



i.nova, new visions for eco-sustainable building communities

Italcementi Group's expertise for building new ideas

i.nova is the concept box and laboratory of knowledge, information and opportunities that reinforces and enhances the wealth of skills and expertise gained by the Group over the years. It's the signature of Italcementi Group's innovation.



Under **i.nova**, the multidisciplinary skills of Italcementi's innovation community team up to meet the challenging needs of both architecture and the construction industry in terms of versatility, design, aesthetics, safety and energy efficiency.

With **i.nova**, the Group aims to anticipate market trends and needs through a new cultural approach to building construction, where cement can be rediscovered as the raw material of beauty and sustainability.

Innovation applied to the continued search for sustainable architectural solutions is Italcementi's strategic lever to create its own competitive advantage, whilst contributing to improving the quality of life and the environment.

The construction market is increasingly oriented towards advanced solutions which are sustainable and of highest levels of quality. In this context, Italcementi aims to become a cutting-edge cement manufacturing group capable of transforming a commodity into a technologically advanced product at the service of the building community.

Below are some figures of Italcementi Group's Research:

- About 170 people including chemists, geologists and engineers are engaged in Italcementi Group's Research & Innovation activities in Italy (i.lab) and in France (Les Technodes);
- An annual budget of approximately 13 million euro is destined to Research & Development activities, which represents - compared to the total turnover - one of the highest values in the construction sector;
- The Group's current innovation rate, that is the ratio of revenues generated by innovation projects to total sales, is equal to 4 while it was 3.9 in 2010,

so gradually increasing to achieve a target rate of 5 in the medium to long term;

- 60 patents have been filed over the last decade.

A fundamental element to success is the network of scientific cooperation in Italy and abroad that includes research centres, universities, architects, engineers, designers and businesses from the building community. Today, the network includes 10 external centres, 30 companies and 26 Italian, European and non-European universities.

Such a shared effort is focused on reducing time-to-market in terms of industrialisation and marketing of new products, services and processes. This approach integrates perfectly with the positioning of **i.lab** at the Kilometro Rosso Scientific Park where multidisciplinary methodology provides key support to research and development activities.