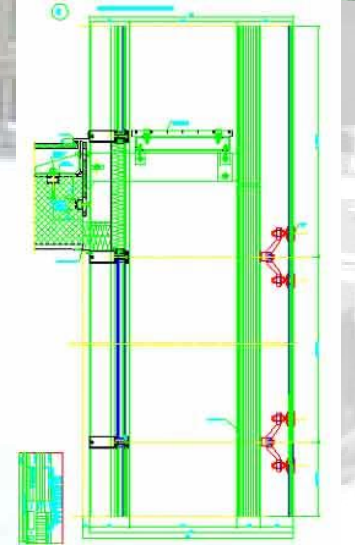


INNOVATION AND TECHNOLOGICAL TRANSFER IN THE CONSTRUCTION SECTOR: THE EXPERIENCE OF ICOS CENTRE (Bologna, Italy)

Rome, 19th SEPTEMBER, 2007

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AIMS OF ICOS

Transfer technology and knowledge from research to the regional production sector (construction industry)

- ➔ BUILDING TO THE HIGH STANDARD**
- ➔ SHARING KNOWLEDGE**



STRATEGIES

- Involving operators**
- Demonstrating innovation**



CONTEXT

- Efficient production chain of Emilia Romagna**
- Negative economic forecast**
- Weakness of the system:**
 - Lack of promotion of research initiatives**
 - Difficult collaboration between building companies and research**



CREATIVITY IS A SUCCESSFUL APPROACH

- ➔ **Sharing knowledge in a welcoming form**
- ➔ **Facilitating firms in taking part in research initiatives**

ICOS ACTIONS

- Free guided visits to significant construction sites (best practices)
- Direct survey on a sample of local stakeholders
- Checking the needs of stakeholders involved in the construction sector
- Dissemination of the research results

The informal network (ever-growing system of professional relationships)



- Map of trend of innovative technologies
- Easier access to research and demonstration programmes
- Icos reference point

Creation of a regional construction cluster

Taking part in the *National Construction Technology Platform (PTIC)*

Adopting the model of european ECTP

Construction chain. Model of the traditional relationship system

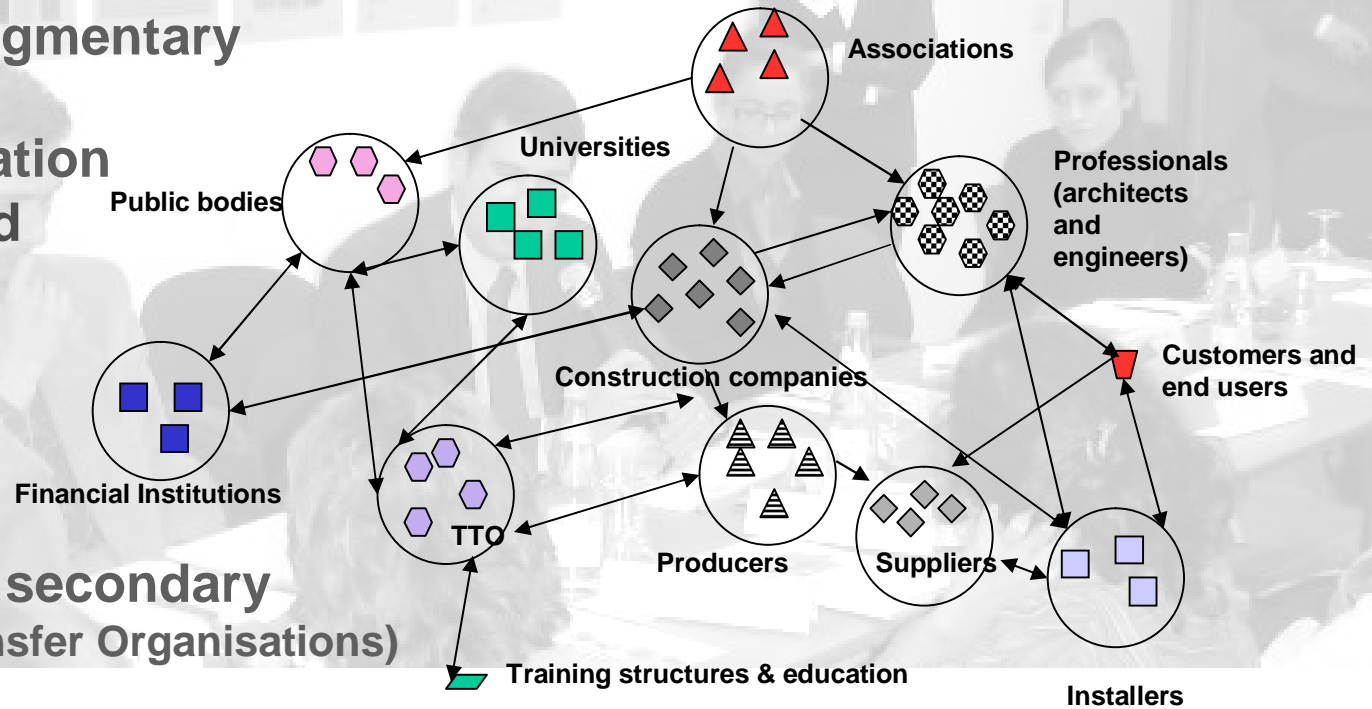
today

Low level of flexibility in the communication system

Business organisation and relationship are fragmentary

The flow of information is not complete and continuous

The role of TTO is secondary
 (TTO: Technology Transfer Organisations)



tomorrow

Construction chain. Model of a new relationship system: the Local Observatory (permanent observatory)

Promotion of new reciprocal contacts
(network)

Flexibility in the
communication system
(informal and direct)

Continuous feed back
on needs and interest
of stakeholders

