Nebula

A Built4People Project

BUILT4PEOPLE INNOVATION CLUSTERS - FINAL NETWORK REPORTING

Deliverable 1.4

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DELIVERABLE INFORMATION

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1 INTRODUCTION

1.1 B4P & NEBULA

Built4People (B4P) is a European partnership under Horizon Europe. The partnership aims to catalyse the transition to a people-centric, climate-neutral, sustainable, and smart built environment. The B4P partnership aims to support the development and connection of regional and/or cross-border B4P Innovation Clusters (B4PICs) in a B4P ecosystem to maximise innovation impacts in line with Horizon Europe.

The NEBULA project builds upon the B4P partnership as well as the New European Bauhaus initiative to activate and nurture a network of B4P Innovation Clusters, by implementing:

- Improved visibility, adoption and uptake of innovative solutions that are in line with the New European Bauhaus thanks to increased awareness on benefits from innovation and better access to co-financing,
- Intensified, cross-sectorial and interdisciplinary peer-learning from front-runners as well as cross-border cooperation and networking,
- Preparation for the long-lasting activities of the network of B4P Innovation Clusters and the integration of the next clusters.

This deliverable is part of Work Package 1, which aimed to establish and activate the B4PICs network. It offers a final overview of the network's setup and activation processes, of awareness activities conducted from September 2023 (M12) to March 2025 (M30), and provides an updated description of the B4PICs network.

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1.2 Objectives of WP1 and outcomes of previous tasks

WP1 aimed to establish and cultivate a comprehensive network of regional and national Innovation Clusters (ICs) connected to the B4P partnership. This was achieved through a combination of top-down and bottom-up initiatives.

To this end, WP1 focused on defining the key characteristics that existing or ongoing construction clusters must fulfil to become an Established Built4People Innovation Cluster (annex 1) by:

- Developing processes to identify and define cluster requirements, leading to the creation of a Charter that outlines the rules and procedures ICs must adhere to and implement.
- Establishing a continuous framework to first integrate an initial group of leading ICs that have formally committed to the B4P Charter, and then support the expansion of the B4PIC network by engaging construction-focused regional and national innovation hubs and clusters, encouraging their participation in the network.

These steps were implemented in the first three tasks of WP1:

Task 1.1 involved identifying the needs, rules, and criteria that an Innovation Cluster (IC) must meet to be recognised as a Built4People Innovation Cluster (B4PIC). This task also encompassed defining fundamental concepts and developing a maturity framework. The framework outlined six critical success factors (Annex 1) and different maturity levels that an Innovation Cluster could achieve. The outcomes of this work are detailed separately in **Deliverable D1.1.**

Task 1.2 focused on creating the B4PIC Charter, a formal declaration of commitment for ICs. By signing the Charter, ICs pledge to actively collaborate and contribute to the B4P network, aligning with its overarching objectives. These objectives, as stipulated in the Memorandum of Understanding (MoU) signed between the European Commission and the Partners (excluding the Union, represented by ECTP and WGBC), emphasise achieving the anticipated impact of the B4P initiative. Furthermore, ICs commit to integrating the New European Bauhaus (NEB) approach, which provides guiding principles and a framework for a creative, cross-disciplinary movement aimed at shaping sustainable and

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inclusive living environments. The outcomes of this task are documented in **Deliverable D1.2.**

Task 1.3: Initial Identification and Classification of Potential Candidates. This task focused on the first identification and classification of potential B4PIC candidates through a combination of top-down and bottom-up approaches. The bottom-up approach involved an open call for expressions of interest, which was widely disseminated through multiple channels to attract potential clusters. The top-down approach leveraged pre-identified clusters selected by the consortium and reviewed existing European cluster databases to identify suitable candidates. As part of this process, two frontrunner clusters signed the B4PIC Charter, positioning them as early adopters in the cluster journey (Figure 1). The outcomes of this task are detailed in **Deliverable D1.3.**

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2 SET-UP AND ACTIVATION OF THE NETWORK: OVERVIEW OF ACTIVITIES

2.1 Cluster journey

The cluster journey is organized into four key steps: Inception, Application, Set-up, and Delivery (see Figure 1). This report explains the activities carried out within WP1, i.e. from 1. Inception to 3, Set up, the 4th step (delivery) being covered by WP2, WP3, WP4 and WP5.

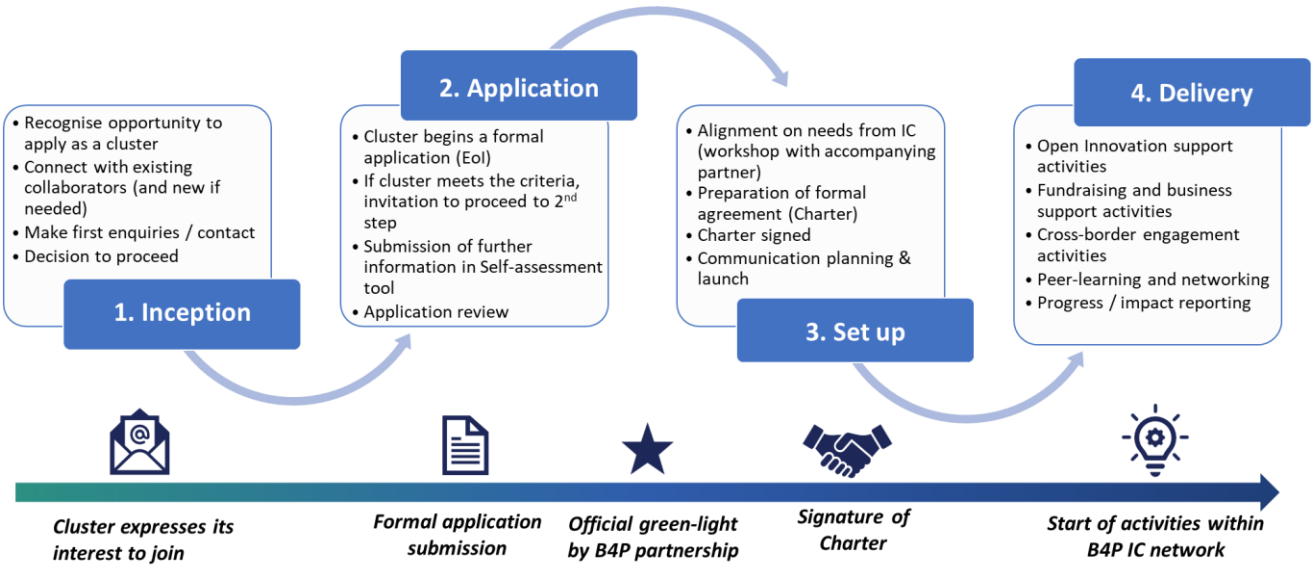

Figure 1: Cluster Journey to Becoming a B4PIC

2.2 Inception

The call for clusters was launched on September 23, 2024, inviting interested clusters to apply by filling an expression of interest form.

A 2-pager (figure 2) with essential information was translated in nine languages (Croatian, Finnish, Greek, Polish, Serbian, French, German, Spanish, and English), thanks to the efforts of the Green Building Councils (GBCs) and partners, and was available in the Built4People website. GBCs also shared it with their networks in their respective countries.

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Figure 2: Call for application screenshot

The announcement of the campaign was supported through the following actions:

- **Press Release**: Launched in mid-September, the press release was disseminated through various partner media channels (including B4P website).
- **Social Media Package:** A set of resources tailored for social media platforms to enhance visibility and engagement.
- **Events**: The call for clusters was communicated during the following events:
    - Built4People Partnership Clustering Meeting in September.
    - The Built4people Stakeholder Forum 2023 in October
    - SBC Greece Annual Conference (the first in a series of 6 national events planned by members of the WorldGBC Europe Regional Network) in October 2023
- **Newsletter publications**: including the New European Bauhaus Newsletter, were utilised for outreach and information dissemination.

By the time the call closed in December 2023, a total of **54 EOIs** had been received, which exceeded by far the expectations of the consortium.

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2.3 Application review

A decision tree with a limited number of criteria (figure 3) was used to assess each potential candidate. The decision factors included: the existence of a legal entity managing the cluster, its scope (built environment), among other considerations.

After carefully reviewing the 54 submissions of the Expression of Interest, **26 innovation clusters were shortlisted** and invited to complete the formal application—known as the Self-Assessment Tool (SAT)—to evaluate their maturity levels (annex 1).

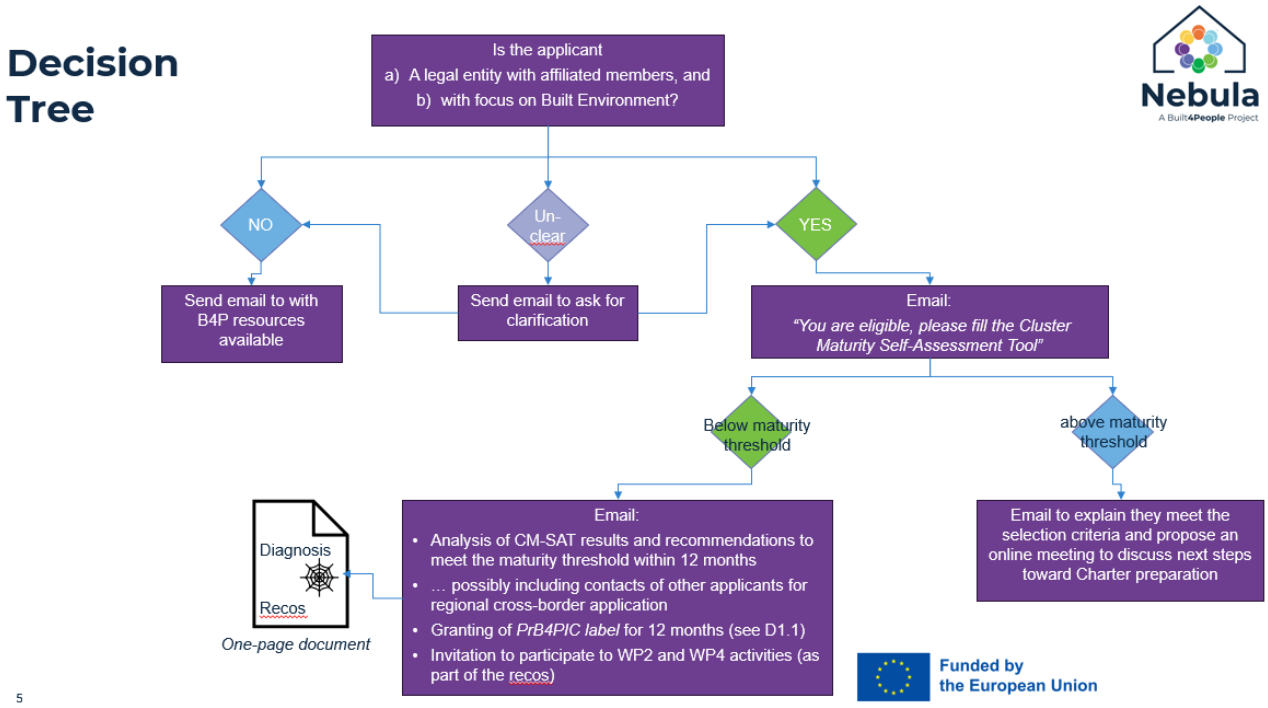

Figure 3:Decision tree to assess potential B4PICs

By the end of March 2024, **16 innovation clusters filled the Self-Assessment Tool and were invited to join** in two different sequences as follows:

Group	Number of clusters	Charter to be signed at the latest by:
1	10	September 2024
2	6	March 2025

Table 1: Sequences of B4PICs signatures

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The clusters were split in these two sequences to make sure that support could be provided optimally and to avoid stretching resources from the consortium.

2.4 Set-up & signature of charters

2.4.1 Preparation of the charters: the key role of the accompanying partners

After the approval of the application, each IC was assigned an Accompanying Partner (AP). Under this role, designed partners act as liaisons between the innovation cluster (IC) and the network. Their task is to guide the ICs through the necessary steps on their journey.

Main characteristics of Accompanying Partners:

- Be familiar with the EU ecosystem and engage with it
- Deeply understand the cluster characteristics and dynamics
- Understand how to meet cluster expectations
- Understand the cluster member's needs
- Be able to adapt the messages to local members
- Having interconnection abilities
- Have a local, national and European recognition

The Accompanying Partner assists the ICs in understanding what it means to be a B4PIC. They guide the clusters through the process and procedures to:

- Help Prospective B4PIC to personalise and refine their B4PIC Charter to be signed (in particular Annex 3 of the charter)
- Identify/refine initial maturity levels for different success factors
- Assist in defining the maturity levels to be achieved and associated timeline.
- Make sure they assign a "NEB advisor" (among their team or one of their members)

Accompanying Partners were assigned to clusters as follows:

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Country	Cluster name	Accompanying partner
Sequence 1 – signature in September 2024		
France	Novabuild	Nobatek
Italy	STRESS	FedCo
Italy	Clust-ER BUILD	FedCo
Finland	Green Net Finland	VTT
Belgium	Innovation 4 Society	ECTP
Hungary	Archenerg	EMI
Portugal	BUILT coLAB	Tecnalia
Spain	iCONS	Tecnalia
Spain	Wood and Design Cluster in Galicia	Tecnalia
Spain	Fundacion Galicia Constue	Tecnalia
Sequence 2 – signature in March 2025		
Bosnia and Herzegovina	NEB Forum BiH	DOWEL
Italy	Habitech – Distretto Tecnologico Trentino	FedCo
Italy	Venetian Green Building Cluster	FedCo
Greece	e-CODOMH	GBC Greece
Serbia	Association of Balkan Eco-Innovation	Serbia GBC
Spain	AEICE	Tecnalia

2.4.2 Appointment of a NEB Advisor

Clusters joining the B4PICs network also had to appoint a NEB Advisor. These advisors aim to connect local innovation networks with the resources and opportunities available via the NEBULA project while supporting the broader NEB initiative. NEB Advisors are usually the cluster contact points.

More information about the NEB Advisors

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2.4.3 Information shared with clusters

The communication towards clusters was done through several channels: first with an information session involving all candidate clusters once the EoI was closed, then through the accompanying partners and, starting May 2024, with monthly updates sent by e-mail:

- **Information session on B4P Innovation Clusters:** In this session on March 21 2024, IC applications were discussed and additional information about the process of becoming a B4PIC provided, including the support that would be available. The second half of the meeting was more 'hands on' and focused on NEBULA's finance toolbox, to start providing the IC with guidance on funding opportunities (see WP4 for more details).

Figure 4: Capture of the information session on B4PICs, March 2024

- **Monthly Updates:** From May 2024 to March 2025, the Project coordinator sent monthly updates to the ICs with relevant information about funding, workshops and resources available and other EU initiatives.

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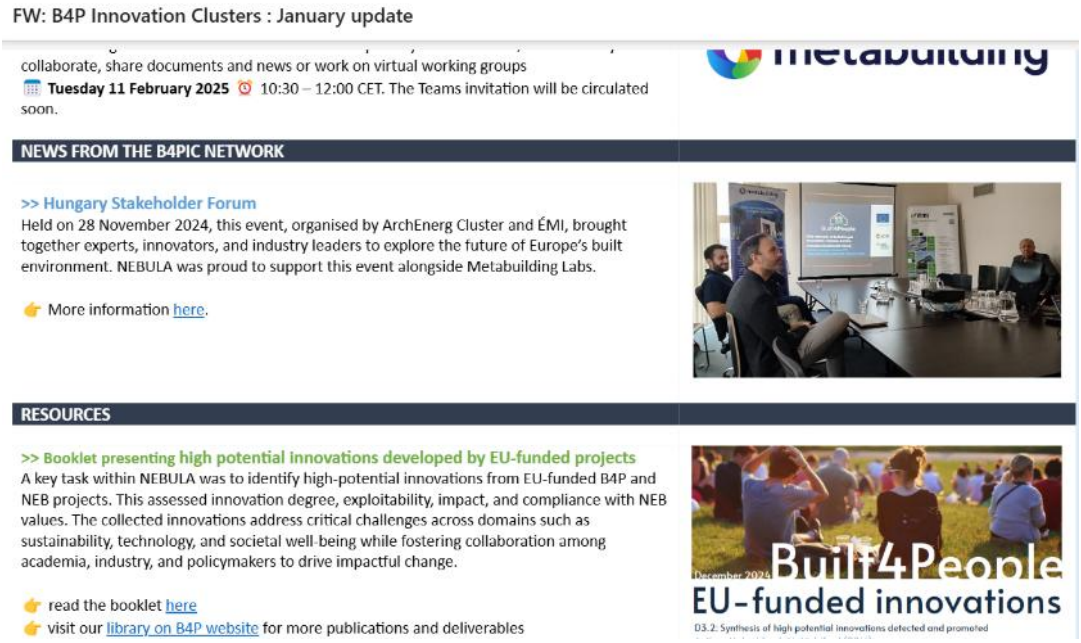

Figure 5: Screenshot B4P Innovation Clusters: January 2025 update

2.4.4 Signing ceremonies

Build:INN (former Eraikune) and Odéys were the first European clusters to sign the Built4People Innovation Cluster Charter in September 2023, supported by NEBULA partners.

Figure 6: Front-runners' signature of the B4PIC Charter

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Two official signature ceremonies were then organised for the “followers”. The grouping of signatures into such events, what had not been initially foreseen in the ‘cluster journey’, was very welcomed by clusters.

- **Built4People Stakeholder Forum 2024 – 1st signature ceremony:** On September 23, within the Built4People Stakeholder Forum, nine Innovation Clusters (from ‘Sequence 1’) signed the charter to become Emerging Built4People Innovation Clusters (Novabuild could not attend the ceremony, and signed at its headquarters instead)

Figure 7: Signature Ceremony 2024

- **Final event – 2nd signature ceremony:** On March 6, 2025, six Prospective Built4People Innovation Clusters (B4PICs) from ‘Sequence 2’ signed the Built4People (B4P) Innovation Cluster Charter at a special ceremony held at the NEBULA project's final event, 'Shaping Sustainable Futures', in Brussels, Belgium.

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Figure 8: Signature Ceremony 2025

2.5 Delivery

The “delivery” part of the cluster journey, i.e. the provision of support by NEBULA to the clusters in relation to fostering open innovation, accessing financing opportunities, and better integrating the value of the New European Bauhaus, was carried by WP3, WP4 and WP2 respectively, as illustrated in Figure 9. This step usually started before the B4PICs signed the Charter (and not afterwards as initially foreseen). As the signatures of the Charters were grouped into two big signing ceremonies, this resulted in a rather long waiting time from step 2 to step 3 of the cluster journey: it was decided to anticipate step 4 so that clusters could optimally benefit from the support activities of NEBULA.

Public outreach through social media, press releases and website news were also delivered by WP5. For instance, all NEB Advisors were presented through regular posts on social media.

More information about those activities can be found in the respective deliverables of WP2, WP3, WP4 and WP5.

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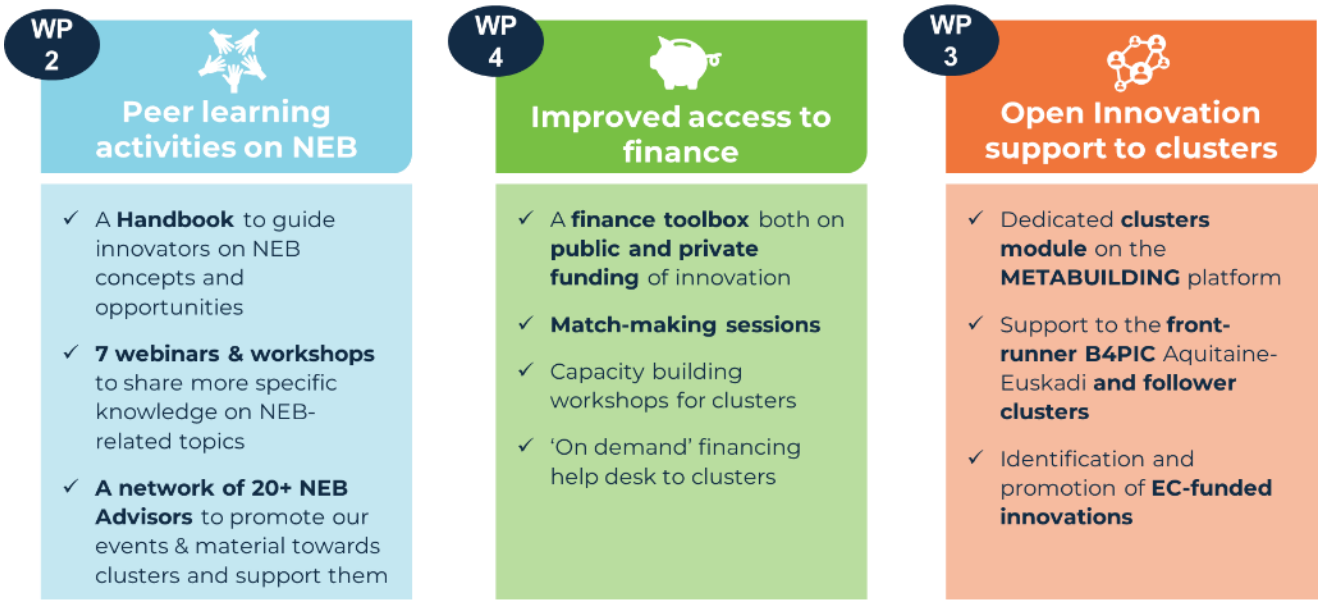

Figure 9: Support provided to the clusters as part of WP2, 3 and 4

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3 DESCRIPTION OF THE NETWORK

3.1 Network size

As of 14 March 30, 2025, the network counts 2 prospective, and 18 emerging clusters (see annex 1). Two clusters, members of the STAR*Track project, are indeed in the process of preparing their Charter. This brings the total **to 20 clusters actively engaged in the network**.

These clusters, with their diverse expertise, aim to significantly enrich the network and contribute to the overarching B4P goal **of achieving 10–15 fully established B4PICs by 2028**.

3.2 Geographical coverage

The B4PIC Network currently spans 12 countries across Europe (figure 7)

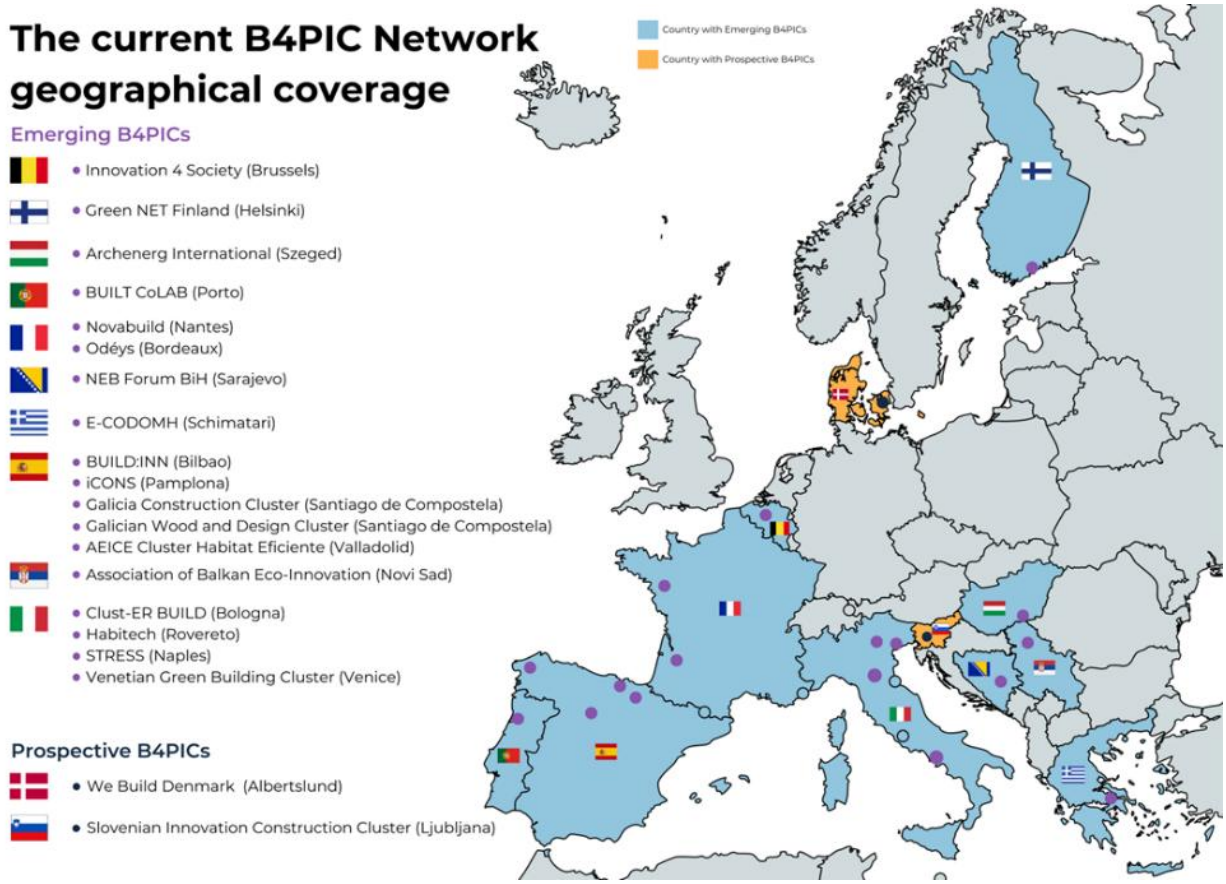

Figure 10: B4PIC network Geographical coverage

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As the network continues to grow, the aim is to expand further, reaching new countries and strengthening the collaborative efforts to address sustainability challenges in the built environment on a broader scale.

A 2nd Expression of Interest is expected to be launched in April 2025 by the STAR*track project to continue expanding the network. Information about the EoI will be published on the built4people website

3.3 Brief description of the members of the B4PIC network

3.3.1 Emerging

Frontrunners	
BUILD:INN BASQUE CONSTRUCTION CLUSTER	**BUILD:INN** is a leading Basque cluster that integrates the entire construction industry value chain. This cluster boosts the competitiveness and growth of its member companies by promoting technological innovation, international expansion, and public-private collaboration. **Members:** 142 **NEB Advisor:** Noelia Ortiz Santiso **Website**
odéys Cluster construction et aménagement durables	**Odéys** is a network that brings together many players in the construction and materials sector including start-ups, VSEs, SMEs, local authorities, contractors, associations and research and training establishments. The Association aims to catalyse, facilitate, and accelerate environmental, energy, digital, and societal transitions in the construction and materials sector. **Members:** Approximately 350 **NEB Advisor:** Estelle Musellec **Website**
aeice CLÚSTER HÁBITAT EFICIENTE	**AEICE (Cluster Habitat Eficiente)** This cluster is a private, non-profit association with more than 150 partners in the habitat sector value chain who interact with each other and with different public and private actors, with the aim of providing a collaborative response to the challenges we face by acting jointly as an agent of change through strategic actions. **Members:** >150 **NEB Advisor:** Carmen Devesa **Website**

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	Association of Balkan Eco-Innovation This cluster is a non-profit organisation that promotes the larger uptake of more sustainable innovations, aiming to pave the way towards a greener future. The organisation's goal is to establish cluster networks and bring various stakeholders together to collaborate, explore new ways to develop innovative sustainable solutions and support uptake in the Balkan region. **Members:** N/A **NEB Advisor:** Katarina Đokić **Website**
	Archenerg: This cluster is the International Innovative Cluster for Renewable Energy and Building Trade. Its primary objective is to promote renewable energy, drive innovation in energy efficiency, and encourage the use of environmentally friendly technologies, with a particular focus on the building industry. **Members:** 85 **NEB Advisor:** Anita Terjek **Website**
	BUILT CoLAB: They support the green and digital transition of the construction sector, striving to foster a more circular and innovative future, alongside enhanced productivity, competitiveness, and sustainable growth within the AEC sector and the built environment. **Members:** N/A **NEB Advisor:** Vanessa Tavares **Website**
	Clust-ER BUILD of Emilia-Romagna: Open Innovation, collaboration, and digitalisation are the main drivers propelling Clust-ER BUILD's activities to drive product and process innovation. The cluster's goal is to promote greater social, economic, and environmental sustainability for the entire construction sector and its region. **Members:** 109 **NEB Advisor:** Silvia Rossi and Gianluca Baldisserri **Website**
	E-CODOMH This cluster works on the innovative ecosystem of the Greek construction sector, acting as a catalyst for sustainable development of the enterprises, collaborating along the entire construction value chain and through the entire lifecycle of buildings and construction. **Members:** 22 **NEB Advisor:** Constantina-Dia Andreouli **Website**

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CLÚSTER DA CONSTRUCIÓN GALICIA CONSTRÚE	**Galicia Construction Cluster**: By fostering collaboration and innovation, this Cluster aims to address industry challenges and capitalise on transformative trends, creating a competitive and forward-thinking ecosystem for the construction sector in Galicia. **Members:** 49 **NEB Advisor:** Pablo Vázquez **Website**
CMD	**Galician Wood and Design Cluster / Cluster da Madeira e o Deseño de Galicia**: Via broad support, this cluster promotes the sustainability and digitalisation of its companies through innovation, boosting the wood construction sector regionally and in Europe. **Members:** 45 **NEB Advisor:** Ricardo González and Raquel Niet **Website**
gnf Green Net Finland	**Green Net Finland (GNF):** is a Finnish cleantech cluster and a professional development project organisation, creating smart and low-carbon urban environments. **Members:** 29 **Website**
habitech	**Habitech - Distretto Tecnologico Trentino** This cluster's mission is to lead sustainability and innovation in construction and energy value chains, promoting strategic partnerships and cooperation, as well as business-oriented opportunities at multiple territorial levels. **Members:** 126 **NEB Advisor:** Marcello Curci **Website**
iCONS. CLÚSTER DE LA INDUSTRIALIZACIÓN DE LA CONSTRUCCIÓN DE NAVARRA	**iCONS** This cluster supports companies and professionals throughout the whole construction value chain to make progress in several areas of work (industrialisation, digitalisation, sustainability, etc.) through its services and actions. **Members:** 54 **NEB Advisor:** Iñigo Porres **Website**
INNOVATION SOCIETY	**Innovation 4 Society:** This cluster incubates and supports societal innovation projects, focusing on social housing and habitat in Brussels. Since 2019, it has connected actors from diverse sectors, fostering collaboration through monthly activities, debates, and innovative projects to strengthen ties and drive change. **Members:** 19 **NEB Advisor:** Aurélie Rompler **Website**

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	NEB Forum BiH NEB Forum BiH is a knowledge exchange platform in the field of architectural and urban design, education, environment, heritage, and sustainability. **Members:** 6 **NEB Advisor:** Selma Harrington **Website**
	Novabuild is the association that federates and mobilises professionals with a view to changing the mentalities and practices of those involved in construction (building and public works), real estate and development in the Pays de la Loire, to lead them to integrate climate issues, biodiversity and resource preservation into their structures. **Members:** 450 **NEB Advisor:** Hanna Ketels **Website**
	STRESS: Connecting its members with regional, national and European partnerships, STRESS is a cluster that promotes green and digital technologies to enhance the competitiveness of the construction sector. Also promoting research and continuous professional training, STRESS fosters industrial innovation and business ventures for the sustainability and resilience of the built environment **Members:** 18 **NEB Advisor:** Carmine Pascale **Website**
	Venetian Green Building Cluster This cluster's mission is to support the energy and digital transition of the building sector by increasing the innovation level of its members. This cluster acts as a bridge between academic research and corporate research and development (R&D), facilitating the interaction of researchers and the creation of new R&D projects. **Members:** Approximately 60 **NEB Advisor:** Rachele Polara **Website**

3.3.2 Prospective

No logo available yet	**Slovenian Innovation Construction Cluster** This cluster is under establishment. The objectives are to foster joint product development, establish and strengthen supply chains, enhance market presence, establish new business models, achieve policy influence and improve

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	project co-financing. Activities to achieve this include product presentations, access to value chain leaders, knowledge sharing, networking, training and participation in partnerships to obtain financial support. **Members:** N/A **Website:** N/A
WE BUILD DENMARK	**We Build Denmark** Denmark's national cluster organisation for the construction sector, appointed by the Ministry of Higher Education and Science. This cluster's purpose is to provide innovative companies with direct access to knowledge, sparring partners, and interdisciplinary networks. **Members:** >300 **Website:**

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4 CONCLUSION

The B4PIC Network has developed significantly since the start of the NEBULA project, creating a solid foundation for driving forward sustainable innovation in the built environment.

Thanks to a carefully planned onboarding process, the network now includes a total of 20 active clusters (both Prospective and Emerging), each bringing its own expertise and know-how to the network. With members spanning 12 European countries, the network embodies collaboration and diversity, key elements for tackling the challenges of sustainability.

The tiered approach – comprising Established, Emerging, and Prospective clusters – ensures that each member is supported on their journey towards becoming a fully established B4PIC. Accompanying partners have been instrumental in this process, offering guidance and ensuring clusters align with the principles of the NEBULA Charter.

Looking ahead, the B4PIC Network is in a strong position to expand further, both geographically and in its impact. By fostering innovation, strengthening partnerships, and helping clusters address pressing sustainability challenges, the network is not only advancing the goals of the New European Bauhaus but also playing a meaningful role in supporting the EU's Green Deal objectives.

The progress made so far demonstrates what is possible when collaboration, dedication, and shared goals come together. The process and cluster journey can however be further improved, thanks to the lessons we have learnt when establishing the network in NEBULA, and thanks to the feedback provided by some of the clusters that have signed the B4PIC Charter. These lessons learnt, feedback and the recommendations that we can derive from them have been included in NEBULA Replication Plan, to pave the way for further expansion of the network, building upon the solid foundations laid out in NEBULA.

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5 ANNEX 1: TERMINOLOGY AND MAIN CONCEPTS

Built4People (B4P) general objectives:

- "Scientific": to generate holistic innovation towards sustainability;
- "Economic": to revitalise the sector through decarbonisation and sustainability transition;
- "Societal": to induce lasting behavioural change towards sustainable living.

B4P Specific Objectives:

- Develop holistic solutions in a systemic approach
- Demonstrate overall performance in the life-cycle perspective
- Demonstrate clean energy transition potential
- Demonstrate sector decarbonisation pathways
- Demonstrate sustainable, circular business and value chain
- Demonstrate affordability and cost-effectiveness
- Demonstrate no trade-offs on economy, comfort, health, functions, cultural heritage.

New European Bauhaus (NEB) core values allowing to co-design and co-create an aesthetic sustainable and inclusive future:

- Beautiful (Enriching),
- Sustainable (Sustainability),
- Together (Inclusiveness).

NEB working principles enabling the green transition of our societies and economy:

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- Participatory process,
- Multi-level engagement,
- Transdisciplinary approach.

Innovation Cluster (IC): a local or regional socio-technical ecosystem bringing together actors of the built environment sector, where pools of capital, tacit knowledge, expertise, and talent foster the development of new innovations, their demonstration and their market uptake.

B4P Innovation Cluster (B4PIC): a group of innovation-driven stakeholders, typically formed by one or two local/regional cluster(s), that engage in a maturing process to foster EU-scale, multidisciplinary and sustainable innovation in the built environment. Such a process is supported and monitored by the B4P Partnership representative, so that the B4PIC address, as a group and on a negotiated timeline, the following five dimensions, characterising B4PIC success factors: full value-chain coverage; cross-sectoral integration; combined local and national/ EU networking; cross border connections; and access to testbeds and demonstration spaces such as pilot buildings and living labs.

B4P Innovation Cluster network (B4PIC network) is composed of the B4PICs that have formally engaged in the B4P maturing process (i.e., signed the B4PIC Charter), assure the exchange of good practices and foster collaboration among B4PICs.

B4PIC success factors (SF):

SF1 - Whole value chain: integrating as many as possible different stakeholder types from the whole built environment innovation value chain (e.g., any entity or organization representing academia, research and industrial innovators, architects and contractors, end users' associations, local authorities, etc.);

SF2 - Multi-objectives: targeting several B4P objectives as well as NEB principles;

SF3 - Cross-sectoral: integrating different industrial sectors, whose members might be transdisciplinary;

SF4 - Locally anchored with national and European outreach: connecting a local territory with networks at national (national clusters or metaclusters, e.g., Construction National Technology Platforms) and European (European clusters or metaclusters, e.g., ECTP, WorldGBC ERN) levels;

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SF5 - Cross-border: interconnecting with clusters from other regions or Member States, establishing and promoting interregional activities between two clusters operating in two different local markets or economies (e.g., in the context of Euro-regions, or in two regions within the same Member State or in two different EU countries, with clearly differentiated markets/economies);

SF6 - Access to testbeds and demonstration spaces: integrating or connecting to test beds, pilot buildings, living labs or other facilities to demonstrate innovations and facilitate market uptake.

Three types of B4PICs:

Prospective B4PIC (candidate): an IC has expressed interest and is exploring becoming a B4PIC, in relationship with the B4P Partnership (supported by NEBULA partners over the duration of the NEBULA project). A Prospective B4PIC should contain the maturity of all 6 success factors at least at level 1 and take an engagement to aim at all B4PIC success factors. An IC can be a candidate up to 12 months before signing the Charter.

Emerging B4PIC (Stage 1): a cluster has applied and been accepted (the Charter is signed) on the basis of a commitment in the Charter to progress towards required maturity (but is not meeting these minimum requirements yet). If such maturity level is not reached at the end of Horizon Europe (by 2027), the IC will be considered as defaulting and losing its status of Emerging B4PIC.

Established B4PIC (Stage 2): an accepted Emerging B4PIC has demonstrated it meets the required maturity level in the defined timeline, as agreed in the Charter, which it has signed.

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