

Hightech Businesspark Haarveld

4th June 2013

Hightech Businesspark Haarveld

- Problem: stagnation in sales
- Analysis:
 - The general recession in Europe
 - Our offer doesn't fit with the demands of businesses

Hightech Businesspark Haarveld

Our approach was twofold:

- Creating a ‘fall back’ by changing the development plan**
- Designing a new approach on attracting new businesses**



Hightech Businesspark Haarveld

- We asked our businesses to coöperate with us in the development of Haarveld
- The challenge was taken by the local Park Management Organisation
- Shared interests:
 - Sustainable development
 - Facilitating businesses



Cooperation

- Municipality of Noordenveld
- Park Management Organisation
- Ifmec

- Cofely GDF Suez
- B+O Architecten

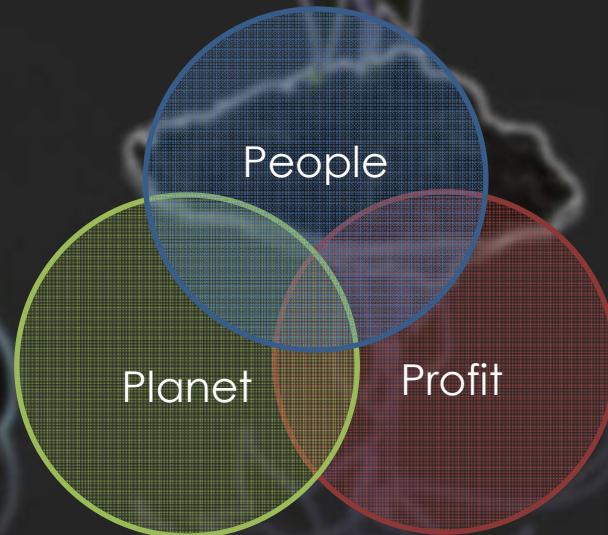


Sustainable Development

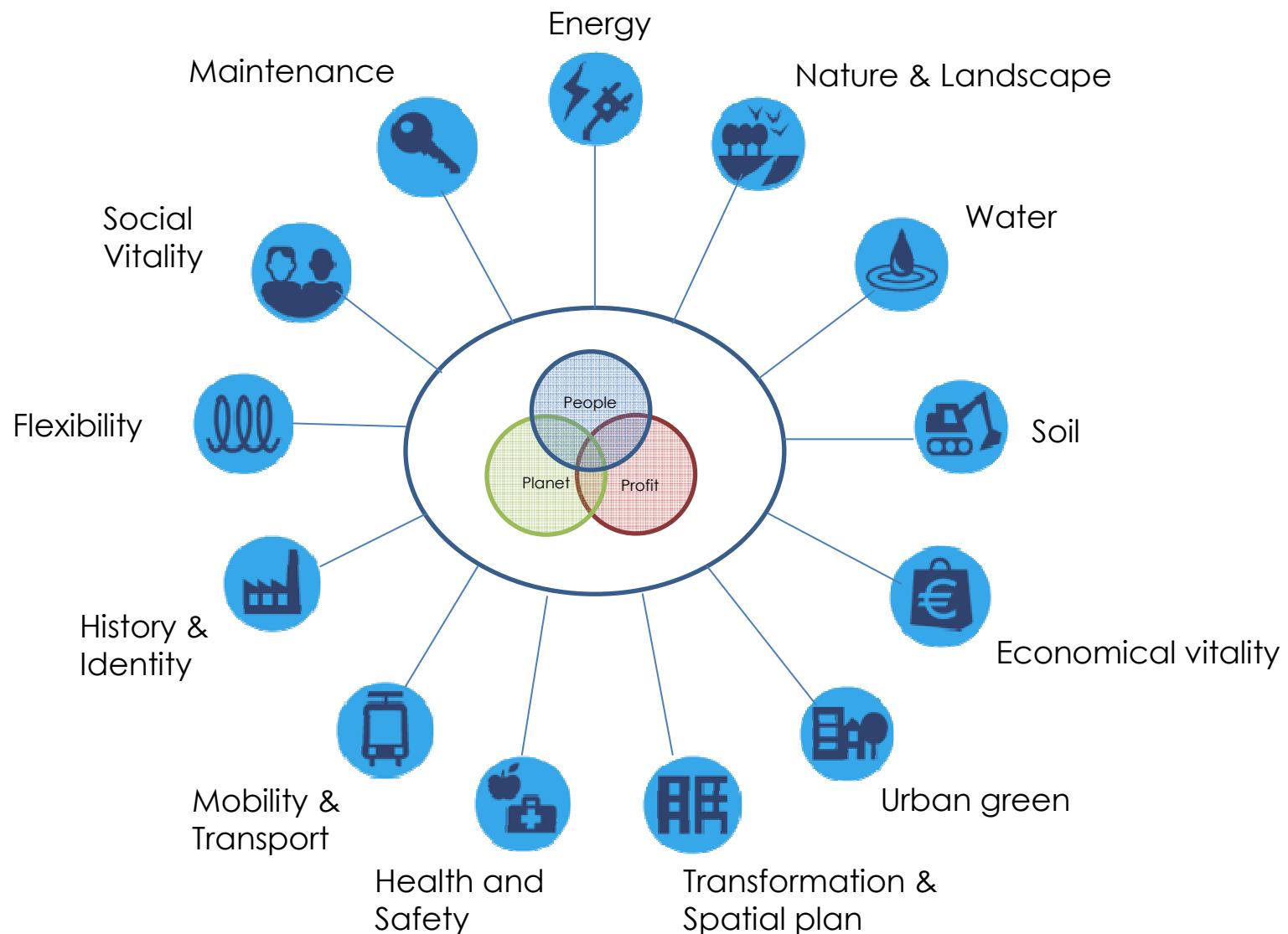
Sustainable Development

‘Our common future’; Brundtland, 1987:

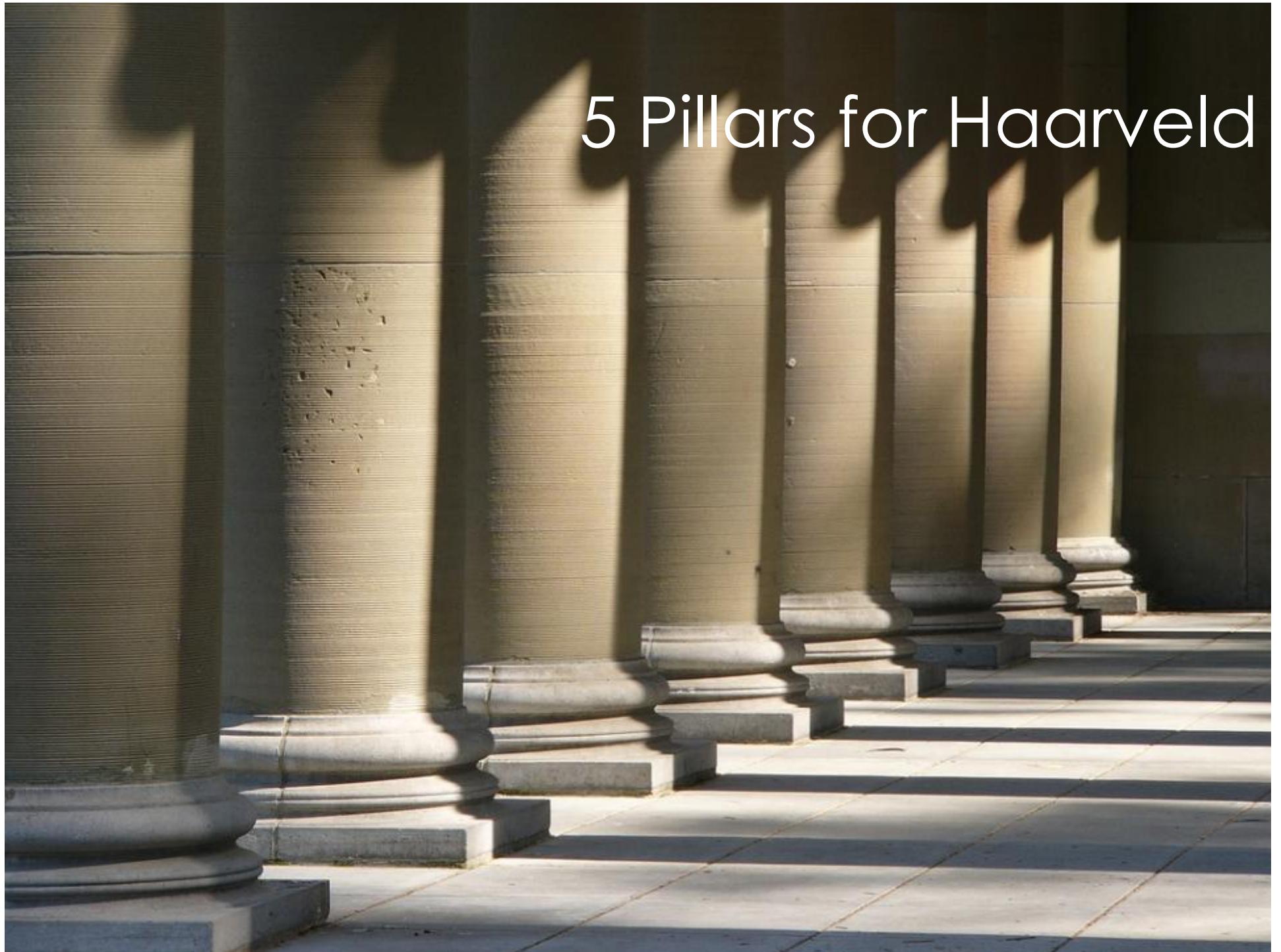
‘development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’



Sustainable Area Development



5 Pillars for Haarveld



A photograph showing two people in business suits shaking hands in the foreground. They are positioned in front of several modern skyscrapers with glass facades under a bright, slightly cloudy sky.

1. To meet

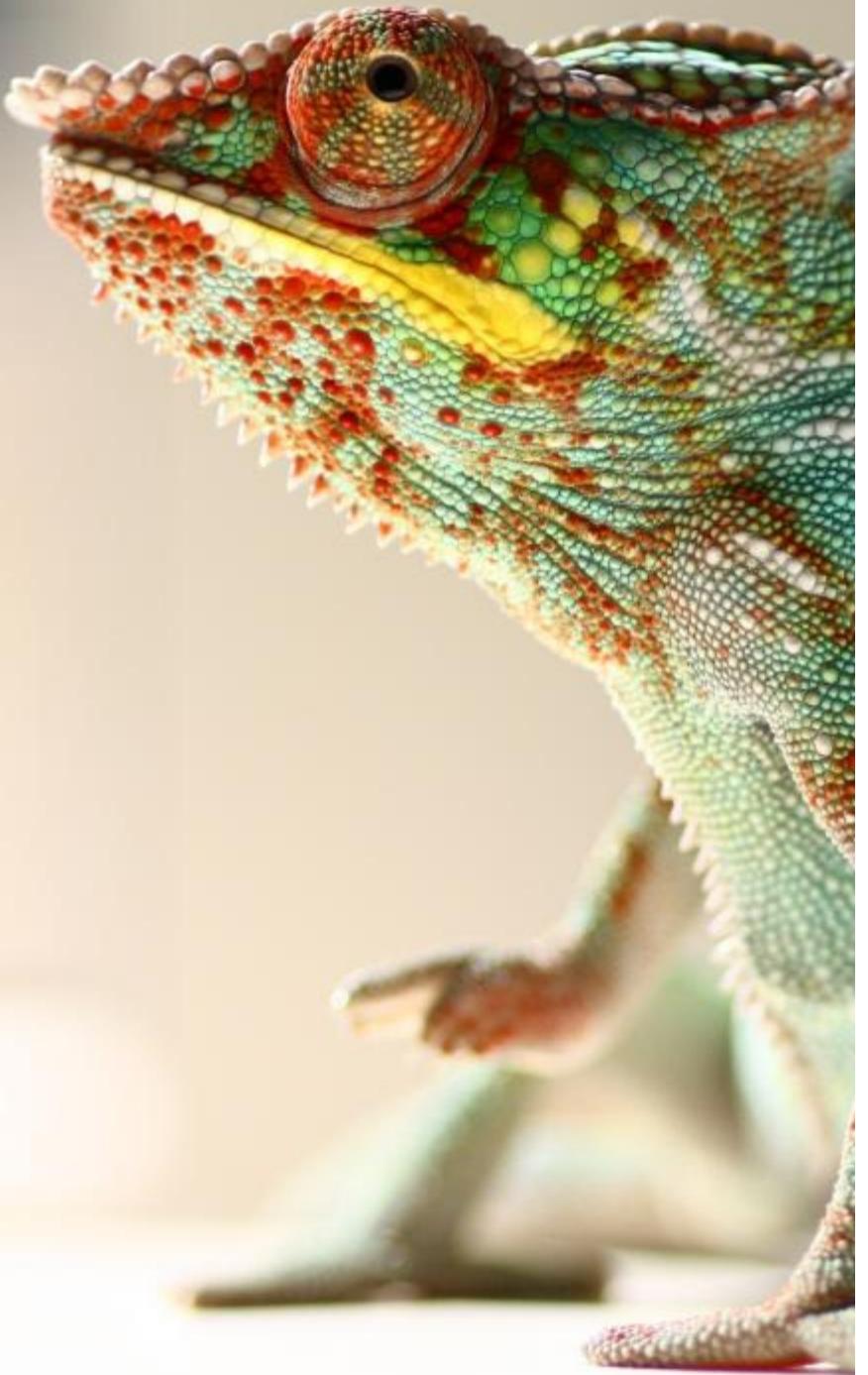
2. Zero Energy Area



3. To facilitate



4. Flexibility



5. Financial attractiveness





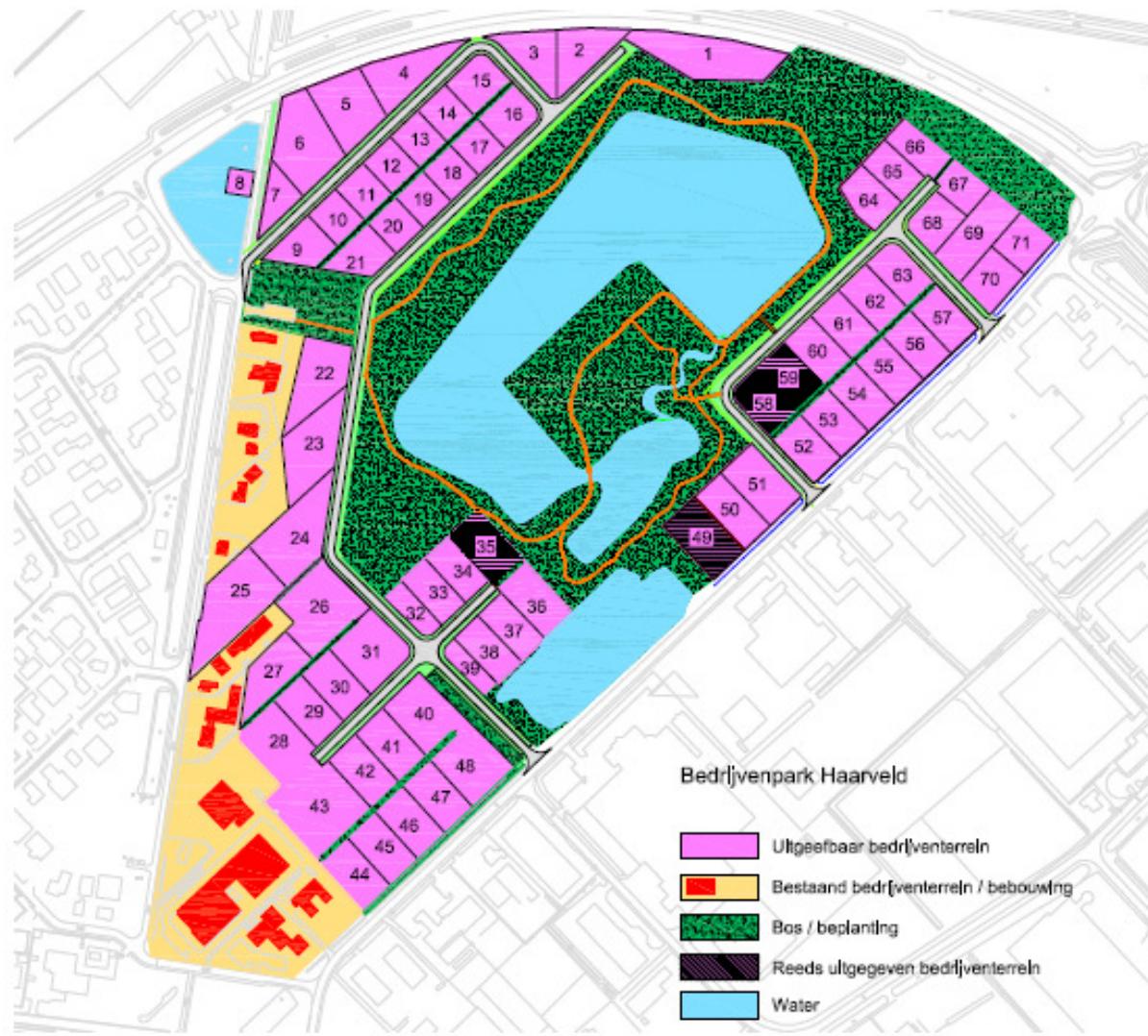
“Buitengewoon ontmoeten in duurzaam Haarveld”

- Energieneutraal kennisgebied
- Centrum voor kennisintensieve bedrijvigheid
- Eigenstandige duurzame en flexibele bedrijfsgebouwen
- Ondernemingscentrum wat de ontmoeting stimuleert
- Samenwerking
- De gebruikerswaarde en waardecreatie blijft centraal,
- Faciliteert geen werkplek maar faciliteert het werk
- Ook “thuis” en “ontspanning” gerelateerde activiteiten
- Centrale aanlevering van voorzieningen & diensten
- Men wil in dit gebied zijn en zich verbinden
- Randvoorwaarden duurzame en bouw en gebied gesteld door bijvoorbeeld: LEED, BREAAM, Green Calc

Results intended

- Noordenveld is widely known as centre of Hightech businesses
- Sustainability adds spatial quality
- A positive interaction between businesses and nature
- Businesscentres provide more options to accomodate businesses
- Facilities for hightech businesses, i.e. cleanrooms
- The interaction between businesses leads to new innovations
- More jobs
- A strengthening of the cooperation between Municipality and Park Management Organisation
- More results from less money
- Positive results on sustainability, environment and saving energy

BEDRIJVENPARK HAARVELD



Current situation



Future situation ?



Inspiration















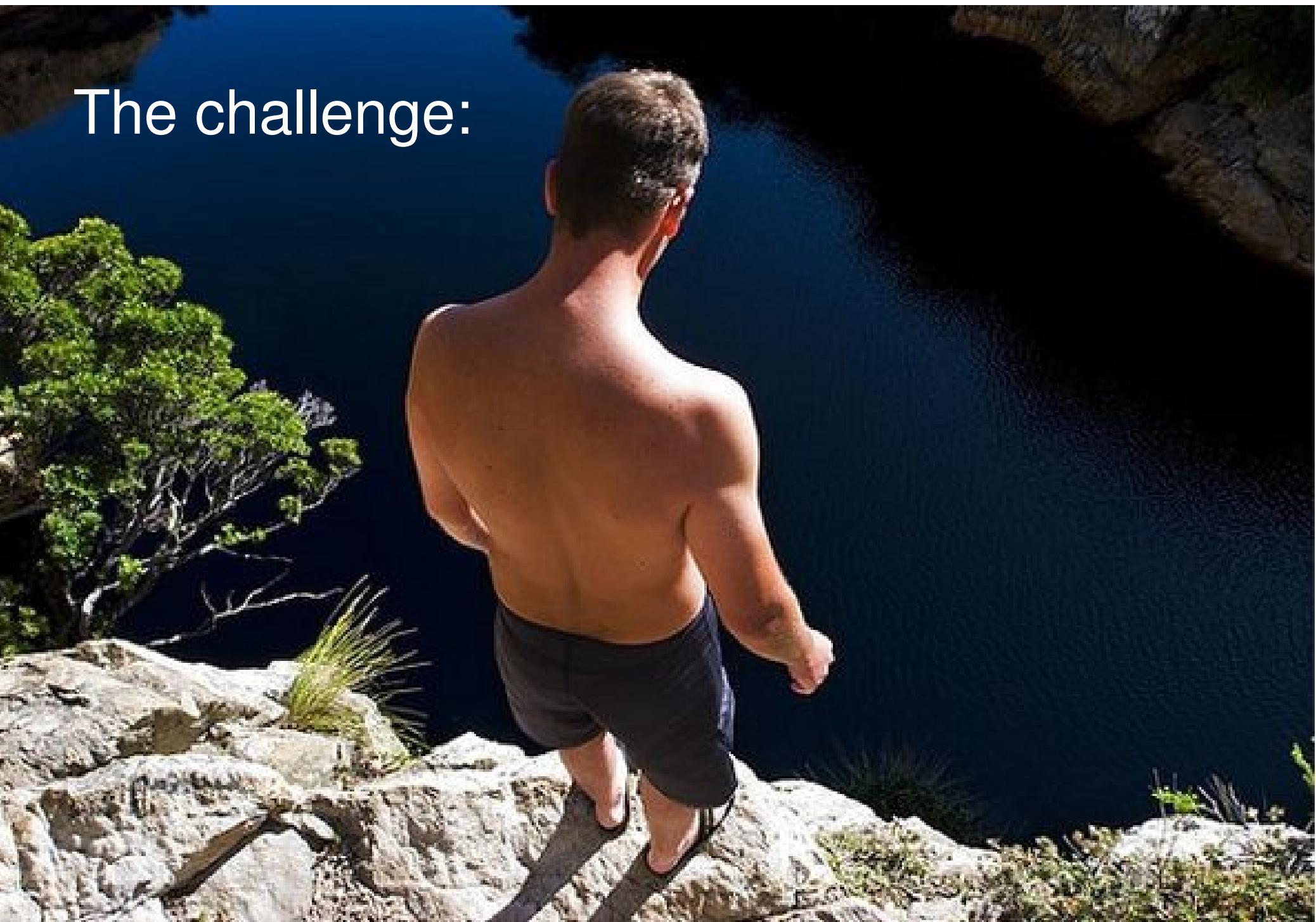








The challenge:

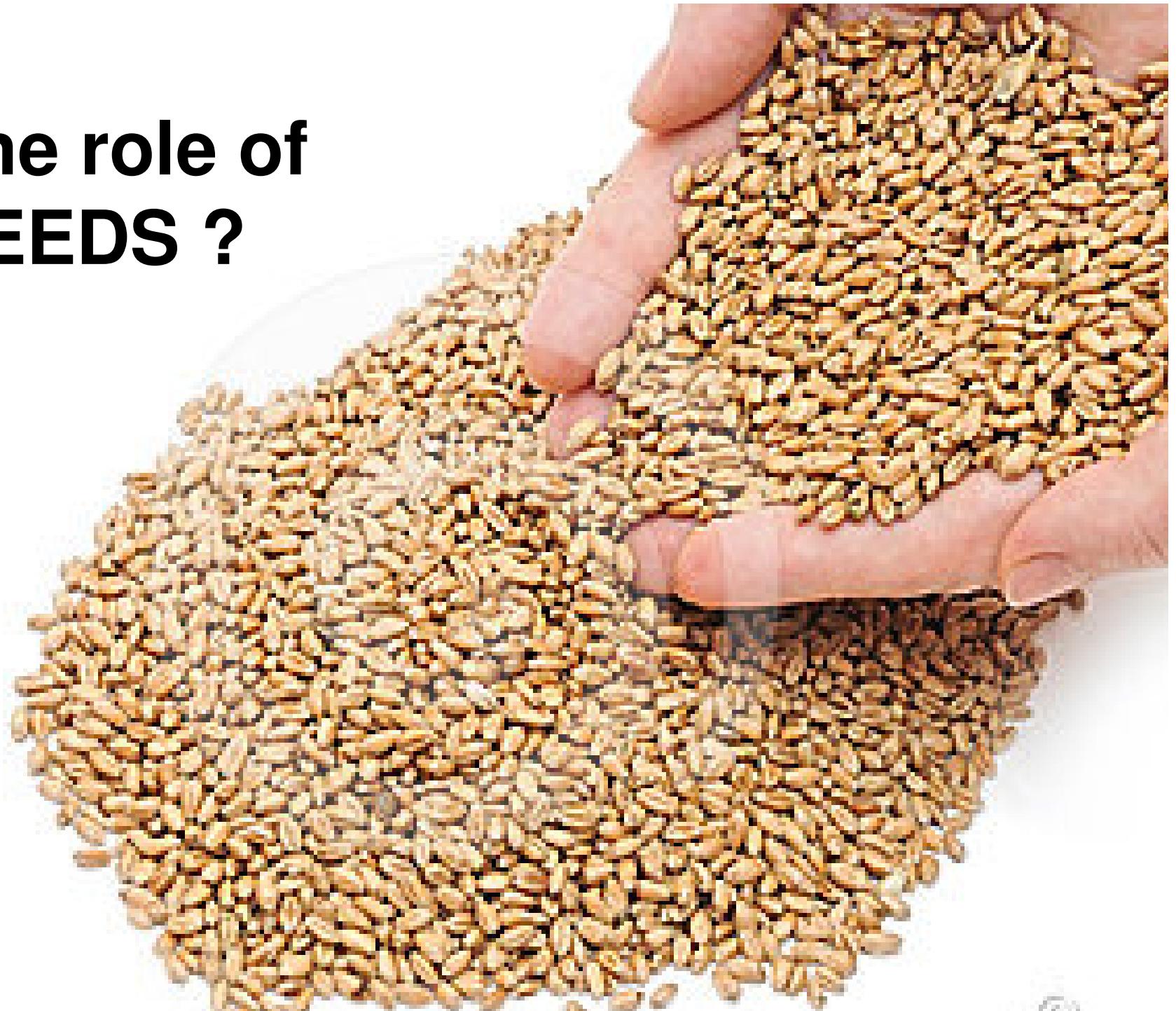


Balance:

costs
different interests



The role of SEEDS ?



A close-up photograph of a person's hand holding a bright green apple. The hand is positioned palm-up, with the thumb and fingers supporting the fruit. The apple has a small brown stem and a single green leaf attached. The background is plain white.

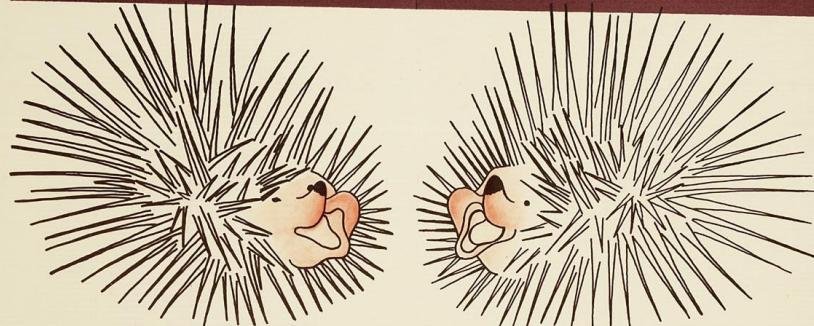
To seduce !





*hoe doen twee egeltjes
het ?*

**ELKE WOENSDAGAVOND
SPREEKUUR 8-10UUR
PAARD VAN TROJE
PRINSEGRACHT 12**



hééél voorzichtig

met een goed voorbehoedmiddel dus:

Rutgershuizen

60 in heel Nederland. Daar kun je terecht. centrale telefoon (070) 454600
landelijk bureau: Groot Hertoginnelaan 203 Den Haag tel. 070-323878

nu konsult voor f5,- voor jeugd tot 18 jaar

Collectie IAV

How do 2 hedgehogs do it ?

Very carefully !