



Laboratorio per l'innovazione della Manutenzione e della Gestione dei Patrimoni Urbani e Immobiliari

EuroFM

European facility management network

1st EU FM LAB

EUROPEAN

FACILITY MANAGEMENT LABORATORY

Innovation in real estate and urban patrimony
Facility Management

9th November 2004
9.00 a.m. - 7.00 p.m.

Pirelli RE Auditorium
"Bicocca" Pirelli RE Head Office, Via Bicocca degli Arcimboldi
Milan (Italy)

SCIENTIFIC COMMITTEE

- **Keith Alexander**
Director Centre for Facility Management
Salford University
 - **Silvano Curcio**
Director General Terotec,
Professor at UAV Venice University
 - **Lorenzo Fedele**
Chairman CEN TC 348 "Maintenance",
Secretary General CNIM
 - **Luigi Floritino**
Chief Human and Instrumental Resources Department
Presidency of the Council of Ministers
 - **Claudio Molinari**
Chairman STC 3 UNI,
Professor at Politecnico di Milano
 - **Savi Neuronen**
Coordinator EuroFM Education Network Group,
Professor at Turku Polytechnic
 - **Pavlo Novy**
Chairman Terotec
 - **Lionel Prodgers**
Chairman EuroFM
 - **Paul Stadlhofer**
Chairman CEN TC 348 WG1
- ### TECHNICAL COORDINATION
- **Virginia Bernardini**
Technical Coordinator Terotec
- ### ORGANISATION
- **Carlo Cecchini**
Responsible Technical Office Terotec
 - **Fred Klotz**
Chairman ECFM
 - **Carlo Maregnetti**
Director Lombardy Operations
Pirelli RE Facility Management spa

EU FM LAB: objectives and contents

"The integrated management of services and processes involved in buildings, spaces and persons, not included in the core business of an organisation, but necessary for its running", this was the latest definition of Facility Management (FM) proposed for the European terminology standards project at present being studied at the CEN/TC 348.

FM - a discipline which historically began in the United States (in the early 50s), then to spread above all to Great Britain and northern Europe (from the early 70s onwards) - **has begun to penetrate the market and develop in Italy** over the last decade, concentrating its context of application particularly on the **"integrated" management of support services for real estate and (more recently) urban patrimonies**.

In Italy, the market linked to this articulated services sector with highly differentiated characteristics and technological and functional contents (building maintenance, plant maintenance, management of technological systems, energy management, space management, cleaning services, management of infrastructures, call centre management, database and telecommunication services management etc.), **has made sudden and unexpected progress**, especially due to the strategic combination of innovative contract, organisation-management and project-financial formulas as **Global Service, Public Private Partnership and Project Financing** (see the CRESME market surveys).

With respect to this new and significant market scenario, in which however the public and private operators of the work orders and enterprises are often not supported by a suitable, widespread and consolidated FM "culture", the **"EU FM LAB", the first "European Facility Management Laboratory"**, has an important role.

EU FM LAB is the result of a Terotec - EuroFM project and it has two objectives:
- to give the opportunity for the first time to experts, researchers and public and private operators in FM from Italy and Europe to share their experience;
- to present and discuss the elements characterising FM innovation in Italy and Europe.

The three EU FM LAB sessions will therefore concentrate on the different aspects of innovation in FM in urban and real estate patrimony, focusing respectively on the **key areas of legislation and technical standards, research and education, and market**.

Having as its reference a sector/market like the FM one, with such marked and co-existing connotations of complexity, dynamism and range of disciplines, EU FM LAB represents the first Italian and European contribution for the **definition of an FM "state of the art"**, in an attempt to identify and explore the direction for strategic innovation that needs to consolidate the management, procedural, technological and organisational **solutions** ("problem solving") with the essential methodological-scientific, cognitive, training, legislative and normative ("problem setting") **infrastructures**.
In the context of the EU FM LAB the following items will also be presented:
- the recent Community Directives 2004/17/18 on services contracts;
- the European normative projects CEN TC 348 for FM terminology and contracts;
- the new normative guidelines UNI 11136:2004 on "Global Service for the maintenance of real estate patrimonies";
- the first "Facility Management Lexicon";
- the "Censiform 2004" Report on the Italian education offer in FM;
- the innovative experiences of Global Service and Public Private Partnership developed in Italy and Europe.

During the EU FM LAB there will be a simultaneous translation service in Italian and English.

- 9.00
Registration and welcome coffee

- 9.30
Presentation

FOR A EUROPEAN FM LABORATORY

Introductory speeches:

FM: a new language for a new culture

Paolo Novi

Chairman Terotec

FM: a new market for Europe and Italy

Lionel Proders

Chairman EuroFM

FM: a new opportunity for real estate industry

Carlo Alessandro Puri Negri

Vice President and Managing Director Pirelli RE spa

- 10.00

1st Session

LEGISLATION AND STANDARDISATION

Coordinator:

Paul Stadlöder

Chairman CEN TC 348 "Facility Management" WG1

Outline speeches:

The new legislative context for FM contracts: the Community Directives 2004/17 and 2004/18

Norman Rose

Chairman European Business Services Round Table,

Director General BSA - Business Services Association

The new normative context for FM terminology and agreements: the CEN TC 348 guide-lines

Paul Stadlöder

Chairman CEN TC 348 "Facility Management" WG1

Contributions:

New European legislative and normative instruments: effects for clients and service providers

Angelo Ciribini

Member UNI WG "Real Estate Global Service",

Professor at Università di Brescia

Paola Conio

Partner Leone Law Firm

Lorenzo Fedele

Chairman CEN TC 319 "Maintenance",

Secretary General CNIM - Italian National Committee for Maintenance

- 11.30

Coffee break

- 11.45

2nd Session

EDUCATION AND RESEARCH

INNOVATION

Coordinator:

Claudio Molinari

Chairman UNI STC "Real Estate Maintenance",

Professor at Politecnico di Milano - BEST Dept.

Outline speeches:

"EuroFM": the European network for education and research

Suvi Nenonen

Coordinator EuroFM Education Network Group,

Professor at Turku Polytechnic

"Censiform": the first report on the Italian education offer

Claudio Molinari

Chairman UNI STC "Real Estate Maintenance",

Professor at Politecnico di Milano - BEST Dept.

Contributions:

Towards new European education and research models: clients' and service providers' needs

Keith Alexander

Director Centre for Facility Management - Salford University

Antonio Ferro

President Eurotec - National Association of Public Bodies Technicians

Thomas Madritsch

Director FM Dept. - Kulslein University

Giuseppe Pirillo

Director Assolama - National Facility Management Association

- 13.30

Buffet

- 14.30

3rd Session first part

MARKET INNOVATION

Coordinator:

Silvano Curcio

Director General Terotec, Professor at IUAV Venice University

Outline speech:

FM market in Europe and Italy: present trends and perspectives

Silvano Curcio

Director General Terotec, Professor at IUAV Venice University

Contributions:

FM: from real estate to whole towns

Rui Braz Afonso

Professor at Universidade do Porto

Daniele Girotti

Manager City Global Service - Municipality of Bologna

Giovanni Gorla

P. President FISE - Federation of Services Companies,

President Industrial Services Sector Assiombarada

Stefano Marranini

Director Property and Real Estate Department - Municipality of Milan

Gianfranco Pavan

President UEPC - Union Européenne Promoteurs Constructeurs,

Vice President ANCE - National Association of Building Contractors

Gualtiero Tamburini

Chairman Assimmobiliare - Real Estate Industry Association

- 16.30

Tea break

- 16.45

3rd Session second part

MARKET INNOVATION

Contributions:

FM: from Global Service to Public Private Partnership

Giuseppe Fiore

Director P.A. Procurement Rationalization Programme Division - Consip spa

Luigi Fiorentino

Chief Human and Instrumental Resources Department

- Presidency of the Council of Ministers

Fred Kloet

Chairman ECFM - European Centre for Facility Management

Carlo Mereghetti

Director Lombardy Operations

- Pirelli RE Facility Management spa

Lisette Mermoud Cox

Managing Director BDKT - Consortium for Lifescience Facilities

- 18.15

Conclusions

Paolo Novi

Chairman Terotec

Lionel Proders

Chairman EuroFM

- 18.30

Cocktail



- **PROJECT AND SCIENTIFIC COORDINATION**
Terotec
Laboratory for the Innovation of Urban and Real Estate Patrimony Maintenance and Management

EuroFM

EuroFM European Facility Management Network



- **PATROCINIO**
The Presidency of the Council of Ministers

Villa FM

- **RELAZIONI ITALO - EUROPEE**
ECFM European Centre for Facility Management



- **PARTNER**
AIMAN Italian Maintenance Association

ANCE

ANCE National Association of Building Contractors

Assofama National Association of Facility Management

Assolombare Real Estate Industry Association

Assolombarda

Borsa Immobiliare di Milano - OSMI

Services Organisation for the Real Estate Market

Camera di Commercio di Milano

CEN European Committee for Standardisation - TC 348

CNIM Italian National Committee for Maintenance

Eurotec National Association of Public Bodies Technicians

FISE Federation of Services Companies

Politecnico di Milano - BEST Department of Science and Technology of the Built Environment

UEPC Union Européenne Promoteurs Constructeurs

UNI National Italian Body of Standardisation



- **FACILITY PARTNER**
Pirelli RE Facility Management spa

- **MEDIA PARTNER**
Consulente Immobiliare

Il Sole 24 Ore - Edilizia e Territorio

Soluzioni

Laboratorio per l'innovazione della Manutenzione e della Gestione dei Patrimoni Urbani e Immobiliari

terotec

The Association Terotec - Laboratory for the Innovation of Urban and Real Estate Patrimony Maintenance and Management - was established in May 2002. Terotec is a "technological-scientific laboratory" of national reference set up to promote, develop and spread the culture and innovation in the field of the maintenance and management of urban and real estate patrimony, with particular reference to its application to real estate, historical, artistic and architectural buildings and works of national heritage, road infrastructures, technological networks, green areas and urban design. Terotec's institutional activity is aimed at all those public and private organisations operating and/or involved in the sector of the maintenance and management of urban and real estate patrimony through projects for the sectors of applied research and technological innovation, organisational-managerial experimentation, manager training, technical-procedural standard making and specialist information. Among the most recent projects realised by Terotec are: the UNI 11136:2004 standard "Global Service for the maintenance of real estate patrimony. Guidelines" (coordination of national working group); the "Facility Management Lexicon" (study published by Il Sole 24), "Censifom 2004" the first national census of educational courses in the sector of the management and maintenance of real estate. Terotec coordinates the national UNI group for the European technical standards on FM (CEN TC 348). The promoting partners (founding partners) of Terotec are: ANCE National Association of Building Contractors*, Condite Immobiliare spa, Coopservice scrl*, Deladator spa, EUR spa*, FISE Federation of Services Companies*, Groma scrl*, Harpateas Insight srl*, Insula spa*, La Florida srl, Mantalidea spa*, Manutencoop scrl*, Pirelli RE Facility Management spa*.

ANCE

condite

Deladator

EUR S.p.A.

FISE

GROMA

HARPATEAS INSIGHT

INSULA

LA FLORIDA

MANTALIDEA

MANUTENCOOP

PIRELLI RE

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EuroFM

European facility management network

EuroFM is a European association-network with head office in Holland, set up in 1993 and spread over 15 European countries, which groups together over 60 bodies and organisations involved in Facility Management, including research and education centres, universities, professional associations and important companies operating in the services and building sector.

The institutional mission of EuroFM is aimed at the improvement, the development and the innovation of knowledge and competences in the context of Facility Management in Europe. In relation to these objectives, EuroFM has set up three European "hubs" focusing respectively on research, professional training and "best practice" in the Facility Management sector.

The activity of the "Network Group" linked to the three hubs established within EuroFM develops through the planning and realisation of research programmes, training courses, standard making proposals, information exchanges, ad hoc seminars and workshops and FM publications.

EuroFM promotes and organises the "European Facility Management Conference" annually.

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