



INNOVATE project
WP2, D.2.2
Local Development Plan
Heerlen

Introduction

Heerlen is the largest city in the region Parkstad. Considering sustainability, we are confronted with an opaque and diffuse market which malfunctions result in a seemingly unbridgeable gap between demand and supply. The MGA has clearly revealed this. On the other hand, if the market should function, and supply and demand would be in touch and balanced, then there would be no need for a OSS. Furthermore the social situation (low value of houses, high unemployment rate etc) asks for coordinated action. It is therefore also a social question, addressing the so called “Energie-Armoede” (energy-poverty). Furthermore, in order to create a viable business model, economies of scale are needed and this means that a OSS should be created for Parkstad. Furthermore, this asks for a close collaboration with the Zuyd University and the Smart Services Campus in order to gain strength and expertise on R&D. A strong consensus is growing in the various municipalities in Parkstad around the idea and the direction of the OSS and how it should be realized as a region.

A. What is the starting point?

The MGA informed us that the market in Heerlen doesn't function. The demand is opaque and the suppliers are disorganized and do not have a sufficient way to connect supply and demand. If the market should function and supply and demand would be in touch and in balance then there would be no need for a OSS.

Analyzing the findings of the MGA made us realize that what Heerlen needs is a One Stop Shop which we framed as a Center for Sustainability (CFS) (Centrum voor Duurzaamheid). This is a physical building, comparable to the Woonwijzerwinkel in Rotterdam (NL). In this Center supply and demand will meet and create products and services for the deep renovation of private houses, but also for B2B, or in the future for condominiums.

There are various small initiatives that achieve some results but cannot meet the demands needed for the refurbishment of private houses. Furthermore, the economic and social conditions in Heerlen demand a specific approach based on economies of scale and consideration of the social situation. This implies that creating a OSS or in the case of Heerlen, a CFS, demands a regional approach.

B. Where to?

At first it is important to build a solid political basis on which we can further develop the OSS.

In INNOVATE Heerlen will focus on the deep renovation by private homeowners. In the CFS this can, in the future, be extended to condominiums or business (B2B). Important is also the idea that in the initial phase Heerlen will be more involved as a conductor. A role that will slowly and incrementally switch to facilitating. The third element is the size of the market, and this is an extension of the MGA. While investigating, we learned that the market is relatively small. This is something we also discussed with Reimarkt. Therefore we are investigating the options of expanding this market and seeing whether we can use the CFS for the region of Parkstad, in which Heerlen is the largest municipality. In order to check the viability of this option we are discussing this with the relevant stakeholders. This brings us to the fourth element which is education. On the one hand, to have access to R&D, on the other hand to see whether we can develop an educational program in which technicians specialized in refurbishment can be trained. In the region there is a serious shortage in technically skilled staff, especially considering refurbishment and energy transition.

What is most important in the region is the support of the politicians responsible for deep renovation and sustainability.

The CFS will be a physical extension of the digital OSS in Parkstad called DUW. The idea is to insert DUW into the new CFS. DUW does have some advisors, but they do not provide the service needed for deep renovation.

C. How? What?

Step 1: presenting INNOVATE and the idea of the CFS (OSS) in the organization of Heerlen and to the regional partners in Parkstad, eg. Municipalities, entrepreneurs, banks, etc.

Step 2: researching best practices. Visiting the Woonwizerwinkel in Rotterdam, with delegates from the region + consulting Reimarkt.

Step 3: designating the connection between sustainability and social issues

Step 4: writing and presenting the project plan for the CFS to the region.

Step 5: developing an Action plan with the stakeholders in the region to realize the CFS

D. Who?

Partners: Parkstad, Province of Limburg, Zuyd University, independent consultants, relevant partners in the social sector and the labor market.

Heerlen will start as initiator and then move its role to facilitator.

E. In what time?

Several sessions with stakeholders have been conducted considering the shaping of the Center for Sustainability.

Next session is May 15. After that, the next step is creating political support in the region with the newly appointed politicians.

Target is May 2019 for getting the political 'green light' for the development of the CFS

F. What will be the indicators of success?

Political 'green light' for the development of the CFS (OSS) and securing the (financial) funds needed.

G. Other comments