



# Parallel 52°

The Dutch Canadian Sustainable Planning and Building Network



Dear <<Full Name>>,

The last couple of years I followed the development of Parallel52°, with a lot of joy and interest. What began as a project between a Canadian and a Dutch university, became a large network of Companies, Governments and Knowledge Institutes. They all have one thing in common: the passion for the Sustainable Built Environment. Canada and the Netherlands both have a lot of knowledge in Sustainable Building & Planning, but we also have our own expertise. We can help each other reaching even higher sustainable goals by exchanging this expertise. Parallel52° aims to exchange knowledge in this field and helping Companies finding each other.

Until now we already saw a lot of interesting exchanges like the Cisco virtual meetings between the City of Toronto and Nyenrode Business University and the visit of Thomas Mueller, president of the Canada Green Building Council, to the TU Delft and Park 2020. But there is more to come like the visit of Professor Mark Roseland of SFU to the TU Delft, the lecture and workshop with Professor Anke van Hal at the Canada Green Building Council Conference in Toronto next June or the partnership of Parallel52° and Dudoc in Vancouver.

For me it is a goodbye from the network because coming summer a new destination is awaiting, Aruba. It was a privilege to be at the founding of the network. I will continue following the developments of the network with interest and hope to stay in touch with all of you.

Johannes Vervloed, Consul General of the Netherlands in  
Vancouver

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## Upcoming Events

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### Lecture Professor Mark Roseland at TU Delft May 26

On **Monday May 26<sup>th</sup>** Professor Mark Roseland of Simon Fraser University in Vancouver (Canada) visits the TU Delft. Real Estate & Housing and [Parallel52°](#) organize a lecture with Mark Roseland



with the theme: "Toward Sustainable Communities: Solutions for Citizens and Their Governments". **12.45 PM – 1.30 PM in Room B at the faculty of Architecture, Julianalaan 134, Delft.** Free entrance.

Mark Roseland, Ph.D., MCIP, is Director of the Centre for Sustainable Community Development at Simon Fraser University and Professor in SFU's School of Resource and Environmental Management. He conceptualized and is currently leading development of [Pando | Sustainable Communities \(pando.sc\)](http://pando.sc), a multilingual online network designed to promote knowledge-sharing and collaboration among sustainable communities researchers and practitioners around the world. For more information on Mark Roseland please visit his [website](#).

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## Workshop Dutch-Canadian Experiences with Sustainable Housing and Neighborhood Transformation



Through a series of Dutch-Canadian workshops, stakeholders shared their experiences, insights and recommendations on achieving sustainable communities. The outcomes of these sessions will be presented by professor Anke van Hal at the Canada Green Building Council (CaGBC) conference in Toronto. Following the CaGBC, the Dutch Consulate in Toronto is conveying a private workshop where Dutch and Canadian experiences will be contrasted and compared to identify opportunities to work on strengthening results. We cordially invite you to join this lively discussion and networking opportunity. Please join us **Thursday, June 5th 2014, 8:30 AM – 12:15 PM at the Ryerson University Architecture Building in the Resource Centre, 325 Church Street, Toronto.** A continental breakfast will be provided.

This event is free of charge and by INVITATION only, limited places available.

For more information please contact [Ellen Greenwood](#)  
A detailed program will follow.

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## Dudoc Vancouver Event June 27



Walas Concepts, one of the founding Partners of Parallel52°, starts a new initiative in Vancouver: [Dudoc](#). Dudoc is a Dutch Urban Design Centre, a permanent "Holland House" where Dutch sustainable building, planning and clean tech companies come together to enter the West-Canadian market. Dudoc has a location in [downtown Vancouver](#). Here businesses have their working and meeting space, but also a location to showcase their products. Dudoc will also help with promotion, new networks, opening doors and visa.

On **Friday June 27<sup>th</sup>** the [Clean Tech Business Club](#), [Walas](#) and [Dudoc](#) organize an event in Rotterdam

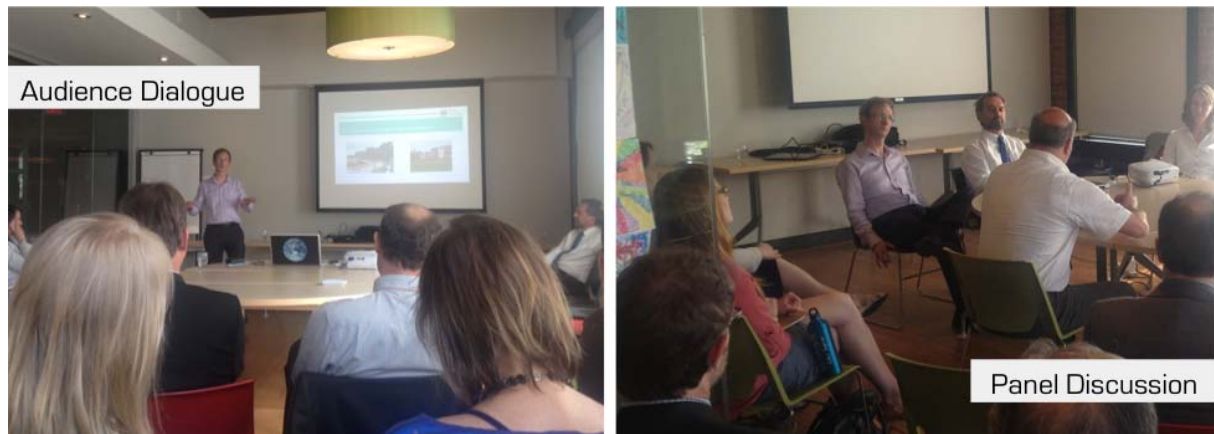
for companies that are interested in starting in Vancouver. They invited interesting guest lecturers like Gerben van Straaten (CEO Walas), Arash Aazami (founder of [Bas energie](#)) and Maarten den Ouden (Consulate General of the Netherlands in Vancouver). After the lectures you have an opportunity to network with a drink and some nice music. **3 PM – 6 PM in Rotterdam**, precise program and location to be announced. If you are interested in Dudoc or attending on June 27<sup>th</sup> please [email Hens Zoet](#).

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## Past Events

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### Sustainable Neighbourhood Transformation Report



Simon Fraser University, Vancity, Dunefield Consulting and Parallel 52° have hosted a symposium on May 1 in Vancouver on the importance of investing in the sustainability of existing communities. Some of our international speakers were: Mark Roseland (Director of SFU CSCD and Professor SFU Resource and Environmental Management), John Dagevos (Senior Researcher at Telos, Brabant Centre for Sustainable Development) and Johannes Vervloed (Consul General of the Netherlands in Vancouver). The symposium is part of the International Eco-Cities Initiative. John Dagevos stressed the importance of acknowledging the characteristics of communities in interpreting the performances, as sustainability is highly dependent on the size, location and maturity of cities. Peter Whitelaw delivered his response and described a current project to apply a comprehensive assessment framework to Metro Vancouver communities, conducted in close collaboration with Simon Fraser University. The audience consisted of 25 thought leaders and decision makers from Metro Vancouver municipalities, universities, developers and research centres. Mark Roseland moderated a lively discussion between the panellists and audience on the importance of sustainable neighbourhood transformation and the necessity of reliable and objective metrics to better understand performance and progress. Please read the full report on our [website](#).

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### Ryerson – TU Delft project



This year Ryerson University, Toronto and the group Passion for the Existing Housing Stock (Delft University of Technology) work together and they had a kick off on March 1st. During the collaboration some changes were made in the activities that were planned. Working on two different subjects seemed too much after the first weeks, so we chose to work on one subject simultaneously using online

communication: Walkable and Cyclable Cities. Both teams analyzed the walkability and cyclability of their city. Canada analyses Toronto and the Netherlands analyses Amsterdam.

A lot of analysis and research is documented about cycling and walking in both countries. The Dutch students thought that Dutch people are born with a bicycle in their hands, but nothing less is true. The way the Dutch make use of bicycles only arose in the Seventies! So it isn't obvious at all that the bicycle is so well integrated in the Dutch road system.

At this moment both teams work on interpreting the results of the analysis into the end product. Hard work is being done to make the toolbox in the form of a small and readable booklet. The goal is to finish the booklet this month. Both teams also work on a short movie to make the comparison of walkability and cyclability in both countries visible. When the project is completed, the teams will present their findings to the Parallel52° network.

Text: Jessica de Boer



Since February 12 the City of Toronto and Nyenrode Business University organized 4 virtual meetings on Sustainable Neighborhood Transformation, generously sponsored by Cisco. Goals was to compare the Dutch and Canadian approach in this matter. The themes of the meetings were: 1st meeting, February 12: Enough research has been done to demonstrate technical feasibility and societal benefits; it is now time to focus on scaling up. [Click here for a summary of this session.](#) 2nd meeting, March 19: Great strides have been made in designing energy-efficient building components. The emerging challenge is plug load. People should be encouraged to make sustainable choices in their use of devices and appliances. 3rd meeting, April 9: Environmental sustainability initiatives will benefit from a more holistic approach that includes broader societal outcomes. 4th meeting, May 14 was a concluding session, a first conclusion is that it is important to enhance community engagement and get inhabitants involved in the transformation process. Please keep an eye on our [website](#) for the full report on the four meetings.

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