

# ICIS Meeting in Sydney April 18th to 20th 2010

"The impact of top-down and bottom-up on  
standardization"

Sydney, April 2010  
Paul Curschellas, CRB

## The current situation

- a lot of partners are helping us to produce and maintain our products (the building industry, a variety institutions, experts and authors).
- a lot of information about the knowledge of construction
  - 200 volumes, with 1m positions, 35'000 terms (Multilingual)
  - information on costs and energy, eco data (benchmarks)
  - interconnections between the products of third parties (norms, standards, rules)
- taking into account the needs of both, the minority and the majority (multilingualism, large and small enterprises, different project organizations, processes etc.)
- the building industry is in the process of change (the industry as a whole is not moving at the same speed or in the same direction)

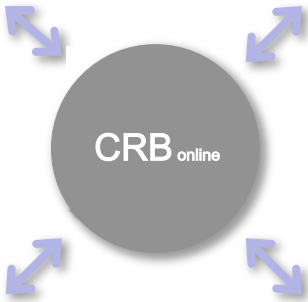
Online Services for Partners of CRB

**data partners**

develop and expand data, thereby creating new needs. This, in turn, leads to new products.

**technical partners**

collaborate with CRB in development of new structures and contents (know how).



**marketing partners**

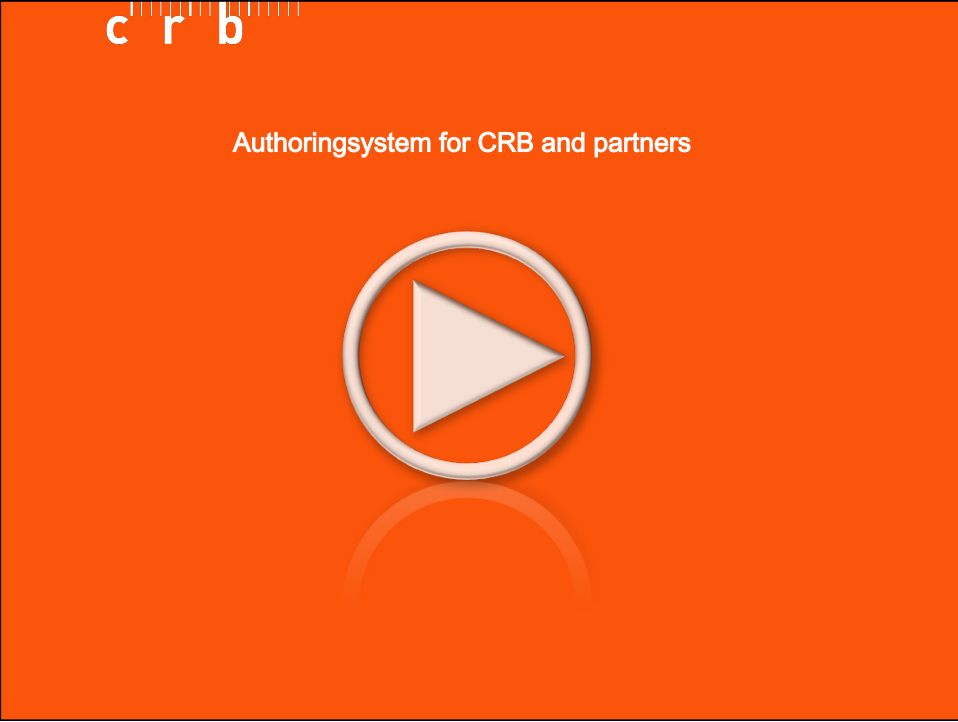
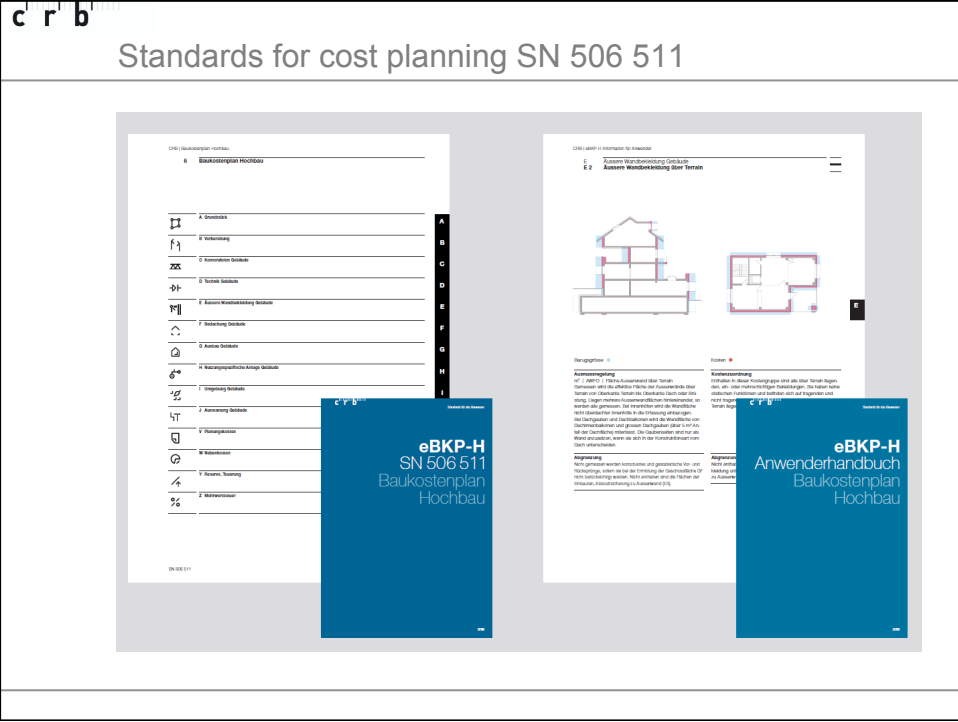
make use of direct marketing channels and expand product palette through additional products.

**development partners**

use platform to provide access to new products. New products and services enhance user benefit.

Applications of the development partners





**c r b** Information, Standards on costs and energy

**c r b** Standards für das Bauen

**EAK**  
Kostenkennwerte  
Elementarten  
Katalog

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**c r b** Standards für das Bauen

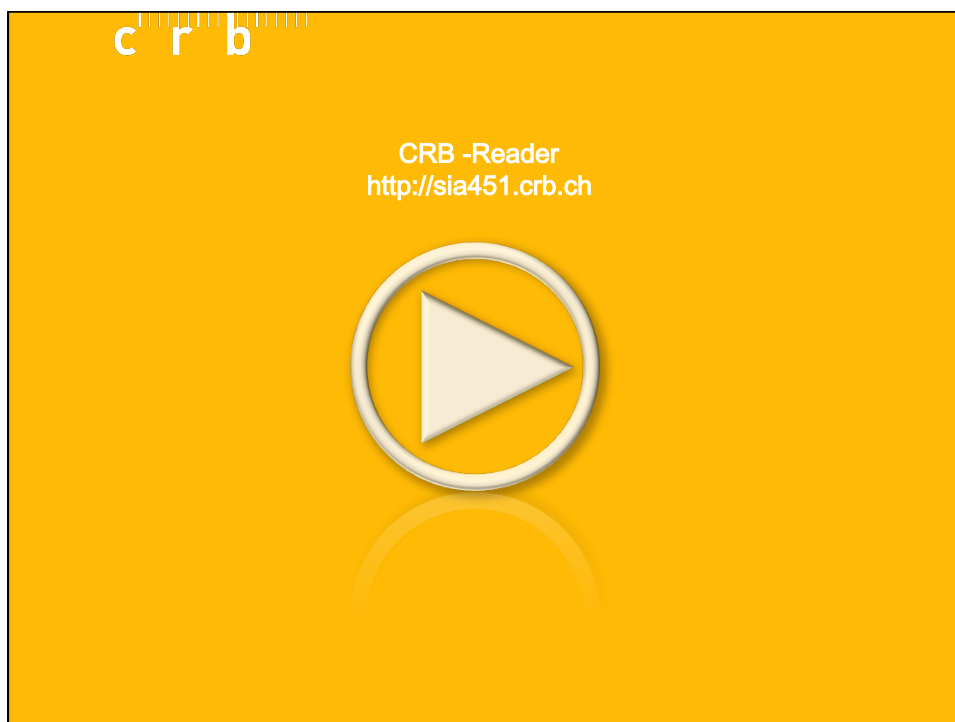
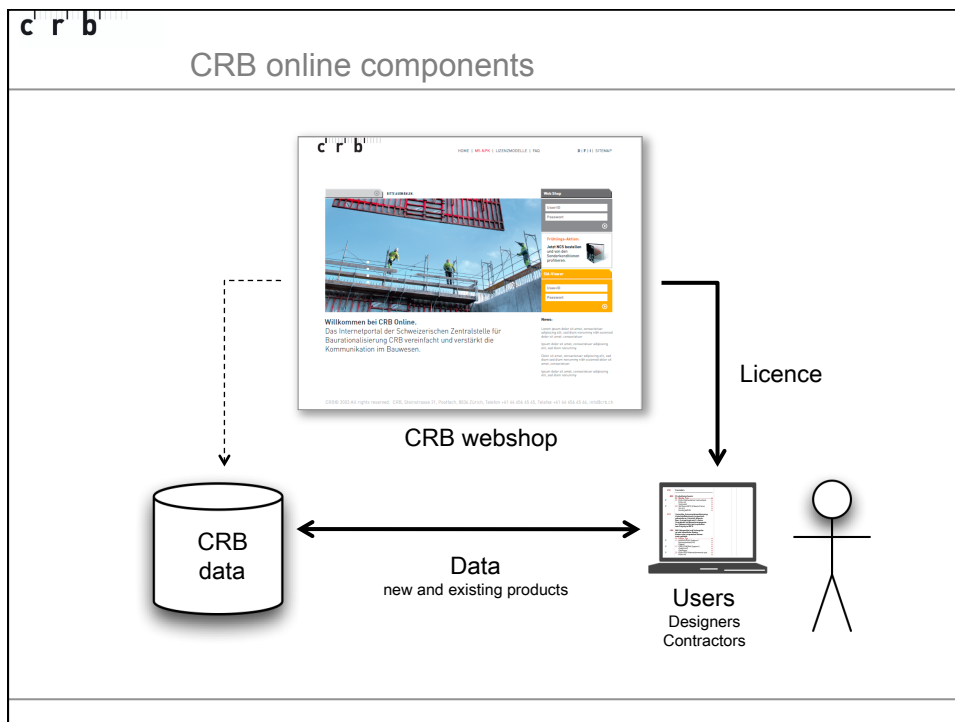
**EAK**  
Energie  
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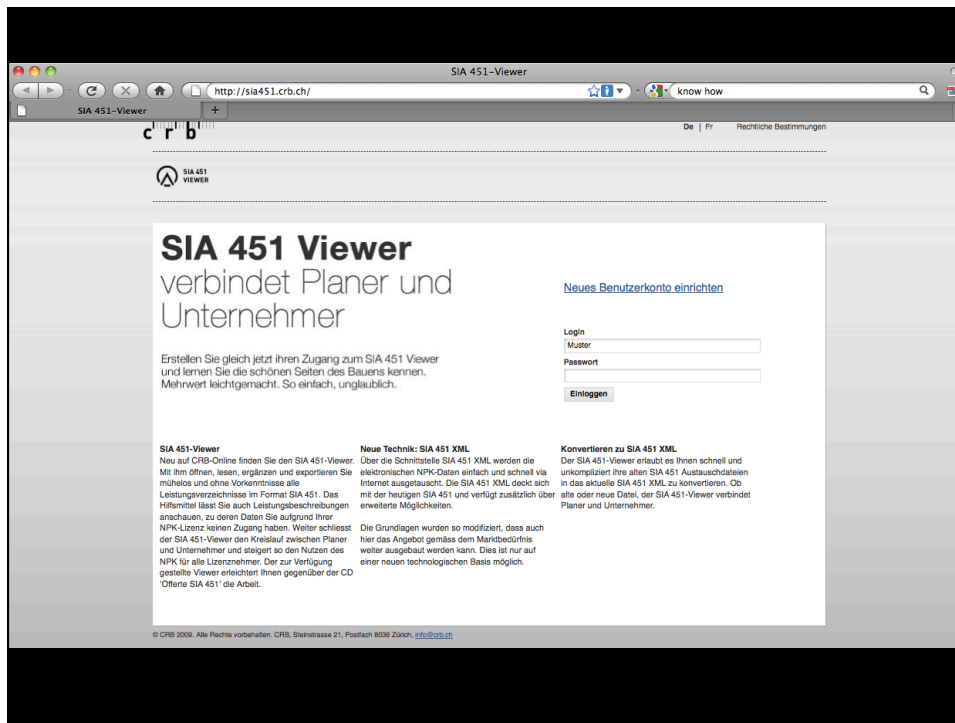
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**c r b**

Shop-system for CRB and partners







## The current challenges

**the challenges facing CRB**

- how to get users and target groups involved in development and production
- how to involve the users more efficiently in the entire process
- what to do to be flexible enough and still maintain our standards (good quality, being on time, an acceptable price)

**how we are meeting these challenges**

- we are still involving the experts and the authors with their specific knowledge (top-down)
- but now we are also getting the users involved with their knowledge (bottom-up)

**c r b**

The idea and the concept

for CRB „online“ means  
user participation  
**bottom-up as well as top-down**  
the synergy of CRB's existing standards and those  
of the internet (CRB 2.0)

**c r b**  
Standards für das Bauwesen  
Standards pour la construction  
Standard per la costruzione

**buildingSMART Switzerland**



1. **Communication, „spread knowledge about BIM“**  
here we want to support the different groups in the building and construction sector about the advantages and the profit with BIM.
2. **Partner's integration, „the platform for exchange of knowledge and interest“**  
We invite the different representatives groups from the building industry  
to use the platform buildingsmart (for example the organizations of the builder-owners, the planners, the FM people, the contractors and of course the software industry, among others.
3. **Support know-how and innovation about BIM**  
Here we would like to involve the different groups who use BIM in their daily work. Our strategy her is to work with big groups.  
One of our primary goals is that BIM becomes as an integral part of the university. To achieve this we want to organize a competition in 2010 at the schools which already use the BIM integral component.

c r b

Standards für das Bauwesen  
Standards pour la construction  
Standard per la costruzione

thanks

