Sessie 18

Value cases: van beweren naar bewijzen

NEPROM

Gert-Jan Fernhout
Gideon Maasland
Hans de Jong
Hamit Karakus
o.l.v. Fred Schoorl

NEPROM

Value cases

Van beweren naar bewijzen

Value cases : Dag van de Projectontwikkeling 2022

Voor en van Architecten en Opdrachtgevers

Op naar de business case 2.0 #betekeniseconomie

Deze sessie

Waarom Value Cases?

- Gert-Jan Fernhout, Rebel Group: Wat en hoe
- Gideon Maasland, MVRDV: Casus De Markthal

Panel:

- Hans de Jong, Provast
- Hamit Karakus, 1e kamer, Socium31

Welke kansen? Meerwaarde? Hoe dan?

Value case

- Prestaties gerealiseerde gebouwen inzichtelijk maken
- Architectuur uitgedrukt in sociale, ecologische en economische waarden
- Onderbouwd met concrete bewijsvoering
- Conversation piece voor ‘waardevolle’ dialoog tussen architect en opdrachtgever over gedeelde waarden

Markthal

Betekeniseconomie

- Past bij ontwikkeling dat betrokkenheid van architect niet bij oplevering ophoudt (hoe houdt het ontwerp zich in de praktijk / post occupancy evaluation)
- Stimulans voor architect en opdrachtgever om samen vooraf vastgestelde waarden ook daadwerkelijk achteraf te meten

Trouw

OPINIE RELIGIE&FILOSOFIE DUURZAAMHEID&NATU

Interview Lector Betekeniseconomie Kees Klomp

Volgens lector Kees Klor gaan duurzaamheid en winstmaximalisatie niet samen: 'Er is een nieuw narratief nodig'

Value case op BNA.nl

BNA Value Assessment

Maatschappelijke waardering van architectuur

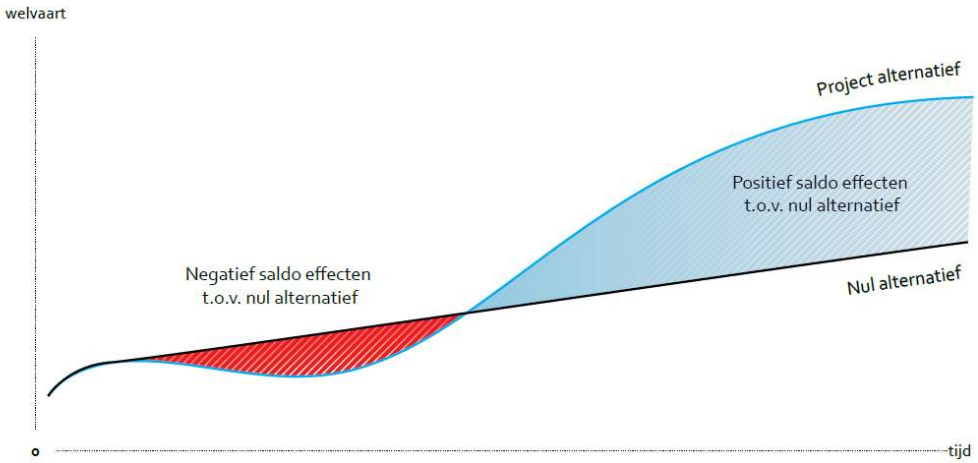
Gert-Jan Fernhout
Dag van de Projectontwikkeling
19 mei 2022

ABBEL

MKBA, NOVI en BNA Value Assessment

Vergelijk project met referentie

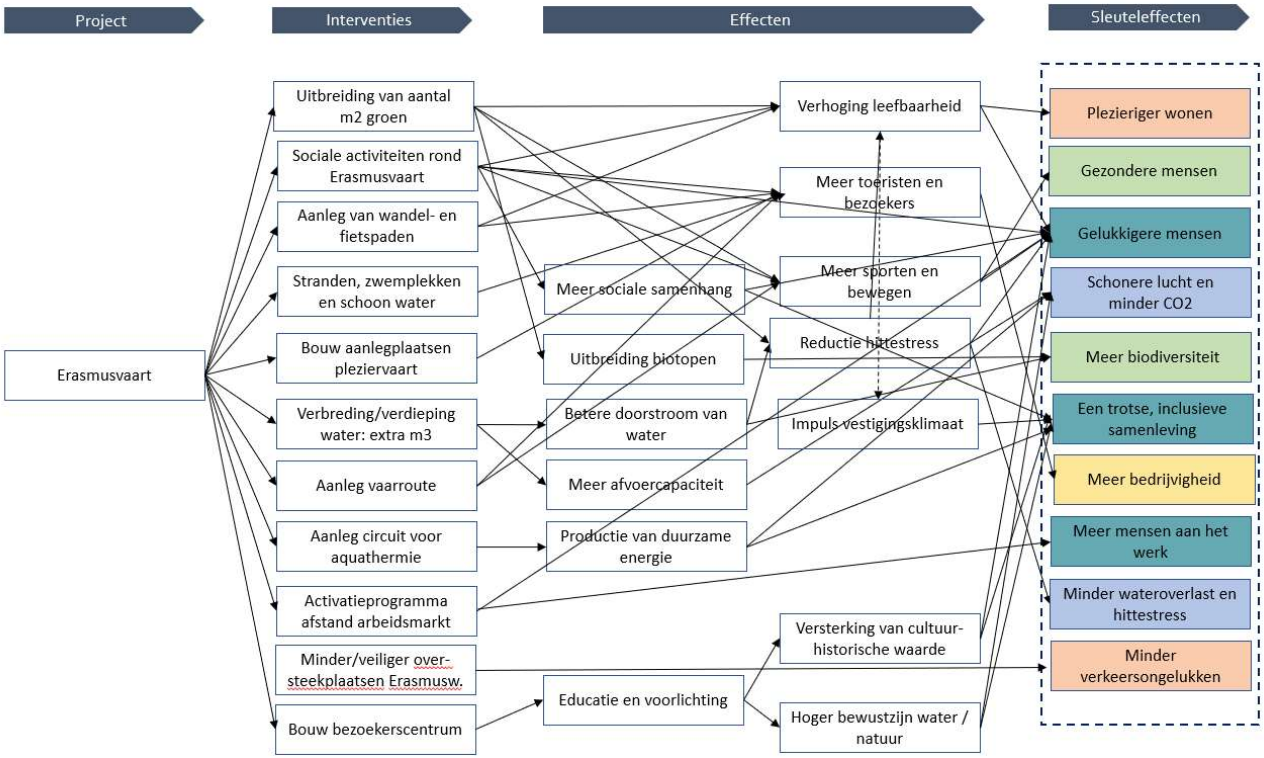
MKBA



- MKBA ontwikkeld om besluitvorming over maatschappelijke investering te ondersteunen.
- Brengt maatschappelijke effecten in kaart en voorziet die van financiële waardering.

Causaliteitsboom

MKBA



Verschillende soorten baten

MKBA

- **Directe financiële baten**; directe geldstromen die samenhangen met het project > *huuropbrengst*
- **Indirecte financiële baten**; financiële waarde die niet automatisch bij het project terecht komt > *waardestijging omliggende panden*.
- **Monetariseerbare niet-financiële baten**; leiden niet tot een geldstroom, maar we kunnen kun waarde wel in euro's uitdrukken > *CO2-uitstoot*
- **Niet-monetariseerbare niet-financiële baten**; zijn niet (goed) uit te drukken in euro's > *biodiversiteit*

BNA Value Assessment leidt tot betere gebouwen

BNA Value Assessment

Goede architectuur is betekenisvol en waardevol voor de mensheid.

BNA Value Assessment helpt:

1. Architecten/ontwikkelaars om maatschappelijke waarde te onderbouwen.
2. Architecten om betere gebouwen te ontwerpen.
3. Opdrachtgevers om maatschappelijke waarde uit te vragen en beoordelen.

Beoordelingscriteria

BNA Value Assessment

Values BNA	Explanation
economic where the	
1. Value for money	Does the building contribute to more pleasant living or working (depending on function)?
	Does the building contribute to a higher financial return?
2. Future Value	Is the building able to respond to changing use?
Ecological where the	
1. Nature inclusive	Does the building contribute to more biodiversity? (Attract more birds/insects/plants)
2. Climate adaptive	Is it a climate-adaptive building? (Solution against heat stress / flooding)
3. Circular	Is there a sustainable use of materials?
4. Energy	Is it a building with a higher energy performance than the NZEB standard?
social where the	
1. Community	Does this building contribute to strengthening the mutual involvement of the users/residents?
2. Identity	Does the building contribute positively to the identity of the users / organization / city?
3. Livability	Does the building contribute to the quality of life in the neighborhood / city?
4. Health	Does the building contribute to the health of the user?

Waarde slaat op verschillende plekken neer

BNA Value Assessment

- **In het gebouw - gebruiker**: lager ziekteverzuim, meer woon-/werkplezier, meer klanten.
- **In het gebouw - eigenaar**: hogere huur, hogere toekomstwaarde
- **Aangrenzend aan het gebouw**: hogere vastgoedprijzen, meer omzet.
- **In de buurt**: beter imago, hogere vastgoedprijzen, meer omzet.
- **In de stad**: beter imago, meer bezoekers, identiteit.

Toepassing op Stadskantoor Venlo

BNA Value Assessment

BNA Value assesment

Waardes BNA		In het gebouw - - gebruiker	In het geb - opdrachtg			
Economische waarde						
1. Waar voor je geld	Draagt het gebouw bij aan plezieriger wonen of werken (afhankelijk van functie)?	2				
	Draagt het gebouw bij aan een hoger financieel rendement?	2				
2. Toekomstwaarde	Is het gebouw in staat om te reageren op veranderend gebruik?	2				
Ecologische waarde						
1. Natuurinclusief	Draagt het gebouw bij aan meer biodiversiteit? (Aantrekken van meer vogels / insecten / planten)	2				
2. Klimaatadaptief	Is er sprake van een klimaatadaptief gebouw? (Oplossing tegen hittestress / wateroverlast)	2				
3. Circulair	Is er sprake van duurzaam materiaalgebruik?	2				
4. Energie	Is er sprake van een gebouw met een met een hogere energieprestatie dan de BENG-norm?	1				
Sociale waarde						
1. Gemeenschap	Draagt dit gebouw bij aan het versterken van de onderlinge betrokkenheid van de gebruikers/bewoners?	2	2	2	2	2
2. Identiteit	Draagt het gebouw positief bij aan het identiteit van de gebruikers / organisatie / stad?	2	2	2	2	2
3. Leefbaarheid	Draagt het gebouw bij aan de leefbaarheid in de wijk / stad?	2	2	2	2	2
4. Gezondheid	Draagt het gebouw bij aan de gezondheid van de gebruiker?	2	2	2	2	2
Eindscore / vastgoedwaarde						

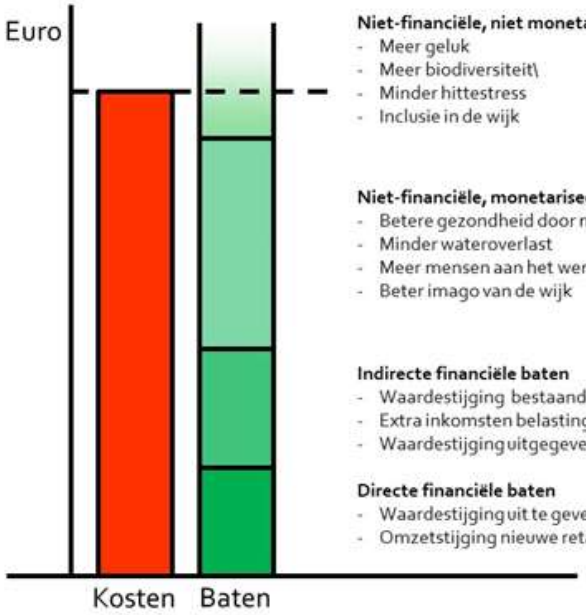
	0
	+
2	++

Waardevol ≠ Betaalbaar ≠ Financierbaar

Meer doen. Meer samen doen.

Van baat naar opbrengst

Meer doen. Samen doen.



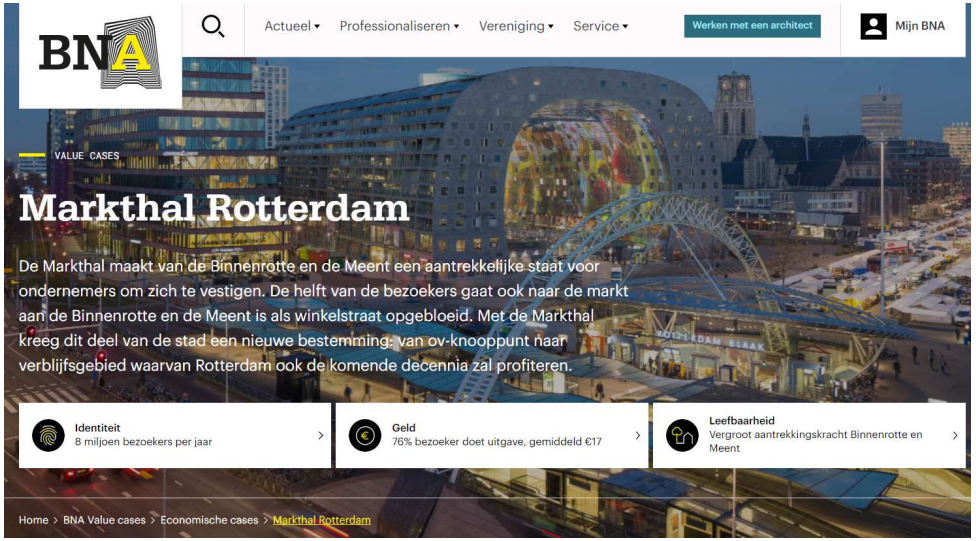
	Bekostiger	Instrument
Niet-financiële, niet monetariseerbare baten		
- Meer geluk	- Gemeente / Provincie / Rijk	- Overheidsbijdrage/subsidie
- Meer biodiversiteit\	- Gemeente / Provincie / Rijk/HHD	- Idem
- Minder hittestress	- Gemeente	- Idem
- Inclusie in de wijk	- Gemeente/WoCo	- Subsidie/sponsorbijdrage
Niet-financiële, monetariseerbare baten		
- Betere gezondheid door meer bewegen	- Zorgverzekeraar	- Sponsorbijdrage
- Minder wateroverlast	- Gemeenten / HHD/Verzekeraars	- Subsidie/sponsorbijdrage
- Meer mensen aan het werk	- Gemeente/Rijk	- Gemeente / Waterschap
- Beter imago van de wijk	- Gemeente	- Overheidsbijdrage/subsidie
Indirecte financiële baten		
- Waardestijging bestaand vastgoed	- Eigenaren bestaand vastgoed	- Baatbelasting/OZB
- Extra inkomsten belastingen (BTW, OZB)	- Rijksoverheid	- Overheidsbijdrage
- Waardestijging uitgegeven ontwikkellocaties	- Ontwikkelaars	- Anterieure overeenkomst
Directe financiële baten		
- Waardestijging uit te geven ontwikkellocaties	- Ontwikkelaar	- Verkoopopbrengst grond
- Omzetstijging nieuwe retail, horeca etc.	- Ondernemers	- Concessies

Ambitie

BNA Value Assessment

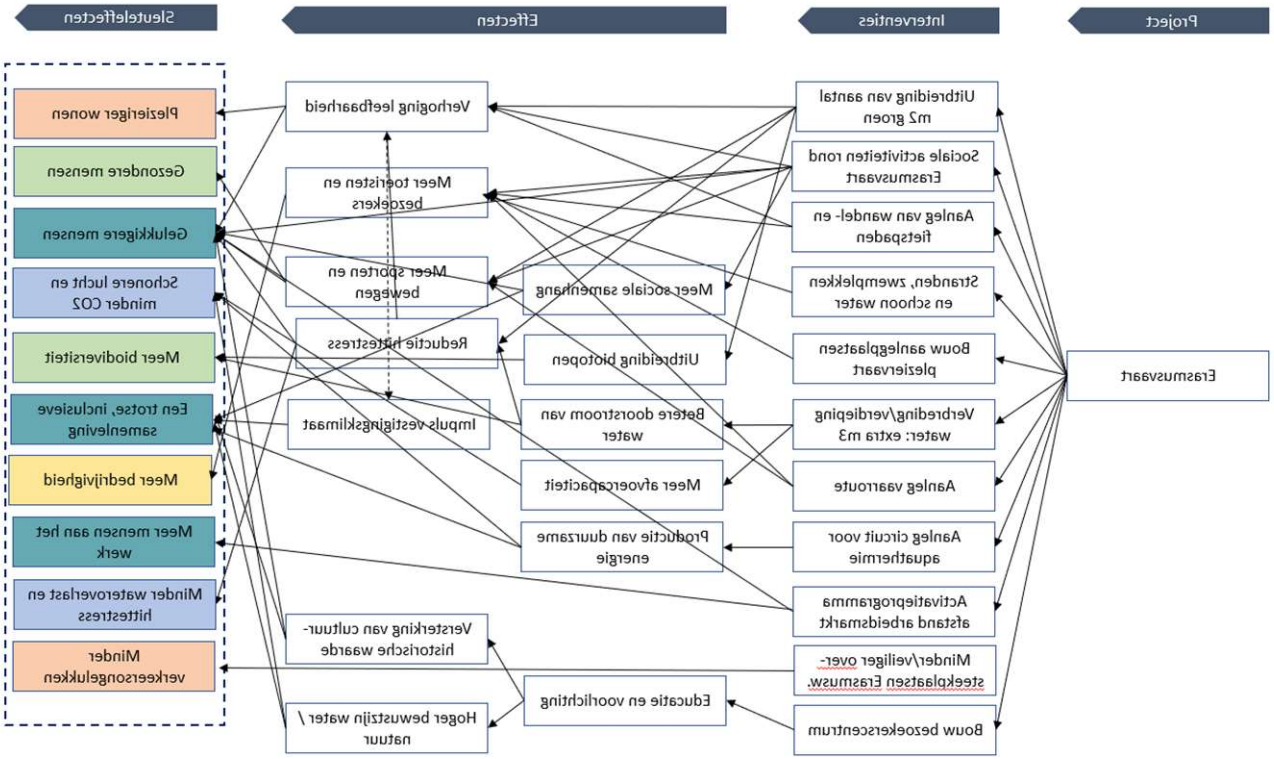
Een online tool die:

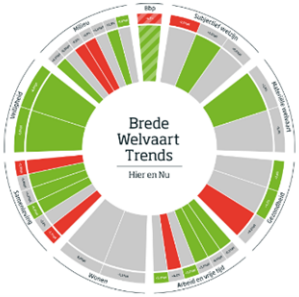
- Opdrachtgevers helpt om maatschappelijke waarde onderdeel te maken van de uitvraag naar en beoordeling van ontwerpen
- Architecten helpt om de maatschappelijke waarde van hun ontwerp aan te tonen in de vorm van een soort bijsluiter. Net als het energie-label.



Reverse engineer the causility tree

Hoe maak je betere gebouwen?





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MVRDV

19 mei 2022

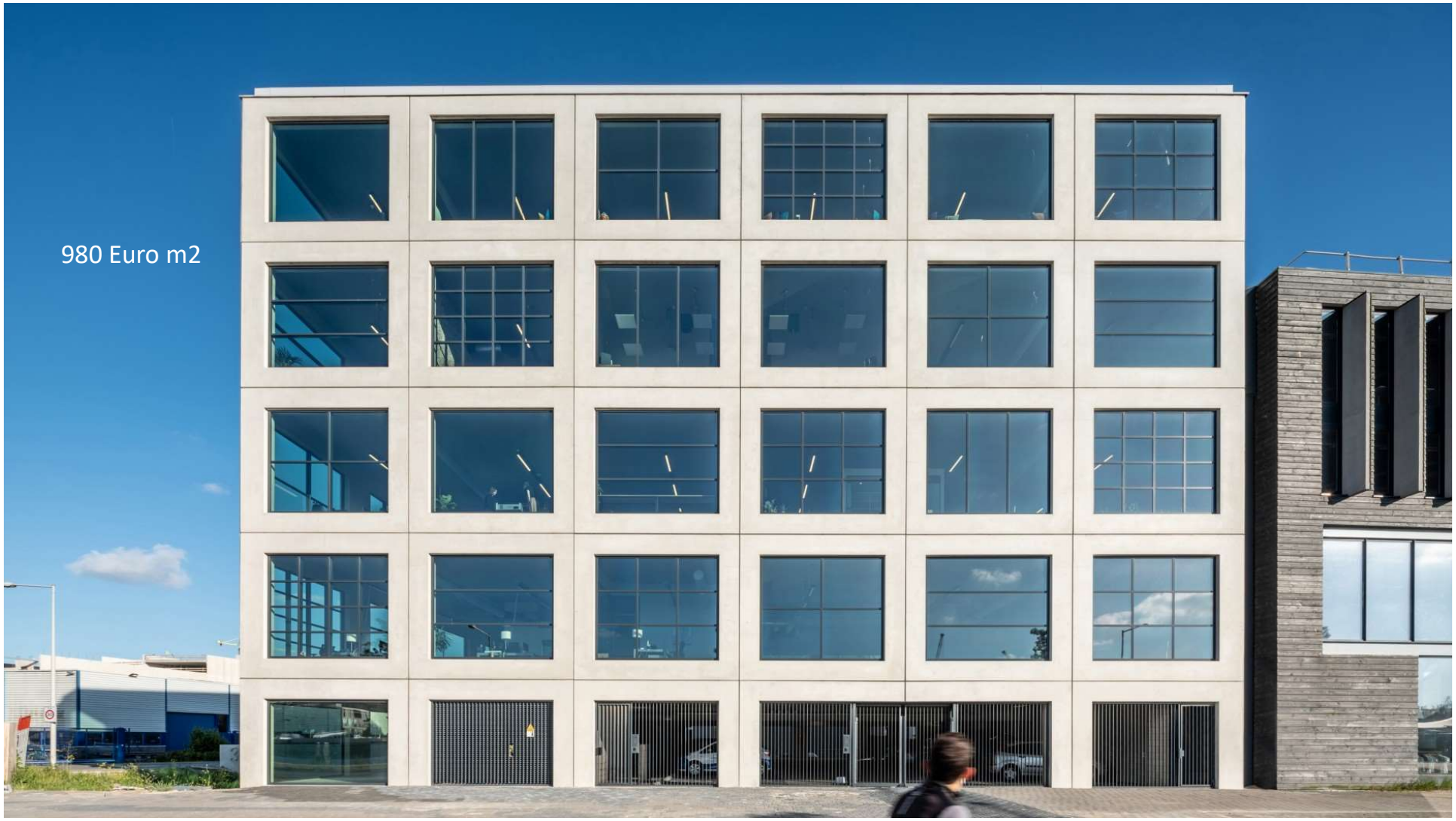
De Waarde van Architectuur

Gideon Maasland

Dag van de Projectontwikkeling

Bibliotheek

Hertzberger
Plan
DIT TERREIN WORDT BEVEILIGD DOOR
VIGILAT

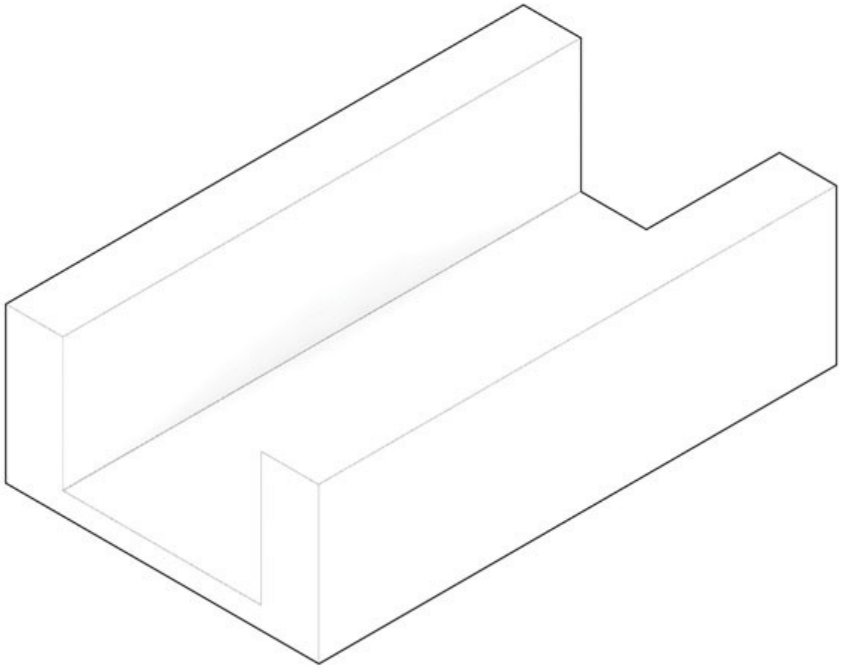

980 Euro m2

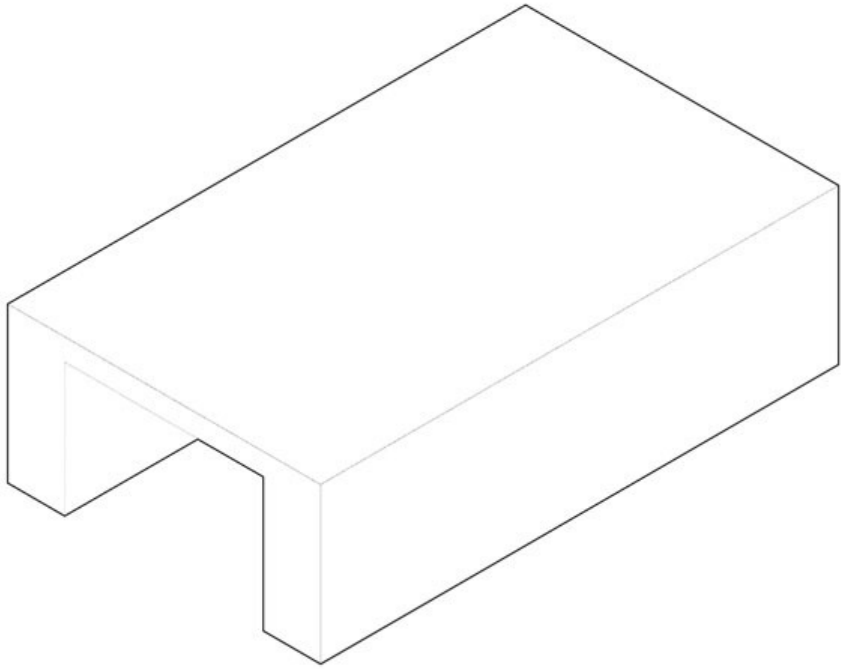
De Waarde van Architectuur

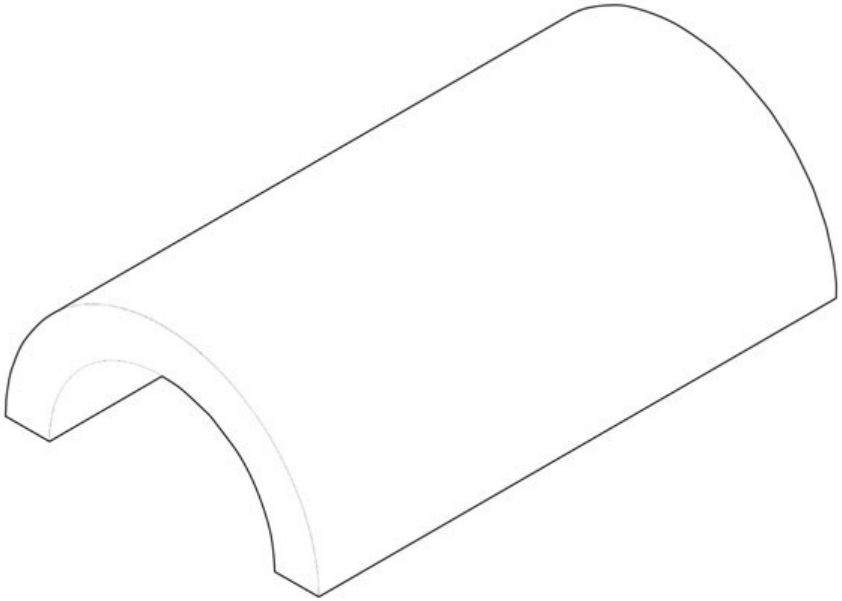
BBVA

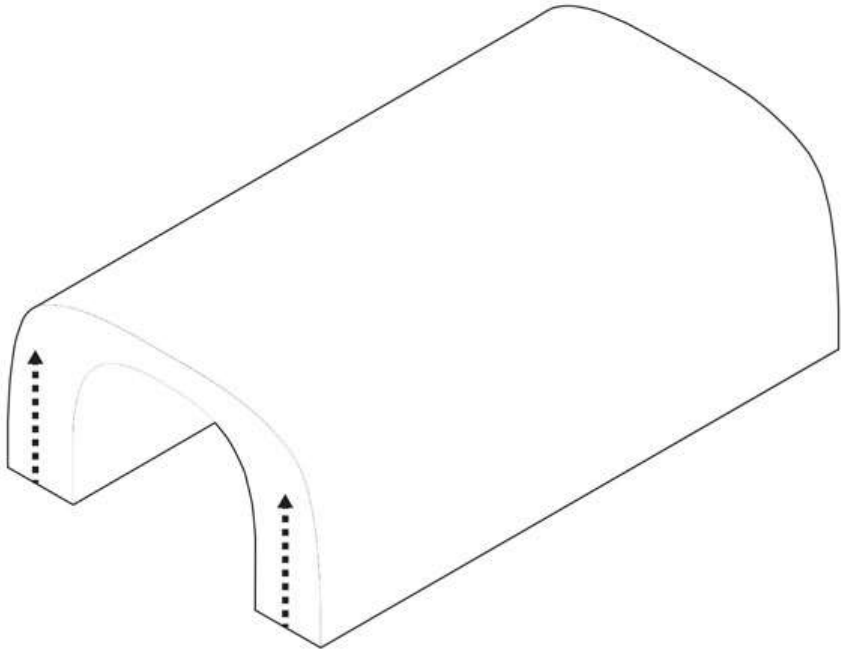
SUPERSTAR AQUARIUS
Aquarius
STAR CRUISES 麗星郵輪
GENTING 雲頂世界

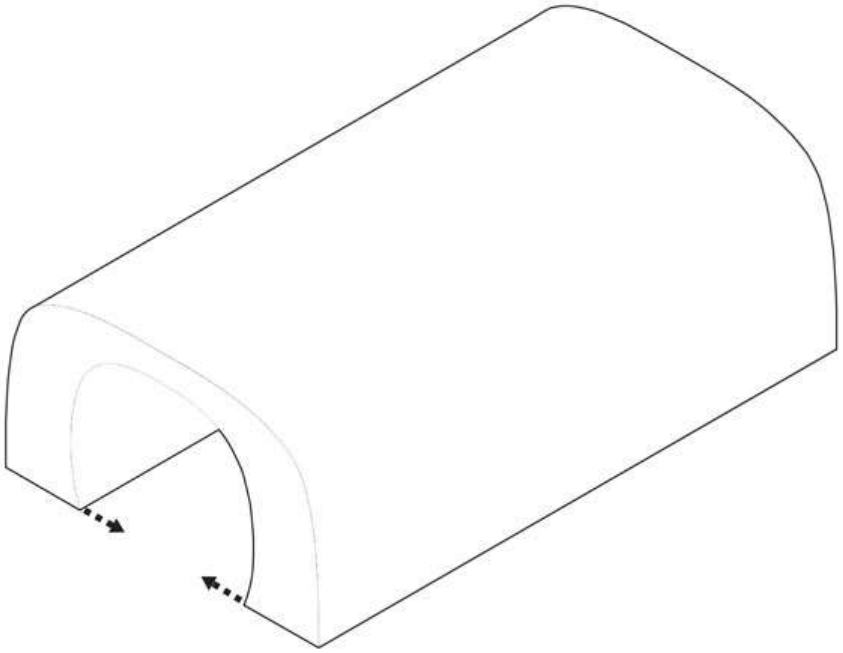
Markthal

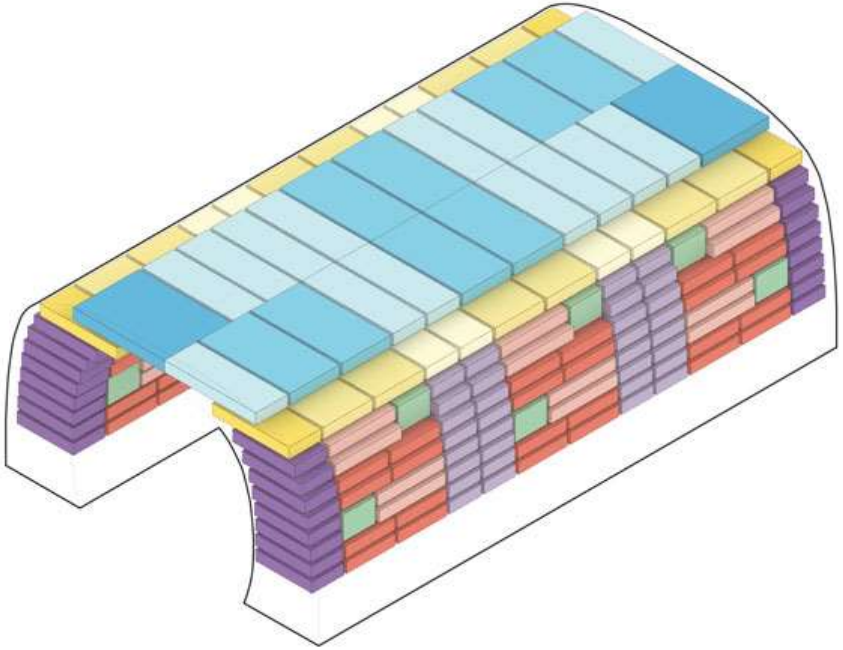


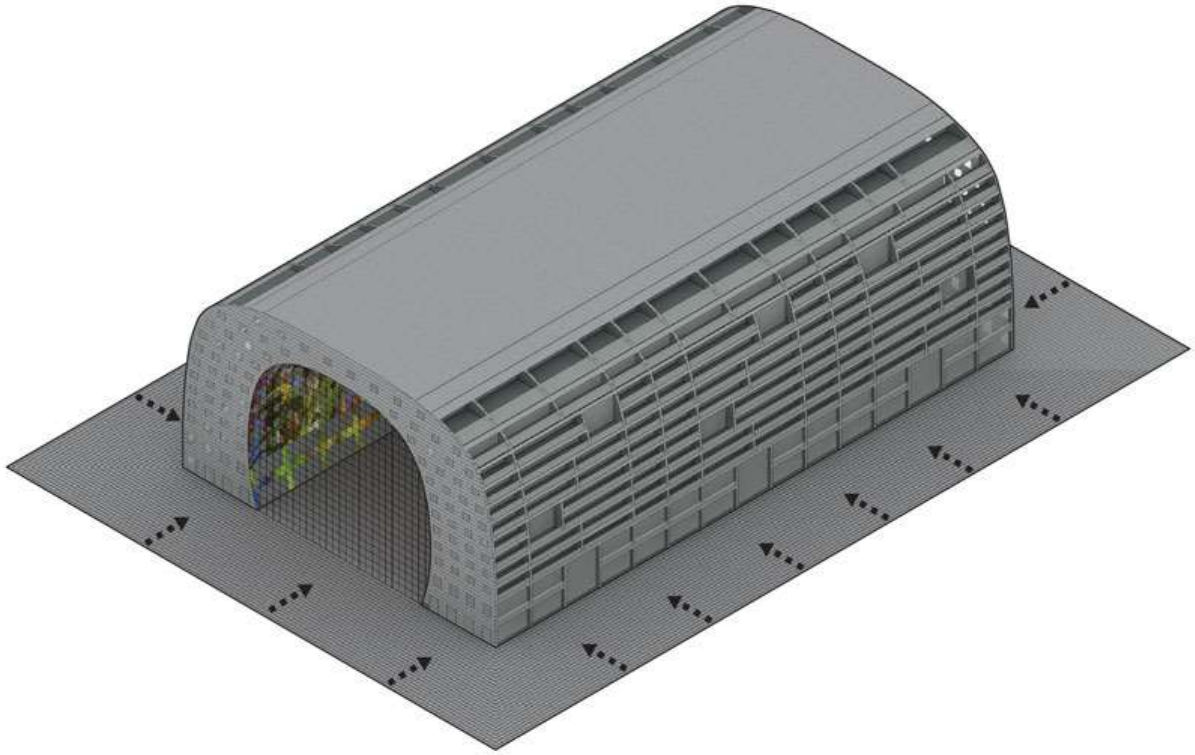






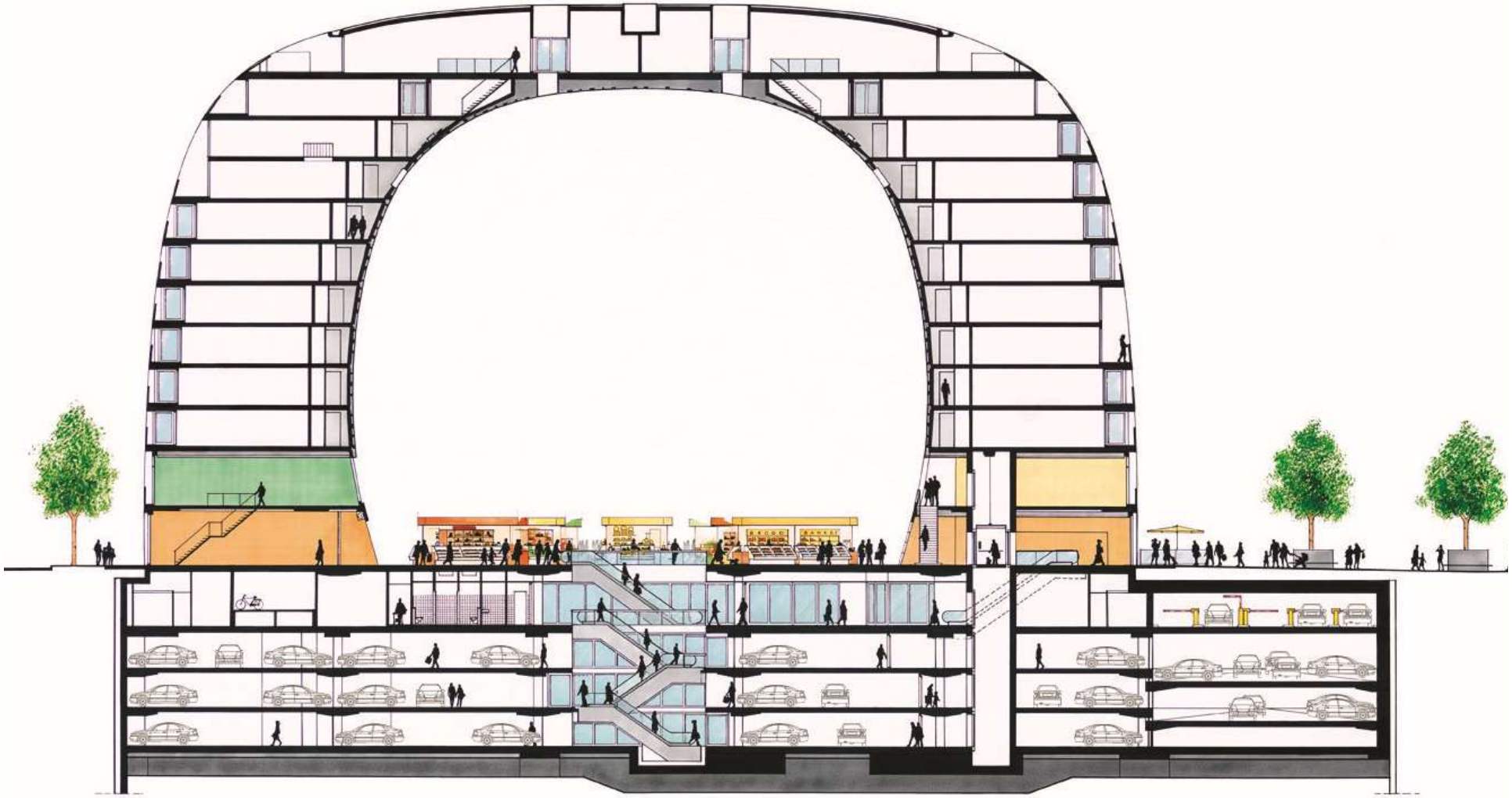






41

Kaas
500 gram...
€ 4,75
Fenegriek
500 gram...
€ 5,95
30+
500 gram...
€ 5,95
500 Gram...
4,25
echte Stolwijkse
500 gram...
€ 5,95
Scharrel
Eieren
10 stuks € 1,95
CROMWIJK
KAASDOK
14,95
€ 2,95



Markthal was designed for
3,5 million visitors a year

Of which a prospected
50.000 tourists per year

2018 MVRDV NBTC

Each week Markthal is visited by 150.000 people, which results in a net visitors amount of 8 million a year

Strabo Market Research 2018

These eight million visitors a year remain steady, Markthal's visitor numbers are stable and comparable to a mid-size city centre.

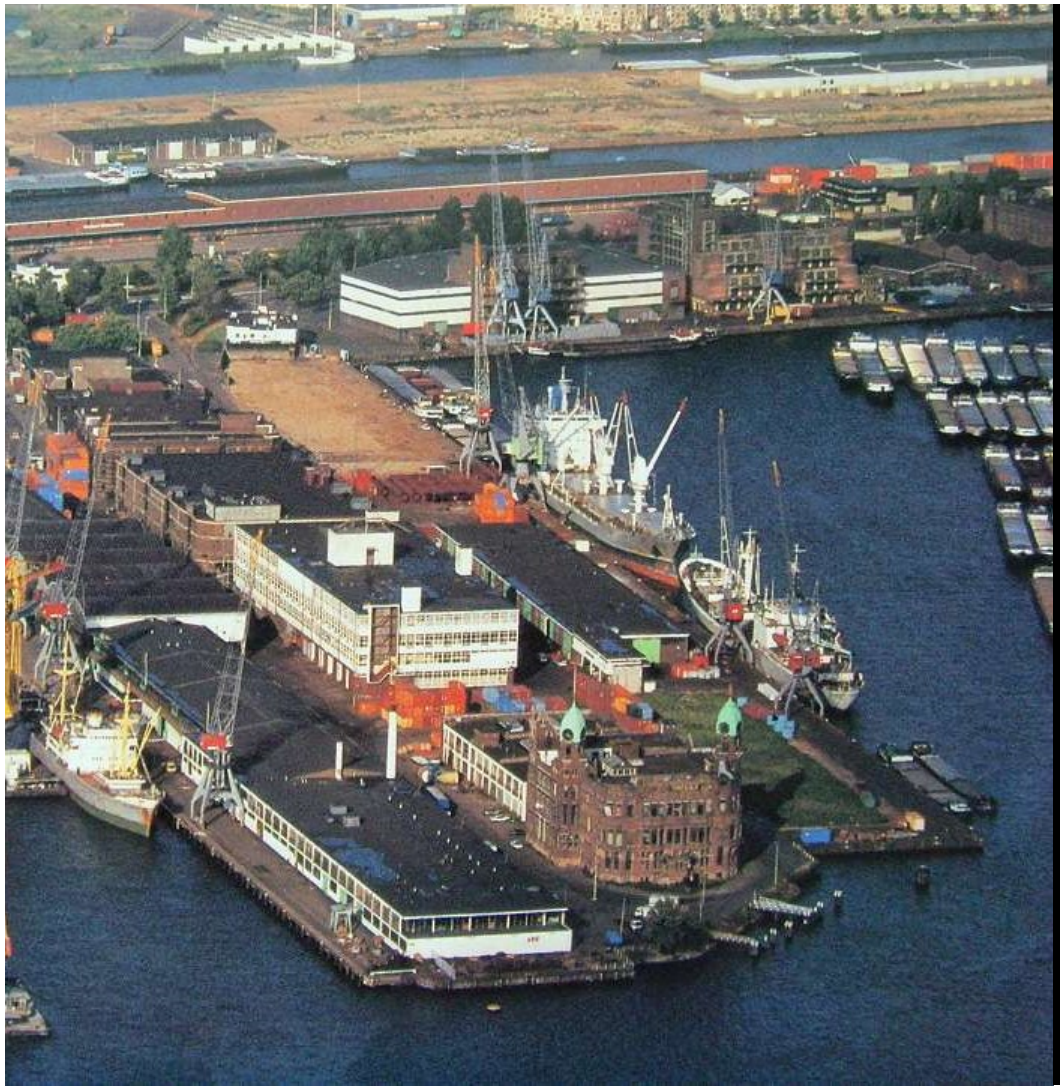
Strabo Market Research 2018

De reputatie van Rotterdam in 2014

25 jaar Stedelijke Transformatie

release the beast
Jägermeister
2314829
R.1977

2008
PAULUSKERK



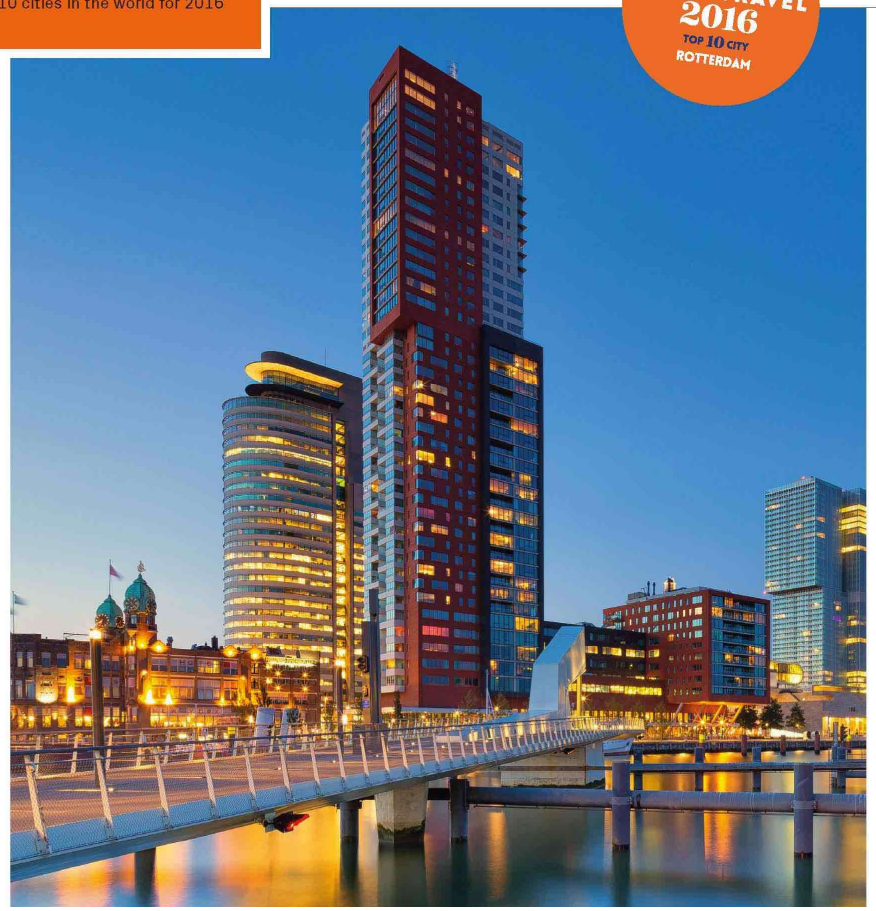
Rotterdam 1980's

drugs hoofdstad
werkeloosheid
petrol port
haven georienteerd
20.000 inwoners centrum
550.000 totaal inwoners

Rotterdam 2016

hipster hoofdstad
duurzame haven stad
breed economisch persp.
60.000 inwoners centrum
624.799 inwoners totaal
groei toerisme

Lonely Planet's Best in Travel made Rotterdam one of the top 10 cities in the world for 2016



lonely planet BEST IN TRAVEL 2016 TOP 10 CITY ROTTERDAM

TTY IMAGES

Rotterdam, the Netherlands

The Netherlands' second-biggest metropolis is a veritable open-air gallery of modern, post-modern and contemporary construction

ACTIVITIES | CULTURE | EVENTS

Population: **1.2 million**
Foreign visitors per year: **425,000**
Language: **Dutch, English widespread**
Unit of currency: **euro (€)**
Cost index: **cup of coffee €2.50 (US$2.72), glass of beer €2.80 (US$3.05), short taxi ride €8 (US$8.70), harbour cruise €11.25 (US$12.23)**

5

Why go in 2016? *> Riding a wave of urban development, redevelopment and regeneration*

Futuristic architecture, inspired initiatives such as inner-city canal surfing, a proliferation of art, and a surge of drinking, dining and nightlife venues make Rotterdam one of Europe's most exhilarating cities right now.

The Netherlands' second-biggest metropolis, on the vast Nieuwe Maas river,

Rotterdam in TOP 10 lists of places worth to visit

CNN

lonely planet

ROUGH GUIDES

theguardian

The New York Times

Verwijderen Beantwoorden Allen beantwoorden Doorsturen Verplaatsen Ongewenste e-mail Ongelezen Categoriseren Opvolgen

NU (NL) :: Jamie Oliver: 'Markthal is big, brave, beautiful'

PR

Verzonden: Wednesday 18 November 2015 13:22

Aan:

U hebt dit bericht doorgestuurd op 18/11/15 13:47.

Jamie Oliver: 'Markthal is big, brave, beautiful'

13 november 2015 om 19:30 door Daniëlle Rijsdijk

Jamie Oliver in de Markthal. / Bart Jansen

urban analytics

Effect Markthal op vastgoedwaarde

Springco Urban Analytics

Versie: 1
Datum: 08-02-202

MEDIA EXPOSURE

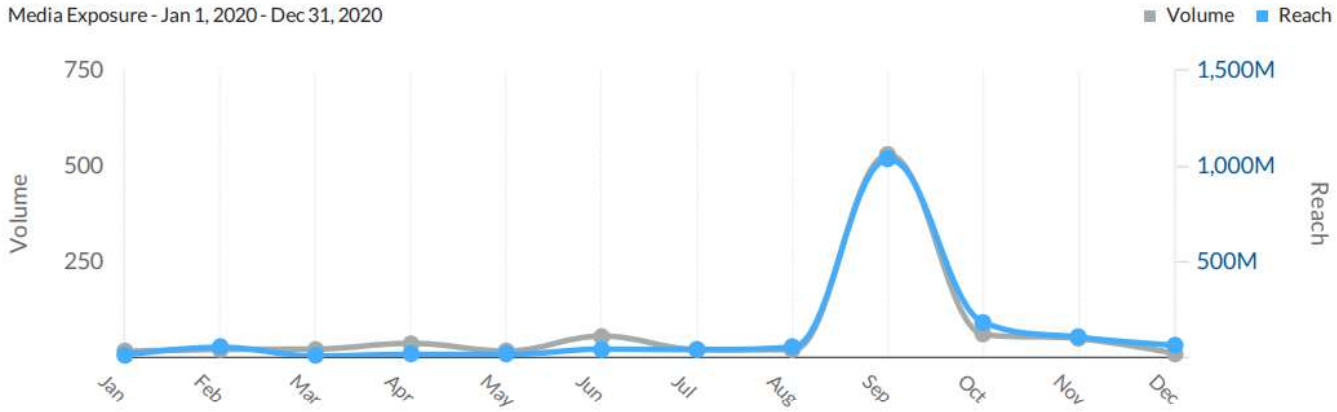
HIGHLIGHTS FROM THE YEAR

- 1 "AD.nl" joined the top 3 publishers in this period
- Overall reach increased 779%
- "De Havenloods" accounted for 10% of volume, followed by "Provinciale Zeeuwse Courant" with 9% share

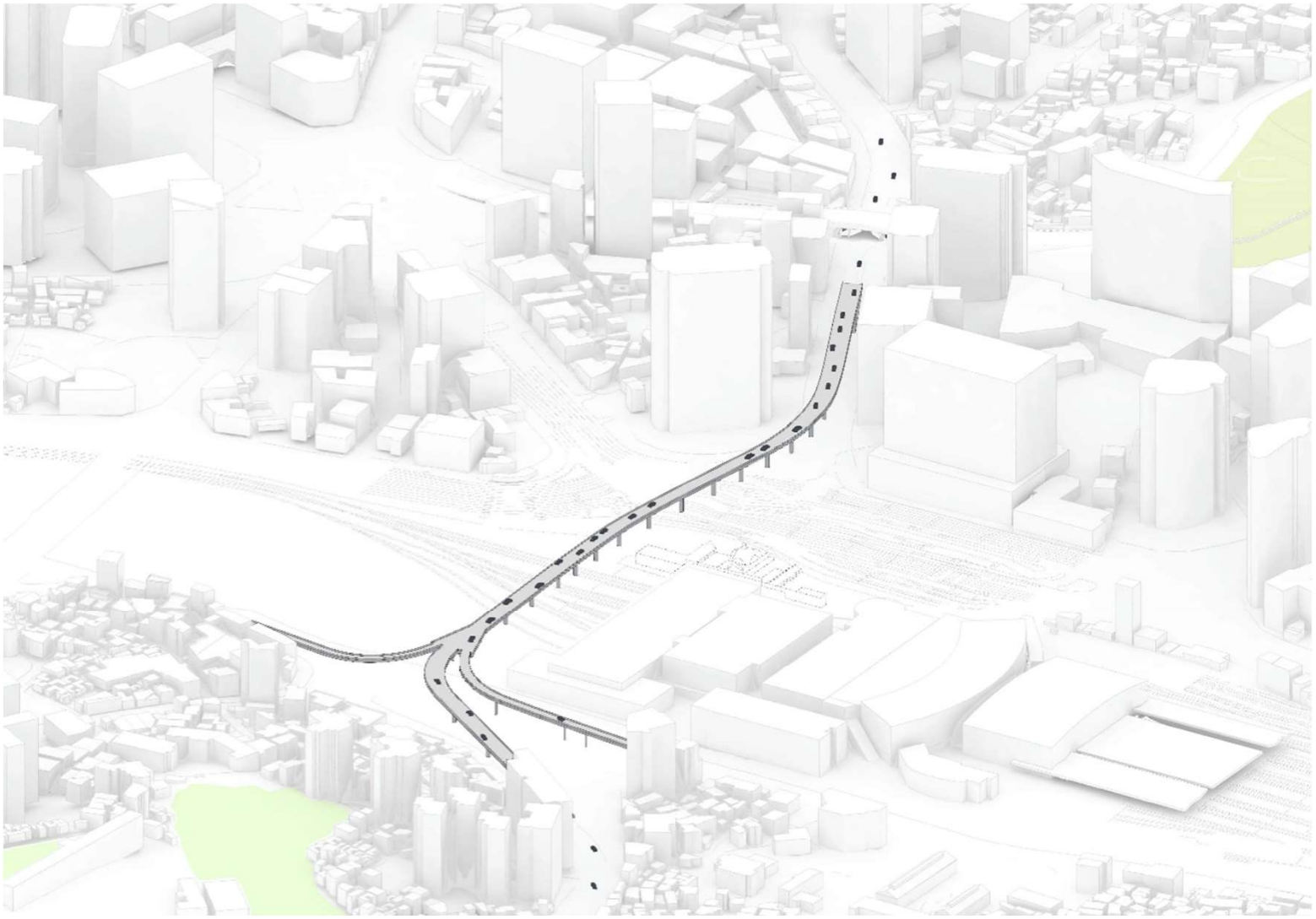
MVRDV

MVRDV - Depot BVB's exposure increased 436%

Media Exposure - Jan 1, 2020 - Dec 31, 2020



SEOULLO 7017
Value creation



서울역(서부)
서소문로

중앙일보
에스원

Liga
104

Mayor

TIME

100 destinations to experience right now

Seoullo 7017 Skygarden
Seoul, South Korea

Central Idaho Dark Sky Reserve
Idaho

Thread
Sinthian, Senegal

Zaryadye Park
Moscow, Russia

Tianjin Binhai Library
Tianjin, China

Cycling Through Water
Genk, Belgium

Morgan's Inspiration Island
San Antonio, Texas

Golden Bridge
Ba Na Hills, Vietnam

Investment 30 Million Euro
+95 Million Euro
+125 Million Euro
KPMG 2018
SEOUL SQUARE

TRANSFORMING HIGH-RISE

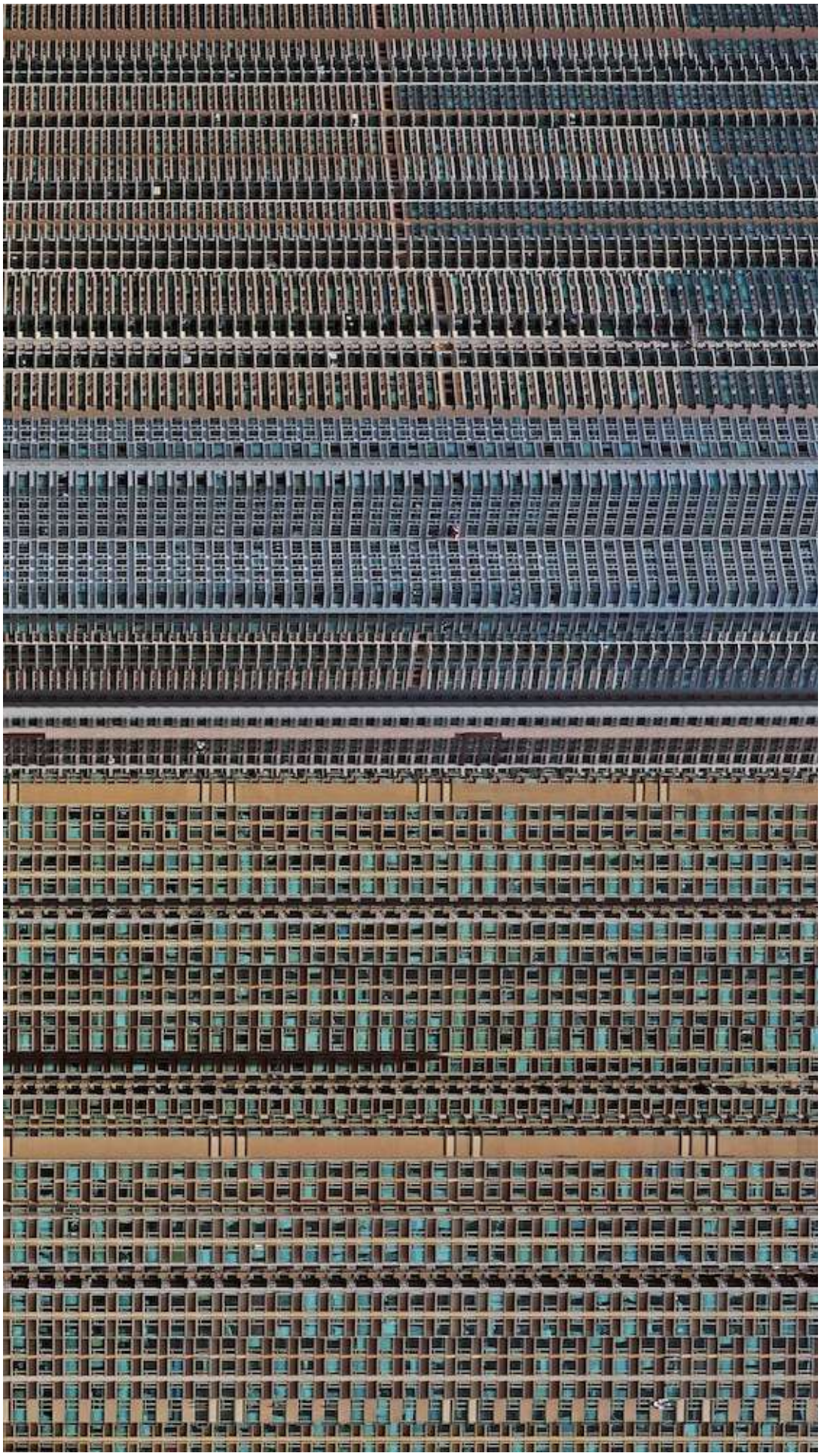
CITIES, URBAN PLANNING, URBANIZATION

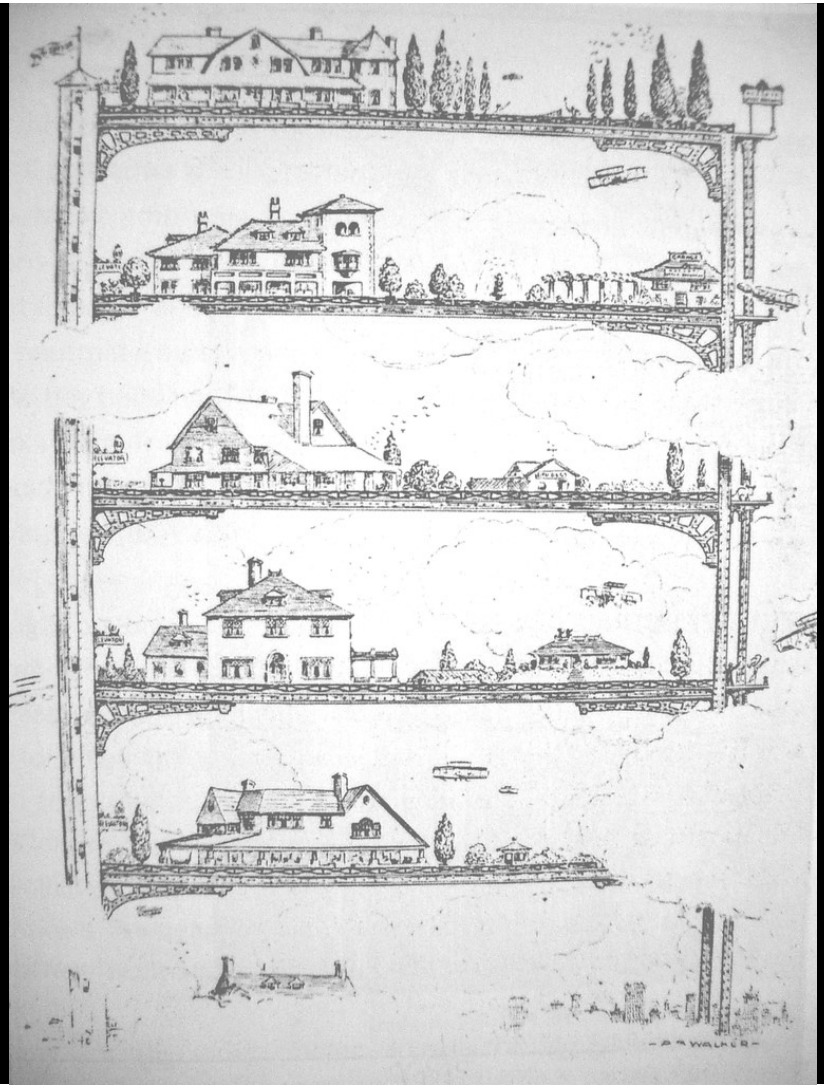
URBANIZATION AND THE MASS MOVEMENT OF PEOPLE TO CITIES

Bret Boyd

Human Migration Patterns

World populations are increasingly moving from rural to urban centers, making for larger cities with greater population density than ever before. This is a global phenomenon across the spectrum of developed and developing economies. We are increasingly becoming an urban world.




-P.A.WALKER-

CAN WE CREATE EUROPEAN SKYSCRAPERS?

t?f

The Why Factory

Poro City

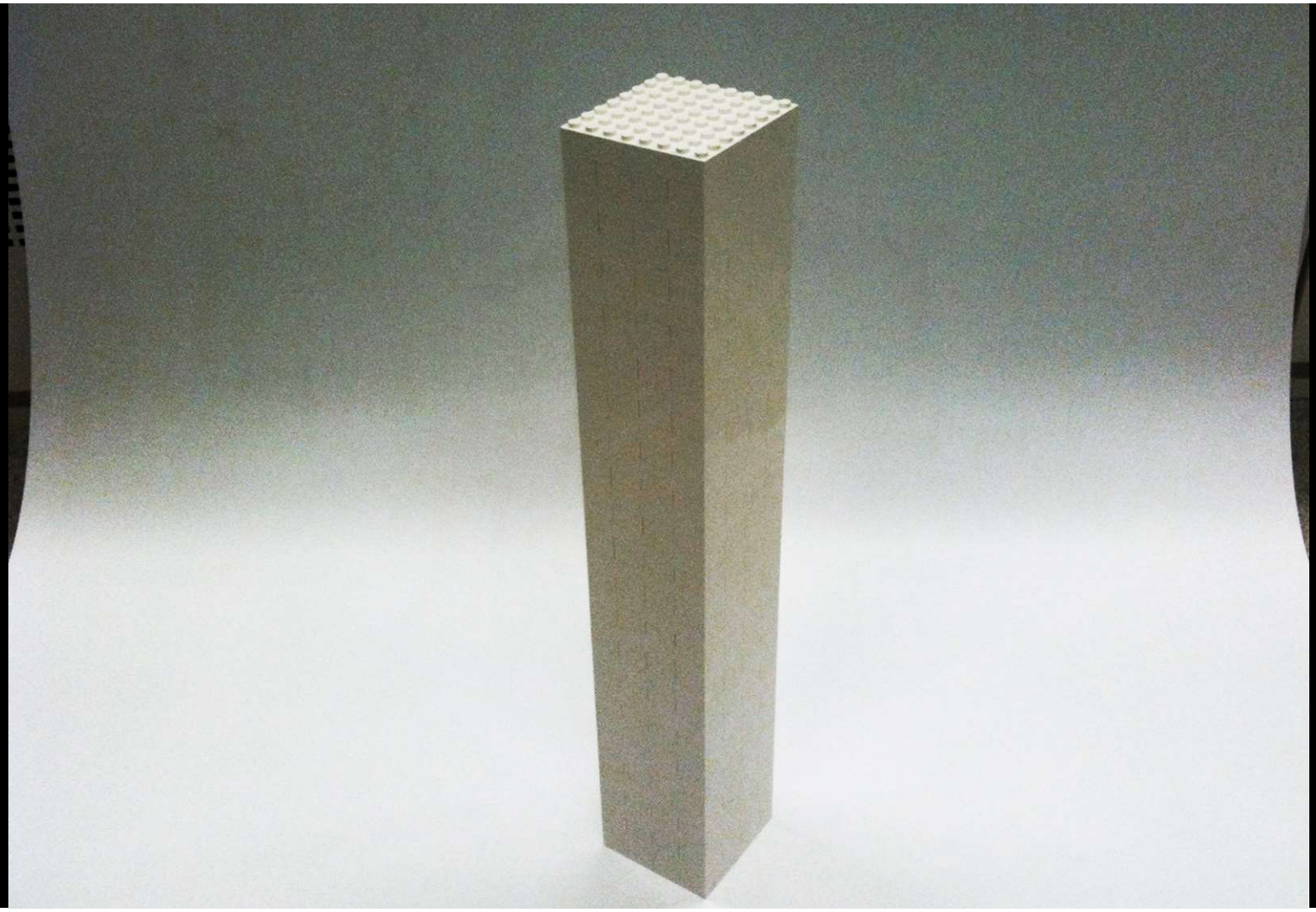
Opening up Solidity

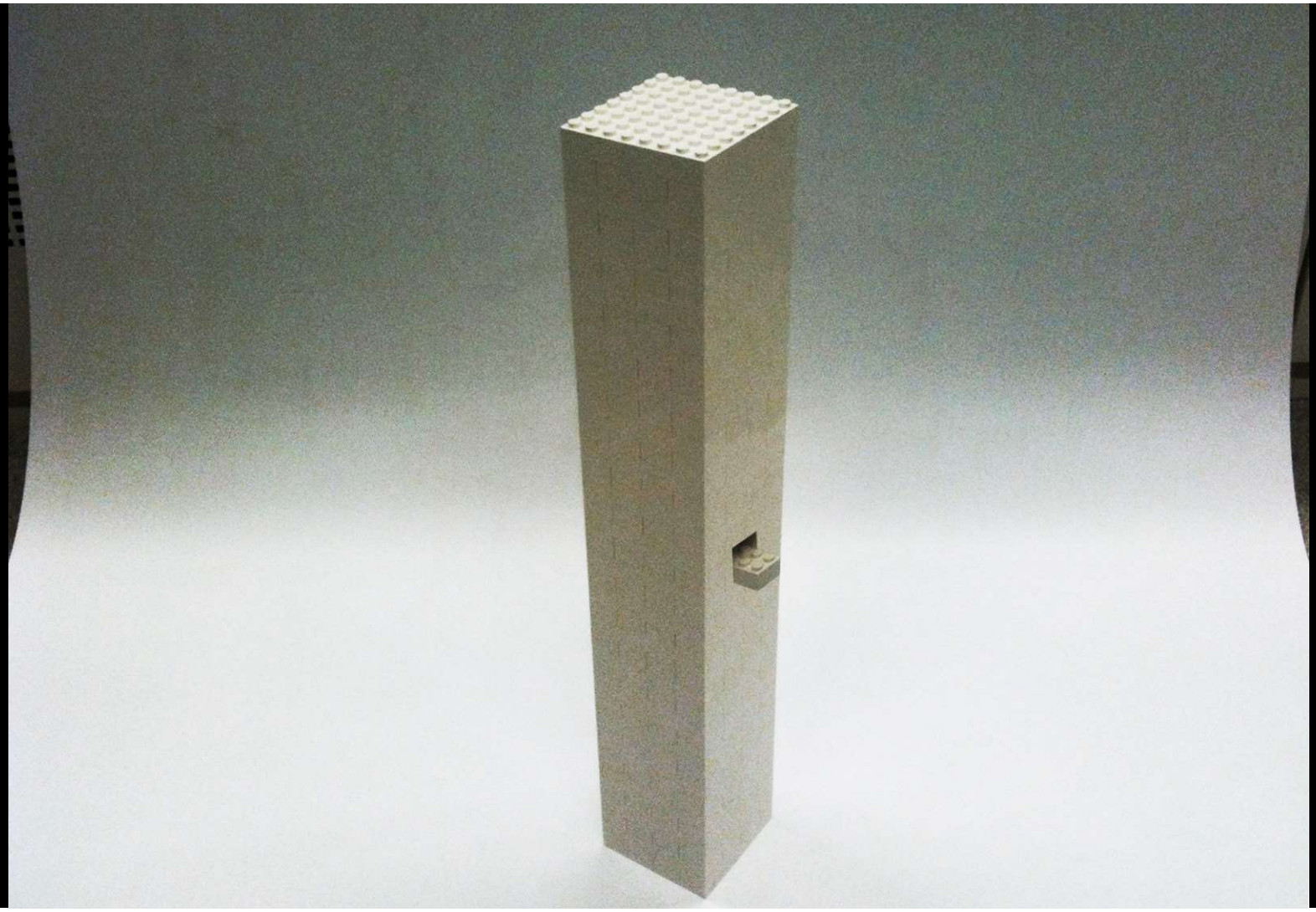
nai010 publishers

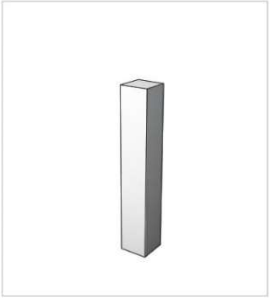
The Unit of Measurement

VOXEL =

VOlumetric piXEL



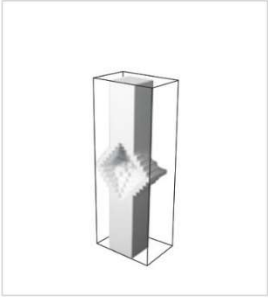




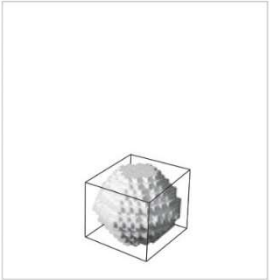
Porosity = 0%

Porosity = 12%

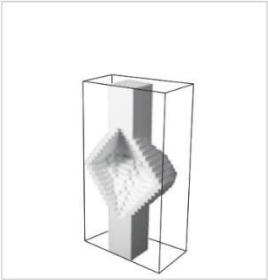
Porosity = 56%



Porosity = 57%



Porosity = 43%

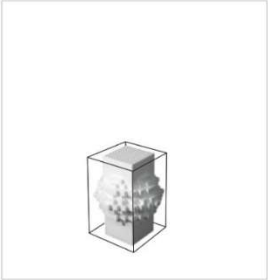


Porosity = 57%

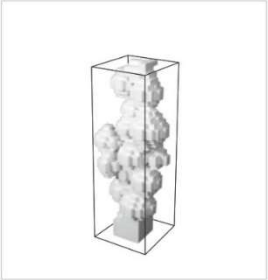
Porosity = 74%

Porosity = 20%

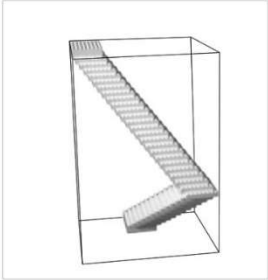
Porosity = 65%



Porosity = 51%



Porosity = 58%



Porosity = 88%

Step 01

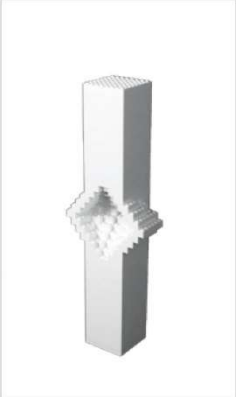
Step 02

Step 03

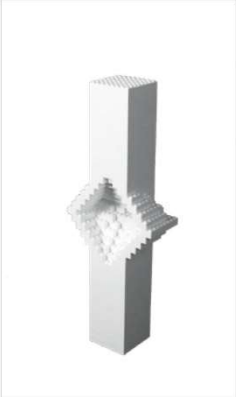
Step 04

Step 05

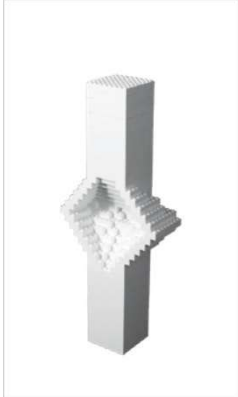
Step 06



Step 07



Step 08



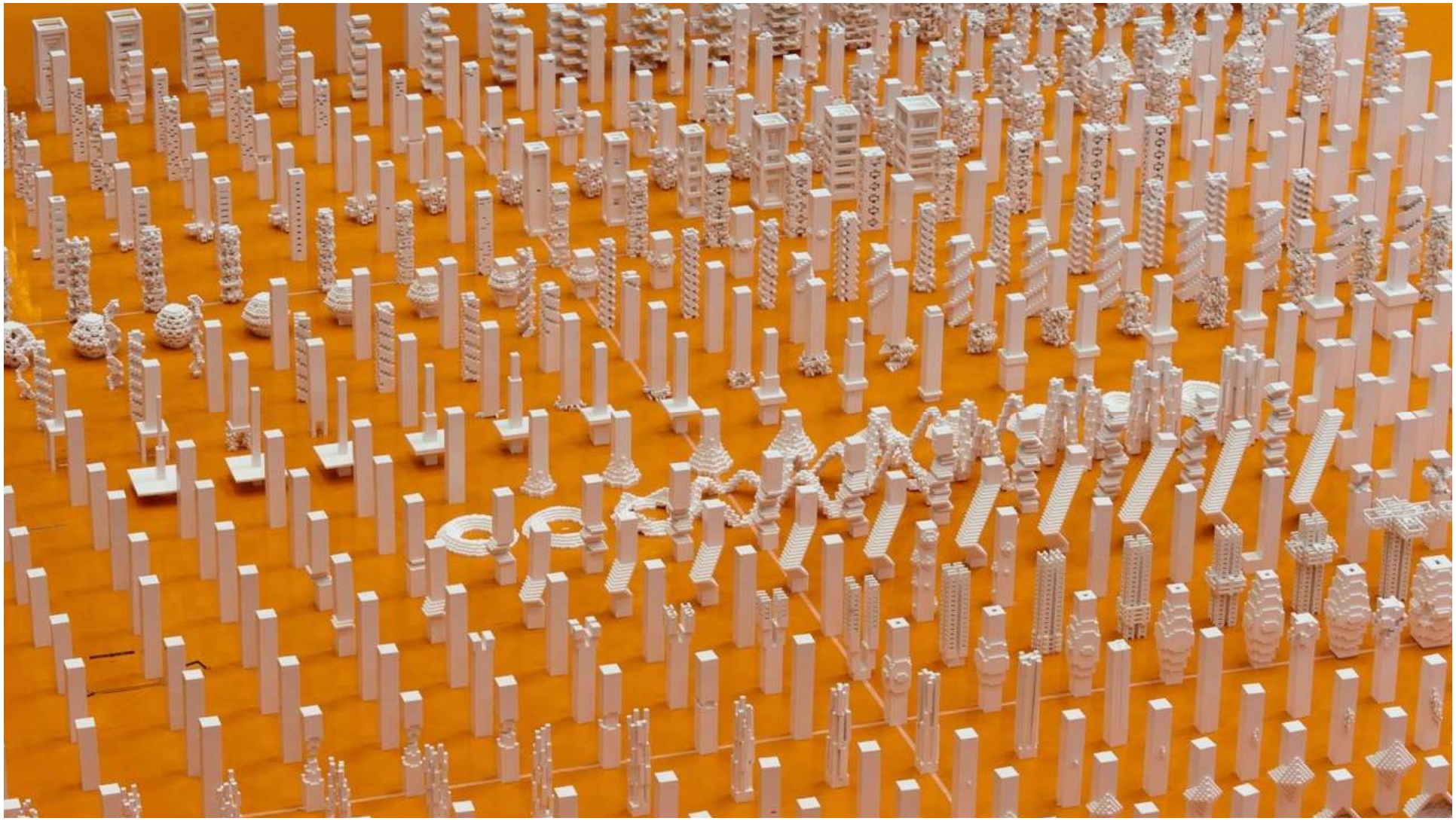
Step 09

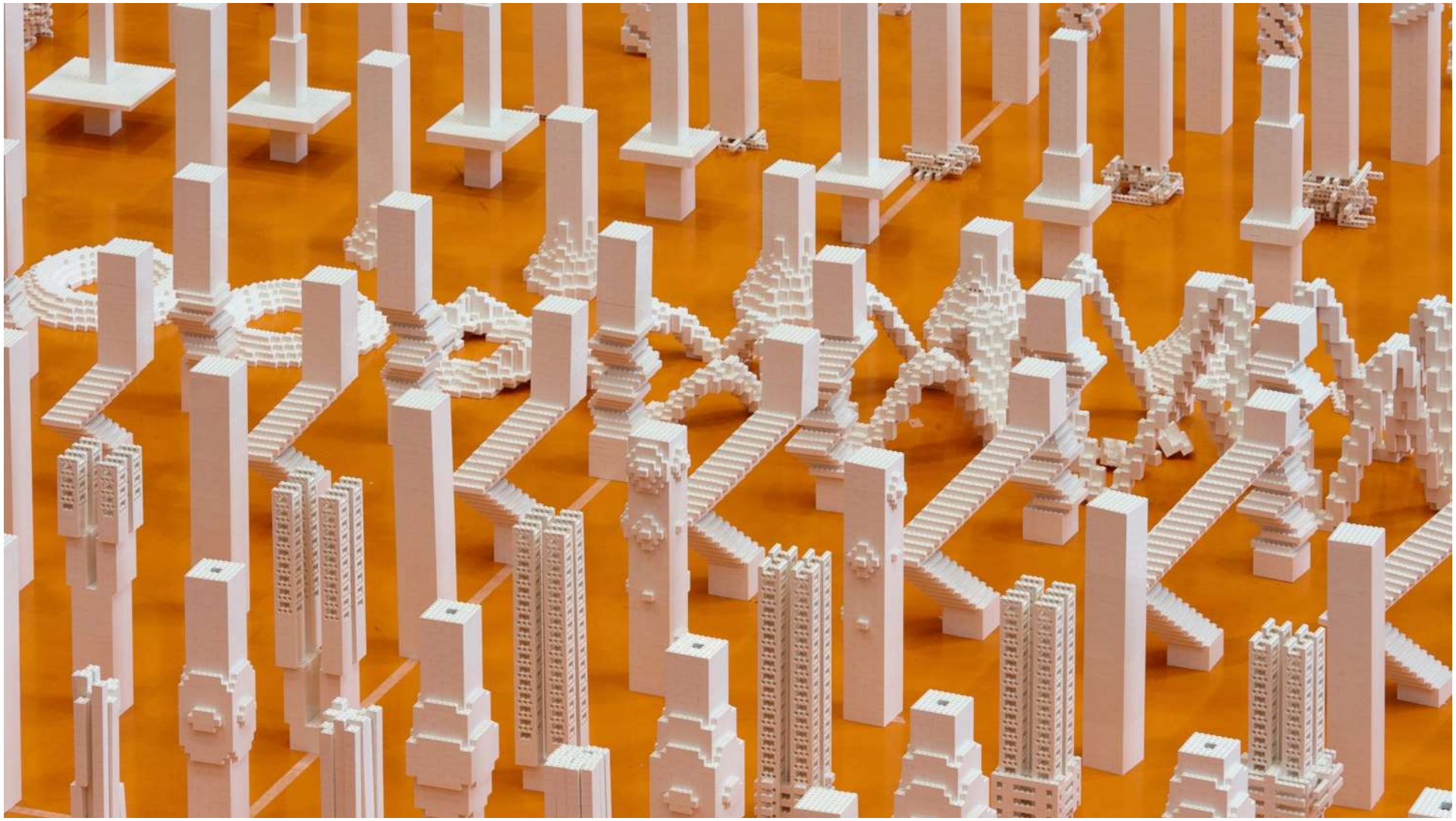
Step 10

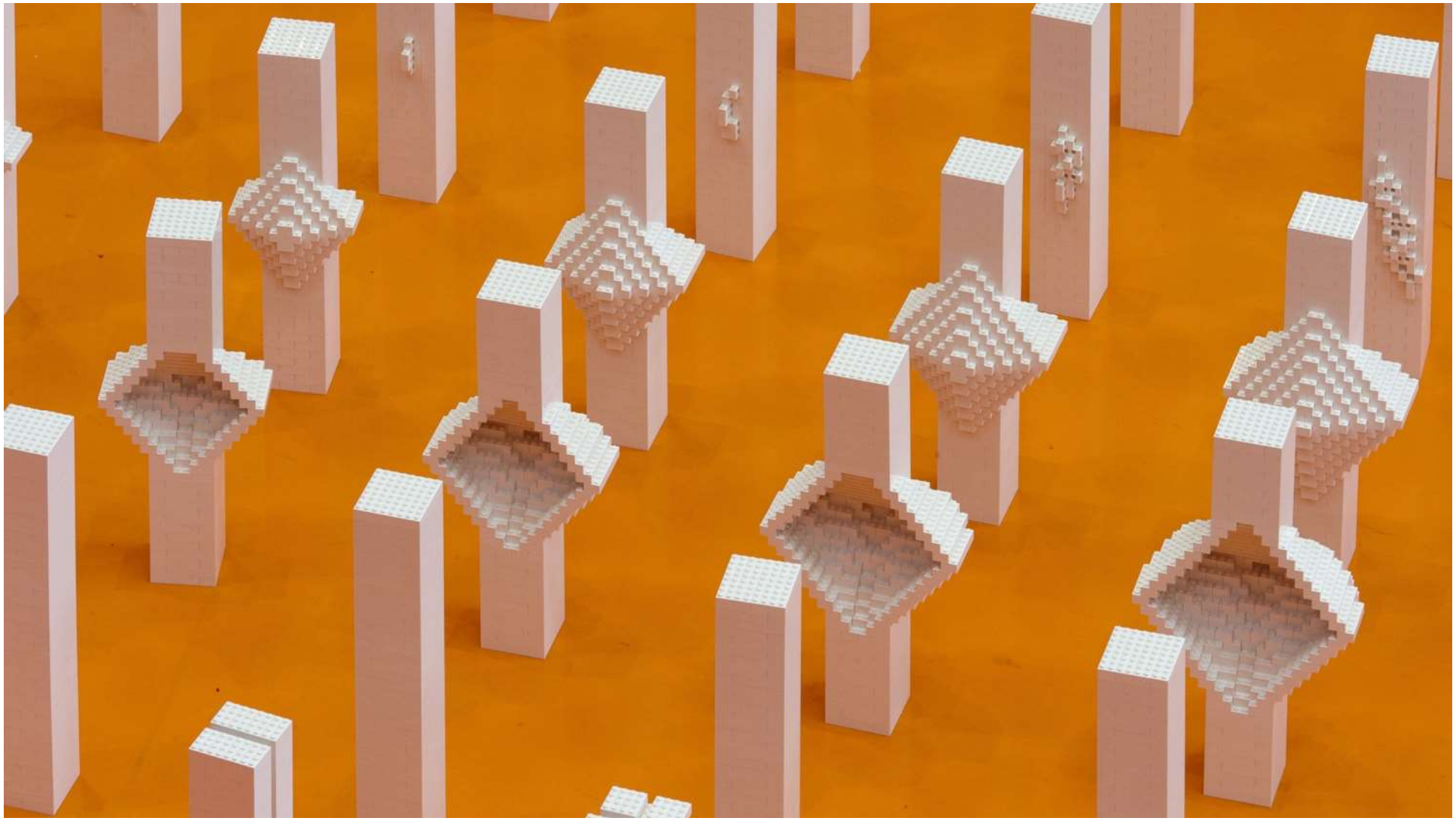
Step 11

Step 12

Total area in sqm
Area of open pixel space in sqm
BRANCHES
STALACTITES
BELLIES FULL
BELLIES EMPTY
CANCER
CORALS
ONIONS
WOLKENBÜGEL
BUBBLES
PUNCH 2
PUNCH 1
LANDSCAPE 2
LANDSCAPE 1
SKIRTS
SHOES
SPIRES
STEPS
PLASTICINE
DEVIATION
FRAMES
TUNNELS
BRIDGES
GRAINS
SPONGES
MATRIUSHKA
BALCONIES







Smarter

STAIRS

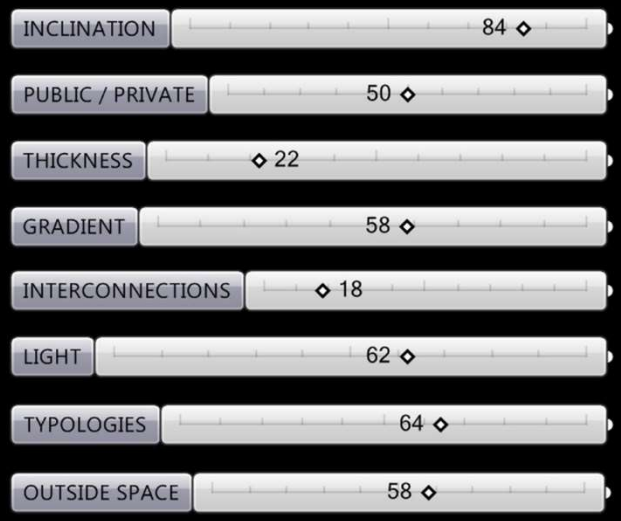
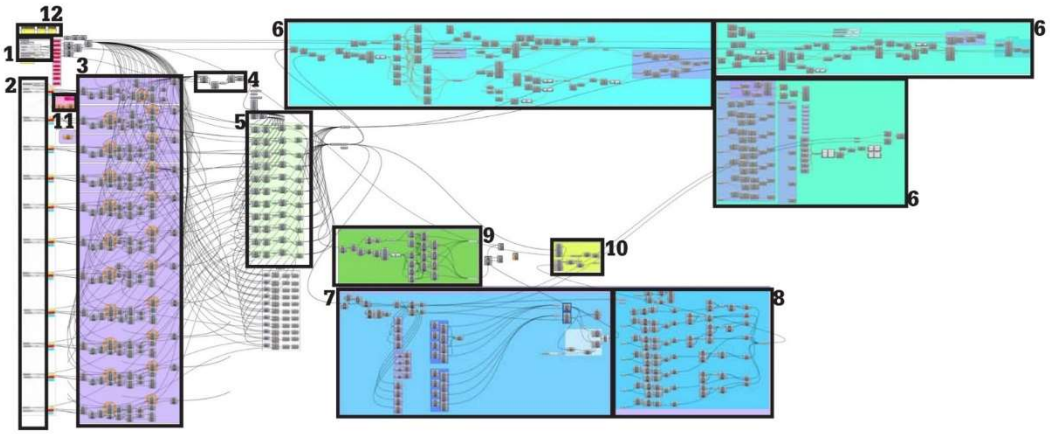
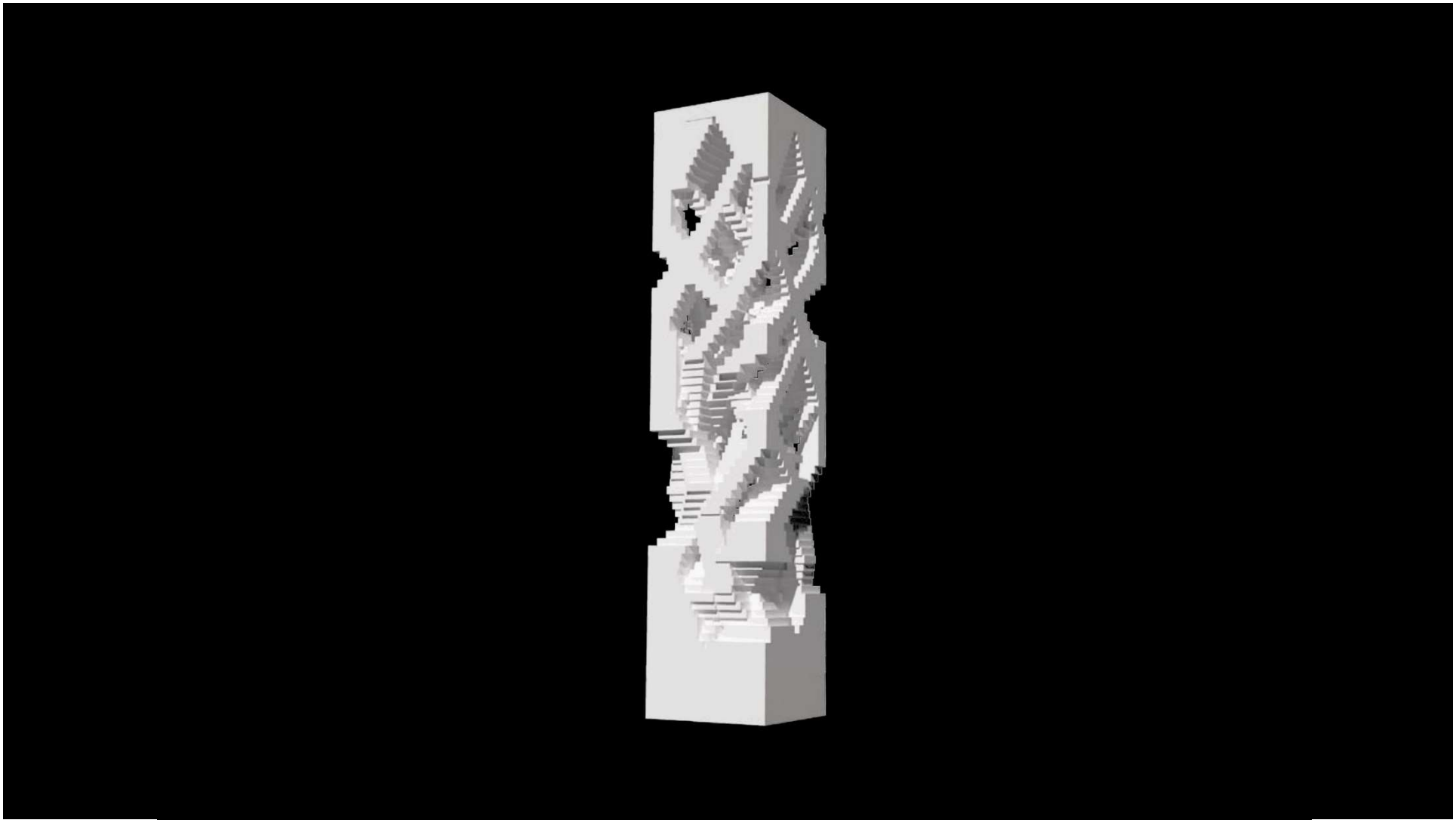
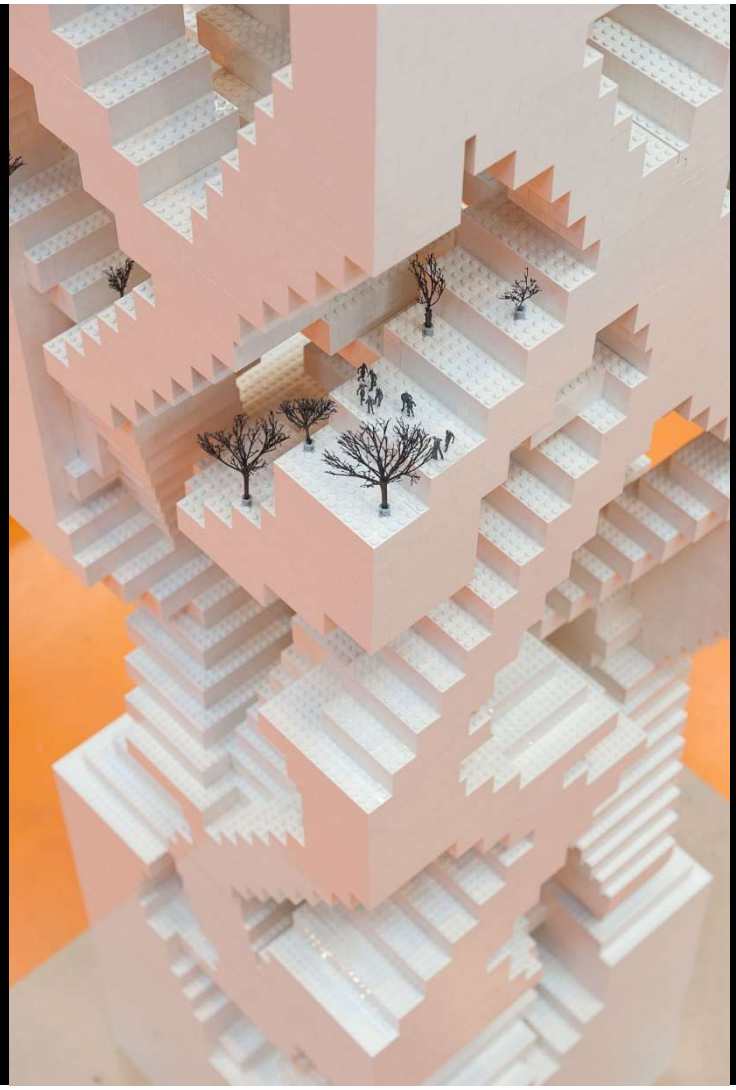
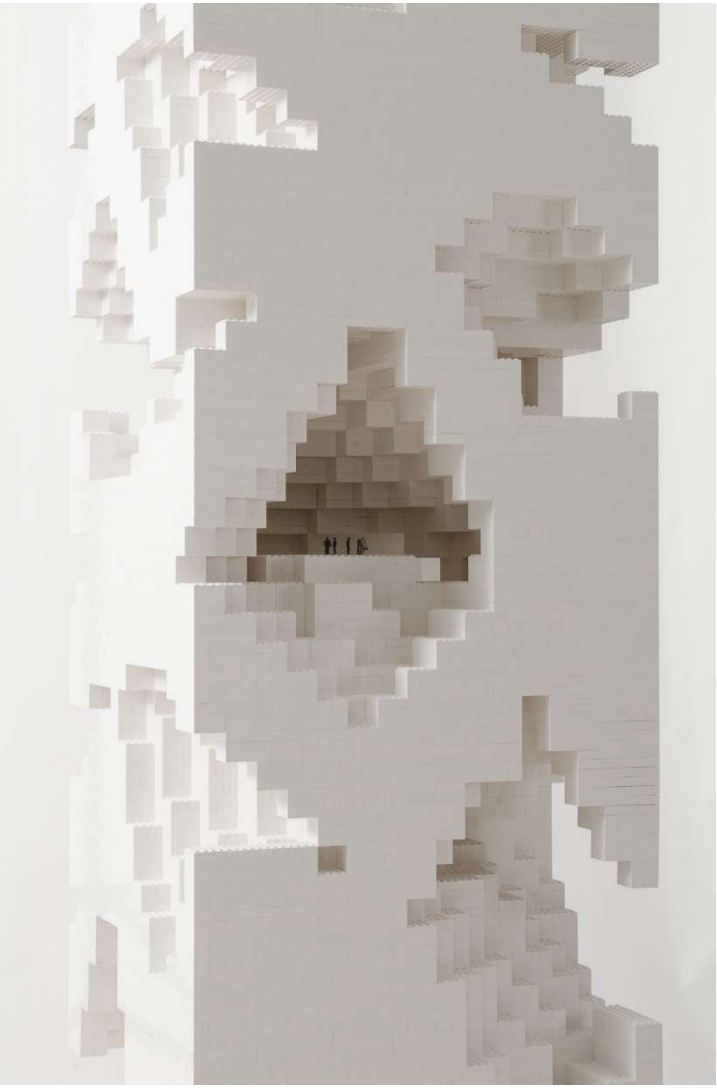

INCLINATION
84
PUBLIC / PRIVATE
50
THICKNESS
22
GRADIENT
58
INTERCONNECTIONS
18
LIGHT
62
TYPOLOGIES
64
OUTSIDE SPACE
58

Fig. 2

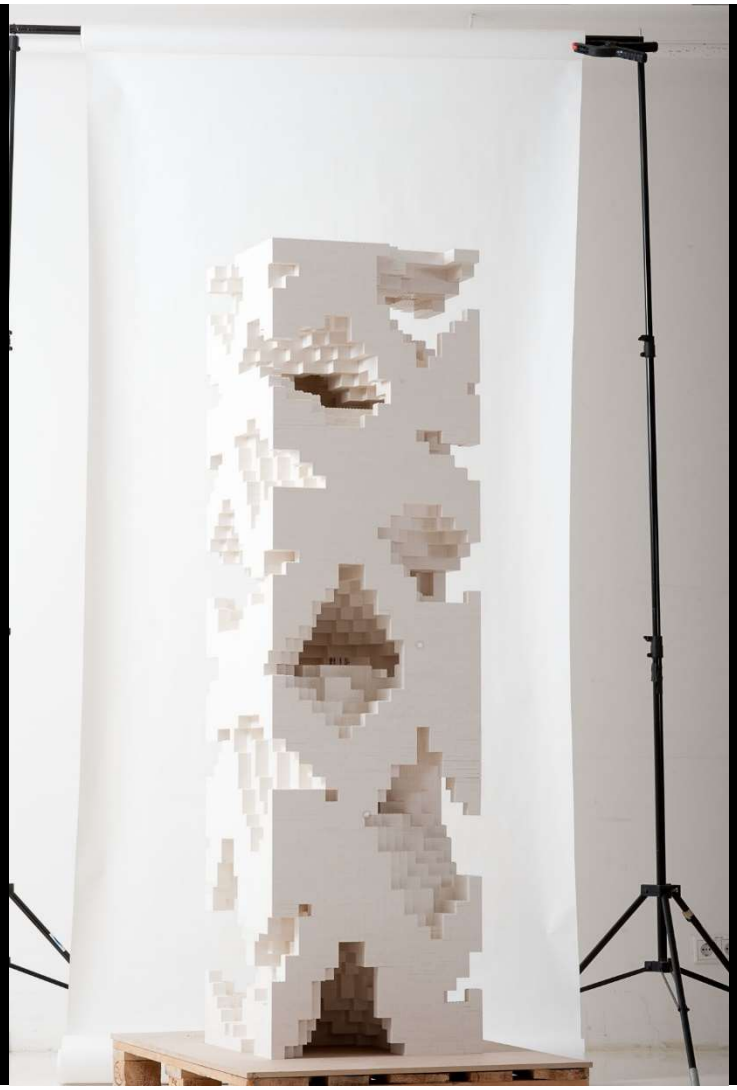


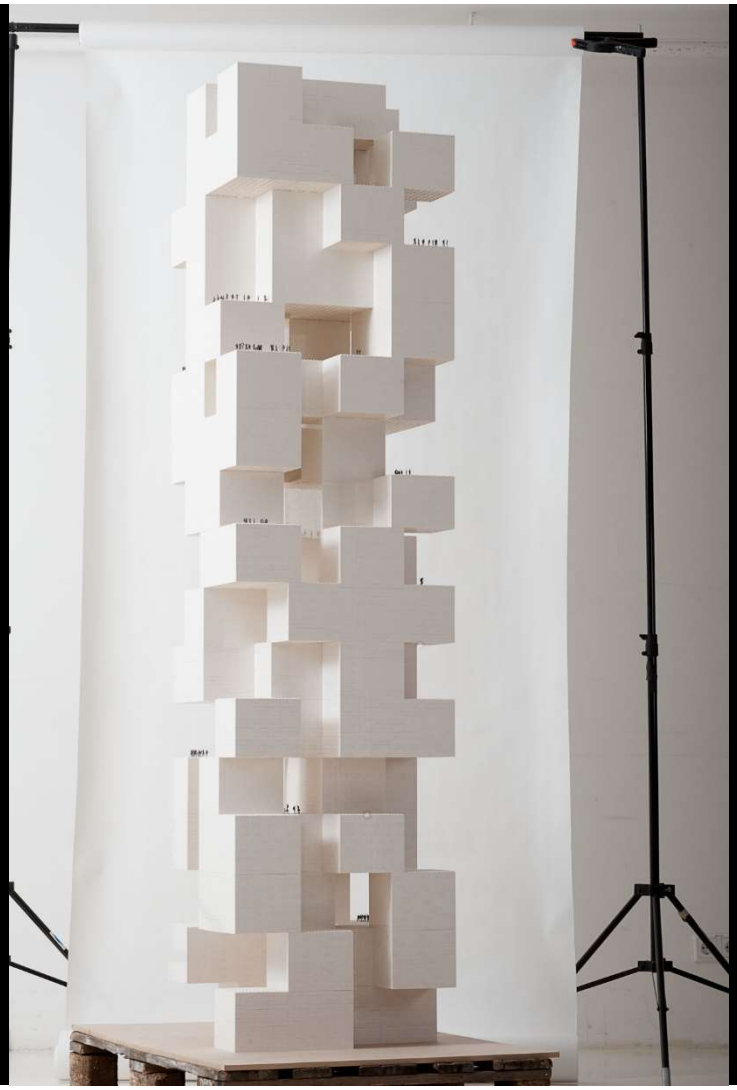




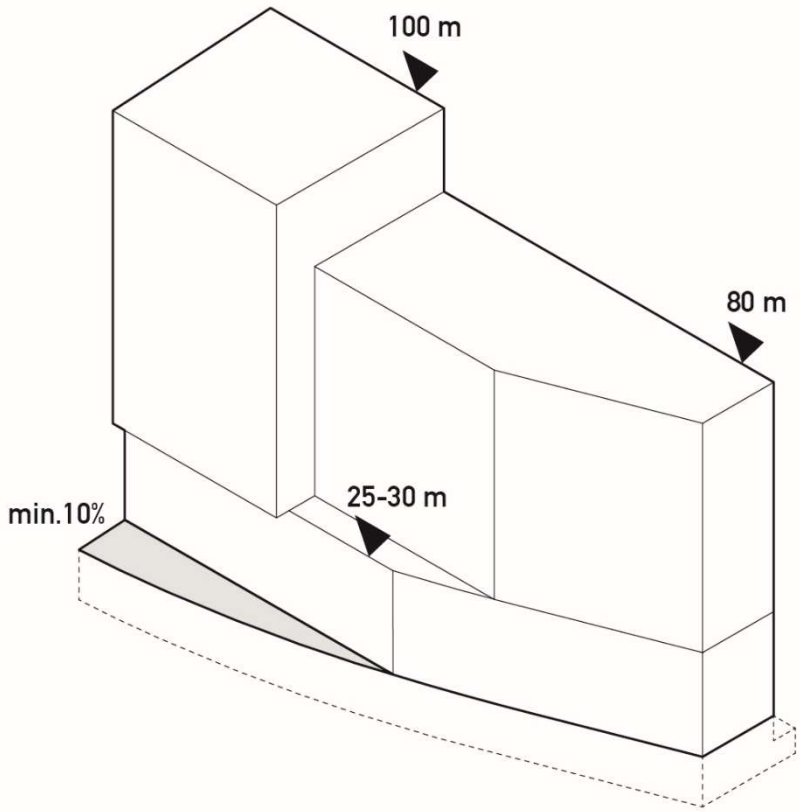


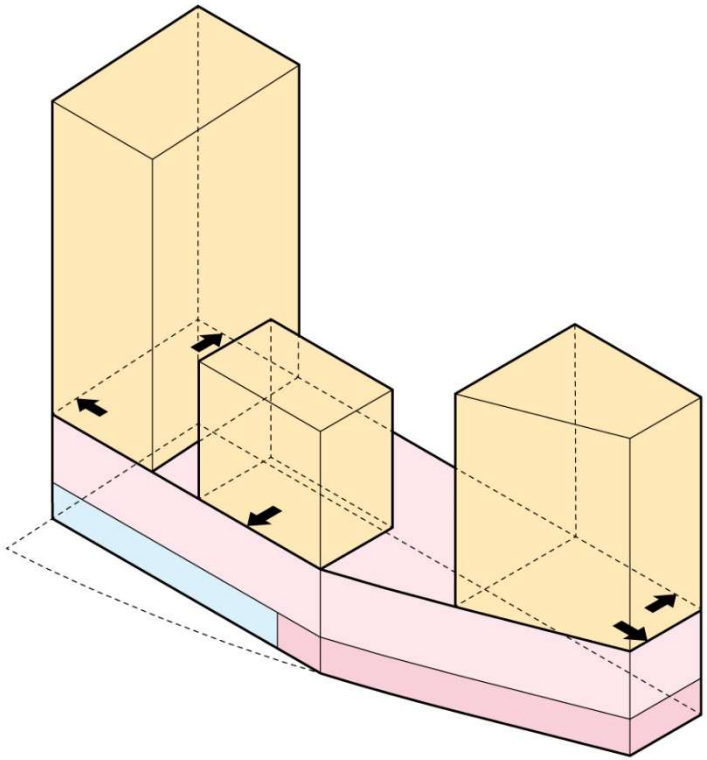
fetch



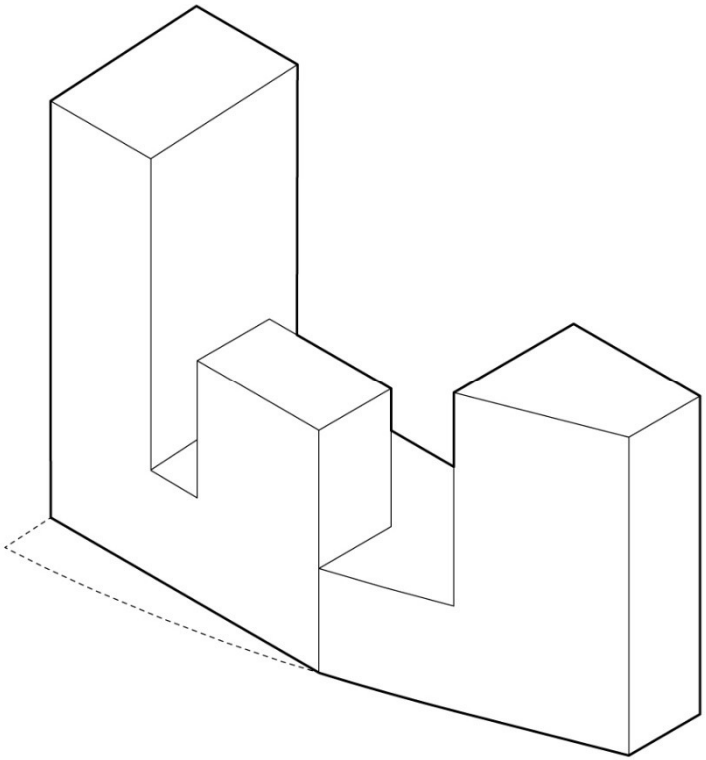


Valley

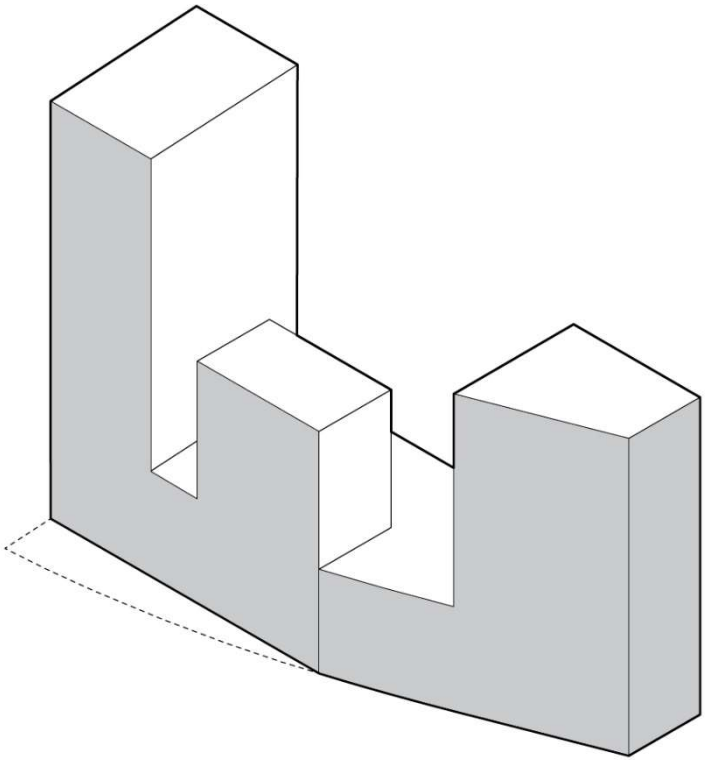

100 m
80 m
25-30 m
min.10%



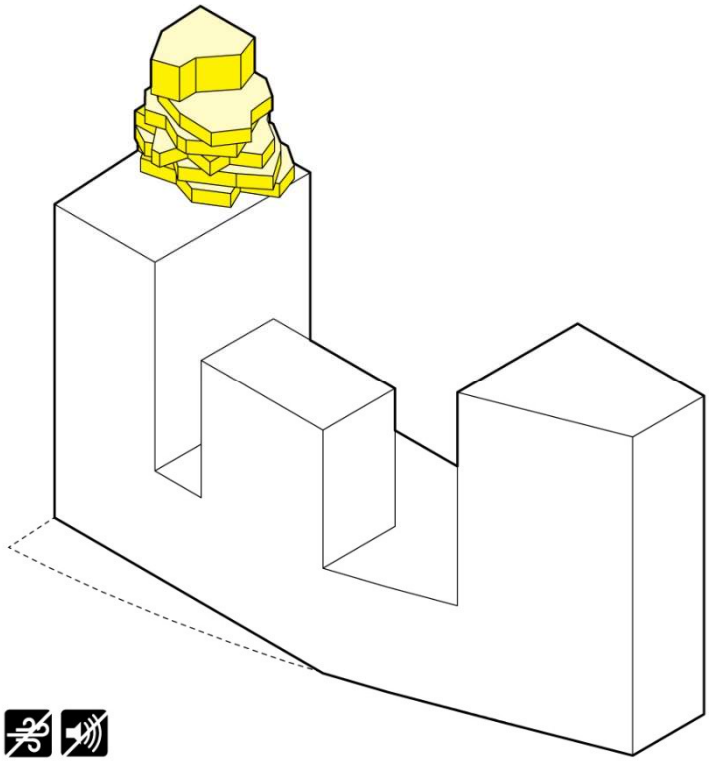
towers



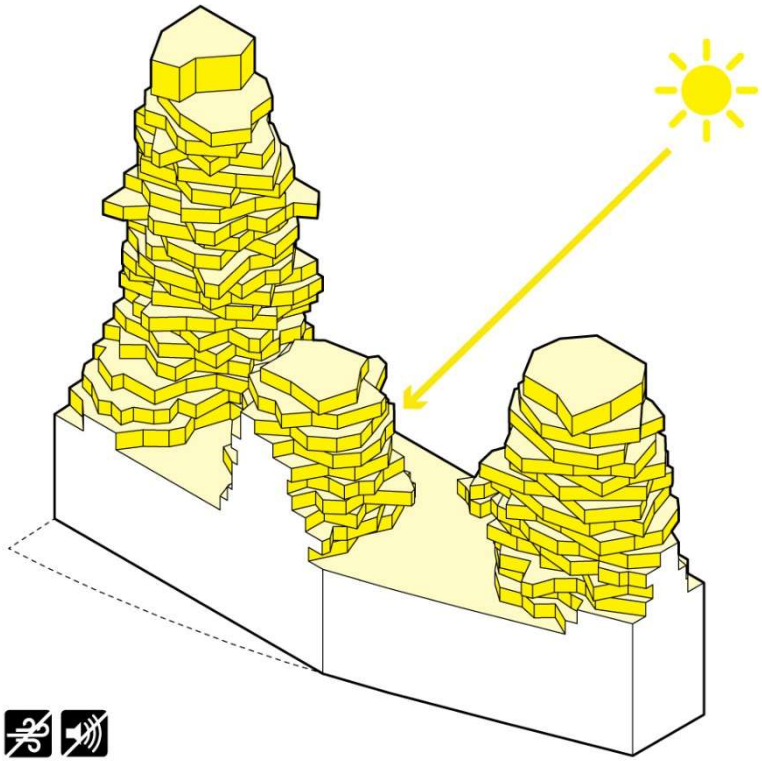
base volume



contextual facade



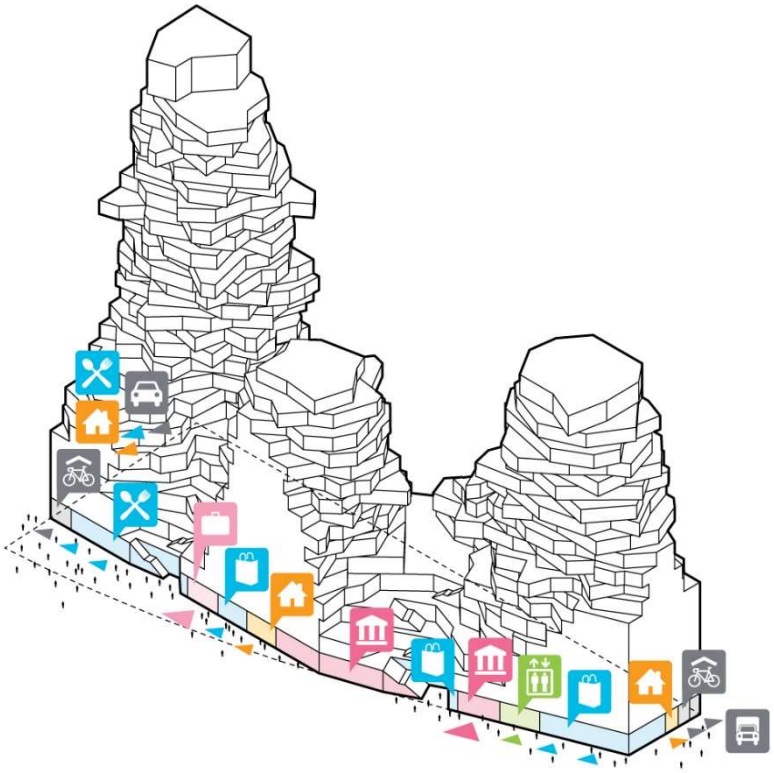
terraced inside



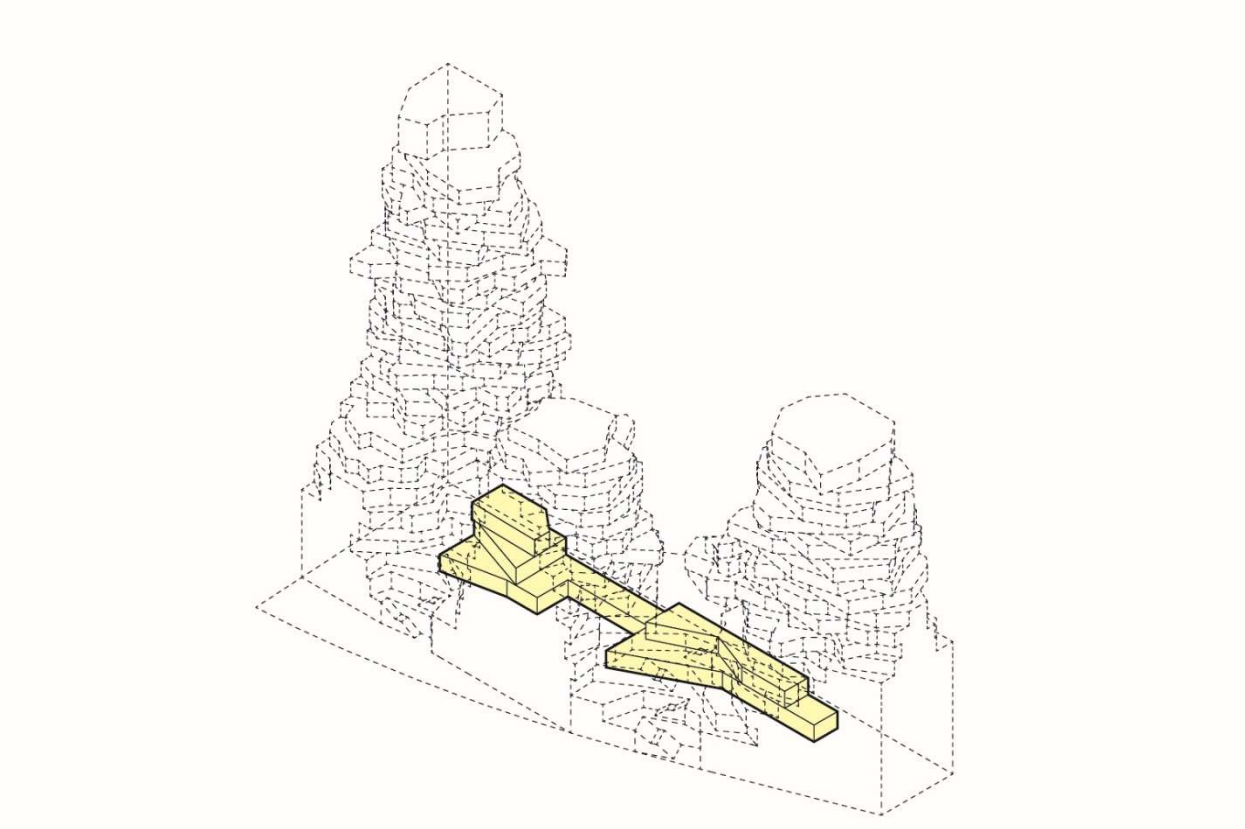
terraced inside

terraced inside

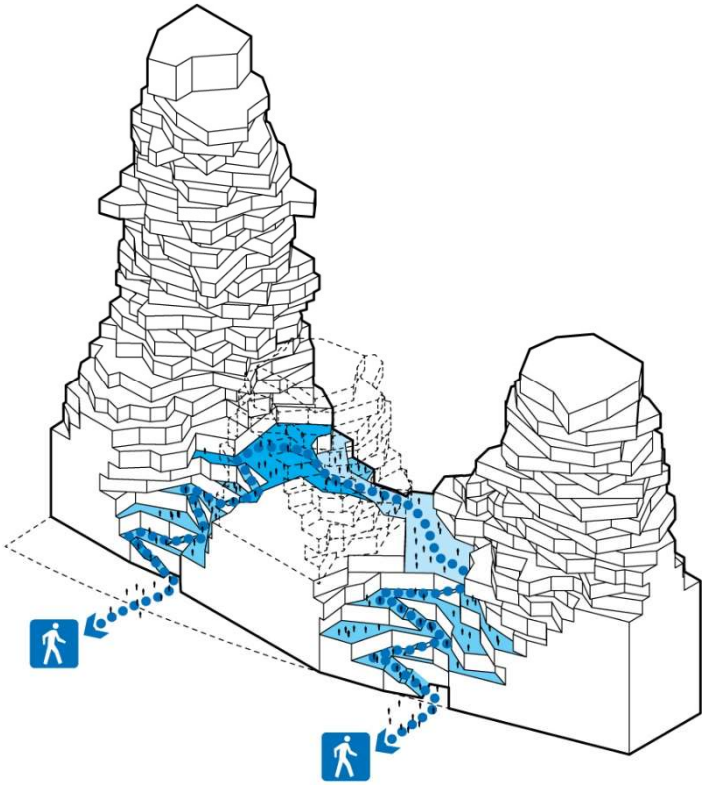
THE FUNCTIONAL MIX



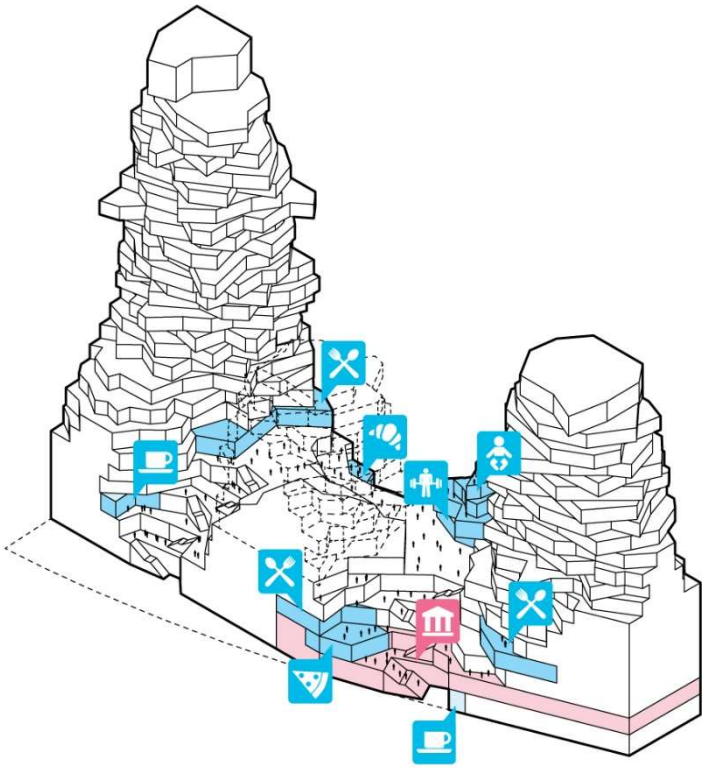
active plinth



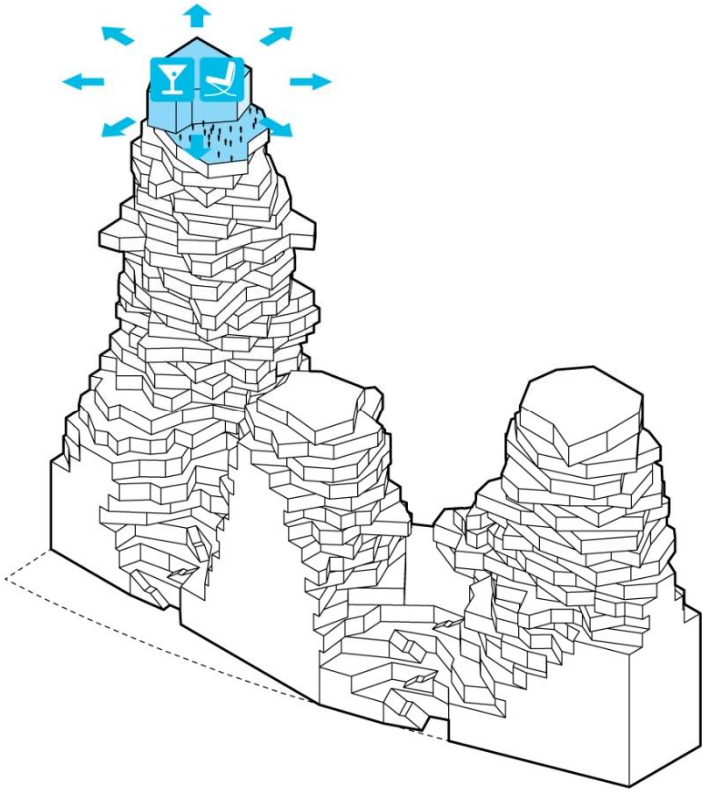
grotto



the valley

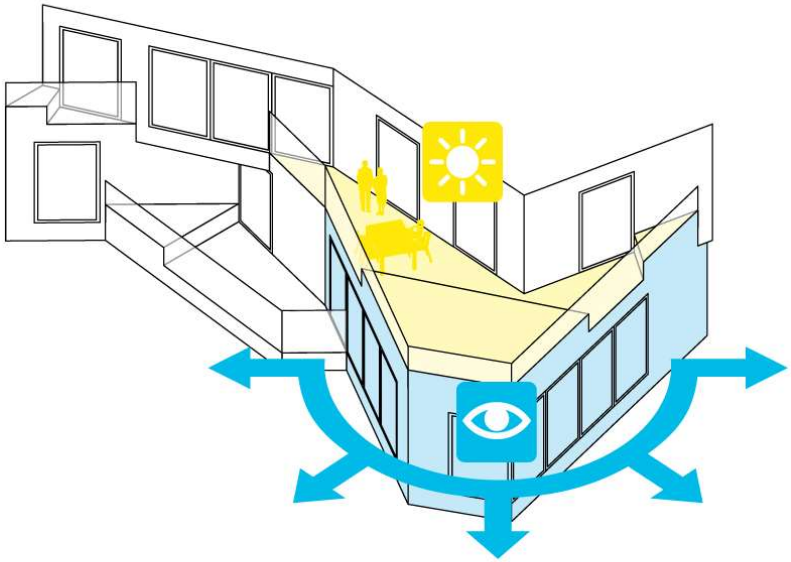


public programme in the valley

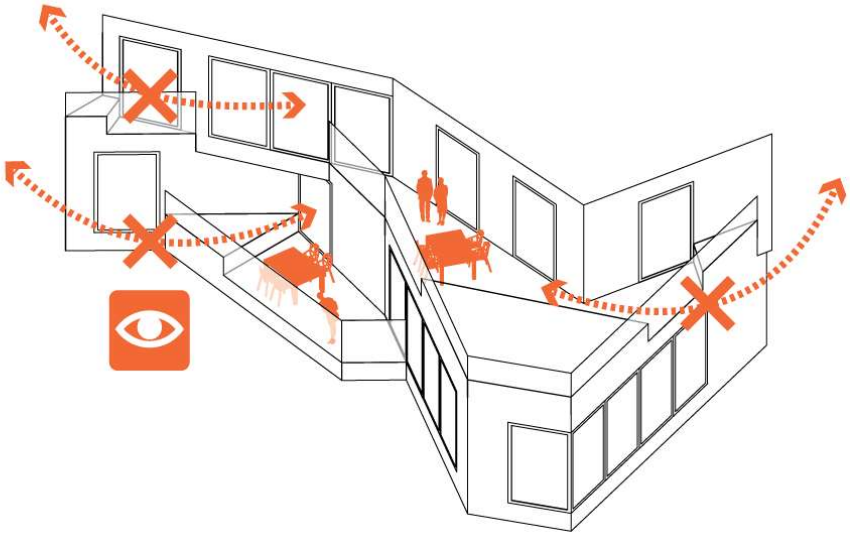


skybar

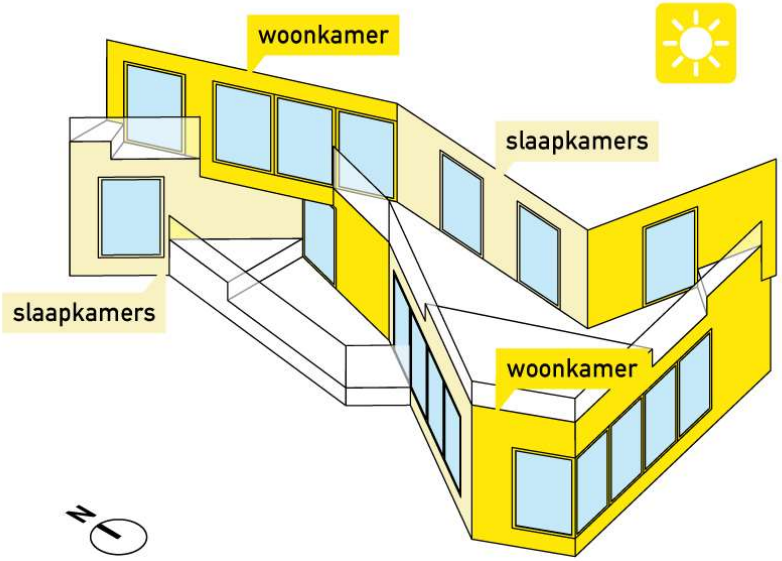
THE FACADE



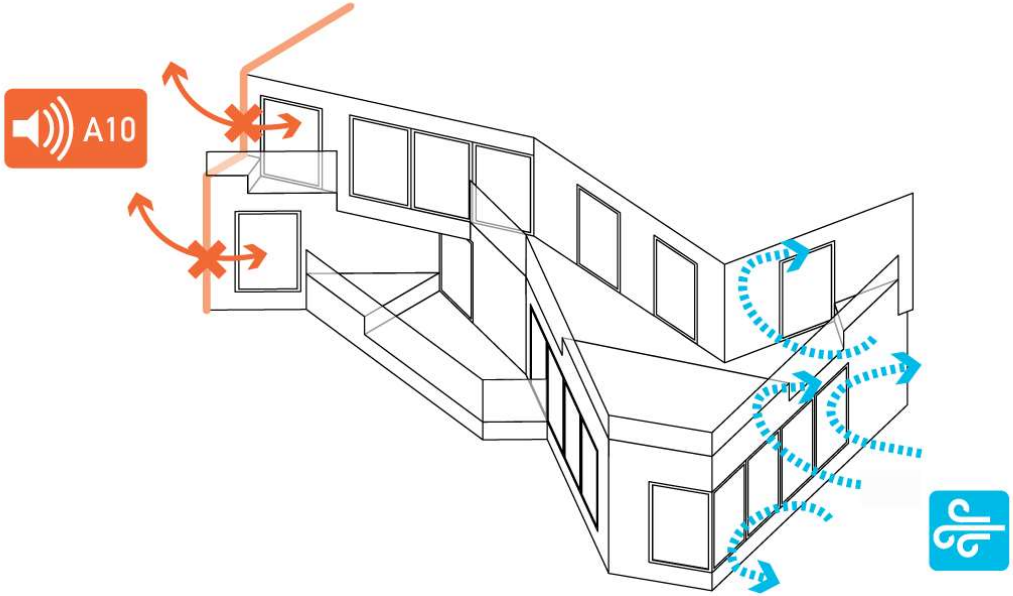
diversity and quality



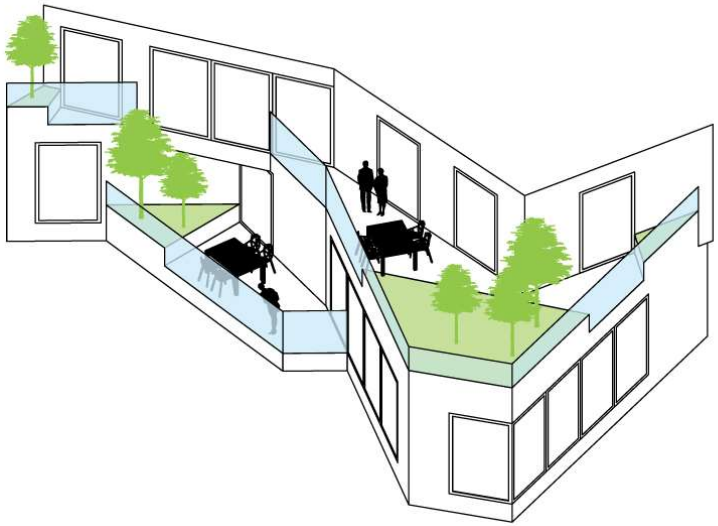
privacy



orientation to the sun

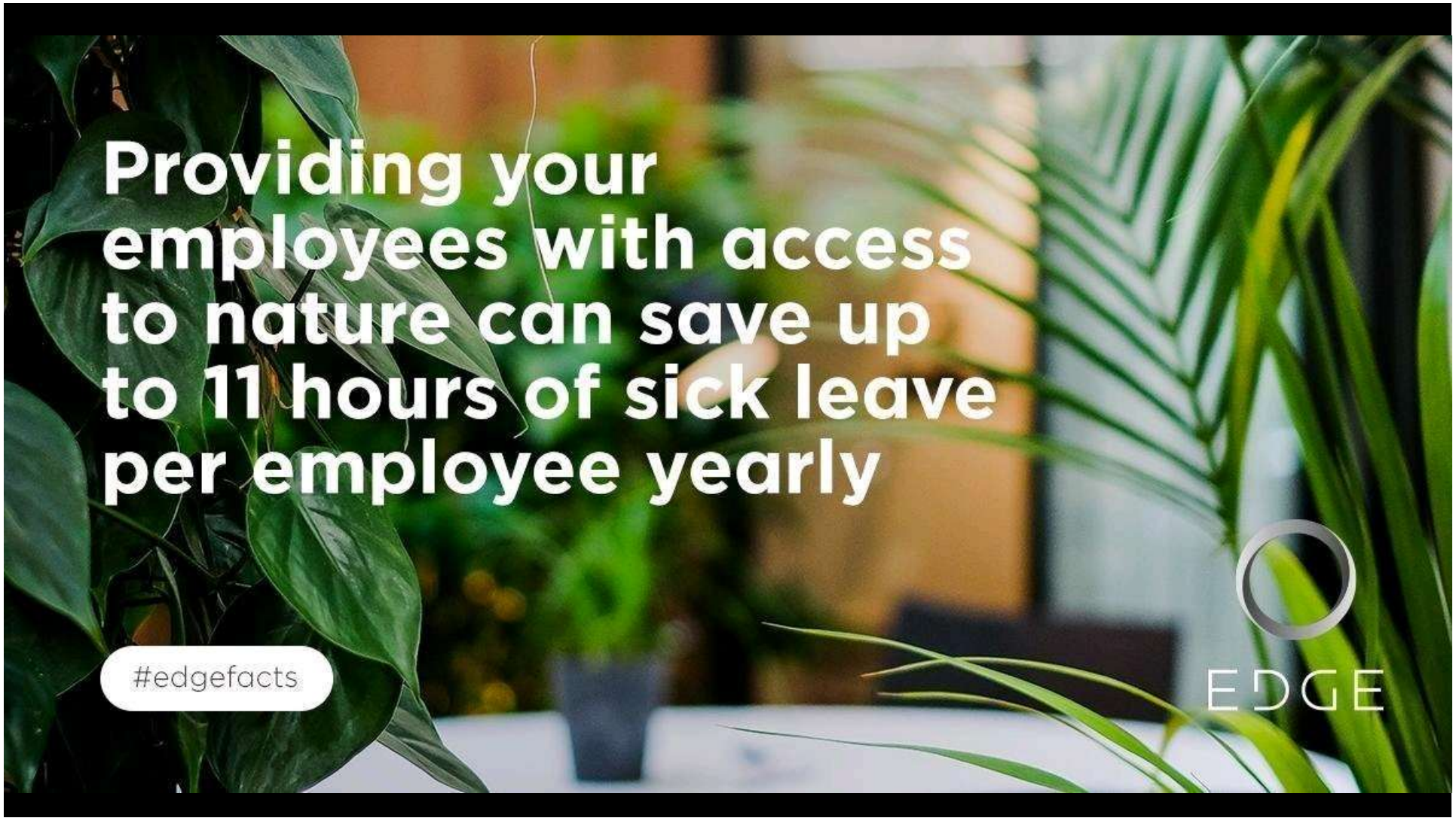


protection from wind and noise



add green

VALLEI GEVEL


Providing your employees with access to nature can save up to 11 hours of sick leave per employee yearly
#edgefacts
EDGE

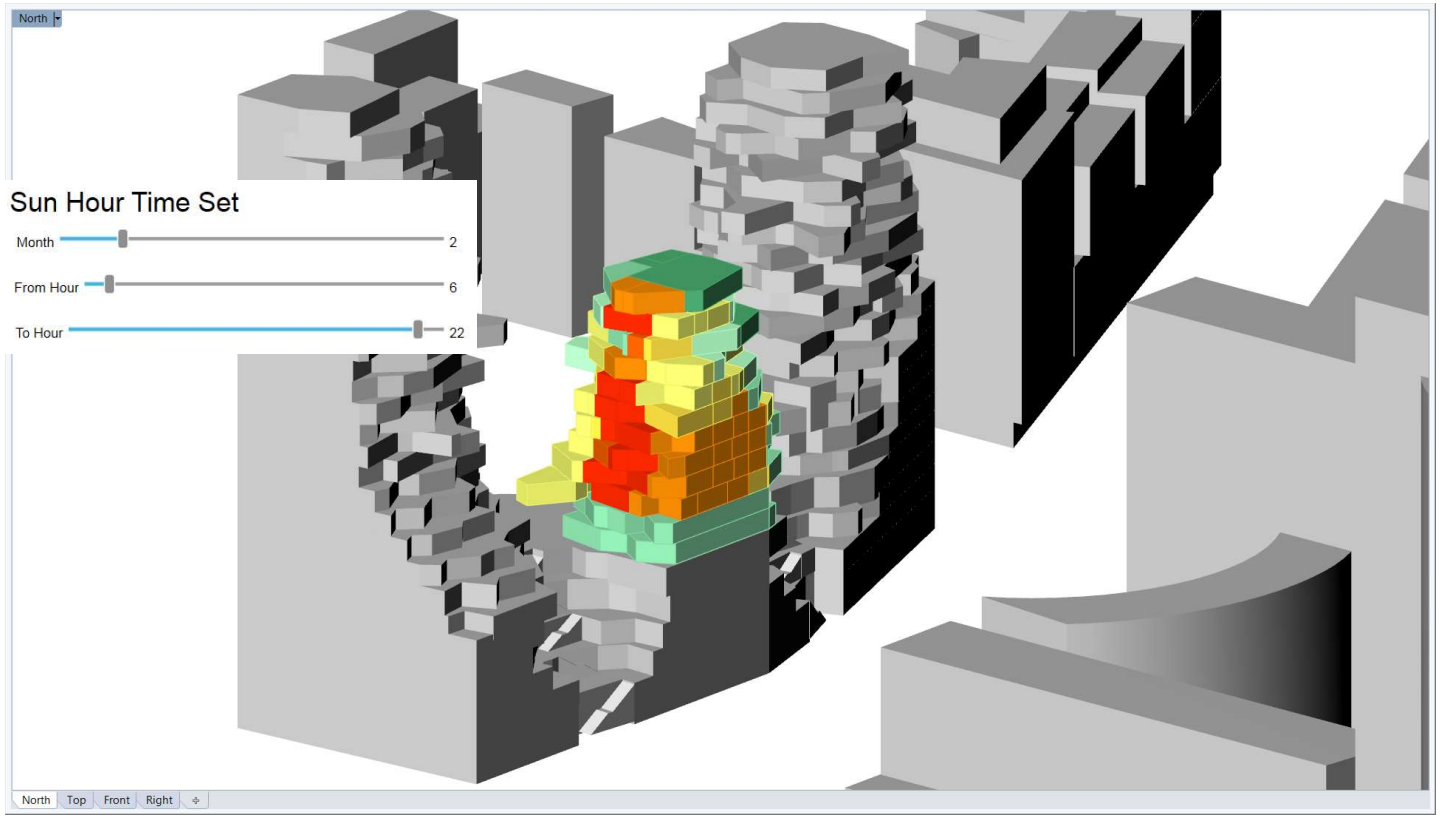
CL2

THE PARAMETRIC MODEL

Dia 148

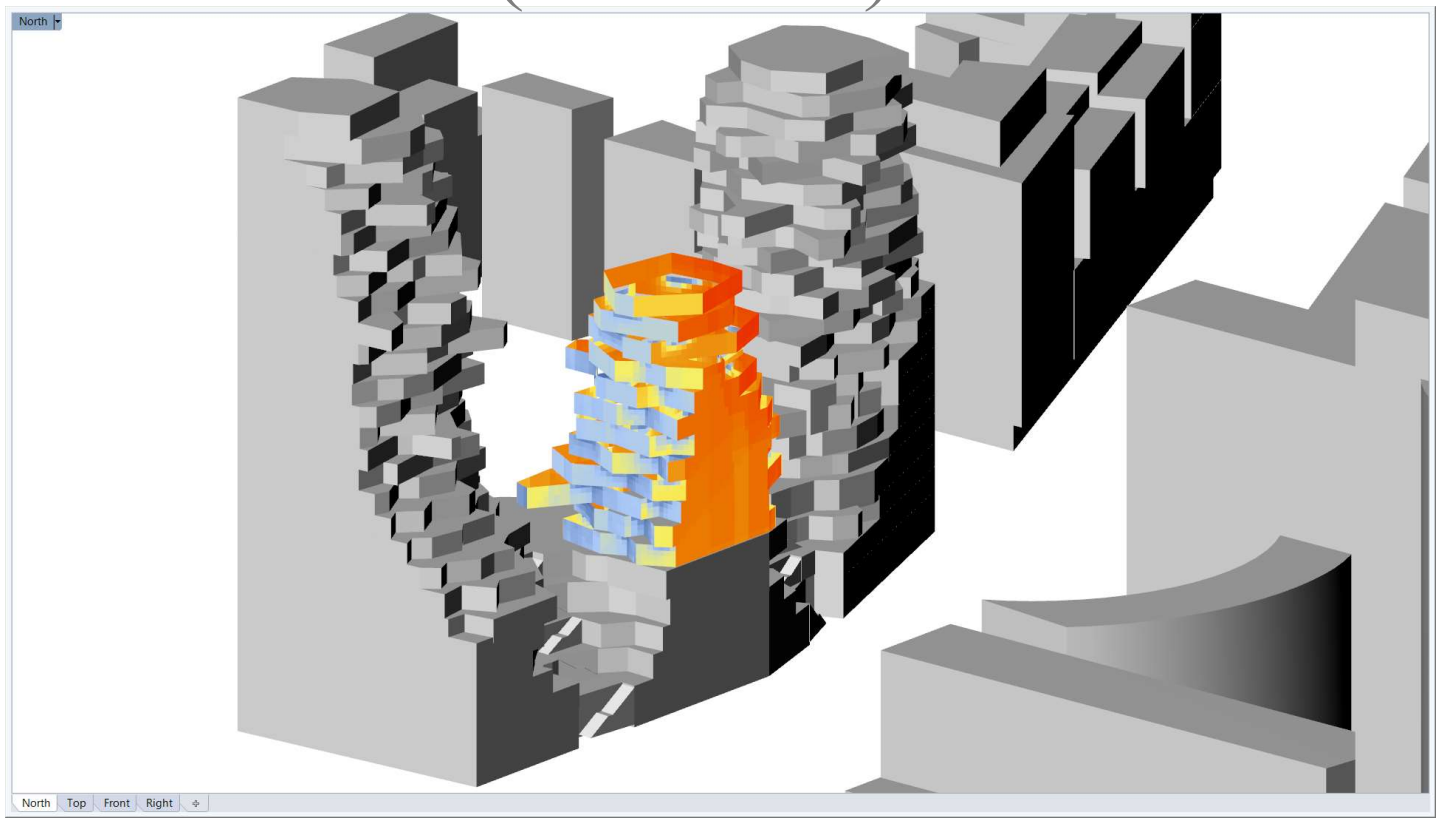
CL2 Cecilia Leonardelli; 15-11-2019

Sun Hours



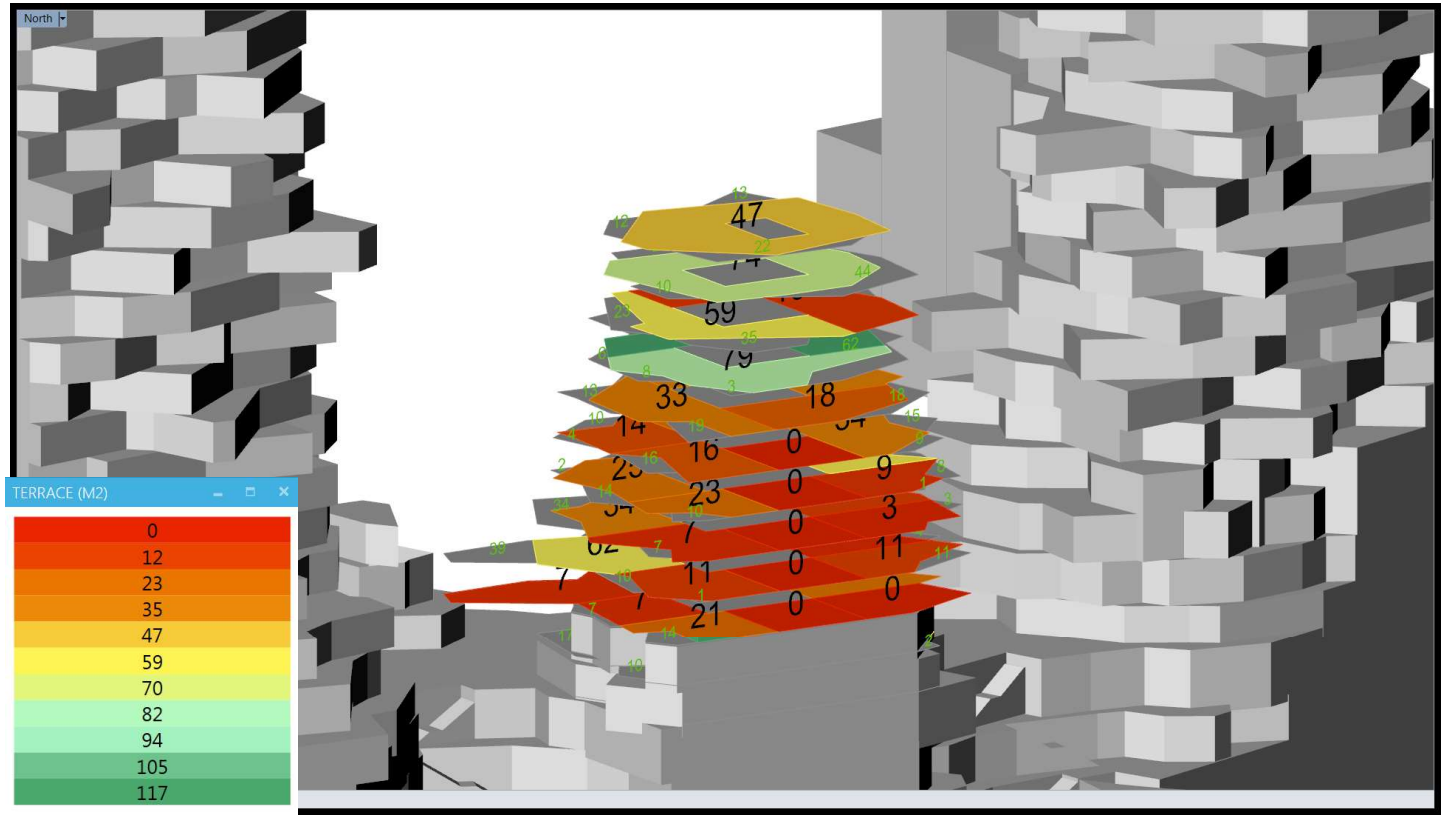
ARUP

Solar Load (Summer)



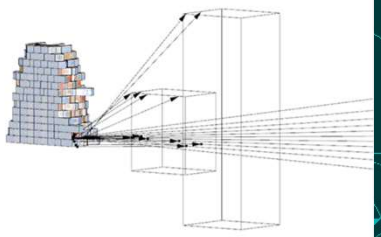
ARUP

Terrace Check

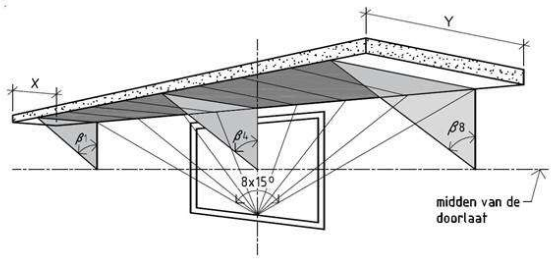


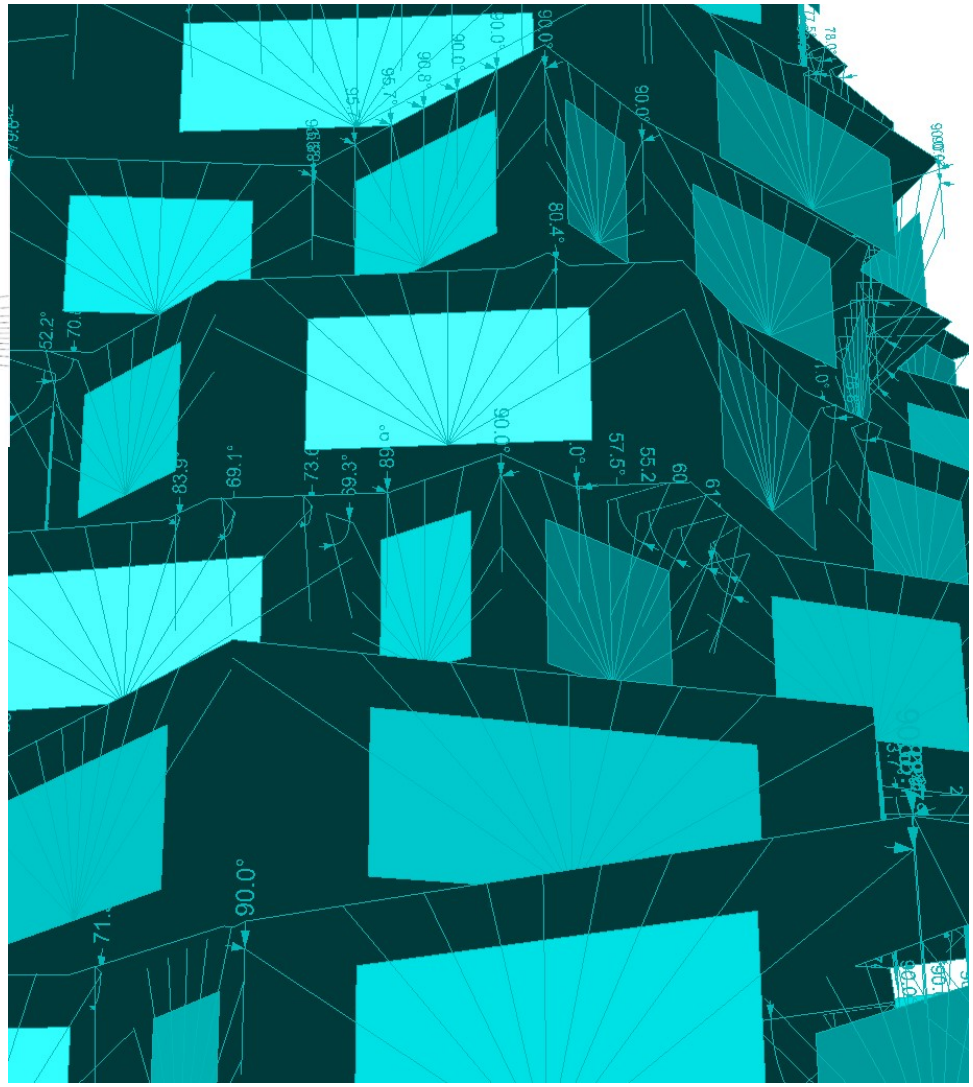
ARUP

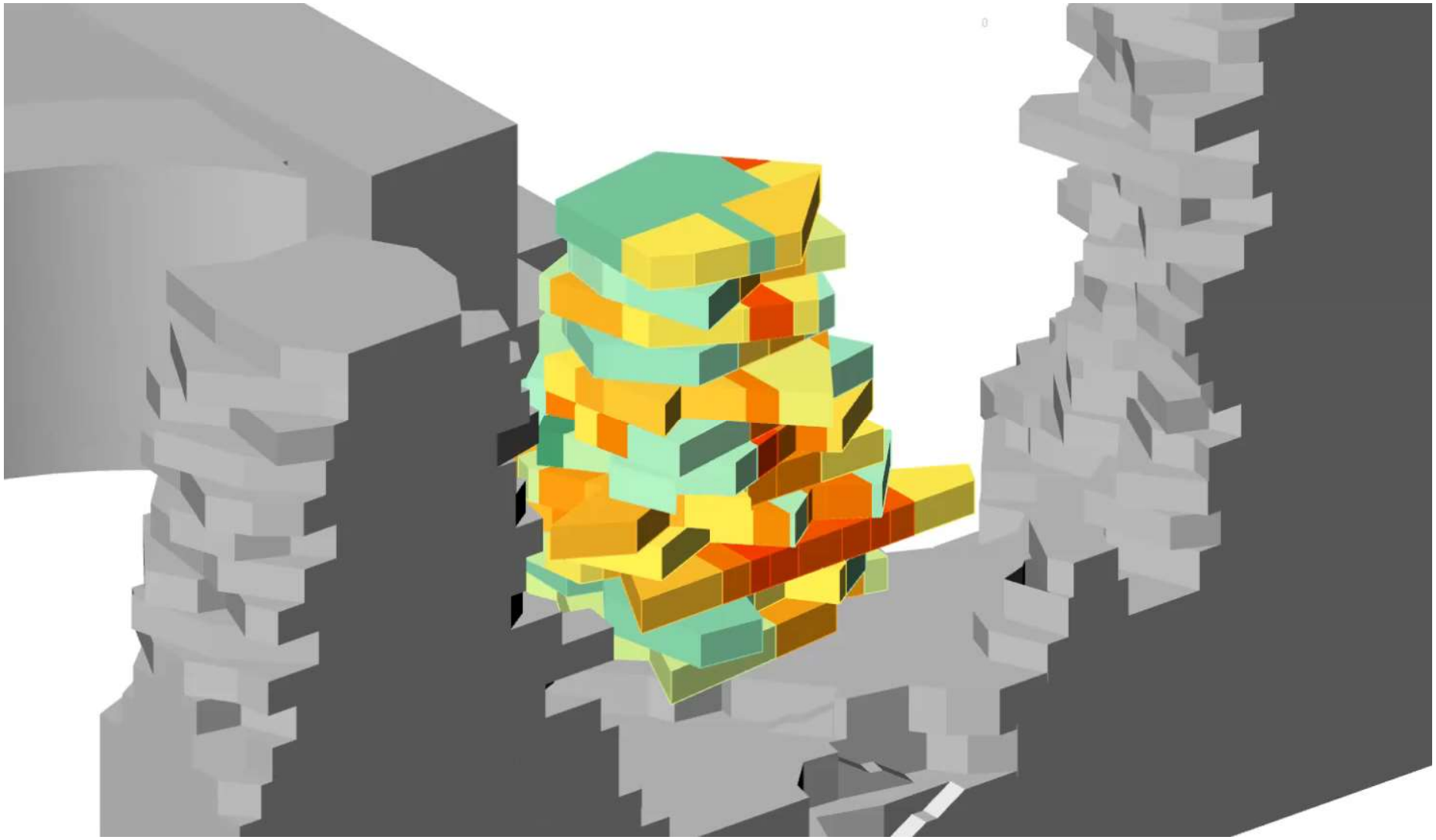
Daylight Check

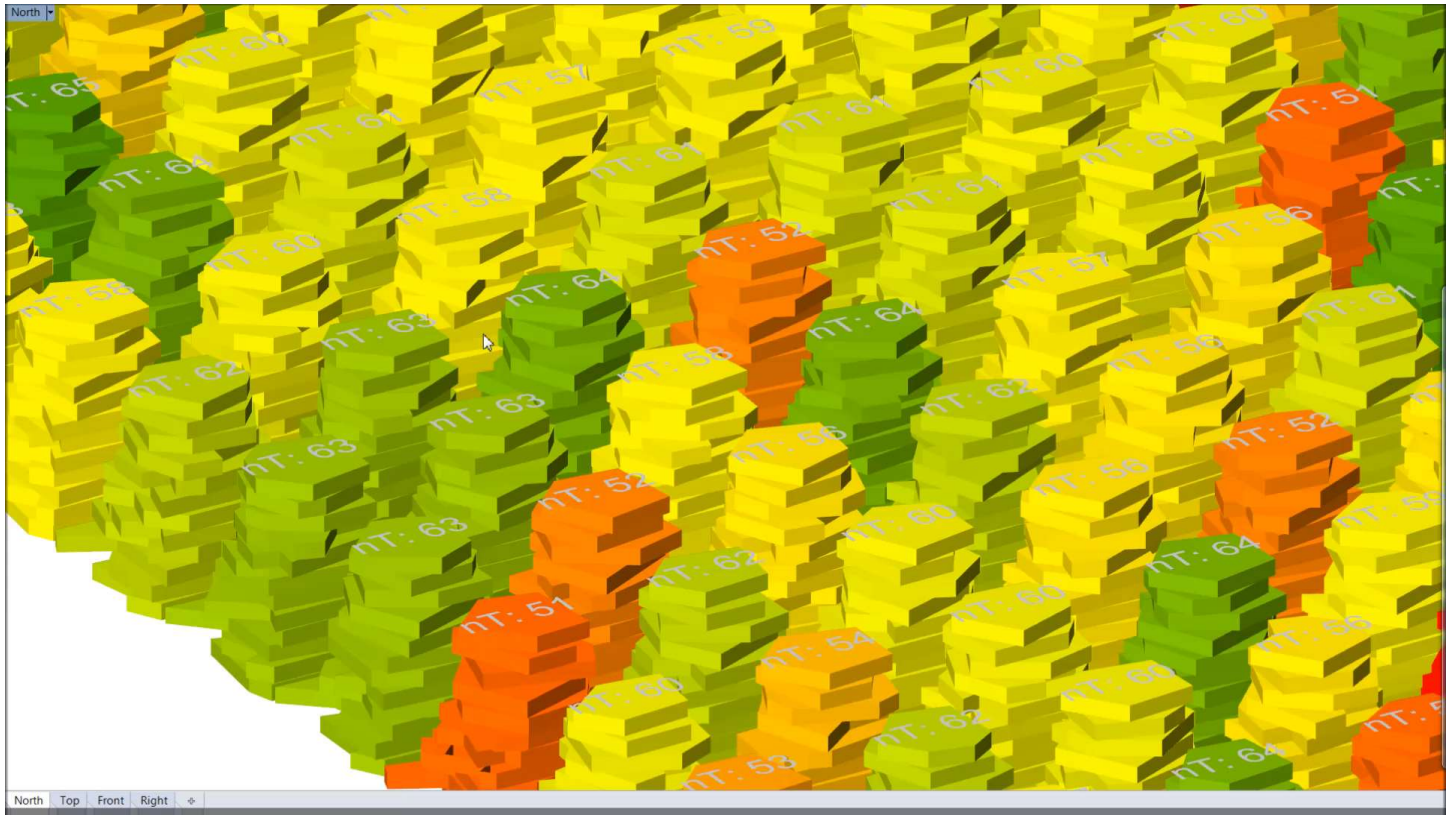


The Bouwbesluit code prescribes a minimum window area for each room, depending on the room's floor area and the sky-blocking geometries outside each window.








North
North
Top
Front
Right

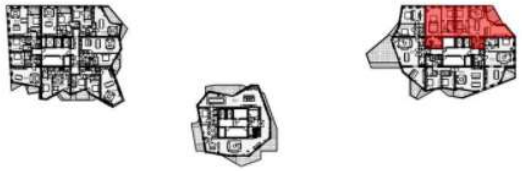
N08.01	
type C	104,5 m²
N08.02	
type G	57,7 m²
N08.03	
type C	108,0 m²
N08.04	
type E	71,7 m²
N08.05	
type C	117,4 m²
N08.06	
type C	113,6 m²
N08.07	
type B	127,9 m²

N

project:
VALLEY
location:
AMSTERDAM
client:
OVG
project number:
TP636
scale:
1 : 100
format:
A1
date:
12-8-2016
phase:
DO
subject:
8e verd. Noord
drawing code:
DO-B-TN-108

MVRDV

Achterommeer 7 - 3011 HA - Rotterdam - NL - +31 10 4772860



16E VERDIEPING NOORD WEST ZUID 1:1000

16E VERDIEPING ZUID TOREN 1:75

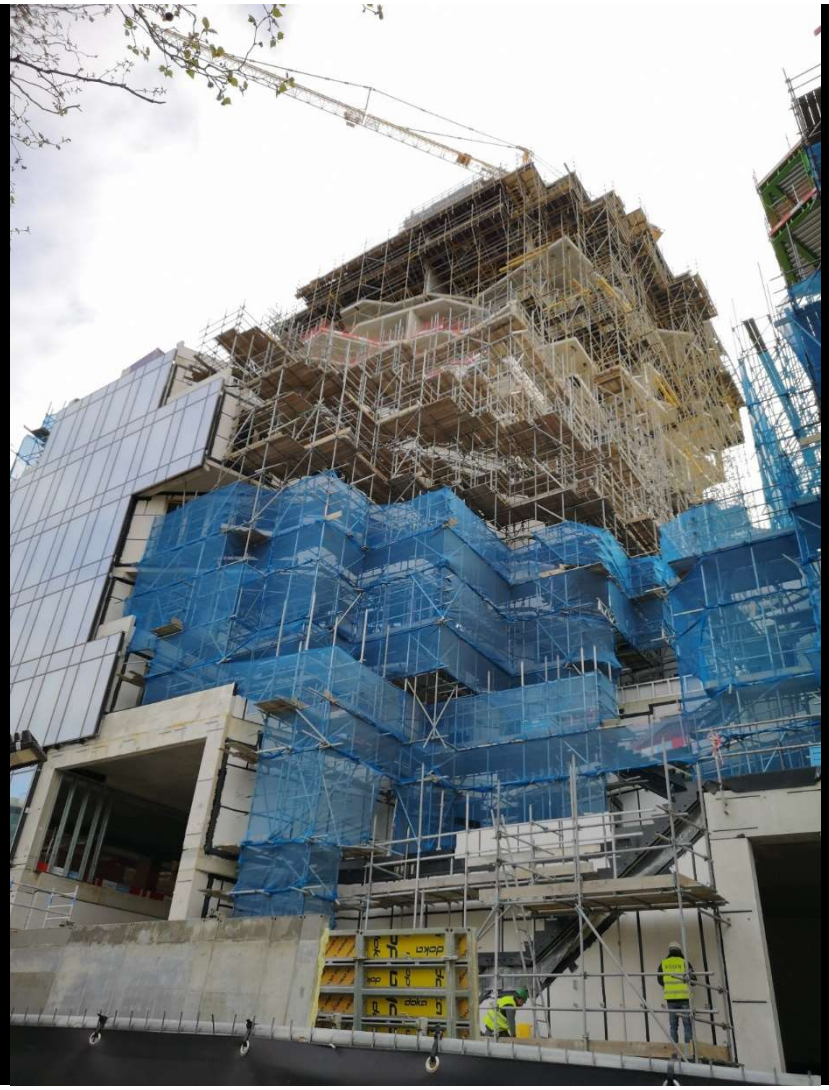
Woning 16.Z.52

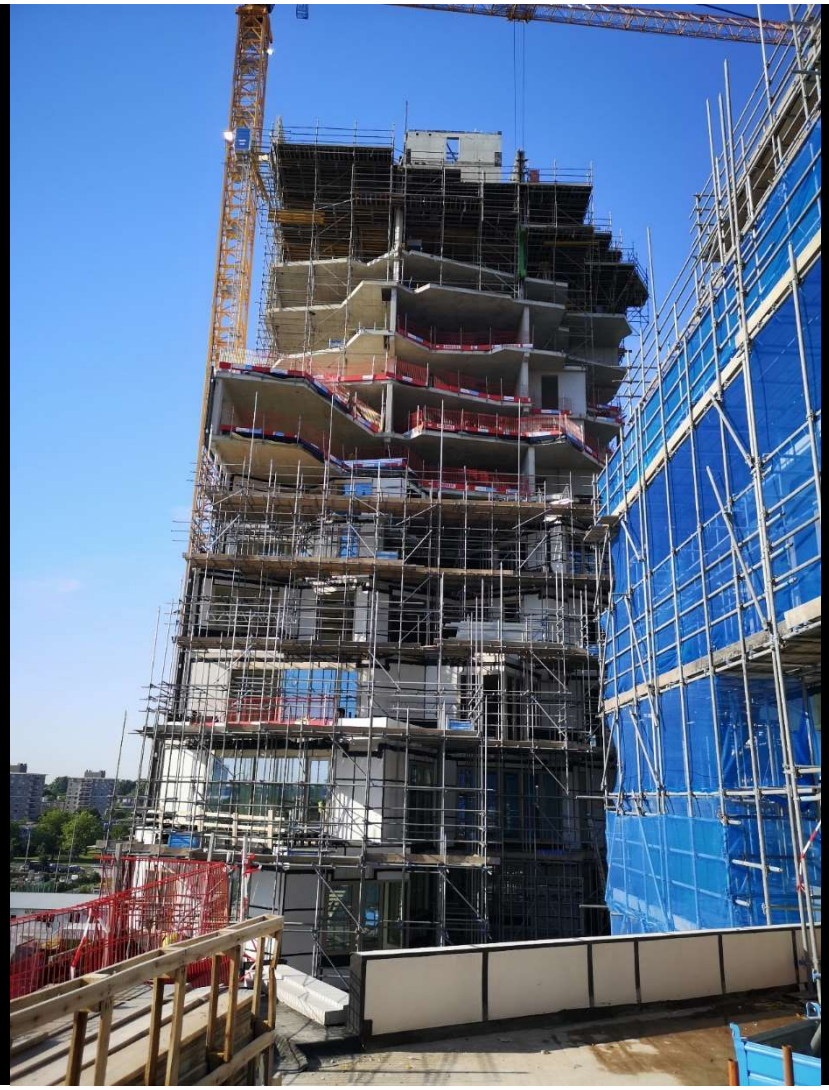
Z

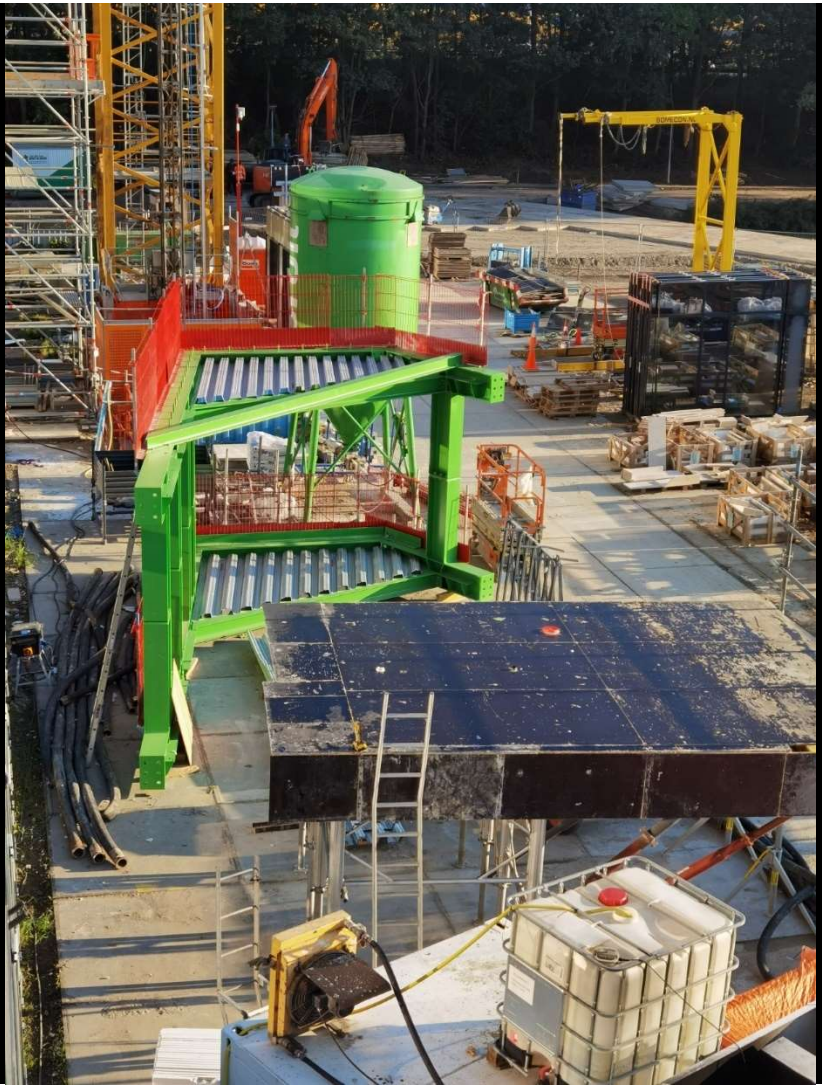
HEYLIGERS design + projects

Aan deze tekeningen kunnen geen rechten worden ontleend. | Alle maten zijn circa maten. | Definitief ontwerp | datum:

STRUCTURE







FROM COMPETITION
TO CONSTRUCTION

What this MVRDV Rendering Says About Architecture and the Media

Author
Mark Minkjan

Summary
Digital visualisations and hollow sales pitches hide the ugly sides of architecture and urban development. And the media buy it. MVRDV's recently proposed Ravel Plaza in Amsterdam is a good example.

Themes
Architected Stuff
Future Failure

Content
FA Perspectives

Date
15 February 2016

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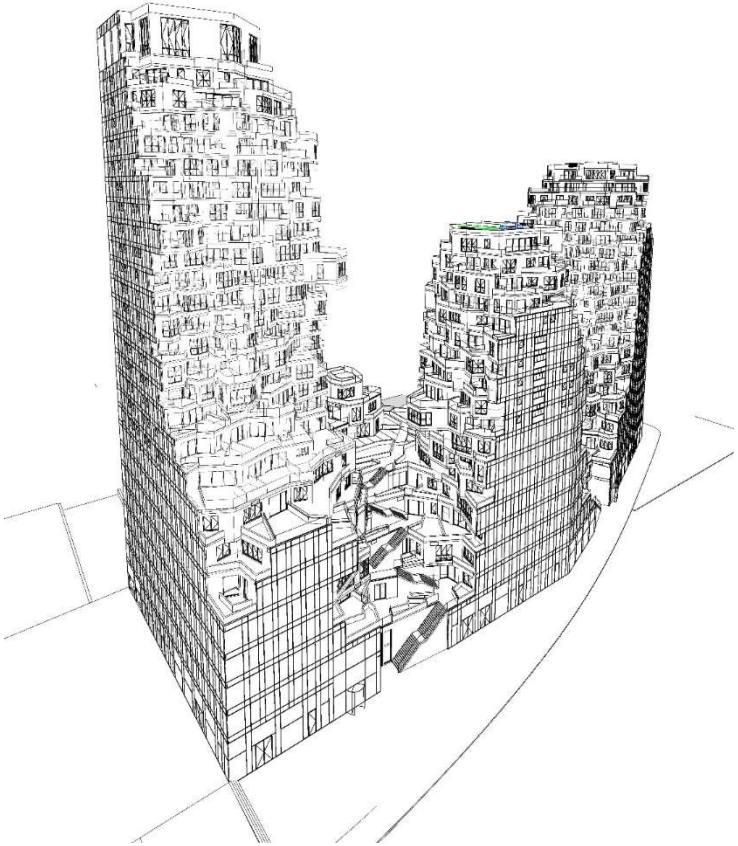
Tweet
G+1 0
Share 42

In the near future a building designed by the world-famous architectural firm MVRDV will be constructed in Amsterdam. An inhabitable mountain cliff, covered in greenery. That is, if we are to believe the computer-generated image that was recently presented by the designers. In reality, though, the building will never turn out the same as the rendering.

The visualised building is a symptom. It illustrates how the media represent buildings, with unrealistic visuals and irrelevant writing. The press do little more than spread the visual candy produced by architecture and city planning's slickest players.

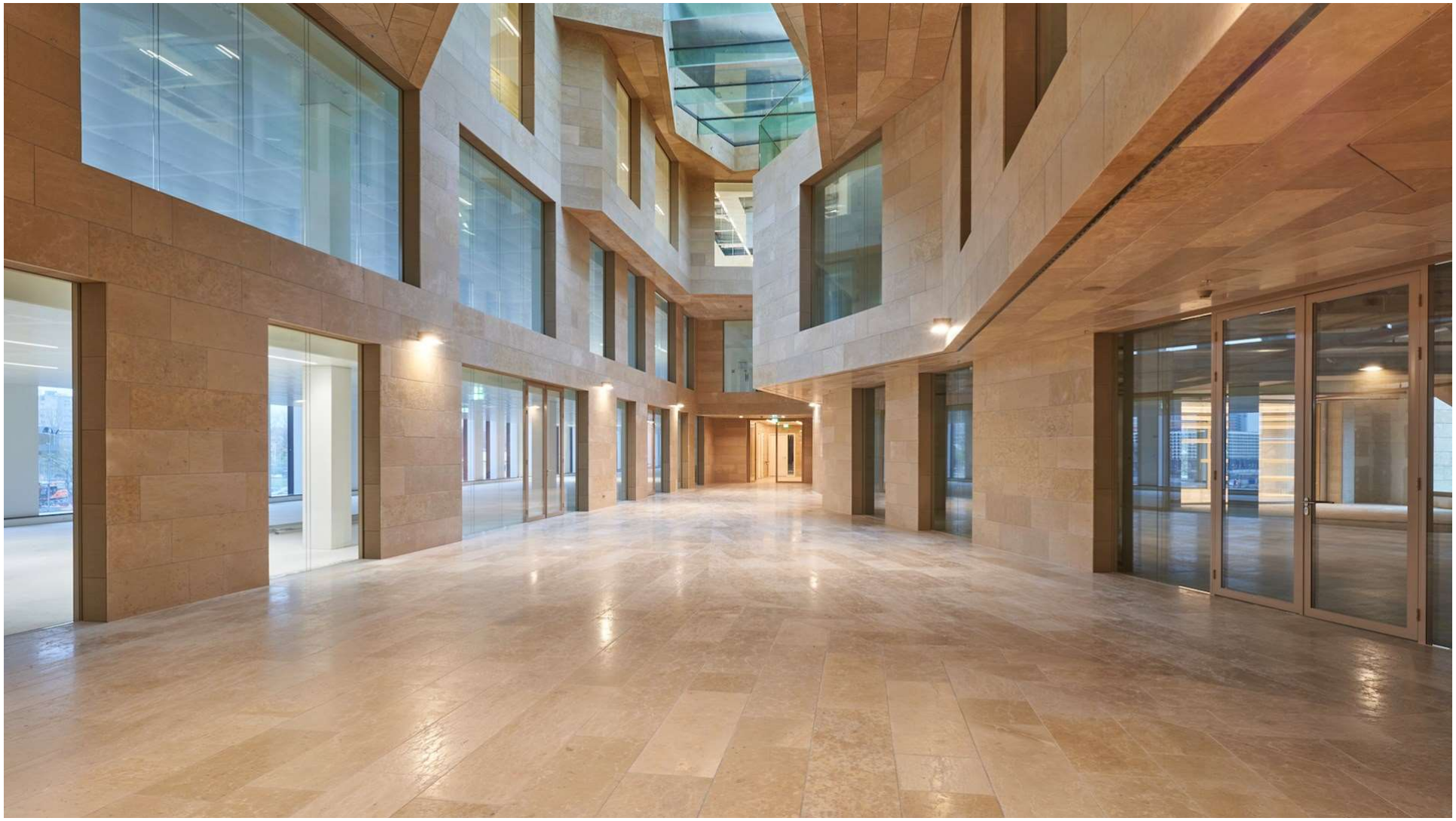
Gaze on the pristine newness of exclusive architecture. In order not to distort this fantasy, the social implications, political dynamics and internal problems of architecture and spatial production are conveniently left out of the picture.

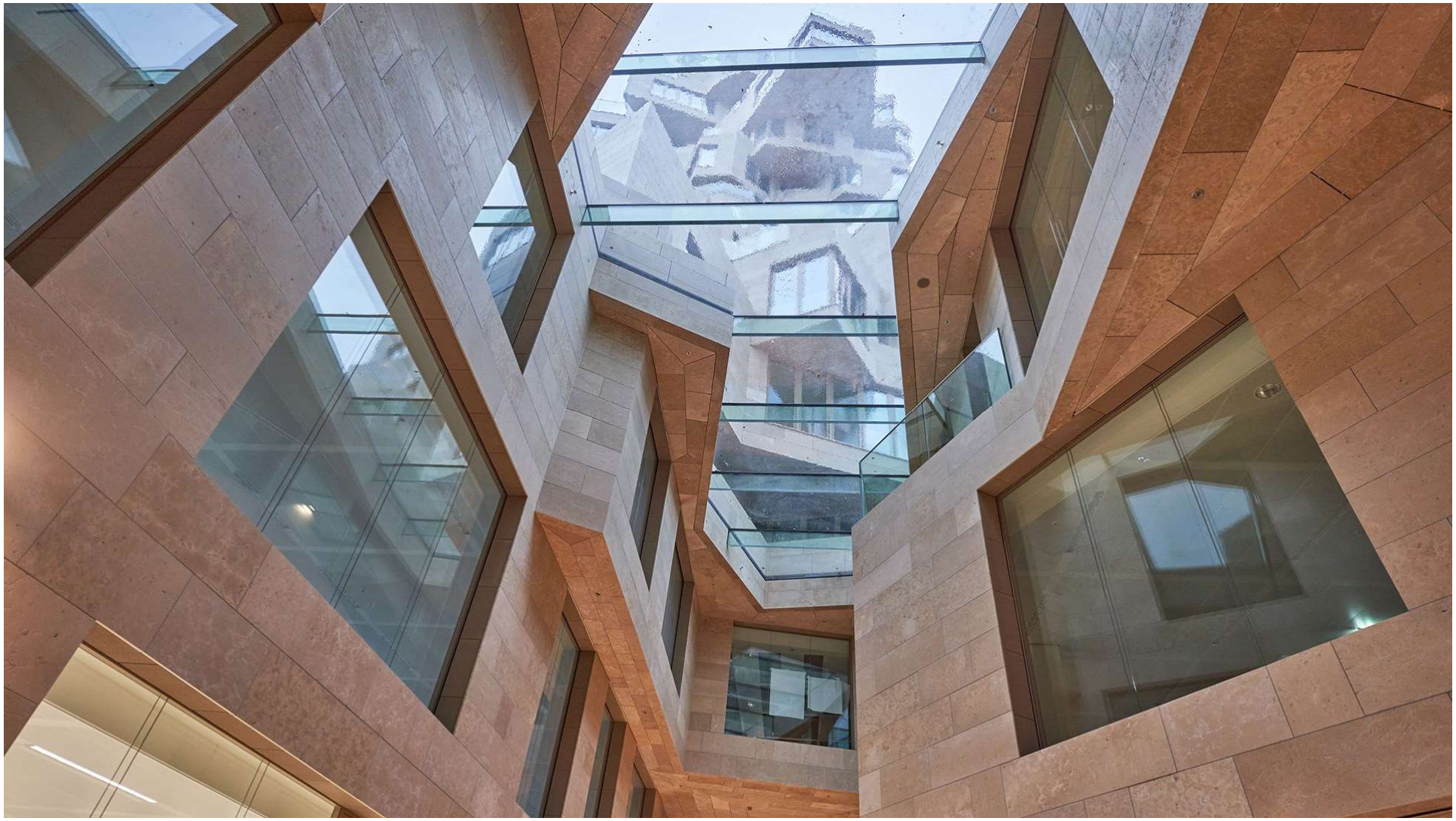


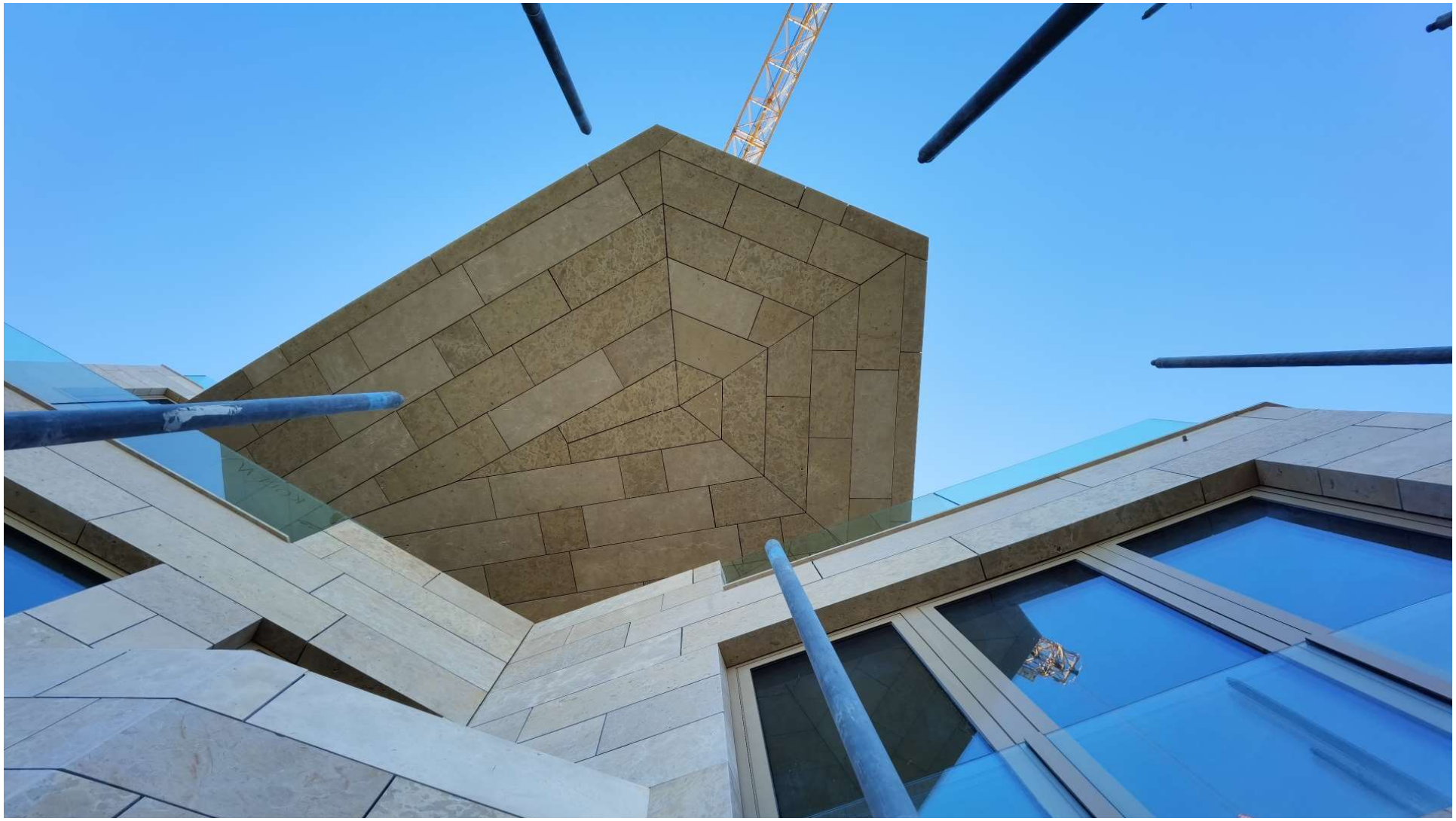
THE EVOLUTION OF CITY LIFE

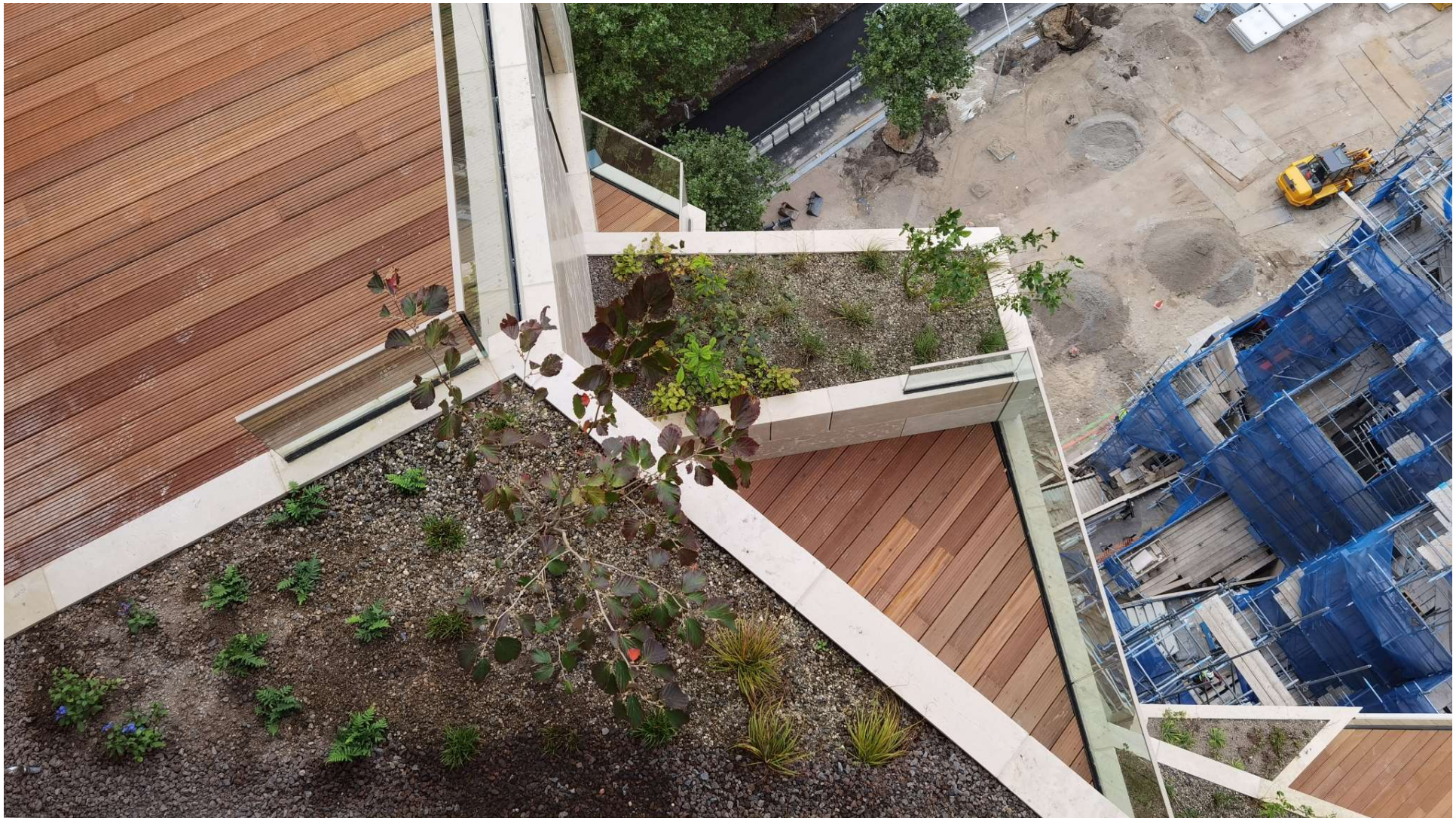
Nautilus

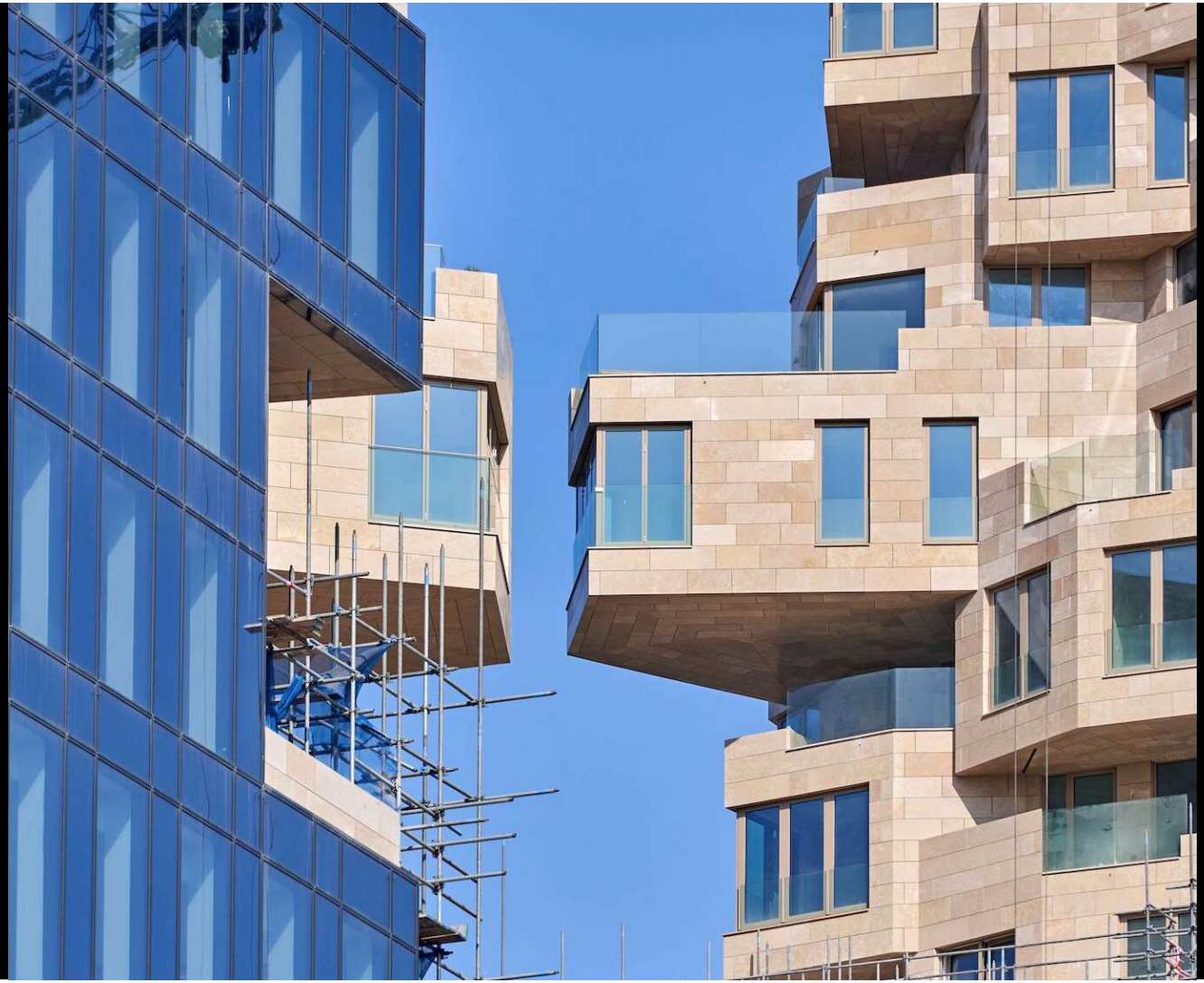
LKW
WALTER











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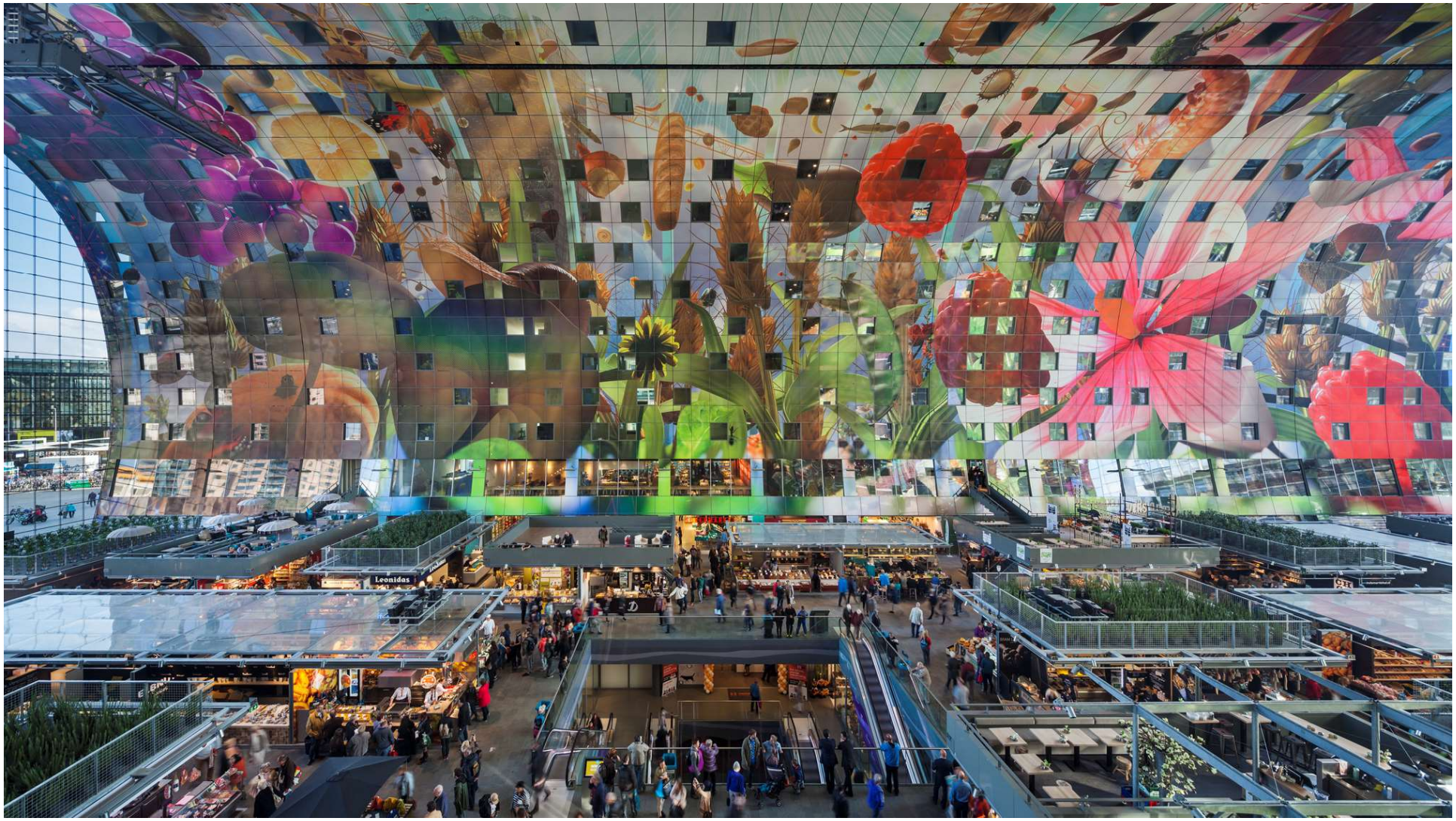
Leonidas