Designing for the Future: The Market and Quality of Life

Conference Proceedings

ARCHITECTS' COUNCIL OF EUROPE
CONSEIL DES ARCHITECTES D'EUROPE

About the ACE

The Architects' Council of Europe (ACE) is the only representative organisation for the architectural profession at European level and it aspires to speak with a single voice on its behalf in order to achieve its aims. With its headquarters and Secretariat based in Brussels, its Member Organisations are the regulatory and professional representative bodies of all European Union (EU) Member States, Accession States, Switzerland and Norway. Through them, it represents the interests of over 450,000 Architects in 32 countries of Europe. The principal function of the ACE is to monitor relevant policy and legislative developments at EU level, seeking to influence those areas of EU Policy and legislation that have an impact on architectural practice and on policies affecting the overall quality and sustainability of the built environment.

For further information go to: **www.ace-cae.eu**

Principal objectives of the conference

To promote the future development of the built environment based on the highest quality criteria rather than lowest cost, from conception to maintenance, placing the citizen at the heart of all policies.

To promote and manage policies that fully take into account all aspects of sustainability – economic, social, environmental and cultural - in the development of the built environment, while using holistic strategies

To reinforce the cultural, cross-cutting dimension as the fourth pillar of sustainable development, with special attention given to the creative management of both our built and natural heritage.

Organising Committee

Jean-François Susini (FR), Luciano Lazzari (IT), Tiina Valpola (FI), Katarina Nilsson (SE), David Felice (MT), John Wright (UK), Peter Benuska (SK), Lionel Dunet (FR), Jos Leyssens (BE), Juhani Katainen (ACE-CAE), Alain Sagne (ACE-CAE)

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José Manuel Barroso,
President of the European Commission

Foreword

The Conference "Designing the Future: The Market and Quality of Life" that was held in April 2008 in Brussels on the initiative of the Architects' Council of Europe may not have seemed at the time to be prophetic in relation to the global financial crisis that we are going through today.

Nevertheless, the title and the themes proposed for the Conference were explicit in relation to the principal preoccupations of the architects of Europe: the market cannot, on its own, guarantee the quality of the built environment and, more generally, the quality of life of citizens. The liberal creed and the general tendency in many countries to place faith in the idea that "leaving it to the market" will regulate matters in a satisfactory way for the good of all is, today, seriously undermined.

No-one can celebrate being correct about a matter that means it is those with the least who suffer, but let us hope that this crisis can have truly beneficial effects, over and above those on the financial systems and the general economy, so that the temptation of governments and public authorities to base their main decisions on criteria of competition, a fortiori financial in nature, will be abandoned.

On this occasion it is vain to indefinitely debate whether or not we should regulate or de-regulate; what is important is to ensure that adequate regulations are put in place. This is particularly relevant for all that concerns the quality and sustainability of the built environment in Europe, that of our cities, as it relates to our living, working and public spaces. These must be attractive, must be the pride of their inhabitants and be quality architecture that greatly contributes to the establishment of their identity and which also plays a major role in the mediation of tensions at all levels: social, economic, environmental and cultural. Europe needs an architecture that will preserve the richness and quality of life of cities today and tomorrow.

We must therefore rediscover attitudes that are more concerned with the common good and that place the citizen at the centre of all policies. Quality criteria must get the upper hand over those of the rule of the market enshrined in creed whilst not questioning the principle of open competition and the mobility of goods and services.

The current economic situation, the energy crisis and the need for sustainable urban development requires an architectural and urban design approach that is addressed as much at the city as to individual buildings, both existing and future. They must be considered as complex interactive systems that have direct and strong links with their natural environment.

The complexity of these questions demands the intervention of competent professionals in both the private and public sectors. Architects will put their experience and their expertise at the service of the public good.

The Architects' Council of Europe hopes that the reader of this book, whether he is elected, a civil servant, an economic actor, a citizen or, indeed, a professional will be able to appreciate its content and to learn from it to feed their own views and to orientate their actions towards a new approach to governance.

As noted in the recent European Manifesto for Cities, it is recalled that:
"Architecture cannot save the world, but it can be a good example"
Alvar Aalto

Juhani Katainen
President of the ACE 2008-2009
(November 2008)

Contents

Themes
of the conference

SOCIAL

Architecture and added value: Acknowledging other, non-monetary values

What is the real value of architecture to the consumer? By examining real examples, it will be shown that better architecture brings with it better results, notably in schools and workplaces and that the whole community benefits both in the short-term and long-term. This goes beyond a simple analysis of the cost of the product and requires the definition of other values. Cities are often the avant-garde in these debates and they are the places where policies are effectively adopted and put into practice.

Quality of life and the production of wealth: The advantages of social investment

An analysis of quality in the broadest sense, of wealth in terms other than personal income and of happiness as it results from the integration of the individual in society. The universality of quality and the economy of happiness. The new planning of our deprived areas and peripheries and true integration of communities.

ECONOMY

Construction for the long-term: Set a new timescale to understand real costs

Examine the need to carry out an evaluation of the built environment in terms of real value, not limited to a quick return on investment, but based on a set of criteria among which, more particularly, is the lifelong cost of the project. The debate will expose the reasons why long-term criteria do not necessarily form part of market criteria, which are usually based on the immediate search for profit.

The investigation will also show the significant shortcomings that arise between a short-term political view and the need, in relation to development and urban planning, to work for the long-term.

Procurement and quality: Define guidelines for fair practice in order to protect public interest

This theme will look at the question of procurement, questioning the link between different forms of contract and the objectives targeted in relation to the quality of architectural projects and their response to sustainability.

Within this perspective, the various forms of public procurement will be addressed with an emphasis on the presentation and analysis of Public Private Partnerships in the light of the latest evaluations and planned adaptations in the countries that already have a certain experience with the procedure.

ENVIRONMENT

Space as a limited element: Define the field of sustainability

It is no longer possible to consider that physical space, and earthly resources are infinite as has been the case until now. This should awaken us to realise the value of this element. This is a factor that, if we are to judge by property prices, the market has already recognised.

At the stage where, from now on, half of the world's population lives in cities and faced with an exponential growth in urban areas, proper management of space seems impossible to achieve. How can this be addressed, what are the policies that, over and above a growing realisation will permit sustainable management of our environment and of our resources, and, in particular, what contribution can architectural policy and practice bring to this endeavour?

CULTURE

Architecture as a cross-cutting element in territorial and urban policies: Integrated approaches for public interest

The Bristol Accord[1], the new strategic guidelines for the Cohesion Policy of the European Union and the Leipzig Charter[2] all recognise that architectural quality plays a useful role in contributing to the improvement of the attractiveness of cities and regions as well as being a factor in the creation of growth and jobs. Putting the citizen at the centre of future policies is an essential pre-condition if we wish to realise a true societal step-change, particularly by giving appropriate attention to the quality of public spaces. This implies that the true horizontal nature of culture, of which architecture is one of the most tangible and lasting expressions, has to be recognised.

[1] See: http://www.communities.gov.uk/pub/523/PolicyPapersUKPresidencyEUMinisterialInformalonSustainableCommunities_id1162523.pdf

[2] See: http://www.eu2007.de/en/News/download_docs/Mai/0524-AN/075DokumentLeipzigCharta.pdf

Summary

During the opening session, participants heard a call for the "architect to be a prophet" in designing Europe's cities and learnt about plans to re-develop the European Quarter in Brussels. There was a call for people, not profit, to be at the centre of the city and for "public goods" to be brought back into public hands to save the planet.

During Session A on the social aspect, and architecture's role in ensuring social cohesion, speakers said that urban policies needed an integrated, horizontal approach. All those involved in, or affected by, urban policy-making: architects, politicians, private developers and citizens must be involved in decision-making. Cities need to learn from each others' examples of re-generation, while politicians – and citizens – should appreciate the dynamism and diversity that migrants bring to a world that is both "flat and spiky".

During Session B on the economy, the market and quality in the built environment, it was said that using the city as a wealth-creating machine has left it ugly and environmentally dangerous. Saving the environment always comes second to economic interest, unless a new form of cost accounting is in-

troduced that acknowledges long-term effects. Some speakers argued that private finance can be a positive force in urban renewal, while others regretted the loss of public interest in the political process.

In a Special Session on the follow up to the Leipzig Charter on Sustainable European Cities (2007) the audience learnt that it is a tool to integrate urban development, contribute to sustainable cities and return life to the inner cities. Speakers argued for an integrated, holistic approach to spatial and urban development policies, and as a 'holistic' profession architects were urged to contribute. The Slovenian government outlined the measures it was taking to push forward the Charter.

In Session C on the environment, and using an integrated approach, it was argued that the environmental situation is so serious that one must use every possible tool to change attitudes. Speakers described the challenges of scrapping traditional thinking to carry out an integrated approach to the built environment, both at national and European Union level. The audience heard of measures taken in Budapest and Gothenburg to regenerate the cities, based on Public Private Partnerships or led by the local authorities.

In Session D on culture, architecture was described as the art that combines all the aspects of today's world. Speakers spoke of the importance of culture in Europe, and how the European Union was beginning to accept this as it knows that it can also be good for the economy. The French government described the measures it will take during the EU Presidency to push the cultural agenda forward.

During the Closing Session, the Conference themes were summarised: the importance of involving all parties in urban regeneration, taking an integrated, holistic approach, using public procurement to promote sustainability and quality, and how architecture is a positive tool in this process. ●

Opening Session

During the opening session, participants heard a call for the "architect to be a prophet" in designing Europe's cities and learnt about plans to redevelop the European quarter in Brussels. A rousing speech called for people, not profit, to be made the centre of the city and for the "public goods" to be brought back into public hands to stop the planet from "being in tatters".

Speech of Jean-François Susini, Past-President of the Architects' Council of Europe (2005-2007)

The idea for this conference came about from the observation that the Architects Council of Europe, whose concern about the quality of the environment and architecture cannot be denied, should from now on meet publicly on a regular basis to reflect on and extensively discuss the great issues of our age. In other words, that architects and their internal discussions should be open to all those who have a vested interest in future urban development.

This is a special exchange of ideas between creators and decision-makers which we all hope will eventually lead to the adoption of specific measures for the benefit of the built environment and the conditions used for its production. I have no doubt that the exchanges which will take place covering the four themes of the conference, i.e. social, economic, environmental and cultural, will contribute to achieving this objective in a most positive way.

Nevertheless, without wishing to pre-empt the introductory speech by Ricardo Petrella, I just couldn't resist submitting a few questions and concerns to you which may come over as somewhat inappropriate.

Jean-François Susini
"Making Europe more sensitive, committed and generous"

As we are going to speak about the economy and production of the built environment, we could perhaps deal with these subjects from various angles:
• from the angle of the sub-prime market, urban sprawl and the right to housing,
• from the angle of housing policies faced with financial and marketing strategies which inevitably result in the most deprived groups finding themselves in serious debt,
• or from the angle of land use in planning policies which are increasingly being left to market forces.

We will no doubt also be dealing with Public Private Partnerships, a type of financial mirage in some countries, where after having lived off credit and where they are now living off leasing, quality requirements may in certain areas be subject to attacks from monopolies reducing architecture to mere construction as was the case in the worst years. What kind of heritage will we be leaving for our children?

We will be talking about towns and cities and consequently about the way in which they represent power and we will then perhaps be addressing the question of public freedoms and the irrepressible and growing urge to regulate everything even though citizens usually want some areas not governed by rules but just to be able to breath freely from time to time.

We will certainly be dealing with the question of flexibility of planning in societies where the urban ideal often comes up against the temporal contingencies of democracy and with

short-term visions which have been adapted to ensure re-election.

We will also be speaking about the environment and of course sustainability taking us beyond the matter of materials by admitting to but without accepting that:
"Clients are not willing to pay … the development of renewable energy is not really a concern. One returns to the discussion between the overall cost and the cost of construction – everyone prefers to concentrate on the overall cost. Cities are not built according to the principles of sustainable development but on that of profitability or as quickly as possible which is the worst situation possible".
I am simply quoting Jean Nouvel, the latest recipient of the Pritzker Prize, but I am also aware that this is the opinion of all practising architects in Europe who are perfectly aware of the situation and the dichotomy between great declarations of intent and the reality of the wallet.

Finally we should not be surprised that culture at local level is often a real brake on sustainable development and the expression of modernity while at global level policies which encourage creation are pursued. I have no doubt that we will be reaching beyond these issues and that this day, which should be seen as a space for freedom, creativity and exchanges, will confirm the need to integrate the architectural dimension into all the policies of the European Union. I am aware that certain local measures which envisage taking more account of architectural quality will be announced today.

Via the concluding messages of this conference, we will have participated, however modestly, to this ideal of a Europe that all citizens would like to see as more ambitious, i.e. more sensitive and less technocratic, more political and less administrative and more generous and more concerned with safeguarding our vulnerable planet.

May this day give the hoped for impetus and our exchanges be seen as a step towards a common future, constantly concerned with the built environment and with the happiness of all. ◗

Opening Address of Siim Kallas, Vice President of the European Commission for Administrative Affairs, Audit and Anti-Fraud

Allow me first of all to thank you, also on behalf of President Barroso, for inviting the European Commission to be present at the opening session of today's Conference.

We very much value your activities, not only because of our presence in Brussels and Luxembourg, but also in consideration of how these can contribute to overall sustainable devel-

Siim Kallas
"The architect must be a prophet"

opment in Europe. I was pleased to read your preparatory reflection papers and to identify there several elements in common with our own vision for the Commission's buildings policy, which, as you certainly know, the College endorsed last September.

We are very sensitive to your objective of linking architecture to the issue of quality of life. Sadly, the presence of the European Institutions here in Brussels has so far not met this ambition. The European Quarter, which has become also my own headquarter, both professionally and privately, still consists of too many relatively insignificant, grey buildings.

This is all the more regrettable, as Brussels was a leading city in one of the most impressive architectural styles ever launched, namely Art Nouveau. It seems to me that past architects such as Victor Horta, Paul Hankar or Gustave Strauven, to name a few, managed to successfully combine quality with design and sustainability here in Brussels.

I am therefore particularly pleased to inform you of a recent initiative taken in cooperation with the Brussels' Region and City, which I hope will lead to the first tangible result of our new vision. I am referring to the so-called "Rue de la Loi" project, for which an international call for proposals has been published in the Official Journal last week. Since last autumn, my collaborators and those of the Brussels Region have been closely cooperating within an ad-hoc working group. The result is the launch of a major town planning competition, aimed to redesign a large part of the European Quarter.

Within that area, Minister-President Picqué and I have identified a perimeter along the Rue de la Loi whereby we have agreed that:
a) the European Commission will be able to adjust up to 400,000 m² office space for its own needs, by freeing space in a few other areas of the European Quarter,
and
b) the Brussels Region will develop up to about 110,000 m² of residential areas and about 55,000 m² of shops and other facilities.
It is my objective to subsequently launch a first architectural competition on a specific part of the Rue de la Loi, which is of particular interest to the Commission. I hope that, by doing so, we will help in giving a new face to the Commission's presence in Brussels.

I invite any interested person amongst you and your colleagues to submit their proposals: there will be time to do so till May 30th. Afterwards, a maximum of five particularly brilliant candidatures will be selected in order to present a more in-depth re-designing of the area concerned. Both Minister Picqué and myself hope to be able to announce the name of the winner by November this year.

The Commission's Buildings Policy
I do sincerely hope that this major town-planning competition will lead the best professionals amongst you to submit ideas which are fully in line not only with the philosophy of the *Schéma Directeur* of the Brussels Region, but also with the Commission's specific policy principles.

Allow me to briefly remind you of them:

• High quality architectural design, in particular for flagship projects, allowing for a positive and symbolic statement of the Commission's presence in Brussels and Luxembourg. We will be looking for highly efficient buildings and use of international architectural competitions for all major developments.

• Integration into the urban environment to facilitate an appropriate mix between office, residential and commercial property, whilst taking security and image considerations fully into account.

• A comfortable, safe and healthy work environment.

• Better access for disabled persons.

• Presence of high-quality social infrastructures (such as European Schools, nurseries and after-school child-minding facilities) close to the offices and/or to the main places of residence of staff.

• Last but not least, reduction of the Commission's carbon footprint, in particular through a building's design integrating sustainable materials and energy efficiency, better links to public transport networks and greater synergies in terms of buildings management.

Our ultimate goal is to obtain fewer but more efficient buildings for our staff and ensure the best use of taxpayers' money.

In its recent Communication, the Commission has particularly stressed the need to improve the long-term planning of its space needs and of the competition on both the Brussels and Luxembourg real estate markets by publishing our needs sufficiently in advance and by promoting a more frequent resort to open calls for tender, rather than to negotiated procedures. Furthermore, the Commission has tightened co-operation among its most concerned departments, so as to be able to make decisions in the real estate area in an adequately quick but also well-thought manner.

The Multi-pole approach

Before concluding, allow me to say a few words about our multi-pole approach.

Even if we manage to successfully implement the project around Rue de la Loi, we already know that it will not be enough to meet all the estimated Commission requirements over the next few years. As you know, the Commission is the only Institution so far to have decentralised certain services outside the European Quarter. We are now present at Beaulieu and in Rue de Genève.

The new Buildings Policy Communication confirms this approach and plans to progressively develop a maximum of two or three large "poles", each in principle of at least 100,000 m², outside the European Quarter. We are about to launch a specific call for interest for the estimated Commission needs, so as to get an overview of all possible options for such a future pole. All proposals will be welcome and will be analysed against the background of the main principles I have detailed earlier and based on a set of more precise criteria that will be defined, such as the easy accessibility to and from the European Quarter, the potential for the site's development, etc.

To conclude, Ladies and Gentlemen: thank you again for giving me this opportunity to share with you our vision.

The Commission's strategy for the future contains the three elements of social challenge, sustainable development and integration of culture that represent the pillars of your reflections today.
Let's continue sharing these ideas, as your profession can most usefully contribute to combining environment, development and quality of life.

Riccardo Petrella
"Today's cities are like hurricanes"

In our future contacts I will always keep in mind the statement made by a colleague of yours, Mr Frank Lloyd Wright, who one day said: "The architect must be a prophet... a prophet in the true sense of the term...and if he can't see at least ten years ahead don't call him an architect!". ●

Keynote Speech of Riccardo Petrella, professor of Human Ecology at the Accademia di Architettura dell' Università Svizzera-Italiana (Mendrisio, CH)

What does the future hold for our cities?

I would like to extend a warm welcome to you all. For the 20 minutes that have been allotted to me, I feel like a boy of 18 who has been given the task of writing an essay in half an hour for his final exams entitled 'The Universe and other related problems' and who then says 'half an hour is not enough to deal with the related problems so I'll go straight to the Universe'. I will be doing something similar with the future of our cities. My proposition is based on three reflections:

• The first concerns *opting for the concept 'what will become of our cities?' rather than the 'future' as such.* The latter involves a determinist view of human history according to which governing cities is beyond the capability of human beings. Humans only have the choice of adapting to any changes *to come.* Cites would be the large-scale systems on whose development society would have little control except for the great

'builders', powerful property companies, top-rank global architects who leave their mark on an era, etc. According to the future concept, on the contrary, cities are the result of a collective social construction where in principle everyone is involved, everyone is or should be a 'builder' of developing 'urban systems'.

In reality, the current predominant view is the first, upheld by the dominant social groups of our society. The inhabitants of our cities are convinced that cities are built by a few powerful interest groups, oligarchies which are not only economic and financial but also political, cultural, religious or ethnic, international even worldwide, and that this situation is 'normal' even inevitable as this has always been the situation. In this context, it is true that nowadays the future of the cities is not in the hands of everyone. Rather it is in the hands of groups capable of controlling decisions regarding the allocation of available resources so that cities can be a way of increasing their assets.

• The second reflection concerns the concept of *what a city is at the moment*. If we examine the cities of Latin America, Asia, Africa or even European cities, I have the impression that cities, which are in a permanent state of flux, are hotbeds of violence. No one, except perhaps those living in gated communities, is totally secure. Few nowadays feel that they are living well in our cities. Cities are places where suffering, violence, misery, struggle, exclusion, insecurity and inequality have the upper hand. *Cities are not places where we live together.* Our cities are places where people are exclud-

ed, where dwellings, districts and streets are increasingly segmented. It is for these reasons that the future of our cities is a large-scale global political and cultural problem or in other words, how should we restructure our cities? How to restructure them so that violence, exclusion and inequality cease to be the structural and intrinsic phenomena of the urban environment.

• The third reflection relates to the fact, proven by all the research done in the field, that *the inhabitants do not live in the centre of their cities*. The aim of current urban policies is not the inhabitants. At the heart of our urban policies is the idea of maximising return on investment. It is this short-term idea of getting a return on your investment, as Mr. Susini pointed out. Towns and cities are not planned for their inhabitants. In recent weeks, the authorities of Milan have been putting forward plans for the future of their city to accommodate Expo 2015 so that Milan can become a global city, one that is competitive and attractive for speculative global capital. It is under this pretext, rarely made true in the past for Milan or elsewhere, that Milan is set to become a world city attractive for global finance, which supposedly will be translated into an increase in economic and social well-being for all the city's inhabitants.

Based on these three reflections, I would like to put forward some proposals.

• Firstly: Urban policy must be an economic policy which is implemented according to the house rules. In Greek, econo-

my or *oikos nom*os means 'the rules governing the habitat, places and the home'. The current economic situation, however, has taken over and distorted the correct meaning of the word 'economy'. It has become the so-called 'science' of how to govern scarce resources, the object of competition between competitors with a view to reducing costs and maximising profit to obtain the highest possible return on short-term capital investment. As the current economy is not run according to the house rules, the policy of the city should be one that aims at reconstructing the city according to these house rules. With this in mind, *the first rule for the reconstructed city is that every human being has the right to live there*. The inhabitant is the city and every human being has the right to be an inhabitant. The authorities of the city of Florence are going in a completely different and wrong direction by approving a municipal decree which forbids any begging in the streets in the city centre because the poor may ruin the beauty of the city and upset tourists – they are a blot on the landscape. The city of Florence has no right to chase away the beggars and the poor from the streets. This is an absolute scandal. It is an affront to the culture of the Renaissance, a serious social and human regression. Living in the city is the basis of reconstructing it according to the house rules. You as architects are not being true to your calling if you fail to rebuild these cities to include all its inhabitants.

• Secondly. The city should be built on the principle of *excluding poverty* – a place with zero tolerance for poverty and not just cutting down on carbon emissions by creating a car-free city on a Sunday or a week now and then. When the United

Nations Human Settlement Agency announced that in 2032, 40 years after the first global summit on environmental development in Rio de Janeiro, there will be 2.4 billion people living in slums, not cities, this means that in 25 years the world will have 2.4 billion socially excluded people who may be subject to administrative decisions such as those taken by the city of Florence or by national and international authorities who consider them as clandestine and illegal. Can we really see our society as beautiful, peaceful and expanding under such conditions? It is obvious that this society would belong to the ruling classes such as yourselves, who will hopefully design and build cities based on the rule book where no one will be considered as clandestine and where poverty has been eradicated.

• Thirdly. The city should be a *house of the 'res publica'*. Let us return to the general privatisation of the land. While the principle of private appropriation of urban land remains the basis of urban development, there will never be a city worthy of being called a 'human dwelling place'. Private ownership of urban land is the primary source of the urban disease. The land should become a 'res publica', a common asset. Urban land is a common asset that should not be the object of appropriation by the financial or industrial strategies which only respond to the powerful movers and shakers of these dominant groups. To this end, we will have to abandon the idea of PPP – Public Private Partnership, based on financial considerations, notably *project financing*, where public funding is used mainly for optimising private capital.

PPP is, in fact, only a system imposed by private dominant groups and the abbreviation really means Programme of Privatisation for Profit or, even worse, Programme for Privatisation of Policy. PPP will never be used to design and implement an urban policy inspired by the principles of the house rules.

The city of common assets also means being able to confront the great global challenges of our time, planning for climate change in the framework of a policy aimed at the right to life for every human being, for the whole world population, by respecting the life of other living creatures. Climate change, or perhaps we should more accurately say climate disaster, will bring about a series of deep and serious changes to management of the soil, water, agriculture, energy and transport. Moreover, the main strategies seeking a way out of the current situation are solely aimed at incorporating measures of mitigation and adaptation. While important, these measures benefit the growth of the global economy which are implemented to safeguard and promote the interests of the most advanced sectors, regions and social groups to the detriment of most of the world's population. For example, priority is given to investment to transform the heating system in the cities of the developed world but there seems to be no financial resources available to gradually eradicate the slums of these cities. Climate change should, on the contrary, favour the promotion of a city by redirecting its development strategies based on common assets – water and hygiene facilities, health and care services, housing, public transport, education, etc. These are common assets for everyone and everyone's responsibility. These are not competitive territorial assets fed by the greed of the large banks and speculative investment funds.

The basic principle for all of us, whether we are architects, economists, engineers, workers or farmers, is to be able to look back on the cities of the 21st Century and see places where poverty has been banished from the face of the earth by ensuring that every human being is treated with dignity. ◾

Riccardo Petrella
"The city should be a house of the 'res publica,"

Session A **Social** Architecture and its Role in Ensuring Social Cohesion

During this session speakers said that urban policies needed an integrated, horizontal approach, and that all those involved in or affected by urban policy – architects, politicians, private developers and citizens – must be involved in decision-making. Cities need to learn from each others' examples of regeneration, and citizens should appreciate the dyna-mism and diversity incomers bring, and understand that the world is now both "flat and spiky".

Speech of Jan Olbrycht, Member of the European Parliament, Vice-President, Committee on Regional Development, and First Vice-President, Inter-Group Urban.Logement

First of all, I would like to thank you for the invitation, I am delighted to share my views concerning the role of architects and architecture in different actions organised by the European Union with you.

After several years of debating the issue of subsidiarity, EU responsibilities and competences, there is no doubt that discussing urban policy at the EU level is never easy.

It is well known, that the dynamics of the process of recognising urban policy issues was quite complicated. From the very beginning, urban policy and questions related to cities' development in general were recognised as more than just a local issue. As a consequence, there were proposals to include them in European matters. For many years however, such proposals were refused and the issue was treated exclusively as part of regional policy.

Since the beginning of the 90's various Commission documents started emphasising urban related problems e.g. the Urban Agenda of the European Union published in 1997. Today, we can observe a growing interest in urban issues, which is reflected in many legal documents as well as several types of EU activities. The increased interest in urban related problems over the years can be explained by various reasons.

Firstly, cities, both small and large, face many challenges and problems such as demographic change, segregation, social exclusion, etc. that concentrate in urban areas. Secondly, while taking the Lisbon Strategy seriously, we obviously notice that innovation and growth are mainly concentrated in cities as well. Cities are, as it is often said by politicians, the growth engine for our economies. Lastly, there is a political debate taking place on the regional level concerning regionalisation.

Having a closer look at the latest legislation on Structural Funds it is important to stress the element of urban housing. At the beginning housing was treated as a purely social problem. From the economic point of view it was a domain of private developers and for that reason a non-EU theme. However, the perspective changed after long discussions and now the issue of housing is recognised as a European problem. The regulation concerning Structural Funds offers, among others, the possibility to use Structural Funds for housing related investments for new Member States. There are several conditions to be met, for example only three percent of funds available in each operational programme can be used for that purpose.

There is an on-going debate among Member States at the Eu-
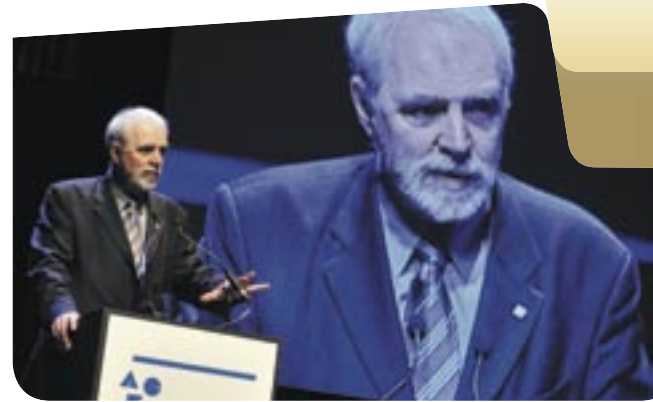
Jan Olbrycht
"What we expect from architects today is to help us to … show that the quality of public spaces is not an unnecessary luxury, but that it is fundamental."

ropean Parliament about the use of Structural Funds for housing. Some of them argue that it would lead to an increase in demand for housing investments. Others claim that it is currently more important for local and regional authorities in the new Member States to build technical infrastructure and only later invest European money in housing. This is an important signal for us. But there are as well proposals from some Member States to change the Structural Funds regulation and to enlarge the possibility of using the EU money for housing also for old Member States, especially for the purpose of energy protection. Obviously, this is related to the attempts to reduce the overall level of energy consumption in line with the climate change related actions. So, there are some proposals to review the regulation and to link the use of EU Structural Funds for housing with energy protection.

Urban policy is a complicated issue. While discussing growth and planning for the future we also have to think about public spaces and quality of life. When we think about quality of life, it is simply necessary to consider public spaces, as the quality of public spaces is important for all Europeans. What we expect from architects today is to help us to develop this notion, to translate it into concrete proposals, to translate it into concrete strategy, to show that the quality of public spaces is not an unnecessary luxury, but that it is fundamental.

That is why I think that urban policy should be one of the main policies in Europe, not only an addition to regional policy, not an addition to anything else – it should have its own major place. Urban policy should be recognised as a fundamental element, because cities and urban areas are simply important in Europe.

One can find the urban dimension in many different EU policies but the approach to urban issues is not coordinated. We need an urban policy on the European level. Why? Because urban policy provides a very specific possibility to use an integrated approach. Horizontal thinking and integrated approaches are possible. This is very important for Europe. Especially, because one can observe a tendency towards "sectoralisation" at the level of the European Union. Each DG has its own policy. Each DG has its own money. Each Commissioner has his own policy. The question is: who will coordinate it? Who will make it one policy? Who will make it integrated?

I can give you an interesting example. While working on the Green Paper on the new culture of urban mobility we found it extremely difficult to find a compromise among different Committees at the European Parliament. The transport Committee considered urban mobility a purely transport problem, the Environment Committee a purely environmental problem and we, from the Urban.Logement Intergroup, we said: No, it is a horizontal matter. The approach to urban mobility should be integrated; it should be about public spaces, transport, environment and social services. If not, we would discuss only about cars and buses, and not about urban mobility as a whole. But at the same time, the German Bundesrat proposed that urban mobility should not be discussed at all because it is not a European problem, it is a purely local issue.

Another element worth mentioning today is the new concept appearing in the Treaty of Lisbon that should be further developed in September in a Green Paper - Territorial Cohesion. Territorial Cohesion is an interesting issue but it is completely unclear. There is no definition of Territorial Cohesion, we miss a common understanding.

What is Territorial Cohesion? After ratifying the Treaty, one can expect a growing interest in spatial thinking, in thinking about the territory in terms of space and planning, long term planning. It will not be about "drawing on the map" after the decision has been taken and the results, consequences are visible, but about thinking in terms of territory, thinking in terms of space. First, one must think and analyse the space; then one can act. One cannot first act and then draw the picture. One cannot just see what happens. This is not making policy.

What we need is a serious debate on Territorial Cohesion; a debate that is not exclusively about the North and the South. We need a debate that is about cities, big and small cities, and about their surroundings, about city regions. A debate about the equal access of each of the citizens of Europe to services. It should be translated into tangible strategies. It should be translated into concrete actions. It should be translated into texts in the programme. If not, we will have a beautiful concept without content. We need to translate different policies in terms of territory and space. Therefore, the slogan "quality of space" will gain a new significance.

The last element important for today's meeting is, in my opinion, European identity and integration. As all of you know, we can observe a very interesting and growing tendency to look for identities: local identity, regional identity, national identity that can be translated not only in a language, a tradition, etc but also in the space surrounding us.

The question is: how can we use architecture to keep our identity? Not to mix it, not to change it completely, but to make it real, to use existing quality of space to show our European identity - not just a specific local or regional identity. To begin concretising, authenticating, supporting and strengthening our identity. To help us to think about the space in Europe and to improve it, to develop better quality of life and to keep creating a better standard of living for the people. This is extremely important when considering how current and future European funds should be spent.

On behalf of my colleagues from the Urban.Logement Intergroup I would like to offer you complete readiness and willingness to listen to you, to build a dialogue and to share our views for a common better future. But we also need your help. We need suggestions on how we can translate the European texts into concrete action, proposals or guidelines, which can be used by Member States, regions and cities.

At the end I would like to come back to the principle of subsidiarity and to stress that obviously, if something is marked as "European" it does not mean that it should be imposed on others. It means that it can be proposed or offered to others, that

it can help others to develop and strengthen their identity.

I hope that we will be able to work together, and I would like to wish you a very successful Conference. I thank you very much for the invitation and I am looking forward for a good co-operation with you in the future. ▪

Ilda Curti
*"Architects can
act like wizards"*

How can Architects and Leaders Work better Together ?

Participants

Ilda Curti, Deputy Major on Urban Regeneration and Integration Policies at the City of Turin, Italy
Françoise Favarel, Architect and Urban Planner, France
Mark Kleinman, Director of Migration and Chief Social Researcher, Department of Communities and Local Government (DCLG) United Kingdom

Ilda Curti, Deputy Major on Urban Regeneration and Integration Policies at the City of Turin, Italy, explained that while Turin's urban regeneration project had required huge economic investment - realigning the transport infrastructures, and rehabilitating the city's brownland - the city's urban spaces have been rehabilitated, and its new buildings are accessible to all.

She believed that Turin's urban regeneration had succeeded, firstly, because the local communities had been brought into the decision-making process; secondly, because new commercial buildings were constructed on the city's rehabilitated brownland, rather than built on the edge of town; and thirdly, because it had prioritised the city as a scene of culture, rather than as a factory for making money.

Ilda Curti said that Turin was typical of many European cities in industrial decline in the 1990s. However, one city in par-

ticular: Bilbao in Spain, had shown the way forward by commissioning the Guggenheim Museum, which had changed the city's identity overnight into a global city.

Other cities want to copy this "Bilbao effect", as it shows that architecture can be a symbol of the bold and the beautiful, with architects acting like "wizards", with the "philosophers' stone in their hands".

Given the important role that architecture can play in "adding value" to urban regeneration, politicians should invite them to help create the sustainable cities of the future, said Ms Curti. City regeneration needs a multi-faceted approach, bringing in all the relevant partners to work on the physical, political, social and economic aspects.

Françoise Favarel, architect and planner, from Toulouse, France, agreed, saying that politicians, citizens and private developers must be included in the decision-making process about rebuilding their cities, while architects must help to interpret their wishes.

She believed that urban regeneration can be stimulated by 'flagship' projects, such as the Guggenheim Museum in Bilbao or the work of Bernard Reichen in the SCOT project in Montpellier, and that designing an eco-quarter can serve as a "laboratory" to demonstrate what is possible.

Politicians have to be assertive and articulate to push through

change, working with architects to show what can be achieved. An urban culture is needed that takes in the views of all the different actors – from the private sector to the individual citizen, and architects must be ready to innovate and to establish a dialogue with all those responsible for rebuilding the city.

Mark Kleinman, Director of Migration and Chief Social Researcher, Department of Communities and Local Government (DCLG) United Kingdom, said the British government views cities as drivers for the economy, provided that all the challenges of social exclusion and justice, climate change and sustainability can be solved. Each city must have its own identity, as it is a dismal experience to live in a city that looks like all the others, so urban design must take into account how towns and cities look and feel to their residents.

Cities are now part of the global economy, and whereas it was once assumed that globalisation would iron out any differences, producing identical neighbourhoods, the reverse is happening, and globalisation, with its emphasis on mobility is creating more diverse city areas. So while Thomas Friedman argued that under globalisation the world would become flat, it could more accurately be described as both "flat and spiky".

Françoise Favarel
"Urban regeneration can be stimulated by flagship projects"

Mark Kleinman
"The world is both flat and spiky"

Migration is one of the key drivers of a city's growth and development, said Professor Kleinman. For example, London's openness fuels its competitiveness and ability to attract young people, while in the British cities of Gateshead and Newcastle migration – and architecture – are driving economic regeneration.

Given the unsettling demographic upheavals cities are going through, these developments cannot be left to the free market, argued Professor Kleinman, as the government must ensure that these transitions benefit everyone. Urban design plays a crucial role in assimilating migrants, and promoting an "inclusive" city, that helps to integrate migrants thus deflecting all the media-driven misconceptions about the negative effects of immigration.

A city's social aspects are important in its makeup, and cities must be "cohesive". Surveys indicate that up to 80% of residents find their communities cohesive, and where this is not the case, architects must help by using design to promote stronger cohesion, encouraging a local community identity, and overcoming "bland unanimity".

The UK supports action at the EU level, such as the Bristol Accord on Sustainable Communities (2005) and the Leipzig Charter on Sustainable European cities (2007), and these must be followed through at national, urban and community level as "creative city making is not an accident". ◼

Open Discussion

Ourania Kloutsinioti, architect-planner from Athens, argued for an integrated approach for urban policy, pointing out that the European Commission still pursues a sector-based approach in transport, the environment, and industry, despite proposals for a "horizontal" Directorate-General on urban policies.

Asked whether cities should copy each other's initiatives, as in Bilbao, **Ilda Curti** responded that cities learn by exchanging good practice and adapting it to local realities. She added that a common problem in cities is that those who plan and build them do not live in them.

Commenting on the other panellists' presentations, **Professor Petrella** said the city should become a space where there is a shared responsibility on knowledge, water, energy, health and education, and urged politicians to be open to new ideas.

Françoise Favarel shared Professor Petrella's analysis of the damages of the PPP approach and the way that the cities' public spaces are becoming privatised, preventing citizens using the public parks and open spaces. ◼

Session B **The Economy**
The market and quality of the built environment

During this session it was said that the emphasis on the city as simply a machine for creating wealth, had left it both ugly and environmentally dangerous, and saving the environment always comes second to economic interest. However, it was argued, one has to accept the realities of today's world, and private finance can be a positive force for change in urban renewal. A new "inconvenient truth" is that the public have lost interest in supporting politicians to work for more "citizen-based" cities.

Speech of Richard Parker Professor of Public Policy, Harvard University, USA

The central paradox of modern architecture is also the central paradox of our time

The paradox is this: our shared ability to cultivate real beauty – in classical, not commercial, terms – seems hindered at best, and at times profoundly incompatible with both markets and democracy, the two defining institutions of our time.

Just as troubling is that while this paradox seems widespread and widely recognized, it remains unsolved – even though its dimensions have grown. Over thirty years ago, the great *New York Times* architectural critic Paul Goldberger described the problem in what I'll call its traditional form, or at least in its American incarnation

There is almost no one who is not bewildered by the last two decades in architecture. Sleek modern buildings go up, covering the landscape with glass and aluminum and steel and concrete, as ornate buildings of stone go down. While some of the new buildings excite the public imagination, as a group they are not nearly so popular as the old ones. This public disaffection may be due to their great size

Richard Parker
"The ability to create beauty is incompatible with the market"

as much as to anything else. But they continue to rise, lately taking stranger and stranger shapes.

Yet in the three decades since, neither America's market economy nor its political leaders have created the proper mix of stakeholder interests to solve the problem. American economics, my own profession, has frankly worsened, not helped solve, the challenge by turning against public regulation generally, by favoring capital as the arbiter of value, and by treating aesthetics as a function of price alone.

That in turn has left professions in the US such as architecture and urban planning to face conflicting public and private values, and with limited strategies for shaping them toward a common good. As American market models have crossed over to Europe, they've begun eroding what once was a different, proud and successful European tradition.
In Britain that European tradition was reincarnated in the 1980s by Prince Charles, who launched – or should I say provoked – a continent-wide debate about the aesthetics, economics, regulation, and cultural logic of urban design that continues to this day. But his, and others', indictments of modern building styles has been overshadowed by a more profound realisation: that far beyond creating ugliness, our carelessness in constructing the modern world contains dangerous, murderous, potentially even (if I may use the phrase) geocidal consequences.

Since the 1970s, as you certainly know, environmentalism has become the most powerful popular global movement

of our time, transcending borders, race, class, occupations, and gender. In recent polls, more than three out of four men and women worldwide have declared "protecting the environment" a top global priority. One might think naively – given our vaunted world of representative democracies and responsive markets – that such a clear and overwhelming popular mandate by now would have transformed the planet; but of course it hasn't.

You can recite as easily as I can "the litany of the unsolved" of global warming, of disappearing species, of clear-cut forests, of polluted rivers and dying oceans, take your pick. In America, the latest and, to me, most poignant--reminder of how our institutions are failing common human values came last fall, with the discovery that hundreds of thousands of poor African-Americans, after being made homeless by Hurricane Katrina three years ago, have since been housed by the federal government in newly-built trailers and prefab homes whose walls have been and to this day still are, leaking vaporised formaldehyde, a carcinogen used most commonly to embalm the dead.

Yet "Katrina's toxic trailers", as the press calls them, are only one example of what we now generally realise is our much larger and often poisonous built environment. As our modern world emerged in the 19th and 20th Centuries, some certainly understood the enormous dimensions, though not the full-scale consequences, of this problem quite well. Their core belief, however, was one of naïve "progress": we were building the modern industrial world, which would raise civilisation

to new heights, create untold new affluence, and spawn vast opportunities for leisure and creativity.   There would be harmful side effects, but those too could be "solved," largely by the same "progressive" forces and institutions that created them.

Yet, as we now understand, in advancing urbanisation, industrialisation, and consumerism so unreflectively we've created a planetary carnival of horrors that requires constant, massive extraction, production, transfer, storage, marketing, and disposal processes, processes that have already clearly deeply transformed the natural environment at great cost. From industrial farming's pollution of groundwater and rivers, to genetic mutations of plants and animals, and clear-cutting and concentrated bio-wastes, through the greenhouse emissions of cars and factories, to the ever-growing crisis of toxic waste shipment and disposal, human beings have been stripping away the Earth's capacities to sustain our species – indeed all species – in ways and at a pace unimaginable fifty years ago. In the language of economics, we've finally begun to realise that the "externalities" of modern life are far vaster than any of us had grasped.

Some of my colleagues still point out (rather defensively) that the British economist Alfred Marshall, the Abraham of modern economics, identified the issue of externalities as early as the 1890s, and that his disciple A.C. Pigou's work in the 1920s is still central to economists' modern externalities debate. But my fellow economists are wrong to claim serious professional foresight because of this; neither Marshall nor Pigou – nor any other economist until quite recently – grasped just how badly

our market-based price system measured the *true cost* of the world we were creating. And in recent years, in the simplest terms, most economists' externality models too often taught us how to pay attention to the minor rise and fall of the metaphoric tides, without recognising the tsunami headed our way. And while some have finally started to admit the scale of the previously-unappreciated externalities produced by the dozen or so countries where most of 20th Century industrialisation and urbanisation took place, we are now marching headlong into the 21st Century with a far more daunting problem.

Globalisation and rising living standards have in the past thirty years begun spreading the West's "externalities crises" like an epidemic around the world, as far away as the planet's uninhabited polar icecaps, into the depths of the vast expanse of its oceans, and even into the outer reaches of its atmosphere. Far from confining and reducing our "externalities crises" here in the West, we have in three decades succeeded in replicating the problem across the planet.

Add to this globalization a predicted global population boom in the next thirty years, to over eight billion human beings and consumption by those eight billion is of course going to drive the externalities crises even farther and faster. According to *The Economist*, the new Asian middle class is already larger than the entire US population, will surpass the EU's in four to five years, and will easily quadruple over the next decade. The Brookings Institution estimates that globally over half the world's population will be consuming goods and services at middle class levels by 2030.

With oil today already over $100 a barrel, gold near $1,000 an ounce, and food prices at record highs, it requires no great imagination to foresee how an unfettered global market system – the kind most often advocated by Anglo-American economists and long advanced by World Bank and IMF economists as the Third World's panacea – will feed on that soaring growth. It also explains why a small but growing number of reputable economists and natural scientists alike are speaking of the near future in the sort of apocalyptic terms more common to religious zealots.

As debates over Kyoto, over genetically-modified food, and carbon-footprint trade-offs make patently clear – and I say this with some patriotic discomfort – Europeans, far better than Americans, now recognise and support the inevitably expanding role government, trans-national treaties, and multilateral organisations must play. With over forty percent of Europe's GDP already in the public sector, the need for enormous public initiatives alongside new regulation of private initiatives will be immense. Europeans, also better than most Americans, recognise that the deepening of democracy, measured by the depth and scope of the public's engagement in this new world is paramount.

Over the past thirty years, I can report that, stimulated by environmentalism, some economists have – albeit unevenly – started to make important strides not only in redesigning how they measure growth, but in weighing the value of growth itself for human happiness. My Harvard colleague and friend Amartya Sen has, for example, done pioneering research in

the area of "capabilities," meant to incorporate ethical and non-material values into such growth measures. Economists such as Daniel Kahneman, Richard Thaler, and Robert Frank have produced behavioural-economic models, based on real-world observation of human behaviour rather than deduction from Century-old axioms of neoclassical rational maximising. Behavioural economics is making clearer how weakly connected rising levels of income are to personal happiness; the latest research makes clear in fact that "happiness" is a function of relative not absolute income, a revolutionary finding for wage, taxation, and public goods policies.

And income accounting, at the level of the firm, the industry, the nation, and even the planet, has come light years from the GDP concepts first developed in the 1930s, that even innovators such as Simon Kuznets long ago recognised as dangerously limited and distorting. The modern "full cost accounting" model, for example – a far cry from the limited "cost-benefit" models so popular in my youth – measures costs rather than outlays, hunts for and incorporates "hidden" externalities, and uses a product's entire life-cycle, from creation to final disposal, for its time horizon. It is, I can report, being used across the US today to evaluate and manage projects in dozens of fields from waste management to alternative energy projects to public-sector construction, and is showing, thanks to work by the EPA[3], great promise in the field of green construction.

As I'm sure you're all aware, from those fundamental building blocks of "full cost accounting" has come a dazzling array of

metrics that serve to measure environmental impact and corporate social responsibility, in ways that are directly relevant to your work as architects and urban designers.

I'm thinking here in particular of AccountAbility's AA1000 standard, based on John Elkington's triple bottom line (3BL) reporting; Global Reporting Initiative's Sustainability Reporting Guidelines; Verite's Monitoring Guidelines; Social Accountability International's SA8000 standard; Green Globe Certification Standard; the ISO 14000 environmental management standard; and the UN Global Compact, which promotes corporate Communication on Progress (COP), describing the company's implementation of the Compact's ten universal principles of performance.

Architects would do well to become more familiar with these new economics and accounting models, because they can answer in specific ways what otherwise seem daunting problems: how to cost out green construction, how to measure

[3] Environmental Protection Agency, USA

tradeoffs between retrofitting and new building, how to differentiate true lifetime costs of a structure under various assumptions. Much of this economic modelling is, as you know, already widely available and being used: in the US, the Department of Energy's Centre of Excellence for Sustainable Development lists dozens of groups and organisations working around the world. Here in Europe the number of similar academic, policy, and trade association efforts, all available on the internet, bespeaks how quickly these new models have gone global. The good news is that a lack of knowledge about alternatives to traditional measurement, whether of national economic growth or sustainable construction, is no longer the problem. But there is also bad news.

The bad news is that serious application of such knowledge is lagging significantly. China, for example, proudly announced it would adopt a new "green GDP" model in 2003 then abandoned it two years later when it became clear that a true green growth model would cut China's estimated growth rate by more than 80%. (Some believe the new model showed China's growth as negative – a sign that the costs of growth were outrunning the gains). In the US, standards of environmental regulation by Washington have been lowered, not raised, across the board under the Bush administration. "Green building" standards for example today remain almost entirely advisory except in a handful of states such as California, which have set their own standards. (Worse for global warming, the average fuel efficiency of American cars, thanks to weakening public standards, is actually worse than the Ford Model T's a century ago!)

In short, the problem today is one of collective purpose and political will, not of technical knowledge. Yet Europe today, like the United States, is suffering from what can only be described as a "democratic deficit", a deficit of public interest or willingness to press politicians and corporations to tackle the very issues which experts see as the most daunting. The reasons differ by continent. In America, this resistance is rooted in its tradition of frontier individualism, romanticised by shrewd corporate lobbying. In Europe, the democratic deficit has been tied more closely first with the decline of class-based political parties and second to the rise a pan-European bureaucratisation of life for which the word "Brussels" is the universally-understood shorthand.

It is this "democratic deficit" – far more than a deficit in abstract economic theories or applied economic measurement tools of use to architects and urban designers – that is now limiting our ability to take up the challenges in front of us. No developer wants to embrace full cost accounting when his competitor can escape such a measure, and thereby build more profitably. No local government will build parks or schools that are beautiful as well as functional if no mandate requires that aesthetic quality, publicly-vetted, is part of the design and construction process. No nation can set the high standards we all so clearly need if it acts alone.

Fifty years ago, in his legendary book The Affluent Society, the American economist John Kenneth Galbraith summarised the problem as a race between "private affluence and public squalor," and sharply attacked the conventional wisdom of the

times, including the "wisdom" of conventional economics, for not helping the public see the crucial difference in value between public and private goods. He went on however to underscore that the solution remained one not of greater expertise as such, but of politics – where it remains today.

Europe right now is far ahead of America in promulgating statements, codes, compacts and the like – from the Lisbon Agenda to the Istanbul Declaration to the Leipzig Charter – yet far too much of it remains voluntary and advisory, which in turn leaves the triple entropies of power, interests, and tradition to continue delaying the urgently-needed transition to a world in which economics accurately incorporates costs, rather than shifting them onto the public or the future, and in which the values of beauty and grace are no longer treated as optional.

That makes my job here today as an economist speaking to you as architects, planners, developers, and regulators peculiar – peculiar because I am not willing to tell you that as professionals we can solve the problems we see before us. The means we're familiar and comfortable with, the technology, the models, the designs, exist or are relatively easy to create. What does not yet exist is the political consensus to mandate the laws and regulations that would standardise the needed new cost structure of a better world.

There really is little alternative to pursuing such a path in Europe – and in Europe pushing that path outward across the planet. In a globalised world of open trade, the temptation to "beggar thy neighbour" is immense; pursuing a green strategy for Europe alone would be folly for the continent's economic wellbeing, placing its high-wage, high-welfare structure at constant risk from the competition of unregulated low-wage societies hungry for the most basic of modern economic development.

So let me close with a question, by raising an analogy. In the first decade after World War I, across Europe well-meaning men and women sought to articulate, record, and install by reason and polite persuasion the legal and diplomatic requirements that would truly make the disaster of 1914-1918 "the war to end all wars." True rationalists, they ignored the messy dynamics and ever-conflicting demands of politics. Eighty years after the slaughter of World War I and with the vaster slaughters in between, we ought not ignore the lessons of that well-meant but weak-willed idealism. Providing the professional instruments needed to radically remake the world we live in requires us stepping outside our routine work and role, and instead playing the role that Max Weber a Century ago recognised as the true duty of a professional, the role of living "a calling" that expressed duties and values that transcend the claims of the immediate or the mundane.
That is the challenge before us here today. ◗

Round Table

Assuring equilibrium between competitiveness and sustainable development

Participants :

Olgierd Dziekonski, Under-Secretary of State at the Polish Ministry of Infrastructure, Member of the ACE Executive Board (2006-2009)
Jaroslaw Szanajca, President of the European Union of Developers and House Builders
Mateu Turró Calvet, Associate Director, Projects Directorate, European investment Bank

Olgierd Dziekonski, Under-Secretary of State at the Polish Ministry of Infrastructure, believed that creating an equilibrium between competitiveness and sustainable development depended on who is responsible for building the cities – the national or local government, the developers, or the citizens themselves. In most cases he believed that it was actually the citizens who were responsible, as they – indirectly – provided the finance, either as small-scale investors, by allocating funds to larger companies, or through taxes, which fund public building programmes.

Olgierd Dziekonski
"Architects must discern what is in the best common interest"

While cities are in a constant process of flux, with old buildings replaced by new ones, the spirit of the city remains, lingering in the public spaces and in the public domain. This creates a city's long-term quality, and should be included in any "full cost accounting" system, for measuring cities.

Olgierd Dziekonski believed that the public authorities' role in urban development or regeneration should be focused on enforcing the regulations, allocating funding, ensuring that the public is given information about developments, and coordinating activities in order to push through the developments.

He stressed that public and individual interests must interact, and architects must be able to discern what is in the best common interest, so they can produce urban designs, which are both of the highest quality and are sustainable.

Jaroslaw Szanajca, President of the European Union of Developers and House Builders presented the views of "the individuals who execute the financial aspect of sustainable development" - the private sector and the developers. "The fundamental issue is costs", he said, as despite differing national approaches to sustainable development, the private sector still has to apply traditional financial models when finding investors.

Collaboration between the architect and the developer is important at every stage of the project, he said, as they both need to satisfy the client to ensure that s/he will buy the fin-

ished building. Developers and architects must not avoid discussing costs, although it may be a tense issue, as keeping costs down is one way to win jobs.

Legal regulations and the way that they are put into practice is important, said Jaroslaw Szanajca, and while future regulations are key to setting standards for sustainable development, environmental protection regulations for housing can hinder construction. For example developers in the United Kingdom find the upcoming regulations on building zero-carbon housing so tough that it is difficult to operate within them.

One must not forget the important role clients play in the built environment, as any new standards on quality and sustainable development will increase costs. In Europe 100 million people lack housing, and if regulations prevent big house building programmes going ahead, this will deprive them of the right to their own homes.

Mateu Turró Calvet, Associate Director, Project Directorate, from the European Investment Bank, said the EIB's mandate is determined by European Union policies, but it is developing new concepts, such as social cohesion, to support urban regeneration.

Mateu Turró explained that a project's eligibility for funding is determined by whether it takes an integrated approach to aspects such as water, transport, the environment and social aspects. Other criteria included economic and financial sustain-ability, having socially responsible governance, and, the effect on the environment.

He disagreed with criticisms about PPPs, which he felt showed a lack of understanding about how the "real world operates". One must accept that some people will always take decisions for others, so PPPs are a mechanism which builds the public good into a public-private partnership.

One of the new elements in determining the distribution of Structural Funds will be supporting urban development funds which will both work with, and help to control, private developers, thus finding a method that gets the best out of both worlds, which has been very successful in the UK and The Netherlands.

Mateu Turró described the JESSICA (Joint European Support for Sustainable Investment in City Areas) project, which creates funds for urban development by mobilising private money for PPPs. ◨

Jaroslaw Szanajca
"The fundamental issue is costs"

Open Discussion

In response to a question about full cost accounting, **Richard Parker** said that normal accounting often fails to anticipate the full future cost of buildings. One also has to ensure that the public does not shoulder the brunt of a new built environment, by being forced to live in unattractive, low-quality buildings. Europe has the tools to combine regulation and innovation, but needs to overcome the crisis of "followership" – i.e. the public has lost interest in how it is governed.

Olgierd Dziekonski believed that we lack the foresight to know whether the goods being produced today will be economically sustainable in thirty years' time.

In answer to a remark about needing to consider the value, as well as the cost of a building, **Jaroslaw Szanajca** retorted that one had to be realistic about what people will pay for.

Mateu Turró remarked that architects often consider themselves as artists, oblivious of the costs, which frequently leads to high cost overruns on projects. Because many projects begin with democratic decision-making, costs presented to the public are often unrealistically low, so projects are approved, and then costs rise. The EIB tries to avoid this by carefully scrutinising all projects.

Mateu Turró Calvet
"PPPs are about how the real world operates"

As an institution which lends over 20 to 35-year time scales, it searches for innovative ways of taking risks, for example using pay-back lending schemes to improve the energy efficiency of public buildings.

John Wright, Member of the Executive Board of the ACE, said he believed that the EU's new liberal economic focus on improving markets has been disastrous, as procurement initiatives are based on saving money, not on improving quality. He called for a balanced economic viewpoint that is more cohesive and capable of addressing the real issues.

Olgierd Dziekonski believed that one reason why cost was the main benchmark for new buildings was because the public had not been educated to understand the importance of quality. **Mateu Turró** added that procurement is not just about costs, and can be adapted, but the EIB always had to work within EU regulations.

Luciano Lazzari, Member of the Conference Organising Committee, hoped that the focus of the European Union might change. While architects are being asked to go on a mission, the truth is that good architecture can only happen if the client is prepared to pay for it – one could describe architects as prostitutes and developers as their pimps!

Richard Parker said that the market plays a fundamental role in allocating goods and services, but there needed to be a rebalancing between public and private sectors to set standards across nations and industries.

Sunand Prasad, President of the RIBA remarked that the UK Stern Review Report described climate change as the biggest market failure in history, with dire financial consequences. He regretted that the public lacked interest in current democracy, as while society now has the technology and the imagination, political will to set new standards is lacking.

Richard Parker responded, saying that the public has always welcomed and embraced standard-setting, even though it might initially have complained. He believed that in the West scarcity is not a serious issue, but people and professional bodies need to offer assistance in deciding how to distribute resources. ◗

According to **Jan Maarten de Vet**, Ecotec, and the Conference facilitator, the new "inconvenient truth" is that governments and politicians can only act if citizens support them, but public interest in democracy is declining.
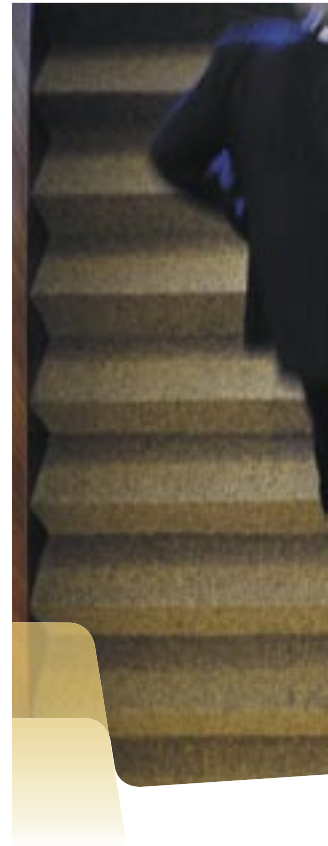
Special Session
The European Political Agenda – The Leipzig Charter and the quality of the built environment

In this Special Session on the Leipzig Charter on Sustainable European Cities the audience learnt that it is a tool to integrate urban development, contribute to sustainable cities and return life to the inner cities. Speakers argued for an integrated, holistic approach to spatial and urban development policies, and as a 'holistic' profession architects were urged to contribute. The Slovenian government outlined the measures it was taking on the Charter.

Ulrich Kasparick, Member of the Bundestag – Parliamentary State Secretary at the Federal Ministry of Transport, Building and Urban Affairs, Germany, explained that the Leipzig Charter was drawn up during the German EU Presidency as the German contribution to urban policy. The Charter is a tool to integrate urban development, setting out the contribution that cities and regions can make to sustainable growth in Europe.

Diversity is one of Europe's greatest strengths, and Ministers have made a commitment to use cities' territorial and cultural diversity as the engine for European development.

Cities must not just be environmentally, but also socially and economically sustainable, said Ulrich Kasparick. The Leipzig Charter suggests that achieving this means countering urban sprawl, and returning life to the inner cities. With state support for inter-city urban regeneration, cities can become engines for growth *from within*.

As cities are very high energy consumers, reducing urban energy consumption and CO_2 emissions could significantly reduce climate change, and this could be achieved by fitting existing building with energy saving measures. Here national governments could take the lead by improving their own buildings,

Ulrich Kasparick
"One of Europe's great strengths is its diversity"

and exchanging best practice with other countries and regions.

It is important to develop a 'building culture', or *Baukultur*, that encompasses all aspects of the built environment, said Ulrich Kasparick This 'building culture' can be formed by laws and good political planning, together with informed debate. Germany has taken the lead by setting up a Foundation for *Baukultur*. Other EU member states are developing national policies on sustainable cities, in the spirit of the Leipzig Charter.

Speech of Janez Podobnik, Minister of the Environment and Spatial Planning of Slovenia, and President-in-Office of the EU Council of Ministers responsible for Environment Urban Development and Territorial Cohesion

The Leipzig Charter on Sustainable European Cities, one year later

The documents which ministers adopted in Leipzig and at the Azores, namely the Territorial Agenda of the EU, the Action Programme, and the Leipzig Charter for Sustainable European Cities, are important documents which are strengthening the spatial and urban dimension in European policy.

Moreover, these documents form the basis, also for the Member States, for future spatial and urban development plans to be prepared in better collaboration between national and re-

gional level and cities. We want to make good use of what the documents recommend: to base the development and spatial competitiveness on the diverse spatial development potentials offered by our regions and cities; and with this, stimulate the use of integrated spatial and urban development policy: to achieve sustainable cities, as underlined by the Leipzig Charter.

I believe that, in addressing the development challenges we meet today such as globalisation, climate and demographical changes, rising of energy and food prices, and increasing use of natural and cultural resources, integrated spatial and urban development policies can provide better solutions and also contribute to greater synergies in development. The integrated and holistic approach to designing policies, encompasses vertical and horizontal coordination and thus involves all sectors as well as all levels of expertise which have an impact on spatial development.

In doing so, we should not be limited by the competencies of different administrative levels or the contradictions between professions or policies. There are far too many such situations in practice today. We need a more adaptable model of territorial governance, which will enable more creative connections between different policies, experts, and levels of governance when solving contemporary developmental challenges.

Architecture, urban design, and urban planning are crucial in designing the shape, function, and to give character to our cities and urban areas. By this I mean that architecture, by its holistic approach, has a crucial role in creating a quality living environment. The quality of living environment is essential for environmentally, socially, and culturally sound ways of living, as well as to the success of the cities as locations for business, innovation and last but not least, as cultural centers. Building quality and locating the activities are also essential to achieving the sustainable city, which I am happy to say, is one of the main messages form the Leipzig Charter. I would like to underline that in the future, only sustainable cities will also be able to be competitive cities. (In this, I would like to relate to the quality agenda, mentioned by Mr. Kasparick and the concept of ''Baukultur'', promoted by the Leipzig Charter) Moreover - architecture, urban design, and urban planning also play an important role in tackling the developmental challenges and should thus be considered as an active part of integrated urban development policies.

In my view, a very important role of the Leipzig Charter is in bringing forward the issue of the integrated approach, which is an absolutely crucial prerequisite to be able to address all the aspects in spatial development and achieve the right balance between development and environmental concerns, in order to create sustainable cities, and as already mentioned by Mr. Kasparick, to bring forward the cultural dimension as well.

Janez Podobnik
"The most sustainable cities are also the most competitive"

Please allow me to share with you the experience of Slovenia in this regard. I would like to stress that Slovenia has quite a long tradition of sustainable development, being one of the first to use environmental impact assessments already since the 70s. (…for large projects, co-financed by the bank – on the request of the bank for the proof of environmentally sound projects – a special Group for the Evaluation of the Interventions in Environment was established for that purpose). The legacy of the former planning system, based on an integrated approach, public participation and including the system of coordination between sectoral policies left many positive effects also in the process of adjusting to the market economy and new governmental system. Today, with new legislation, we are focusing on inner development and growth, with the stress on preventing urban sprawl and improving quality of building. The renewed system of spatial planning in Slovenia which is currently being updated is thus focused on sustainable urban development. Spatial development is seen as the integrator of social, cultural, economic and last but not least ecological aspects of development.

First and foremost, we are putting emphasis on the quality agenda, in which we want to continue the work initiated in Leipzig. This stimulated also the initiative, started by our Chamber of Architects some three years ago, to prepare and adopt an Architectural Policy for the Republic of Slovenia. We want that the Policy represents the necessary boost to those involved in planning, designing and construction of our built environment and to guide them. We address architects, landscape architects as well as engineers, youth, NGOs, industry, researchers and teachers, but also civil society and citizens. The main purpose of the Policy is to give a firm guidance how to achieve a quality built environment through minimising negative impacts on the environment

Allow me also to underline some of the issues which Slovenia is taking forward in urban policy and the implementation of Leipzig Charter during its Presidency:

In the light of the implementation of the Leipzig Charter, with the emphasis on the "quality agenda", we are:
• Continuing the dialogue among the Member States, EU institutions and other stakeholders with the view of learning by exchanging the experience and examples of good practice in the implementation of the principles set forth by the Leipzig Charter.
• We also initiated a dialogue with focus on the important role of urban development and planning in tackling climate change in which architecture, urban design and urban planning play the leading role.

I would also like to mention another task which Slovenia took forward: the activities for coordination of territorial and urban development: this action derives from the implementation of

the First Action Programme for the implementation of the Territorial Agenda. ◾

Open Discussion **Ulrich Kasparick** said that an integrated development approach will only work if it is "bottom up", and includes civil society, and while the German Foundation on *Baukultur* was trying to get an inter-disciplinary, integrated approach, the incumbent culture of divided responsibilities is still very powerful.

Looking at the barriers to an integrated approach, **Janez Podobnik** said that it was important to get coherence and multi-level governance, with links between the horizontal and vertical sectors. For example, much better coordination is needed between architects, engineers and contractors on local authority construction projects.

Responding to a question by **Jan Maarten de Vet** on whether voluntary charters work in the long term, **Ulrich Kasparick** said that one needed a mix of voluntary and legally-binding instruments, with national legally-binding objectives supported by local measures. Mr Podobnik added that architects should do more to promote energy-friendly buildings, and ensure their designs minimise Europe's ecological footprint. ◾

Session C
Environment

In this session, it was argued that the environmental situation is so serious that one must use every possible tool to change people's attitudes. Speakers described the challenges of scrapping traditional thinking to carry out an integrated approach to the built environment, both at national and European Union level. Two workers 'in the field' described measures being taken in Budapest and Gothenburg to regenerate the cities, one based on Public Private Partnerships, the other led by the local authorities.

Speech of Gary Lawrence, Principal, Global Leader for Sustainable Urban Development, Arup, USA

Assuring the Sustainability of the Built Environment

"Insanity is doing the same thing over and over again and expecting different results."
Albert Einstein (attributed)

Introduction

As designers, too often we create the stage upon which the drama of life unfolds without actually understanding the purpose of the play. As a society and as practitioners we are not predisposed to take the time to explore an issue in breadth, to think about how the issue we are studying may relate to, or indeed even be caused by another, not on the table.

The world's complications are becoming clear: complications we have created for ourselves. Well intentioned but single-minded policy makers and designers have led a descent into chaotic urbanisation. Ever more siloed thinking has led to the creation of transportation systems that do not consider land use, land use regulations that do not account for energy needs, waste systems that fail to reintegrate wasted natural resources through positive use. We must embrace a new design paradigm wholeheartedly, efficiently and rapidly, before we squander our remaining natural resource capital.

The great civilisations of the past left us a legacy of iconic structures made by humans for human use. They were frequently engineering driven and beauty was seen through engineering eyes. In recent decades however, the drive for the aesthetic has too often overwhelmed the need for utility.

The issues our society faces today are highly technical. Climate change is an accepted reality, although the specific consequences are still unknown. We are struggling to manage dwindling water supplies, over-used electrical generation systems, rapid urbanisation and re-urbanisation, and demographic shifts. Our engineering expertise can easily seduce us into believing that solutions lie only in the scientific aspects of projects. Danger lies at the end of this path. The world cannot afford an overcorrection to the technical alone.

The requirements of people, now and in the future, demand that we completely integrate not only aesthetic and scientific factors – but the real needs and desires of people: their senses, their emotions, their diverse identities too.

I have been asked to address several questions which can be broadly summarized under two headings:
At what scale should we tackle sustainability?

Gary Lawrence
"Our cities are in a state of chaotic urbanisation"

What is the role of architects and designers in the politics of change?
In addition I would like you to consider:
What is the role of design in achieving greater equity and justice in society?
In an attempt to respond to these questions I propose to move through a four step process that experience has led to me trust.

I Understanding the issue/opportunity

First of all, why do cities exist?
They began as instruments of trade, military or religious power, and security. They were placed at strategic locations and often adjacent to water to make the movement of heavy materials and goods easier. Many continue to exist for these reasons.

New cities pop up to serve existing urban centers as infrastructure makes distance less relevant. And, some continue out of habit as their original or subsequent purposes fade with time and societal change.

In theory, urban conurbations exist to foster complex interactions of diverse people, ideas, goods and services to optimize conditions for human development over time. In practice most urban places fall short of their promise. The worst have produced human and natural environments more conducive to misery than to human development and improved lives.

II Agreeing that the issue/opportunity should be addressed and is a priority

Sustainability is from this point of view an analytical framework – a decision-making tool – that allows one to address the city's present and future perspectives of depth, breadth, at the intersection of systems, and through time.
We can think about the physical realm of cities – buildings, infrastructure, open space, etc. – as though it is a stage.
Without being quite certain of the play one is putting on, the stage can be ineffective if not altogether disruptive.

Seattle –
The Seattle example is now a bit more than a decade in the making. In my Planning Director days there we did the world's first municipal comprehensive plan dedicated to sustainability, a word we didn't use before the 1992 Earth Summit but incorporated thereafter.

The plan was designed to satisfy the legal requirements of the Washington State Growth Management Act but went much further. There is much we could discuss about it but I'd like to emphasize a few points:
First, the plan would not have been possible without political leadership. Mayor Rice hired me to be his planning director with two clear statements,
• If I couldn't translate good planning into good politics we would both be out of work.
• If I could not explain to him for every decision we asked him to make, whose life would potentially improve and whose

would get worse, we didn't understand the questions well enough to ask him.

From that I learned something that has stood me in good stead in all of my planning and sustainability work:
1. Planning is not a technical exercise with political and economic consequences. It is a political and economic exercise that has technical attributes.
2. Sustainability is a political choice.

III Knowing what to do about the issue/opportunity and how it relates to other issues/opportunities

If we accept that sustainability is a political choice it becomes clear that many of the elements of planning that are essential if we are to create sustainable communities are often left out of the discussion. These include:
• Nostalgia
• Fear
• Aspiration – and lack of aspiration
• Communities of place versus communities of interest
• Consensus versus informed consent

With regard to the technical attributes, perhaps the one thing we can all agree upon is that modern cities are very complex at many levels. One can look at the vertical and horizontal "as built" drawings of electrical grids, water and sewer systems, origin and destination studies, etc. and be easily overwhelmed. More overwhelming still is that each of those systems relates in some way to other systems. If you take the

perspective of virtuous cycles one can see how inclusion, spatial development, mobility and access, environmental health, human health, economic development, logistics and all sorts of other systems are interdependent.

However, albeit with the best of intentions, we treat these systems separately, each in its own silo, and create unsustainable urbanisation as a result. Conventional planning processes tend to focus on one issue at a time and too often the impact of one system on another is ignored until the consequence becomes a reality. Arup is taking a new approach to planning with the goal of delivering better performance outcomes in cities. We developed a tool we've dubbed an "integrated resource model" that allows us to see how each change made in one system would ripple across the city plan and affect those systems that integrate with it. Using this model we can compare the inputs and outputs of any facility, process, product, or human activity on the island. For example, if we move an office park a mile in a given direction, the tool can recalculate average walking distances for commuters, estimate how many people will drive or take public transit instead of walk, and then add up the ultimate change in energy demand. More importantly, this tool allows us to identify places where one process creates waste that another process could recycle.

Nor does the challenge stop at mitigating the effects of human development. Whether we choose to accept climate change as the cause or not, the reality is that conditions on the planet are changing. The droughts, fires and floods experienced by large parts of Europe in the past few years present further

Jean-Marie Beaupuy
"We must bring actors together in an integrated approach"

challenges to our ability to design environments that optimize human conditions over time. In more developed countries there is increasing dependence on national and/or metropolitan grids for energy, water, food and finance distribution. These large scale distribution systems by their nature can transfer undesirable consequences of weather related disasters to areas that are not directly affected by the weather event itself. In the face of unknowable consequences it may be the wisest course to bring the scale of systems down so dependency on regional and national grids is reduced. In reducing the scale of systems it is also possible to reduce the contribution of various systems to climate change.

IV Choosing to do what we know how to do today and improving on that tomorrow

In a resource constrained world – our world – a unified design approach is the most rational pathway to long term value creation. Taken seriously, a unified approach requires us to address issues in depth, in breadth, at their intersections, and over time. Behavioral psychologists, sociologists, physicists, anthropologists, economists, public health officials: all need to be engaged in a broader definition of the design profession. Within this framework, unified design becomes the most robust way to seize opportunities. It also prevents any single in-

terest from capturing the idea of "design" and holding it hostage, impeding progress toward the ultimate goal: optimising conditions for sustained human development over an extended period of time.

If previous and current generations of designers are somehow complicit in the making of our present environmental and social conditions, then countering these conditions must surely require a radical shift in the way that we approach design. The world can no longer afford the folly of the disaggregated direction that design has taken in the past decades. It is now time to refocus on a unified approach, without which we stand very little chance of success. And when we do, people will no longer be extras to the set design – they will be liberated to become the playwrights too.

Sustainable Cities and the Moral Obligation to be Intelligent John Erskine's 1914 essay and subsequent writings by his student Lionel Trilling, who became the United States' foremost literary critic, attack the false dichotomies between heart and mind; reason and faith. John Boles describes the Erskine/Trilling work as follows…
"Intelligence finds its own balance by connecting circles of disparate ideas that appear, on the surface, to have no shared meaning with the core goal of making everything fit better together for community social advancement. Intelligence binds those ideas together and creates new connections for understanding."

I think Boles' description may be the best definition I've read

describing sustainable design. I believe that all of us in the business of creating the built environment have, in these terms, a moral obligation to break down the customary belief that leads to silo thinking, to create a preferred future. We – designers of all persuasions including engineers, owners, contractors, psychologists, public health specialists, etc. – must come together up front as peers to address the challenges we face. ◼

Round Table

The integrated approach – the challenge

Participants :
Charles Picqué, Minister-President
Brussels-Capital region
Jean-Marie Beaupuy, President, European
Parliament Intergroup Urban. Logement
Eva Beleznay, Chief Architect, Budapest, Hungary
Anneli Hulthén, Deputy mayor of Gothenburg

Charles Picqué, Minister-President, Brussels Capital Region, Belgium, said that the integrated approach was becoming more popular and urban governance becoming more complex and we are going through an "urban revolution". He admitted he was from the "old school", which used the territorial approach and took a social viewpoint, rather than today's sustainable viewpoint, which emphasises the environment and the quality of public space.

Applying an integrated approach means taking into account the institutional and administrative aspects of the city, as well as decentralising policies like education, jobs and housing, to ensure they are integrated at the local level.

As this integrated approach must also fit into a global strategy, Brussels has launched an international development plan, based on new large infrastructure development and city-marketing campaigns, in cooperation with the European Commission and the City of Brussels. However, making cities competitive must not make us forget the importance of a decent quality of life, he said.

Charles Picqué said that the economy was not the only force driving city development, and he wanted to launch a call to reintroduce democracy and the social aspect of cities, and create friendly spaces to encourage social links and make citizens proud of their cities.

Turning to details of the competition to redesign the area bordering on Rue de la Loi, Charles Picqué said that they had invited the private sector to redesign a European Quarter that would merit being the capital of Europe. As one of the biggest office areas in Europe, it needs to be given life and good architectural coherence.

Charles Picqué
"We must not forget the imprtance of a decent quality of life"

Eva Beleznay
"Europe needs cities and regions which are strong and good places to live",

Jean-Marie Beaupuy, MEP, President of the European Parliament Inter-Group Urban.Logement, believed an important element in the "urban revolution" mentioned by Minister-President Picqué is to improve the citizens' quality of life. We need to study how to integrate all the different aspects of the city, and bring together all the actors involved together in this integrated approach, he said, as it is only by becoming more coherent in our approach that we can ensure that our citizens' needs are met.

At present there is no coherent approach to governance, and members of the Parliamentary Inter-Group will be presenting a text on more integrated governance to the European Parliament this October, said Jean-Marie Beaupuy. At the same time "we should clean up outside our own front door", and set up a commission to encourage the European institutions to adopt a more integrated approach.

Thanks to the Leipzig Charter, different departments in national governments are learning to be more integrated, which is particularly important given increasing mobility across Europe. He used the example of a multinational company which sets up an office on the periphery of a city, creating 750 jobs. While this generates incomes and employment, the local authority must plan all the services needed in an integrated way – ensuring that there are schools, nurseries, housing, a transport infrastructure and a road network.

Society has passed through a revolution in recent years, with the growth of ICT and the use of the World Wide Web, so all

these changes demand a more integrated approach to urban planning, he finished.

Eva Beleznay, Chief Architect, Budapest, Hungary said that while we may have policy statements on reorienting national and local policies, how can we make this happen? she asked. From her experience, environmental action programmes are hampered by an implementation gap and by the lack of integration.

A synergy has to be created between action on all levels, and between the private sector and local government, as she believed that the latter should play a role in formulating national policies and creating frameworks for local action.

Eva Beleznay said that "Europe needs cities and regions which are strong, and good places to live". All cities are struggling to integrate activities, and while they have developed policies on the economy and sustainability, it is important to get the right mix between targets and tools so that these can operate successfully.

She described how the city authorities were making Budapest more sustainable:
• inner urban development is in the hands of private ownership, with support from Public Private Partnerships and the use of public funds;
• the riverside sites along the Danube are being developed for mixed use;

• work is going ahead to regenerate the city's 'brownfield' zone;
• a number of different sub-centres are being created, based on mixed land use, including traditional village/district centres;
• work is being undertaken to make the city more homogenous;
• there is a project to integrate public transport with urban and suburban transport systems, to encourage people back onto public transport.

Finally, the government has introduced a green procurement code for cities to use on their own projects. This includes environmentally-friendly design, the use of energy-conservation materials, and limiting noise pollution.

Anneli Hulthén, Deputy Mayor of Gothenburg, Sweden, felt that progress on integration was too slow "We are not moving fast enough", she said, as while cities may adopt an integrated approach, they are still organised in old-fashioned ways – "working in pillars, when they should be using bridges".

She believed that all urban design should be horizontal, covering all aspects, and be supported by political leadership. She described how Gothenburg was a very mixed city, with a large number of refugees, which has started to plan its budget from a sustainable development perspective. The city can pursue an integrated approach as it is a big landowner, owns its own energy-supply and waste management and housing companies.

The city currently has a big building programme – to build 2,000 dwellings each year, with special housing units for the 18-29 year-olds who cannot access the housing market. Gothenburg is also promoting public transport, using various measures to encourage its use, plus promoting cycling and walking as forms of mobility.

In terms of its energy-efficiency goals, only 1% of households use oil for heating, and 40% of the new dwellings are "passive houses", with modern, efficient heating systems. There are also measures to help those with mental illnesses, or with other special needs.

All these measures are being evaluated, using 19 goals to measure progress, so the city council can then redo the budget to improve the activities. ◗

Anneli Hulthén
"Cities work in pillars, when they should be using bridges"

Open Discussion

Gary Lawrence responded to the speakers' contributions, saying one needed to convince citizens that an integrated approach works, and to show how improvements in one system, feed into another. He referred to the concept of "fungibility" in which funds for one purpose can be used for another if it solves the problem, and regretted that the way funds are allocated usually works against an integrated approach. ◖
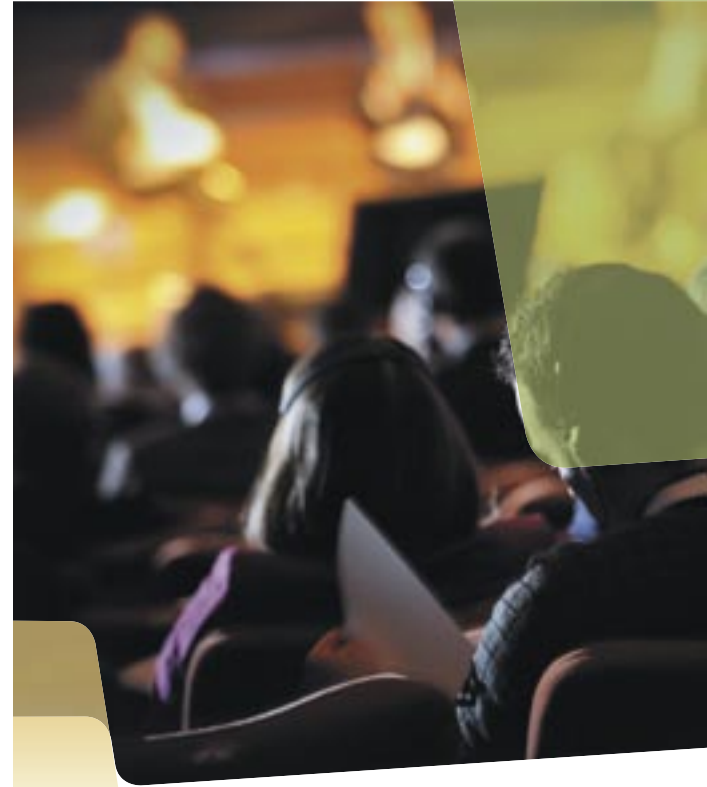
Session D
Culture

In this session, architecture was described as the art that combines all the aspects of today's world. Speakers spoke of the importance of culture in Europe, and how the European Union was beginning to accept this, particularly as culture can be good for the economy. The French government described the measures it would be taking during the EU Presidency to push the cultural agenda forward.

Round Table

The "Fourth Pillar" – (Building) Culture, key to balanced urban and spatial development

Participants :

Odile Quintin, Director General, Education & Culture, European Commission
Rob Docter, President of the European Forum for Architectural policies (EFAP Association); Director of the Berlage Institute
Hans Ibelings, Editor-in-chief, A10 Architectural Magazine
Jean Gauthier, Director of Architecture at the French Ministry of Culture and Communication

Odile Quintin
"EU's cultural sector accounts for 2.6% of EU GDP – more than chemical production"

Odile Quintin, Director-General, Education and Culture, the European Commission, said that architecture was the art that best combines all the difference aspects of today's world.

The European Commission has accepted the importance of culture in Europe, and its 'Communication on a European agenda for culture in a globalising world', issued last year, stresses that culture is at the heart of the EU project.

Rob Docter
"Architects must use architecture to re-state social values"

Culture, including architecture, can be good for business she said. An analysis of the economy of culture carried out in 2006 showed that the EU's cultural sector accounts for 2.6% of EU GDP – which is higher than car production or the chemicals industry. In 2004, 1.5 million people in Europe were working in the architecture or engineering sectors - giving an added value of €73 billion.

The EU uses its Structural Funds to support European culture, while the European regional development fund supports architecture through urban initiatives. The EU's cultural programme promotes cultural cooperation, and sponsors the Mies van der Rohe Award for contemporary architecture.

The European Agenda for Culture wants to develop culture platforms to encourage dialogue between the cultural sectors and the EU public authorities, and Odile Quintin hoped that architects would play a role in these.

Rob Docter, President of the European Forum for Architectural Polices (EFAP Association) explained that the EFAP was an informal network of experts in the field of architectural policies in Europe that works to promote architectural policies, document best practices in the field, and lobby for the quality of architecture.

At the beginning of the 20th Century Europe's city fathers had formulated a cultural agenda to improve citizens' quality of life, and this had sometimes resulted in exciting coalitions between public clients and architects. However, since the 1990s, public goods – social housing and the public realm as the place for cultural expression – had been privatised and left to the will of PPP constructions, with a resultant declining interest in culture.

Architects must reclaim responsibility over the public domain, and use architecture as a political instrument to restate social values, said Rob Docter. While architects must perform in market conditions, they also have an ethical responsibility as public intellectuals who can reflect on the future of society.

The concept of *Baukultur* – (the quality built environment) demands an integrated approach, and architects must play a leading role through synthesising all the elements of urban development. While they have the ability to create a coherent vision of sustainable development, sadly, they are rarely included in planning for this, which he described as like "having a cook book without a cook".

While the market has been responsible for some poor constructions, architecture must claim back the construction of the living environment, as the current "ready-made" supply of buildings cannot inspire individuals to create their own living spaces. Architects have the ability to envision society's as-

pirations, and architecture is one of the most powerful social, cultural and economic forces, he finished.

Hans Ibelings, Editor-in-Chief, A10 Architecture Magazine, the Netherlands, described architecture as a collection of buildings which can make a big effect on human beings. Despite this, 90% of Europe's buildings are not architect-designed.

Hans Ibelings
"Since 1989, there has be a homogenisation of architectural culture"

He believed that during the Cold War period, the historical study of architecture was restricted to buildings in Western Europe, as the 'Iron Curtain' hid many of Eastern Europe's best buildings. After 1989, there was a new reality in Europe and this, added to the effects of globalisation, has sadly resulted in a homogenisation of architectural culture.

In the light of ecological and demographic changes, he believed that rather than designing and constructing new buildings, a better solution would be to reuse existing buildings, particularly given the low standards of some of the new buildings.

Jean Gautier, Director of Architecture at the French Ministry of Culture and Communication, began his presentation by pointing out that under French law, architecture is defined as an aspect of culture.

He agreed that architecture plays a crucial role in sustainable development, and that architectural diversity is very important, as it both represents cultural diversity and enriches European cities. However, said Jean Gautier, this cultural diversity can only thrive under a continuing democracy, and more education is needed to explain the benefits of this.

When it assumes the EU Presidency, the French government will be undertaking the following measures in relation to culture and architecture. It will:
• follow in Slovenia's footsteps, by pushing the EU Council of

Ministers to continue with the Leipzig Charter;
• encourage the exchange of ideas through the European Forum, which will present its 'Conclusions' to the Council of Ministers stressing the role of architecture in European policies, and encouraging individual Member States to apply these;
• address the problems of 'urban sprawl' stressing the crucial role that architects and urban planners have in correcting this;
• encourage an integrated approach, encouraging the refurbishment of existing - abandoned - buildings for other uses, thus preserving heritage.

In addition, the French Presidency will encourage the dissemination of scientific ideas and the exchange of good practices on sustainable development, as well as encouraging EU Member States to bring in an architectural adviser for all public and private developments, and develop educational programmes on urban development.

A meeting of the European Forum of Architectural Policies will be held in Bordeaux in October to talk about setting standards and objectives for sustainable development, and this meeting will draft the Conclusions to be submitted to the Council of Ministers. ◗

Jean Gautier
"Under French law, architecture is an aspect of culture"

Jean Gautier hoped that the Council of Ministers would react to these conclusions (mentioned above) by adopting its own Conclusions with proposals for concrete actions, such as integrating architecture in the territorial programmes for the Structural Funds.

Open Discussion

Odile Quintin commented that she did not consider architecture and markets to be incompatible, as culture can help to develop markets.

Laurie Neale from Europa Nostra commented that architecture could actually be a market force, as redeveloping abandoned buildings helps surroundings to blossom.

Hans Ibelings responded that the market needs architects. In Europe it is often only publically-owned buildings which employ architects, and one can notice the difference between these and many private buildings which are not architect-designed.

Jean Gautier stressed that measures must be taken so that the European Institutions understand the important role that architecture can play, and he hoped that governments would act on the conclusions that the European Forum on Architectural Policies is submitting to the European Council.

In response to a point that had been made on the need for a more cross-policy approach to the cultural dimension in the Commission services **Odile Quintin** argued that the European Commission must have a specific structure in charge of culture – as it is currently the case – rather than "streamlining" culture across all the departments, although she is willing to enhance coordination activities. ◾

Closing Session

During the closing session, the Conference themes were summarised, including the importance of involving all parties in urban regeneration, taking an integrated, holistic approach, using public procurement to promote sustainability and quality. Architecture was described as a positive tool in this process.

Closing Speech by Janez Podobnik, Minister of Environment and Spatial Planning of Slovenia, and President-in-Office of the EU Council of Ministers responsible for Environment Urban Development and Territorial Cohesion

It is my pleasure to have the opportunity to address you again; as Slovenian minister, responsible for Environment and Spatial Planning, and also in the capacity of the acting EU Presidency in the field of Urban Development and Territorial Cohesion.

Today's speakers have touched on the built environment from many different angles and emphasised that the cities we live

Janez Podobnik
"We need to focus on how to provide a culturally attractive, environmentally acceptable, socially-friendly and economic built environment"

in are very complex and vivid structures that need our greatest attention. I would like to refer to some issues that were maybe already spoken of because I feel that they are extremely important and give us direct guidance when thinking about future:

• creating and maintaining a quality built environment (''Baukultur'') is a permanent process that requires constant monitoring and adapting;

• development of cities demands everybody's participation and everybody's involvement in designing the future;

• cooperation within the triangle of planners or designers, construction industry, and end users, provides added value and solutions for sustainable cities and quality of the built environment;

• I believe that architecture should be considered a positive tool for policies in steering the investments towards sustainable development;

• public procurement on European, national and local levels should be used as a tool to promote sustainability and quality!

Many of the EU countries have their national architectural policies, which shows, that they have recognised the vital role which architecture plays in the development of a high quality built environment, with future generations in mind. Perhaps, now could be the time to bring some issues together to find a common understanding of the crucial role that architecture is playing in these policies. This could provide a direct link between the Lisbon Strategy goals and urban planning, architecture and construction industry. We all need to focus on how to provide a culturally attractive, environmentally acceptable, so-

cially friendly and economically prosperous built environment. Exactly the same questions need to be answered also in each project taken over by an architect. Here are important principles on reusing, recycling, updating and upgrading, which are just as valid for the city or neighbourhood, square or building as for a shopping bag. Use of new open space for construction works must be regarded as the last option.

To me this ACE conference has been very valuable as it confirmed the added value of architecture in achieving a sustainable and quality built environment. I am convinced that politicians and architects can work together in a very efficient way and that we are allies and partners. Thinking back through history, architects and politicians made great things together: Imhotep's pyramids of ancient Egypt, Brunelleschi in renaissance Florence, Cerdá's extension of Barcelona, today's architecture of….. No, I don't want to enter into naming numerous good recent architectural achievements.

Let's keep up the good work! ●

Jan Maarten de Vet, Director of Ecotec and the **Conference facilitator** summarised some "personal conclusions" from the Conference:

• people need to feel "comfortable again", so architects must respond to people's needs and desires, foresee the needs of tomorrow's citizens and cities, and understand the importance of public space;
• tomorrow's cities need "to be themselves" and be truthful to their origins and identity, but be able to learn from other cities;.
• high quality planning, design and building needs an integrated, holistic approach, with good cooperation between architects, other professionals, city leaders and citizens.
• we have to be aware that citizens' desire for a high quality built environment does not always translate into concrete demands for high quality.
• designing for the future requires a long-term vision, recognising that sustainability means added-value;
• governments at all levels have to assume their responsibilities – especially in areas where the market has failed to produce good results, and this includes public procurement, where the focus should not be on cost alone.
• we operate within the context of globalisation, where concern for the environment and cultural diversity will be an added value, bringing social, economic and environmental benefits. At the same time, we need to exploit our European identity.

Jan Maarten de Vet
"Designing for the future requires a long-term vision, recognising that sustainability means added-value"

Juhani Katainen, President of the Architects' Council of Europe, thanked all the participants and the Partners and Sponsors and he brought the Conference to a close. ●

Conclusions
of the ACE Conference:

A high quality built environment requires high quality in planning, design, building and management with good, timely cooperation between architects, other professionals, city leaders, administrations and citizens. A long-term vision for the built environment has to recognise the importance of the four pillars that constitute the basic framework for sustainable development.

A. Social pillar

1. A real challenge for all professionals in the construction sector lies in their ability to capture quality and 'beauty' and to translate them into completed projects and measurable values. There is a need to better understand why the market does not fully respond to the desire of citizens for a high quality built environment – and to address these constraints one by one.

2. Good design benefits all citizens. The role of design in achieving greater equity and justice needs to be explored through pilot projects and best practice.

At the closure the audience was treated to an inspiring, unexpected, piano recital from Jordi Querol y Piera, Vice-President of the ACE, from Spain, who played pieces by Frederic Chopin and Manuel de Falla.

B. Economic pillar

3. The cities of tomorrow can only be deemed successful if they fulfil the genuine needs and responsible desires of people. The true needs of citizens must be anticipated and long-term viable solutions devised to respond to them for which economic aspects are decided on the basis of life cycle costing.

4. Governments have to effectively and urgently assume their responsibilities and must see that it is not acceptable to privatise public policy. This is especially the case in the areas where the market fails to produce good results. In particular, reform of the public procurement process must be devised in which quality outcomes become the main goal over and above lowest cost.

C. Environmental pillar and sustainability

5. Designing for the future is a long-term vision. It must be recognised by all built environment professionals that sustainability is an absolute. A challenge that waits to be faced is the need to retrofit our cities, devising policies and techniques at the scale of the challenge faced that will lead our existing cities to a sustainable future.

6. Governance and decision-making processes that lead to the creation of the built environment must adopt an integrated approach drawing on all fields that affect the quality of the daily lives of all citizens.

D. Cultural pillar

7. Seen within the context of globalisation, cultural quality and diversity provide dynamism, identity and real attractiveness to places resulting in economic, social and environmental benefits. We need to recognise, cherish and promote our European identity.

Architecture has visionary and synthesising power to contribute to the achievement of these statements.

The Architects' Council of Europe
10th april 2008
www.ace-cae.eu

Biographies

Jean-Marie Beaupuy (France), Member of the European Parliament (MEP), Chairman of the Intergroup Urban.Logement at the European Parliament, he holds a Degree from the Ecole supérieure des sciences commerciales of Angers. Jean-Marie Beaupuy created the Stratégie Formation company in Reims in 1975, he was Councillor at large of the Marne from 1979 to 2004, he has been Deputy Mayor of Reims since 1983 and is responsible for European Affairs and the Environment. He was elected MEP on 13 June 2004 and is a full member of the European Parliament Committee on Regional Policy and Coordinator for his political group, the ALDE. He is the author of the European Parliament report entitled "The Urban Dimension in the Context of Enlargement."
With the support of several MEPs, Jean-Marie Beaupuy created the Intergroup Urban.Logement in 2005.

He is the active Chairman of the Intergroup and is working towards the improved consideration of the urban dimension in European policies. He has hosted several events to this end.

Eva Beleznay (Hungary), Acting Chief Architect of the City of Budapest, Éva Beleznay graduated from the Budapest Technical University and did her postgraduate studies at the University of Pennsylvania, Philadelphia. She is currently acting Chief Architect of Budapest. She is an Urbanist and Architect and she provides leadership and policy direction for the urban development and architectural policy of Budapest as well as taking responsibility for the land use framework plans and zoning regulations. As regards strategic planning, her major tasks are the advancement and monitoring of the approved Medium-Term Development Program of Budapest. As part of the related action programmes, her present priority is to bring to success the flagship urban development projects of Budapest, including the Heart of Budapest programme with the City Hall Forum, the Óbuda Gasworks brownfield regeneration project, the Public Docks cultural project and the mixed use area development subcentre project. Prior to her present appointment, she was the Head of the Deputy Mayor's Office for Strategic Planning and Urban Development.

Ilda Curti (Italy), Deputy Mayor on Urban Regeneration and Integration Policies of the City of Turin, Ilda Curti holds a Master Degree in Philosophy. She was Assistant to MEPs in the European Parliament in Brussels and Strasbourg from 1989 to 1994 and from 1994 to 2001 she was Executive of the International Relations Department of the City of Torino. In 2001 and 2002 she worked as a Consultant for the City of Turin on the project Progetto Periferie under the URBAN II Programme. From 1998 to 2006 she was Committee Director and project manager of Progetto Porta Palazzo – The Gate (www.comune.torino.it/portapalazzo/homeuk.html) and the Local Agency for Urban regeneration. From 2001 to 2006 she was a Founding and Board Member of the Fondazione Fitzcarraldo (www.fitzcarraldo.it) acting as Head of International Planning and Local Development Unit. Since 2006 she is the President of the Local Agency Progetto Porta Palazzo – The Gate and President of the European Network QeC_Eran.

Rob Docter (The Netherlands), President of the Association to support the European Forum for Architectural Policies (EFAP-FEPA aisbl), Rob Docter graduated from Delft University of Technology, Faculty of Architecture with a specialisation in urban planning (M.Sc. diploma Janu-

ary 1978). From 1978 to 1991 he was Architect, Project Manager and later Chief in The Netherlands Department for Conservation, mainly occupied with the protection of historic town and village landscapes, advising local authorities on urban conservation issues and conducting research. From 1992 to 1999 he worked with the Ministry of Education, Culture and Science of the Netherlands, was Senior Advisor on Film and Architecture, Arts Directorate (1992-1996) and Head of the Architecture Department responsible for the government's policy on architecture (1997–1999). Other activities include: Founding Member of the of the European Forum for Architectural Policies, President of EFAP aisbl., Founding Member of the Venice Rietveldpavilion Foundation (Secretary of the Board), Member of the Board of the Palladio Project Foundation, Member of the Board of the Trafik Foundation, Member of the Advisory Committee of the European Prize for Contemporary Architecture, Mies van der Rohe Award and Member of the Board of 'Kunsten 92'.

Françoise Favarel (France), An architect (DPLG) and urban designer (OPQU), Françoise Favarel is Co-Director of Urbane, an architecture and urban design office founded in 1991. Urbane, based in Toulouse (France), brings together, in one professional team, architects, urban designers and landscape architects that concentrate principally on urban design projects. Urbane won the Palmarès des jeunes urbanistes (2005) and won Le trophée des aménagements urbains du Moniteur (2005). Françoise Favarel was a member of the Conseil National de l'Ordre des Architectes Français from 1998 to 2007 and she chaired its Committee on Urbanism from 2002 to 2007.

Jean Gautier (France), Director in charge of Architecture at the Ministry of Culture and Communication, Jean Gautier holds a degree in political science from the Political Science Institute, Paris and degrees in English and Law. He also holds a Certificate in advanced studies (DES) in public law and business law.
His career can be summarised as follows:
• Student at the ENA (Ecole nationale d'administration) (1975-1977)
• Sub-prefect, Head of the cabinet of Prefect Corrèze (1977-1979)
• Secretary General of the Hautes-Alpes region (1979-1981)
• Head of mission to the general government secretariat (1981-1988) (Home affairs, decentralisation, French Overseas Departments and Territories, culture and communication, constitutional issues and administrative reform).
• Senior civil administrator (1984)
• Advisor and Chief Clerk to the Audit Office (since 1988) (Third chamber equipment, housing, town and country planning)
• Head of mission at the coordinator's office for the free movement of persons at the Ministry of Foreign Affairs (Schengen treaties) (1989-1990).
• Head of the architecture department, City of Paris (1993-1996)
• Director General of the municipality of Paris (1996)
• Director of cultural affairs, City of Paris (1996-2001)
• Appointed by the Prime Minister to draw up a report on the Maison de la francophonie (Francophone cultural centre) (2002)
• Senior legal advisor to the Audit Office (2003) (6th Chamber: Social affairs)
• President of the French Commission for the Year of Brazil (2003-2005) (Ministry of Foreign Affairs – Ministry of Culture)
• Director in charge of architecture at the Ministry of Culture and Communication (2006) Associate Professor at the Ecole nationale d'administration (1981-1983 and 1986-1990), and at the Political Science Institute of Paris (since 1986)

Anneli Hulthén (Sweden), Deputy Mayor, City of Göteborg, Aneli Hulthén graduated from University of Göteborg, Sweden, with a degree in political science, information and international relations. Her work experience, including previous positions, can be summarised as follows:
1987-1988 Senior Officer, Youth Housing Foundation, City of Göteborg
1988-1994 Member of Swedish Parliament
1993 Advisor to the Swedish Minister of Foreign Affairs
1995-2002 Member of European Parliament
2000-2002 vice Chair of the European Parliament Environmental Board
1999-2002 Chair of the Swedish Government Drug Commission
Her present positions include:
Chair of the Traffic & Public Transport Committee, City of Göteborg; Chair of the Housing and Planning Committee, City of Göteborg; Member of the Göteborg City Executive Board and City Council; Chair of Mistra, The Swedish Foundation for Strategic Environmental Research; Chair of the Police Authority in the County of Västra Götaland; Member of Board, Swedish Social Democratic Party and Chair of the EC CIVITAS Policy Advisory Committee.

Hans Ibelings (The Netherlands), An architectural historian and editor/publisher of A10 New European Architecture, a bimonthly pan-European magazine, Hans Ibelings was, from 1989 to 2000, the Curator at the Netherlands Architecture Institute, Rotterdam. From 2000 to the present he has been an independent architectur-

al writer and was, from 2005 to 2007, visiting professor for architectural history at the Ecole Polytechnique Federale de Lausanne (EPFL).

A short selection of his publications include:

Supermodernism: Architecture in the Age of Globalisation, Rotterdam, 1998
The Artificial Landscape: Contemporary Architecture, Urban Design and Landscape
Architecture in the Netherlands, Rotterdam, 2000
Unmodern Architecture: Contemporary Traditionalism in the Netherlands, Rotterdam 2004
New European Architecture 0708, Amsterdam, 2007

Siim Kallas (Estonia),
Vice-President of the European Commission, Siim Kallas has been an active participant in the restoration of Estonian statehood and has served in Estonia as Prime Minister, Minister of Finance, Minister of Foreign Affairs and President of the Central Bank. He has been elected to the Estonian Parliament three times. He also held the position of the Chairman of the Estonian Reform Party since the party's creation in 1994 until November 2004, after which he became the Honorary Chairman of the party. In May 2004, he was appointed a Member of the European Commission, working in the field of Economic and Monetary Affairs. Since November 2004, Mr Ka-

llas has been Vice-President of the European Commission in charge of Administration, Audit and Anti-fraud.

Ulrich Kasparick (Germany),
Member of the Bundestag - Parliamentary State Secretary at the Federal Ministry of Transport, Building and Urban Affairs, Ulrich Kasparick studied protestant theology at the Universities of Jena and Leipzig, and successfully passed the State examination, Jena. From 1978 to 1982 he studied for a second examination in theology, Magdeburg 1983 after which he became a Clergyman in Jena, involved in pastoral work with young people (1983-1989).
Mr Kasparick joined the SDP (Socialist party, forerunner of the SPD) in 1989 and served on the Executive Committee of the SPD in 1989/90. He was the Director of the Association for Political Education and Social Democracy (forerunner of the Friedrich Ebert Foundation in Eastern Germany) in 1990, Deputy-Director of the Brandenburg branch of the Friedrich Ebert Foundation in Potsdam in 1991, and then Director of the Saxony-Anhalt branch of the Friedrich Ebert Foundation in Magdeburg (from 1992 to 1998). He is a Member of the German Bundestag (directly elected) since 1998 (re-elected in 2002 and in 2005), Member of the Research Committee, Member of the Study Commission on Sustainable Development

in the Context of Globalisation and Liberalisation (1999-2002). Deputy spokesman of the SPD Parliamentary party for Education and Research, 2000-2003, Senator of the Fraunhofer Society (2003) and Parliamentary State Secretary at the Federal Ministry of Transport, Building and Urban Affairs since 2004, re-appointed 2005.

Juhani Katainen (Finland),
President, Architects' Council of Europe, Juhani Katainen is a Professor and practising architect (SAFA) with a Masters degree in Architecture from Helsinki University of Technology (1965). He is the main designer and owner of JUHANI KATAINEN ARCHITECTS (Founded 1968), whose main activities are the design of (mostly) public buildings.
Teaching activities:
Professor of Architectural Design at Tampere University of Technology 1988-2005
Dean of the Faculty of Architecture at Tampere University of Technology 1992-2004
Associations:
Finnish representative on the European Community Advisory Committee on Education and Training in the Field of Architecture 1995-98, 1999-2007
President of the Finnish Association of Architects (SAFA) 1996-98
President of Finland's Europan 5 Competition 1997-99

Vice-President of the Architects Council of Europe 2001
President of the Architects Council of Europe 2002 and Past-President 2003
Elected President of the Architects Council of Europe 2008-2009

Mark Kleinman (United Kingdom),
Director for Migration and Chief Social Researcher in the Department for Communities and Local Government (CLG), Mark Kleinman leads work on the impact of Migration on communities, and advises Ministers on all aspects of migration, globalisation and demographic change. Previously, as Director of Regional, Urban and Economic Policy, he led CLG's work on cities and regional policy, urban design, property and urban regeneration and European regional funding. Prior to his career in government, he taught at the University of Cambridge and the London School of Economics and is the author or co-author of more than 100 books, articles and papers. He has been a consultant to the OECD, the European Commission, the UK Film Council, English Heritage, the Department for Education and Science, the National Audit Office and many local authorities. He has given lectures and seminars in New York, Boston, Paris, Rome, Bologna, Madrid, Barcelona, Bilbao, Kyoto and Osaka.

Gary Lawrence (USA),
Principal at ARUP and Global Leader for Sustainable Urban Development
Gary Lawrence leads the consulting practice in the firm's Seattle, USA office. ARUP is a firm of 7,000 engineers, designers, planners, and scientists helping shape a better built environment throughout the world from 82 offices in 35 countries on 5 continents. He helps public sector, private sector and non-profit organisations achieve success in both their terms and in society's terms through integration of sustainable principals and practices into their plans, strategies, products and services. Prior to joining ARUP he was President of Sustainable Strategies and Solutions, Inc., a firm that assisted international organisations and national government agencies with institutional and political change toward more sustainable public policy. Before creating this firm he directed the Centre for Sustainable Communities in the University of Washington's College of Architecture and Urban Planning. Before joining the University he worked in local government as Planning Director for the City of Seattle, CAO of Redmond, WA and Chief of Staff for the Snohomish County (WA) Executive. Gary is an invited speaker and lecturer in North America, Europe and Latin America on topics related to sustainable development, the politics of change, corporate social responsibility and urban planning. He was honoured to serve as a member of the United States Delegation to Habitat II, as Senior Policy Advisor to the Global Environment Centre for US Agency for International Development and as Scientist-in-Residence at the University of Essen, Germany.

Jan Olbrycht (Poland),
Vice-President, Committee on Regional Development; First Vice-President, Inter-Group Urban-Logement, European Parliament, Jan Olbrycht is a Doctor of Sociology, Lecturer, expert and politician. Between 1990 and 1998 he was Mayor of Cieszyn, founder member of the Euroregion Slask Cieszynski - Tesinske Slezko, Vice-Chairman of the Association of Polish Cities responsible for contacts with European local and regional government organisations. He is also Vice-Chairman of the Council of European Municipalities and Regions, Chairman of the Polish delegation to the Congress of Local and Regional Authorities of the Council of Europe. Between 1998 and 2002 he was Marshal of the Silesian Voivodship, a founder member of the Marshals' Convent, a Member of the Management Board of the Assembly of European Regions, a Member of the National Council for Regional Policy and a Member of the World Council of the United Cities and Local Governments.
Since 2002 he is lecturer at the University of Bielsko-Biala and University of Economics in Katowice. He has participated in numerous international conferences about the role of regions in the EU and he is a Regional policy expert of the Institute of Public Affairs in Warsaw.
Since 2004 he is a Member of the European Parliament on behalf of Civic Platform (EPP-ED) where he is also Vice-Chairman of the Committee on Regional Development, European Parliament's rapporteur on the European Grouping of Territorial Cooperation (EGTC), REGI Committee rapporteur on urban transport, Founder member and Vice-Chairman of the EP Intergroup Urban.Logement, Member of the Editorial Board of the Parliament Magazine, winner of the European Prize of Caesar Maximilian for the impact on local and regional policy development in Europe. He is also winner of the Golden Ribbon of Association of Polish Cities - a merit award for outstanding service for territorial self-government and winner of the 2007 Parliament Magazine's MEP Awards in the filed of regional policy.

Richard Parker (USA),
Professor of Public Policy, Harvard University Richard Parker, an Oxford-trained economist, teaches at Harvard University. He is the author of seven books, the most recent the highly-acclaimed intellectual biography, John Kenneth Galbraith: His Life, His Politics, His Economics, and he is currently working on Nixon's Ghosts, a study of the Nixon Administration's role in creating the world we live in today. He writes frequently for the New York Times, Washington Post, Wall Street Journal, Los Angeles Times, International Herald Tribune, Harper's, Atlantic, New Republic, and Nation. In addition to teaching, he has served as advisor to Senators Kennedy, Cranston, McGovern, and Moynihan, co-founded the award-winning magazine Mother Jones, worked at the UN Development Program and the Centre for the Study of Democratic Institutions.

Riccardo Petrella (Italy),
Political scientist and economist, Riccardo Petrrella is the holder of a doctoral degree in political and social sciences from the University of Florence, Italy. He graduated with honours from the University of Umeå, Roskilde, Denmark, the Catholic University of Brussels, the Polytechnic Faculty of the University of Mons, the Polytechnic Institute of Grenoble and the University of Quebec in Montreal. From 1967 to 1975, he was scientific secretary and then Director of the European Centre for Coordination in Research in Social Sciences in Vienna, Austria. From 1976 to 1978, he was Senior Researcher at the International Council for Social Sciences in Paris, France and a Fellow of the Ford Foundation.

From December 1978 to 1994, he directed the FAST programme (Forecasting and Assessment in Science and Technology) at the European Commission. From 1982, he was visiting professor and then extraordinary professor at the Catholic University of Louvain, Belgium where he mainly lectured on "Globalisation of the economy". He has been Professor Emeritus since 2006. He was also invited to lecture at the VUB (Free University of Brussels) from 1999 to 2005. He is also the founder of the Lisbon Group (1991), which has 21 members including university lecturers, business leaders, journalists and heads of large cultural institutions, with the aim of promoting critical analysis of the current forms of globalisation. At the same time as the publication of Le Manifeste de l'Eau (water manifesto) in 1997, he established the international committee for a global water contract for which is he Secretary General. In 2003, he set up the Public Interest University with experimental work in Italy ("Faculty of Water") and in Belgium ("Faculty of Otherness"). He was also chairman of the Pouilles aqueduct in Italy from June 2005 to December 2006. His views on globalisation and the defence of common interests has turned him into an emblem of "otherworldism". Riccardo Petrella is the author of several works.

Charles Picqué (Belgium), Minister-President of the Brussels-Capital Region, Charles Picqué was born in Etterbeek on the 1st November 1948. He has a Degree in Economics from the UCL and he worked at the Roi Baudouin Foundation from 1976 to 1987. A big defender of Brussels, he also went into politics and he has been Mayor of Saint Gilles since 1985. He has led the Brussels Region as Minister-President for 10 years (1989-1999). More recently he was appointed Minister for Economic Affairs and Scientific Research in the Federal Government from 2000 to 2003. He has, once again, been Minister-President of the Brussels Region since 2004.

Janez Podobnik (Slovenia), Minister of the Environment and Spatial Planning of Slovenia - President-in-Office of the EU Council of Ministers responsible for Environment, Urban Development and Territorial Cohesion, Janez Podobnik, born on 17 September 1959 and comes from Cerkno. After graduating from the Faculty of Medicine of the University of Ljubljana in 1984, he spent eight years as a general physician in the Idrija and Cerkno regions. He became mayor of the municipality of Idrija in 1990, to which today's municipality of Cerkno then belonged, and after the creation of the new municipalities, he was mayor of Cerkno from

1994 to 1998.
He was also a municipal counsellor from 1990 onwards. He was first elected a member of the National Assembly in 1992, and then again in 1996 and in 2000. In November 1996 he was elected president of the National Assembly. At the parliamentary elections in 2000, he also became leader of the deputy group of the Slovenian People's Party, Vice-president of the Parliamentary Committee for Foreign Affairs, a member of the Constitutional Commission, member of the Committee for Culture, Education, Youth, Science and Sport, a member of the Standing Orders Commission and of the Commission for Relations with Slovenes across the Border and throughout the World. During the last parliamentary term, as parliamentary representative of the Slovene People's Party, he was an observer and then delegate to the European Parliament, where he played an active part on the Committee for Regional Policy, Transport and Tourism. He also took part in the work of the Parliamentary Assembly of the Council of Europe, as a member of the delegation of the National Assembly of the RS. In 2004 he was appointed as the minister for the Environment and Spatial Planning.

Odile Quintin (France), Director General of the Directorate-General for Education and Culture, European Commission Odile Quin-

tin is a lawyer with French nationality. She started working for the European Commission in 1971, where she first worked in several positions at the DG for Agriculture and then at the DG for External Relations. In 1982, she started working for the DG for Employment where she spent the greater part of her career. She successively occupied the position of Head of Unit, Director of the European Social Fund, Director of Employment and the Labour Market and finally Director responsible for social dialogue. From 2000 to 2005, she was Director General of the DG for Employment. In 2006, she was appointed Director General of the DG for Education and Culture. Working under the Slovak Commissioner Jan Figel, she was responsible for education, training, youth, culture, sport and citizenship policies – an extremely wide portfolio. In this position, she played a major role in the increasing recognition of these areas at Commission level. Working under the Romanian Commissioner, Leonard Orban, she is currently also responsible for multilingualism policy.

Jean-François Susini (France), Architect, outgoing President of the Architects' Council of Europe, Jean-François Susini is a qualified architect since 1983. He has been working mainly on public procurement and in the area of educational social pro-

grammes and those involving long-term care in his office, founded in 1985. He has passed several competitions, an obligatory step to hold positions of power in French public life, and lectured at the Paris School of Architecture from 1996 to 2000. Out of professional commitment he chaired the General Council of the Ordre des Architectes, Ile de France (Paris) from 1996 to 1998, then the National Council of the Ordre des Architectes Français from 2000 to 2005, and after that of the Architects' Council of Europe from 2005 to 2007. He is currently in charge of the international section of the Emergency Architects' Foundation, a humanitarian NGO, a state-approved public-interest foundation.

Jaroslaw Szanajca (Poland), President, European Union of Developers and House Builders, Jaroslaw Szanajca is a graduate of the Faculty of Law and Administration at Warsaw University. He is a co-founder and President of the Board of Dom Development S.A. The company was founded in 1999 and after a few years it became a key-player on the developer market in Warsaw. At the same time Dom Development built the greatest number of flats in Poland. Recently the company has announced that it is going to be listed on the Warsaw Stock Exchange. It is due to his own initiative that the first

organisation associating private companies building flats in Poland – Polski Zwiazek Firm Deweloperskich (PZFD) was founded. Since its beginnings he has been acting as President of PZFD and the organisation now associates about 100 companies that account for 50% of flats built for sale in Poland. Since 2002 Jaroslaw Szanajca has been acting as a representative of Polish developers abroad in the capacity of Vice President of UEPC (the European Union of Developers and House Builders) - the biggest organisation associating national developers from the European Union.

Mateu Turro Calvet (Spain), Associate Director, Projects Directorate, European Investment Bank, Mateu Turró has a Master of Science (University of Michigan), is a Doctor Ingeniero de Caminos, Canales y Puertos (U.P. Madrid), and a Professor at the Escola Tècnica Superior d' Enginyers de Camins, Canals i Ports de Barcelona. He joined the Projects Directorate of the European Investment Bank in 1988 and is in charge of assessing urban projects there: urban renewal, urban transport, social housing, cultural heritage, etc., as well as multi-sector investment programmes of an urban nature. Along with DG REGIO his team has developed the JESSICA initiative and he remains the Special Advisor for it. The bulk of his activity has been in the transport, ur-

ban development and infrastructure funding sectors. He has written several articles and monographs on subjects pertaining to transport and infrastructure. He is the author of the book entitled: Going trans-European. Planning and financing transport networks for Europe (Pergamon, Elsevier, 1999) on European transport infrastructure policy and the author of RAILPAG, Rail Project Evaluation Guidelines (EIB, European Commission) in 2005.

Jan Maarten de Vet (The Netherlands), Director of Ecotec Ltd, Facilitator of the Conference, Jan Maarten de Vet oversees the ECOTEC/ECORYS European research and consultancy services in Brussels. A leading expert in European urban and regional development, he is the principal author of the first State of the European Cities report published by the European Commission. He has also led research for the Intergovernmental Expert Working Group on the European Investment Bank and Sustainable Urban Development. Previously, he prepared the European Evidence Review on Sustainable Communities for the Bristol Ministerial Informal. He has also been involved in the economic assessment of various complex urban development projects, mostly in the Netherlands. In addition, he has worked in Central and Eastern

Europe (Estonia, Hungary, Czech Republic, Slovenia, Lithuania) and has supported the New Member States with the preparation of their national and regional development plans. Before joining the ECORYS Group, Jan Maarten worked at the OECD in the area of local, urban, and regional development. He has extensive experience in presenting on these topics to large-scale audiences across Europe.

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