

# M3.1, 3.2, 2.2, 2.3, 2.4 Final report of participation of local companies to the CoCe

WP2 Communication and WP3. Competence Center  
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## 1 Introduction

The report summarizes the process of involvement of local companies (in the Province of Bolzano and Innsbruck) for the definition of a cross-border CoCe (Competence Center). As a summary document of a path based on meetings and dedicated events, this Milestone has to be considered as the only output including Milestones M2.2, M2.3, M2.4 and M3.1 For any more detailed information, please refer to direct contact with Eurac Research, Institute for Renewable Energy.

Among its various objectives, the Interreg FACEcamp project aimed to create a cross-border Competence Center (CoCe) on the topic of “advanced facades”. The CoCe aims to be an effective meeting point between the different stakeholders in the world of facades, acting as a driving force for the sector, strengthening cross-border cooperation between companies and R&I centers, towards the construction of comfortable and energy-efficient buildings.

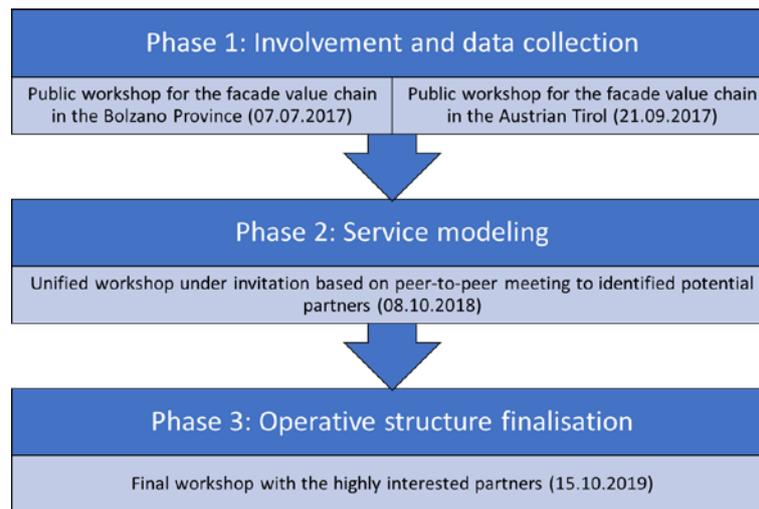
The organization of a series of workshops on the CoCe setting up has been needed to raising awareness and to stimulate the local stakeholders on the building façade topic, on the mapping of skills and the collection of needs. The first two workshops on the topic of Competence Center aimed to collect, on the one hand, the professional needs on the facades theme and, on the other, the first feedback on the interest and relevance of the presence of a Competence Center. In the final workshop, the project partners concentrated on presenting the Center's design and structuring work on the basis of the feedback received from the various players in the supply chain, as well as their willingness to participate.

## 2 Objective

This report aims to briefly present the work inherent in the involvement of the façade supply chain in the South Tyrol and North Tyrol territory regarding the topic of creating a Competence Center (CoCe,) on the facades of buildings. This work was carried out thanks to a series of public workshops, and dedicated peer-to-peer meetings, between the beginning and the end of the FACEcamp project (February 2017 - December 2019).

## 3 Methodology

The involvement of the actors took place on the basis of three phases as per the scheme shown in Figure 1. Between one phase and another, the partners of the FACEcamp project worked intensely through dedicated discussions, reworking the inputs and feedback received during the workshops and thus progressing in the definition of a Competence Center as much as possible tailored to the interests and needs of the trans-national territory.



**Figura 1: Conceptual scheme of the awareness and involvement work for the façade supply chain in South Tyrol and North Tyrol.**

## 4 Implementation and Results

### 4.1 First Phase

The first workshop was organized to collect, on the one hand, the value-chain needs on the facades topic and, on the other, first feedback on the interest and relevance of the presence of a Competence Center.

To try to better approach the local stakeholders, this first workshop was organized in parallel for South Tyrol on 5 July 2017 (IDM and EURAC as organizers) and for Austrian Tyrol on 21 September 2017 (University of Innsbruck UIBK and Standortagentur Tirol SAT as organisers). The partners of the FACEcamp project have compiled a list of stakeholder names potentially interested in the topic of competence on advanced facade systems, while IDM and UIBK / SAT have invited these actors via email.

#### 4.1.1 First Workshop, Bolzano Province 05.07.2017

The workshop was set up in four parts lasting about four hours: (i) participants divided by interest groups, collection of general information on the relationship between the individual stakeholder and the theme "facades" (with questions such as "importance of the facade in your business? Main activity related to the façade theme? Relevant transformation taking place in the façade field? Main service or solution needed in the façade sector and not present today? "); (ii) plenary discussion; (iii) mixed groups to discuss possible services of interest to a potential Competence Center; (iv) plenary discussion and closing.

About 30 representatives of the façade value-chain stakeholders participated in the workshop (manufacturers of façades, public administration, order of architects, service companies, ...), activated also thanks to the previous existence of the "Table for facades" started by TIS, then in the hands of IDM.

The analysis of the context of the local supply chain of facades, thanks to the discussion and data collection of the workshop, revealed the need for the following services to be included in a possible CoCe: (i) technological consultancy; (ii) calculation and measurement tools; (iii) call for advice; (iv) specific training aimed at hiring.

#### 4.1.2 First Workshop, Austrian Tirol, 21.09.2017

The workshop for North Tyrol took place on 21.09.2017 and had the same methodological approach as just explained, although, given the smaller participation (9 stakeholders among companies, designers and trade associations), it was conducted without distinction between the various stages. The reason for the different participation was explained with the absence of a clear and univocal grouping around the theme "facades", compared to the context of the province of Bolzano.

The contents of the workshop led to the definition of potentially interesting services for a CoCe based on: (i) Networking, training and dissemination; (ii) support for research and development also through analysis of funding notices; (iii) lobby on the market.

## 4.2 Second Phase

Following the success of the first workshops, from which a proactive enthusiasm was collected in identifying the areas of interest and need along the entire façade supply chain, the FACEcamp partners have launched a series of internal discussions aimed at preparing draft structure of possible CoCe services. These actions were supported by peer-to-peer meetings also with external companies, to assess interest in participation in more detail.

Thanks to this work, first of all the possible "vision" and "mission" of the CoCe were summarized (reported in document M3.4 Final report on the structure of the CoCe). On the basis of these definitions, three types of possible services offered by the CoCe have been deepened as most critical: (1) Consulting, (2) Measurements and simulations; (3) One-Stop-Shop. Furthermore, thanks to a public workshop organized by F&R and EURAC on 26.07.2018 with an innovation consultant on the WOIS and TRIZ method (<https://www.wois-innovation.de/downloads/>), the characteristics of the possible CoCe based on the experiences of the FACEcamp partners have been discussed. In particular, thanks to the mapping of the skills and services already in place among the FACEcamp partners and possible interested parties, common and contrast points emerged, mainly related to the presence of competitive businesses.

On the basis of this process, the "Pole for Innovation" tender of the Province of Bolzano was identified as methodological and financial framework for setting a concrete path towards the structuring of a Competence Center.

The second phase therefore ended with a workshop, held on 08.10.2018 in Bolzano with invitation participation, which saw the presence of three external companies added to the FACEcamp partners. During the meeting, the possibility of participating in the tender was discussed and a possible value propositions (and unique selling point) for the Competence Center has been identified on training, technical-scientific dissemination and research in the digitalization sector in the facade sector.

## 4.3 Third Phase

During the last year of the project, the FACEcamp partners worked on detailing the structure of the possible CoCe, as required by the participation to the above-mentioned tender. The resulting operational, technical and financial structure was presented and discussed in a workshop, held on 15.10.2019 in Bolzano, with the six interested parties and in the presence of an administrative expert of innovation clusters. This third workshop served as a final point of choice for structuring a CoCe.

# 5 Conclusion

This document reports on the FACEcamp activities aimed at raising awareness and empowering the façade value-chain in the local contexts of South- and North-Tyrol, in order to evaluate the structuring of a cross-border competence center (Competence Center CoCe) on the topics of advanced facades.

The initial activities saw the active participation of a good number of actors in the supply chain, especially in South Tyrol. With the subsequent evolvement of the process, participation was step by step more linked to the actual interest in making the CoCe initiative concrete and possible. For this, the second and third workshops were organized by invitation. At the end of the process, the workshops for the possible establishment of a cross-border CoCe, for which only companies and research centers have been designed as official partners, was attended by four South Tyrolean and three North Tyrolean partners. In particular, of the seven totals, two are not formal participants of the FACEcamp partnership.

At the conclusion of the involvement activities in the area, therefore, it can be summarized that:

- The façade topic, and more generally of the building envelope, is of high interest and on the local territory there are highly skilled and interested stakeholders both at private and public levels.
- The evolution of the envelop sector is posing challenges that require innovative methodologies and tools for which the current supply chain is not yet receptive.
- Training, dissemination activities on the topic are of high interest, alongside technical consultancy for contracting stations, designers and supplier companies.

## FACEcamp partners

	<p>EURAC Eurac Research, Institute for Renewable Energy</p>	<p>Coordinator</p>
	<p>IDM IDM Suedtirol - Alto Adige</p>	<p>Partner</p>
	<p>UIBK Universität Innsbruck, Arbeitsbereich Energieeffizientes Bauen</p>	<p>Partner</p>
 <i>Jalousien. Markisen. Rollläden.</i>	<p>HELLA HELLA Sonnen- und Wetterschutztechnik GmbH</p>	<p>Partner</p>
	<p>BB, Bartenbach GmbH</p>	<p>Partner</p>
	<p>gA, Glassadvisor Srl</p>	<p>Partner</p>
	<p>F&amp;R, FRENER &amp; REIFER Srl</p>	<p>Partner</p>

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