



AMANAC WORKSHOP

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WHAT KIND OF BUILT ENVIRONMENT FOR FUTURE GENERATIONS?

The perspectives of an engineering firm

Esteban Camacho
Innovation Manager at RDC

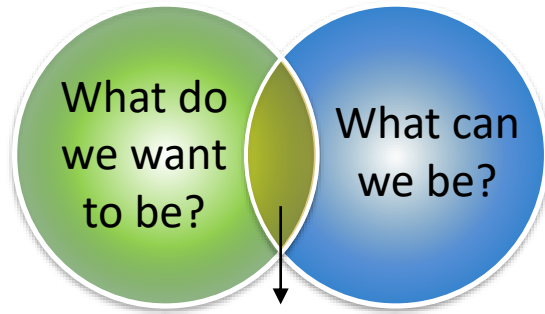


The projects have received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 760639 (EnDurCrete), 760824 (ReSHEALience) and 761072 (DACOMAT)

The challenge of starting up and growing

Ambitions
motivations
interests
social resp.

Rivalry
Globalization
barriers
resources



guarantee growth & sust. business model

↑ specialization in niche sectors
(aligned with strengths)



Money: Limited in SME. Support proposals, validate ideas.

Scope: Focus efforts progress learning curves. Learn to say “no”. Horizontal tech. (↑)³ focus=expert in a niche

Time: Scarce. SME race to market, EU ↓ time idea-to-market.

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Opportunities to grow with strategic niches

EC points way Europe development! **These lines will grow**

- +durability
- +lifetime
- +resilience
- resources
- maintenance
- weight

EC DG for Environment policies	<p>Green growth: Resource efficiency & waste prevention</p> <p>Circular economy (EU policy)</p> <p>Coast protection & marine clean</p> <p>Sustain. growth & Integrated Product Policy: LCA (E-S-C)</p>
EC DG Maritime Affairs & Fisheries	<p>Blue Growth strategy</p>



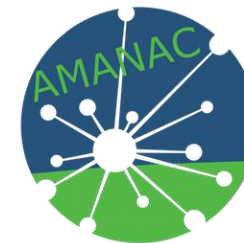
Drivers: struc. design and innov on...

↑ material **efficiency** (only the needed)

Struct. design for material **functionalities**

Explore ↑² **performance**, path to new sectors

Explore other (nano)tech. **Cross-sector collaboration**



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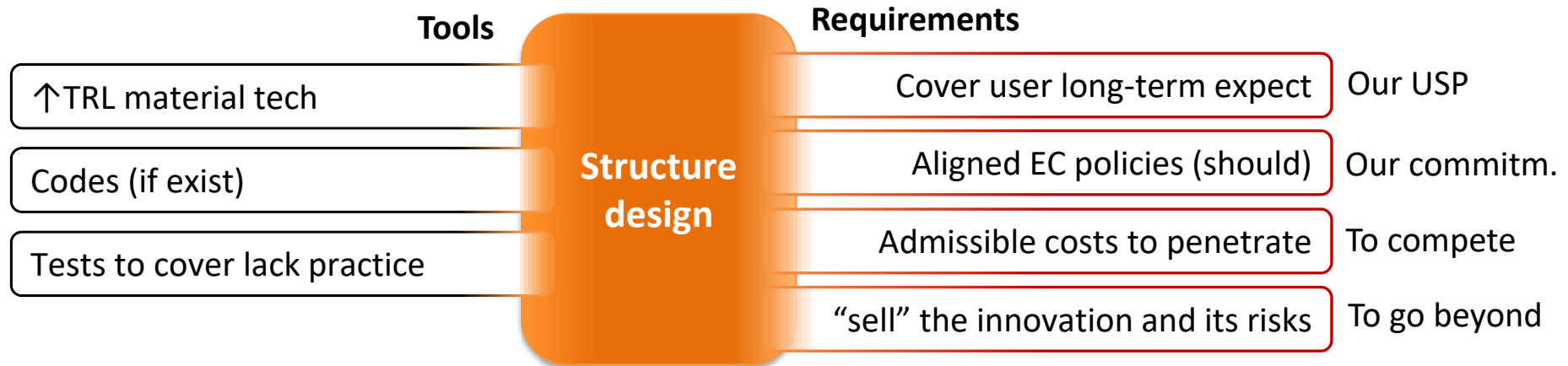
In real struc, eng still learning. **Opportunity.**



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Needs to reach the market



Innov → **lack of a mature market/clients**. Additional work com. & support:

Awake latent demand

Inform success cases

Interact with clients to meet new niches

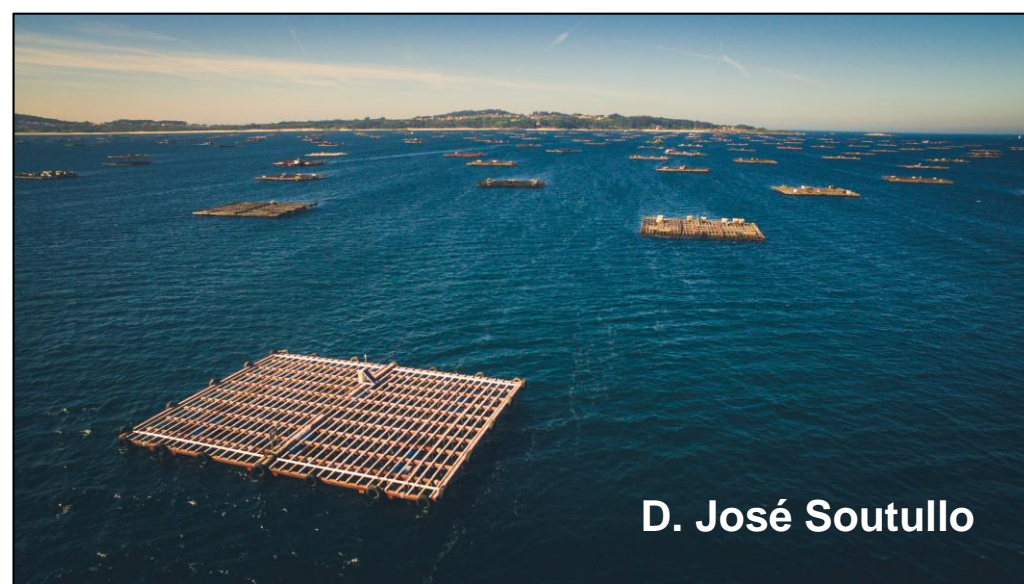
find & involve **innovation patrons**

- 1st payers for an innov
- Special profile, key actors for innov & EU sust. growth.
- Will for progress. Accept risk for being progress sponsors
- Won't have the best, but the 1st (their perceived value).



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D. José Soutullo



Diputació Val.-Revalia-Tecopsa

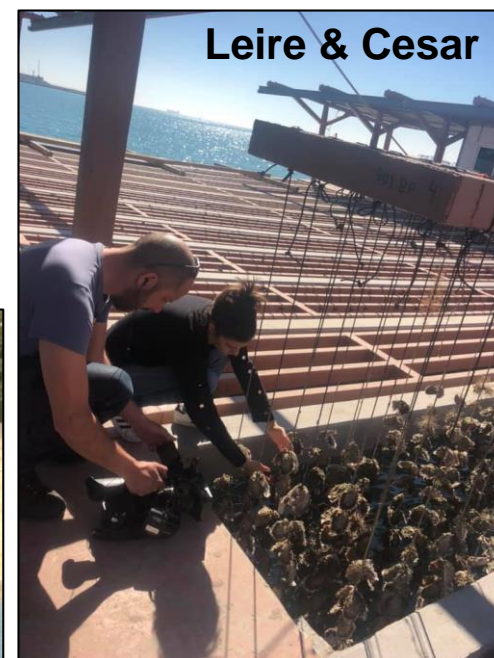


**Royal Order
of the
Knights**



Valencia city council

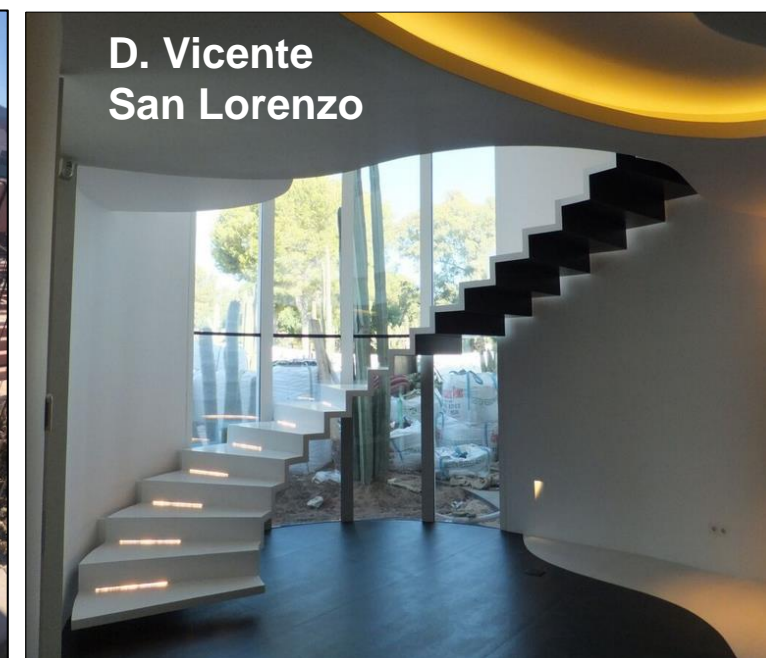
*Thanks to them,
feedback from them*



Leire & Cesar



GVA-Vías y Construcciones



**D. Vicente
San Lorenzo**

Conclusions

Our 4 y. experience as innovative SME eng:

The smaller you are, the higher the need of specialization (focus the scope). Get away from savage competition.



Three key supports

- **Follow the lead of EC strategies & funds as a growth driver**
- **Cross-sector cooperation.** Synergies and new opportunities
- **Find, spoil and get feedback from innovation patrons**



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