

Success factors for an integrated approach or: how to build bridges

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Problem: urban (re)development and contaminants are often in a gridlock like situation

Some causes and consequences:



- Polluters non-traceable or with little capital
- Urban environment poses additional limiting conditions for research and remediation
- Pollutions are mixed, single case approach no longer works
- City developments are delayed
- No development: no remediation

No dynamics

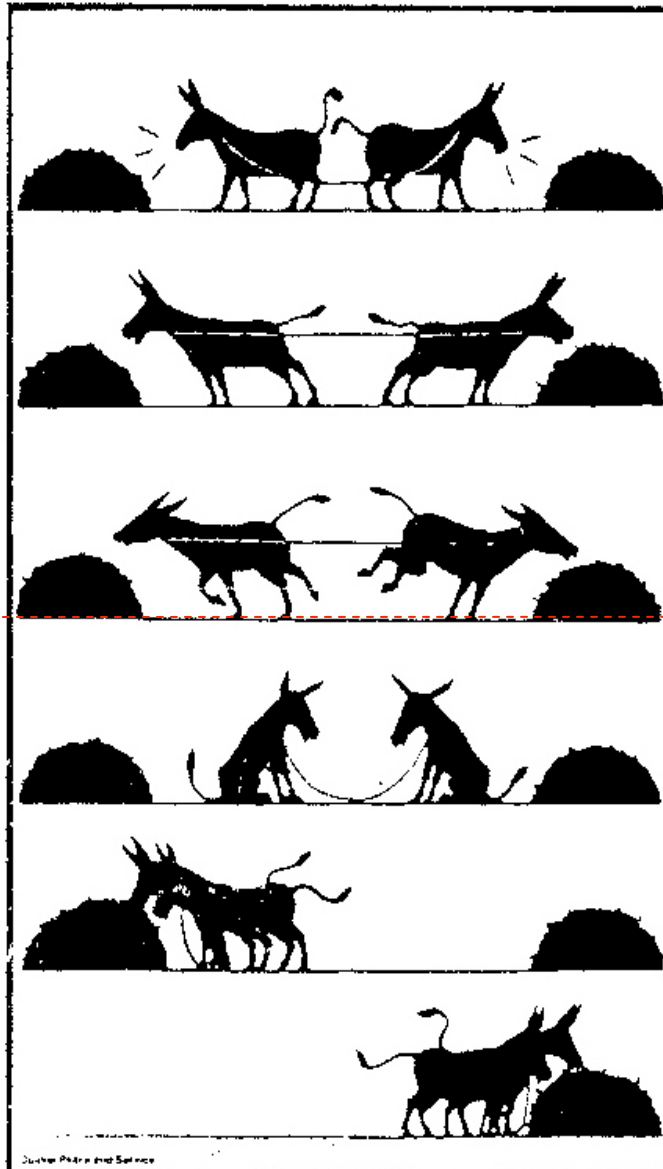


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Can we change loose/loose into win/win? A mutual, integrated approach is needed!

“Machiavelli”

- Us/them
- Win/lose
- Tactics and tricks
- Finding weak spots
- Information misbalance
- Discussion on **opinions**



“Mutual Gains”

- Listen to others
- Win-win
- Openheartedness
- Finding solutions together
- Sharing information
- Discussion on interests
(**“stakes”**)



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So, what is holding us back?

More to it than 'just' technology...

Many stakeholders!

Rules and habits

Different time schedules

Complexity, "out of the comfort zone"

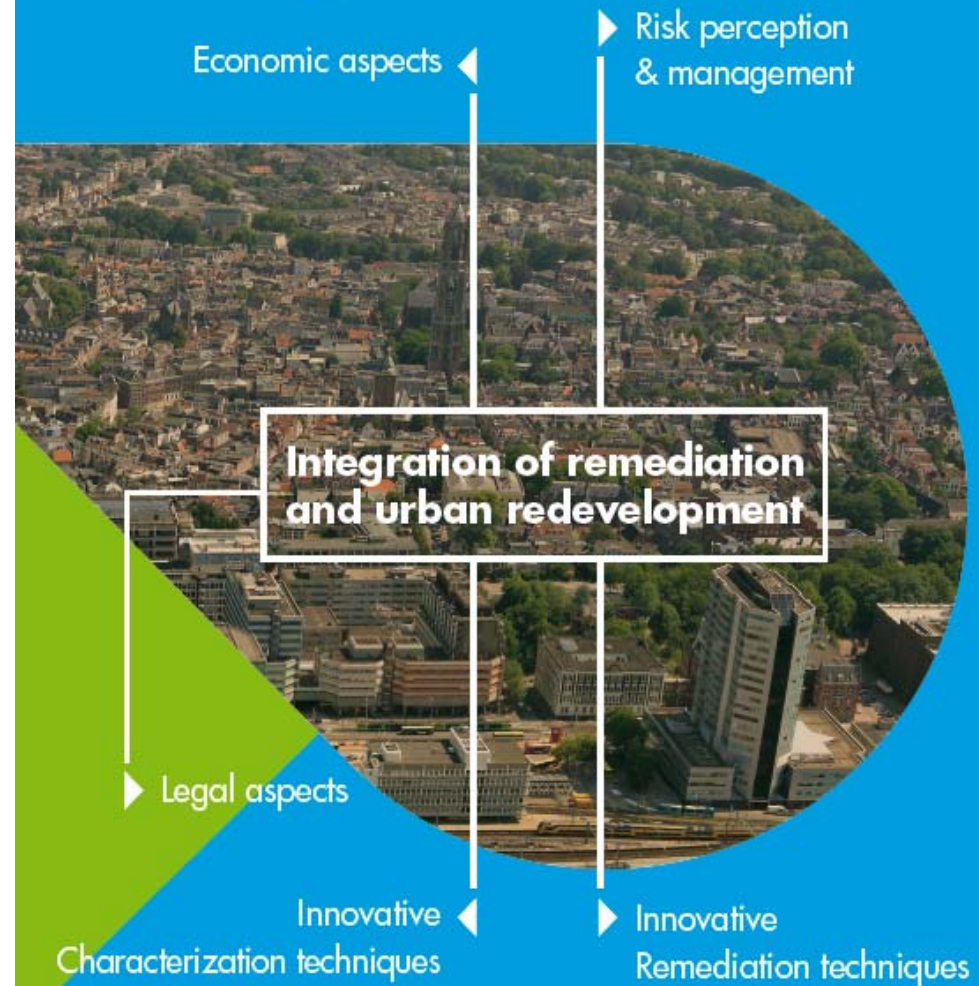
Uncertainty - what are (other) critical factors?

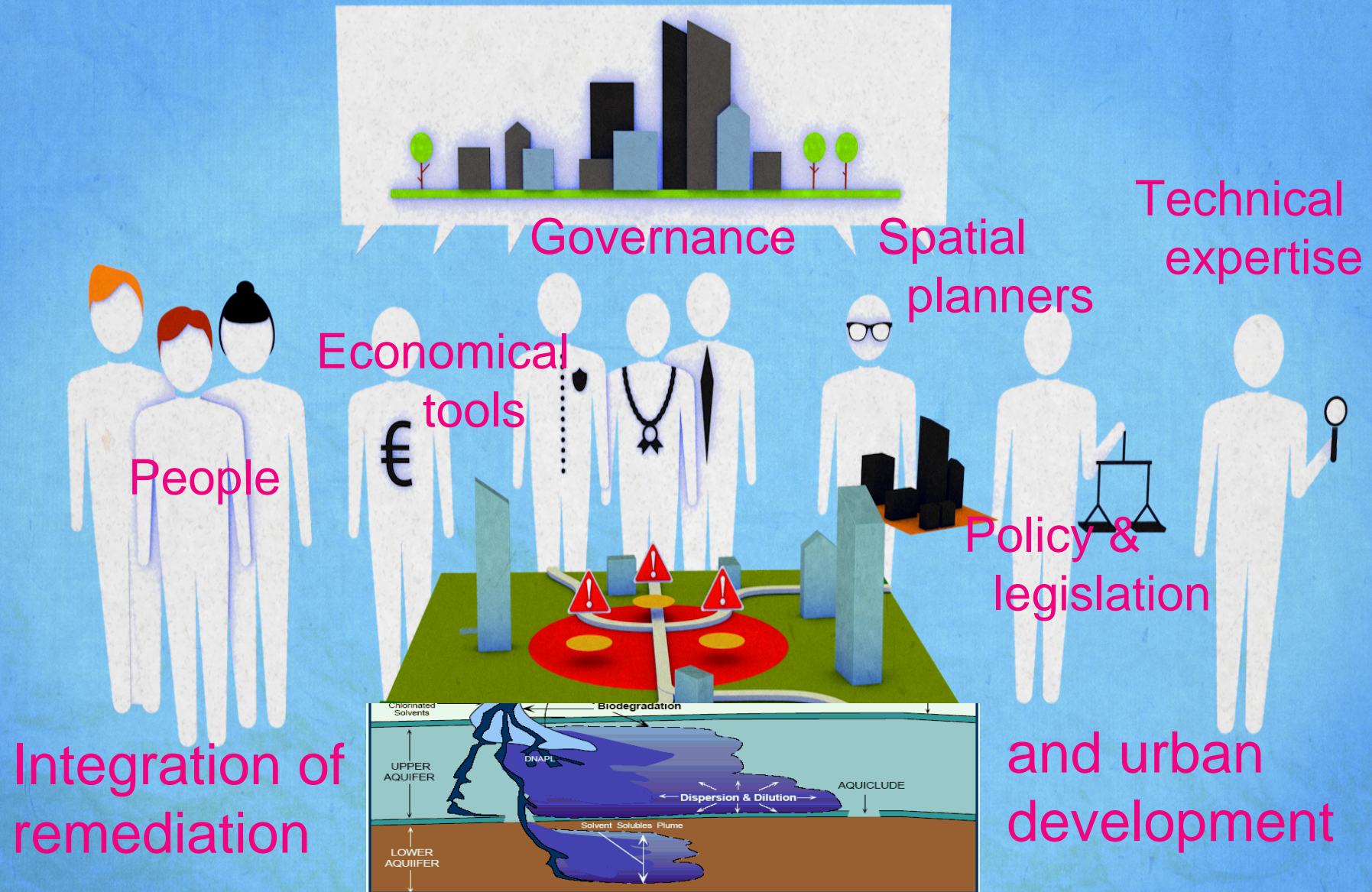
Guid(anc)e is needed!



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Integrated approach





Many actors involved from different worlds
CityChlor: **we have to build bridges!**

Mark, do as
CityChlor.

Yes, lets build
bridges!



Diederik Samsom
(leader Labour Party)

Mark Rutte, (leader
Liberal Party)



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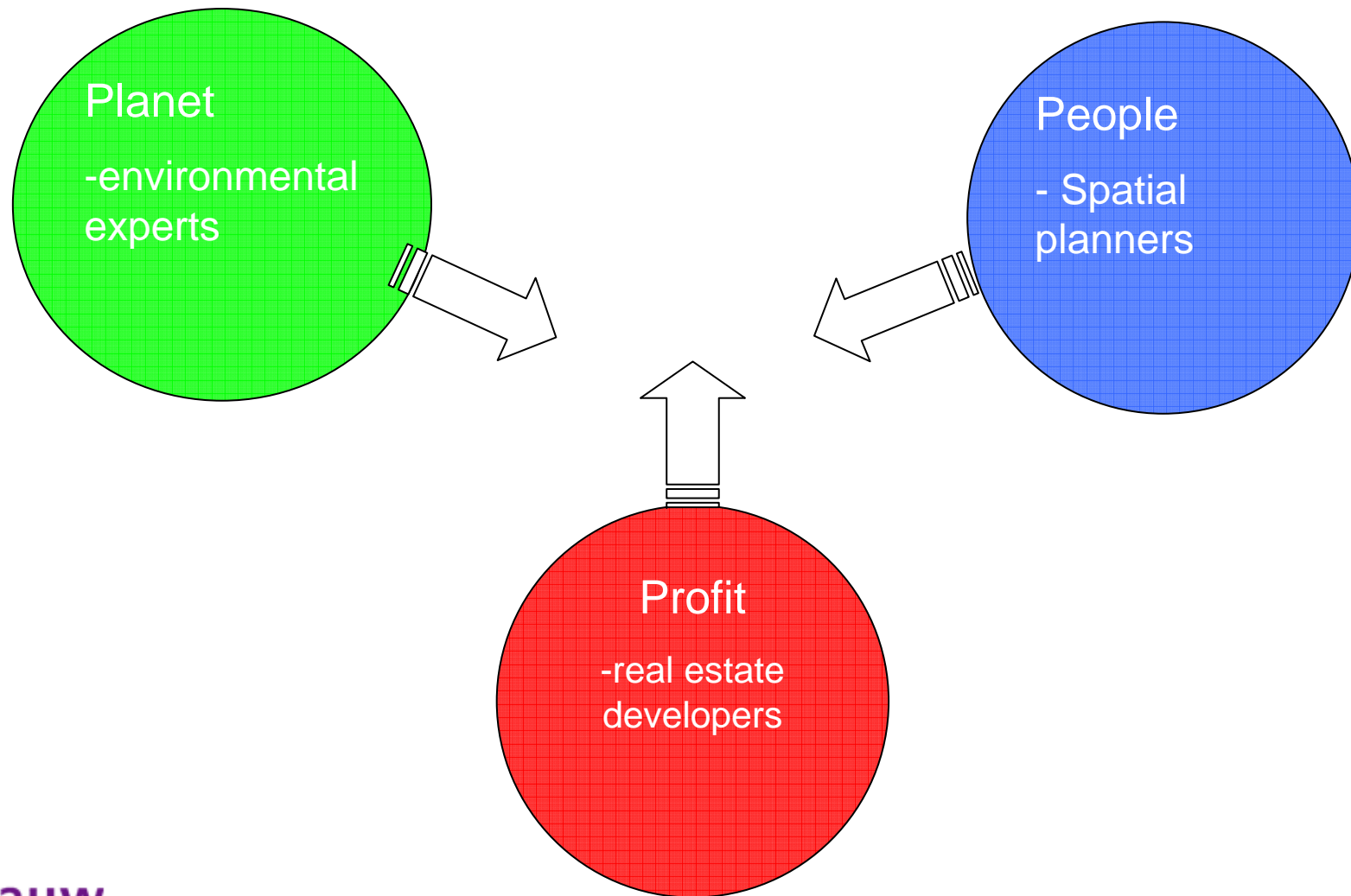
The Dutch coalition formation process... (54 days)

(Without bridge building: 541 days)



Bridge building

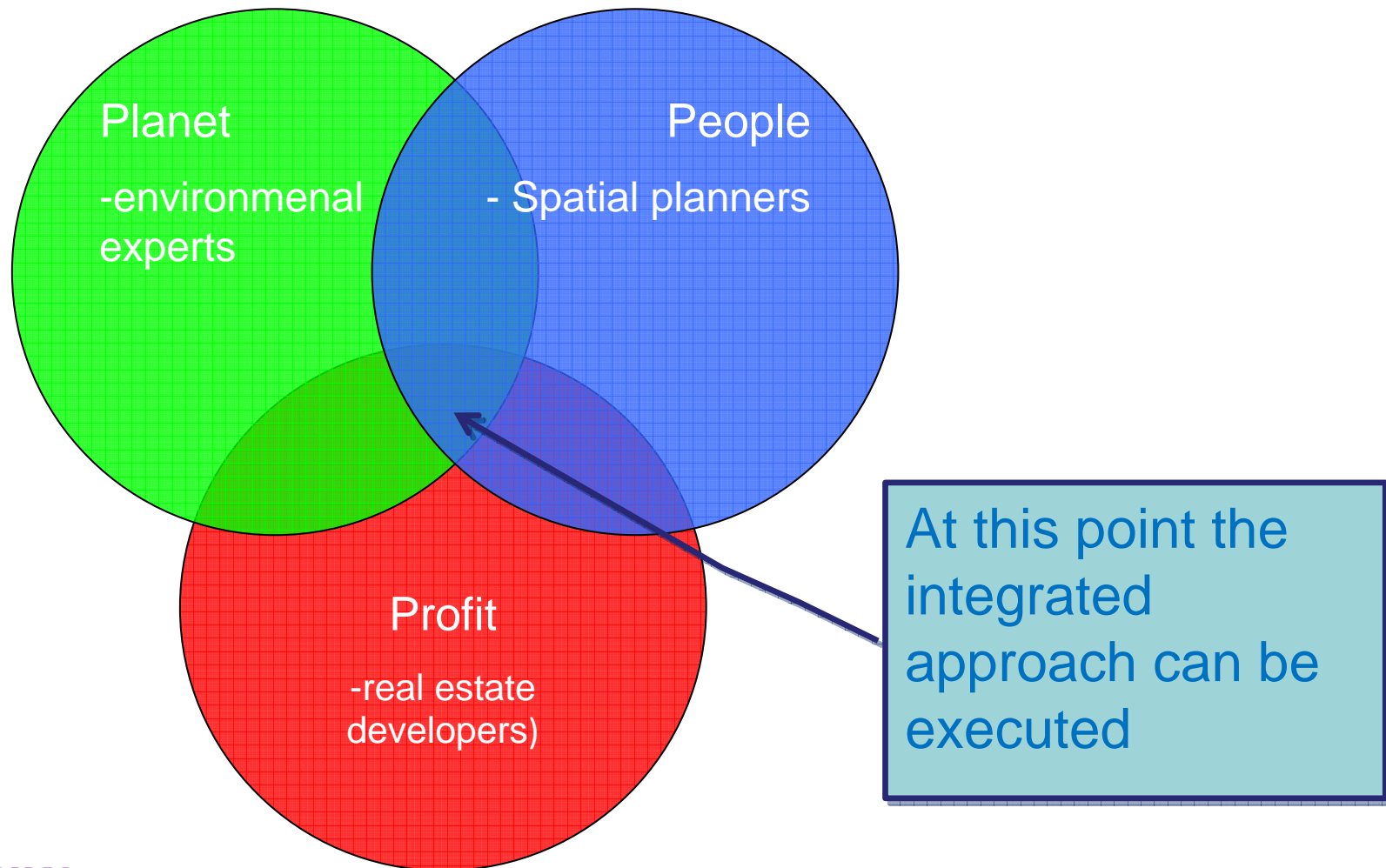
actors with different goals have to move towards each other



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Bridge building

actors move towards each other



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The start: a workshop with all disciplines

- Can sustainability (people, planet, profit) form a mutual basis to interact?
- What is important for your profession?



Together we discovered several important aspects



Combined with literature research, this led to 10 critical success factors for an integrated approach



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Some examples of (key) success factors (1)



Building a business case

- Identify both monetary and social values...
- ...regarding all development phases (e.g. including realization and management/maintenance)
- Enlarge the area for the business case



Using decisions and agreements

- which evolve/expand during the development phases..
- ..and are documented for the future

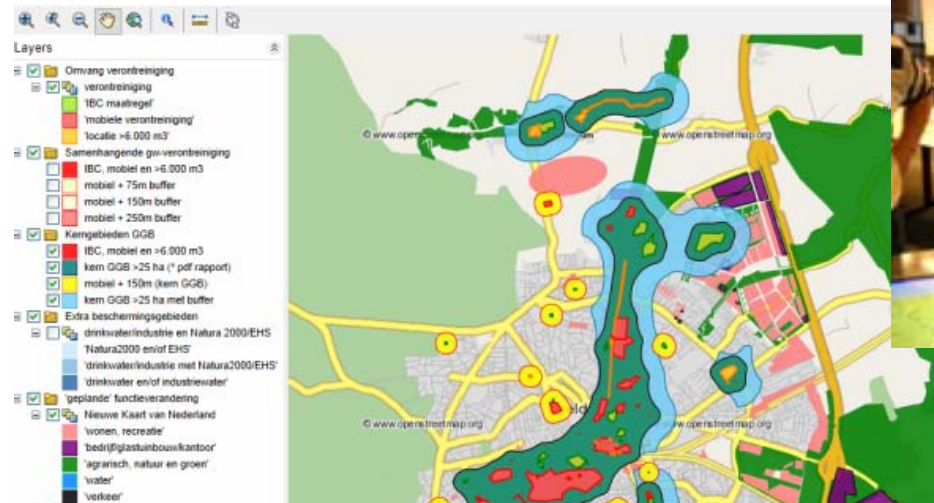


Some examples of (key) success factors (2)



Managing Knowledge & Technical innovations

- Make the information available in a recognizable and usable way (for relevant users), e.g. by presenting it in maps



More examples in the case presentations



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What CityChlor developed

An interactive guide (clickable-pdf)

- Use it to get a quick overview on the integrated status of your project:
 - Become aware of the critical factors and chances
 - how are the 10 critical factors in “your” project developed?
 - (where) can or should improvements be made?
 - Factsheets: find (links towards) specific tools / information / examples for enhancement of the(se) critical factors
- Applying them will increase the chances of success!



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Interactive document (clickable PDF):

Sustainability:

What is it,
How can it
build bridges

Integrated
approach:
What is it?

Introduction

Why an integrated
approach?!
Overview factors

Summary

Overview page

1
2
3
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5
6
7
8
9

Factsheet

Factsheet

Factsheet

Factsheet

Factsheet

Factsheet

Factsheet

Factsheet

Factsheet

Level of detail increases

External links: docs,
websites, other CC
products, tools...



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I wish you all a lot of success(factors) building your bridge!

And I hope you will share your discoveries with us...

(but how and who is “us”!?)



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