



VALUES, PRINCIPLES AND GOALS OF CO-CREATION

Goals

- ▶ From an urbanistic and architectural development viewpoint:
 - To develop Kirchberg in a responsible manner, to make it an innovative, resilient city district ;
 - To devise projects with positive impact, including for the environment ;
 - To think of projects comprehensively, within a holistic approach and not in an isolated, disconnected or linear way, with a view to responsible development

- ▶ From a concept development point of view:
 - To favour co-creational work with multi-disciplinary teams, cooperating instead of competing ;
 - To involve the teams in the decision-making process rather than imposing choices => empower them ;
 - To push discussion beyond the usual limits => encourage constant innovation and improvement ;
 - To generate projects to a maximum value-added for the project and its users ;
 - To aim for constant improvement to attain the visions step by step
 - To share know-how

⇒ Thus, urbanism, architecture and engineering merge into one result from the strategies applied to achieve the set goals and visions.

Method

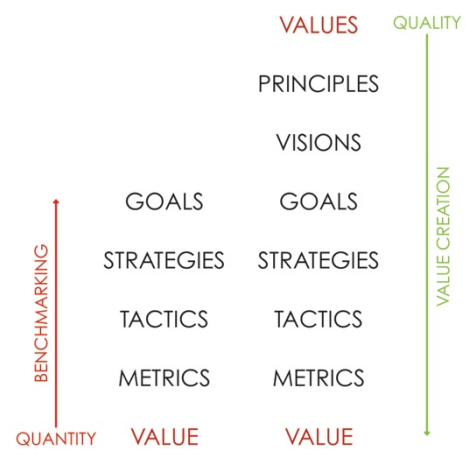
Defining the values, principles and goals from which ideas flow

Within C2C logic, it is crucial to begin the project differently. Start not with the classic model which sets the number of square metres and which aspects should be built in the first stage of the project, but with defining the "why" of the projects in establishing the client's intrinsic values while taking the functional principles into account, to arrive at a vision of the finished project.

Example:

Instead of defining a specific number of residences of a certain type and surface area to be constructed, the qualities expected of these residences is discussed:

- Affordability
- Environmental soundness
- Flexibility and adaptability
- Suited to a structurally diverse population
- Raising the quality of life and the feeling of well-being of the residents



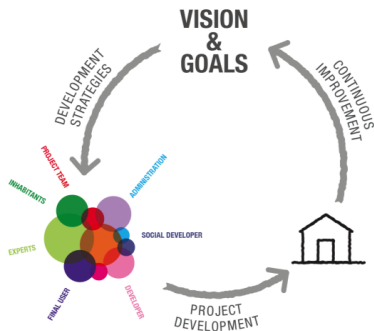
Defining visions and goals which the projects must satisfy

Based on the public survey launched in May 2016, the Fund, along with William McDonough and +ImpaKT (Luxembourg company expert in C2C), has prepared some visions and goals to define projects positively and to create positive impact projects instead of projects which satisfy minimal criteria specifications.



Overall VISION for the Kirchberg :

" CELEBRATE DIVERSITY FOR LONG-TERM HEALTHY GROWTH "



GENERAL

VALUES	PRINCIPLES	GOALS
<ul style="list-style-type: none"> Be responsible Be modest Be respectful towards other people and environment 	<ul style="list-style-type: none"> Use healthy materials Promote continuous improvements Use renewable energy first Create positive impacts and emotions Involve all stakeholders 	<ul style="list-style-type: none"> Maximize renewable energy by promoting innovative solutions Continuous design improvements for <ul style="list-style-type: none"> high quality re-use of materials Effective disassembly Close local food cycle Inclusive approach (different ages, handicaps, social group, net revenue, family size, religion and culture) Promote circular economy business models Keep as much excavation material as possible on site Promote water efficiency to transition towards 'water positive' Increase resilience: <ul style="list-style-type: none"> Design buildings to anticipate changes over time Enable easy change by providing good, flexible infrastructure

SPECIFIC VISIONS FOR

OUTSIDE SPACE	HOUSING	TRANSPORT &	MIXED USE
Kirchberg's outside spaces promote interactions between people and between people and nature. These adaptable areas will be appropriated by the citizens in order to create a local identity.	Kirchberg provides affordable, healthy housing space that continuously increases the quality of life of a diverse participative community.	Kirchberg's urban environment provides a high degree of multimodal transport infrastructure. Kirchberg will be a place where the most frequent needs of its population could be satisfied.	Kirchberg is a dynamic area for local commerce and provides opportunities for creative, "clean" companies to develop. Kirchberg provides space for sharing and social activities.

AND THEIR GOALS

<ul style="list-style-type: none"> Increase native biodiversity Maintain specific habitat areas Increase amount of time people spend outside Improve soil quality Improve local climate 	<ul style="list-style-type: none"> Price < 4200€/m2 (usable) Promote alternative living/housing concepts Provide a high degree of flexibility/adaptability over time Improve quality of life and well-being 	<ul style="list-style-type: none"> 100% digital mobile connectivity at high speed Easy access to functional network for active and multimodal transport Provide local amenities : <ul style="list-style-type: none"> Living Work Leisure Education 	<ul style="list-style-type: none"> Provide a high degree of flexibility over time Provide affordable space for local and diverse businesses and social projects that satisfy local needs Foster mixed use within buildings
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C2C CRITERIA

