



Water Ecosystems



Sustainable Buildings



Brownfield Remediation

Partnership International Business

Urban Challenges

Integrated Sustainable Solutions



Urban Green



Urban Farming



荷中商务促进有限公司
DUTCH SINO BUSINESS PROMOTIONS



Rijksdienst voor Ondernemend
Nederland



Partnership for International Business Integrated Solutions on Urban Development

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Introduction

Background

The global trend is that population tend to move to metropolitan areas. China's economic boom has gone hand in hand with urbanization. In 1950, 13% of Chinese citizens lived in cities. By 2010, the urban share of the population had grown to 45%; it is projected to reach 60% by 2030. 25 of the world's largest 100 cities are located in China.

This fast economic development leads to enormous environmental challenges. In China the importance of facing the country's challenges has been recognized now for some years. Most of all Chinese authorities realize that social stability and a healthy environment are interconnected, and need to be addressed from the early stages of industrial, agricultural and urban development.

At the same time the Chinese approach stills lacks sophistication, and is often geared towards specific problem solving, and not to integrated solutions as offered by Dutch consortia.

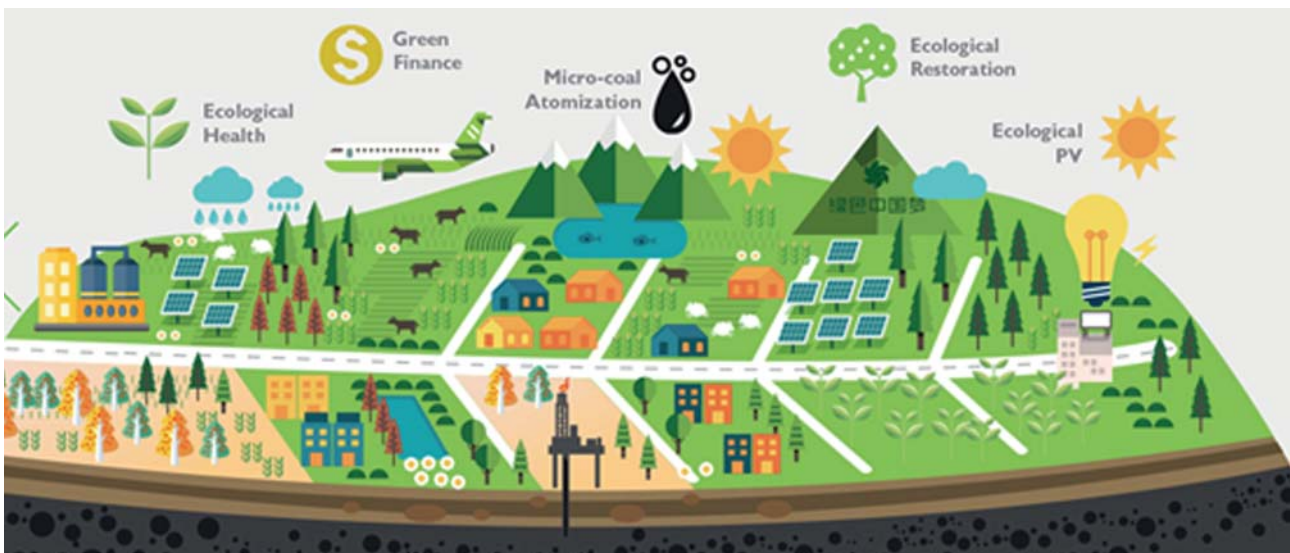
The Dutch government, companies, and knowledge institutes are well known for their integrated solutions to address several problem areas, such as environmental challenges. Dutch companies are tuned in to this approach, and have developed globally competitive ways of offering integrated solutions to different levels of government.

Recently we have more and more positive experiences that Chinese central/local government and Chinese entrepreneurs are really willing to pay for Dutch products/ solutions, which could improve their living standard. The Chinese government is on the edge of realizing that all urban area challenges

can only be solved in an integrated way. Instead of asking for a silver bullet solution, for example equipment that could absorb smog right away, the Chinese side realizes that the possible solution lies in connecting all sectors, i.e. the integrated solution.

With this intention, we form this consortium to bring the concept "integrated solution on sustainable urban development" to the Chinese market. We want to show Chinese stakeholders that if they wish to really solve and address their current problems, they have to look at all challenges together because these problems are interconnected and therefore an integrated solution needs to be applied. Therefore this PIB aims to change the Chinese bias from specific / ad hoc problem solving towards a long term, sustainable and integrated environmental solutions.

Cluster members are in the position to provide an authentic combination of expertise. However, PIB partners are aware of the fact that this integrated solution plan is quite ambitious due to China's current fragmented governmental budgeting system. Therefore, it is a challenge to realize a truly integrated project. Nevertheless, it is necessary to have a balance between preaching and selling (between the vicar and the merchant), in other words to create a balance between economy & business and sustainable development. In order to create an impact and change the situation, opinions and expertise should be exchanged and complement one another. On the one hand, we should maintain to inform the Chinese side on opportunities concerning integrated solution; on the other hand, we will realistically look out for possible projects.



Concept contributed by Chinese company Elion which is specialized in ecological restoration and integrated solutions.

Mission & Vision

Water - Food - Energy nexus

The Water, energy and food security nexus could cover the focus of this PIB which is aiming to serve practical options for urban challenges – while the world population is reaching 8 billion and moving into urban areas. This creates a desire for living in a clean environment (clean & sufficient water, air, soil), (healthy& fresh) food security and (clean) energy security.

The purpose of the PIB is to promote Dutch knowledge and solutions in the area of urban development, with a focus on water (including soil / water interactions and effects of pollution and salt caused deterioration) and energy. Members of this consortium are already integrated in several clusters such as SOILECTION (Selecting The Best Solution For Soil Remediation), AquaConSoil and NICOLE. Most important topics covered in these networks and events include soil remediation (and sustainable land management) and water resources. Associated companies, networks and knowledge can be combined and put into practice for this new Nexus.

The purpose of this PIB will be:

- Promoting joint research program (via K2K program). The CAUPD (Chinese Academy of Urban Planning and Design) conducts guidelines for urban development, especially regarding sponge city and could therefore be an interesting partner to cooperate with.
- Promoting Dutch commercial solutions from NL B.V. to create tailored contractor / consultant relations between the Netherlands and China.
- Encouraging different sectors to meet in order to create innovative solutions
- Liaise with other (finance) parties currently involved in addressing Chinese environmental challenges (World Bank, other development banks) and ascertain whether there is scope for integrated solutions in their portfolio.

The solution we aim to offer is an integrated solution, connecting all parts of the chain instead of a segmented approach. However, to start this consortium off, we agreed that it would be wise to focus at first more on a specific topic. We hope in this way, it is also nicely connected with focus of existing achievements of the Dutch government.

It is very important that during the process of the

focus on each perspective, we will keep an eye on the **“nexus approach”**. An impact can only be made through an integrated management and governance across sectors and scales. The concept that is promoted as [Sustainable Urban Delta](#) by our consortium member Priva is a sound base for this approach.

Synergy of combination between research institutes, consultancy- and hardware companies

Consultancy is still quite a rare phenomenon in China; therefore the Chinese side is not used to hire consultancy services. Moreover, Chinese companies have a reputation to copy and produce look-a-like hardwares and products. Imitation can be avoided by combining different qualities such as knowledge and hardware (intangible+ tangible). The combination of these two will create solutions that will create profitable projects and prevent from being copied.

Governmental relations are crucial

Potential clients of this PIB consortium in China include: the Chinese local government, Chinese real-estate developers and Chinese companies which are specialized in the same field.

Government relations play an important role by establishing relations in China – “opening doors”. Governmental relations are needed on different levels, from national to central (provincial) level to local (city) level. As for the provincial level, several Dutch and Chinese governmental sister relations have been established and it is important to benefit from these existing relations. Trust and connections (guanxi) play an enormous role when doing business in China. When a governmental party is present, this will create trust for the Chinese government. To be able to reach out to the different Chinese governmental parties, this PIB has included a variety of Dutch governmental levels including for the central government Rijkswaterstaat and the Ministry of Infrastructure and Environment. These two central governmental organs are equal to level of the Chinese Ministry of Water, the Ministry of Environment and the Ministry of Urban Planning. Provincial level parties include the sister relations between the Province of Zuid Holland and Hebei/ Shanghai Pudong. In addition, governmental relations can assist in discussing current trade barriers and more important assist Dutch companies in coping with these barriers.



Concept contributed by Royal Eijkelkamp

The Chinese government usually reserve budget to cooperate with Dutch companies/ research institutes to either carry out projects or trainings, due to the existing sister and working relationships

Programmatic approach

In addition to preaching the concept, this PIB's partners most importantly wish to obtain concrete deals, in other words they wish to generate paid projects in China.

Due to the current Chinese governmental- and budgetary system a total project (including all PIB's participants) in China funded by the Chinese side will be difficult to acquire. Every governmental level and ministry control its own budget, for instance the Ministry of Environment, Ministry of Water, and Ministry of Urban Constructions all control and decide differently on how to spend their budget.

However, when we have contact with Chinese stakeholders we should preach for an integrated solution, regardless of these stakeholders are representatives of the water, soil or energy department. When we promote an integrated solution, even though it is not likely for all Partners to work on one project, it is likely however for one Partner to generate a project in which the expertise

of co-PIB partners could be used. In other words, projects can result in other projects and contracts. Nevertheless, as mentioned in previous section, the PIB's focus will be divided yearly.

Yearly forces and activity plans are explained in the appendix 1.

Moreover, river base clean up and sponge city concept can be included as Dutch expertise which can be provided by this consortium too.



The ideal urban liveable city image: clean water, soil & air with minimal energy consumption.

PIB Experts



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“The best way to predict
the future is to create it”

~ Abraham Lincoln