

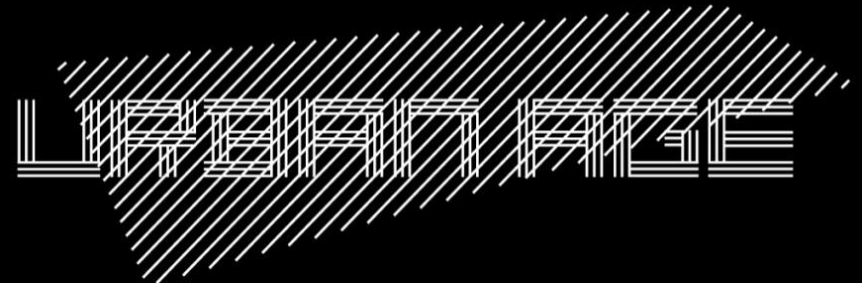
URBAN AGE CITY TRANSFORMATIONS CONFERENCE

October 2013

Henk Ovink

Hurricane Sandy Rebuilding Task Force;
Government of the Netherlands 2008-2012

The Netherlands 2028+



An aerial photograph of a large stadium complex, likely the Amsterdam Arena, surrounded by a dense crowd of people. The stadium is filled with spectators, and the surrounding area is packed with buildings and infrastructure. In the foreground, there are several wind turbines of different colors (yellow, green, red, black) and a cable-stayed bridge. The overall scene is a mix of urban development and sports infrastructure.

HOLLAND 2028+

managing risks and uncertainties

CHANGING THE GAME/S

HOLLAND

Trade, negotiations and crafts
Stubbornness, luck and faith
Managing risks and uncertainties

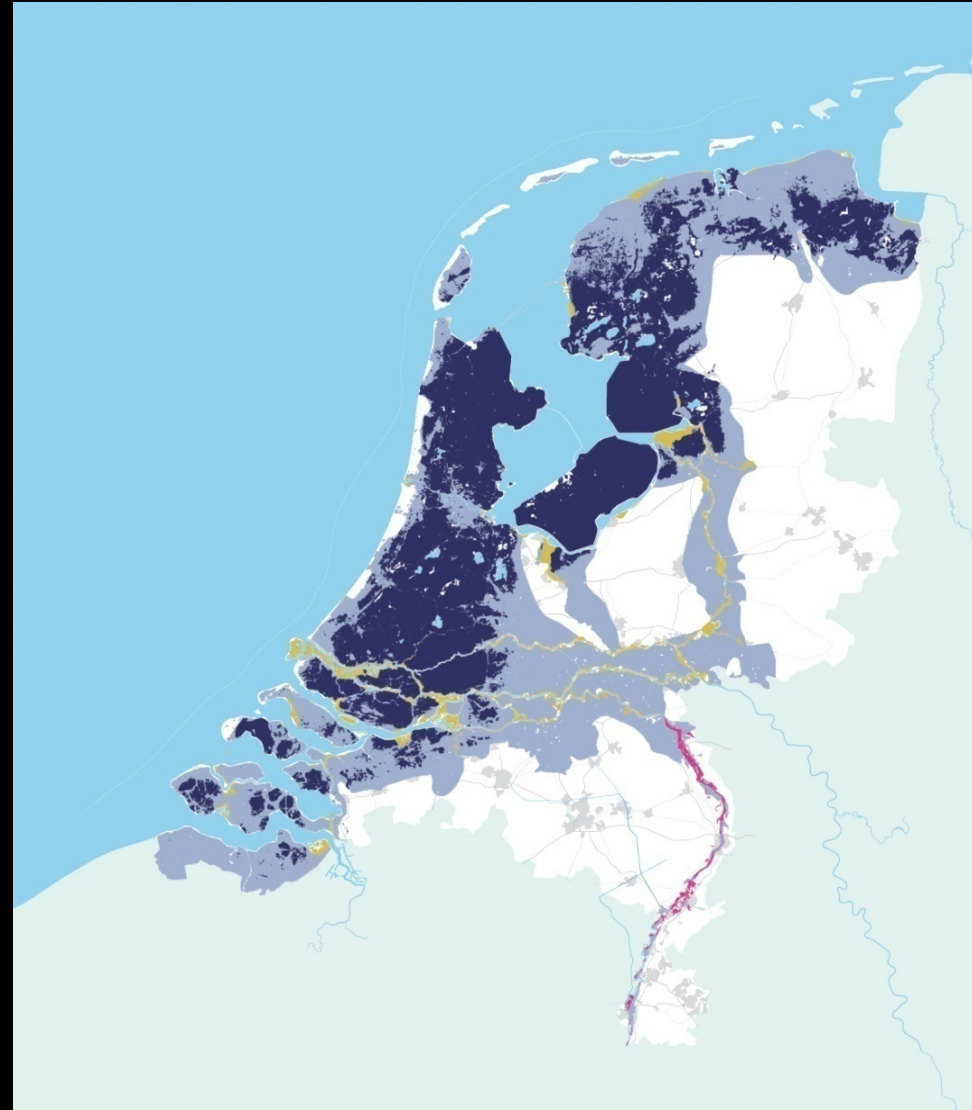
The Netherlands is made out of water



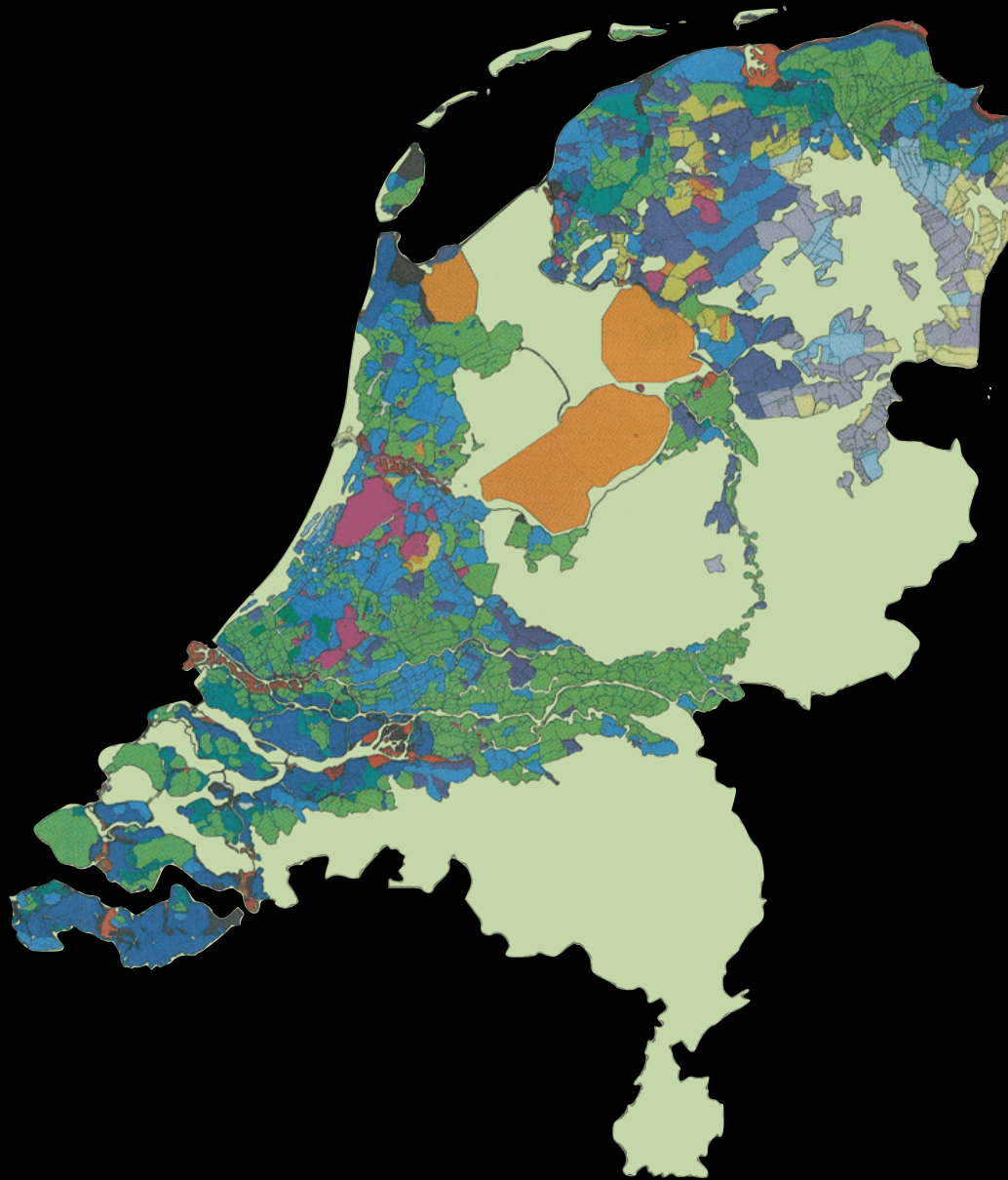
THE NETHERLANDS - FACTS

- Below sea level: 26%
- Above sea level: 29%
- Outside the dykes: 3%
- Meuse outside the dykes: 1%
- Liable to flooding: 59%

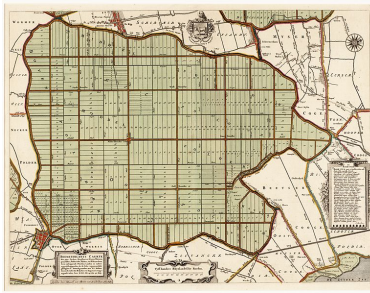
The Netherlands is the delta of Rhine, Meuse, Scheldt and Eems.



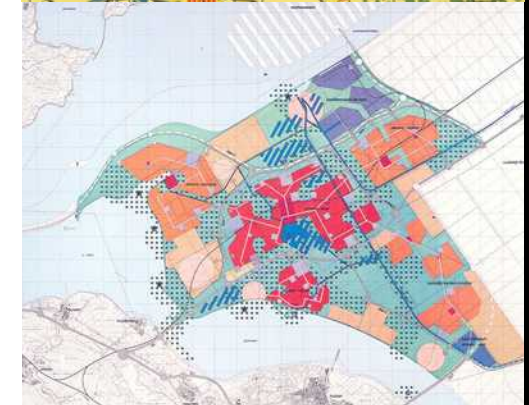
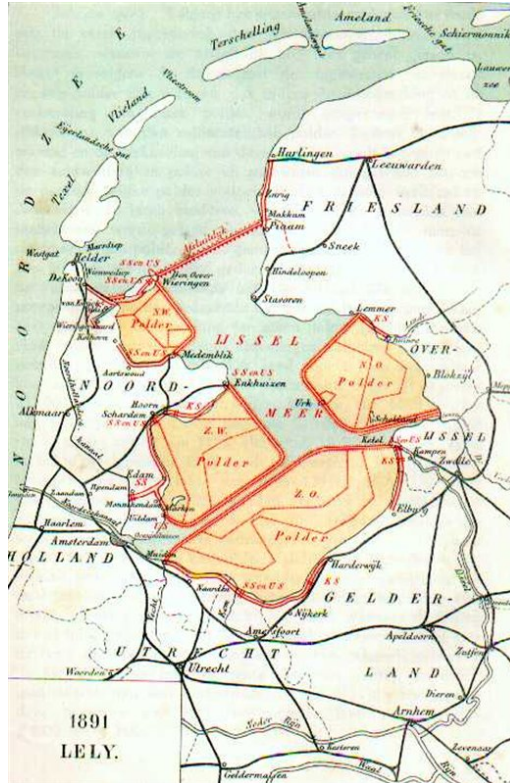
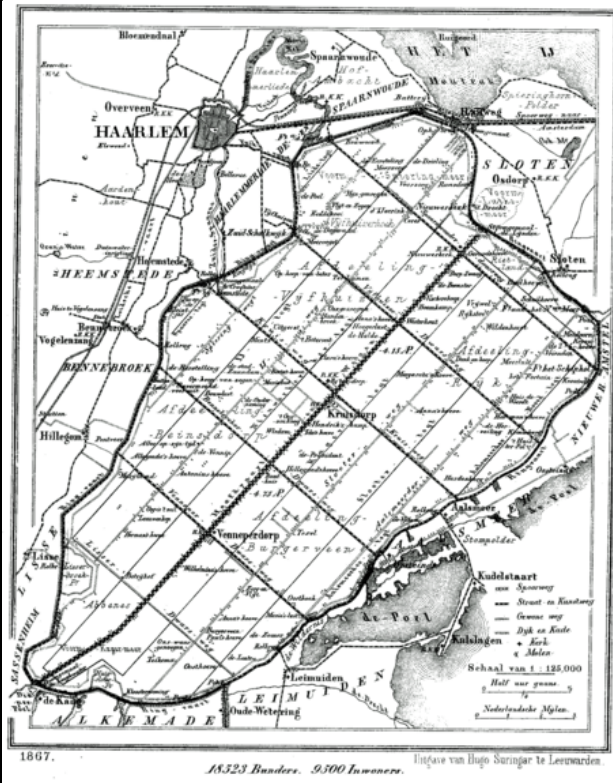
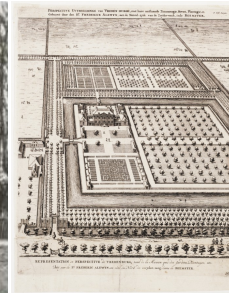
MAKING LAND: 3500+ DUTCH POLDERS



MAKING LAND: 3500+ DUTCH POLDERS



"Polder Beemster, Soort der 'de Eemster' Aan 1682.



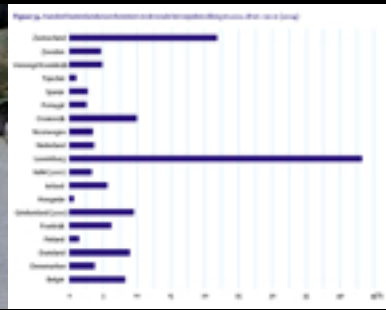
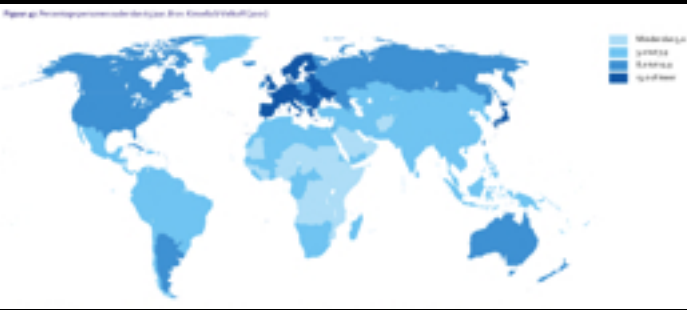
COLLECTIVE

MAN MAKING LAND: 3500+ DUTCH POLDERS

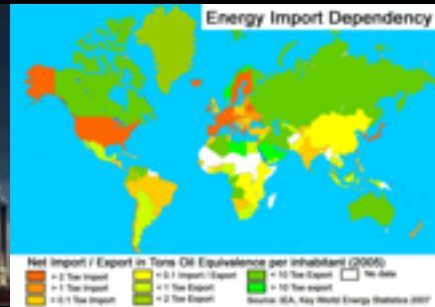


1222 - the first collaboration started in the Utrecht area, where 20 communities worked together on the local embankment

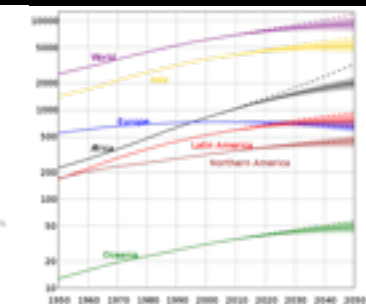
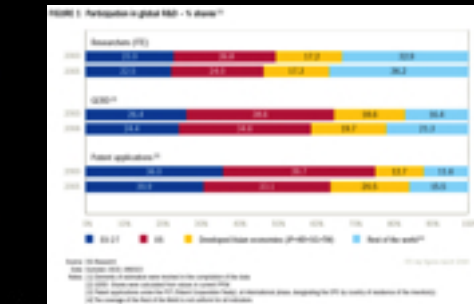
LONG TERM CHALLENGES DEFINE THE 2028 PARADIGM



PEOPLE – unemployment – segregation – ageing – ...

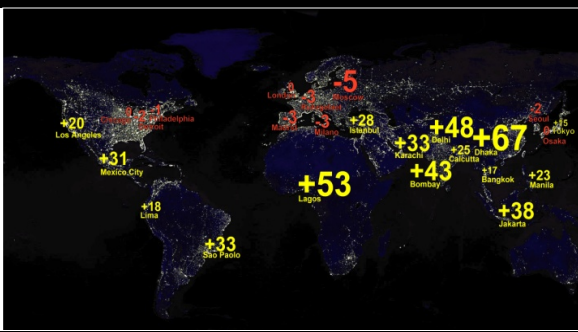
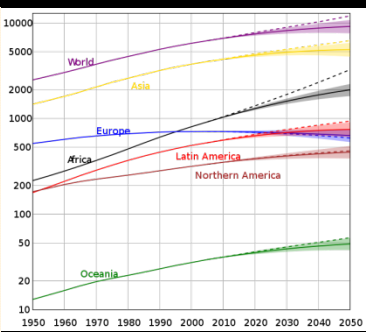
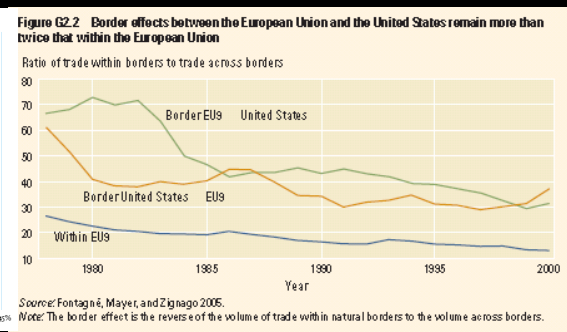
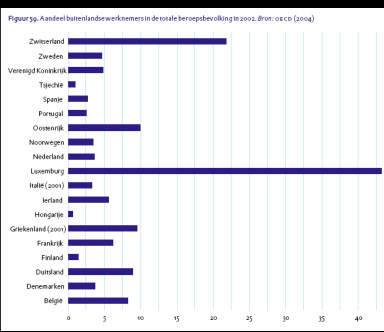


PLANET – climate change – pollution – energy – food – ...



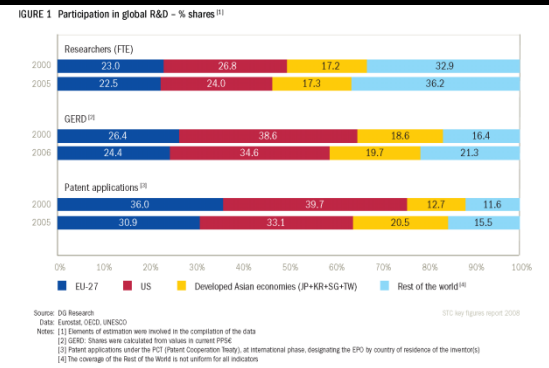
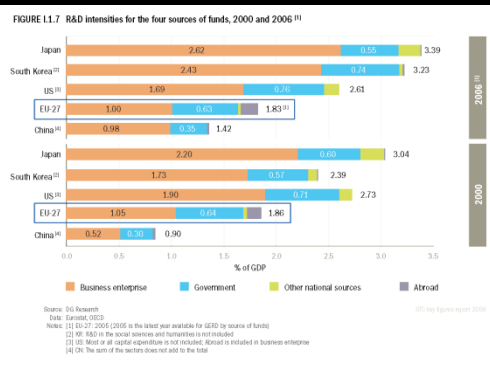
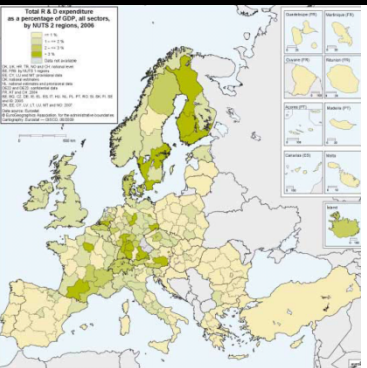
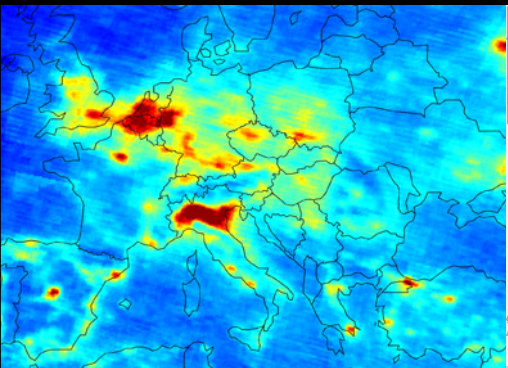
PROFIT – shrinking economy – knowledge – innovation – ...

EUROPE IN THE WORLD



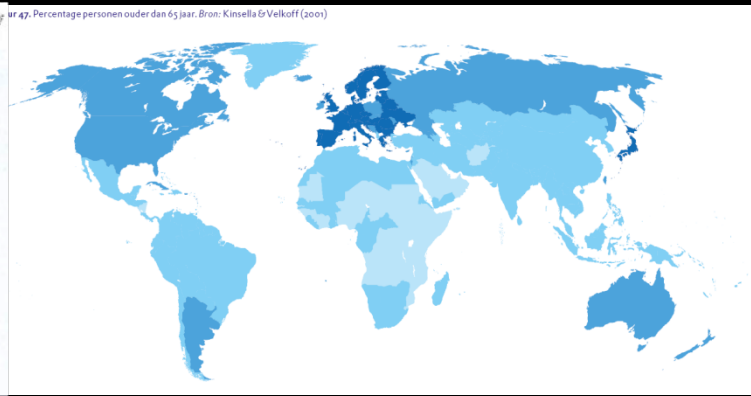
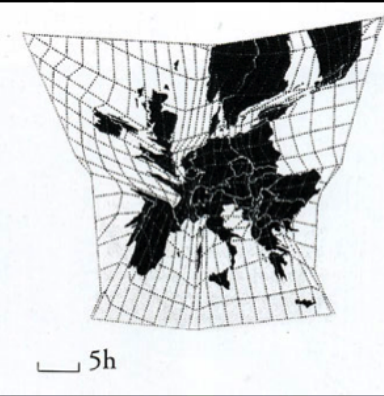
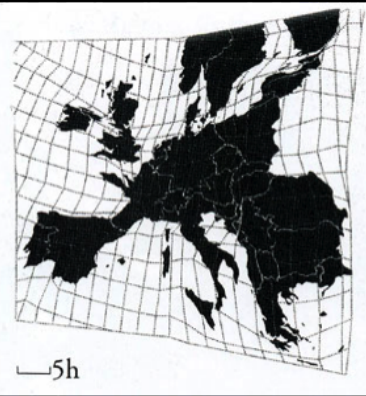
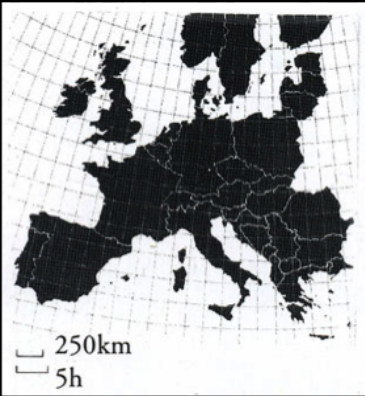
open?

shrinking!



healthy?

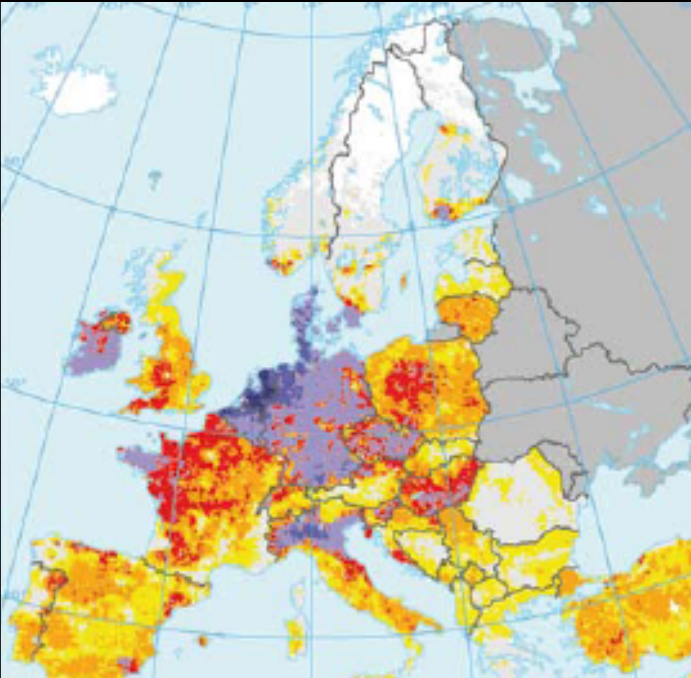
innovative?



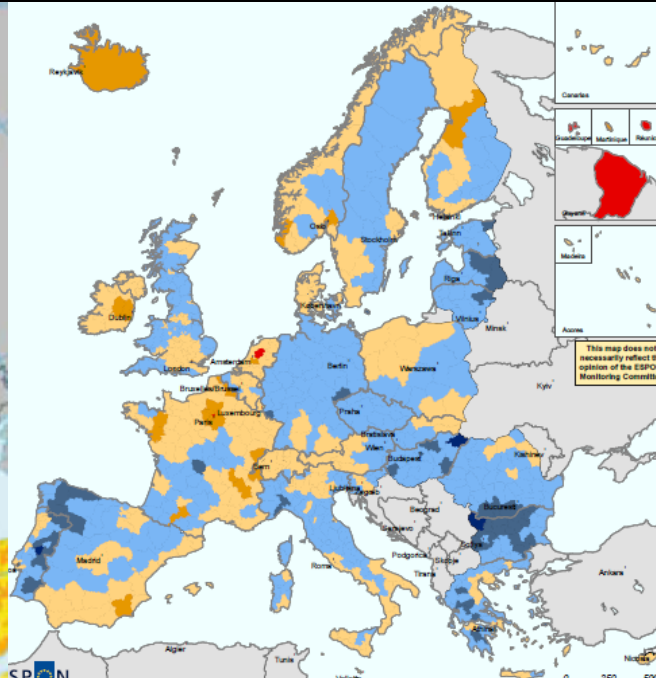
inner connectivity

ageing!

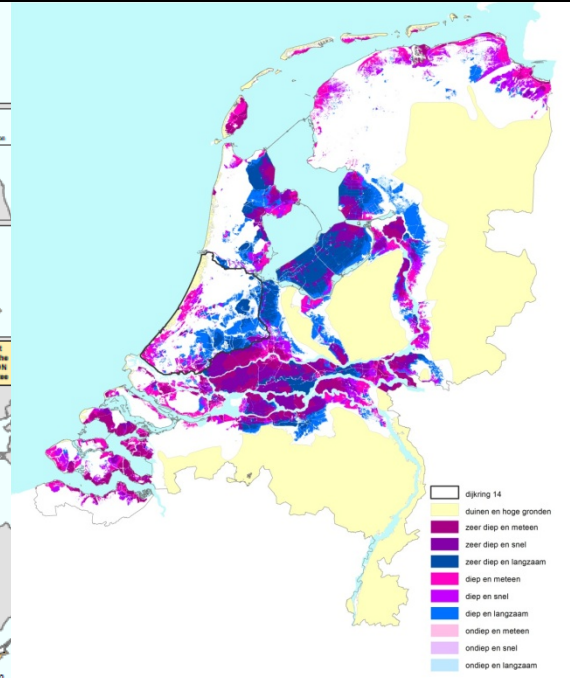
NL IN EUROPE



filthy



demographic growth/decline

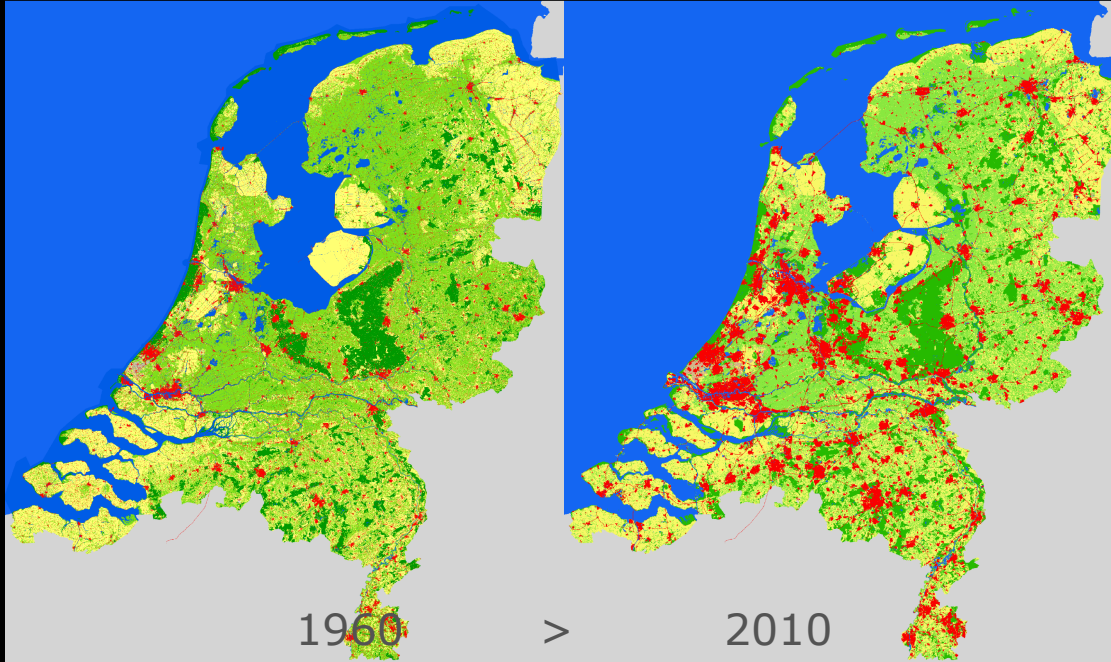


water

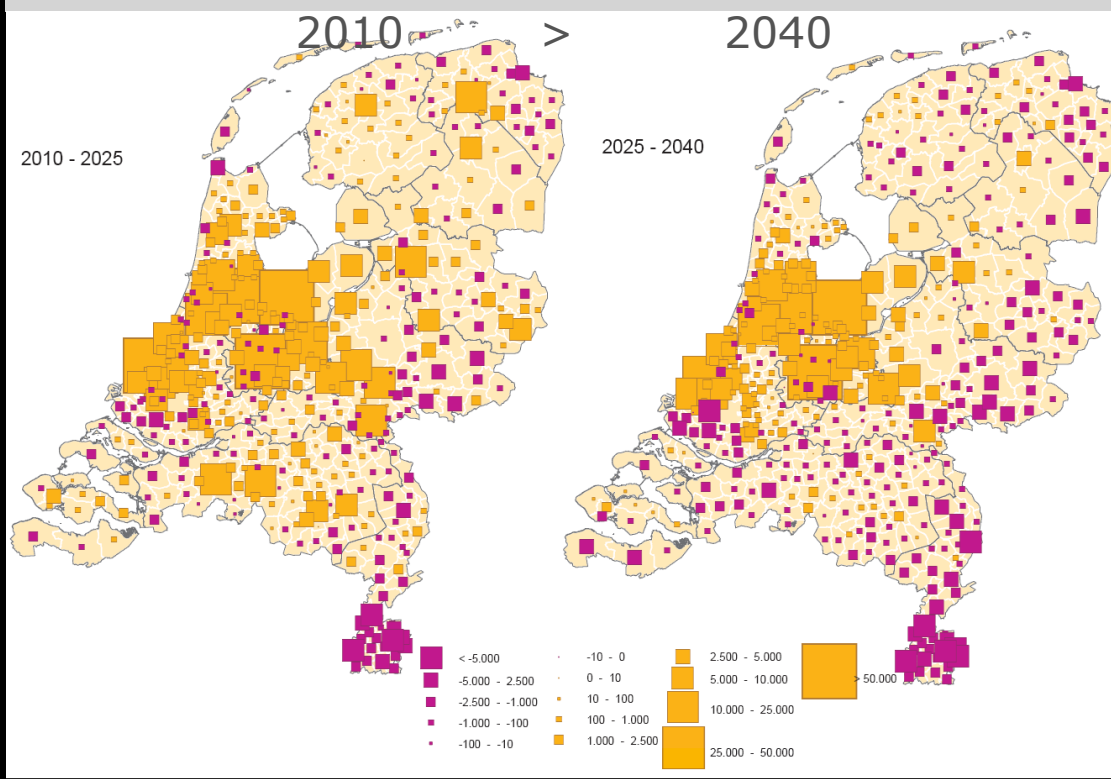
THE PIT



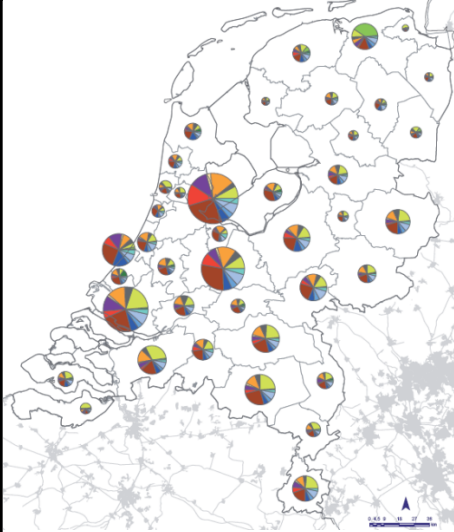
GROWTH



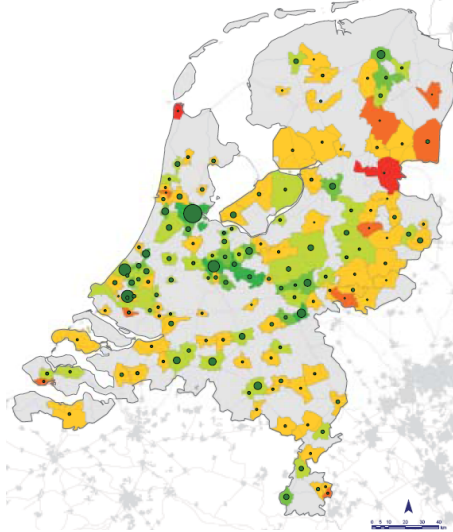
SHRINK / GROWTH



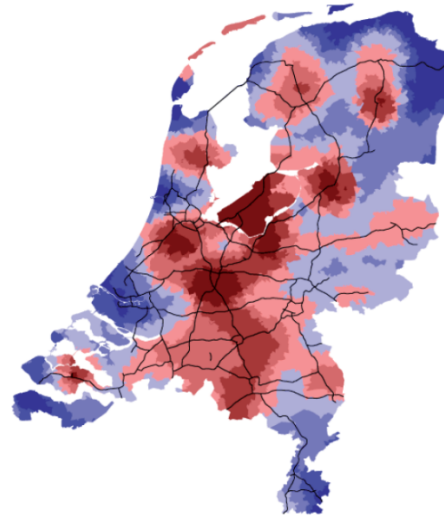
NL = a nation of differences + big challenges



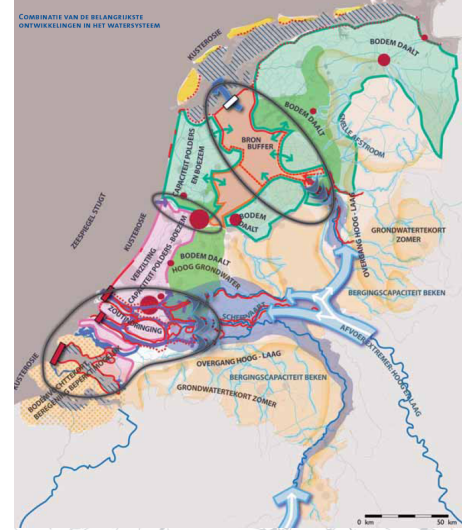
Added value
Recreational demand



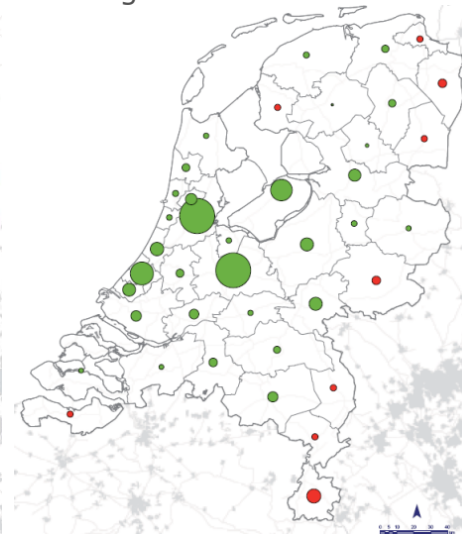
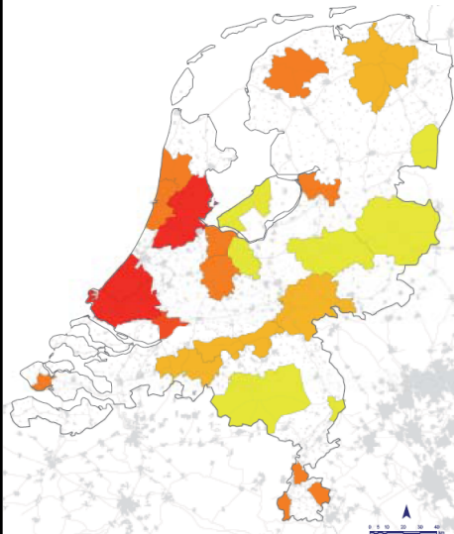
Education
Transportation



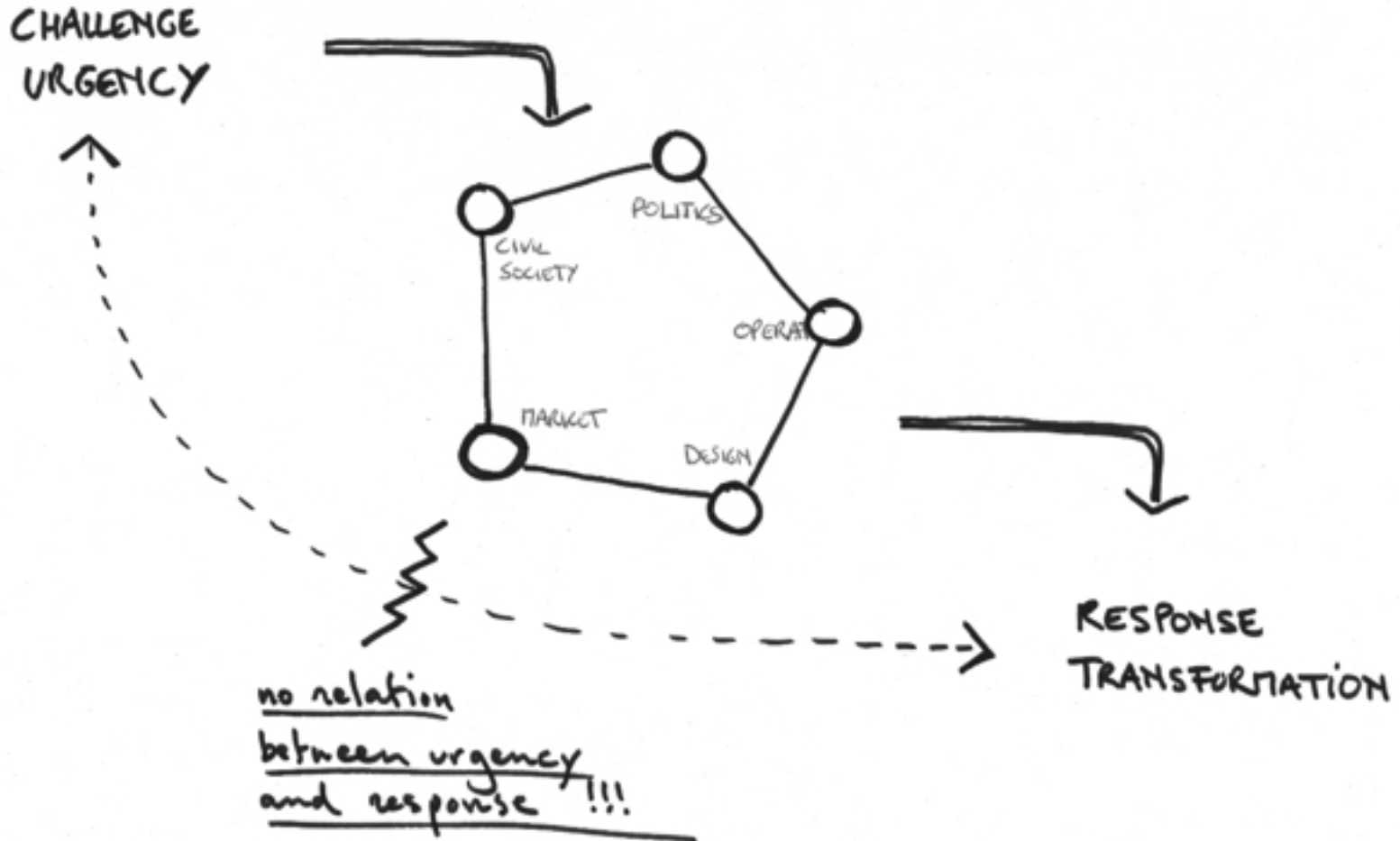
Economy
Livability



Water
Housing demand



(DIS)CONNECT



— THE PLANNING PROCESS —

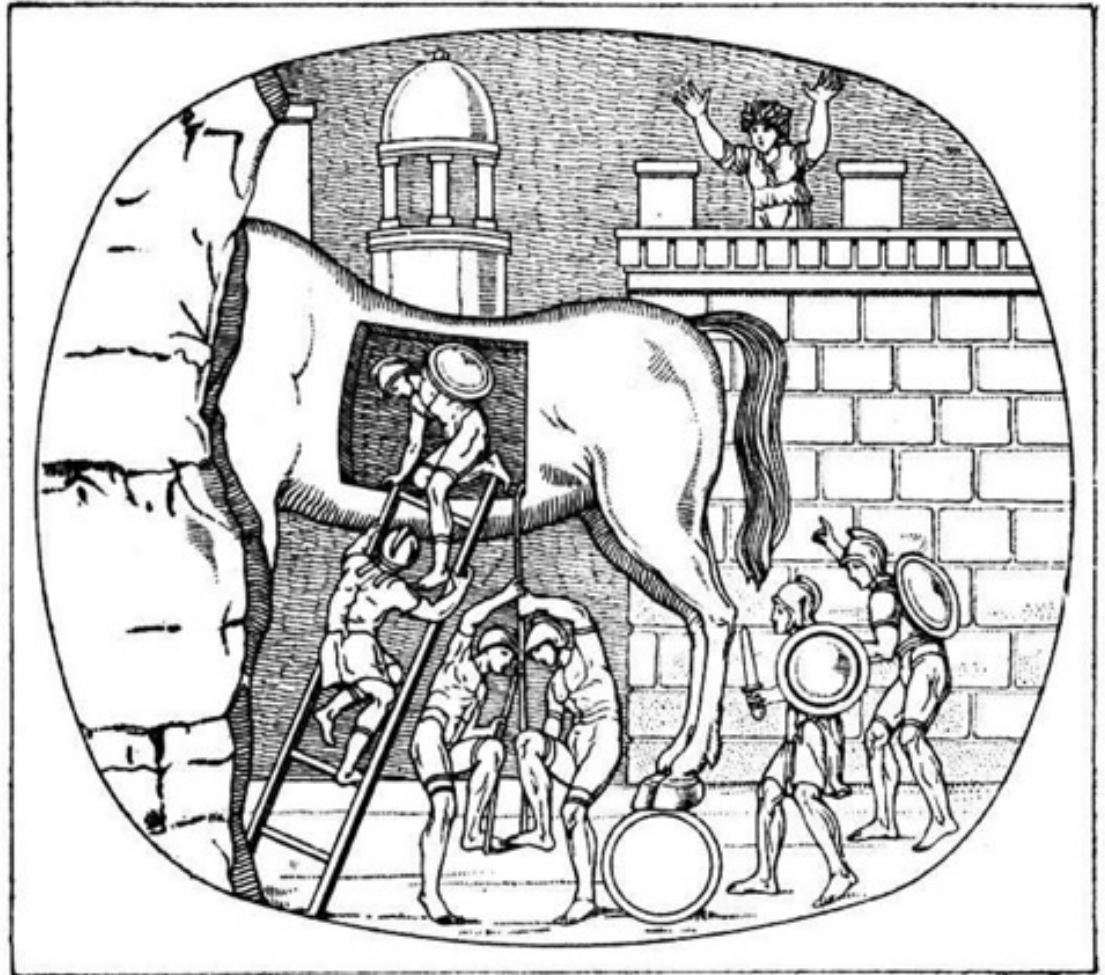
Managing risks and uncertainties



O. Herrfurth.

Münchhausen

O. Herrfurth pinx



projects

process

KEY PROJECTS



Münchhausen

O. Herrfurth pinx

3 generations



KEY PROJECT...



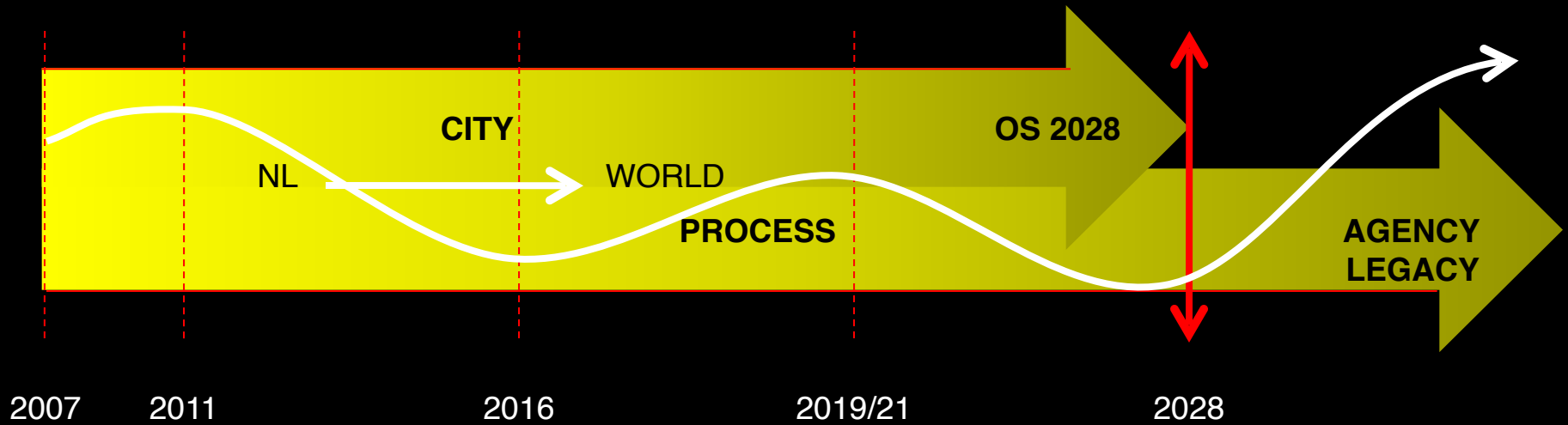
Mänchhausen

O. Herrfurth pinx

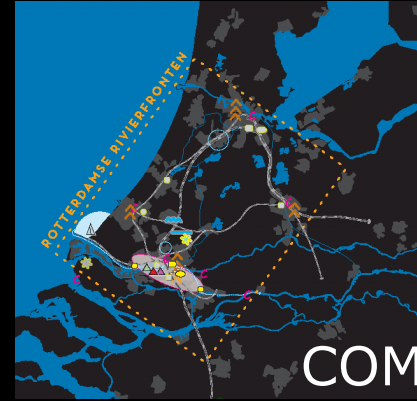
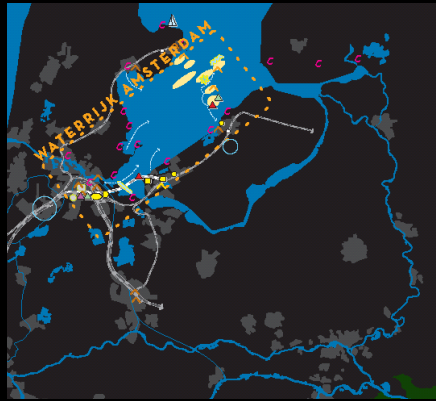
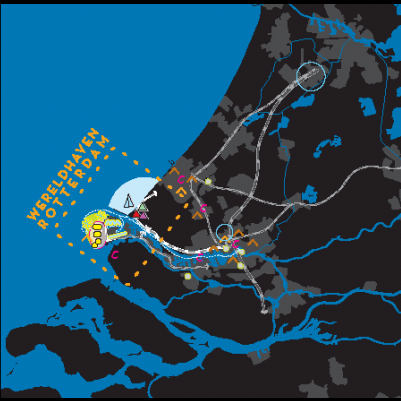


PROCESS AND ORG

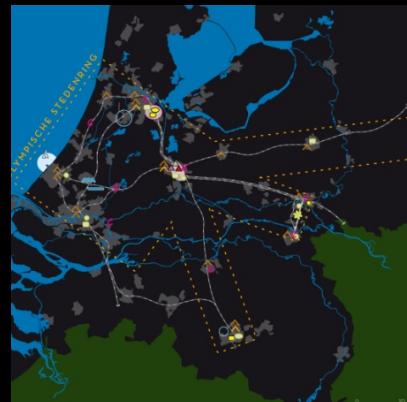
Timeline - towards the Olympics 2028 and further



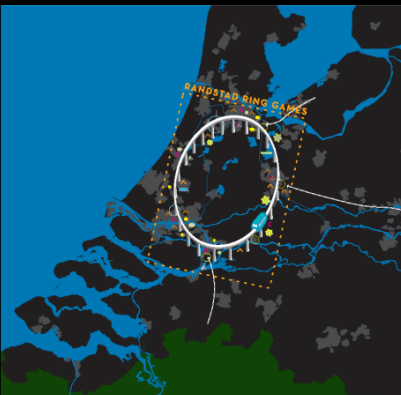
FIRST: is NL BIG enough for the Olympics?



COMPACT



SPREAD

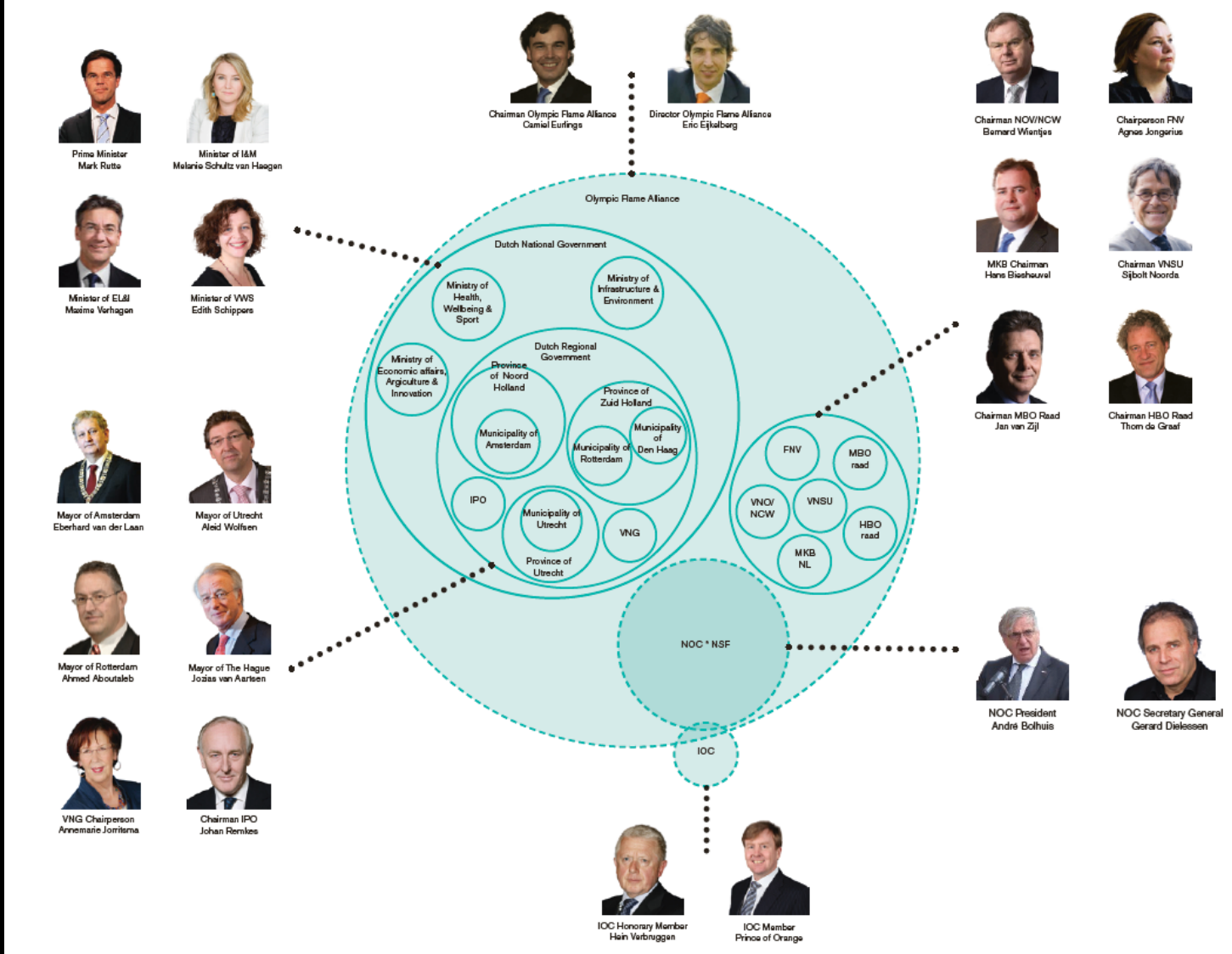


FUTURE VISIONS

OLYMPIC FIRE - the collaborative model



OLYMPIC ALLIANCE



Prime Minister
Mark Rutte



Minister of IAM
Melanie Schultz van Haagen



Chairman Olympic Flame Alliance
Carniel Eurlings



Director Olympic Flame Alliance
Eric Eijlberg



Chairman NOV/NCW
Bernard Wientjes



Chairperson FNV
Agnas Jongerius



Minister of EL&I
Maxime Verhagen



Minister of VWS
Edith Schippers

Olympic Flame Alliance

Dutch National Government

Ministry of Health, Wellbeing & Sport

Ministry of Infrastructure & Environment

Ministry of Economic affairs, Agriculture & Innovation

Dutch Regional Government

Province of Noord-Holland

Province of Zuid-Holland

Municipality of Amsterdam

Municipality of Rotterdam

Municipality of Den Haag

IPO

Municipality of Utrecht

VNG

Province of Utrecht

FNV

MBO raad

VNO/NCW

VNSU

MKB NL

HBO raad

NOC * NSF

IOC



MKB Chairman
Hans Blokhuis



Chairman WNSU
Sijbalt Noordse



Chairman MBO Raad
Jan van Zijl



Chairman HBO Raad
Thom de Graaf



Mayor of Amsterdam
Eberhard van der Laan



Mayor of Utrecht
Aleid Wolfsen



Mayor of Rotterdam
Ahmed Aboutaleb



Mayor of The Hague
Jozias van Aartsen



NOC President
Andre Bolhuis



NOC Secretary General
Gerard Dielesen



VNG Chairperson
Arremaite Jorritsma



Chairman IPO
Johan Remkes



IOC Honorary Member
Hain Verbruggen



IOC Member
Prince of Orange

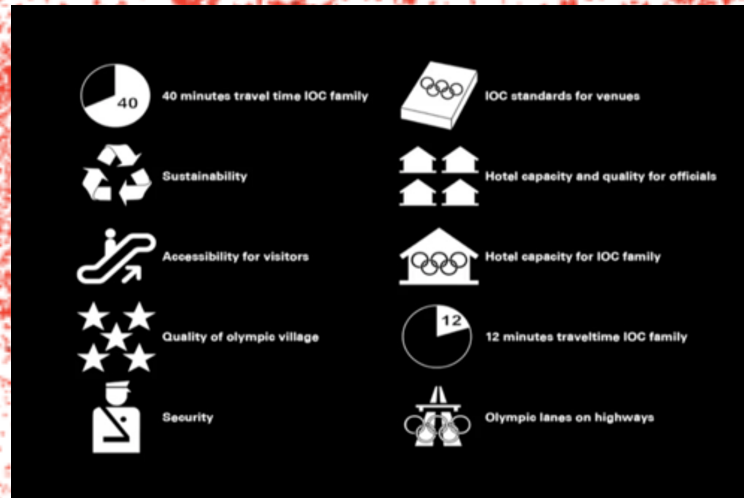
NATIONAL POLICY and OLYMPIC PLAN 2028



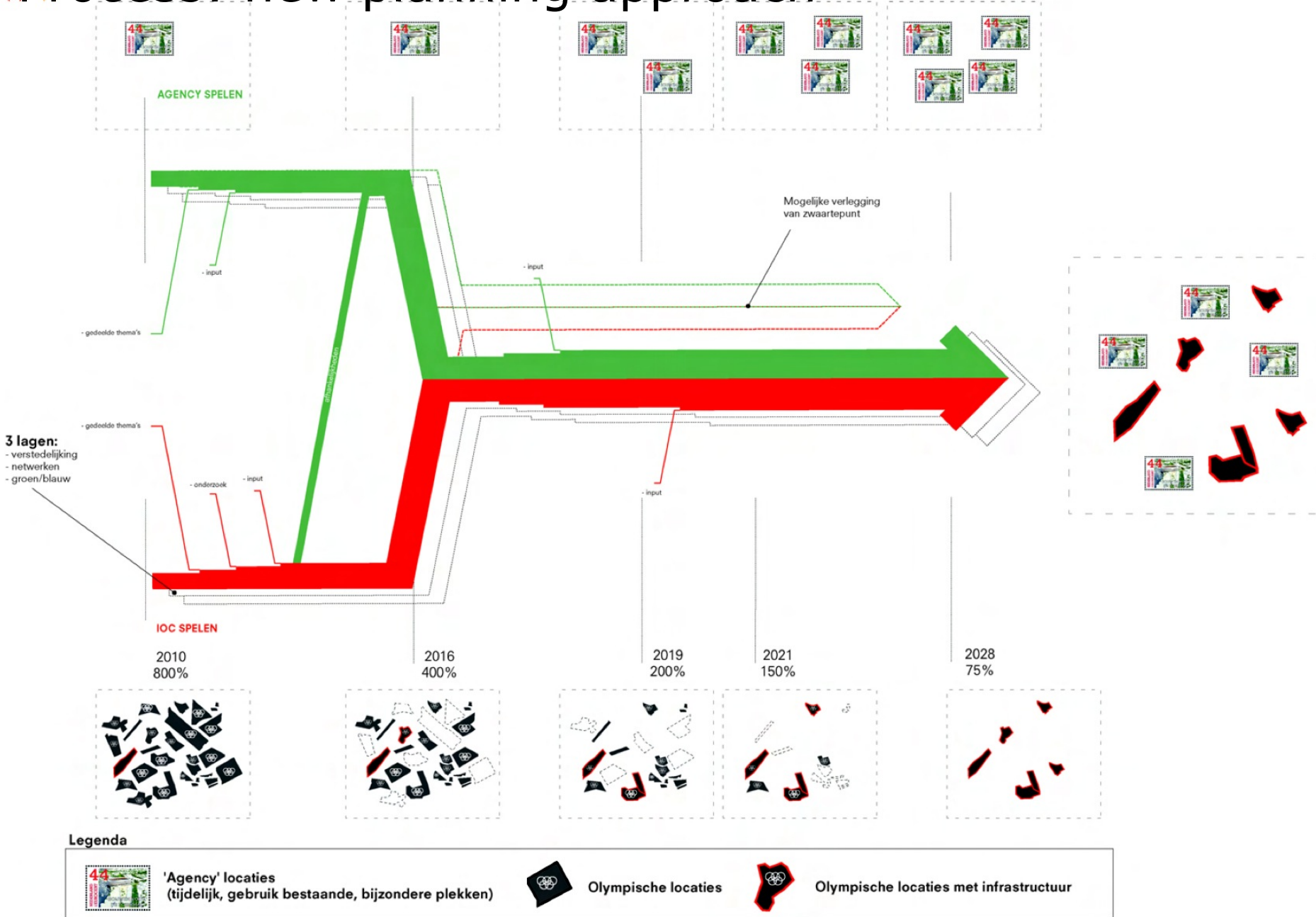
DESIGN (RESEARCH)

PROCESS AND ORG

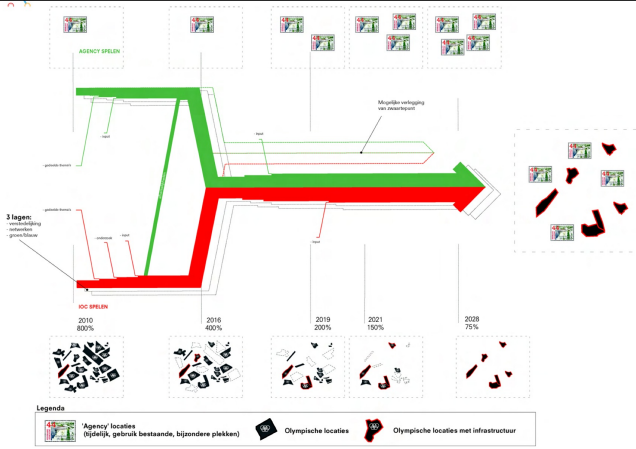
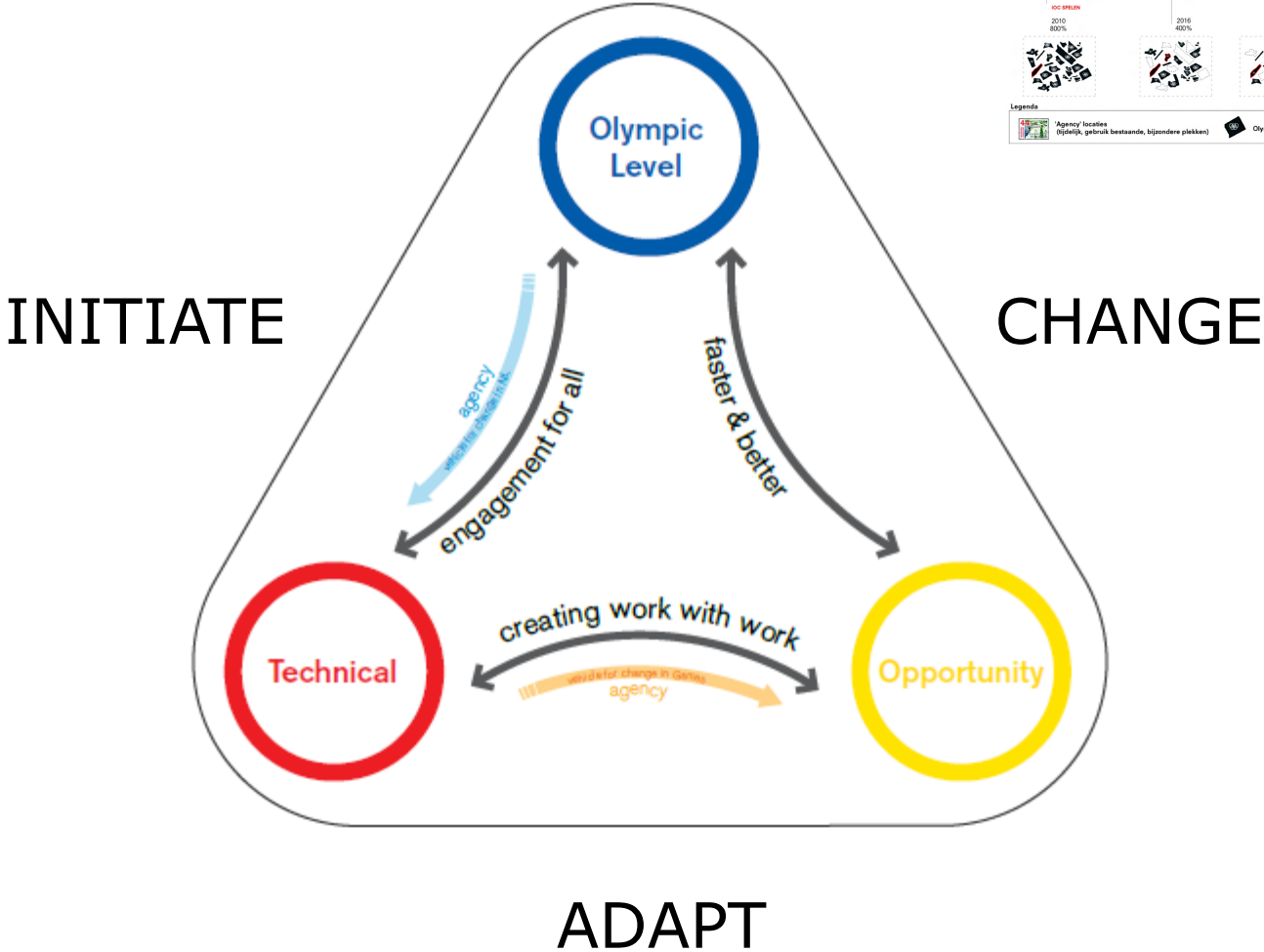
IOC CONCENTRATION vs NL NETWORK



Process: new planning approach

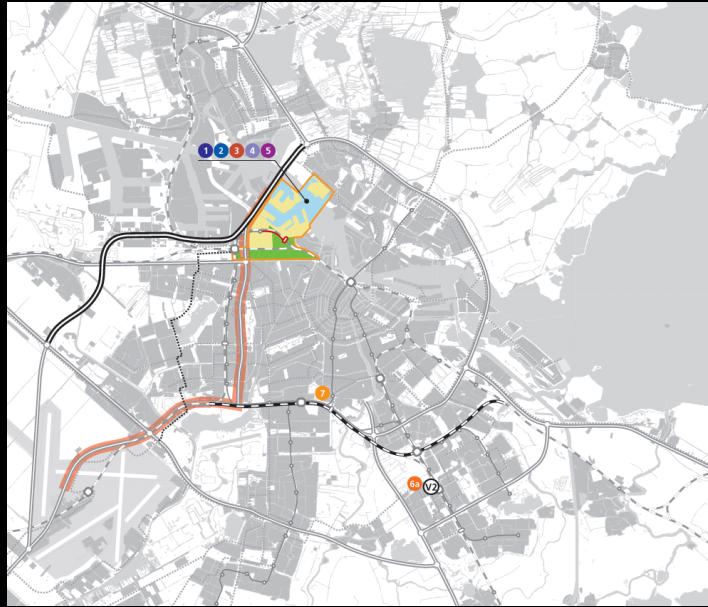


DESIGN APPROACH



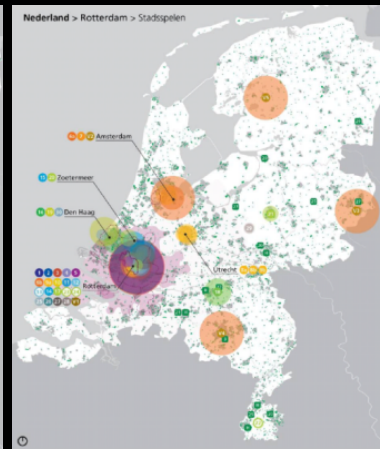
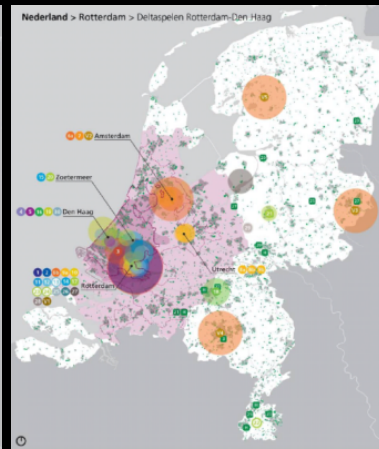
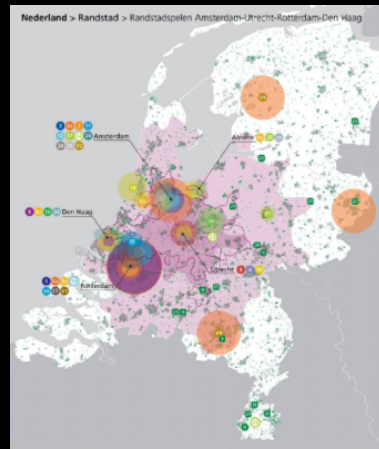
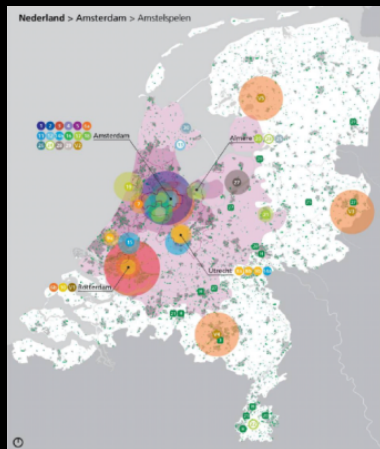
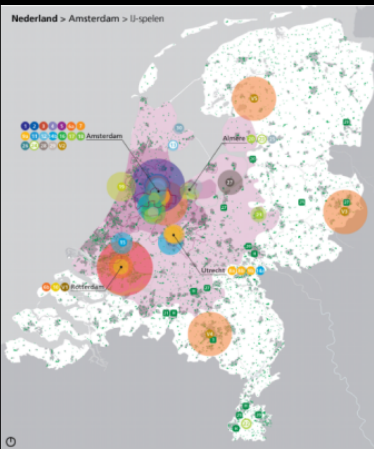
MEETING OLYMPIC REQUIREMENTS

> technical

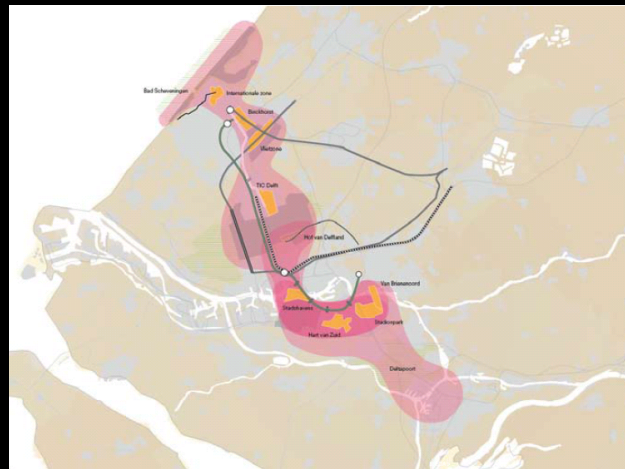


ALIGNING WITH EXISTING POLICY AND PROJECTS

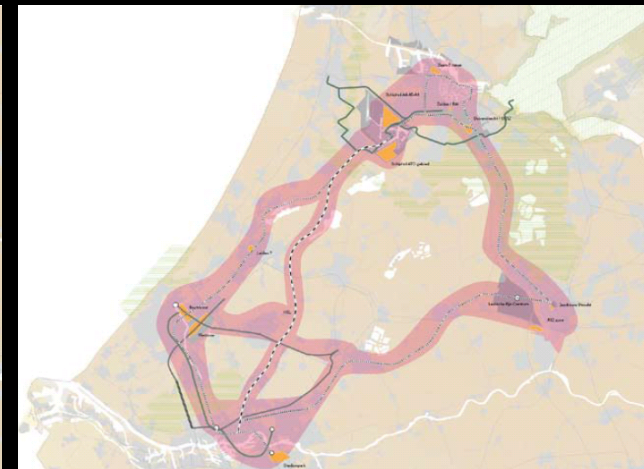
> opportunities



AMSTERDAM



ROTTERDAM



RANDSTAD

ADDING QUALITY AND ENGAGING THE NATION

> Olympic level



COSTS

OLYMPICS COSTS AND BENEFITS: ADDED VALUE

Prize or Penalty

Sports events like the soccer World Cup stimulate trade around the world and spotlight the host country

Jeremy Clift

AN ocean away from Table Mountain, the South African plateau that overlooks one of the key sites of the soccer World Cup, Thailand's sports goods manufacturers have been gearing up for the event for months. Thailand is not among the 32 teams that made it to the final rounds of the global competition, the world's biggest sporting festival outside the Olympics. But its manufacturers of sports shoes, balls, and soccer shirts are expecting a world export bonanza—a welcome boost after last year's downturn in the country's textile and clothing exports during the global economic crisis.

"We strongly believe the World Cup will give our exports a shot in the arm, especially garments and sportswear," said Wallop Witanakorn, secretary-general of the Thai Garment Manufacturers Association. "We expect football mania to help lift Thailand's garment

shipments in 2010 and see growth in a range of 10–15 percent."

The World Cup, staged every four years, may be seen by some in Thailand in purely economic terms, but in host country South Africa it is viewed as a pivotal moment for the nation. Since the end of apartheid in 1994, South Africa has regularly hosted major international sporting events, including the rugby World Cup in 1995 and cricket World Cup in 2003. But the soccer World Cup is in a class of its own in terms of global attention and television audience.

This is the first time Africa has hosted the soccer World Cup and its symbolism goes far beyond the immediate pride of hosting the event. Staging the globe's most prestigious football tournament has become intertwined with rebuilding the economy, reducing lingering social divisions and showcasing a new national identity in South Africa.

So it may not matter much that a number of prominent economists who study sports question the value of hosting such mega sporting events as the World Cup and the Olympics. The costs outweigh the economic benefits, they say. In this issue of *F&D* we look at the pluses and minuses of hosting mega sports events as well as the trade boost that can accrue.

A 2008 report from consulting firm Grant Thornton predicted that the monthlong World Cup tournament could inject about \$7.6 billion into South Africa's economy, create or sustain more than 400,000 jobs, and draw close to 490,000 foreign tourists to the country.

President Jacob Zuma extols the economic impact: "The country's transport, energy, telecommunications, and social infrastructure are being upgraded and expanded. This is contributing to economic develop-

ment in the midst of a global recession, while improving conditions for investment."

But some economists are skeptical. They foresee large white elephants, such as stadiums that are little used following the event they were built for, and in general a diversion of funds to the mega event that could be better spent on social projects, such as schools and hospitals.

Nonetheless, at the end of the day it doesn't seem to matter whether the economists or the boosters are right. The desire to host a World Cup or the Olympics seems insatiable. As Simon Kuper and Stefan Szymanski say in their book *Soccernomics*, reviewed on page 56, "hosting doesn't make you rich, but it does make you happy." □

Jeremy Clift is Editor-in-Chief of Finance & Development.



OLYMPICS COSTS AND BENEFITS: ADDED VALUE

Olympic balance sheet



Costs of staging London 2012	£	\$
Public funds	£9.3bn	\$14.6bn
Loss of GDP*	£1bn	\$1.7bn
Total costs	£10.3bn	\$16.3bn

Revenue generated by Olympics investment†	£13bn	\$20.3bn
Short-term boost to economy‡	£2.4bn	\$3.8bn
Total revenue	£15.4bn	\$24.1bn

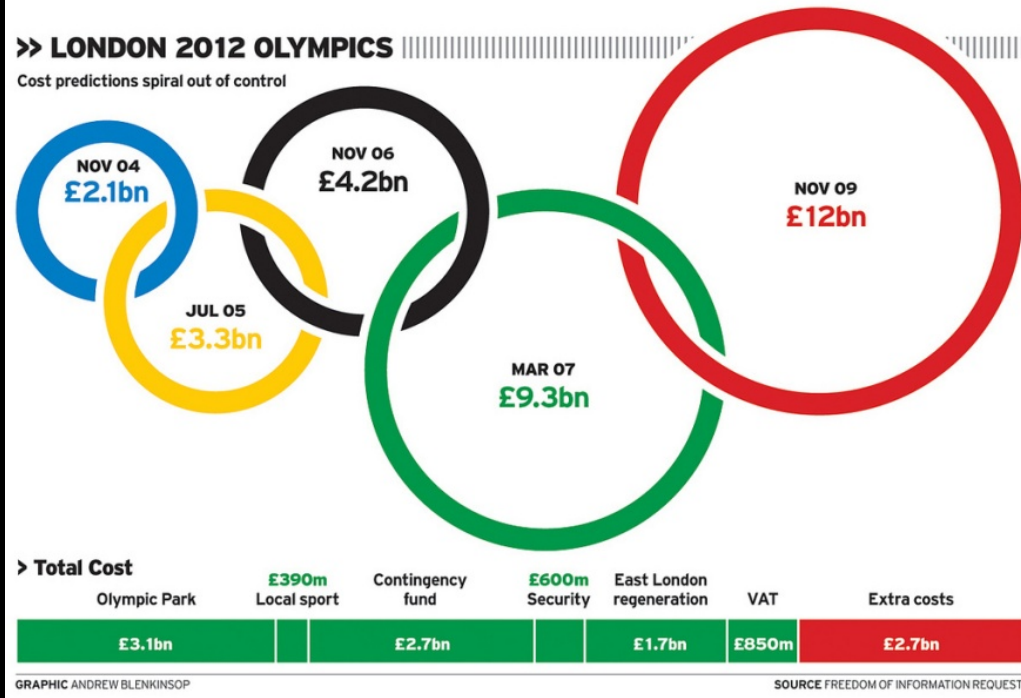
Cost of staging recent Olympics	£	\$
Beijing 2008§	¥450bn	\$67.5bn
Athens 2004§	€12bn	\$17.6bn

*Cebur estimate, †Goldman Sachs estimate, ‡0.4% of GDP in July-September quarter, §2012 US\$ purchasing power © GRAPHIC NEWS



>> LONDON 2012 OLYMPICS

Cost predictions spiral out of control



Spelen Londen miljoenen goedkoper dan gepland

23/10/12, 14:16 - bron: ANP, Reuters, AFP



© GETTY

De Olympische Spelen in Londen zijn circa 377 miljoen pond (ruim 400 miljoen euro) goedkoper uitgevallen dan bepland. De hele organisatie van de Spelen kostte in totaal 207,11 miljard euro. Dat liet de Britse regering dinsdag weten, zo melden Britse media.

DOSSIER OLYMPISCHE SPELEN LEES HET VOLLEDIG DOSSIER

MEER OVER

Olympische Spelen 'Verenigd Koninkrijk' Europa - Londen

'Widenerne blijft olympisch als sport grip terugkrijgt'

Dubbe steden mogelijk in race om Spelen 2024

Vier concurrenten Rotterdam voor Jeugd Spelen

'Team GIP' steurt geen voorstel naar Rio

Britse Rekenkamer: geld Olympische Spelen goed besteed

20/10/12, 14:16 - bron: ANP, Reuters, AFP



© GETTY

De overheidslaanuitgaven van 9 miljard Britse pond (1,06 miljard euro) voor de Olympische Spelen in Londen zijn goed besteed. Dat concludeert de Britse Rekenkamer (MAO) woensdag in een rapport over het sportevenement.

DOSSIER OLYMPISCHE SPELEN LEES HET VOLLEDIG DOSSIER

MEER OVER

Verenigd Koninkrijk' Europa - Olympische Spelen

OLYMPICS COSTS AND BENEFITS: ADDED VALUE

Investeringskosten ¹	Amsterdam IJ-spelen		Amsterdam Amstelspelen		Rotterdam Stadsspelen		Rotterdam-Den Haag Deltaspelen	Randstad Randstadspelen
			Amstel III	IJburg II	Stadshaven-N.	Maashaven		
Specifiek Olympisch (Big Five) ² en structurele maatregelen (vooral infra) ³								
VMKB-resultaat ⁴	- € 1,8 mld + O.E. ⁵		- € 1,5 mld + O.E.		- € 1,3 mld + O.E.		- € 1,1 mld + O.E.	- € 1,2 mld + O.E.

IOC-richtlijnen	Amsterdam IJ-spelen		Amsterdam Amstelspelen		Rotterdam Stadsspelen		Rotterdam-Den Haag Deltaspelen	Randstad Randstadspelen
Voldoet het aan de IOC-richtlijnen?	✓ Voldoet		✓ Voldoet		✓ Voldoet		✓ Voldoet	✓ Voldoet
Wat aan extra's?	<ul style="list-style-type: none"> Zeer korte reisafstanden Olympic Zone Geconcentreerde tijdelijke hotel-capaciteit bij Olympic Zone 		<ul style="list-style-type: none"> Zeer korte reisafstanden Olympic Zone (alleen bij Olympisch Dorp op Amstel III) 		<ul style="list-style-type: none"> Zeer korte reisafstanden Olympic Zone (alleen bij Olympisch Dorp in Maashaven) Geconcentreerde tijdelijke hotel-capaciteit bij Olympic Zone 		-	-
Legacy potentie								
Bereikbaarheid	<ul style="list-style-type: none"> Versnelling ontsluiting nieuw stadsdeel 				<ul style="list-style-type: none"> Versnelling completering OV-netwerk Rotterdam Versnelling infrastructuur Zuidvleugel van de Randstad 		<ul style="list-style-type: none"> Versnelling completering OV-netwerk Rotterdam Versnelling infrastructuur Zuidvleugel van de Randstad 	<ul style="list-style-type: none"> Versnelling infrastructuur Randstad
Woonklimaat	<ul style="list-style-type: none"> Versnelling nieuw stadsdeel 		<ul style="list-style-type: none"> Versnelling nieuwe wijk Probleemwijken krijgen impuls 		<ul style="list-style-type: none"> Versnelling nieuw stadsdeel Probleemwijken krijgen impuls Upgrade leisurezone 		<ul style="list-style-type: none"> Versnelling nieuw stadsdeel Probleemwijken krijgen impuls Upgrade leisurezone 	<ul style="list-style-type: none"> Versnelling nieuw stadsdeel
Leisure	<ul style="list-style-type: none"> Nieuwe leisurezone 		<ul style="list-style-type: none"> Upgrade leisurezone Nationale zone voor leisure en entertainment 		<ul style="list-style-type: none"> Upgrade leisurezone 		<ul style="list-style-type: none"> Upgrade leisurezone 	<ul style="list-style-type: none"> Upgrade leisurezone
Economie	<ul style="list-style-type: none"> Kennis en creatieve economie Impuls Metropoolregio als trekker van nationale economie Nederland als innovatieve Delta / Waterland 		<ul style="list-style-type: none"> Impuls Metropoolregio als trekker van nationale economie 		<ul style="list-style-type: none"> Nederland als innovatieve Delta / Waterland 		<ul style="list-style-type: none"> Nederland als innovatieve Delta / Waterland 	
Risico's en flexibiliteit in de besluitvorming								
Bestuurlijk	-		Beperkt risico		-		Klein risico	Klein risico
Bereikbaarheid	Klein risico		Klein risico		Aanzienlijk risico		Aanzienlijk risico	Aanzienlijk risico
Vererving	Aanzienlijk risico		Klein risico		Klein risico		Beperkt risico	Aanzienlijk risico
Start grondvererving vereist in pré-bid fase? (2012-2019)	Ja		Nee ⁶		Ja		Nee	Nee

¹ Reële bedragen, prijspeil 1-1-2011, exclusief beheer- en onderhoudskosten, exclusief BTW.

² Investeringskosten van Big Five en tijdelijk/specifieke bereikbaarheidsmaatregelen. Probabilistische raming.

³ Investeringskosten maatregelen nodig voor de Olympische Spelen die tevens een toekomstig knelpunt oplossen (veelal infra).

⁴ Verkenning Maatschappelijke Kosten en Baten (VMKB) voor de Olympische Spelen is in 2010/2011 uitgevoerd door de RebelGroup. In deze VMKB worden de ruimtelijke alternatieven en bijbehorende kostenramingen van DHV/Imust als input gebruikt. Ook andere kosten, zoals kosten voor techniek en beveiliging zijn in beeld gebracht en

meegenomen. Evenals de opbrengsten, zoals uitzendrechten, kaartverkoop en de opbrengsten van het vastgoed. Het saldo van kosten en baten is in de tabel weergegeven als een netto contante waarde per 1 januari 2020. Hierbij moet worden opgemerkt dat een aantal effecten die moeilijk te bepalen zijn, niet zijn meegenomen en als PM post in het rapport zijn vermeld. Het gaat om de volgende effecten: Baten uit maatregelen Veiligheid & Technologie, baten uit vrijkomende grond van de voorzieningen en 'Olympische Effecten' als impuls aan de economie, katalysatorwerking voor RO en infra planning en sociaal-maatschappelijke effecten.

⁵ Olympische Effecten

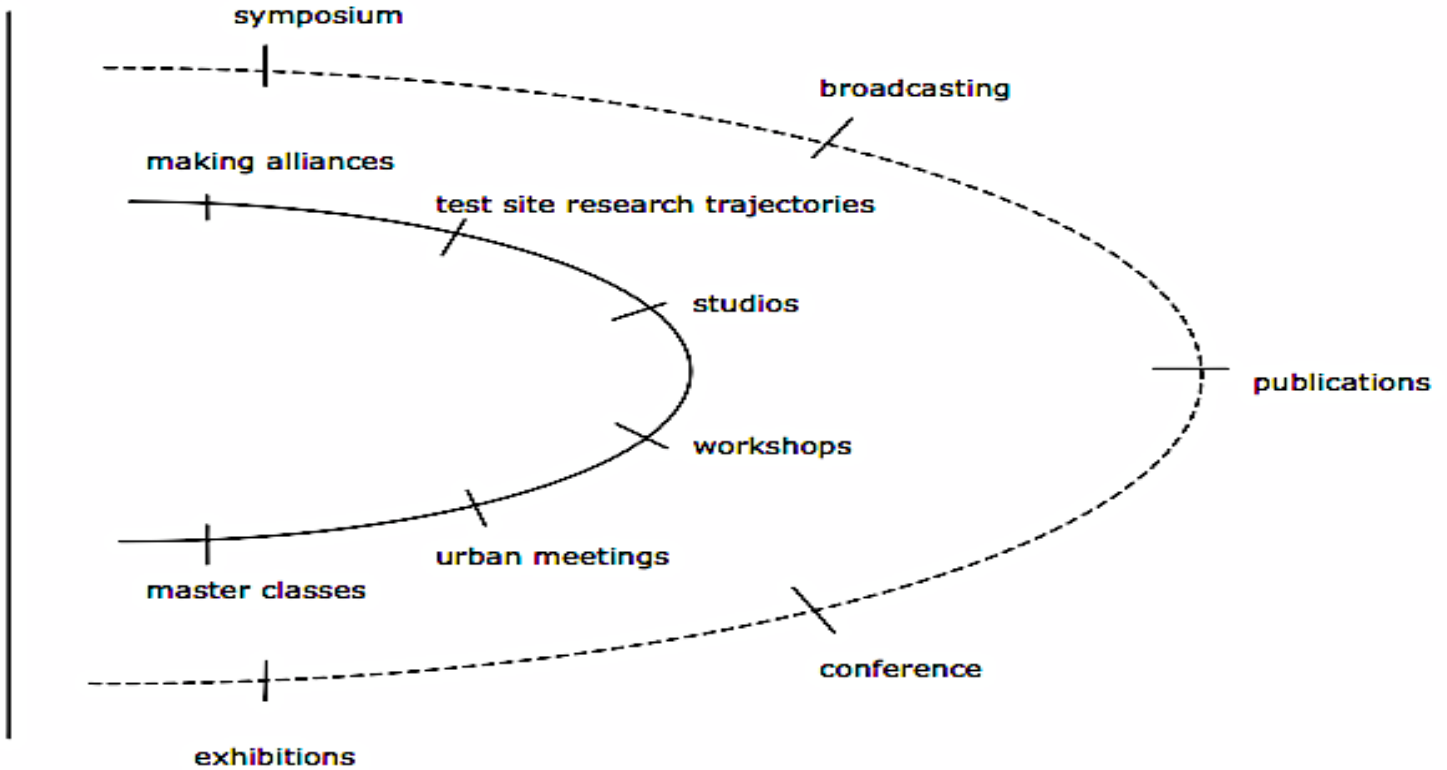
⁶ Start realisatie eiland vóór 2015 i.v.m. verlopen van vergunningen

CHANGING THE GAME/s

OLYMPIC PLAN = SABBATICAL DETOUR

REGULAR PROCESS

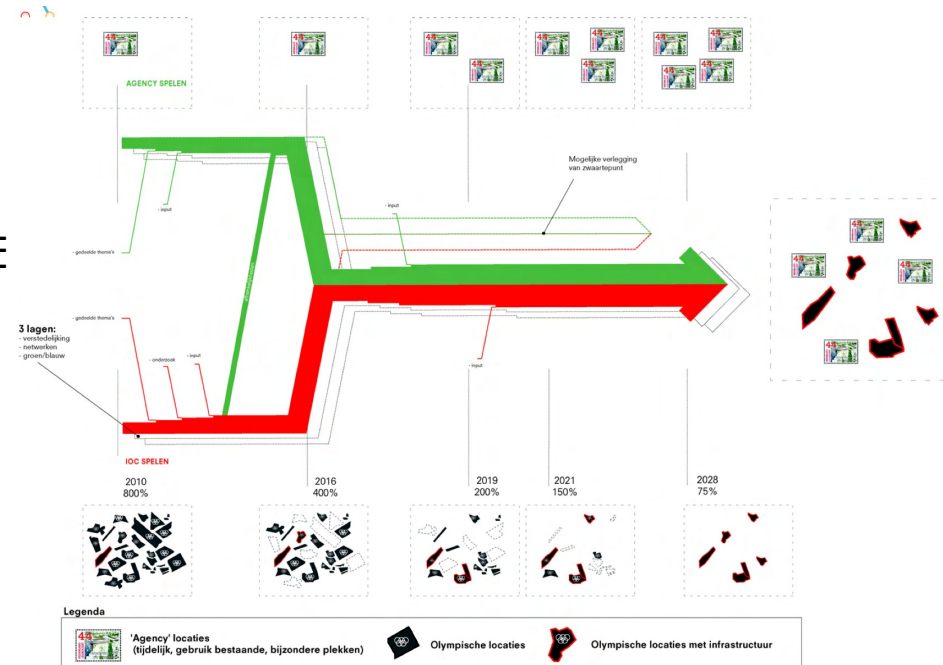
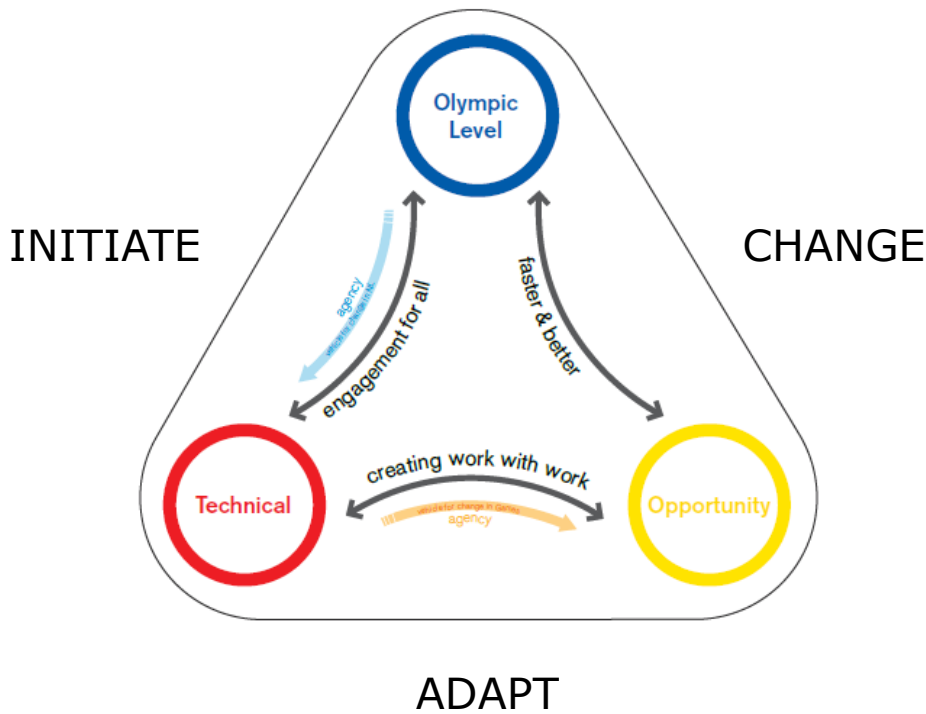
SABBATICAL DETOUR



-IABR

+IABR

OLYMPIC DESIGN APPROACH



OLYMPIC RESEARCH BY DESIGN



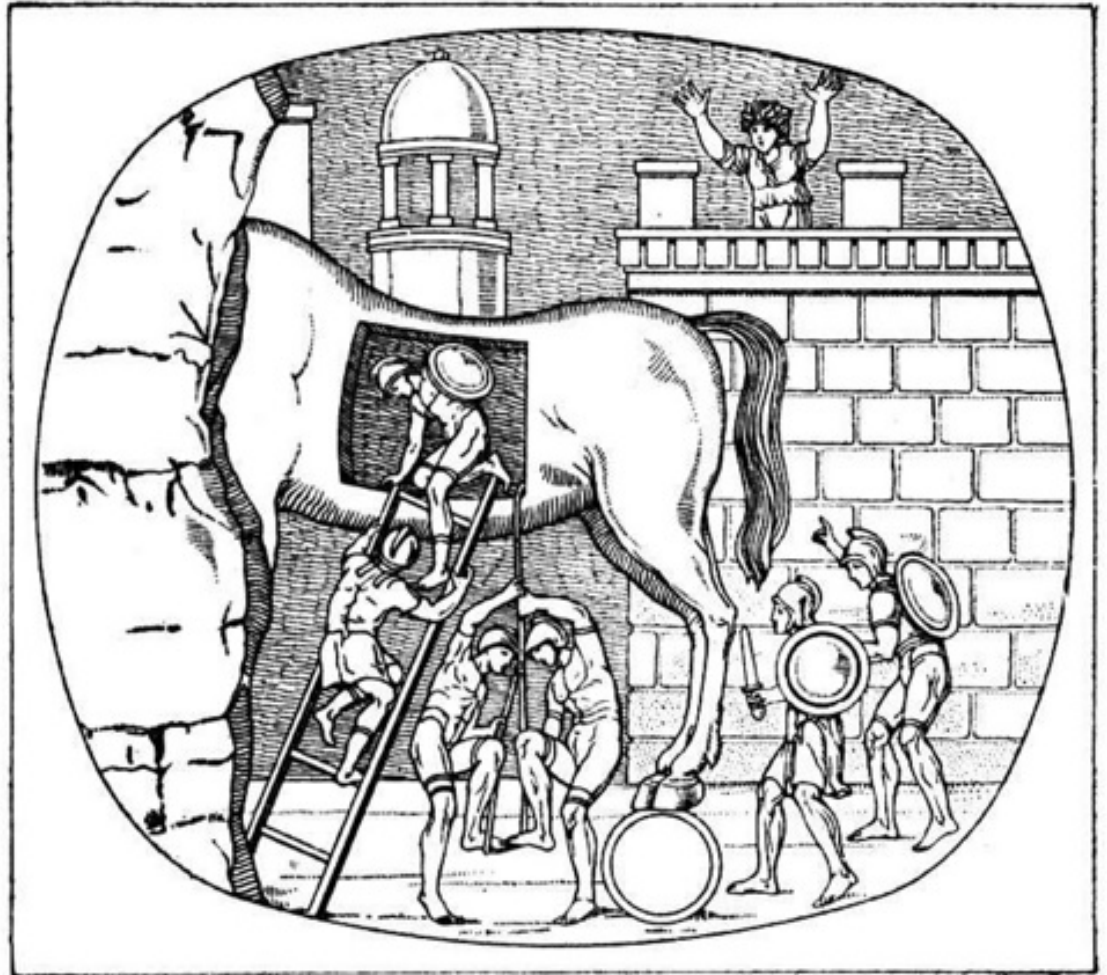
XML architects at the 5th IABR 'Making City' 2012

Münchhausen meets 'his' Trojan Horse



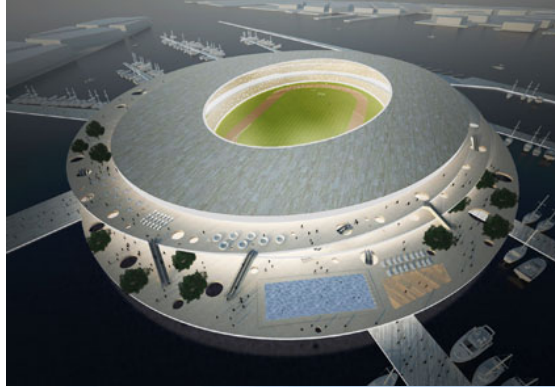
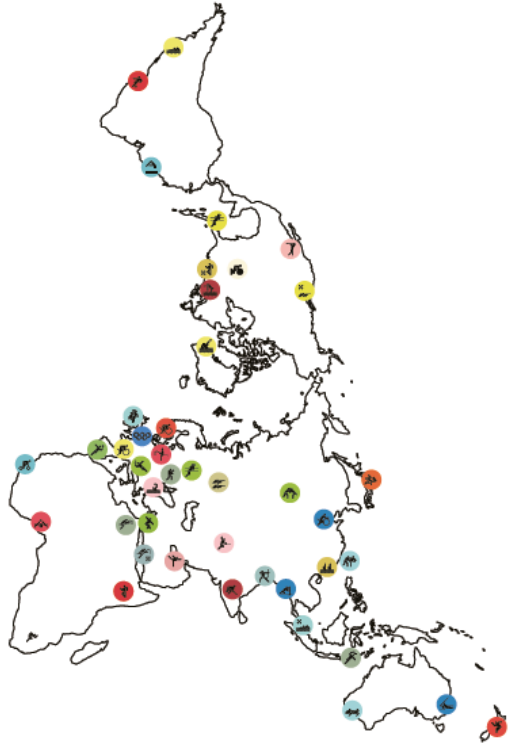
Münchhausen

O. Herrfurth pinx



DUTCH GAMES: GAME CHANGING

Mondiale Spelen
Global Games



A NEW OLYMPIC FIRE

