

programme interreg III B



# encourage

A transnational project improving environmental management in New Towns business parks



This project has received European Regional Development Funding through the INTERREG III B Community Initiative



## > 5 thematics

- > Demonstration of environment-friendly practices through eco-buildings
- > Creation of a joint waste management and recycling system
- > Use of renewable energies
- > Development of alternative transport systems and corporate transport plans
- > Landscape recovery

# eneco

A transnational project improving environmental man

- > States that, in order to meet the environmental challenges of today, a strictly legislative strategy is insufficient, and an innovative approach based on sensitisation and partnership with local businesses must be implemented in order to influence decision-making,
- > Furthers environmental responsibility by better development and better management of business parks (via environmental quality charters),
- > Results in better dissemination of information thanks to the European Newtown Platform, contributes to educating and training the various regional decision-makers.

## Objectives

Encourage, a six year project initiated by **SAN de Sénart** in France with the support of the **ENTP**, brings together nine partners, including five European new towns, the **TNO** research centre, the French **Polytechnicum** university and the Belgian **CERAA** school of architecture. The aim of the project is to encourage cross-fertilisation of environmental management practices in the business parks of New Towns in Europe in order to reduce the ecological footprint in NWE. Each pilot

action will involve the forging of new partnerships with the private sector, underpinned by an acknowledgement that purely legislative solutions to environmental problems will no longer work. Being cleaner and greener will not only be good for the environmental quality of the new towns' business parks, but will also make them more attractive locations for firms. A long-term aim is that tenants will be able to 'sell' the environmental quality of their business locations to customers.



> 1



> 2



> 3





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ement in New Towns business parks

## Pilot actions...

The main focus of the project is a series of key projects that demonstrate :

- > environmentally friendly practices. These include the construction of eco-buildings,
- > the integration and development of renewable energies,
- > the establishment of cheaper joint waste and recycling systems lead by **Stevenage**
- > the creation of alternative transport schemes that will cut overall car journeys by five per cent.

**Sénart** as lead partner is embarking on a series of initiatives to improve the environment in and around the area's business parks. It is improving the signage for cycle routes, improving the biological corridors into the town in an effort to promote bio-diversity and curbing unsightly advertising hoardings to make the business parks easier to navigate in.

**The San Val-Maubuée** is developing an off-road alternative transport route which will link up with the town's existing network of tracks for cyclists, pedestrians and roller skaters.



> 5

## ...and investments

And **Torfaen** council is building a modular high-tec eco-building, incorporating wind/solar power generators to demonstrate environmental design and best practices management. In addition, the five new town authorities will work together to raise the awareness of business to environmental issues through the drawing up of an environmental charter and education. As well as workshops, flying squads of experts drawn from the academic partners and the new towns will give their practical expertise and experience on planning development. Every pilot actions will be drafted and followed by flying squads to increase business awareness and develop public/private partnerships.

## Final outputs & results

The legacy of the project will be a European environmental charter for the new towns and establishment, an ISO 14001 certification of business parks and the evolution of a High Environmental Quality model for eco-building.

>1>  
Project launches

>2>  
Sénart business park

>3>  
Zoetermeer windmills

>4>  
Sénart business park

>5>  
Levant business park  
in Sénart

>6>  
Polytechnicum  
in Marne-la-Vallée

>7>  
Eco-bulding  
in Zoetermeer  
business park

>8>  
Soft access  
in Zoetermeer

>9>  
Sénart business park

>10>  
Biodiversity  
in Val-Maubée

## > Financial aspects

ERDF contribution: 5.05 €  
Total eligible costs: 9.377 €  
Timeline: 2002-2008



# > Partners



- New Towns
- Research Centers

**San de Sénart**  
Lead Partner  
France

**San du Val-Maubuée**  
France

**Torfaen**  
Borough Council  
United Kingdom

**Stevenage**  
Borough Council  
United Kingdom

**Zoetermeer**  
Netherlands

**Polytechnicum**  
Marne-la-Vallée  
France

**CERAA**  
Belgium

**TNO**  
Netherlands

**European New Towns Platform**  
Belgium

[www.encourage-eu.org](http://www.encourage-eu.org)



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