

CIRCULAR ECONOMY - A GLOBAL CHALLENGE FOR CONSTRUCTION INDUSTRY.

2ND ECCA CONFERENCE

December 5th, 2017, Kołobrzeg, Poland

MIĘDZYNARODOWA KONFERENCJA
„BUDOWNICTWO WOBEC
GLOBALNYCH WYZWAŃ GOSPODARKI
O OBIEGU ZAMKNIĘTYM”

5 grudnia 2017 r., Kołobrzeg



ECCA project background

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Co-funded by the COSME programme
of the European Union



Project key facts

Project title: EUROPEAN CIRCULAR CONSTRUCTION ALLIANCE -
Adopting Circular Economy for internationalization and
global competitiveness of European SMEs in Building and
Construction

Programme: COSME 2014

Call: COS-CLUSTER 2014-3-03

Duration: 24 months (January 2016 – December 2017)

Partners: 1. Construction Cluster of Slovenia (Coordinator)
2. sEaNERGIA Baltic Cluster, Poland
3. Sustainable Construction Cluster, Spain



Project objectives

- ▶ To establish European Circular Construction Alliance (ECCA),
 - ▶ an EU wide meta-cluster
 - ▶ as a long term European Strategic Cluster Partnership (ESCP)
 - ▶ supporting clusters, business network organisations and their members
 - ▶ in development and implementation of a joint internationalisation strategy
 - ▶ and supporting SMEs in market-uptake, marketing of competitive products, services and technologies and internationalisation on global markets



What is ECCA?

- ▶ a voluntary, open alliance
- ▶ of complementary clusters and supporting organizations (meta cluster)
- ▶ interested for inter-cluster, cross boarder and cross sectoral collaboration
- ▶ adopting circular economy
- ▶ for internationalization and global competitiveness of European SMEs
- ▶ in building and construction.



ECCA Members

- ▶ 26 innovative clusters and business networks from 8 countries



- ▶ 7 supporting organisations



ECCA sectors

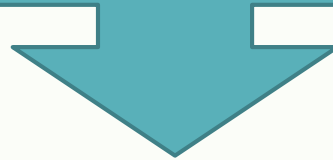
- ▶ Construction
- ▶ ICT
- ▶ Smart building
- ▶ Environment
- ▶ Energy
- ▶ Logistics and transport
- ▶ Textile
- ▶ Telecommunication
- ▶ Waste management
- ▶ Forest / wood

- ▶ Application of Circular Economy principle in building and construction sector



A challenge

Innovation throughout value chain and life cycle:
new designs, new customers behaviour,
new business models



**NON TRADITIONAL,
INNOVATIVE SOLUTIONS**



From innovations to international markets

- ▶ Open collaborative innovation & technology transfer
- ▶ Inter-cluster and cross sectoral **R&D&I cooperation**
- ▶ **Collaborative approach** to deliver CE innovations to construction market or enable market up-take and commercialization
- ▶ **Market awareness** / growth of demand / „circular“ public procurement
- ▶ Pilot activities in real sector to demonstrate impacts
- ▶ New value chains embedding circularity



Meta cluster success factor

- ▶ Joint strategies
- ▶ Sustainable business model / financing
- ▶ Collaborative projects
- ▶ International engagement / cooperation
- ▶ Dynamics / communication / openness
- ▶ Trust / common values
- ▶ Networking / strong and active actors / ambitious SMEs



Project activities

- ▶ Circular challenges / thematic areas identification
 - ▶ Inviting clusters and other organisation interested for collaboration
 - ▶ ECCA partnership agreement
 - ▶ **13 clusters and 3 supporting organizations from EU – ECCA set-up ECCA during 1st conference in Ljubljana on 12-13 January 2017**
 - ▶ Mapping of SMEs / circular construction solutions
 - ▶ Third markets review
 - ▶ Inter-cluster, cross–sector cross-border collaboration
 - ▶ Internationalization strategy and action plan
 - ▶ Project final conference
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What is next?

- Sustainability after the end of project to implement strategy and action plans on internationalization



Thank you for your attention!

Dziękuję za uwagę

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