



European Union
European Regional Development Fund



INTERREG IVB



Greenov

GREEN RENOVATION CLUSTER

PROJECT PRESENTATION

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Why GREENOV ?

In Europe, buildings are responsible for 40% of energy consumption and 36% of European CO2 emissions. In order to achieve the Kyoto climate change commitments and the EU Climate & Energy objectives, we have to improve the energy efficiency of the built environment.

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What is Greenov ?

Green renovation



Green innovation

Aim: Developing the economic sector of sustainable renovation in existing buildings and urban infrastructures

- By stimulating the innovation capacity of SMEs working in this field
- By increasing the opportunities on the market
- By exchanging knowledge & expertise
- By being “exemplary” through 4 pilot renovation projects
 - Through the implementation of an **integrated European cluster**

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European project co-financed by the European Regional Development Fund under the INTERREG IVB Nord West Europe Programme

Budget : 7 500 000 euros

Co-financing rate: 50%

Duration : 5 years (Jan 2010 – Jan 2015)



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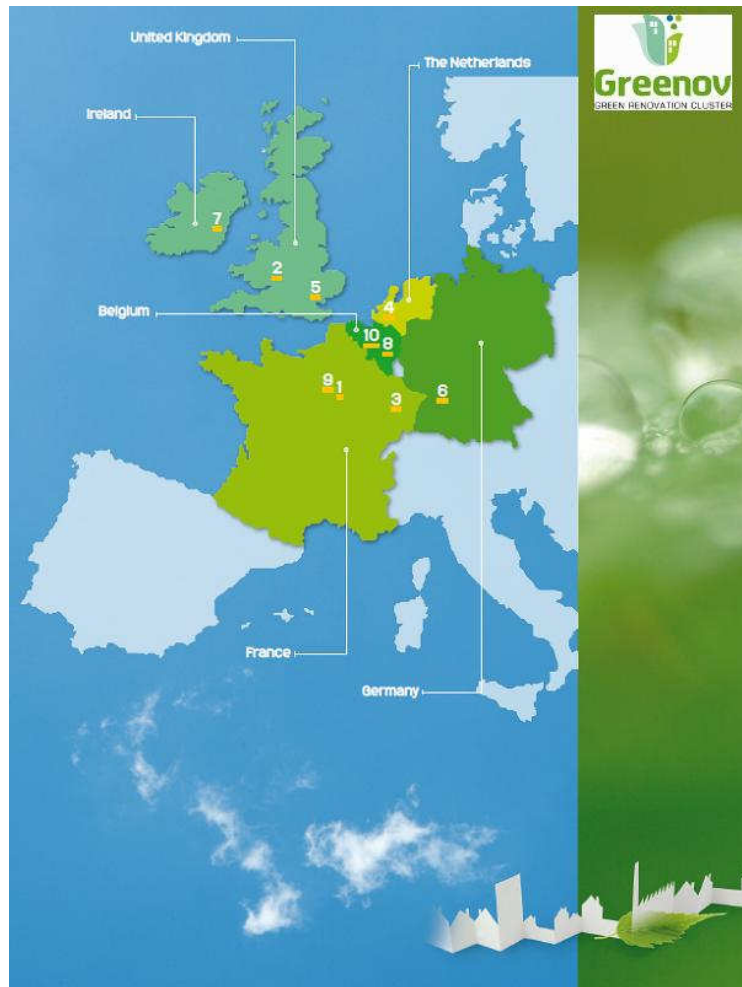


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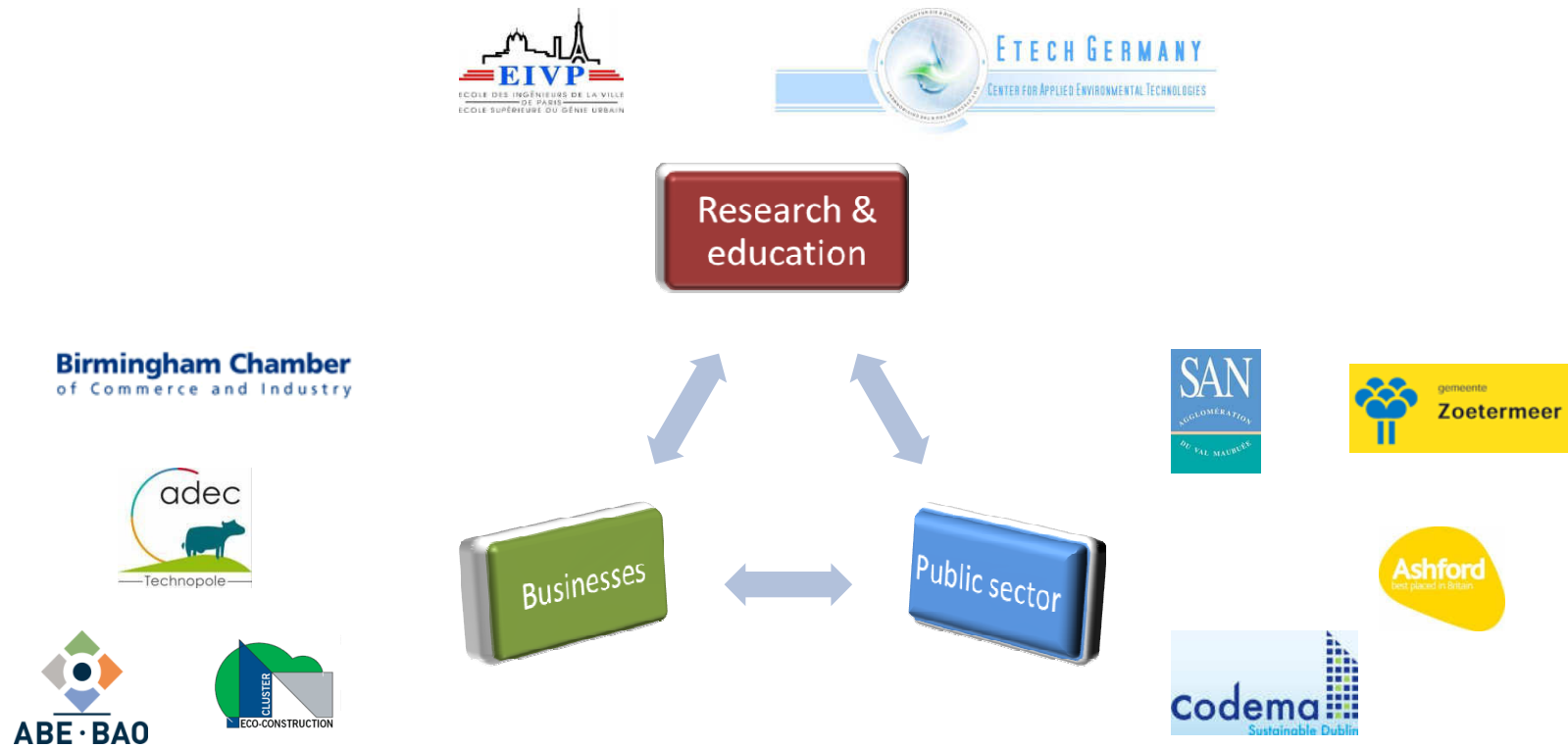
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Partnership




- **Lead Partner:** SAN de Marne-la-Vallée / Val Maubuée (FR)
 - CCI of Birmingham (UK)
 - ADEC technopole (FR)
 - Municipality of Zoetermeer
 - Ashford Future (UK)
 - Global Environmental Technology Centre - GUT Etech (DE)
 - CODEMA - Dublin Energy agency (IR)
 - Eco-construction Cluster (BE)
 - School of Engineering of Paris (FR)
 - Brussels Enterprise Agency - ABE (BE)
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- With the support of the European New Towns & Pilot Cities Platform, ENTP

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The cluster aims at

- Gathering and structuring **knowledge** and **resources** of European partners and economic, institutional and academic stakeholders
 - Enhancing **SMEs' competitiveness** (services, training, networking)
 - Ensuring a good match between **offer** and **demand** on the market
- 
- Implementing an **integrated supply chain** in the field of sustainable renovation
 - Finding effective and transferable solutions for **the development of sustainable renovation**

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Actions structured into 3 groups of activities

- Exchange of expertise and transfer of knowledge
Encouraging innovation - WP1
- Structuring of a transnational multi-actors cluster
Economic action - WP2
- Exemplary investments
Public sector action - WP3

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Encouraging innovation - WP1

The partners stimulate the innovation cycle by:

- creating a **pool of experts for technology transfer**
- organizing transnational **experts' panels** and thematic conferences
- defining a **sustainable renovation charter** & identifying **common indicators and standards**
- organizing a **study visit** in an exemplary site
- organizing **Business technology accelerator** sessions
- carrying out a **joint study** on energy efficient refurbishment

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Structuring of a transnational multi-actors cluster - WP2

Partners capitalize on this innovation cycle through a **cluster cooperative approach** :

- organisation of the SMEs' supply chain by setting-up the **cluster management structure and a collaborative platform**
- identifying innovative SMEs
- carrying out a **market analysis**
- providing **training** and **services** to stimulate SMEs
- implementing a supply tender portals
- awarding a prize for innovative SMEs in sustainable renovation

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Structuring of a transnational multi-actors cluster - WP2

Possible services:

- Technological and legal watch (on techniques, materials, reglementary aspects...)
- Training
- Tender access facilitated
- Working groups
- Collaborative projects
- Labels

**Cluster services developed
in close relation with
businesses, based on their
needs and on market
analysis**

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Exemplary investments - WP3

GREENOV partners organize public sector engagement exemplary investments by renovating of 4 buildings (welcoming citizens):

- **Low carbon retrofit and refurbishment of community buildings, Ashford**
- **Energy efficient retrofitting of a theater, SAN Val Maubuée**
- **Energy efficient retrofitting of a leisure center, Zoetermeer**
- **Large scale interior insulation of a business center, BEA**

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Zoetermeer's engagement Energy efficient retrofitting of a leisure centre

Exemplary sustainable renovation of a multifunctional sporting and swimming facility that uses a lot of energy for water heating and ventilation

=> Outer shell insulation, vegetation roof, replacing the existing installations for heating and climate control with state of the art technology...



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Ashford's engagement

Low carbon retrofit and refurbishment of community buildings

- Refurbishment of St Mary's Church to provide increased performance space
- Renovation of the Library to provide increased public services



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SAN Val Maubuée engagement

Energy efficient retrofitting of the cinemas of le Centre d'Art et de Culture de la Ferme du Buisson in Noisiel



- Sustainable energy technologies for space heating and cooling, renewable energy systems, solar energy solutions...

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BEA investment

Large scale interior insulation of a business center, former hosiery factory

The renovation project is intended to achieve the low-energy standard in the Brussels-Capital Region: 45 kWh/m² year of heating consumption (-75% compared to the initial consumption) and an E 70 level through, among other actions :



- interior and exterior insulation
- installation of an intensive green roof
- installation of solar protection
- replacement of the heating regulation system
- producing a Guide to Rational Energy Use for the occupants...

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Communication and sensitization :

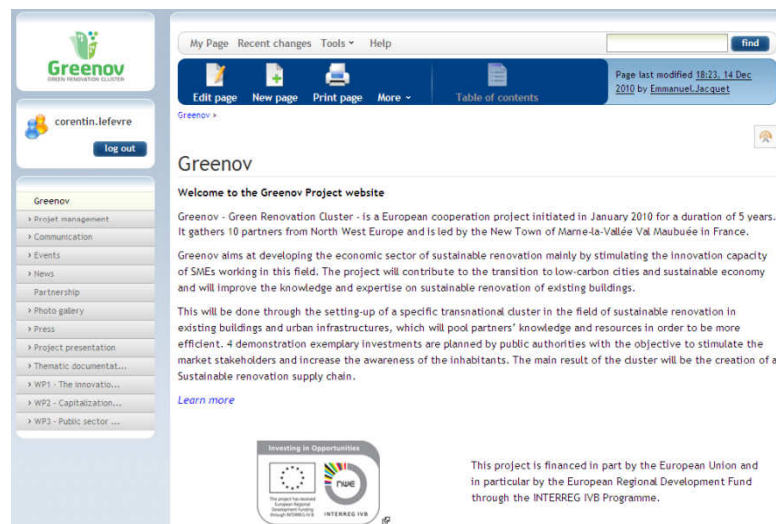
**Communication and sensitization strategy
= key component of the project**

- Demonstration and dissemination events towards inhabitants (animations, exhibitions, press conferences etc.) with the involvement of stakeholders
- Demonstration and communication events towards SMEs working in the field of sustainable renovation
- Participation to eco-build fairs, round table of experts...

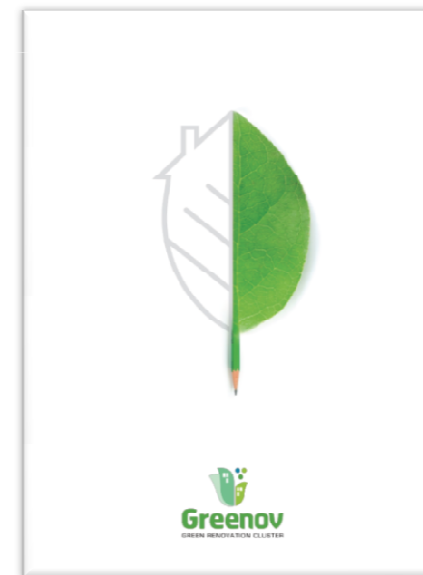
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Communication and sensitization :

More information on the GREENOV platform



And in the brochure



Keep informed for the launching of the Cluster website: suscribe to the newsletter !



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Thank you for your attention