

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
 - Smarteck 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.



Co-funded by the COSME programme
of the European Union

This project has received funding from the
European Union's COSME programme
under Grant Agreement no. 101037887



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

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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October 25-27, 2022 | Aveiro, Portugal

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](#)

Website <http://exceliving.eu/>

Contact <http://exceliving.eu/contact/>



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