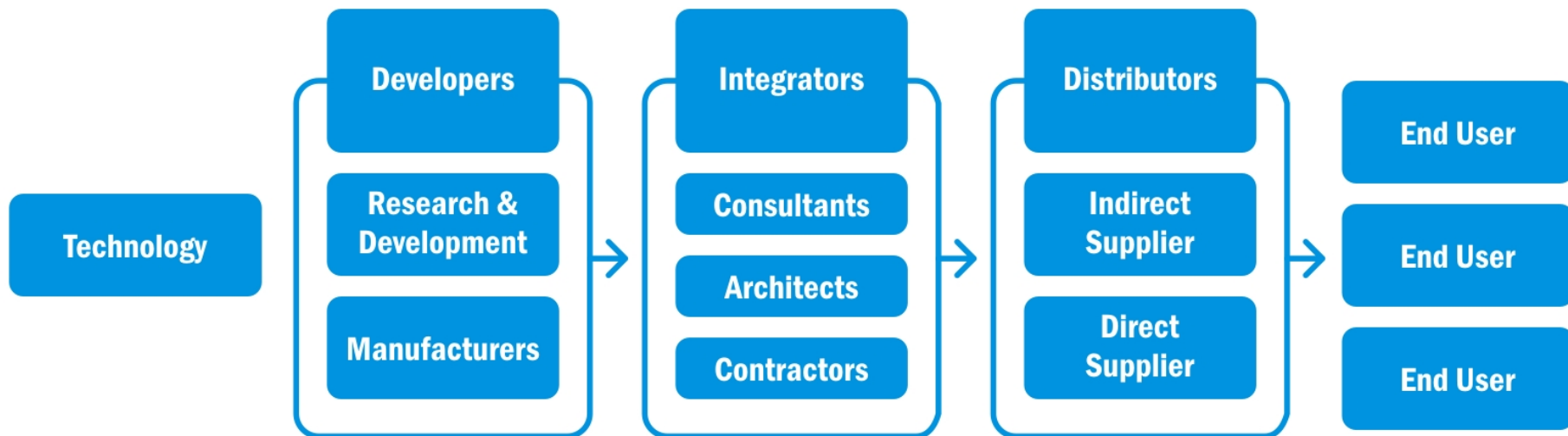
Water Management:

- Cleaning and water purification
- Wastewater treatment
- Solar Water Heating
- Collection and use of stormwater
- Rational consumption of water
- Ways to save water

Activity 3 – Eco-construction Benchmark

- Identification of the key players in the sector
- Development of value chains
- Identification of best practices and regulatory constraints
- Identification of innovative technologies
- Implementation of a permanent inventory tool – “Platform for Collaborative Intelligence”

Eco-construction Value Chain



Identified about 81 companies in Portugal

Platform for Collaborative Intelligence

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

Based on the value chain, this platform enables:

- to represent an intelligent mapping of market opportunities and players;
- interactions between SMEs, investors and intermediary organizations.

Activity 4 – Diagnosis Tests

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

Diagnosis

- History
- Product description and value chain positioning
- Marketing strategy
- Competitors
- Financial issues
- SWOT analysis
- Strategic Recommendations
- INSMED project Incentives

Diagnosis



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Activity 5 – INSMED Support Program for SMEs

- Awareness and diagnosis of target SMEs
- Individual and semi-collective coaching and monitoring
- Business development support
- Foster companies internationalization process
- Promote B2B meetings
- Capitalization of the acquired knowledge through the development of a Green Book
- Implementation of the project objective in the Euro-Mediterranean region.

Awareness

- International Promotion
- Media coverage
- Organization of Seminars, workshops, lectures

Capitalization

- Green Book development
- Strengthen the Platform for Collaborative Intelligence



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Thank you for your attention!

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