

**“A fool is a man who knows the price of everything,  
but the value of nothing”**

- Oscar Wilde

**OSCAR**  
increasing value

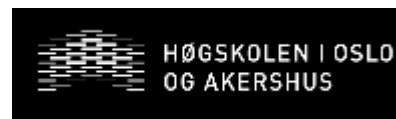
The logo features the word "OSCAR" in a bold, purple, sans-serif font. Above the letter "A" is a small orange triangle. Below "OSCAR" is the tagline "increasing value" in a smaller, purple, sans-serif font. The logo is centered on a white rectangular background.

**Workshop January 20<sup>th</sup> 2015**  
**Anne K. Larssen**

# OSCAR – thats us!



EFL Slovenia



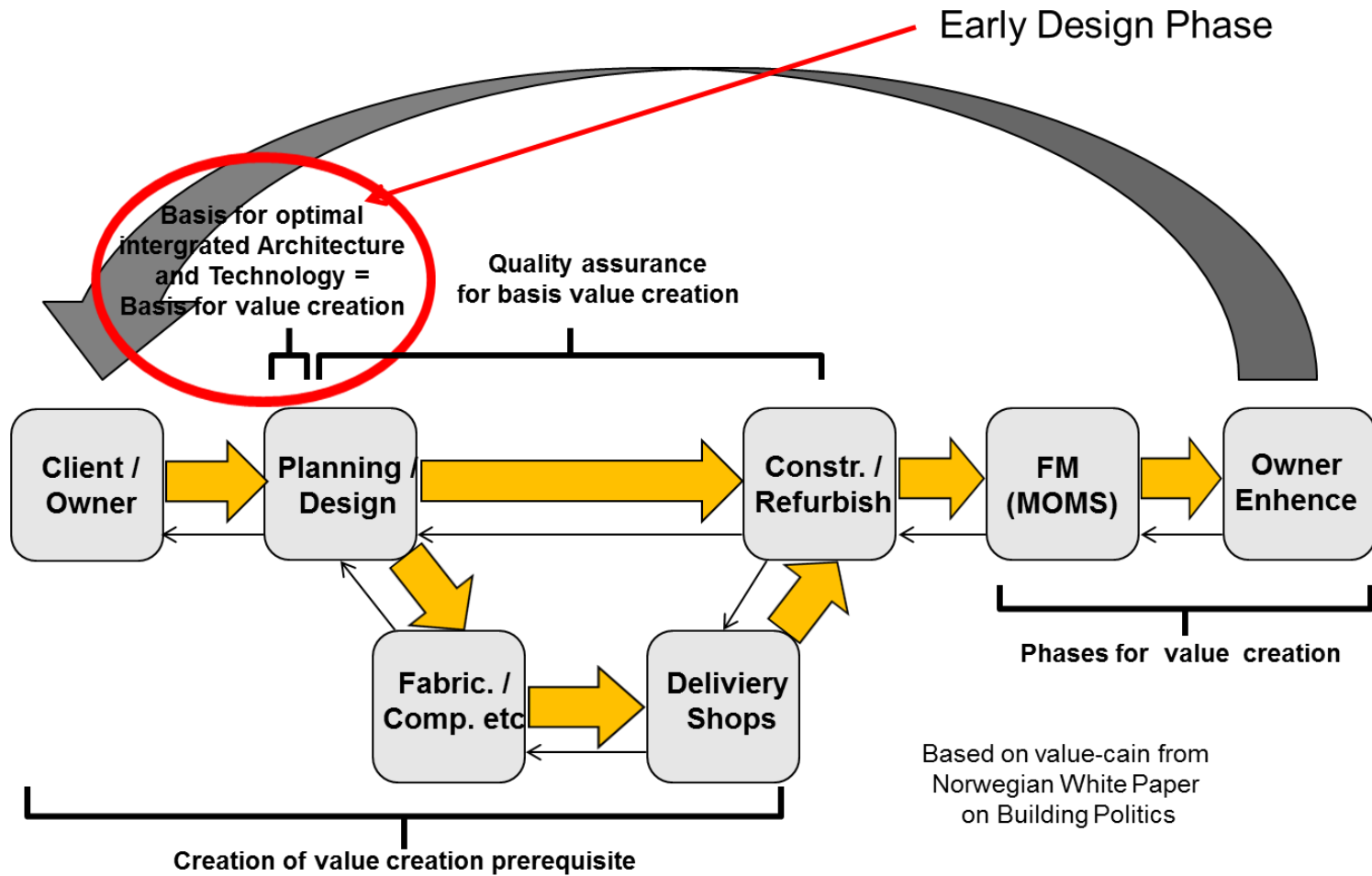
Long term owners, user organisations, developers, technical contractors, contractors, architects, consulting engineers, research institutes, universities, FM software developer

# OSCAR: Main goal

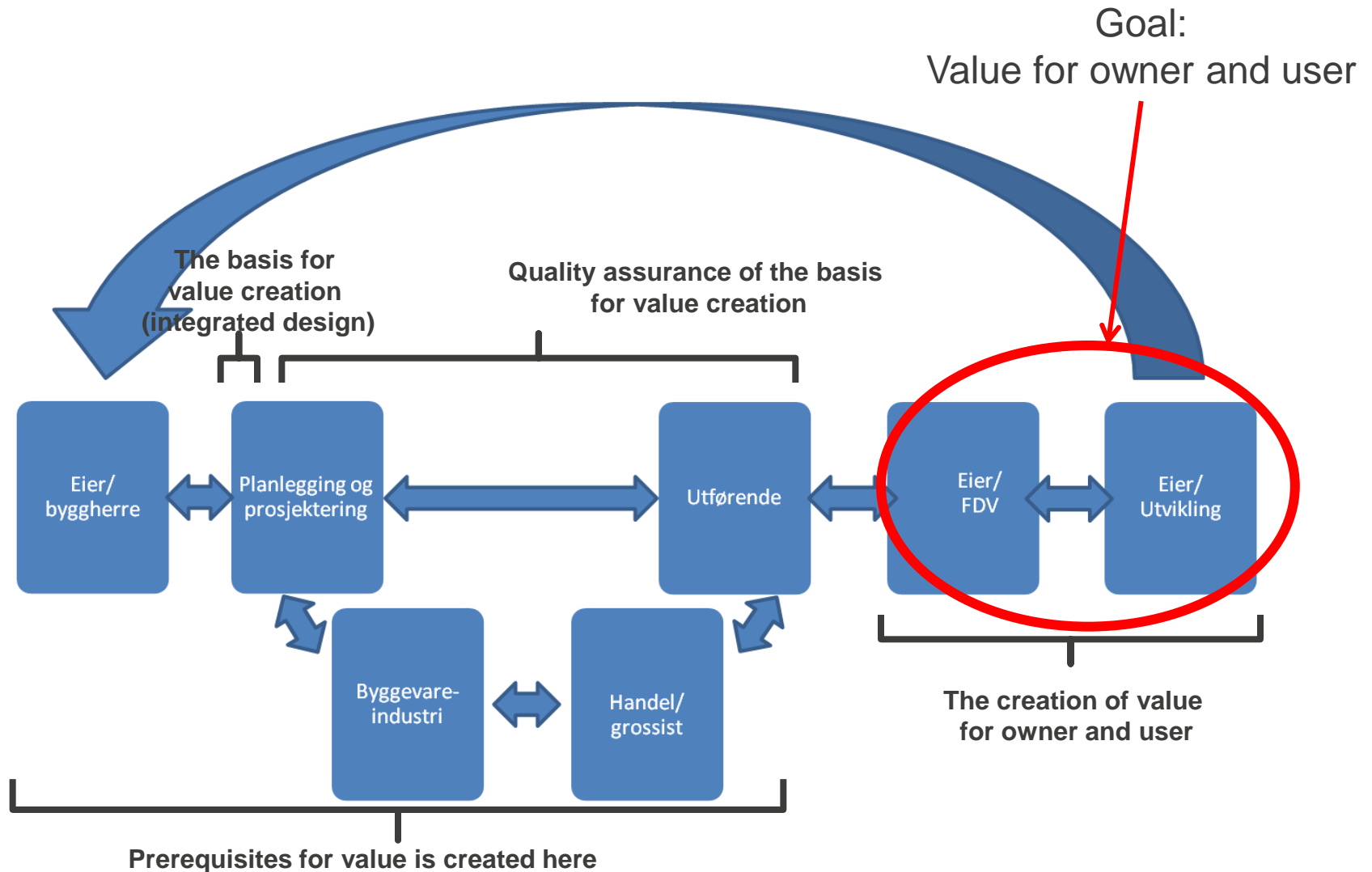
- **Supereminent objective, main goal**
  - Intention is to **develop competence, methods and analysis tool** which make it possible to **optimize building design** in a way that it will **contribute to value creation** for **owner and end-user** throughout the buildings **life time**
- **Objectives**
  1. Develop necessary **knowledge for early phase** to achieve value for owner and end-user (**Life Cycle Planning (LCP)**)
  2. **Identify** what has to be developed in todays **normal processes** (design, construction and take over) to **achieve value** in user phase
  3. Develop **methods and tool** which enable best practice for all participants in the process
  4. **Implement** results to construction sector, contribute to increased competence in high schools and universities



# Some info about our research proposal

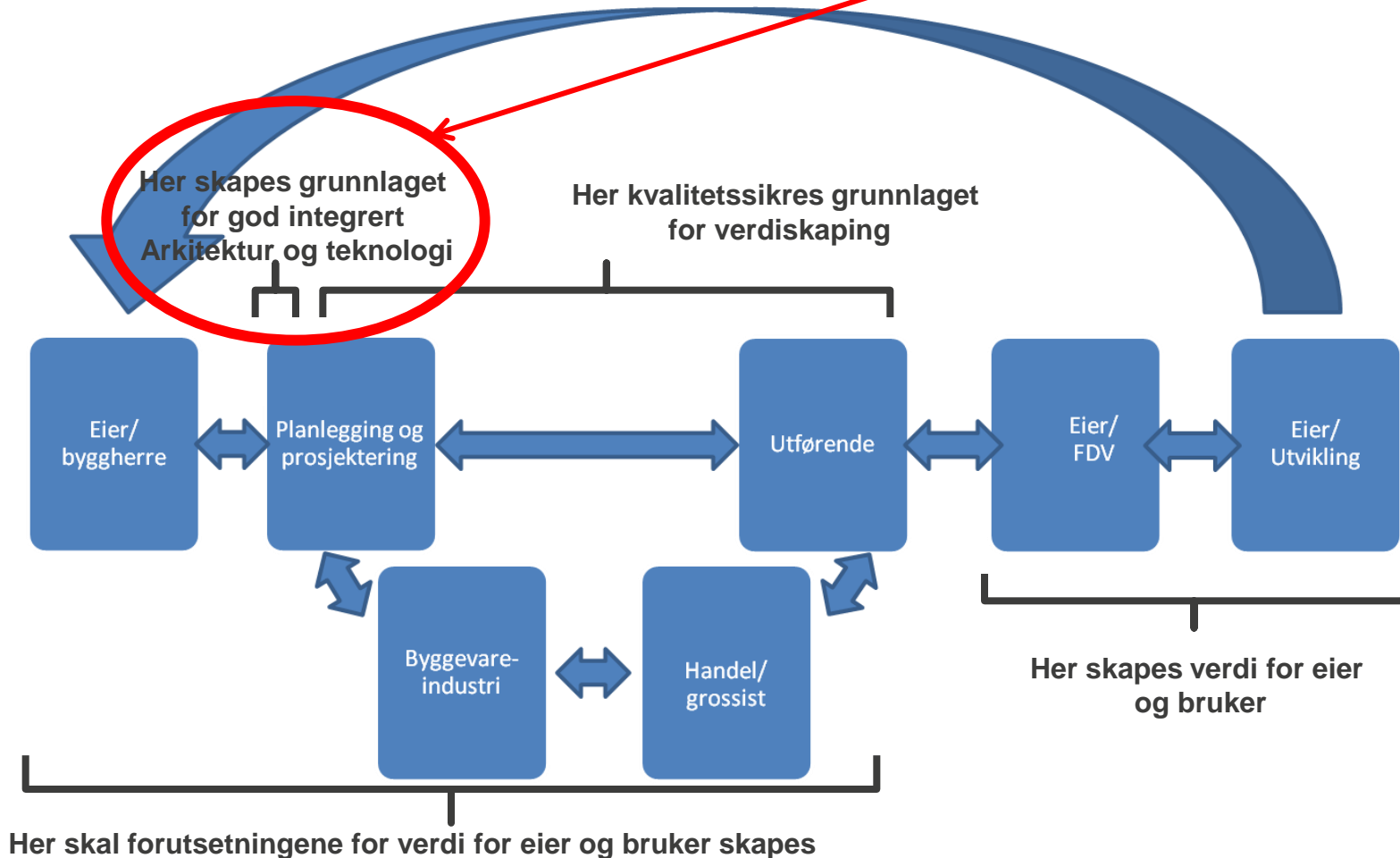


# Interaction in the value chain



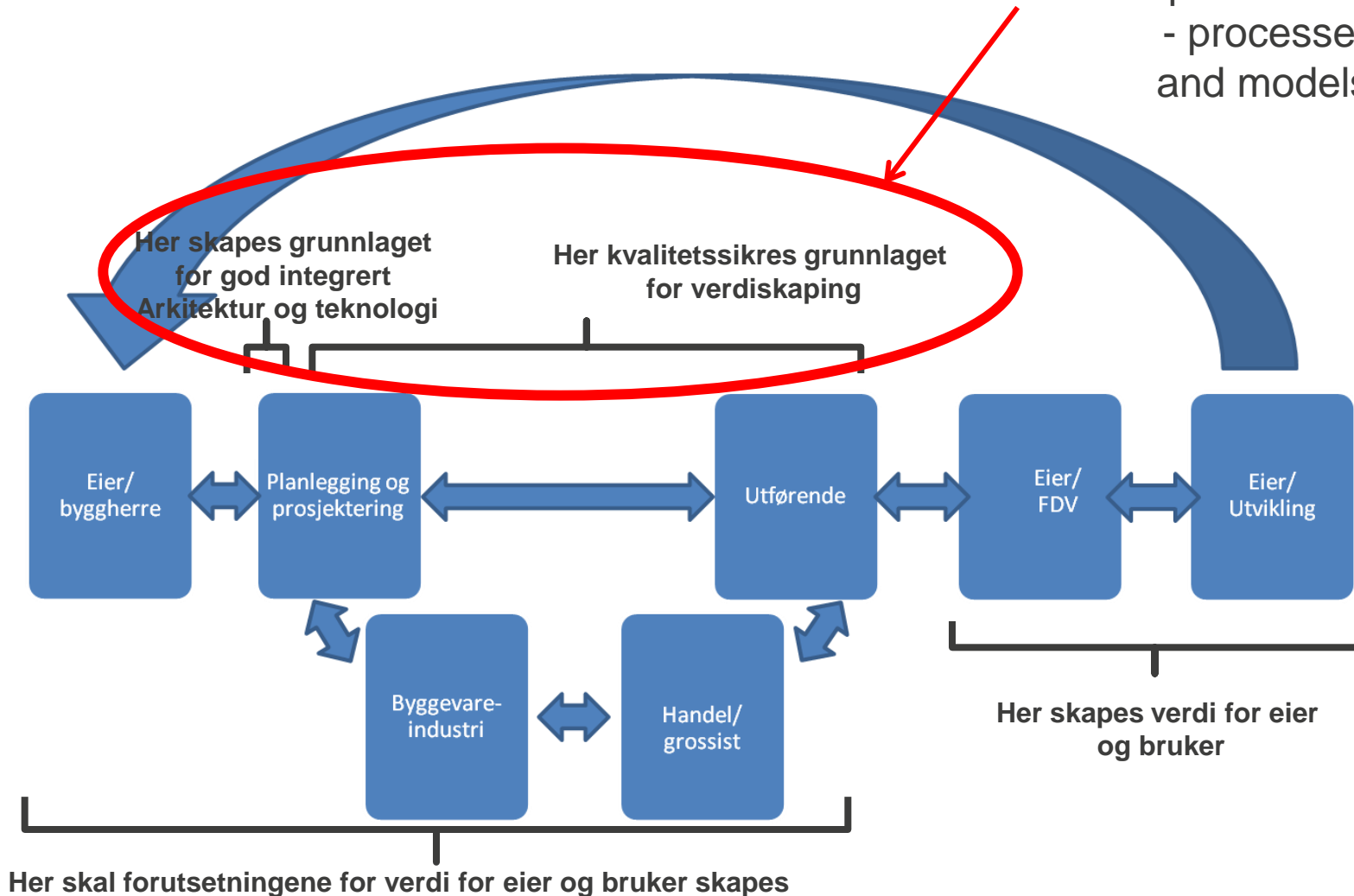
# Samspill i verdikjeden

Tema 1:  
Early phase planning



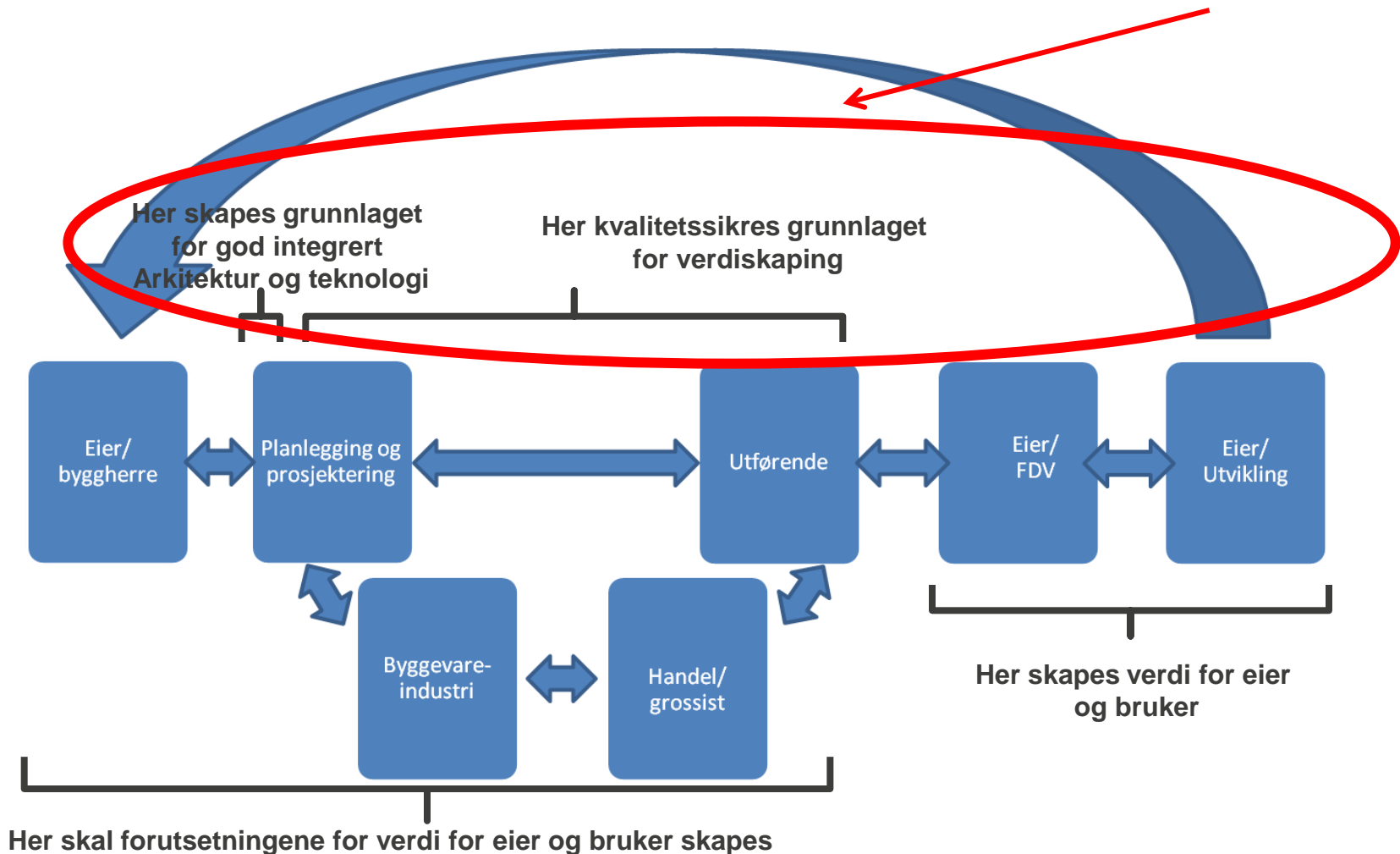
# Samspill i verdikjeden

Tema 2:  
Implementation  
- processes  
and models



# Samspill i verdikjeden

## Tema 3: Tools and methods





# Organisation og roles

**Styringsgruppe:**  
Partnere  
NFR (observatør)

**SG Arbeidsutvalg:**  
SG leder: C. N. Madsen (MC)  
SG nesteleder: T. Stupstad (KS)

**Prosjektlederstøtte /  
Prosjektstyring**  
FOU: Alenka Temeljotov-Salaj  
Økonomi: Kurt Laukvik

**Prosjektleder:**  
Multiconsult:  
Anne K.  
Larsen

## Prosjektgruppe

**Delprosjekt 1**  
Early phase  
Margrethe Foss (MC)

**Delprosjekt 2**  
Execution/  
Implementation  
models  
Tom Løkkeberg (MC)

**Delprosjekt 3**  
Methods and tools  
NN

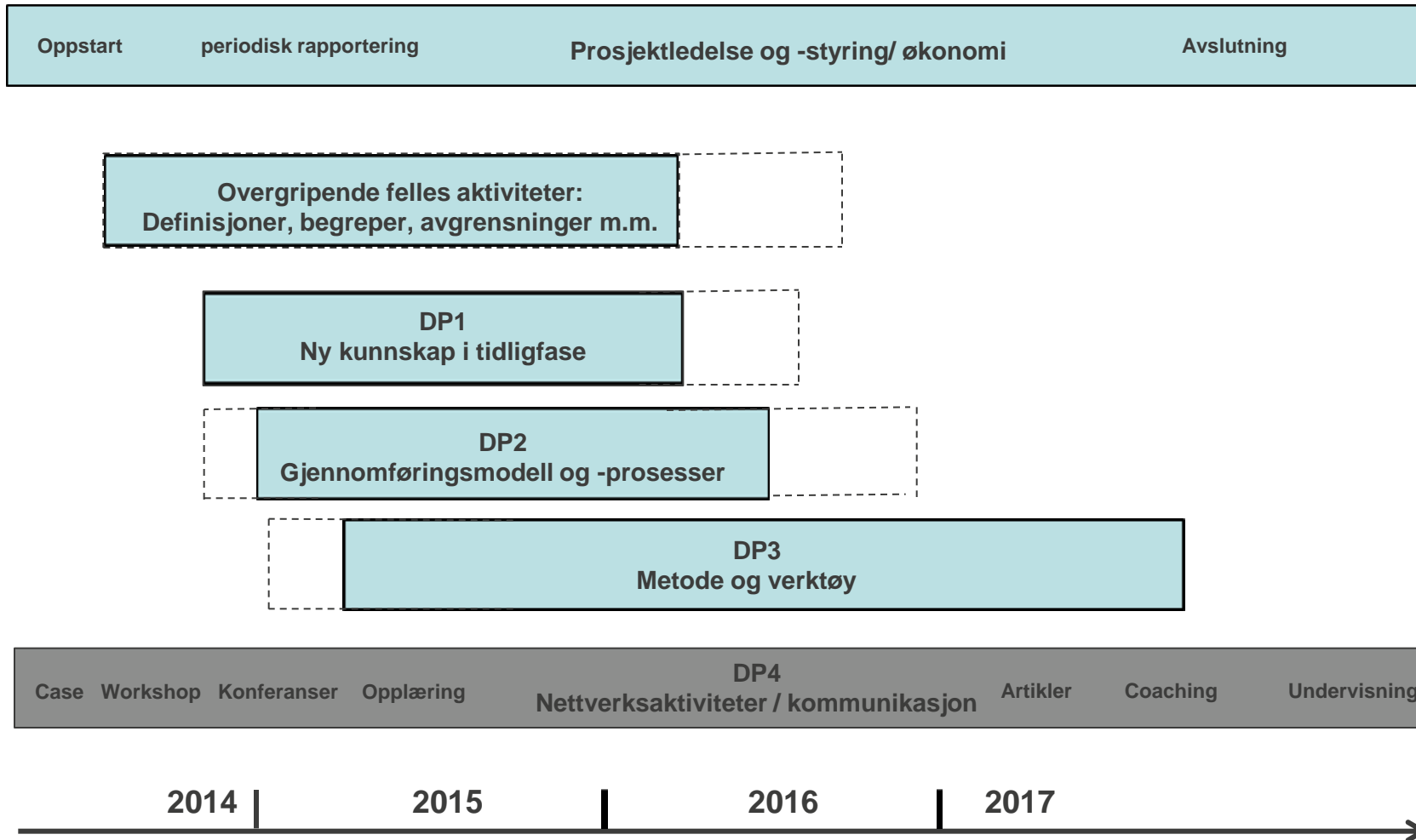
**Delprosjekt 4**  
Network / dissemination  
Svein Bjørberg (MC)  
Eystein Husebye (NBEF)  
NN (NTNU/HIOA)

Working groups / work shops / case studies  
Participants from partners

PhD (2 stk)  
Master and bachelor projects

# Activities and progress

multiconsult.no



Prosjektperiode fra 3.2.2014 til 31.12.2017, budget cash + manhours 17,2 mill NOK

# Research Questions



# WP 1: Knowledge how to contribute to value creation in user-phase as input in Early Design Phase

- a) **Characteristics** on buildings and solutions which **contribute** to value creation for **different stakeholders** during the Life Cycle
- b) **Characteristics** on buildings and solutions which **do not contribute** to value creation for **different stakeholders** during the Life Cycle
- c) Are **contributions** to value creation of **different solutions context dependent?** (different core business, location ++)
- d) **Circumstances** where different solutions are **advantageous or not**
- e) What characterize **the actors** that contribute to value creation



## WP 2: Execution models and - processes

- a) Which **means** in different phases will **motivate solutions** for **value creation** in user-phase? (contract, economy incentives and process)
- b) Which **means** can **work against**?
- c) How can **means** that **motivate value creation** be **incorporated** in **execution models** within **different projects** and what **demands** will be put on **different stakeholders**?
- d) How can **execution process** with regard to **transmission of information** («relay baton») **between stakeholders** and **phases** take place to **ensure** that **premises** from **earlier phase** live up to the next?
- e) What **methods** and **tools** are needed to **ensure a good execution process** and **goal-achievement** regarding **value creation** for owner and end-user?

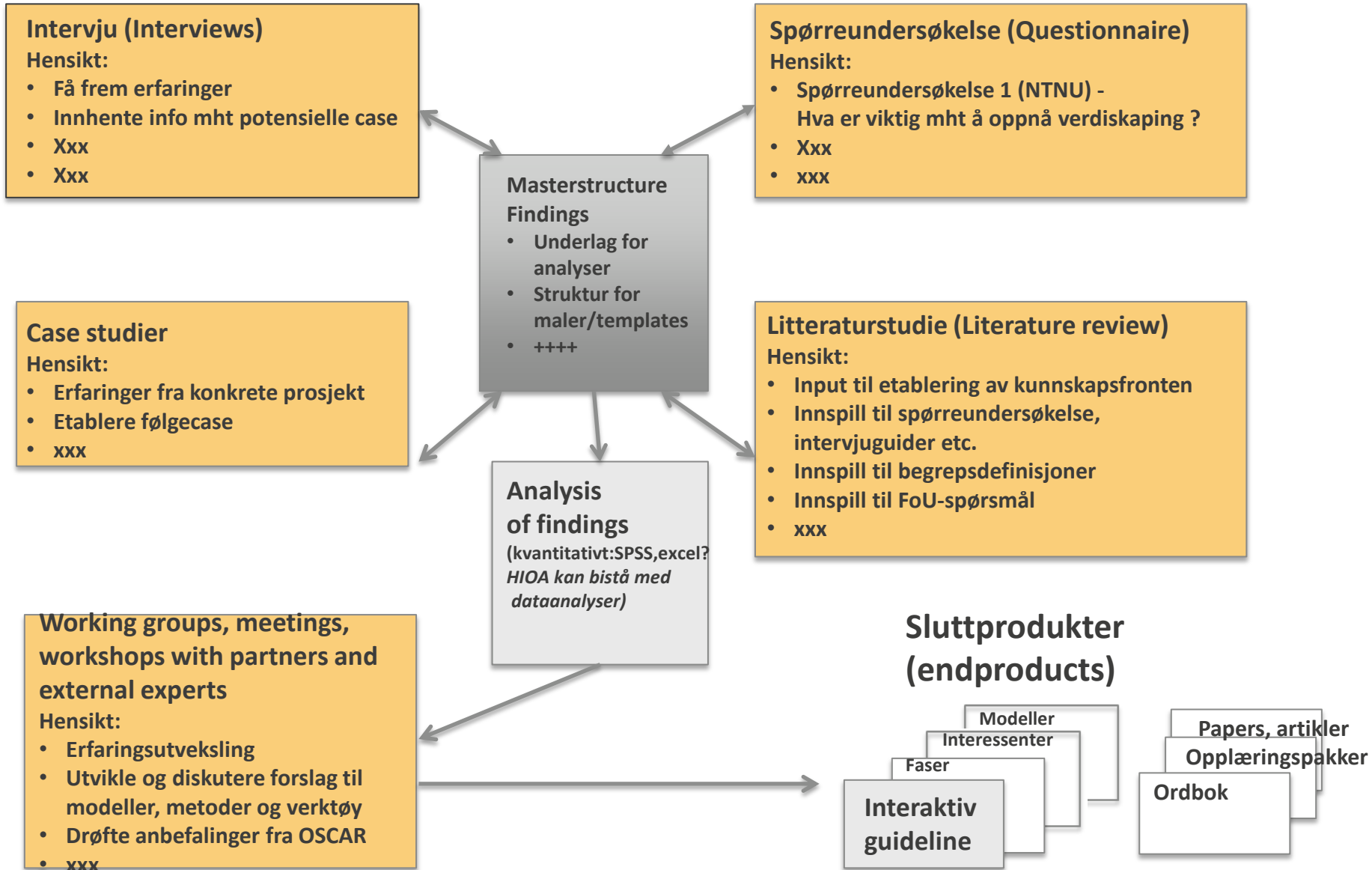


## WP 3: Methods and tools

- a) How can **Integrated Design (ID)** and **BIM** be **carrier** («relay baton») of **information about value creation** for user-phase in phases before commissioning?
- b) How can **existing tools**, such as multiMap, Dynamic LCC etc., be **integrated** in **BIM**?
- c) How can **existing tools**, mentioned under b), be **developed** to a **cost – benefit evaluation** simulation model , which take into account **core business total economy** consequences regarding different investment measures, including **adaptability**?

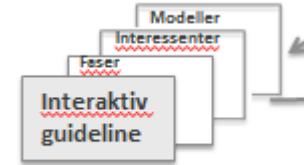


# Activities/methods for gathering information.

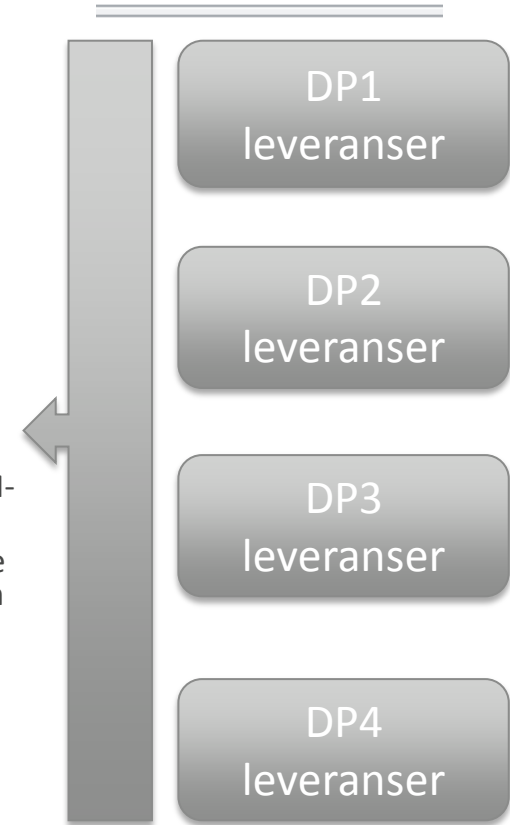


# Sluttprodukter / Endproducts

## (nærmere konkretisering pågår)



- Ordbok for OSCAR
- **Interactive guideline (ref. EMROB, Difi, Prosjekt Norge, annet?)**
  - List of content – must reflect the research questions
  - (statistic analysis of results will underpin recommendations)
  - Guidances, checklists, links to other documents (standards etc), process-descriptions, flowcharts, role-descriptions etc.
- **Metoder og verktøy øvrig (i tillegg til interactive guideline – dvs. modeller og dataverktøy)**
  - Methods and tool identified by WP1 an 2 (interactive guideline) (
  - BIM (description of information in and out from the BIM-model. What is a BIM-model? Barriers with models/tools today?)
  - Cost/benefit analysis tool (dynamic cost / LCC model) (pilot) (Christian can give input here – what info is needed in such analysis – what info should we map in WP1 and 2 as input here?)
- **Collection of case descriptions (beskrivelser basert på felles maler)**
  - Purpose: examples and best practice learning
  - Separate publication? Book, or just on web?
- **Undervisnings- /opplæringsmateriell (universitet/høgskole/for partnerbedrifter/andre etc)**
- Papers and articles





# OSCAR on WEB

## www.oscarvalue.no

**OSCAR**  
increasing value


OM OSCAR-PROSJEKTET / FORSKNINGEN / STUDENTER / PARTNERE / KONTAKT

### Hva er Oscar-prosjektet

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#### FORSKNING



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#### STUDENTER



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#### KONTAKT

**Besøksadresse**  
Necre Skøyen vei 2  
0276 Oslo


**Postadresse**  
Analyse & Strategi AS  
Postboks 265 Skøyen  
0213 Oslo

#### HVA SKJER


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#### AKTUELLE SAKER

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“synes du kunnskap er dyrt  
prøv uvitenhet”