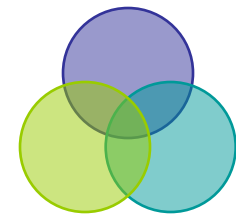




“How to create fundings for an area oriented approach”

Utrecht - june 8th 2011
Eduard Ravenhorst



Join the discussion and share your ideas with other participants to create a new system of financial fundings!

Towards a vision on modern financial fundings and earnings of redevelopment of city centres ?!

The integrated approach improves:

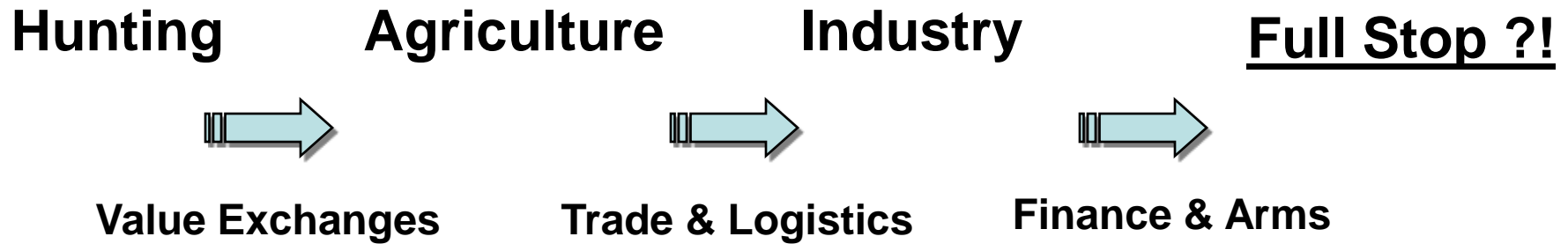
- *the quality of soil and groundwater*
- *a sustainable urban spatial planning and*
- *the environmental quality*

Question:

How can a more sustainable and integrated approach in inner-city redevelopment be achieved?

How can sustainable remediation strategies be included in the Finance and Revenue Models of Sustainable Economic Area's?

History of Society: In search of the Holy Grail ?



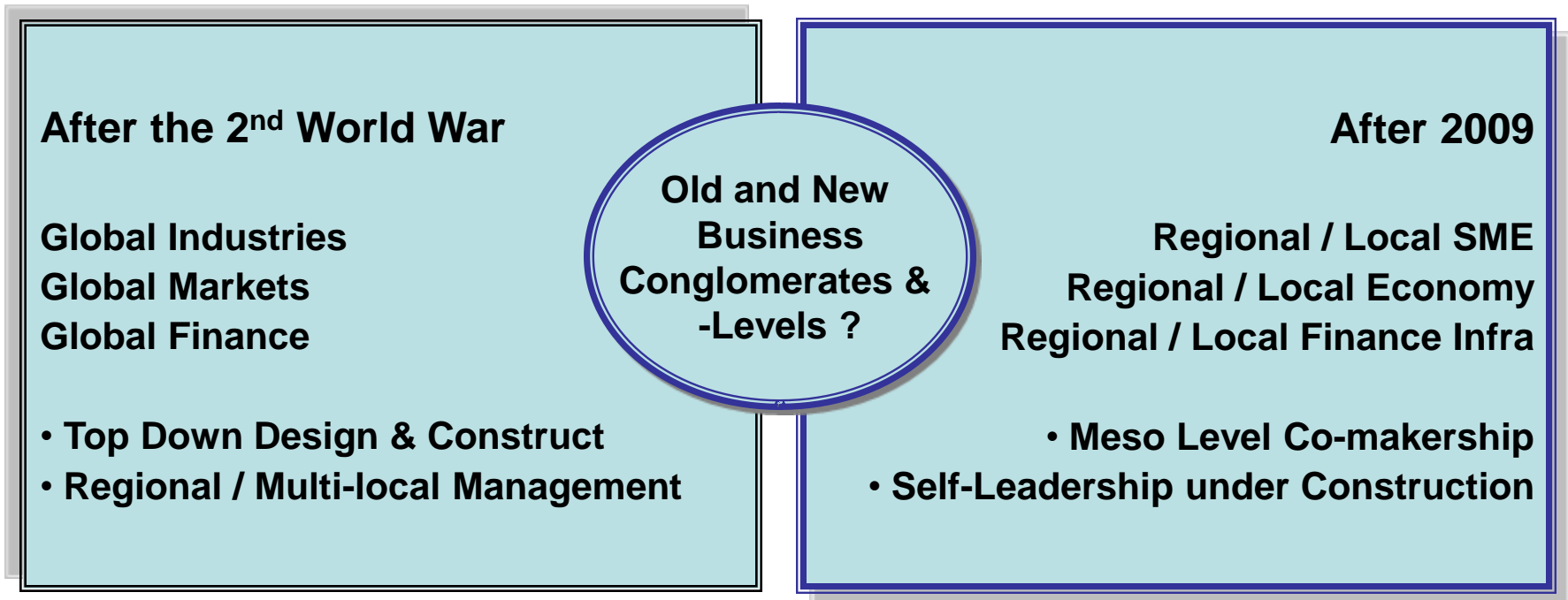
2009 - Times of Transition & Paradigm Switches

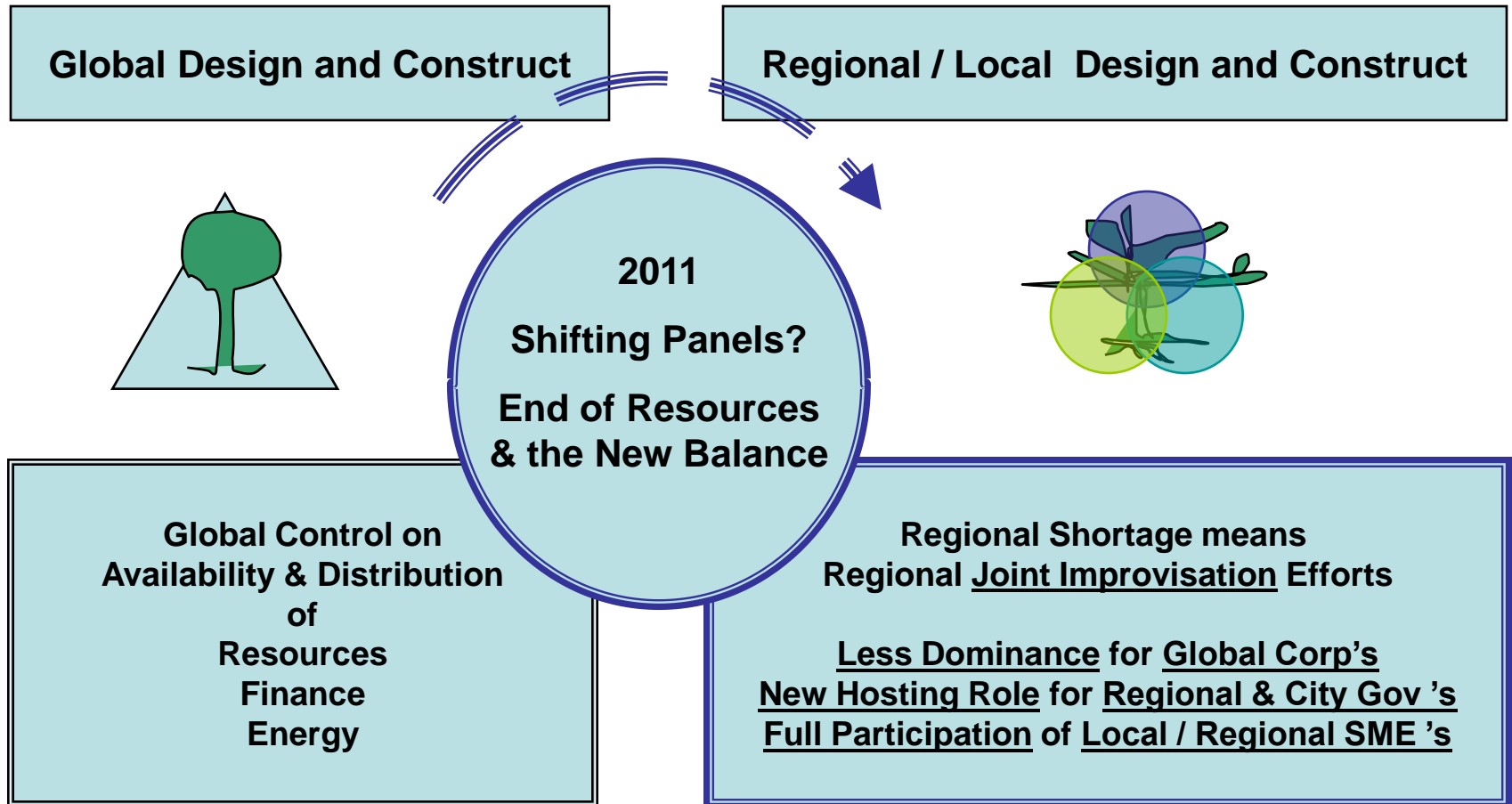
- End of Resources & Education Trap ?

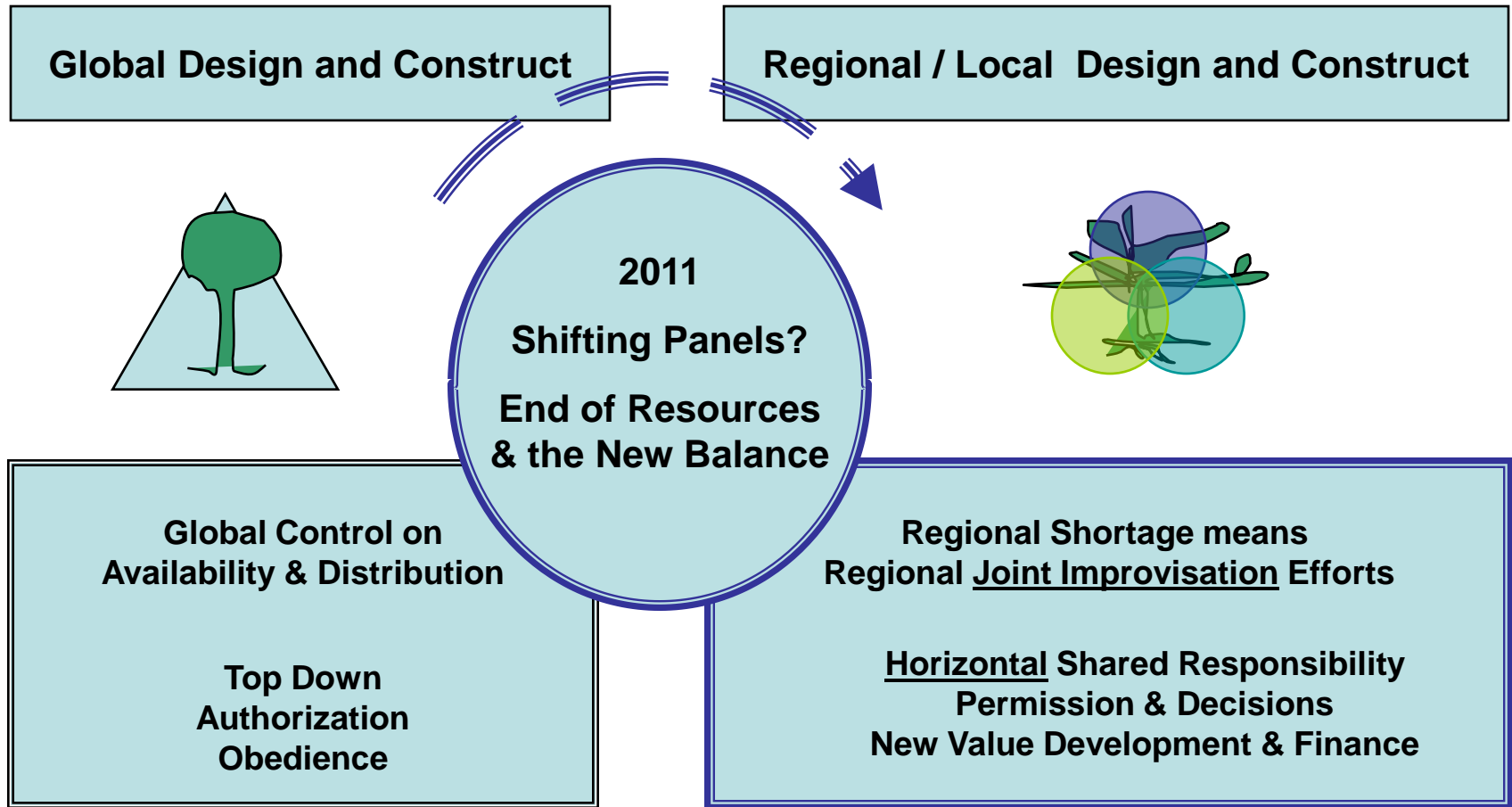
2011 - How to Reinvent Cities, Regions and Business Value

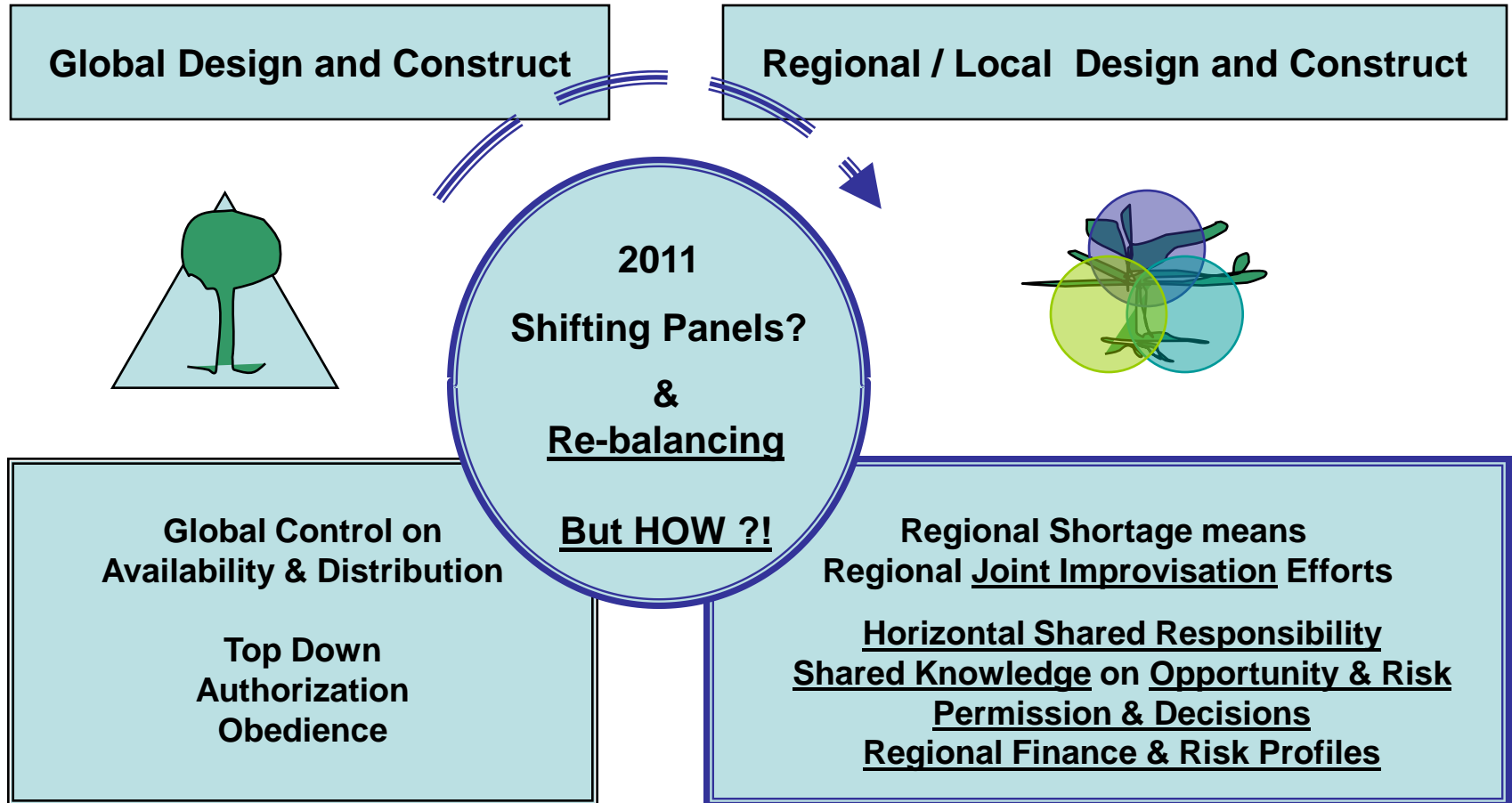
Scale and Scope of Design - Old and New Era

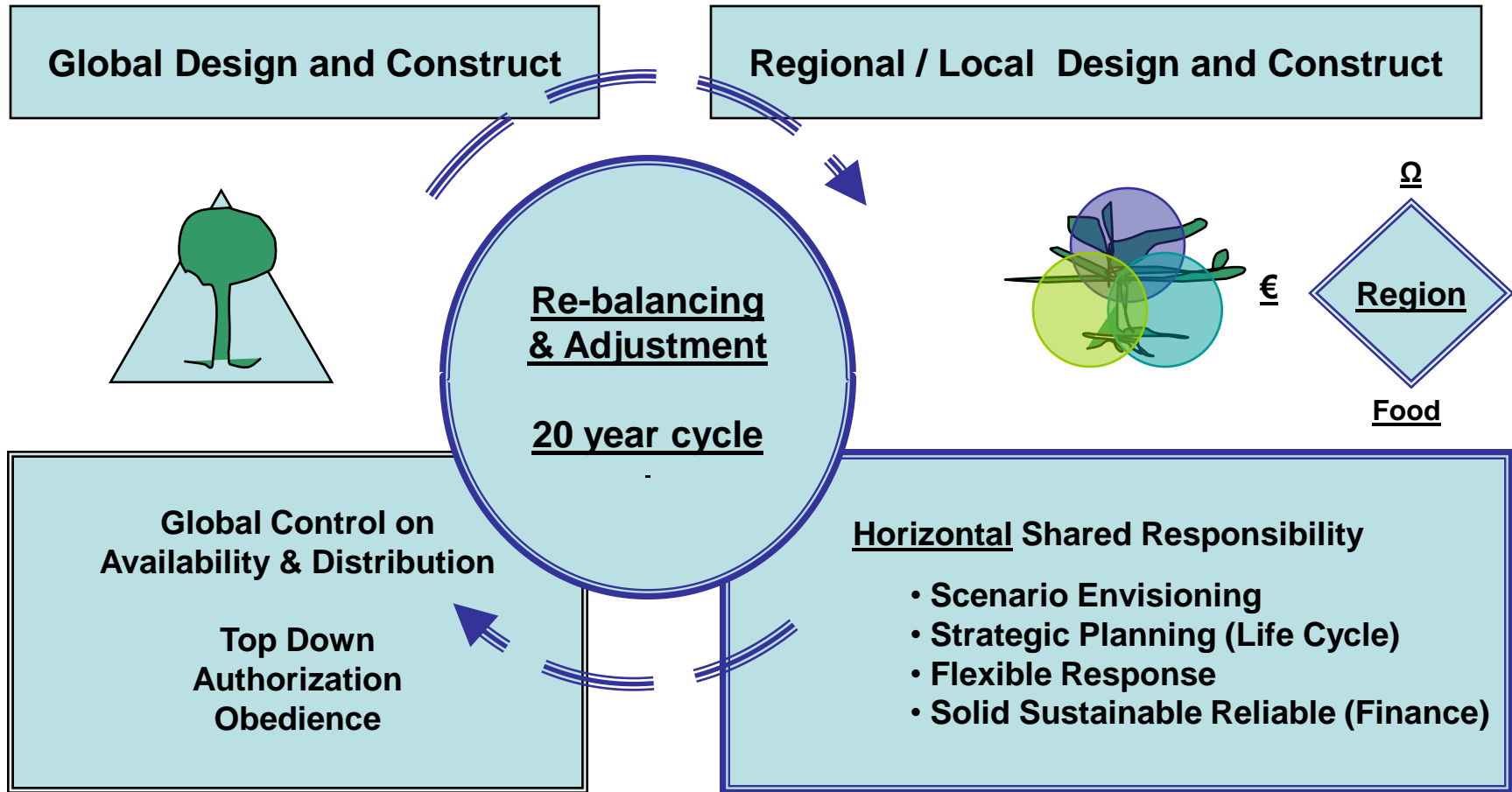
Education Trap / GAP ?

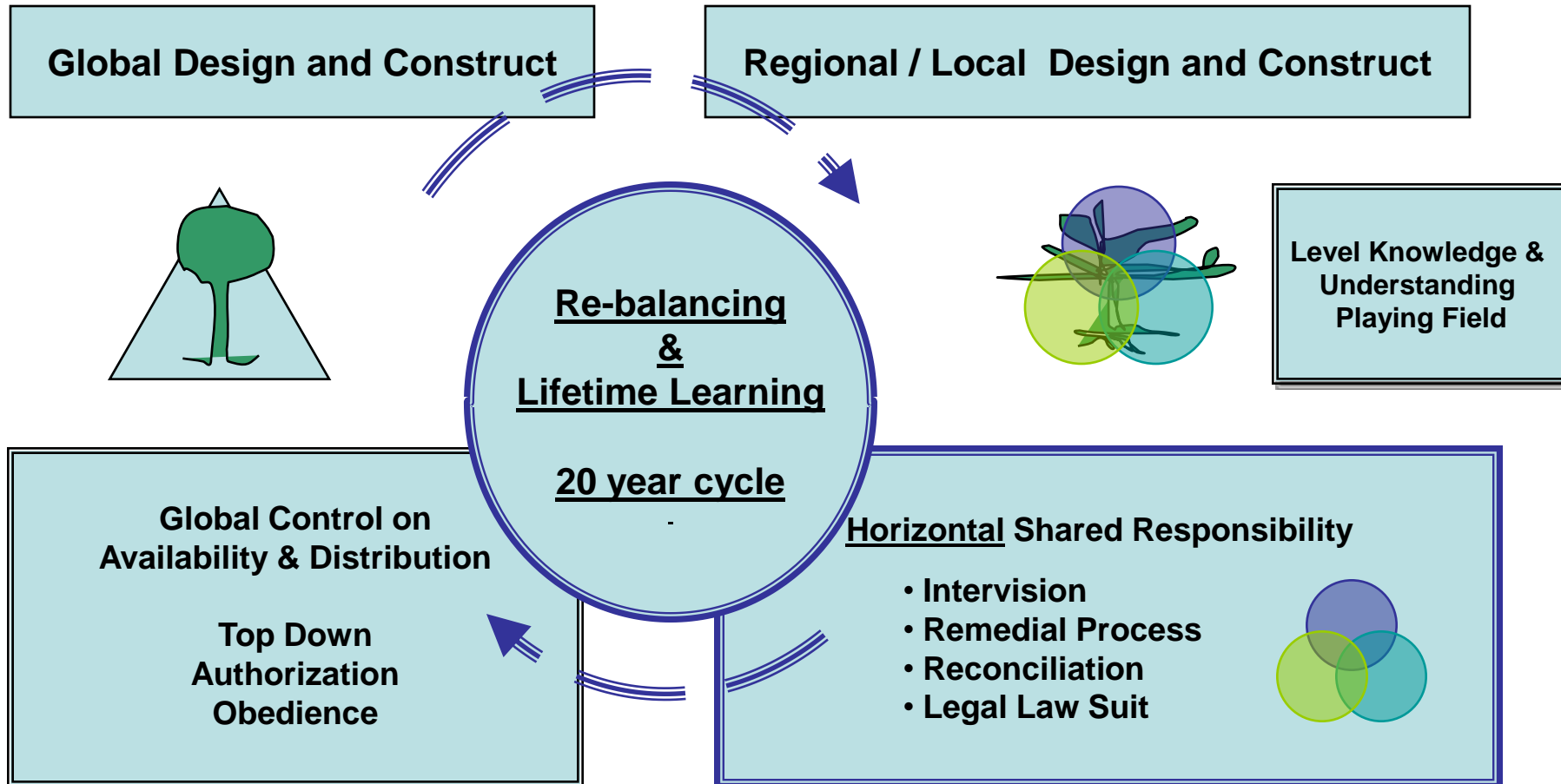


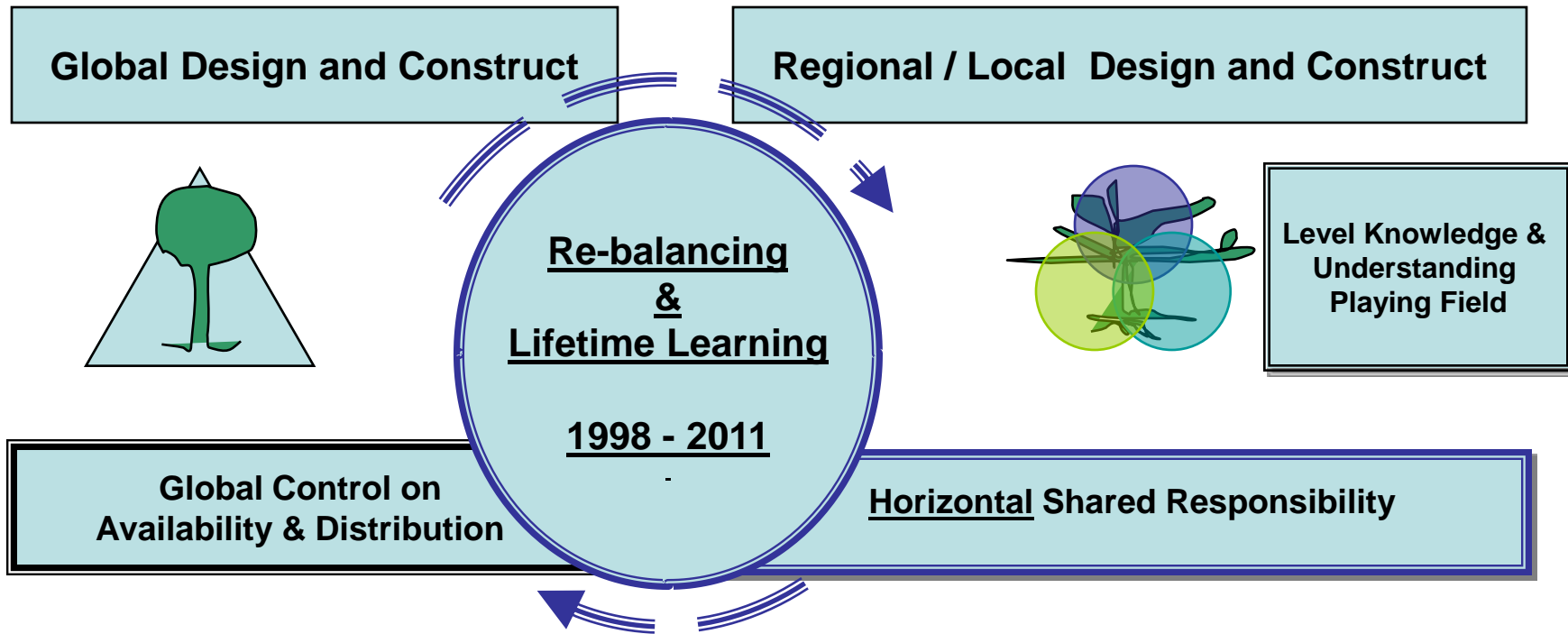








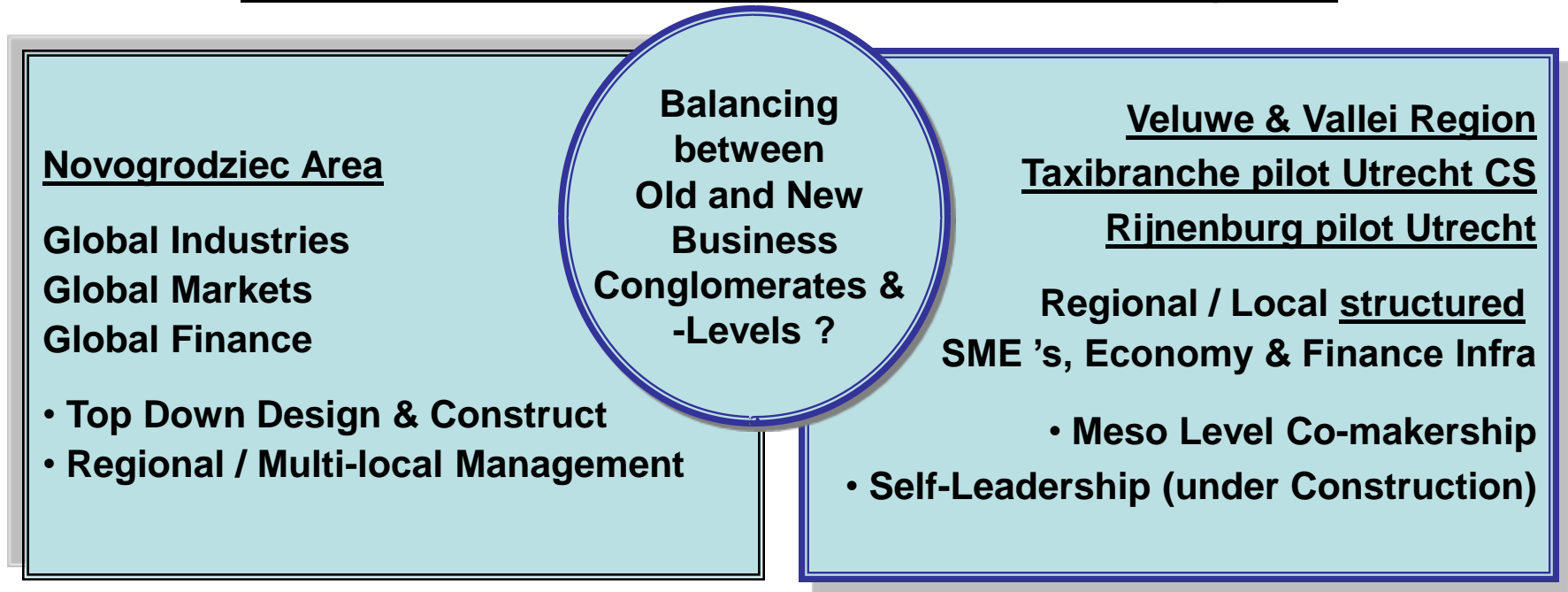




Novogrodziec - Veluwe & Vallei Region - Taxibranche Utrecht CS - Rijnenburg
1998-2000 2004-2011 2007-2011 2009-2011

Scale and Scope of Redesign - Lessons Learned

Education Trap / GAP & Lessons for Better Risk Management



Scale and Scope of Redesign - Lessons Learned

Education Trap / GAP & Lessons for Better Risk Management

Novogrodziec Area 1998

Transition and Paradigm shift

**Military into civil industry region
Corridor between East and West
Bilateral NL-PL assistance progr.
EU permission / Special Ec. Zone
Global corporates & local SME 's + Cities**


Threat: No Risk & Compliance Model

A circular graphic with a double blue border, containing text.

**Balancing
between
Old and New
Business
Conglomerates &
-Levels ?**

Scale and Scope of Redesign - Lessons Learned

Education Trap / GAP & Lessons for Better Risk Management

A circular diagram with a double blue border containing the text "Balancing between Old and New Business Conglomerates & -Levels ?".

**Balancing
between
Old and New
Business
Conglomerates &
-Levels ?**

Veluwe & Vallei Region

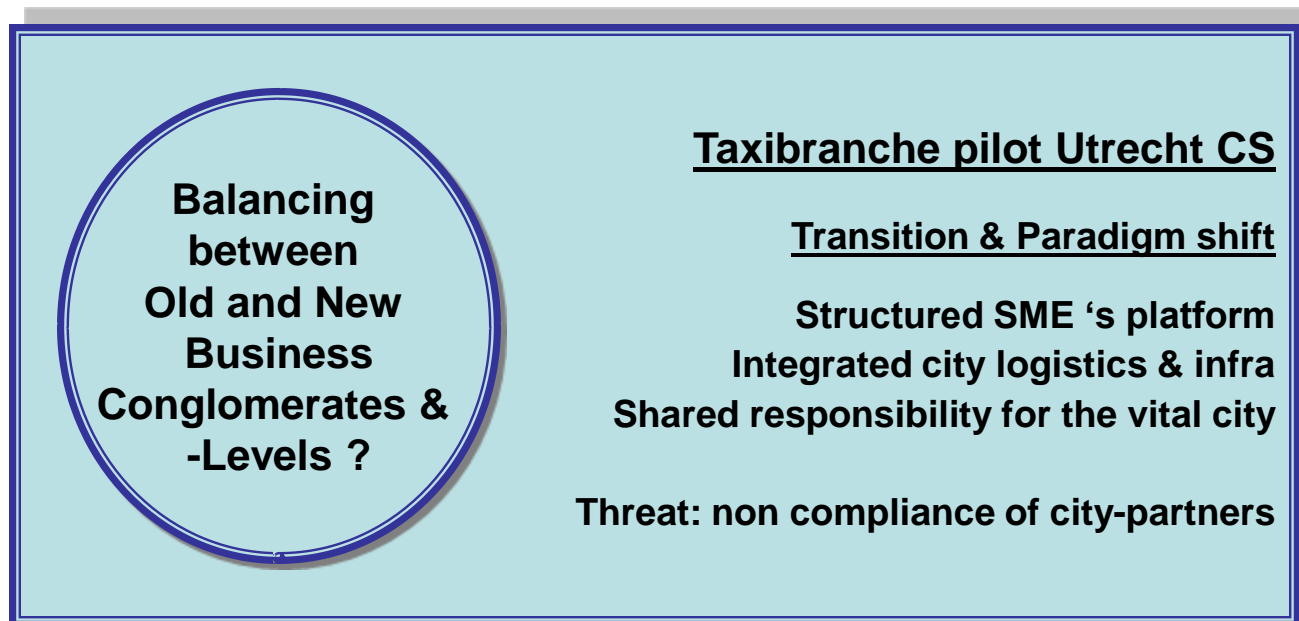
Transition & Paradigm shift

- Structured Civil Society**
- Integrated agriculture and nature**
- Integrated SME 's & small villages**
- Integrated mobility and infrastructure**

Threat: single issue Natura 2000 (EU-NL-GLD)

Scale and Scope of Redesign - Lessons Learned

Education Trap / GAP & Lessons for Better Risk Management

A light blue rectangular box with a double blue border. Inside the box, on the left, is a circle containing text. To the right of the circle is a list of text items, including a title, a subtitle, and a threat.

**Balancing
between
Old and New
Business
Conglomerates &
-Levels ?**

Taxibranche pilot Utrecht CS

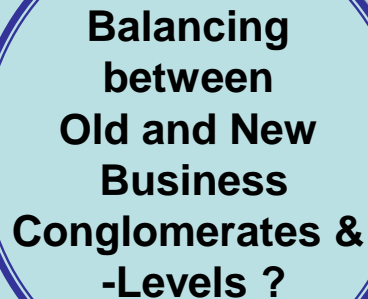
Transition & Paradigm shift

**Structured SME 's platform
Integrated city logistics & infra
Shared responsibility for the vital city**

Threat: non compliance of city-partners

Scale and Scope of Redesign - Lessons Learned

Education Trap / GAP & Lessons for Better Risk Management

A circular graphic with a double blue border, containing text.

**Balancing
between
Old and New
Business
Conglomerates &
-Levels ?**

Rijnenburg pilot Utrecht

Transition & Paradigm shift

**All the Corporate troubles of 2009
Co-design by municipality & citizens
Search for funding and earning model**

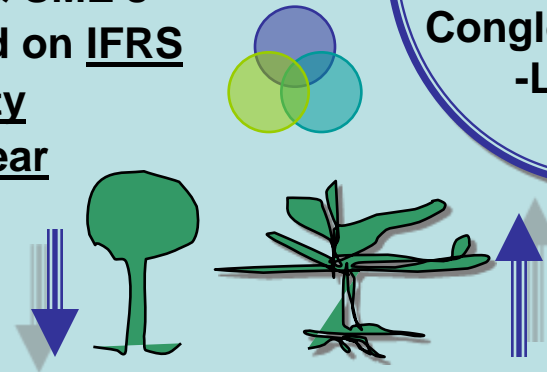
Integrated sustainable solutions are the key

Scale and Scope of Redesign - Lessons Learned

Balancing Risk & Sustainable Solutions & Providing Lifetime Education

Balancing the Process / Mobilizing Society & Knowledge

- Self-Leadership by structured civil society & SME's
- Finance Framework & Integrity Codex based on IFRS
- Shared Responsibility & Legal Accountability
- Learning by Doing & Lifecycle Horizon 20 year
- Authorization & Permission Balance
- Parties become Partners Policy
- Open Door policy towards New Partners
- EU 2020 Agenda on Vital Regions



Balancing
between
Old and New
(Business)
Conglomerates &
-Levels ?



- Can a more sustainable and integrated approach in inner-city redevelopment be achieved?
- Can sustainable remediation strategies be included in the Finance and Revenue Models of Sustainable Economic Area's?

Climate Neutral Buildings

Social return on investment

Long term revenue models

Profitable earning models

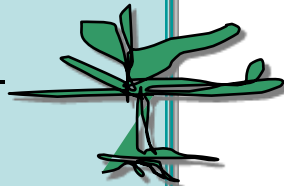
Sit down with all stakeholders

Make agreements on
how to develop the area

Government is only needed
to create frameworks

Brownfield Landmanagement Cycles

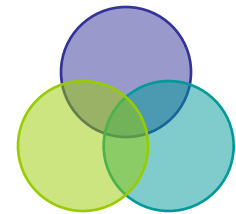
Investments in sustainable
redevelopment and recycling
of sites will in the long term
return on investment.





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