



## CIB NEWS ARTICLE

International Council for Research and Innovation  
in Building and Construction

Providing a global network for international exchange and cooperation in research and innovation in building and construction, in support of an improved building process and of improved performance of the built environment.

October 2008

### Around the Task Groups and Working Commissions

#### W102 - Information and Knowledge Management in Building

#### W096 - Architectural Management

## Report of the Joint Conference and Business Meeting: "Performance Improvement"

### Introduction

On 4-5 June 2008 the 4th W102 Conference and Annual Meeting took place in Helsinki, Finland as a conference stream of the Joint International Conference on Knowledge Management and Performance Improvement in AEC. The conference was hosted by Dr. Marja Naaranoja from University of Applied Sciences and Ms Helena Soimakallio Finnish Association of Civil Engineers RIL.



*Prof Matti Kokkala opened the conference*

After the conference there was a technical excursion to Vaasa. During the travel we visited Villa Mairea designed by Alvar Aalto. The housing fair in Vaasa was visited. It consists of 19 private houses, 28 small housing associations and three blocks of flats. The fair is actually more like a test area for real buildings that are built for exhibition and later used as residential area.

It was the first time that the following two independent streams of conferences gathered together to organize

this joint Conference under a common theme: Performance Improvement.

- CIB-W096: Conference on Architectural Management
- CIB-W102: 4th Conference on Information and Knowledge Management in Construction

The convergence of these two conference streams provided a unique opportunity for professionals and researchers who were interested in management and information and knowledge management in wide range of civil and building engineering disciplines to come together.

60 delegates from 15 countries attended the joint conference. The delegates had the opportunity to share their research work and views and to present new avenues for the future research. The joint conference was held during two full days.



*Prof Mat Prins and Charles Egbu coordinators of the CIB W096 and W102*

### Technical Presentations

Forty papers were presented throughout sessions on Information and Knowledge Management. These papers can be found in the Conference Full Paper Proceedings that will be published on the [ICONDA@CIBlibrary](mailto:ICONDA@CIBlibrary) website.

## Conclusion of the Conference

There was a never-ending demand for Performance Improvement in the building industry internationally. The value creation is a key issue for every stakeholder of a construction project. The value creation needs to be understood as a value for especially the customer but also for every stakeholder of the project. Values need to be communicated, negotiated and finally produced. This was a challenging process while the values were often conflicting even between the different users of the building but also between different professional groups. The metaphor of the taxi drivers illustrated the question of the role of the client:

- are the construction professionals like taxi drivers who will let the client sit in the back seat.
- should we take the leading role and learn to make more precise questions of the goals and let the client sit in the back seat. or
- should we take other metaphors in value creation?



The local organizers of the conference were RIL and VAMK in the photo there representatives Ms Helena Soimakallio and Dr Marja Naaranoja

## Annual Meetings

The W102 and W096 joint business meeting was held on the afternoon of the second conference day. The agenda included the following points:

- Welcome, approval of the agenda and feedback from last meeting
- The 5th W102 Conference in 2009
- The participation of W102, and W096 in the CIB 2009 World Congress

## Next Conferences and Meetings

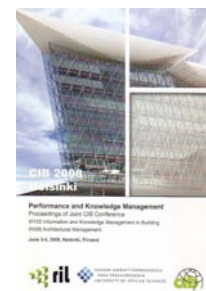
The 5th W102 conference "Deconstructing Babel: sharing global construction knowledge" will be hosted by Dr Sergion Leusin de Amorim and prof. Sergio Scheer in Rio de Janeiro, Brazil, from 17-19 June, 2009, in parallel with 4th TIC – Information Technologies applied in Building, a Brazilian conference sponsored by ANTAC, the biggest technology and scientific association in the built environment. More information at <http://cibw102conference2009/ltiweb.org.br>

W096 has the next International conference at the University of São Paulo, Brazil, 4-8 November 2008. It is organised by CIB-W096 Architectural Management and TG49 Architectural Engineering in association with The Brazilian Network on Building Design Management.

## Proceedings

In the full proceedings 37 papers were accepted. In the extended abstract proceedings there are 43 papers in digital form. A book of extended abstracts was produced for the conference.

For printouts please contact [ville.raasakka@ril.fi](mailto:ville.raasakka@ril.fi) or [marja.naaranoja@puv.fi](mailto:marja.naaranoja@puv.fi).



A separate CIB news article about the proceedings is published in the section Publications of this newsletter (see [here](#)).