



**Strategies for Smart Resilient Cities**



# VISION

The need for a more sustainable and “smart” regional and urban development has now been widely accepted. New developments and trends follow each other in rapid succession - a continuous stream of new principles, technical products and applications. However, there does not yet appear to be consistency in understanding the synergy between possibilities, the power of an overarching, comprehensive vision, and the need for matching appropriate performance criteria and indicators. Often, measures and steps remain ad hoc and disparate, however well intended, with the result that overall effects are suboptimal and sometimes even negative



# APPROACH

Instead, Strateq uses an integral and cohesive approach tailored to the specific situation and objectives of our client and his stakeholders. We help you form your vision and perspective for the future.

Strateq is a research and consulting firm with offices in the Hague, Netherlands and Chapel Hill, NC, United States. Founded over twenty five years ago, we are the pioneer on “smart cities.” We offer consultancy, project planning, strategizing and management, business development advice, quantitative and qualitative analysis, as well as training and education. We use a project approach and our own unique models, based on a holistic, whole-systems approach.

# OUR GOAL

Our goal is healthy urban communities in healthy regions, with solid financial and sustainable returns. Our long, distinguished history, broad expertise, with a specific, integrated approach, and clear, succinct advice are the distinguishing characteristics of our organization.

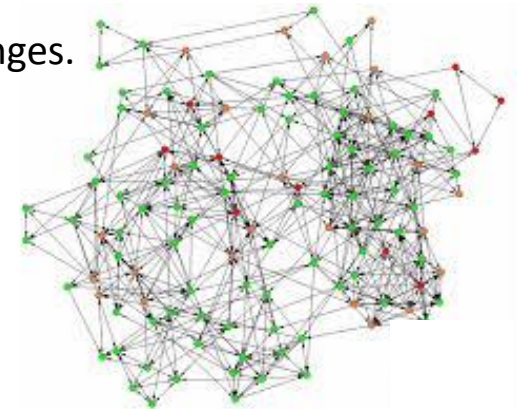
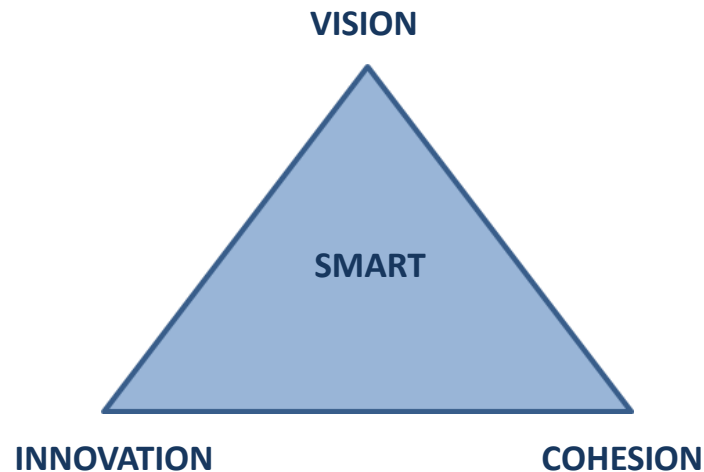


# The *SMART CITY* Challenge

Today, cities all over the world want to be smart. They are in need of smart city knowledge, expertise, consulting and support.

To become a **smart city** is a very multidisciplinary challenge. Smart Cities connects all elements of a city into effective and efficient integrated networks to enhance and sustain the quality of life. To become a smart city, it requires integrating many disciplines of knowledge and sciences into a holistic framework and process.

We have the systems-thinking skills to advise and handle these challenges.



## Our Approach

Smart cities are about combining people and hardware (transportation and technology) based on a sense of place and a healthy environment. Often this works best with a compelling story and a theme that all can get behind regardless of political and cultural creed. The theme, e.g. sustainable energy, transportation, etc. is not the main goal. It's the way to get people to build trust and coherence.



## We help to create a vision by and for all stakeholders

Such a vision needs to be overarching and bold, beyond consensus. We has the facilitation expertise to inspire and get this done.



## We bring the underlying success and failure patterns, systemic structures and barriers to light

Cities are ecosystems. The question is, are they healthy, growing and resilient ecosystems or are they disparate, sickly and incohesive? Thorough analysis we map stakeholder profiles. Our experts also understand the technical and other thematic issues related to sustainable development (water, waste, logistics, etc.)



## We develop baselines, targets, goals and identify quantifiable indicators

We monitor progress and measure results.



## We watch the bottom line

We understand that our clients, be they cities, regions or campuses have limited budgets and have to think long-term. Much can be done by society (business and people) as long as they see what's in it for them and their community.



## We help to tell the story

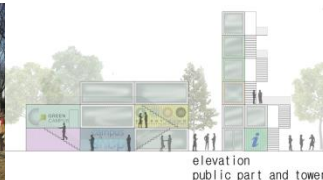
We can help you with a communications plan and PR positioning and branding. We help to tell your story, based on your vision and on solid quantified results.





## Select Experience

- Downtown The Hague, the Netherlands. Rebuilding and reenergizing The Hague's poorest neighborhood. Helping young entrepreneurs get a start, and providing solar systems.
- Integrated sustainability strategy and implementation for McConnell Golf, NC's ten resorts and golf clubs.
- Project leadership for redeveloping Delft University's Green Campus (Netherlands)
- Researched Cradle 2 cradle™ inspired strategies and pattern recognition for complex sustainable land development of a world expo / green office park.
- Chairman National Strategy Group Smart Cities. Developing standards, approach and roadmaps on Smart Cities in the Netherlands.
- North Carolina Museum of Art, Two envisioning and strategy retreats. Museum Campus of the Future.
- Developing Smart City Courses, EU,US
- Leading Smart City Hub at UNC





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