# The Built4People Innovation Cluster Network is a powerful accelerator of sustainable innovation in the built environment.

**Built4People**

Call for applications to become a Built4People Innovation Cluster is now open. Join a new network that will foster partnerships across Europe and give you access to resources, support and guidance.

## What is a Built4People Innovation Cluster?

A Built4People Innovation Cluster (B4PIC) is a group of innovation-driven stakeholders.

These are typically formed by one or two local or regional clusters, that engage in a transformative maturing process to foster EU-scale, multidisciplinary and sustainable innovation in the built environment.

Find out more here about the objectives of Built4People.

## What is the purpose of the Built4People Innovation Cluster network (B4PIC network)?

The purpose of the B4PIC Network is to support Innovation Clusters to become B4PICs through establishing innovation ecosystems at multiple scales (local/regional/national).

The network will provide access to resources as well as support and guidance to the existing hubs or clusters that want to engage, connect and scale sustainable innovations.

Together the network will help to drive progress towards the ambitions of the New European Bauhaus (NEB) for a built environment that is fit for purpose, sustainable and accessible to all, as well as delivering on the goals of the EU Green Deal to make Europe climate neutral by 2050.

## Why joining a Built4People Innovation Cluster can be a game changer

The Built Environment contributes to 39% of global $CO_2$ and emissions are still rising. We cannot wait for innovations to scale organically. Innovations need the right conditions and networks to reach the market quickly and B4PICs can help companies, large and small to find those solutions and opportunities for growth.

By leveraging their collaborative ecosystem, expertise and resources, clusters are a proven vehicle to accelerate the development, adoption and scale-up of green technologies and solutions. Below are three ways in which research demonstrates that the establishment of an Innovation Network can yield positive results.

**1.**
**INCREASED PRODUCTIVITY**
Companies that are part of Innovation Clusters are around 40% more productive compared to non-clustered organisations.

**2.**
**ACCELERATED GROWTH**
Companies in innovation Clusters experience 2.5 times faster employment growth and generate 18% higher gross value added (GVA) compared to non-clustered firms.

**3.**
**SCALE AND SUPPLY CHAIN EFFICIENCY**
Collaboration within clusters can result in up to a 48% reduction in supply chain lead time, positively impacting productivity.

# What added value does the Built4People network bring?

**INCREASE VISIBILITY IN HIGH-LEVEL EUROPEAN NETWORKS THROUGH COMMUNICATION TOOLS**

**BENEFIT FROM GUIDANCE INCLUDING PRACTICAL MATERIAL AND PEER-LEARNING ACTIVITIES ON THE NEW EUROPEAN BAUHAUS**

**ATTRACT NEW RESOURCES AND FUNDINGS THROUGH SELECTED PUBLIC OPPORTUNITIES, PRIVATE INVESTORS AND SUPPORT MATERIAL**

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**NETWORK WITH THE B4P PROJECTS AND WIDER STAKEHOLDERS' COMMUNITY**

**TAKE A BROADER APPROACH TO RESEARCH AND INNOVATION THROUGH BEST PRACTICES AND CASE STUDIES**

**COMMUNICATE KEY MESSAGES TO THE EUROPEAN COMMISSION THROUGH THE ACTIVE PARTICIPATION IN THE B4P NETWORK**

## Guidance through the maturity process

The B4PIC Network aims to help clusters progress along a unique evolution process, with a dedicated timeline, to integrate the six B4PIC success factors and improve their maturity level through a step-by-step progression:

**WHOLE VALUE CHAIN** Integrating all stakeholders from the whole built environment innovation value chain (e.g. academic & industrial innovators, architects and contractors, end users associations, local authorities, etc.).

**MULTI-OBJECTIVES** Targeting several B4P objectives as well as NEB principles.

**CROSS-SECTORAL** Integrating the different disciplines of the new Bauhaus (co-design, inclusiveness, circularity, etc.).

**LOCALLY ANCHORED WITH NATIONAL OUTREACH** Connecting a local territory with networks at national and European levels (e.g. national or European associations).

**CROSS-BORDER** Interconnecting with clusters from other regions or Member States (e.g. euro-regions).

**ACCESS TO TESTBEDS AND DEMO SPACES** Integrating or connecting to test beds, pilot buildings, and living lab facilities to demonstrate innovations.

## How to get involved

**Who:**
The call is open to existing hubs or clusters across Europe within the built enviroment and innovation. Please check the website for more information.

**How:**
Fill out the expression of interest form, and you will receive more information about the following steps to start the application process.

**When:**
Expressions of interest and formal applications are being accepted on a rolling basis.

If you have any questions about the process, please contact: info@built4people.eu

## Supported by

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