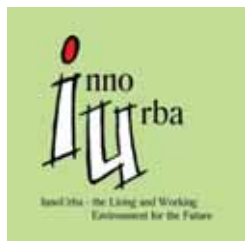




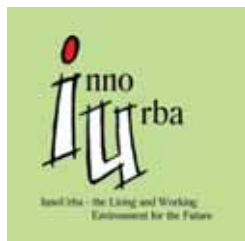
InnoUrba Green Paper

a best-practice proposal for a Nordic planning procedure

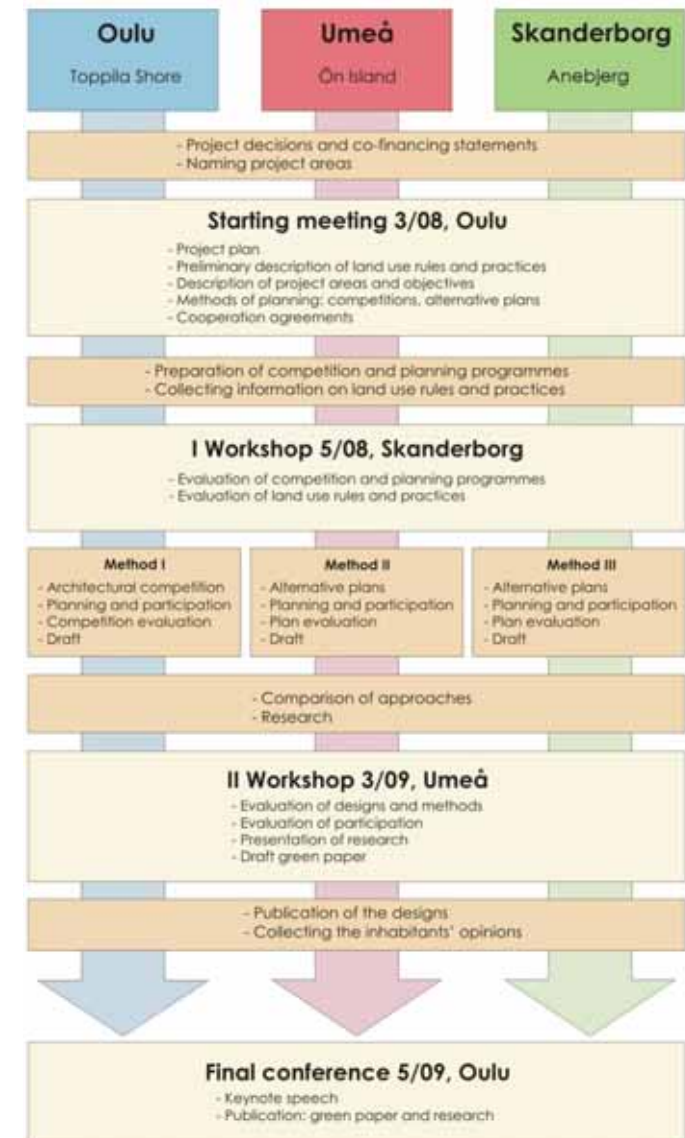


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- Green Paper
- Co-operation without borders
- Recommendations for the harmonization of land-use planning
- Next steps



The objective of the Green Paper is to open up a policy debate about land-use planning methods and solutions. It is designed to help policy-makers in Nordic Countries from the local to national level recognize the potential of cross-border co-operation and identify ways to support planning and realizing innovative, inspirational and user-friendly living and working environment in a more coordinated and connected way.



Anebjerg Play public event

Method: Interactive planning game

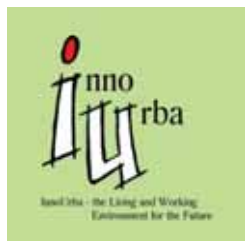
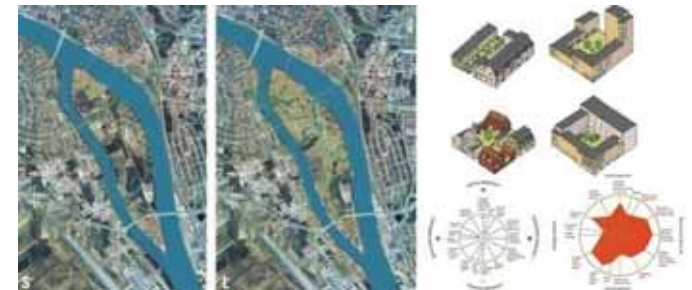
Ön, quality programme and network for sustainable housing

Method: Inter-organisational learning process based on new information technology and network actions

Toppila Shore competition – external evaluation, participation and feedback

Method: International architectural competition

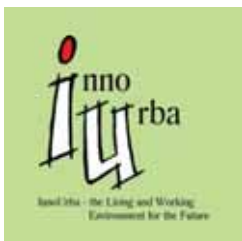
Research project CompOSU



Co-operation without borders

Public-private-partnership and public-private-co-operation

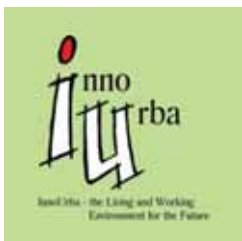
- Can be initiated by the municipality or city
- For example the development area Kildebjerg Ry in Skanderborg has been organised as a PPP
- In Oulu the public-private-co-operation is quite wide especially in the central areas
- The co-operation agreement is done covering the planning phase
- The land use contracts are used as development tools – setting the implementation phase
- The contract includes goals, principles, surveys, services, maintenance, parking and costs



Co-operation without borders

Public tenders

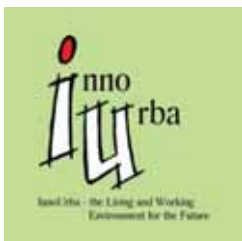
- Public tenders are a good and much utilized possibility for companies when entering new foreign markets
- Currently the practices are very different and country or even city specific
- Producing the correct documentation may hinder or even block completely a company's interest to participate in the procurement
- The price levels and work tasks of the planning vary in different countries
- Harmonisation of public procurement procedures would be an important step forward and make entering the markets remarkably easier



Co-operation without borders

ARKEX – preliminary study on Finnish architecture export 2009

- The current situation and development needs of exporting architecture
- 12 Finnish architectural offices working with building design and land use planning were interviewed
- Results have been compared to the Netherlands, France, Germany and Denmark and four Finnish organisations in the creative field
- Exporting Finnish architecture is at the moment in the hands of only a few companies
- The most important means of export include personal networks, competitions and co-operation with local contractors and companies
- Both the fees and the risks are higher abroad
- Finnish architecture export is usually done to countries where there are less architects in proportion; Russia and the Baltic countries are the most common
- The biggest differences in planning culture can be found in the architect's responsibilities and bureaucracy
- In Nordic countries the planning system is easy to understand and works well



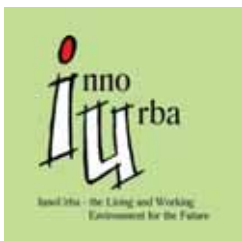
Co-operation without borders

ARKEX – preliminary study on Finnish architecture export 2009

- In the Netherlands and Denmark the local architect associations take care of promoting export
- In France and Germany there are separate national promoting export organisations
- The means of support: marketing, promotion events, arranging exhibitions, seminars and meetings between planners, investors and clients, a public database of planners and their projects
- Promoting is funded by ministries, membership fees, donations and sponsors

The study suggests the following long and short term means of enhancement for export:

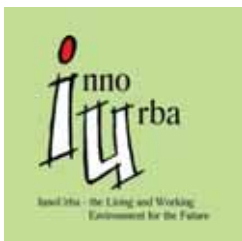
- Creating a strategy for architectural export with development actions and definitions of policy
- EU Project or individual actions as an enhancement for export
- for example a study on prerequisites of starting an export organisation, improving information, supporting participation on architectural competitions
- A 'user's guide' with information on local methods, bureaucracy, the planner's responsibilities, practical issues and culture for each country
- Also PR and manager activity; there are no publicity agents in the field of architecture



Co-operation without borders

Business and market implications

- A market research study on construction and architectural companies
- The most important factors on expanding markets: cost level, competitiveness, market-based demand, familiar network and workforce availability
- An already existing strong network of relevant partners
- Local contacts and awareness; one has to know the local culture, techniques and ways of working
- Language can also be a problem
- The most decisive factors for being successful include economic profitability, right timing and resources, right price level (a good mix of product – price), variety of customers and projects, investor deals and good organisation as a whole, being visible on the market, co-operation between the local and own workforce, acceptance from the new market and a clear strategy from the company's side combined with sustainability
- The basic factors in setting up business include basic financing, a thorough analysis before establishment, service reliability and persistence and a positive vision and support from the home country

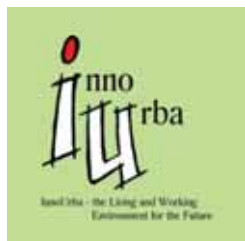


Co-operation without borders

Business and market implications

How can the city or municipality encourage and facilitate establishing business in other Nordic countries?

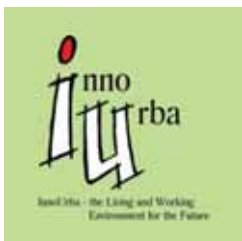
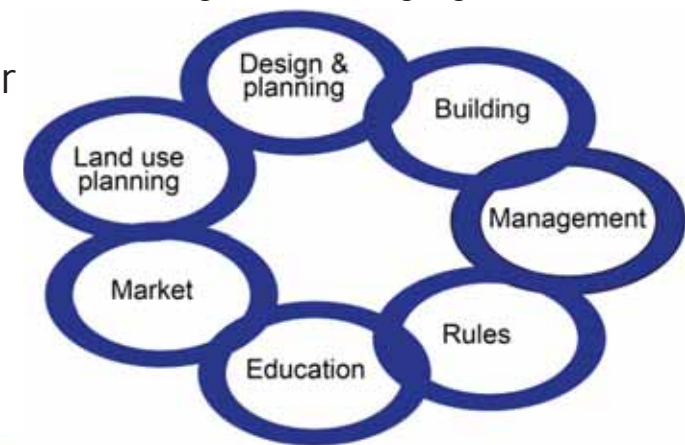
- Being a door opener and act as an intermediary to the potential clientele; express a positive willingness that such an establishment is good
- Recommending the other cities an actor with a good reputation amongst their colleagues
- Giving support on the home ground
- Inviting companies from all Nordic countries for information on the city's possibilities and establishment possibilities for new companies, "selling the city", a permanent conference/fair for the purpose
- Increasing mutual communication with border cities and the big cities of the regions by getting co-operators and creating ready networks
- Inviting foreign companies to participate in architectural competitions and to start a business in the city



Co-operation without borders

A forum that promotes innovation: Co-operation Network of Sustainable Planning

- A temporarily organised network for sustainable housing has worked in Umeå since the spring 2008
- During 2009 the network has got more structure and direction through a common vision, objectives and declarations of intent from the members
- Based on a common initiative from the market and the municipality
- Entrepreneurs, construction companies, real estate owners, energy companies, banks, real estate agents, planners and architects contribute to the network
- Currently the network has about 50 members and a steering group formed by the members
- The network shares knowledge and experiences via an overall vision on building and managing in order to develop a market with a sustainable direction
- Can inspire other municipalities and organisations to develop similar networks in order to exchange of experiences



Recommendations for the harmonization of land-use planning

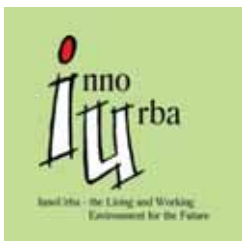
Starting and organising a project

- Planning based on project work
- Jointly set objectives
- Planning is a learning process
- Communication between other interest groups at as early a stage as possible
- Larger public-private-co-operation projects require a different type of approach
- Co-operation with universities is recommended



Innovative planning methods

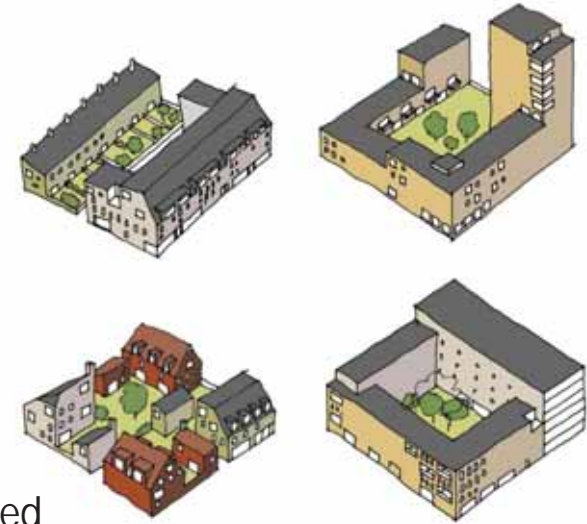
- The area should be carefully selected and the method to be used should be carefully considered
- The use of innovative methods makes collaborative planning possible
- The outcome of the planning process is more acceptable
- Varied planning alternatives, new viewpoints and higher quality may be reached
- Innovative, open and communicative activities could enrich the planning processes and practices; co-operation with international partners, networking



Recommendations for the harmonization of land-use planning

Using consultants, alternative plans and architectural competitions

- Guidelines for consultants ensure the quality of planning
- Selection of the consultants should be based primarily on quality
- The result could be a synthesis of the best ideas among the alternatives
- To reach the best solution, the planning problem should be clearly defined
- Consultants could be used also in the realization of the public participation
- In addition to the legal procedures, the use of alternative plans enriches the study of the planning task
- Use of the architectural competitions has had good results
- In some cases a limited competition could be utilized
- This kind of competition enables the organiser to look for plan alternatives in a short time for an area where planning is just starting
- Requires less resources from participators as the necessary competition documents are limited
- Whenever a consultant is working abroad, a local contact, for example an architectural office, is useful



Recommendations for the harmonization of land-use planning

Participation and disseminating information

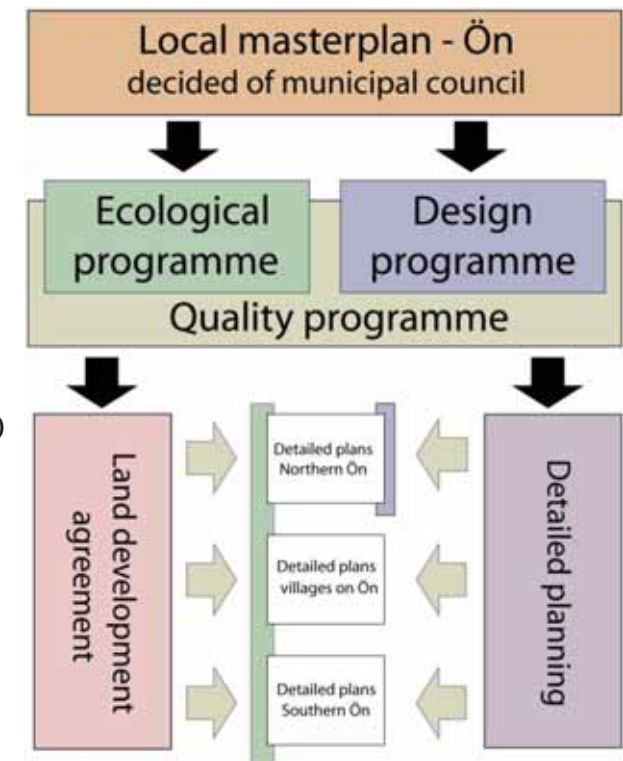
- Participation must be made quick and easy
- Additional methods, participation through the Internet
- The participation and information flow should be initiated in an early stage of a project
- How to make the master plan phase more inviting and relevant to the local people - a challenge
- The amount of compulsory identification should be cut to a minimum with web-based interaction forms
- Visualisation of the plans, for example with 3-dimensional models created with a tool like Google Earth
- A mixture of methods (normal/traditional, internet and innovative methods)
- Consultants can be used in the process of interaction with the public
- The timing of innovative planning methods should be carefully planned
- The results are more useful if the method is used in an early planning phase
- An event like Anebjerg Play is a good way to encourage citizens to participate.
- The use of innovative methods improves real-time participation and interaction
- The participants should be informed about the proceeding of the planning process
- The response to the public participation should be quick and justified



Recommendations for the harmonization of land-use planning

Organising quality

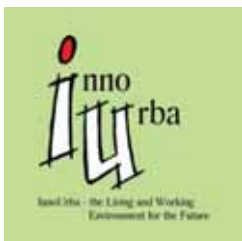
- The linkage of planning and building supervision
- The quality of the implementation phase - guiding plans, guidelines for construction, quality programmes
- A steering group of the construction phase to ensure the guidance of a specific area
- In PPP (Public-private-partnership) cases quality agreements
- Quality consists also of well-being of the planners; possibility to develop one's professional skills and the operation of the organisation



Recommendations for the harmonization of land-use planning

Public procurement

- Harmonisation of public procurement procedures on land-use planning and construction activities
- Entering the markets easier
- The evaluation criteria used should be transparent and equal for international participants
- The quality criteria applied to planners should be explained in detail
- The documentation should include at least a summary of the contents in more than one language
- The technologies used should be interoperable and the background material should be flexible

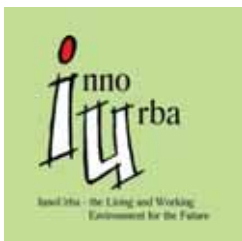


Recommendations for the harmonization of land-use planning

Decision-making



- Jointly made decisions and guiding planning strategies (implementation programme and a settlements strategy) - the political decision-making is in line with the land use planning strategies
- The role of a municipality in taking the initiative to use new planning methods
- A municipality can act as the initiator in an innovative project, and should take advantage of the possibility
- It requires looking outside one's own organisation; networking and including private partners
- Internationalisation should be a strong part of the field of know-how in land use planning
- Border cities and the big cities of the regions could increase their mutual communication by getting co-operators and creating ready networks
- Requiring Nordic co-operation in projects of adequate size (in the limits of EU and national legislation)
- The city planning personnel could disseminate information on open tenders to their Nordic collaborators through informal networks
- Recommending local consultants, planners and constructors in other Nordic countries
- Maximizing the possibilities for public participation in an interesting way can be made possible by ensuring sufficient resources for planning



Recommendations for the harmonization of land-use planning

Private companies

- Construction companies could promote internationalisation by organising competitions in co-operation with municipalities and contribute to export by favouring and recommending planners from their countries in international projects
- Companies and planners could contact the municipalities more freely with development ideas and projects
- Contact can be made right at the beginning of a new project



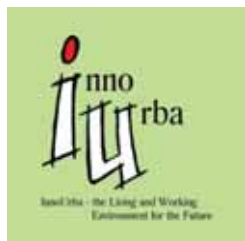
Next steps; Ideas and proposals to be developed in the next project

Organisation

- 3 - 5 partner cities or municipalities
- Ministries (of Employment and the Economy, Environment) and environmental centres should be involved in the project from the beginning as a link to legislation
- Public-private partnerships to allow wider possibilities for entrepreneurship
- Land use planning should lead to good business in the implementation phase
- Co-operation agreements, including for example yearly meetings, study trips and staff exchange

Case studies

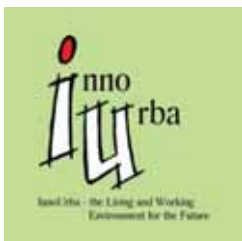
- Working with case studies is a good way to make sure that the ideas can be realized
- Case studies should be somewhat similar; in the same phase of planning and similar in size
- Analysis on further development in InnoUrba case studies would help to set the goals for the next project



Next steps; Ideas and proposals to be developed in the next project

Public participation

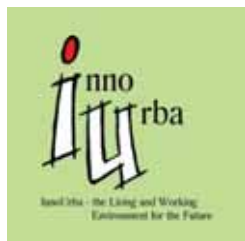
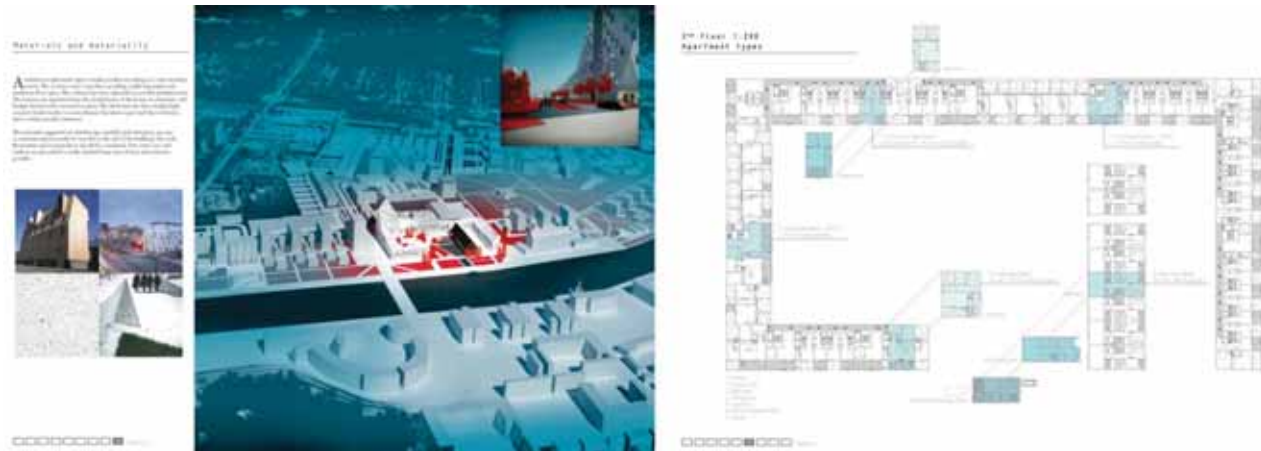
- Public participation should be tested with an event like Anebjerg Play in an early phase of planning
- The same game rules for all the case studies; scenarios according to local conditions
- To maximize gathering local knowledge and public interest for participation, case studies of planning projects
- A possibility for public commentary on the architectural competition or alternative plans
- Consultants used in the process of interaction with the public



Next steps; Ideas and proposals to be developed in the next project

Architectural competition / alternative plans

- A Nordic architectural competition; to make sure that all the possibilities for cross-border co-operation and internationalisation are utilized
- The organiser can be the municipality or a public-private-partnership
- The municipality can have a strong role in selecting the competitors
- A limited competition could be utilized
- An accurate competition programme is crucial for having successful results
- The competition programmes should be compared



Next steps; Ideas and proposals to be developed in the next project

Network of sustainable housing and management

- The network could be joined by the cities and municipalities participating in the next project
- The case studies could be presented to the network during the project for external evaluation

Funding

- Funding possibilities include Nordic Innovation Centre, EU Interreg IVB and IVC programmes, EU 7th Framework Programme for Research and Development and other EU instruments directed at international co-operation
- Also different funding instruments offered by ministries in the partner countries can be taken into consideration

Presentations and feedback next week: www.ouka.fi/tekninen/innourba

