



AANJAGER VAN TRANSITIE

From pilots to a new building industry: challenges to improvement of upscaling opportunities

Rob Haans - 24 mei 2022 10:30 – 11:00

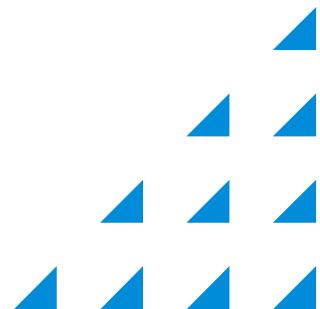
ROB HAANS



TODAY'S TOPICS

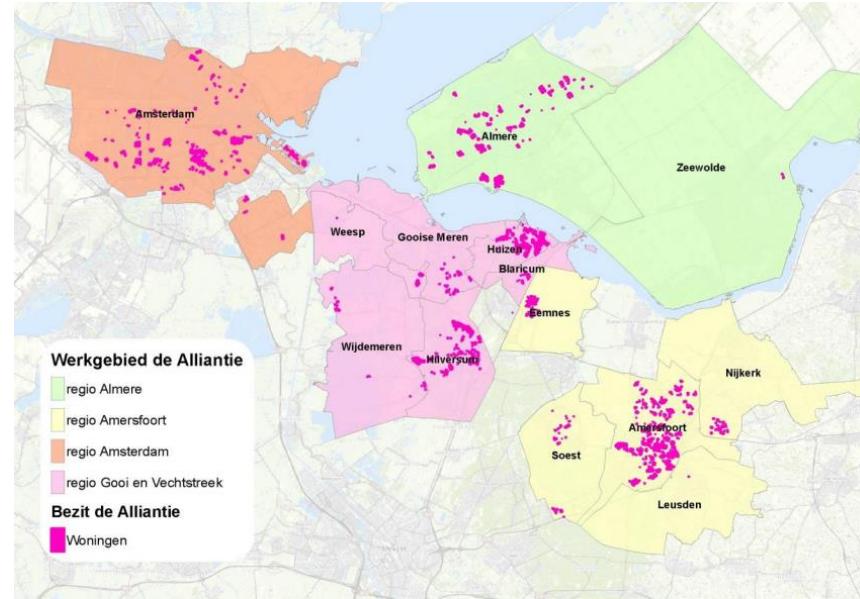
- Background
- De Alliantie
- The Bouwcampus
 - Our goal
 - Urgency
 - Our methode
- Transition paths of the Bouwcampus
 - Carbon-neutral renovation
 - Industrial housing
 - Construction in timber

From pilots to a new building industry: Challenges to improvement of upscaling opportunities



DE ALLIANTIE

- Development and management of social housing
- One of the largest corporations in the Netherlands
- Average energy label B
- Total of 64.445 units under management
- Our work field is shared with several other social housing corporations multiple municipalities
- Involved with several major transitions:
 - Carbon-neutral renovation
 - Construction in timber
- Initiated 'keten samenwerking'
- Corporations: scale volume and large share of Dutch housing programme.



DE BOUWCAMPUS



Our goal:

To increase the added social value of the construction industry.
We do this by focusing on the following three construction tasks:

1. Infrastructure Replacement & Renovation
2. Making Buildings & Surroundings More Sustainable
3. Redevelopment of Urban Subsoil



OBSERVATIONS

- Scarcity of raw materials and energy
- Scarcity of space
- Scarcity of good professionals
- Climate change (climate adaptation, zero-emission building, CO₂ reduction, nitrogen/PFAS...)

More must be done with fewer resources, less money and fewer good professionals. This is only possible with new rules, for both clients and market players.

Because things really have to change



Ministerie van Binnenlandse Zaken en
Koninkrijksrelaties

Nationale Woon- en Bouwagenda en Programma woningbouw



Nationale Woon- en Bouwagenda en Programma woningbouw



2022

**8,1 miljoen
huishoudens**

Circa **300.000** huishoudens
zijn op zoek naar een woning



Bron: ABF Research - Primos Prognose 2021



2030

↑ Groei naar
**circa 8,7 miljoen
huishoudens**



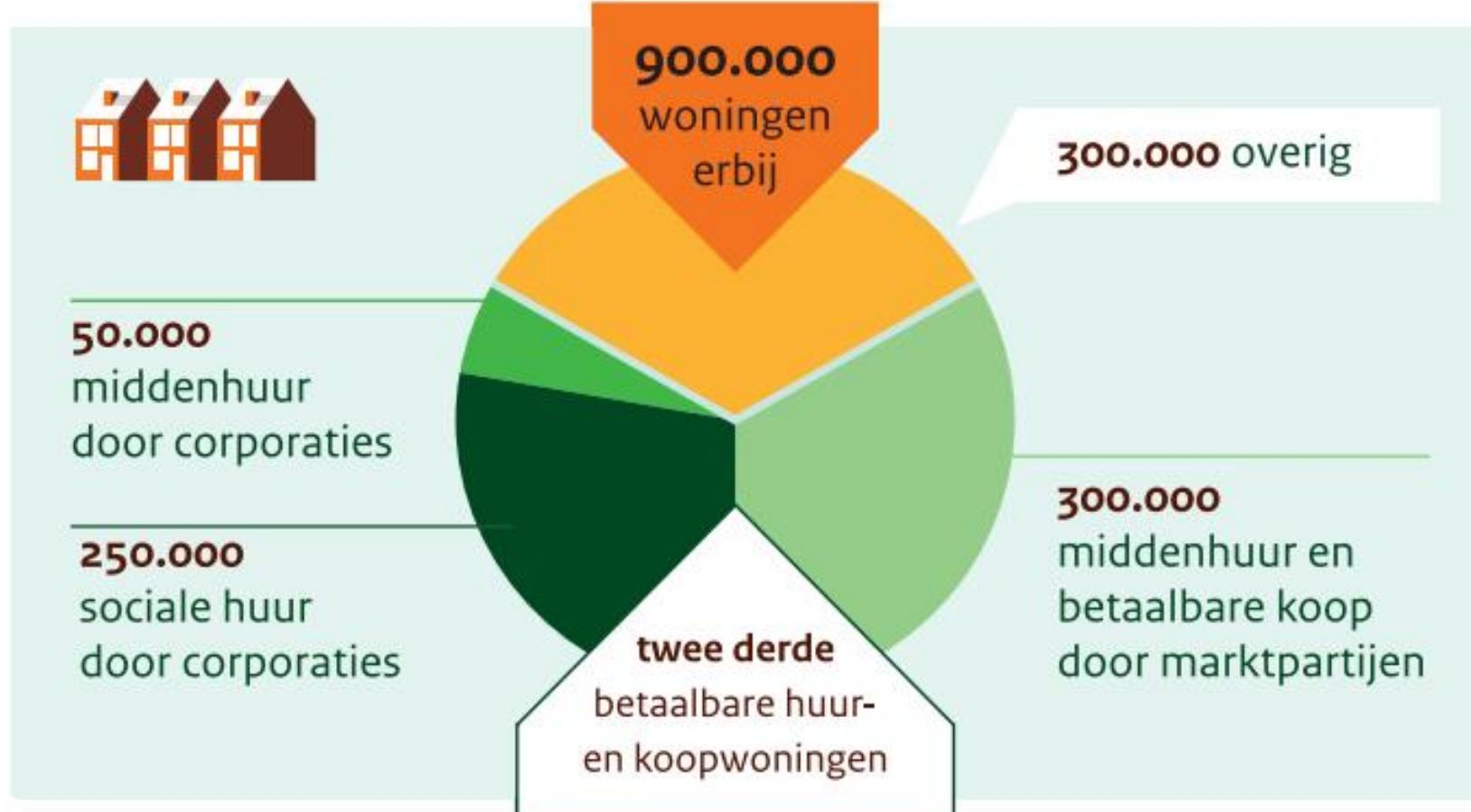
Goals: Nationale Woon- en bouwagenda

- Availability: enough housing for everyone
- Affordability: housing costs more in line with income
- Quality: sufficient housing for focus groups and the elderly





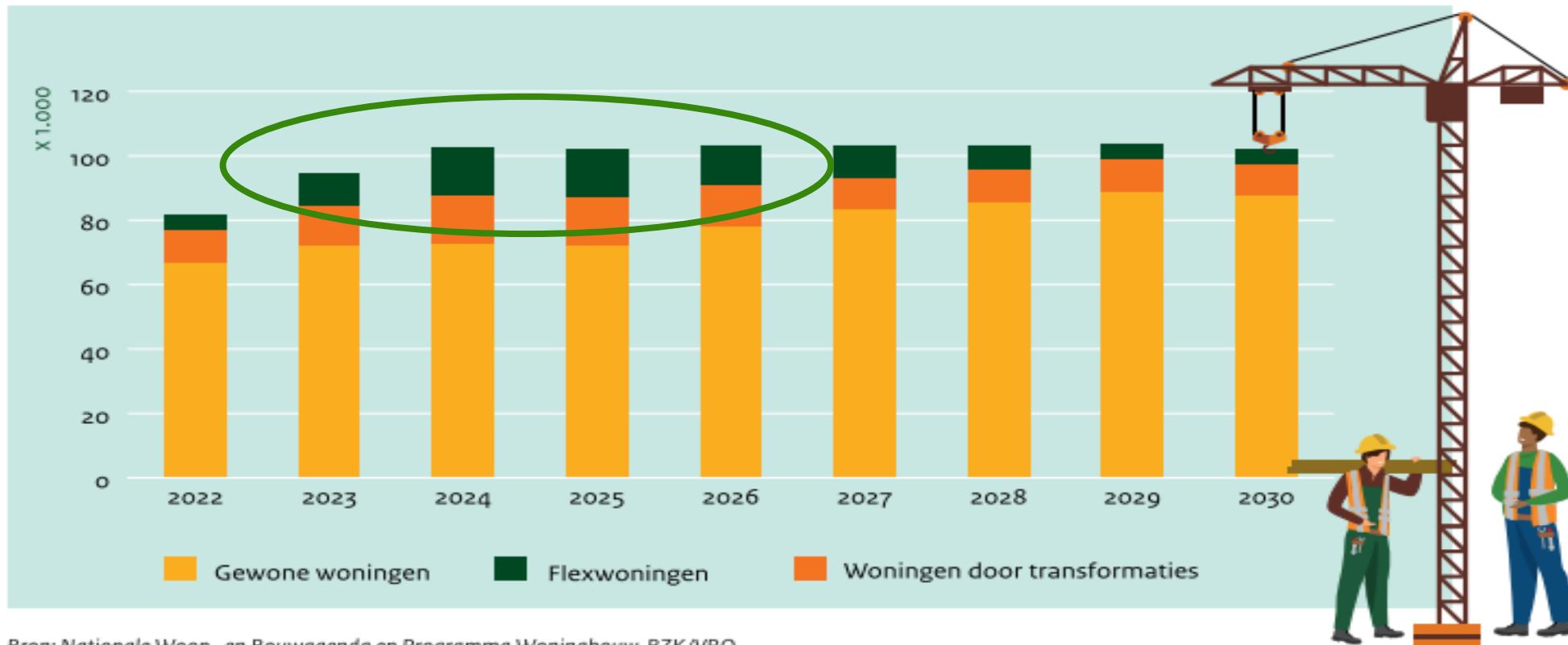
Housing production targets





Housing production targets

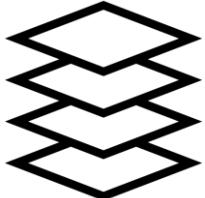
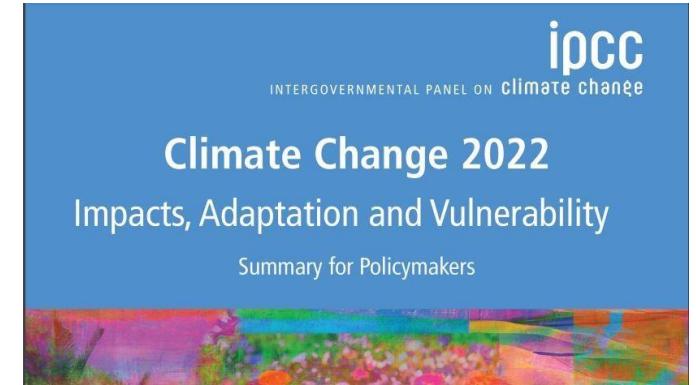
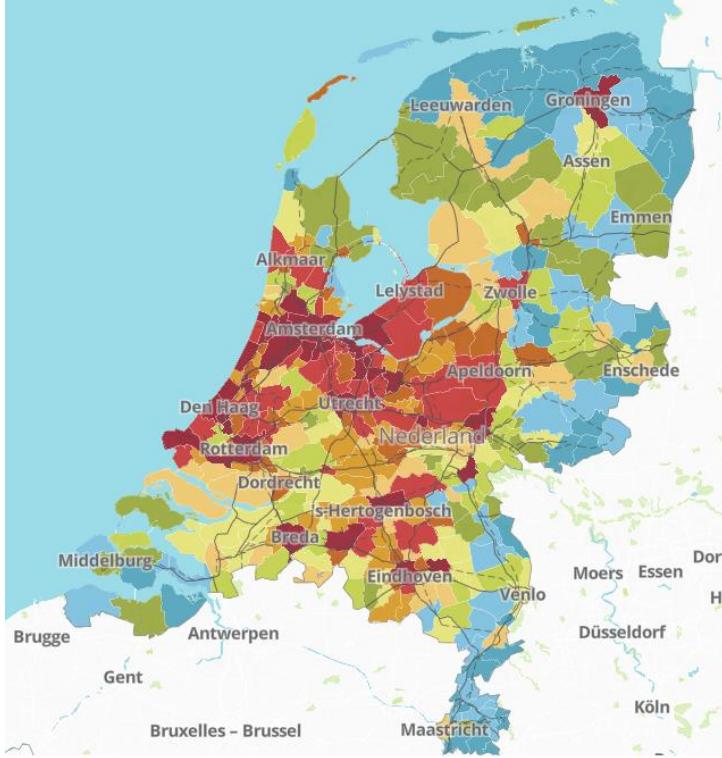
Streefwaarden woningbouwproductie 2022-2030



CONTEXT NL – ACCUMULATION



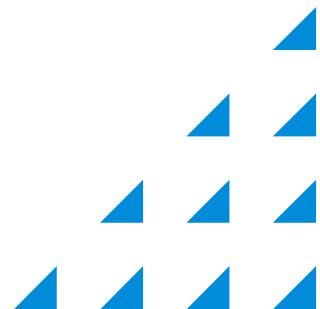
VASTGOED = STEENRIJK
DE BOUWCAMPUS





THE NEW RULES OF THE GAME

- Not just building as cheaply and efficiently as possible, but also sustainable and smart to create more value.
- No longer working in competition, but in cooperation.
- Not only lowering emissions, but circular construction.



CO-CREATIE

CONCRETISEREN

OUR APPROACH

PHASE 1: COALITION

Formulate joint tasks with frontrunners

Purpose: create support among organisations and scale in the market

PHASE 2: CO-CREATION

Invent new systems with parties throughout the chain

Purpose: develop shared perspectives for action to initiate the desired transition

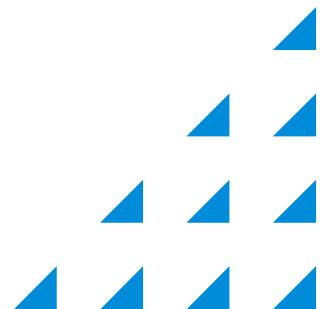
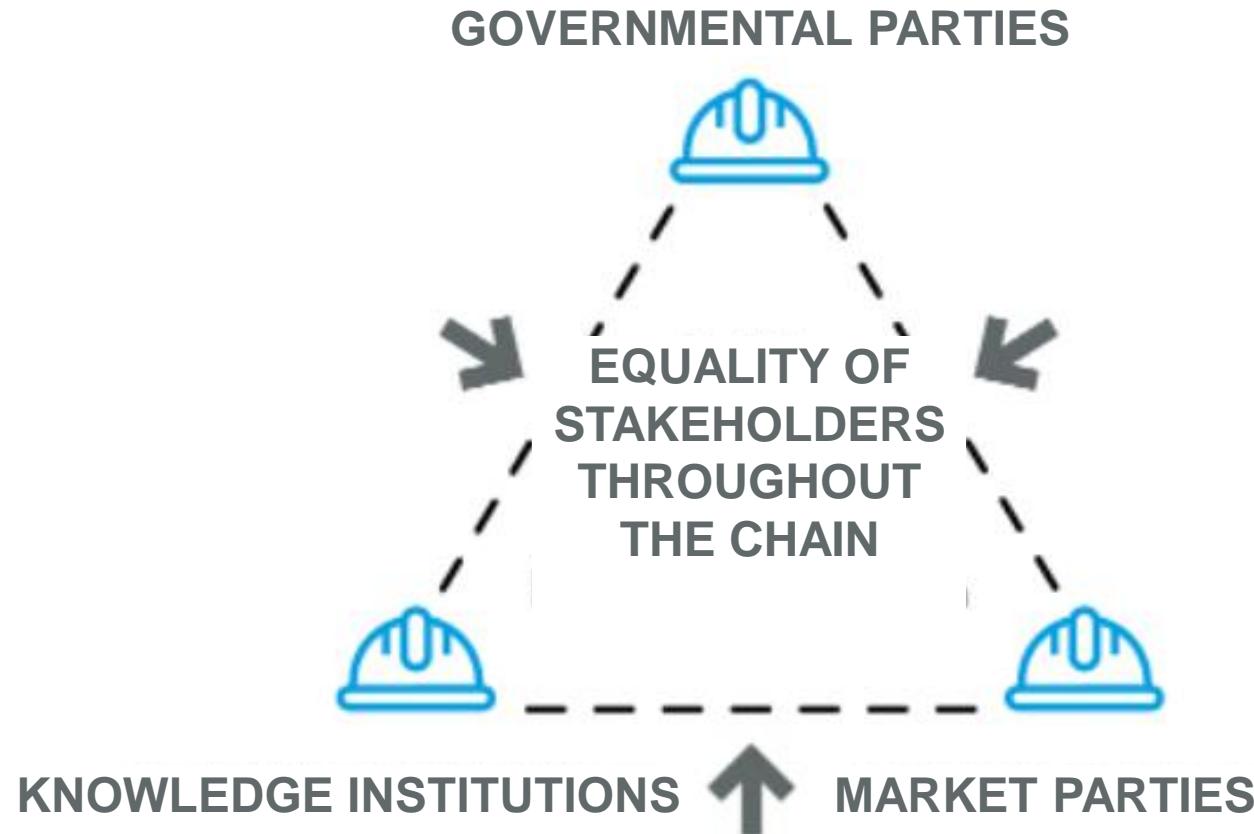
PHASE 3: CONCRETISATION

Putting systemic change into practice

Purpose: upscaling and acceleration in coalition partner projects

Repeating what works creates movement. This is how we drive transitions.

OUR APPROACH



TRANSITION TRACKS

1. Carbon-neutral renovation
2. Industrial housing
3. Construction in timber

SLUIT JE AAN



ontdek het onbenutte vermogen van
Industriële Woningbouw

CO₂ NEUTRAL RENOVATION



MODULAR RENOVATION TRAINS

- Continual process
- Involve co-makers
- Industrial modular building components
- Towards continual building flows



INDUSTRIAL HOUSING

WHY

Far-reaching industrialisation is a solution to the housing shortage, sustainability challenges and labour shortages in construction. In this way, higher-quality homes can be built faster, cheaper, and in a circular and modular way.

HOW

By stimulating cooperation and standardization among housing corporations, municipalities and provinces to achieve more uniform and continuous construction flows. Aggregating demand to create scale is a necessary step.

WHAT: results & lessons learned

- Building flow Haaglanden has started, building flow Maaskoepel is in preparation
- Campaign #Zetdewoningbouwaan launched in 2021; many spin-offs
- Talks with 9 municipalities about 18 locations; 5 of them are very promising
- The essence is 'working differently'. From project development to product procurement; simplifying processes.

The impeding factors are now: image, locations and procedures

SLUIT JE AAN



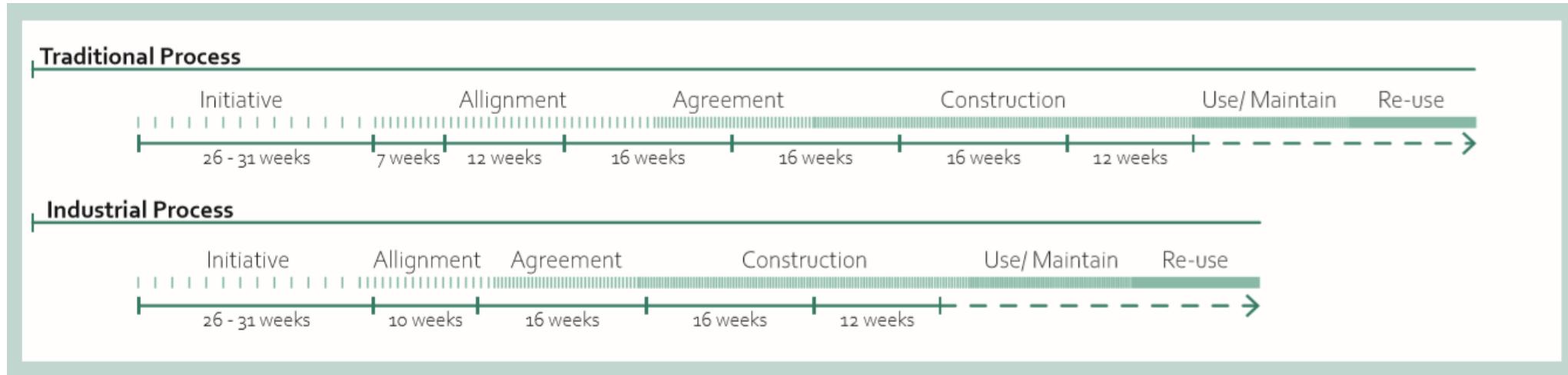
ontdek het onbenutte vermogen van
Industriële Woningbouw

(OVERCOME) OBSTACLES

- Improved image
- Varied range
- Sufficient system flexibility
- From ground-level to stacked (10+),
also for inner-city locations
- More certainty in demand
(construction flows)
- But we're not there yet....



WISHLIST – INDUSTRIAL DEVELOPMENT

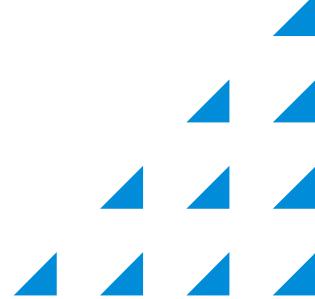


Process of realisation (social) housing (5 - 10 years):

- Initiation process / spatial planning process
- Construction process

'Vergunning in één dag' = permit in one day

URBAN DENSIFICATION (INDUSTRIAL)



CONSTRUCTION IN TIMBER



CONSTRUCTION IN TIMBER



CONSTRUCTION IN TIMBER



Stories (2021, Amsterdam)



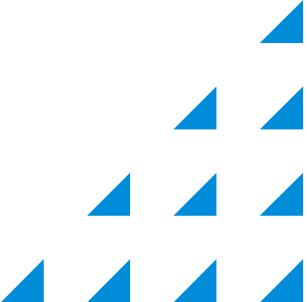
HAUT (2022, Amsterdam)



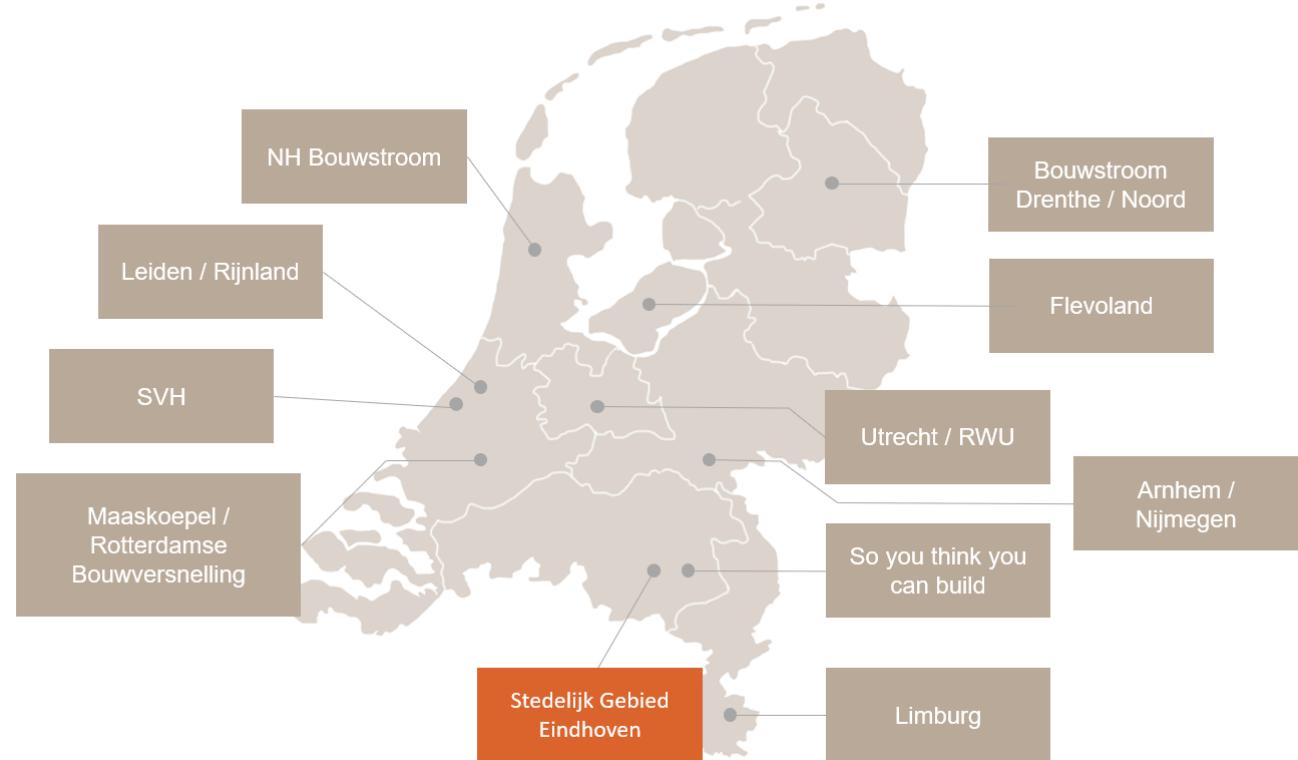
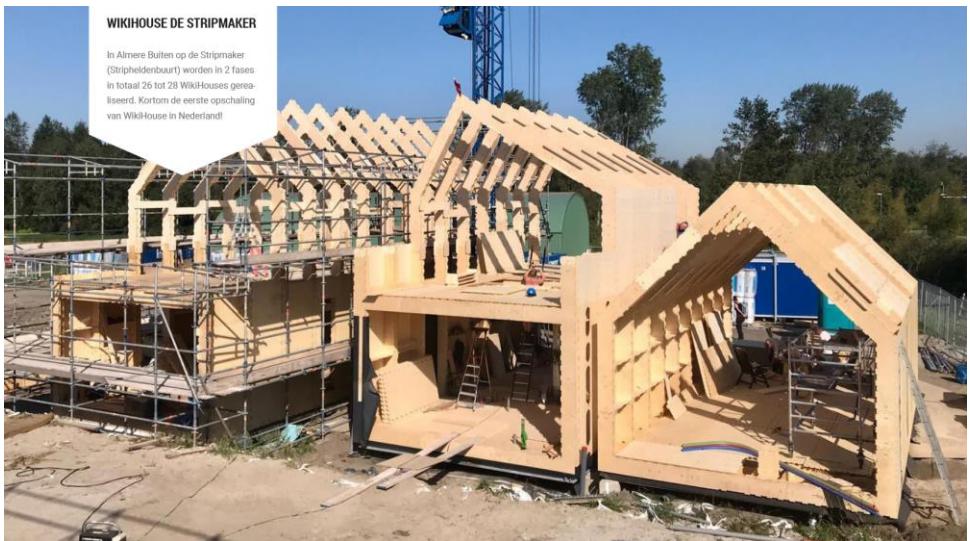
CONSTRUCTION IN TIMBER



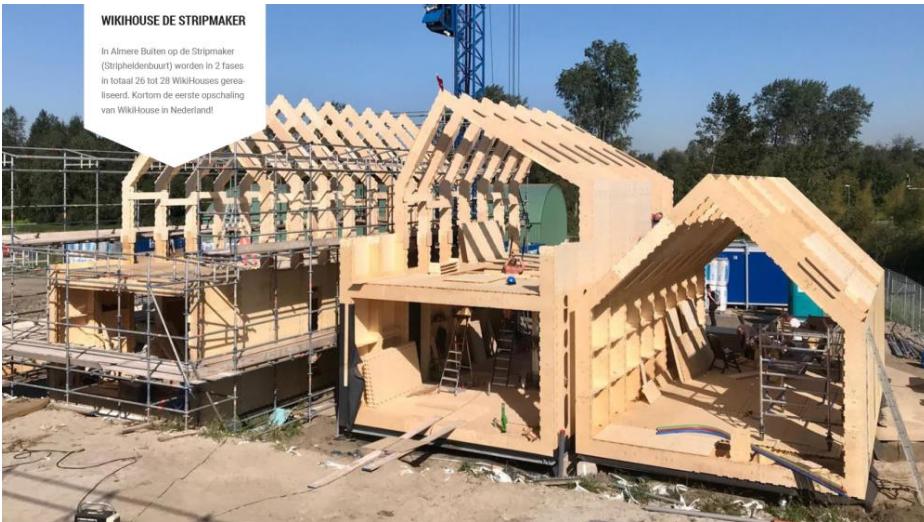
Natural pavilion (2022, Floriade)



WHAT IS NEXT?



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FASE 2: CO-CREATIE

Investigate new systems with parties throughout the chain

Purpose: develop shared perspectives for action to initiate the desired transition

FASE 3: CONCRETISEREN

Putting systemic change into practice

Purpose: scale-up and acceleration in coalition partner projects



DOE MEE!

WWW.DEBOUWCAMPUS.NL/IKDOEMEE

