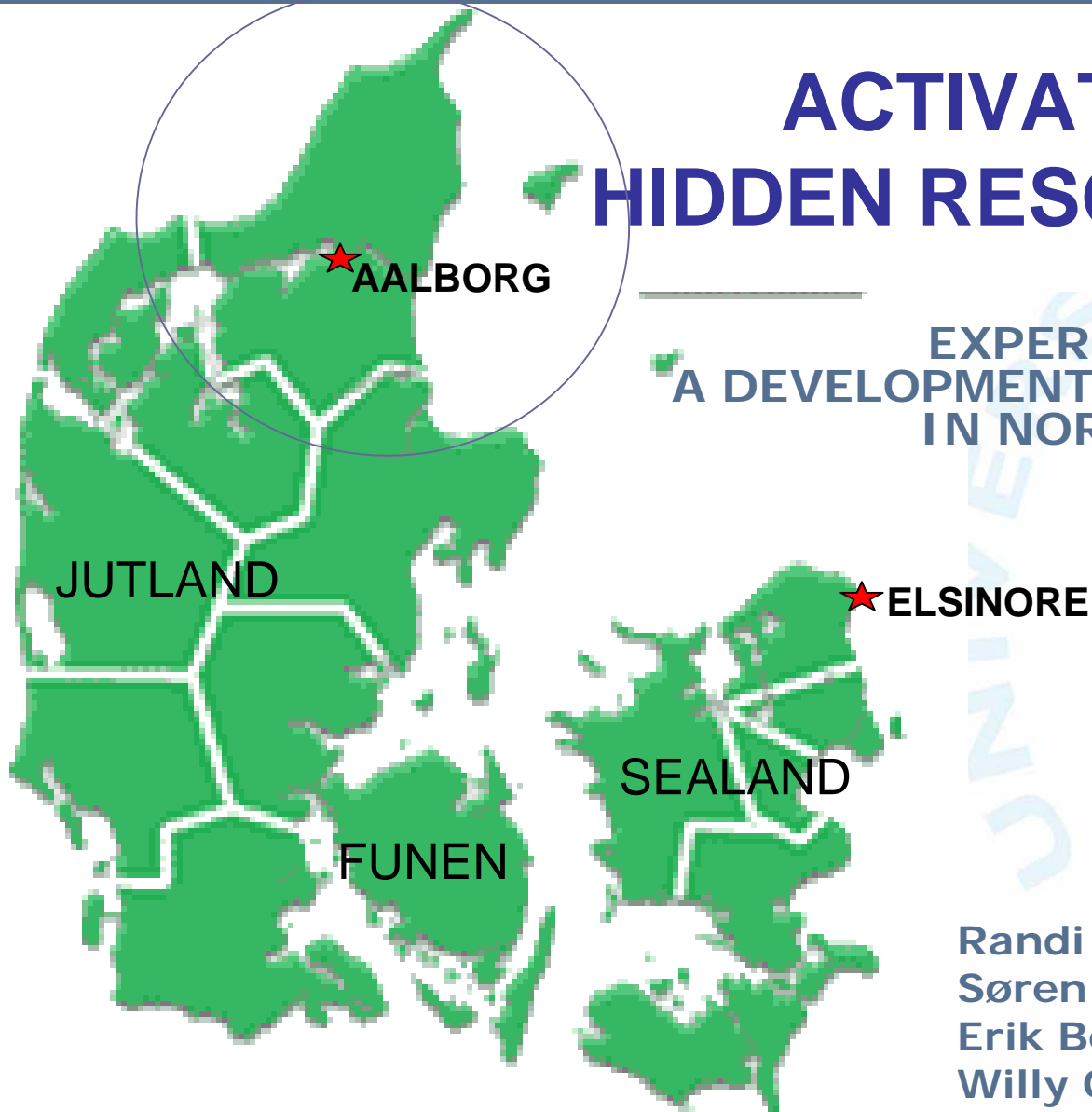


# ACTIVATION OF HIDDEN RESOURCES



EXPERIENCE FROM  
A DEVELOPMENT INITIATIVE  
IN NORTH JUTLAND

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# THE INITIATIVE BYGİNORD

## Objective:

A construction industry in North Jutland which is able to supply buildings to a maximum value with the use of a minimum of resources.

(to develop the construction industry in North Jutland).

## Initiators:

**Lejerbo:** Association For publicly subsidised housing.

**Boligkontoret:** Common office for administration of publicly subsidised housing projects in North Jutland.

**Realkredit Danmark:** Mortgage credit company.

**Aalborg University:** Department of Production.

## Funding:

**Fonden Realdania:** Foundation which support activities of public interest within the built environment in Denmark.

# THE INITIATIVE BYGİNORD

## Themes

- The **user**, the professional **client** and the local government's invitation for tender on the role of the client.
- Future modes of **co-operation** in the construction **sector**.
- **Co-operating supply teams** and the future production at the building **site**.

Focus on the Whole Building Process

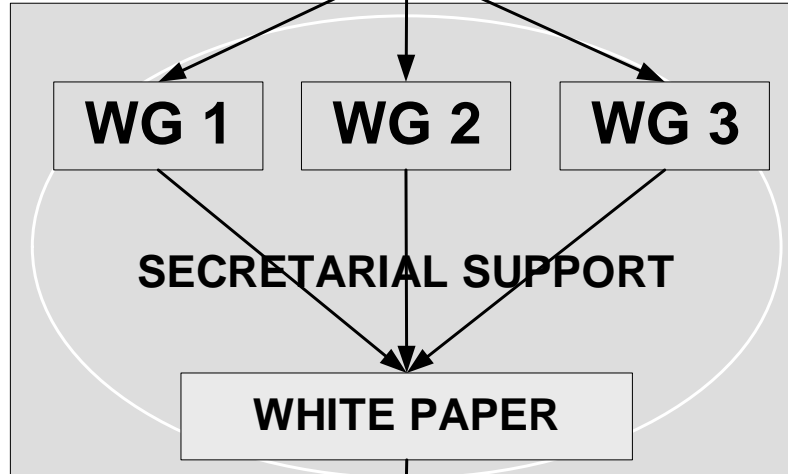
From **the Conception of the Idea**  
to **the Use of the Building**

# THE PROCESS

April 9,  
2003



April - Nov.  
2003



PHASE ONE

Nov. 25,  
2003



3 - 5 years



PHASE TWO

# PRESENT WORK GROUP ACTIVITIES

- Development of **strategic partnering** as a business concept. Group of a consultant engineer, one main contractor, one sub-contractor (from Theme no. 3).
- Further development of the issue: What is good – what is bad for the **client** and for the **users** to achieve a **higher value**. Focus on the briefing stage and the early design phase. (from Theme no. 2).
- The prospects of **wooden housing** (from Theme no. 3).

# WHAT DID WE EXPERIENCE?

- **The Construction Industry Culture has not been a barrier.**  
Openness, willingness to formulate new ideas, eagerness to make operational the ideas and to try them out.
- **Future focus on Project Orientation, Action Learning.**
- **The region as a Learning Region has worked.**  
It has meant less costs. The participants new many of the others. Good chemistry – Trust.
- **The organisation has functioned reasonably well,** especially after the establishment of the secretariat. The new association will take formal ownership to the continuation of the initiative and hopefully provide sponsorships for resources.

## HAS THE INITIATIVE BEEN A SUCCESS UNTIL NOW?

- The approach  $\Pi$  should be continued
- The objectives  $\sim$  we continue the efforts
- The product  $\uparrow$  it may be on its way

BUT:

### Things take time

We started out with a very broad approach.

Solution orientation, not a problem orientation.

The building process is not easy to get a grip of –  
or to reach consensus about.

**We do things through people - very busy people.**

**THANK YOU  
FOR YOUR ATTENTION**

