



# **Digital Construction for EU Green Deal**

**prof. dr. Žiga Turk**  
**University of Ljubljana, FG**

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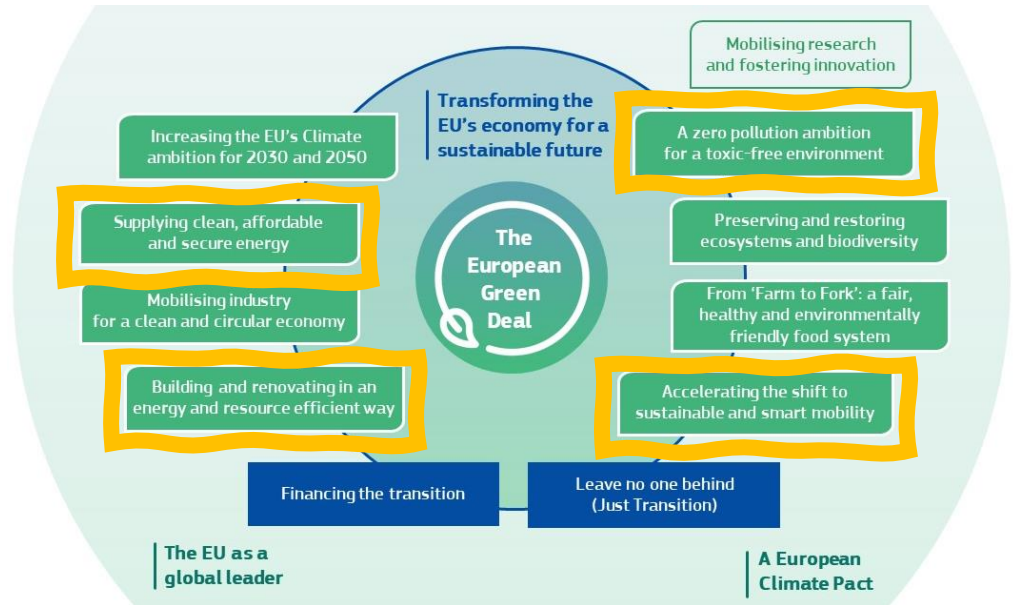




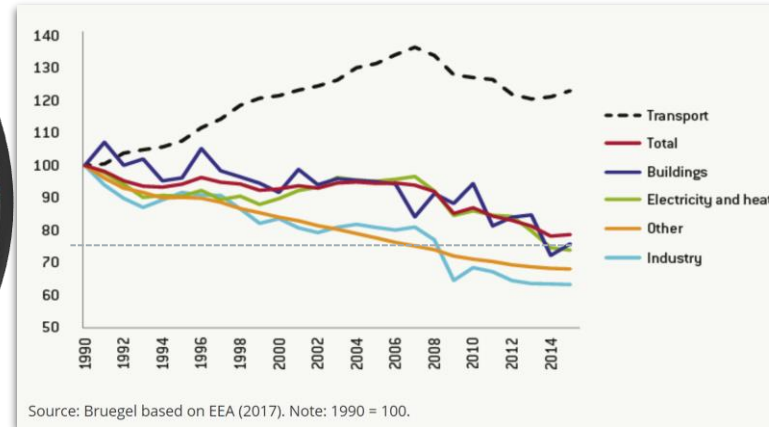
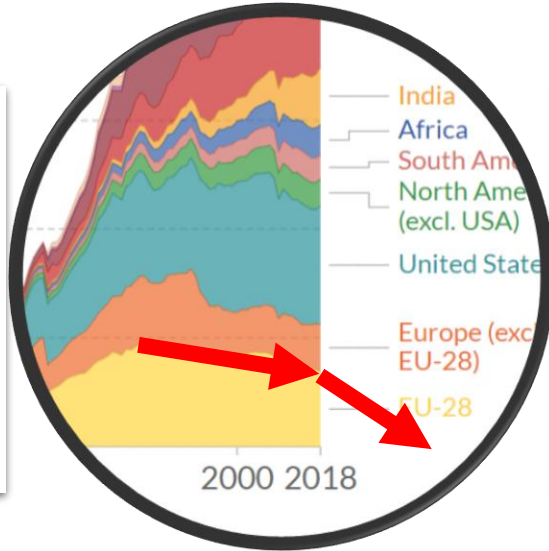
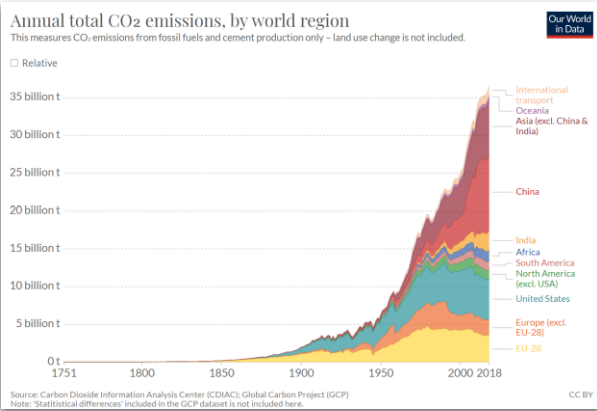
# EU Green Deal: Striving to be the first climate-neutral continent

TOWARDS A EUROPEAN DIGITAL  
PLATFORM FOR CONSTRUCTION

- there are no net emissions of greenhouse gases by 2050
- economic growth is decoupled from resource use
- no person and no place is left behind



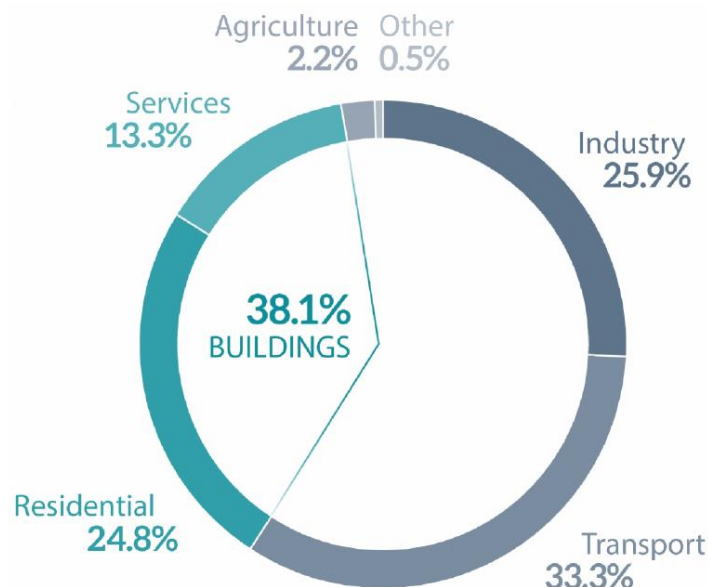
# “Increasing climate ambition”





# “Building, Renovating”

- Construction industry does design, construction, operation, maintenance of buildings
- But also of
  - Transportation infrastructure
  - Industrial facilities



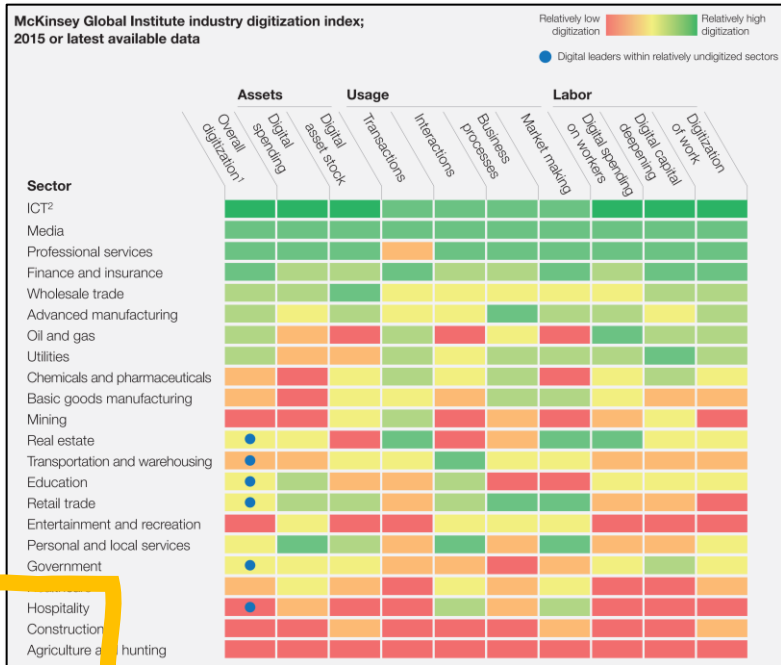
Data source: [Eurostat](#), 2014.

# Some opportunities for construction

- better design and construction
- smarter operation
- intelligent buildings
- smart cities
  
- digital is key
  - project information management
  - asset information management



# Construction lags in digital ...



## US example

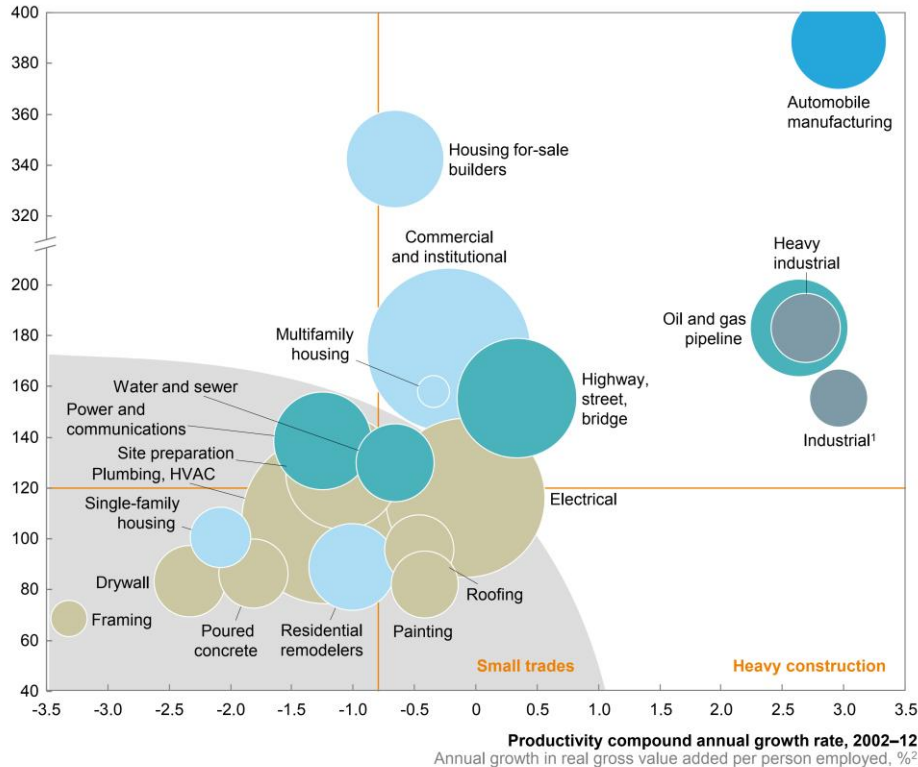
● Specialty    ● Civil  
● Building    ● Industrial

Size indicates economic value added, 2012  
 2015 \$ million

— US construction average

## Productivity, 2012

\$ thousand per person employed, 2015 \$



1 Manufacturing plants and warehouses.

2 All subsectors deflated with overall construction sector deflators, not subsector-specific prices.

# But not all construction

- heavy construction, large companies not so bad
- small trades, SMEs are the problem




# Perhaps we can improve the technology delivery mechanism

TOWARDS A EUROPEAN DIGITAL  
PLATFORM FOR CONSTRUCTION

- Construction lags in productivity
  - mostly because of SMEs
- There is a number of barriers to technology adoption
  - Political, Economic, Social, Technological, Environmental, Legal
- But privately same people use very advanced IT
  - delivered via platforms (Facebook, Youtube, Uber, Amazon, Android ...)
- Perhaps we can improve technology delivery mechanism





A close-up portrait of Bill Gates, wearing glasses and a dark suit jacket over a light-colored shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a solid, dark blue color.

**As we look ahead  
into the next century,  
leaders will be those  
who empower others.**

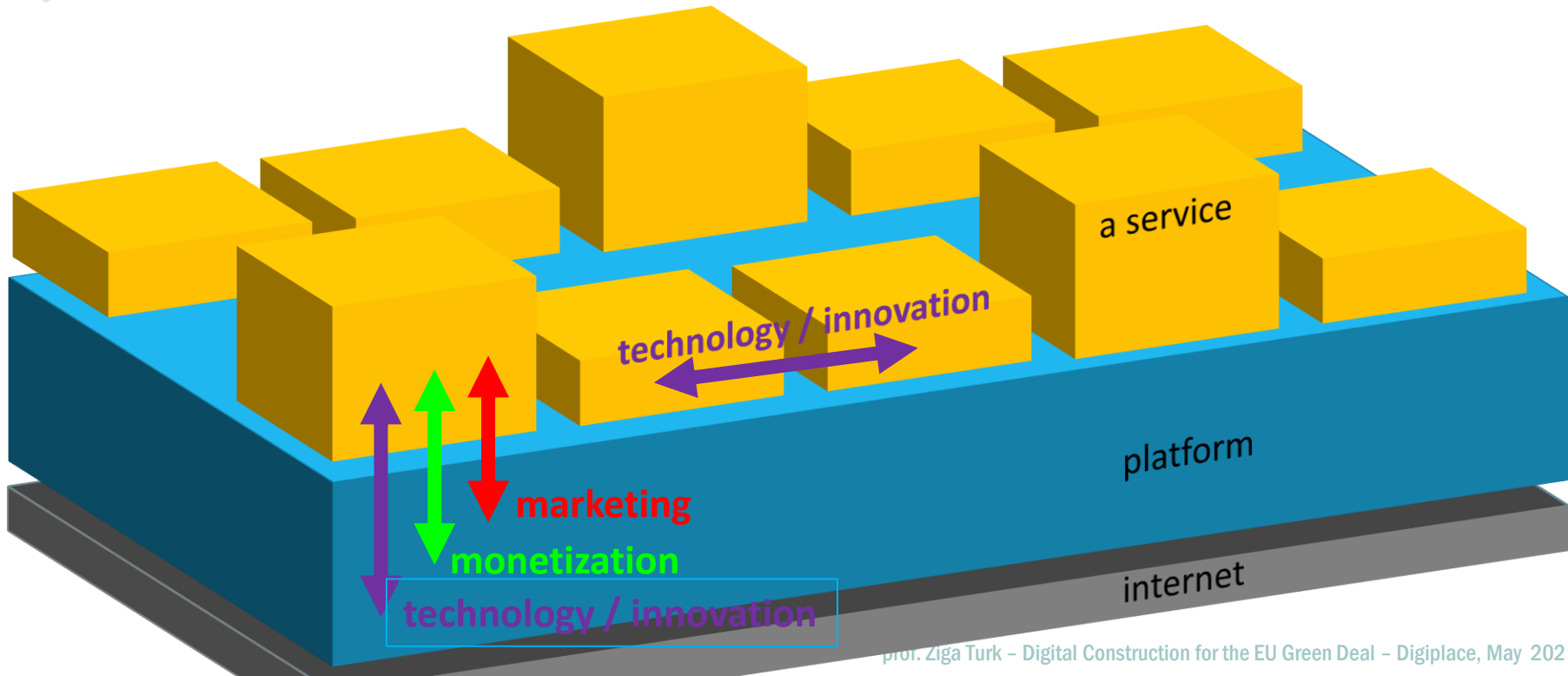


*Bill Gates*  
*[www.geckoandfly.com](http://www.geckoandfly.com)*

# Empowerment came in many shapes and sizes

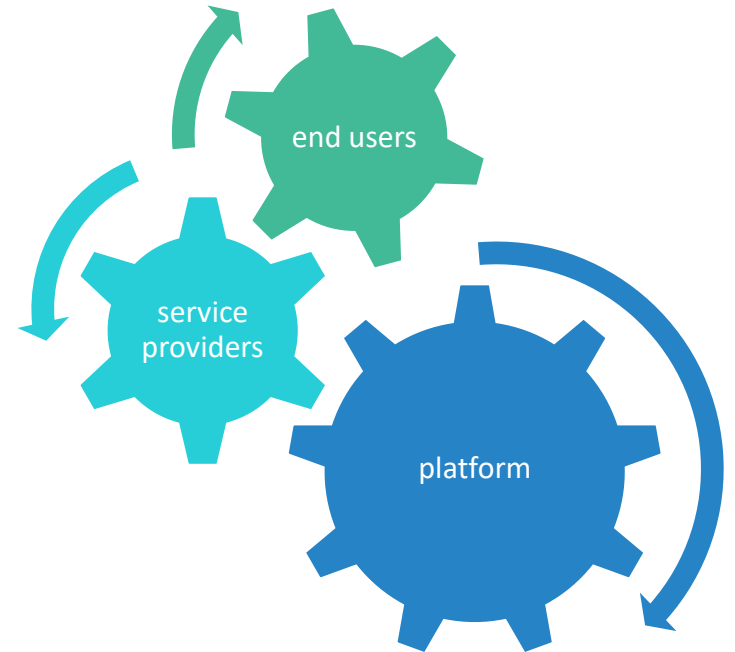


# Key idea was a platform



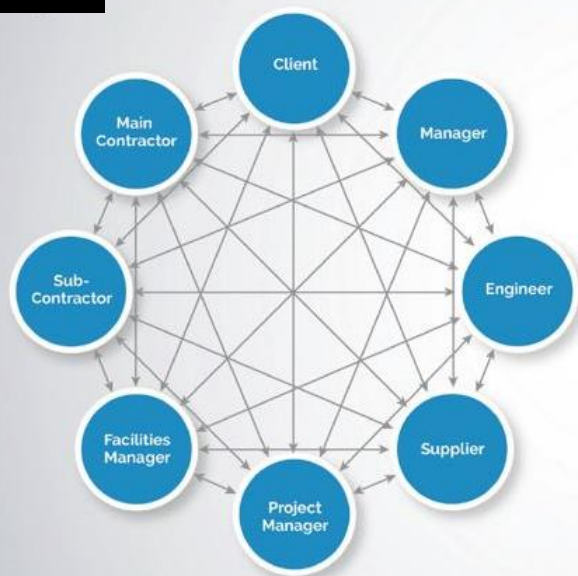
# Platforms do three things

- Simplify collaboration
  - project collaboration
- Reduce transaction costs
  - re-use of functionality, marketing, monetization
- Enable complementary innovation
  - platform :: providers :: end users

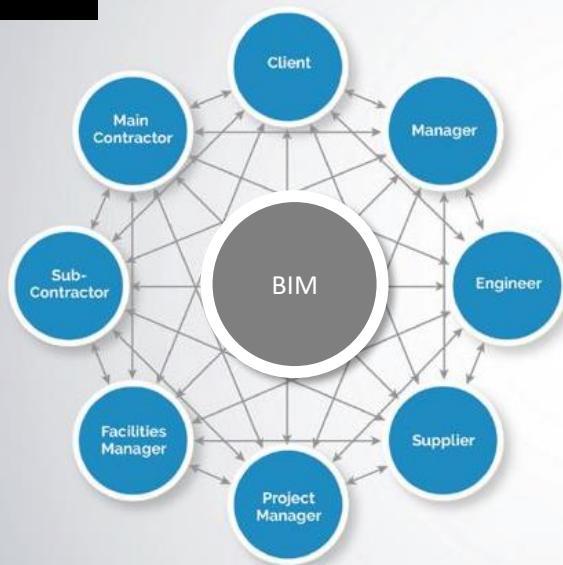


# So far: looking for productivity gains within a project

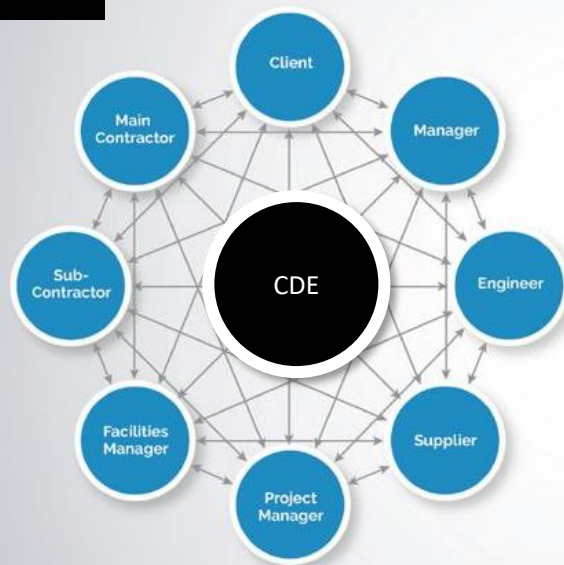
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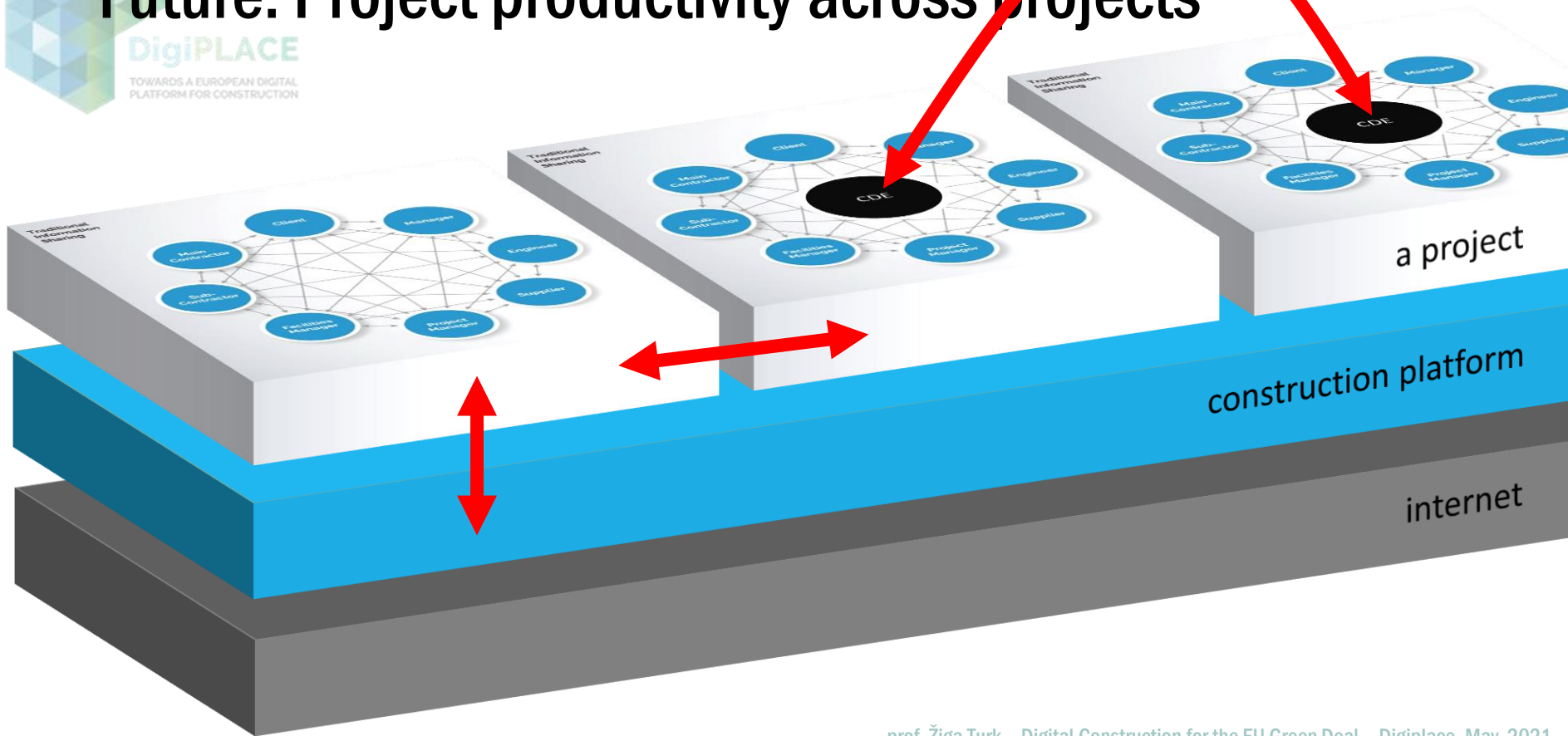
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# Future: Project productivity across projects



# “A race Europe cannot afford to lose”

“Europe's next unicorn could stem from the collaborative economy”

- Jyrki Katainen, vice president, European Commission.

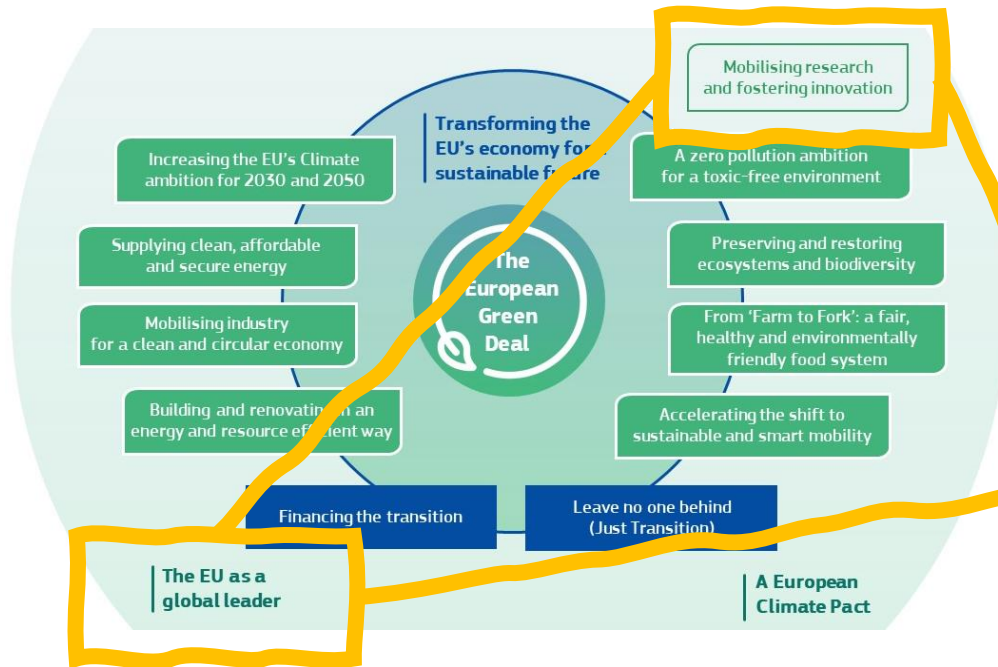
“Business-to-Business platforms: the race that Europe cannot afford to lose”

- Max Lemke, European Commission





# Green Deal for mobilizing research, fostering innovation, making EU global leader



- DigiPlace project created a framework for this future







**The End**

