



REPORT PHASE II

SAFE-ICE WP1 Sustainable business park management plans



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Final summary report

General information

Project	SAFE-ICE Cluster project - Research, Innovation and Business Support for a Low Carbon Economy
WP	WORKPACKAGE 1: SUSTAINABLE BUSINESS PARK MANAGEMENT PLANS
Lead Partner	Ghent University - UGent
Contributing Partners	Kamp C, DCMR, Schiedam, Hastings, City of Ghent, wvi, BSK

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Aim and objectives

Aim	Enable the development of sustainable business park management
Building on from phase 1	Phase 1 of SAFE - ICE offered opportunities to compare different approaches in achieving low carbon economy. In Phase 2, the principle learned and the experience developed will be put into practice, with stronger cross-partner ground breaking collaborations. In particular one of the key issue will be to include sustainability into business park management and business associations. Study cases (for example the integration of environmental themes into “Business Improvement District – BID” in UK and “Bedrijven Investerings zones – BIZ” in the Netherlands) will be used as examples and guidance for the definition of sustainable policy recommendation in industrial and business parks in Antwerp and East or West Flanders by means of the direct and active involvement and participation of the park managers and business associations contributing and support partners.
Objectives	<ul style="list-style-type: none"> • To involve and promote the active contribution to the project of individual businesses, business clubs & industrial park managers, business districts; • To develop stronger cross-partner collaborations; • To select and use best practices (Bedrijven Investeringszones BIZ and Business Improvement District BID) as example to transfer in Flanders; • To share knowledge between project partners on the theme of sustainable business park management; • To support the industrial park and business district manager in the design of sustainable management plans; • To support legislators (on different levels) on sustainable management of business and industrial parks.

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Actions and outputs according to the SAFE-ICE planning matrix

Action 1	1 Workshop in Schiedam about good practices on sustainable business park management (i.e. BID and BIZ)
Action 2	Training sessions for park managers in Antwerp and East or West Flanders
Action 3	Design of sustainable strategies and actions into 2 pilot sites in Antwerp and East or West Flanders
Action 4	Policy recommendation document for sustainable business parks in Belgium

Output 1	2 sustainable management plans developed in the Ghent and wvi regions.
Output 2	1 document with policy recommendations for the Flemish/federal government.
Output 3	Knowledge transfer to Business Park Associations in East Flanders, West Flanders, and the Province of Antwerp.

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Achieved results

Realized actions

Action 1: 1 Workshop in Schiedam about good practices on sustainable business park management (i.e. BID and BIZ)

The workshop has been organized and held in Schiedam on the 3rd of November 2014.
 (see report for more info).

Action 2: Training sessions for park managers in Antwerp and East or West Flanders

Two training sessions have been organized. Westerlo on the 11th of December 2014 for Antwerp region. Ghent on the 12th of February 2015 for East and West Flanders.
 (see report for more info)

Action 3 Design of sustainable strategies and actions into 2 pilot sites in Antwerp and East or West Flanders

One document with sustainable strategies and actions has been realized. The document has been designed on one plot site in West Flanders.
 (see document attached and comment on the outputs for more info)

Action 4 Policy recommendation document for sustainable business parks in Belgium

One policy recommendation document for sustainable business park management in Belgium has been delivered.
 (see document attached for more info)

Realized outputs

Output 1: 2 sustainable management plans developed in the Ghent and wvi regions.

One sustainable management plan in terms of strategies and actions has been delivered. The plan is designed on the business park Veurne Industrieterrein I in West Flanders region (wvi). Difficulties in finding the second pilot sites have been observed, especially regarding the short time frame dedicated to this action (December 2014/March 2015) and to the lack of implementation phase of the designed actions within the frame of the project.
 (see document attached for more info)

Output 2: 1 document with policy recommendations for the Flemish/federal government.

One document with policy recommendations for the Flemish government for sustainable business park management in Flanders has been delivered.
 Building on SAFE-ICE phase 1, and on the outcomes of the training sessions for business park managers (activity 2) the document contains policy recommendation for BID/BIZ in Flanders. The document has been translated into English and Dutch.
 (see document attached for more info)

Output 3: Knowledge transfer to Business Park Associations in East Flanders, West Flanders, and the Province of Antwerp.

- Knowledge transfer via the two training sessions. Building on SAFE-ICE phase 1 Business Park Managers and Business Associations in East and West Flanders and in Antwerp region have been invited to two training sessions with focus on BID/BIZ. Training material has been provided to the participants, this consists of factsheets on BID in the UK and BIZ in the Netherlands (see attachments). Experts from the Netherlands have been invited to the two events. After the events all presentations have been provided to the participants (see SAFE-ICE website).
- Knowledge transfer via the Inlayer publication *Three inspiring approaches to develop sustainable business parks*. The publication has been initiated and edited by UGent. With



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the contribution of DCMR, KCC, BSK-CiC and Hastings. The publication provides an overview of the various regional approaches on sustainable business park management in the 2 Seas Regions. And presents examples from the companies' and park managers' points of view as good and bad practices to learn from, underlining drivers as well as pitfalls. The publication is integrated within the issue#1, 2015 of the magazine *Bedrijventerrein*. The magazine has a spread of ca. 15.000 subscribers. 500 printed copies have been disseminated by the SAFE-ICE partners. Online versions of the publication has been place on the SAFE-ICE website and communications have been made via twitter, the websites of the different partners and the networks of the different project partners.

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Concrete and tangible outputs

Training sessions

Training session 1: 11th of December 2014

Cross-border learning and Cross-border knowledge transfer	<p>The training session promoted a cross-border learning process by providing examples from the Dutch experiences on sustainable business park management using BIZ. In this way the goal of enabling knowledge transfer among different SAFE-ICE regions has been fulfilled.</p>
Target audience	<p>The impact in terms of target audience has been in line with the WP1 expectations. A target of around 20 participants was set before the event. The total number of participants was 27 with great satisfaction of the organizers. In detail:</p> <p>7 among businesses and business consultancy agencies (EY, Quares, Stabo cvba, Bedrijvenpark Malle, VITO, Energie Cooperaties)</p> <p>6 among different public agencies active in business park management field (Intercommunale Leidal, InterLeuven, POM Antwerpen, Agentschap Ondernemen)</p> <p>10 from SAFE-ICE partners (UGent, Kamp C, wvi, IOK, Provincie Antwerpen)</p> <p>4 speakers</p>
Business support/ Contributions to the discussion	<p>The impact in terms of business support has been positive. Participants were interested in the topic and actively took part to the discussions.</p> <p>The presentations held and the experts contributions to the discussions covered some important questions arisen during the day. Support to the business park community has been provided regarding the following topics: business cooperation organization in Business Park; financial and strategic support for energy measures implementation in Business Park; BID/BIZ structure and possibilities in Belgium.</p> <p>Discussion about Statement 1 resulted of particular interest for participants among businesses and business consultancy agencies (EY, Quares, Stabo cvba, Bedrijvenpark Malle, VITO, Energie Cooperaties). Many of the participants were not aware of the different possibilities offered by ESCO's. Thanks to the contributions of the ESCO's expert Dirk den Haese and Quares clear explanation has been provided.</p> <p>Discussion about Statement 2 resulted of particular interest for participants working on business park management (Intercommunale Leiedal, Interleuven and wvi). Great contribution has been given by the Dutch expert Arjen Schep, and by Huib Sneep with his practical example.</p>
Business support/Contacts after the event	<p>The impact in terms of business support has been positive also regarding the post event participants involvements. During the event the reaction of the participants was that they want to be involved in the results of the training session, especially those working on business park management.</p>

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	After the event participants from the Intercommunale Leiedal and Interleuven asked for more information. They are interested in following the SAFE-ICE development. They will probably use the SAFE-ICE insights to implement sustainable measures in their business park management activities.
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Training session 2: 12th of February 2015

Cross-border learning and Cross-border knowledge transfer	The training session promoted a cross-border learning process by providing examples from the Dutch experiences on sustainable business park management using BIZ. In this way the goal of enabling knowledge transfer among different SAFE-ICE regions has been fulfilled.
Target audience	The impact in terms of target audience has been in line with the WP1 expectations. A target of around 20 participants was set before the event. The total number of participants was 29 with great satisfaction of the organizers. In detail: 10 among businesses, business associations and business consultancy agencies (Bedrijvenzone - Eke en ECONA, Eandis, ESSET, sogent, RentAlite, AO, VITO, IZZE vzw, BTM-Roeselare vzw : Bedrijventerreinen Management, BroCap) 3 among different public agencies active in business park management field (Leiedal, Stad geraardsbergen, provincie Oost-vlaanderen) 2 from UGent not involved in the SAFE-ICE project 10 from SAFE-ICE partners (UGent, Kamp C, wvi, City of Ghent) 4 speakers
Business support/ Contributions to the discussion	The impact in terms of business support has been positive. Participants were interested in the topic and actively took part to the discussions. The presentations held and the experts contributions to the discussions covered some important questions arisen during the day. Support to the business park community has been provided regarding the following topics: business cooperation organization in Business Park; financial and strategic support for energy measures implementation in Business Park; BID/BIZ structure and possibilities in Flanders. The discussion has been of particular interest for participants among business associations and public agencies active in business park management especially regarding the topic BID/BIZ structure and the possibility to implement it in Flanders. Great contribution has been given by the Dutch expert Herman Timmerman, by Huib Sneep with his practical example, and by Marianne Vancleemput. The discussion has been of particular interest for all participants regarding the topic ESCO's. Many of the participants were not aware of the different possibilities offered by ESCO's. Building on the lesson learnt after the first training session in December in this training session more space has been given to this topic.
Business support/Contacts	The impact in terms of business support has been positive also

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after the event	<p>regarding the post event participants involvements. During the event the reaction of the participants was that they want to be involved in the results of the training session. Invited people who could not join the event also were interested in the results and contacted us for information about the discussed topic.</p> <p>A wider communication has been made to share the speakers presentations with the whole list of registrations.</p> <p>A copy of the SAFE-ICE publication has been sent to the participants of the event.</p>
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Design of sustainable strategies and actions into pilot sites Flanders

Benefits for business park Veurne Industrierrein I	<p>In Veurne Industrierrein I a park management process is in the initial stage. Sustainability principles have been not yet integrated in the park management activities.</p> <p>The strategies and actions document is meant to provide guidance for current and future decision makers, business park managers and business association in Veurne. It is the first step for the evolution of the Veurne Industrierrein I towards a sustainable business park.</p>
Benefits for other business parks in Flanders	<p>The document contains also general guidelines which can be applied to every business park in Flanders. In this way the document can be useful for the whole business park community in Flanders.</p>

Policy recommendation document for sustainable business parks in Belgium

Benefits for the Flemish legislator	<p>This document has the main objective of informing policy makers and decision makers in Flanders about the conclusion of the project, and to stimulate further development of policies and regulation to facilitate the development and management of sustainable business parks by using BID/BIZ schemes.</p> <p>At the moment BID/BIZ scheme are not possible in Flanders. Nevertheless, especially through the two training sessions held in Flanders, emerged a general positive acceptance of these instrument among the Flemish business park community.</p>
Benefits for business parks in Flanders	<p>Future expected outcome could be a BID/BIZ regulation in Flanders. In this way the whole business park community will benefit of the advantages of these instruments.</p>