

1st ClusterXchange of the EXCELIVING Project

The EXCELIVING Project

The EXCELIVING project aims to address the challenges to promote a favourable ecosystem to give the European Habitat value chain a competitive lead in the promotion of healthy, age-friendly and sustainable living spaces.

In this sense, the EXCELIVING project has a multi-stakeholder and multi-sectoral approach involving different European clusters related to development of solutions for a healthy, sustainable and age-friendly Habitat.

The ClusterXchange Event

The ClusterXchange events in the EXCELIVING project allows visitors to learn and stay with a host organisation from another country with financial support of a grant.

These exchanges aim at helping SMEs within the partnership, design and fine-tune their business models, develop new partnerships, explore new business opportunities abroad and secure funding for business and innovation to reach proof of technology and grow beyond that. In addition, it enhances the innovation process by providing professional and sectoral support to entrepreneurs and start-ups.



Host partner: Cluster Habitat Sustentável

Country: Portugal

Location: Aveiro (University of Aveiro and Meliá Ria Hotel)

Duration: 3 days

Dates: October 25 – October 27, 2022

Topic: 'Built environments for an active, healthy and safe living'

Objectives:

- Discuss the challenges for the creation and development of Built environments for an active, healthy and safe living
- Promote synergies among clusters and their members in this field, exploring business opportunities
- Promote a better knowledge on related R&D, future trends and markets in this multidisciplinary area
- Build up the intercluster partnership EXCELIVING strategy in this domain



Pre-registration [HERE](#)



1st ClusterXchange

'Built environments for an active, healthy and safe living'
October 25-27, 2022 | Aveiro, Portugal

Day 1 - 25 October 2022

Location: University of Aveiro (Civil Eng. Dept. building)

Session 1 | 9.30 am – 12.30 pm

9.30 am | **Opening session**

10.30 am | **Parallel sessions**

- **Room#1** EXCELIVING Steering Committee Meeting (project partners)
- **Room#2** Engagement of the visiting entities participating in ClusterXchange

11.30 am | **EXCELIVING Twinning Programme presentation**

Presentation to the participants of the EXCELIVING Twinning Programme (TP) that aims to facilitate the transfer of expertise and knowledge among Clusters, small and medium-sized enterprises (SMEs) and other Clusters' members, as well as to promote interregional collaboration to advance together toward healthy, age-friendly, and sustainable living spaces.

Session 2 | 12.30 pm – 2.30 pm

'EXCELIVING Twinning Programme Innovation Challenges I' (Networking Lunch)

Identification of challenges and needs of participants according to the topic of the visit, **focusing on solutions for the healthy and sustainable living environments.**

(The session will start with a pitch from the Danish Life Science Cluster and Cluster Habitat Sustentável)

Session 3 | 2.30 pm – 5.30 pm

2.30 pm | **Strategies and projects for healthy living environments by other Portuguese clusters.**

- General presentation of EXCELIVING (CENFIM Cluster)
- Strategies and projects presentation for healthy living environments by participant clusters.
 - EXCELIVING clusters partners:
 - CENFIM Cluster | ES
 - Cluster Habitat Sustentável | PT
 - Danish Life Science Cluster | DK
 - Smartech Cluster | ES
 - Transylvanian Furniture Cluster | RO
 - Portuguese Clusters outside the partnership:
 - Engineering & Tooling Cluster | PT
 - Health Cluster Portugal | PT
 - InovCluster | PT
 - Textile Cluster | PT
 - TICE.PT Cluster | PT

4.00 pm | **C2C event**

Meetings between EXCELIVING cluster partners and other Portuguese clusters.

This event will also include the participation of the ClusterXchange visitors, to enhance cluster collaboration, but also exchange of know-how and best practices.



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Day 2 - 26 October 2022

Location: Meliá Ria Hotel

Session 1 | 9.30 am – 12.30 pm

9.30 am | **Workshop ActiVas – “Built environments for an Active, Safe and Healthy Life”**

Public presentation of the Portuguese R&D project on Built Environments for an Active, Safe and Healthy Life, with the presence and participation of the ActiVaS partners, the EXCELIVING partners and their visiting entities.

Session 2 | 12.30 pm – 2.30 pm

Networking between the EXCELIVING and ActiVas projects (Networking Lunch)

- Debate to address the main topic challenges, possible cooperation actions and business opportunities (EXCELIVING and ActiVas Project stakeholders meeting).
- Preparation of Twinning Programme establishment and explanation of TP agreement rules for the participants.

Session 3 | 2.30 pm – 5.30 pm

2.30 pm | **'Healthy Living Habitats' B2B**

B2B matchmaking between the ActiVas project partners, the EXCELIVING project partners, and the visiting entities from Denmark, Romania, and Spain. This event will give the opportunity to the participants from different sectors and countries to explore innovation and business opportunities.

4.00 pm | **Balance and peer-review meeting and planning of future works** between EXCELIVING cluster partners and ClusterXchange visitors

Identification of synergies and complementarities among participants to promote new alliances and business opportunities. Four peer reviews meetings will be explained and announced to take place in the form of upcoming webinars to discuss strategies for success in the current challenging business ecosystem.



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Day 3 - 27 October 2022

Location: Meliá Ria Hotel

Session 1 | 09.30 am – 12.30 pm

9.30 am | **Markets and innovation in the area of furniture and Habitat**

Companies, associations or other entities related to the furniture and Habitat sectors will be invited to present main challenges and solutions required today by their related markets in order to foster innovation or new business opportunities.

(Speakers: Entities invited by Cluster Habitat Sustentável, CENFIM Cluster and Transylvanian Furniture Cluster)

Session 2 | 12.30 pm – 2.30 pm

EXCELIVING Twinning Programme Innovation Challenges II' (Networking Lunch)

Identification of challenges and needs of participants according to the topic of the visit, **focusing on the furniture and application of ICT technologies associated to healthy living environments.**

(The session will start with a pitch from CENFIM Cluster, Transylvanian Furniture Cluster, and Smart technology Cluster - Smartech Cluster)

Session 3 | 2.30 pm – 5.30 pm

2.30 pm | **Markets and innovation in healthy living environments**

Companies, associations or other entities related to the health assistance sectors will be invited to present the main challenges and solutions required today by their related markets to foster innovation or new business opportunities.

(Speakers: Entities invited by Cluster Habitat Sustentável, Danish Life Science Cluster, and Smartech Cluster)

5.30 pm | **Closing session**

Pre-registration [HERE](#)

Contacts

Denmark Danish Life Science Cluster,
Portugal Cluster Habitat Sustentável, gestao@centrohabitat.net
Romania Transylvanian Furniture Cluster,
Spain CENFIM Cluster,
 Smartech Cluster,

Website <http://exceliving.eu/>



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Provisional list of entities participating in the Portuguese CXC event

Entity name	Category	Country	Description
CENFIM Cluster	Cluster	Spain	CENFIM is an interior furnishings and hotel contract cluster and innovation hub. CENFIM's mission is to promote the competitiveness of its member companies through innovation. Passionate about designing and executing projects in the interior furnishings sector.
Cluster Habitat Sustentável	Cluster	Portugal	Cluster Habitat Sustentável is a broad cluster involving suppliers of products, solutions and equipment for the built environment (Habitat), meaning buildings, infrastructures and cities. CHS represents the Habitat value chain and is committed to sustainability as a motto for Innovation and Competitiveness.
Danish Life Science Cluster	Cluster	Denmark	Danish Life Science Cluster is a national cluster in Denmark that builds bridges, drives innovation and creates networks between companies, knowledge environments and organizations within life science and welfare technology.
Smartech Cluster	Cluster	Spain	Smartech Cluster brings together players in the value chain of home automation, buildings and Smart Cities, the digital transformation of the industry and other economic sectors, with the aim of promoting their growth.
Transylvanian Furniture Cluster	Cluster	Romania	The Transylvanian Furniture Cluster represents the interests of the furniture industry to generate economic development through strategic collaboration. TFC develops networks and mechanisms able to accelerate the exchange of ideas, good practices, innovations and skills.
Engineering & Tooling Cluster	Cluster	Portugal	The Engineering & Tooling Cluster works to affirm the "Engineering & Tooling" sectors supporting other strategic industrial sectors.
Health Cluster Portugal	Cluster	Portugal	Health Cluster Portugal (HCP) is a cluster that brings together more than 200 members, developing innovative projects in areas such as translational and Clinical Research, Smart Health, e-Health, Medical Devices, Medtech, Active and Healthy Ageing and Health Tourism, with the purpose of contributing to human health and wellbeing.
InovCluster	Cluster	Portugal	InovCluster contributes to the increase of the competitiveness of local and regional production in the agro-food sector, helping its affirmation at national and international level.



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Textile Cluster	Cluster	Portugal	The Portuguese Textile Cluster is a sectoral cluster dedicated to the Textile and fashion industry, focused on the competitiveness, innovation and internationalization factors of its value chain.
TICE.PT Cluster	Cluster	Portugal	TICE.PT Cluster engages and mobilizes relevant actors throughout Portugal, covering the entire ICT value chain. It ensures and promotes the connection between universities and R&D centres, companies and other entities.
Aleluia-Cerâmicas	Big Company	Portugal	Aleluia Cerâmicas is a company dedicated to the production of ceramic wall and floor tiles.
Caritas Diocesana de Coimbra	NGO	Portugal	Caritas Diocesana de Coimbra is a social non-profit organization (NGO) that supports people and communities in five districts of the Central Region of Portugal, managing health and social care assistance in elderly homes.
CeNTI - Centre for Nanotechnology and Smart Materials	R&D Centre	Portugal	CeNTI is an R&D centre specialised in the development of innovative materials and devices, focusing on electronics (organic and embedded), polymers (fibres and coatings), functional materials (nanomaterials and processes) and numerical simulation of systems (buildings and materials).
CONCEXEC - Arquitectura	SME	Portugal	A company that dedicates its activity to the design/rehabilitation of residential, non-residential, public and private buildings and buildings of modular construction. It's also focused on the design of modular houses and decoration elements.
CTCV - Centro Tecnológico Cerâmica Vidro	R&D Centre	Portugal	CTCV is an R&D centre ranging from specialised consulting and auditing, professional training, measurement and testing and RTD solutions related to ceramics, glass and other construction materials.
Digitalwind	SME	Portugal	DigitalWind is a technology company that offers services related to Quality Management Systems; Information Systems for Knowledge Management and Innovation; Cloud computing and security; eHealth; Information and Knowledge Visualisation; Enterprise Content Management and Enterprise Search; Semantic Web.
Glantt - Healthcare Solutions	Big Company	Portugal	Glantt HS is a leading company in technological services related to health, offering solutions used in more than 200 hospitals and clinics. This company intends to provide almost all of the services of a hospital unit such as admissions of patients, prescriptions, registration of medications, billing and even the relationship between the user and the health unit from home.



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IKEA INDUSTRY PORTUGAL	Big Company	Portugal	The IKEA Group is a major international economic group, a world leader in the production and distribution of furniture and a wide range of home functional products with distinctive design and proven quality at prices so low that they are affordable to a wide range of consumers.
INOVA+ Innovation Services	SME	Portugal	INOVA + is a consultant specialised in supporting the growth of organizations through innovation, digital transformation and access to financing.
Intellicare - Intelligent Sensing in Healthcare	SME	Portugal	Intellicare is a health-related technology company. It offers innovative products and services that fit into the new vision of health care, which aims to increase the quality of service provision to the user while containing costs.
IPN - Instituto Pedro Nunes	R&D Centre	Portugal	IPN is a R&D centre as a private non-profit institution that aims to promote innovation and technology transfer, establishing the link between the scientific and technological environment and the productive sector.
Kentra Technologies	SME	Portugal	Kentra Technologies is a company dedicated to solutions in the social field, informal care, home support, health and well-being, offering solutions in hospitals and clinics.
Neuroinova	SME	Portugal	Neuroinova is a company specialised in neurosciences providing systems and technological products focused on: 1) Increasing the capacity and quality of the work of highly specialised health professionals (e.g. neuropsychologists, physiotherapists), and 2) Improving patients' access to supervised cognitive interventions and their involvement in the therapeutic pathway.
NOS Comunicações	Big Company	Portugal	NOS Comunicações offers the latest generation fixed and mobile, television, internet, voice, and data solutions for all market segments - Residential, Personal, Business, and Wholesale. It also the leader in Pay TV, Next Generation Broadband services and cinema distribution and exhibition in Portugal.
Sonae Arauco Portugal	Big Company	Portugal	Sonae Arauco is one of the main producers of wood-based panels in the world. Its mission is to offer wood-based solutions that make people's lives better. Sonae Arauco is committed to promoting innovation, through improving the design and quality of its products for the furniture and interior design sector.
Ubiwhere	SME	Portugal	Ubiwhere is a high-tech company aiming the development and research of cutting-edge technology, to conceive smart and sustainable solutions within the scope of Smart Cities and Telecommunications.



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University of Aveiro	R&D Centre	Portugal	The University of Aveiro is an R&D, learning and training institution in multiple domains. Among many research areas, some stand out: Materials Science and Engineering, Environmental and Marine Sciences, Electronics and Telecommunications, Natural and Agro-Food Products and Civil Engineering.
University of Coimbra	R&D Centre	Portugal	The University of Coimbra is an R&D, learning and training institution in multiple domains.