



Clients & Users needs and requirements
Drivers to reform

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What is EURO CITIES?

- ❑ The network of large European cities
- ❑ 130 members in more than 30 European countries
- ❑ Representing the interest of major cities
- ❑ Aiming at Inclusive, Prosperous, Creative, Educated and Sustainable cities

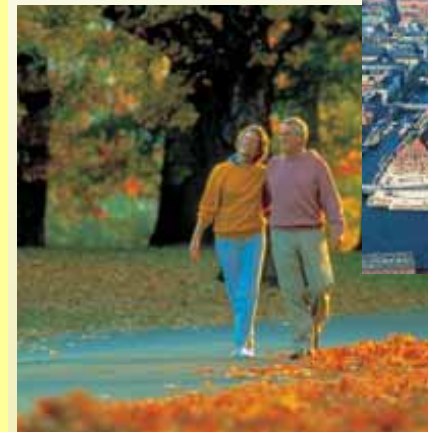
How?



- Ensuring the the role and responsibilities of cities in EU policies and legislation.
- Intensive trans-national cooperation
- Participation in European projects.
- Stimulating intergovernmental cooperation in territorial matters
- Dialogue with the European institutions

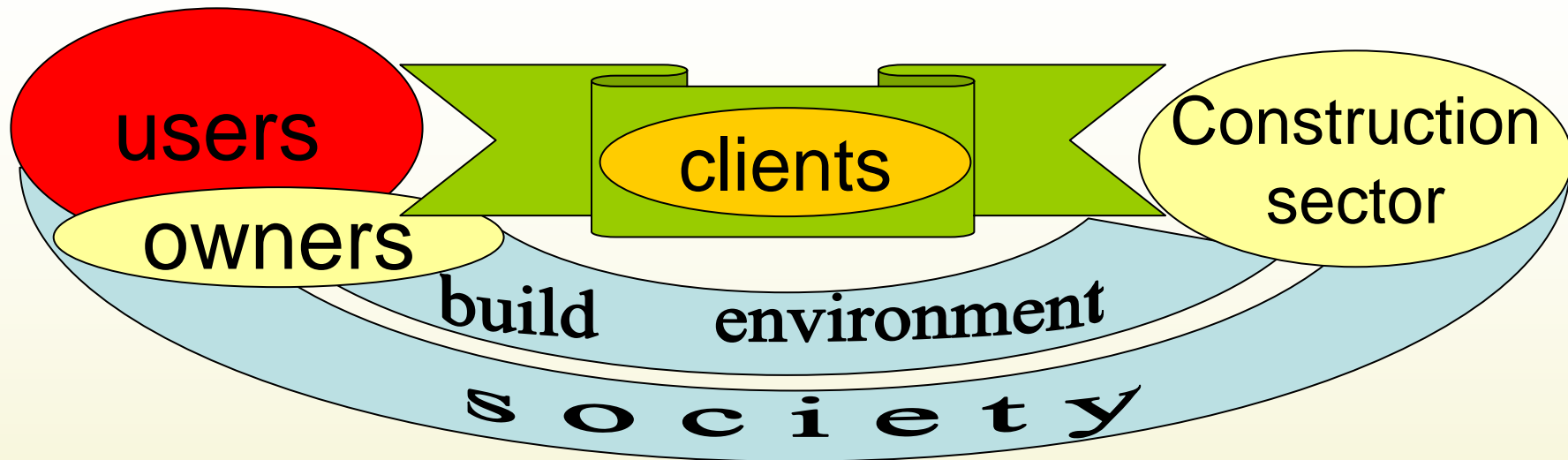


- To secure that clients and users views are reflected in ECTP
- To assist ECTP in developing a vision 2030, SRA, JTI and roadmaps for research and innovation in the construction sector
- To assist ECTP in disseminating its ideas to the Commission stakeholders
- To develop a research framework for interaction between clients, users and the construction sector in general



We support for the recommendations of the Focus Areas
We recommend to include user and client explicitly

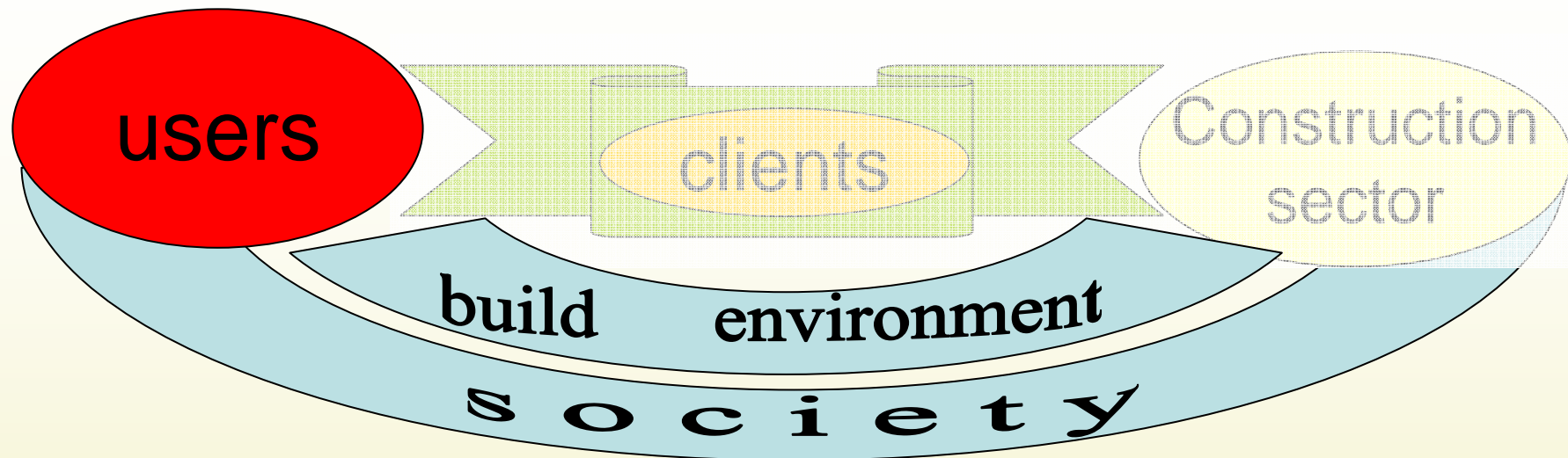
Users and Clients



→ Many stakeholders

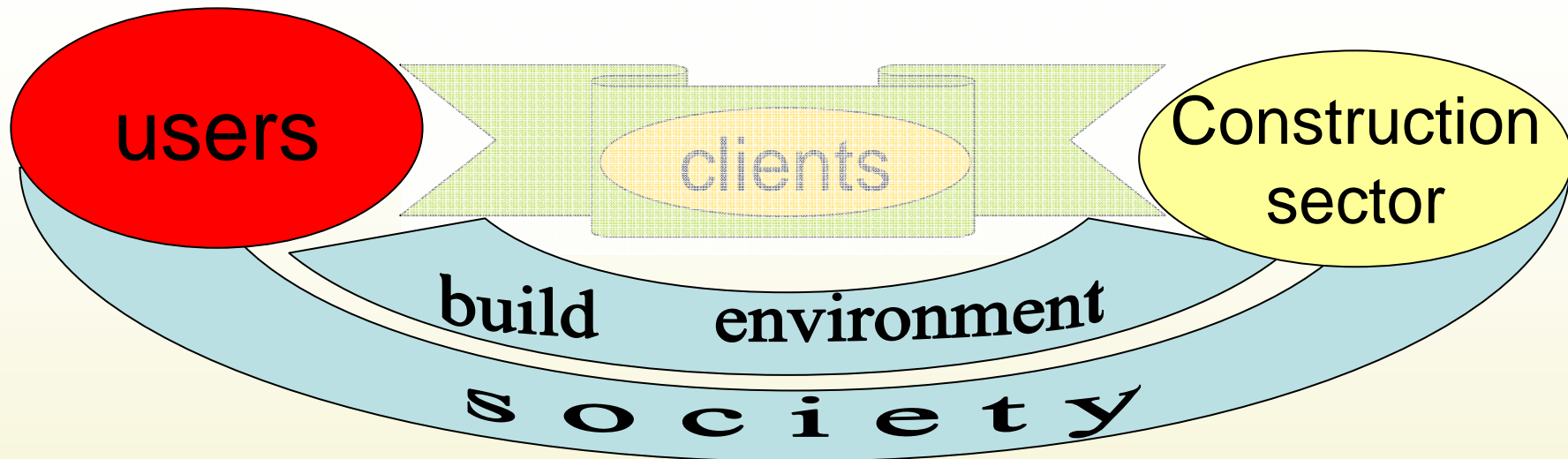
- What is the role of users and clients in construction projects?
- How to include their views in research proposals?
- What are research topics of particular relevance to them?

Users ?



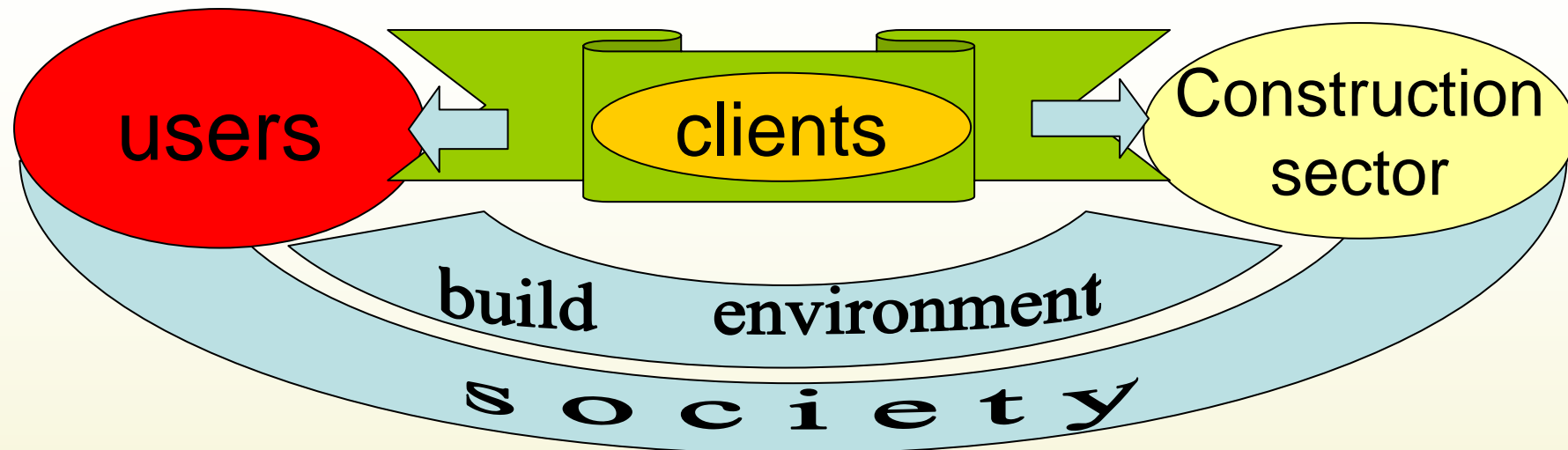
- Employees of firms and public bodies
- Shoppers and retailers in a commercial centre
- Families in private dwellings or public housing
- Passengers passing through transport systems
- People moving through urban spaces

Users ?



- Build environment for present and future generations
- New-building, refurbishment, restoration and maintenance
 - Many user needs are well understood
 - **safety, comfort, although not always met**
 - Some user needs are rarely recognised
 - **children's access to public transport**
 - Other needs have received more attention
 - **DESIGN FOR ALL ages, abilities.....**
 - Public domain - **left over space** ←and→ **cultural heritage**

Clients ?

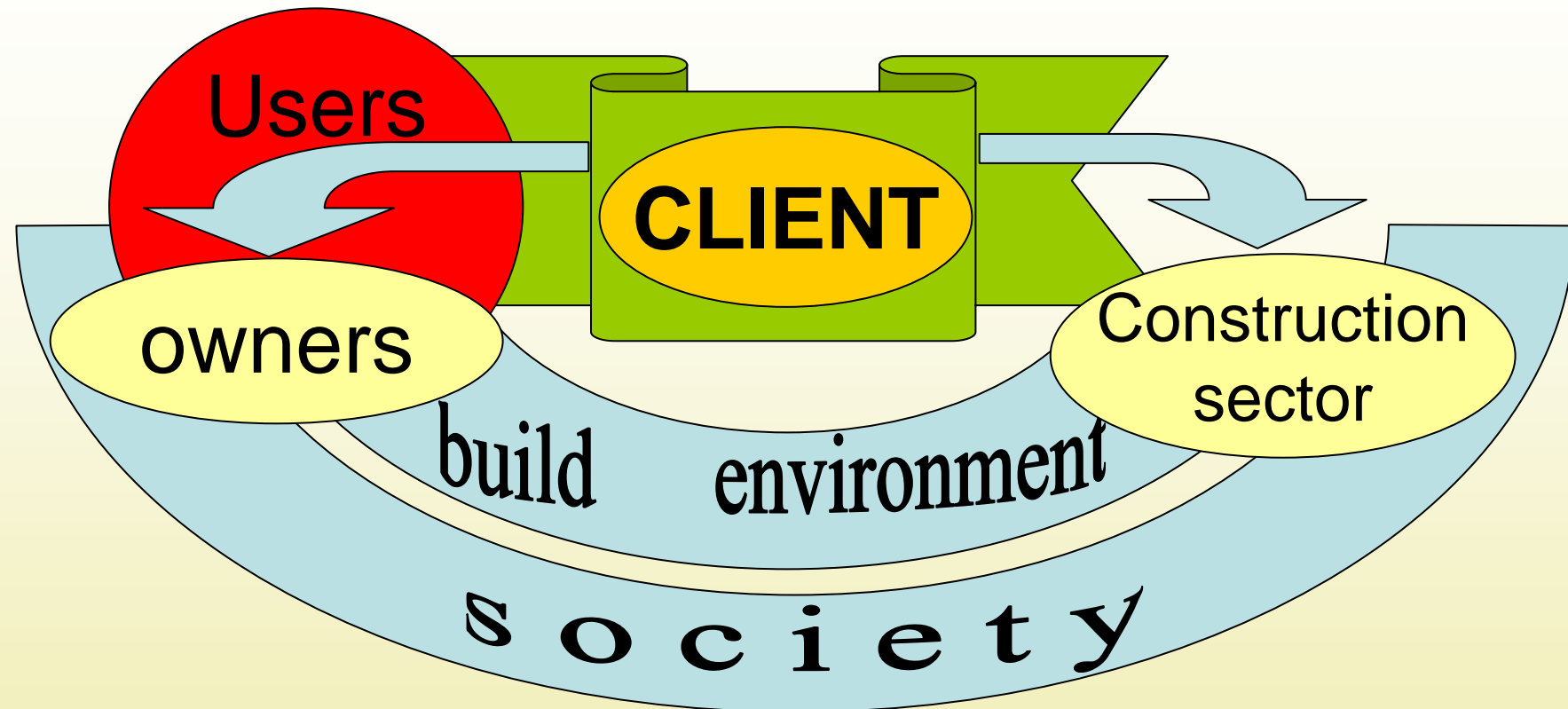


➤ There's a potential here.....

- Interface between the users and other stakeholder interests
- Identifies user requirements
- Selects an appropriate procurement framework
- Interacts during the construction process
- Takes delivery of the completed project
- Oversees performance for future projects

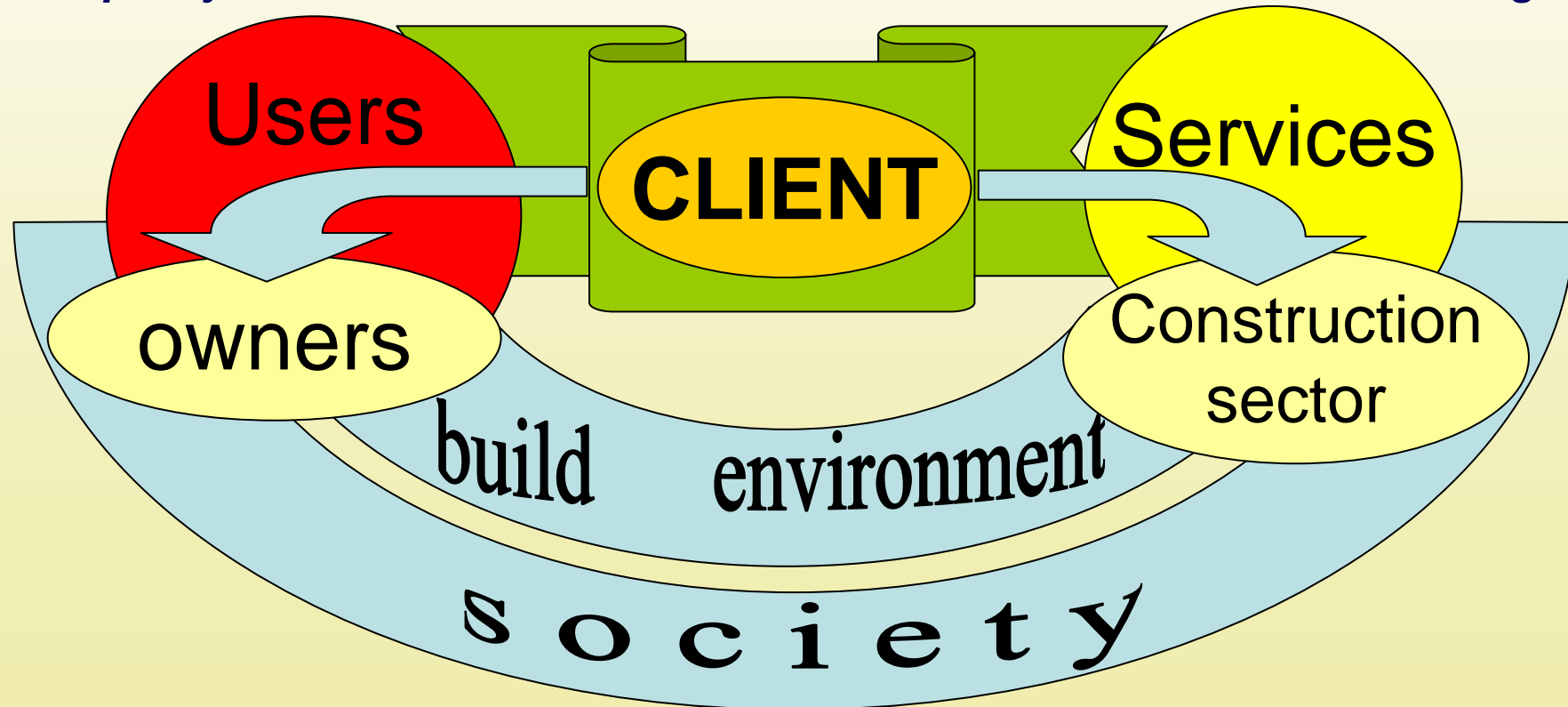
➤but the picture is much more complicated!

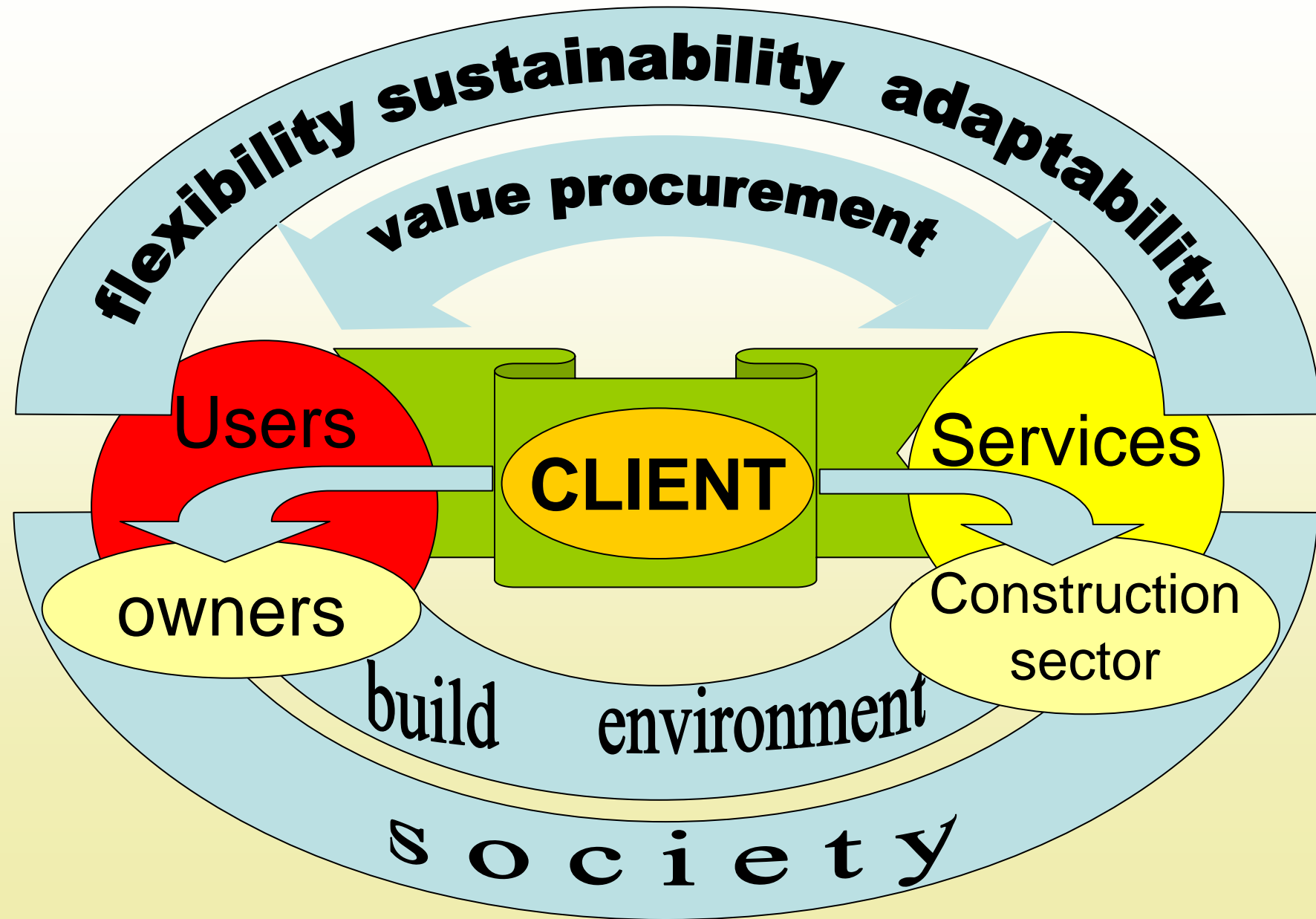
The picture is much more complicated:



- Owners, users (*known and unknown*)
- public bodies and society at large
- Tools and guidance needed to enable clients and users roles (*IT-VR*)
- **CLIENT LEADERSHIP** as an innovative example from other sectors

- Moving from “Construction Products” towards “Built Environment Services”?
 - *Financing & PPP’s* → *long term perspective* → *overall performance*
- Value based procurement
 - *Enhance user&client productivity* → *access for all* → *urban social activity*
- Rising user expectations
 - *quality standards* → *sustainable* → *added services* → *cultural heritage*





Improving construction performance to the benefits of users and clients

- Develop tools and guidance
- Develop client leadership



Recommendations

- User and client perspectives in the formulation...
- ...and assessment of research proposals
- Active participation of users and client interests in project execution and in dissemination and application of outputs
- Research to addresses topics and issues of particular relevance to clients and users
- Interdisciplinary approach, involving social scientists and technical expertise
- Including such issues as management, organisation and implementation

→ Design for all

→ Buildings and infrastructures

→ Cultural Heritage

→ Value procurement

→ Flexibility and adaptability for future use

→ Sustainability and Energy Efficiency

