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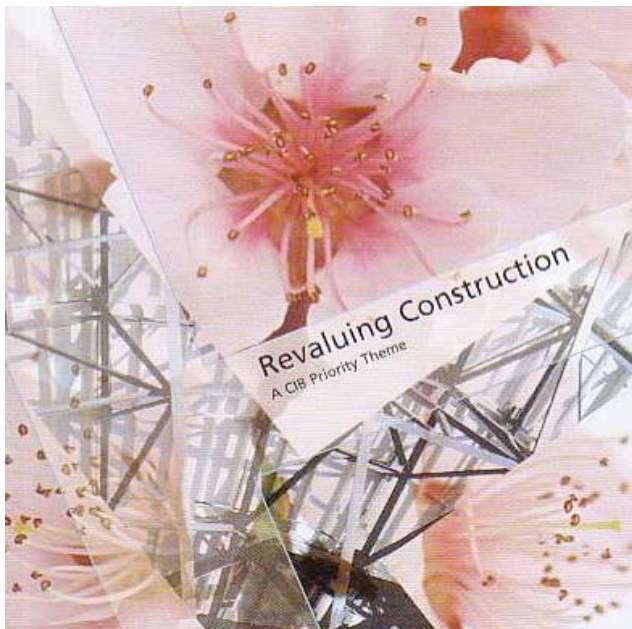
Pro-Active Approach - Theme 3

Revaluing Construction - CIB Research Agenda

by

Prof. Peter Barrett

This article introduces the CIB Research Agenda that has emerged, including the potential for a number of CIB Working Commissions and Task Groups to bring their specialist knowledge to the issues.



The Global Agenda (full report), promotional brochure and other related documentation can be downloaded from the dedicated CIB Revaluing Construction website: www.cibworld.nl/revaluingconstruction

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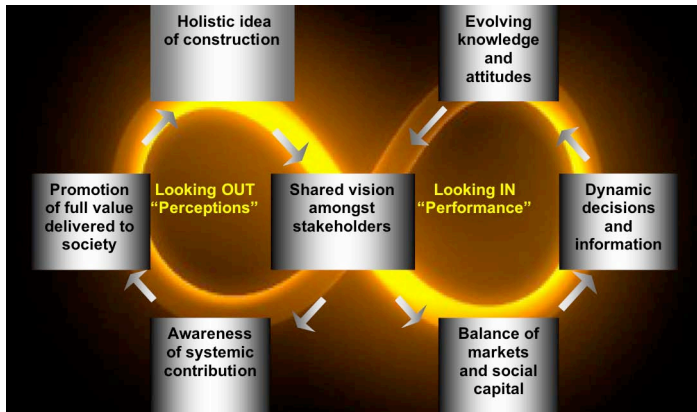
Priority Areas

The Revaluing Construction Global Agenda is based on the results of surveys and workshops in five countries and five commissioned mini-reports, with input from the project's international scientific panel. The results of this work is encapsulated in seven areas for change, each of which are not in themselves extraordinary, but when dynamically linked have the potential to fundamentally change construction for the good of those involved, their customers and for society. The 'infinity' model outlines these areas and suggests how they must be connected to make progress. A full description of the model can be found in the Revaluing Construction: Global Agenda report.

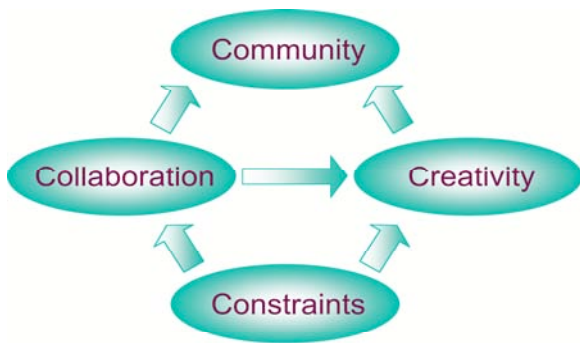
The infinity model encapsulated a lot of research findings, but does not unduly over-emphasise the role of research itself in the transformation sought for a 'revalued' industry.

To envisage a 'revalued' industry, the '4Cs' model is offered. The model was derived from multiple exemplary mini-case studies from around the world.

'Re-valued' construction can be typified by projects where significant constraints drive those involved to collaborate strongly. This then spurs the team to innovative responses which not only triumph against the demands of the project itself, but also impact positively on the community around.



Global Agenda: Infinity Model



Dynamic 4Cs Model

The idea of a 'revalued' project explicitly contributes to and gains credit for adding value to society economically, culturally, socially and environmentally. As those involved are explicitly recognised, and so enthusiastically used their inherent ingenuity and talent to work cooperatively and creatively in a dynamic and high status context.

Research Agenda for Societal Impact

The following table summaries and links both the anticipated impacts of actions in the seven areas within society generally, and the role research should have in moving things forward:

It is anticipated that through these key action areas, researchers can create exemplary cases, improve the measurement of benefits, redefine the economic models used, inform strategic debates, provide concepts and tools to go beyond 'least cost,' address

barriers to information flows and, of course, enthusiastically contribute to education and training

It can be hoped that as a result 'society' will appreciate the excitement of construction, its multiple contributions, sheer scale, sense of aspiration, professionalism, sophistication and strong knowledge/skill base. However, these research actions will have to be twinned with a major focus of commitment and effort must come from within the industry itself as it moves out of a defensive mode to confidently take forward its pivotal role in society.

As a first step towards creating energy around these research actions, possible connections with a number of CIB Task Groups and Working Commissions have been highlighted in the following table. The list is by no means exhaustive, but will start to form the impetus for investigations into how to create a more highly valued industry

Leading up to the CIB RC Agenda

Publication by CIB of The Global Agenda on Revaluing Construction marks the latest development of the CIB Pro-active Theme, which was initially entitled 'Re-engineering Construction' when it was formulated at a Strategic Planning meeting in South Africa in 1997. The first major step in the development of the theme came with the production in 2002 of a CIB strategy by Graham Winch and Roger Courtney of UMIST. The workshops and consultations held to inform the strategy showed that 'Re-engineering' was not the most appropriate phrase to describe the changes in construction covered by the theme and 'Revaluing Construction' – first suggested by David Hall of BAA plc at a strategy workshop – was adopted.

The strategy was formally launched at the conference 'Revaluing Construction – the International Agenda' held in Manchester in February 2003 where the theme was illuminated both by the presentations and by the Editorial and articles in an associated Special Issue of Building Research and Information. CIB Working Commissions and Task Groups were encouraged to take up the theme in their activities. A second conference, 'Revaluing Construction - the Challenge of Change', held in Rotterdam in March 2005, reinforced Revaluing Construction as a global theme and a third is now being planned. This will take place in Copenhagen in the autumn of 2007.

by CIB Secretariat and Roger Courtney

CIB Group	Research action	Create case studies of exemplary projects	Improve the understanding / measures of benefits	Holistically define / Interpret economic models / ions	Inform strategic debate & implementation strategies	Provide concepts and tools to go beyond "least cost"	Address interface barriers to the flow of information	Contribute to education/ training provision
TG23	Culture in construction	✖	II	II	✖	✖	II	✖
TG33	Collaborative engineering	✖	✖	II	II	✖	✖	II
TG49	Architectural engineering	✖	II	II	II	✖	✖	II
TG53	Postgraduate research training in building & construction	II	✖	II	✖	II	II	✖
TG56	Macroeconomics for construction	II	✖	✖	✖	II	II	II
TG57	Industrialisation in construction	✖	II	II	II	✖	✖	II
TG58	Clients & construction innovation	✖	✖	II	✖	✖	II	✖
TG59	People in construction	✖	✖	II	II	✖	II	✖
W055	Building economics	II	✖	✖	✖	✖	II	II
W060	Performance concept in building	✖	✖	✖	✖	✖	II	II
W065	Organisation & management of construction	✖	✖	✖	✖	II	✖	✖
W070	Facilities management & maintenance	✖	✖	✖	✖	✖	II	II
W078	Information technology for construction	✖	II	II	✖	II	✖	✖
W087	Post-construction liability & insurance	✖	✖	II	✖	✖	✖	II
W89	Building education & research	II	✖	II	✖	II	II	✖
W092	Procurement systems	II	II	II	✖	✖	✖	II
W096	Architectural management	✖	✖	II	✖	II	✖	II
W099	Quality & safety on construction sites	✖	✖	II	II	✖	II	✖
W103	Construction conflict: avoidance & resolution	✖	✖	II	II	✖	II	II