

Climate change offers opportunities for the liveable street

1. View on citizens and society

The Netherlands is a densely populated country; which implies that we have to carefully consider every single square metre of space. We therefore continuously endeavour to utilise all space available as fully as possible. We consider it our duty to create a sustainable balance in the Netherlands' outdoor space, thereby shaping it into a vital living environment. We carry out this duty by pursuing ideas and rendering plans feasible.

Our approach is aimed at creating broad support and ultimately making people happy. We create support by jointly cooperating with the residents and civil servants that comprise the project teams for area redevelopment. In this regard, it is essential that the development is carried out in a sustainable, safe, pleasant, climate proof, functional and affordable manner.

We therefore devise a solution which comprises a highly appealing and viable development plan, featuring copious greenery and water, which citizens can continue to benefit from for year to come. We take spatial adaptation for granted. Our vision of spatial adaptation is a living environment that is climate and future proof, as well as sustainable.

We draft plans for both the present *and* the future. Demographic data enables us to establish an impression of the current users of public space in a certain area. Such data also offers us insight into the expected users in ten or twenty years' time. Our planning is therefore focused on the short to medium and long term.

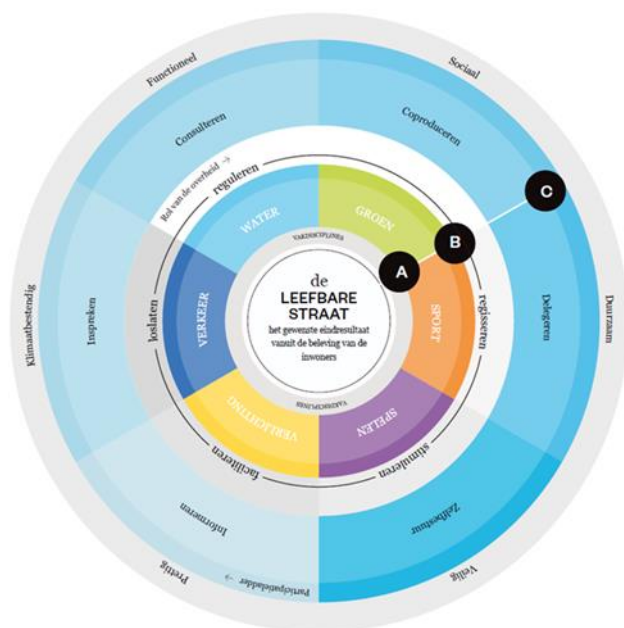
2. Origin and development

We are changing from a welfare state towards a form of participation society. Whereas the authorities previously made all the decisions, there is now increasing scope for citizens' initiatives. This also calls for a different approach on the part of engineering consultancy firms. Newæ fully comprehends this fact, and has adapted its operational management accordingly. When engaging new members of staff, we therefore place the emphasis communication with the client *and* the end users. Furthermore, we have set up a training programme for existing staff, aimed at boosting their professional knowledge while also teaching them to show more initiative as a consultant. These goals are pursued within the various internal disciplines, while additional support is provided in the form of external training courses and workshops. Our consultants therefore face the challenge of sharing their vast knowledge – both solicited and unsolicited – with our clients.

3. Practical business terms

We have translated this form of cooperation into a vision known as *de Leefbare Straat™*, which is Dutch for the Liveable Street. While the vision focuses on the end result, its reasoning is nevertheless based on a combination of technology and the residents' perceptions. Given that we favour an

integrated approach, choosing the particular disciplines to be involved is a joint decision (A). The stage of development of each of the disciplines is therefore assessed, which varies from a regulatory to a directive role (B). After all, the stage of development also determines the manner in which they communicate. In this regard, we assist the staff involved in achieving further personal development.



A participation strategy is then devised on the basis of the nature and proportions of the project. This varies from informing to consulting or co-producing (C). This implies that both we and our clients are invariably obliged to carefully consider the approach we adopt to the particular project in question. After all, the approach needs to offer structure, while also retaining the necessary flexibility.

4. Other side benefits

As a result of our approach and message, we are an attractive employer to professionals who are keen to provide added value. People therefore enter our employ because they have something particular to offer, and we give them the opportunity to do so.

To our clients, we have become the connecting link between the disciplines involved in outdoor space. This not only enables us to achieve more, but also boosts our added value.

Furthermore, we bridge the gap between the plan and reality. By providing timely insight into the technical possibilities available and the financial consequences, we enable our clients to adopt a more realistic approach to their plans, which are therefore directly applicable to the actual situation.