

# MID-SIZED CITY RENAISSANCE



**Medium sized cities have a great advantage. They react faster and deal with less complexity than large metropoli. Using this advantage, the Mid-sized City Renaissance program delivers urban strategies that create short term results and long term performance increase in a short time frame (within one year). It uses an integrated innovation approach that works across all social, economic, ecological and physical aspects of a city.**

Except Integrated Sustainability and Clean Tech Delta now offer regional centers the power of advanced strategic planning, circular economies, renewable energy, and resilient bio-based economies. The approach relies on experience in international urban redevelopment of over 17 years. This delivers mid-sized cities a clear action plan for a bright future, with execution partners lined up to take action, within one year.



› Example circular urban transformation of social housing in the Netherlands (Except)

## WHY DEVELOP AN INTEGRATED URBAN STRATEGY PLAN?

**In the last decades, there's been much focus on large cities and their sustainability strategies. However, mid-sized cities (pop. 100.000-250.000) outnumber big cities by two to one, with more than 150 cities in the EU alone. Mid-sized cities react quicker than large metropoli, if managed strategically. Innovative strategies in mid-sized cities generally deliver faster results, knowledge, economic, and social return.**

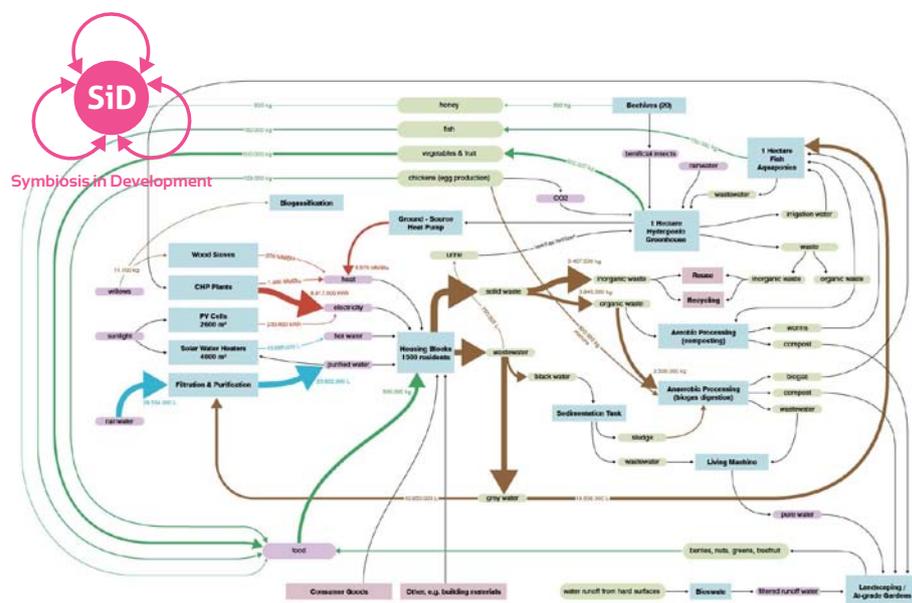
Clean Tech Delta and Except Integrated Sustainability started this program to do just this. With the Mid-sized City Renaissance program municipalities can boost their resilience and sustainability quickly and efficiently. Mid-sized cities can now use the power of the knowledge gained in developing advanced urban strategies in larger urban plans, and implement them more efficiently in an integrated program.

The Mid-sized City Renaissance program integrates the best urban renewal practices in one holistic urban redevelopment approach. With this, we deliver circular smart and resilient city strategy plans in a relatively short time frame (within one year). These boost the use of renewable energy sources, provide clean air and water, generate longer lasting jobs, and make for livable, beautiful cities with a stable economy. Integrated urban plans create clarity and focus for policy makers, add significantly to national targets, and open access to national and EU funding.

**APPROACH**

We apply a cutting edge urban renewal strategy based on the innovative Symbiosis in Development (SiD) framework. SiD integrates co-creation, systemic analysis, bottom up urban activation and stakeholder involvement in the process.

Content wise, SiD integrates bio-based solutions with circular development, renewable energy systems, zero waste solutions, climate adaptation, healthy city strategies and solutions such as urban agriculture. The approach has been proven in more than 30 projects worldwide, with remarkable results and large cost savings.



> Example circular urban material and energy flow, made with the SiD approach (Except)

**ORCHESTRATE CHANGE**

SiD seeks to find interventions that have large results for relatively small investments. It orchestrates many of these small interventions on a regional, neighborhood, and local level. The combined result of these small interventions are large and fast improvements in both economic performance, energy, and material gains, attractiveness and livability of the city. This approach uses as much qualities of the local situation as possible, from creating synergy between existing initiatives to finding waste streams to turn into valuable assets.

This works much like an orchestra playing a symphony. In an orchestra many relatively small instruments play in synergy, guided by their conductor. This is what SiD does. It inventorizes what the instruments are, writes the music, and conducts the program. This results in a symphony of small interventions leading to a large overall effect. This works for projects on the scale of a single building to large urban developments.



## CASE STUDIES: A PROVEN APPROACH

Examples of the application of SiD in urban context include: the transformation of transport centers in San Francisco into the world's largest bio-driven circular development for 1.9 billion US\$, and small neighborhood programs in Schiebroek-Zuid in Rotterdam, saving 110 million US\$, creating over 60 urban gardens, and the first circular redevelopment community in the Netherlands.

See our Case Study document for details on the following projects:

- › Schiebroek-Zuid urban Redevelopment program, Rotterdam, the Netherlands
- › Shanghai Sustainable Urban Masterplan, Shanghai, China
- › San Francisco Transbay Terminal redevelopment, USA
- › Boston Fort Point Masterplan, USA
- › High performance sustainable polyculture agriculture system
- › Vertical Farm Tower, Hortus Celestia, Naaldwijk, the Netherlands
- › Sustainable Wesleyan Teaching Museum in University campus of Wesleyan, USA



## TEAM & PARTNERS

**The overarching team consists of Clean Tech Delta and Except Integrated Sustainability, supported by local stakeholders and partners included in the first phase of the project.**

Except brings 17 years of experience in pioneering sustainable urban redevelopment with a team of over 30 multi disciplinary experts in strategy, design, engineering, training and communication and PR.

Clean Tech Delta supports the program with its wide network of private and public partners, publications, knowledge network, regular events, and connectivity with other urban development programs.

In the process, connections are made with existing partners of the UR program as well as new partners such as:

- › Energy generation and provision partners
- › Water and waste innovation partners
- › Circular material processing partners
- › Sustainable real estate development partners
- › Economic development partners
- › Support funding and subsidy partners

## FROM STRATEGY TO ACTION PLAN

**The program is designed to develop both a high level strategy and a concrete, step by step action plan for the first 3 years of implementation. This delivers municipalities both a long term performance strategy as well as a clear short-term execution pathway, roles, and responsibilities.**

The program also delivers a publishable document detailing the plan set up to be updated every few years with progress and that can be used as a base for funding applications. Included is also a PR trajectory to attract new partners and support using Except's existing worldwide network.

## TIMELINE & BUDGET

1	SiD Urban Analysis	3 months	€ 60.000
2	SiD co-creation sessions with stakeholders	1 month	€ 20.000
3	SiD Concept development	3 months	€ 75.000
4	Concept evaluation and selection	1 month	€ 12.000
5	Action plan development	2 months	€ 32.000
6	Publication development	2 months	€ 20.000
7	PR program	1 month	€ 6.000
Total (ex BTW/VAT):		12 months	€ 225.000

## DELIVERABLES

### Integrated Urban Strategy

This document contains a long term performance strategy on:

- › Resilient economic development
- › Circular city strategy
- › Renewable Energy strategy
- › Bio-based and ecosystem services strategy
- › Social inclusion and community development

### Action plan

This document contains details on:

- › The partners in the execution plan
- › The roles of partners
- › Financial roadmap for execution from strategy to action plan

**APPLICATION OF INTEREST**

Are you interested in the Mid-sized City Renaissance program for your city? We're happy to see if your city is eligible for the program. We look forward to discussing details with you.

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**SOME OF OUR PARTNERS**



**WHAT THEY SAY ABOUT US**

*"Working with Except was inspiring and effective. They quickly delivered beyond our expectations. We look forward to future projects."*

Justin Elicker,  
Yale University Office of Sustainability

*"They are a couple of years ahead of other organizations... they are one of the pioneers in this area."*

Paul van de Sande,  
Sustainability Program Manager, City Government of Roosendaal

*"Except's people work extremely hard and invest unbelievable amounts of energy into solving your problem, making it their own and getting to the bottom of it."*

Bart Verhagen, Development Manager,  
Estrade / Vestia social housing