

# GREENOV

## What is GREENOV about?

The GREENOV project aims at developing the economic sector of sustainable renovation in North West Europe by stimulating the innovation capacity of SMEs working in this field. This will be done by developing a cluster, one of the most effective tools for competitiveness and economic development, multiplying and diversifying opportunities on the market.

The partners will identify technologies, know-how and best practices in the field of sustainable renovation, and will carry out 4 exemplary demonstration investments to stimulate the market stakeholders and raise awareness among decision-makers and inhabitants.

## Why GREENOV?

In Europe, buildings are responsible for 40% of energy consumption and 36% of European CO2 emissions. While most of the new buildings are now “eco-buildings”, the retrofitting of existing buildings to make them more sustainable is a key challenge in the fight against climate change and for all the building sector’s stakeholders.

While more of the new buildings are now eco-buildings, the sustainable renovation of existing structures is more complex than new eco-construction. In the meantime, the renovation operations of existing buildings also represent important job opportunities in the building sector at the local level.

By gathering a partnership made up with members from different North-West European countries, the GREENOV project aims to contribute to the development of sustainable renovation.

## Whom is GREENOV intended for?

GREENOV is intended for all stakeholders on the partners’ territories and in the field of sustainable renovation. SMEs involved in the sector, regional and local authorities, energy agencies, research organisms (universities, schools, laboratories...), clusters, chambers of commerce and industries, etc.

The objective is to stimulate local clusters which will be interconnected through the GREENOV project.

## How?

The project will develop the economic sector of sustainable renovation by stimulating the innovation capacity of SMEs setting-up a European cluster (exchange platform, technological watch, training, market opportunities...). 4 exemplary renovations in France, the Netherlands, Belgium and the UK are planned to stimulate the market stakeholders and increase the awareness of the inhabitants.

**Total budget:** 7.500.000 €

**ERDF funding:** 50%

**Duration:** 5 years

(Jan 2010 - Jan 2015)

**GREENOV is co-funded by the INTERREG IVB North West Europe Programme.**

INTERREG IVB NWE is a financial instrument of the European Union's Cohesion Policy. It funds projects which support transnational cooperation. The aim is to find innovative ways to make the most of territorial assets and tackle shared problems of Member States, regions and other authorities.

For further information:  
[www.nweurope.eu](http://www.nweurope.eu)



The GREENOV project is structured into 3 groups of activities:

### **“From exchange of expertise to knowledge transfer”**

The GREENOV partners will stimulate the innovation cycle by exchanging their expertise and practice and by pooling different stakeholders of the sustainable renovation sector. Transnational experts' panels and thematic conferences will be organised. Common and operational indicators and standards will be identified.

A joint study on energy efficient refurbishment on a large scale will be also carried out.

### **“Capitalisation in a cluster approach”**

Partners will capitalise on this innovation cycle through a cluster approach which will lead to the organisation of the SMEs' supply chain through the setting up of the cluster management structure and collaborative platform, identifying innovative SMEs, carrying out a market analysis, and providing training and services for SMEs.

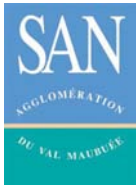
### **“Demonstration through exemplary investments”**

Four GREENOV partners will launch sustainable renovation of one of their existing buildings (private or public buildings welcoming citizens).

The four buildings represent complementary and exemplary case studies. Results will be analysed and disseminated and promotional events will be organised locally. These pilot renovations should impact local market development by stimulating SMEs and by raising awareness among all the building sectors' stakeholders, from political decision-makers to citizens.



## GREENOV PARTNERS



SAN Marne-la-Vallée  
Val Maubuée  
(FR)



Birmingham Chamber of  
Commerce and Industry  
(UK)

## SUPPORTING ORGANIZATION



European New Towns  
& Pilot Cities Platform



CODEMA  
(IE)



Ashford's Future  
(UK)

The GREENOV project  
is co-founded by  
the European Union  
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programme.



ADEC  
(FR)



Municipality of Zoetermeer  
(NL)



European Regional  
Development Funding



Etech Germany  
(DE)



Brussels Enterprise Agency  
(BE)



INTERREG IVB



Eco-construction Cluster  
(BE)



Ecole des Ingenieurs de la Ville de Paris  
(FR)

# PROJECT ACTIVITIES

## Zoetermeer Thematic seminar

(Zoetermeer, The Netherlands - November 25th & 26th 2010)

A thematic seminar was held in Zoetermeer November the 25th & 26th on the theme: « Innovation in residential urban areas ». During this project meeting, partners precised their global and communication strategy, GREENOV being a project covering sustainable renovation in an integrated sense and not only green or ecologic renovation of buildings.

The working group on the follow-up of sustainable renovations projects (WP3) suggested to compare the four methods of energetic diagnosis and to compare also the energy/sustainability advisor methods adopted by the partners. They will see study to what extent a comparison on technologies is possible. Besides, a technical expertise from the others will be mobilised when needed for the less advanced partners. The group has also decided to adopt a common and simplified set of indicators, taking into account existing ones.

As regards the setting-up of the cluster (WP2), four working groups have been defined:

- Training for SMEs
- Strategy and governance in GREENOV
- Call for tenders' portal for SMEs
- Technological and innovation watch project.

## Launching Conference

(SAN Marne-la-Vallée Val Maubuée, France – June 17th & 18th 2010)

The Launching Conference took place in Marne-la-Vallée on June 17th & 18th on the theme «New innovation technologies in sustainable renovation». During this conference, the main objectives and the operational action plan have been discussed and precised. Presentations were made on “clusters for innovation”, and on a pilot project of EDF R&D on sustainable renovation of school buildings, the RS4E project. Two workshops study visits were organised: the site of the Ferme du Buisson movie theatre, which will be renovated in the framework of the project, and the BATIRECO site, pilot and experimental building site of energy efficient renovation of the old Brie Comte Robert station.

## Greenov stand at the IVB annual event

(Manchester - December 6th & 7th 2010)

The GREENOV project was presented at the INTERREG IVB annual event in Manchester on December 6th and 7th of 2010.

The NWE Annual Event 2010 shows the state of affairs of the Programme with an accent on Innovation as a cross-cutting feature of all NWE projects. Programme officers and contact persons explain to interested delegates how to get funds, with useful tips and examples per priority. A Projects Fair showcases the most innovative achievements and serves as the meeting point between current and future project leaders and all those interested in getting an in-depth view of the NWE Programme.





## Mid-term review of the use of structural funds for energy efficiency in existing housing

(European Parliament, Brussels – December 9th 2010)

Since May 21, 2009, European Union has decided to spend 8 billion of euros to improve the energy performance of housing with social cohesion aim, through the revision of Article 7 of Regulation European Regional Development Fund.

To better understand and analyze the implementation and the added value of this measure, the Urban Housing Intergroup hold a hearing of social housing actors on the use of ERDF at local level, the 9th of December 2010, at European Parliament, at the invitation of Karima Delli, Vice Presidente of the Intergroup.

The hearing aims to:

- State of progress consumption of ERDF to improve energy efficiency of housing
- Analyze conditions for success
- Improvement factors for the future of cohesion policy

## Greenov workshop for SMEs

(Marne-la-Vallée, France - January 20th 2011)

In the framework of the GREENCITY International Business Convention, the SAN of Marne-la-Vallée Val Maubuée organised a workshop for SMEs on the GREENOV project at the ESIEE School

of Technological Innovation on January 20th of 2011. The aim of this workshop was to present the Greenov project to local SMEs working in the field of construction and sustainable renovation and to identify their specific needs, interests to better adapt the services to be developed by the cluster.

Programme of the workshop:

- Issues related to sustainable renovation
- Presentation of the GREENOV project
- Presentation of the services of the cluster
- Open discussion
- Call for interest.

# NEWS & EVENTS



Greenov partners - Launching Conference

**Passi'Bat :***the first French passive house exhibition*

On Friday 10th of December, several Belgian companies from sustainable renovation field – led by the Ecobuild Cluster (BEA's partner), participated in the first French passive house exhibition "Passi'Bat".

Through the conferences, exhibition and the stands, both French and Belgian entrepreneurs had the opportunity to exchange and up-to-date questions and innovative solutions about passive techniques and products.

The Parc Floral where the event took place was an inspirational element for discussions about the insulation, energy efficiency and the last know-how in the domain. Also, Passi'Bat was the perfect opportunity for the inter-clustering maneuvers. The Greenov cluster has been through many discussions and presentations, where the interests on both the SMEs and organizations were presented.

Based on the success reached through the Passi'Bat participation, and the real added value of the networking between the actors of the sustainable renovation field, numerous other event's participations are planned in 2011, in order to "sustainable-build" European relationships and exchanges between all the Greenov stakeholders, and in particularly, our SMEs.

Through the activities of the Ecobuild Cluster, Brussels' companies will be presented at the following events:

- SABINE Trade Fair, Reims – Feb 11th
- Batibouw, Brussels – Last week of Feb, first week of March
- Ecobuild, London – March 1st and 2nd
- Mipim, Cannes – March 8th to 11th
- Americana, Montreal – 22nd to 24th

## Green Horizons for Ashford

**St** Mary's Church is an iconic building in the heart of Ashford. Arts at St Mary's is an ambitious growth project that will create a stunning arts venue in Ashford and help preserve the town's historic parish church as a place of worship for future generations.



Sustainability is at the heart of plans to renovate the church and it is proudly part of the Greenov Project, by establishing parameters for make and keep the public buildings 'green'.

Various technologies are being used in the project to improve the resource efficiency of the building and reduce its carbon emissions.

- Sustainable low carbon space heating  
(innovative radial array ground source heat pump with under floor heating and thermally efficient, recycled content flooring)
- Energy efficient lighting system
- Rainwater harvesting system combined with automatic taps and efficient fixtures
- 36% on overall energy savings and 33% on carbon emission reduction are expected

The initial feasibility studies and design for Arts at St Mary's have been done by Lee Evans Partnership (experts in historic restoration and environmental sustainability), who has continued with the management of the contract through delivery onsite.

*The renovation works began on site in October 2010 and are due for completion by July 2011.*

PARTNER

IN FOCUS



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[www.greenov.com](http://www.greenov.com)

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