



Parallel 52°

The Dutch Canadian Sustainable Planning and Building Network



As the Ambassador of Canada to the Netherlands, it gives me great pleasure to contribute to this Newsletter of "Parallel 52°", the Dutch Canadian Sustainable Planning and Building Network.

This is the third newsletter for the organization which has grown so well over the past year and continues to grow by building new links, and strengthening old ones, between Canada and The Netherlands.

The bilateral relationship between our two countries has a rich heritage, based on Canada's storied role in liberating this country during the Second World War. Strong links of postwar migration have made Canada's million-strong Dutch diaspora another important bridge between our countries. Two years ago, working with our colleagues at the Dutch Embassy in Ottawa and Consulates across Canada, we launched the "Design for the Future" initiative, aimed at building on our exceptional relationship and developing sustainable networks in emerging areas of interest.

Parallel52° embodies that objective and is the first area of collaboration. The network was born after a Design for the Future event on sustainable design in Ottawa when Prof. Anke van Hal proposed the idea, and a Canada-Netherlands symposium on sustainable cities that the Canadian Embassy to the Netherlands and the Association of Canada Studies in the Netherlands hosted in Rotterdam a few weeks later. Since then, it has brought together stakeholders business, academics and governments on the theme of Sustainable Building which is why we are enthusiastic supporters of the Parallel52 idea. I am proud to say that I was there, at the birth of the network at the VNO building here in the Hague.

I find the name the organization has chosen symbolic – representing the east-west latitude that runs between our two countries. I think it is an excellent example of how our close collaboration and expanded partnerships can bring benefits on both sides of the Atlantic.

In the past year the network has helped Dutch and Canadian professionals engage at the Canada Green Building Conference in Vancouver and by organizing physical and virtual meetings. The collaboration will deepen at the upcoming workshop in Toronto during the Meeting of the Minds, and former chief planner of Vancouver Brent Toderian's keynote speech at the Green Building Holland conference in Amsterdam, which the embassy is proud to support. We are also looking forward to the October visit by Michael Green, a great champion of building with wood, and the European Canadian Green Building Conference in early 2014.

I am struck by the importance of this sector within both of our economies and that by collaborating together in creating new innovative technologies and products to deploy to the world, we can strengthen our economies at large and our bilateral relationship.

Yours sincerely,

James Lambert



Parallel52°: new name for the network

The past year was all about the founding of the network, with finding a way of working, attracting members and creating awareness. Now that the network organized some successful activities and can show what it stands for it is time to give it an official name. "The Dutch Canadian Sustainable Planning and Building Network" was a working title and too long to be a name to remember. Parallel52° reflects the will of two countries to work parallel on the same challenges in sustainable planning & building. The name also reflects the 52nd Parallel (Latitude) that both countries share. The new name will be used from now on in all network-related correspondence; like the newsletters, [Twitter](#) and [LinkedIn](#).



parallel52.org the new website

With having an official name, the network is really up and running. Until now the website was part of another organization and topic of the network: the Green Business Club. This worked very well for a long time. To show Parallel52° more as an individual network, with alliance to Green Business Clubs but not part of it, we made a new and fresh website. Here you can find information, news items, events that we organize and downloads of interesting articles etc. The website will be presented online next week, but you can already take a look at the [beta site!](#)

Check it out next week at: www.parallel52.org



Enabling Cities to Grow Green

In the margins of the Meeting of the Minds Conference held September 9th – 11th in Toronto, Parallel52° together with the City of Almere, the City of Toronto, the City of Rotterdam, the TU Delft, Waterfront Toronto, the Business University of Nyenrode and the Consulate General of the Kingdom of the Netherlands will organize the "Enabling Cities to Grow Green" event. This session is intended to build on existing collaboration around greening cities between Canada and the Netherlands on many levels such as business to business, academia to academia and also - government to government. It is felt that this collaboration can advance positive action in policy, and implementation of real solutions to achieve thriving urban environments for both new and existing parts of our cities.

During the event five professionals from both Canada and the Netherlands, including founder of Parallel52° Anke van Hal will give presentations on their work in the field of sustainable building. The invited experts will be challenged to come up with concrete solutions to the stated problems in a so called World Café discussion session. The tables have been termed with the action objectives in mind as follows: Public Spacing, Healthifying and Energizing.

Public Spacing - Parks, trees, green spaces, courtyards, sidewalks and streets in general, they are all public spaces which, if well-designed contribute significantly to the sense of community and the health and quality of urban areas. How can they be planned and designed to support these objectives?



Healthifying - How cities are designed and operate affect health in many ways. Cities that are designed to promote a sense of community also support a healthy environment as opposed to being isolated and remote in an urban situation. Urban agriculture, providing locally grown produce is also a factor to be considered. How can new and existing neighborhoods give people the best chance to live a healthy lifestyle? (and then of course greening cities with trees and green spaces is clearly a significant factor.)

Energizing – Buildings are significant users of energy, with all the related greenhouse gas emissions and air quality implications. Energy is also a large cost and drain on local economies and people's budgets. How does energy use affect design of buildings and planning communities? How can we use a proactive approach to energy to also be more efficient and create jobs and other benefits? How does IT play an important role in accomplishing this as well as the other areas we are exploring?

We are positive that the discussions will lead to concrete action points that all the participants can use in their work. During the coming events Parallel52° will follow up on these action points and follow up on the progress the participants made after the "Enabling Cities to Grow Green" event. We are looking forward to the 11th of September. Please note that due to limited space the "Enabling Cities to Grow Green" event will be [by invitation only](#).



Brent Toderian at Green Buildings Holland

On September 19th 2013 former chief planner of Vancouver Brent Toderian will be a keynote speaker at the Green Buildings Holland conference in Amsterdam. The conference is part of the Dutch Green Building Week – a week of exhibitions, workshops, conferences and other activities around a sustainable built environment all over The Netherlands.



Sustainability. How do we know we are moving forward?



Symposium Vancouver

Parallel 52°, Dunefield Consulting, Simon Fraser University and the Foundation for Sustainable Area Development are hosting a workshop and symposium on the challenges and best practices of assessing the sustainability performance of area developments.

The event opens with a 2-day workshop in which selected

Brent Toderian is an internationally respected practitioner with over 20 years of experience in advanced urbanism, city planning and urban design. His 6 years of significant achievement as Vancouver's Chief Planner (2006-2012) included 2010 Winter Olympics-related planning and design and the EcoDensity initiative. Brent is familiar with The Netherlands as he has been an advisor and collaborator with many global cities including Rotterdam.

Brent will share his experience in building sustainable and highly livable cities in a highly market oriented context such as Vancouver. During the conference he will also participate in a workshop titled "Canadian Opportunities / Canadese Kansen" and led by Prof. Anke van Hal. It will focus on the state of sustainable building in Canada and the opportunities for knowledge and business exchange between Canada and The Netherlands. The premise of the workshop is that professionals on both sides are dealing with similar problems but in different context and market conditions and collaboration would inspire and help make a big step forward in the sustainability agenda in both countries. During the workshop the Parallel52° network will be introduced and ideas for new activities will be gathered.

Brent will also attend an event at the Architecture Faculty of Technical University Delft on September 18th where he will give a short presentation and meet with professors, practitioners and students.

Brent Toderian's visit is funded the Canadian government's Investment Champions Program.

students perform a sustainability assessment of a Metro Vancouver development. This is followed by a symposium where thought leaders in community sustainability engage in a dialogue about measuring and understanding the sustainability performance of urban developments. After a welcome by Consul General Johannes Vervloed we will have presentations and a dialogue with William Rees (Professor UBC School of Community and Regional Planning), Jennie Moore (Director BCIT Sustainable Development and Environmental Stewardship), Mark Roseland (Professor SFU), Wouter de Zeeuw (Director of FSA) and Dale Mikkelsen (SFU Community Trust)

The workshop takes place from September 11-12, 2013 at SFU Burnaby Campus and the Bentall Centre in downtown Vancouver. The symposium takes place on September 13, 2013 at the SFU Woodward's location.

Capacity is limited. Please confirm your attendance by September 5, 2013: wilco@dunefieldconsulting.com. Visit [the website](#) for more information.

Colophon

Parallel52°, the Dutch Canadian Sustainable Planning & Building network connects building and planning companies and institutions. The goal is to share knowledge on sustainable building between Canada and the Netherlands. The network is supported by partners, the Canadian Embassy in the Hague and the Consulates General of the Netherlands in Toronto & Vancouver

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Please send in content for newsletter #4 before September 16th 2013.

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