

# Build4People Project

## Work Package #7: Coordination, Communication & Dissemination Research Approach

INSPIRED BY



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### RATIONALE & BACKGROUND

The construction boom in Phnom Penh does not primarily address the needs of the broader population - the urban poor and the emerging middle class. The large apartment blocks in the city center, which are increasingly shaping the cityscape, are often speculative investments aimed primarily at international investors, built by companies with almost exclusively the goal of short-term profit maximization. The large borey settlements which arise in the urban periphery of Phnom Penh, have enormous high land consumption and generate high volumes of traffic.

Despite the high local electricity prices, the newly constructed buildings are usually neither energy-efficient nor adapted to the tropical climate.

Currently, sustainability issues have not been taken sufficiently into account. Therefore, the Build4People's project approach is particularly relevant.

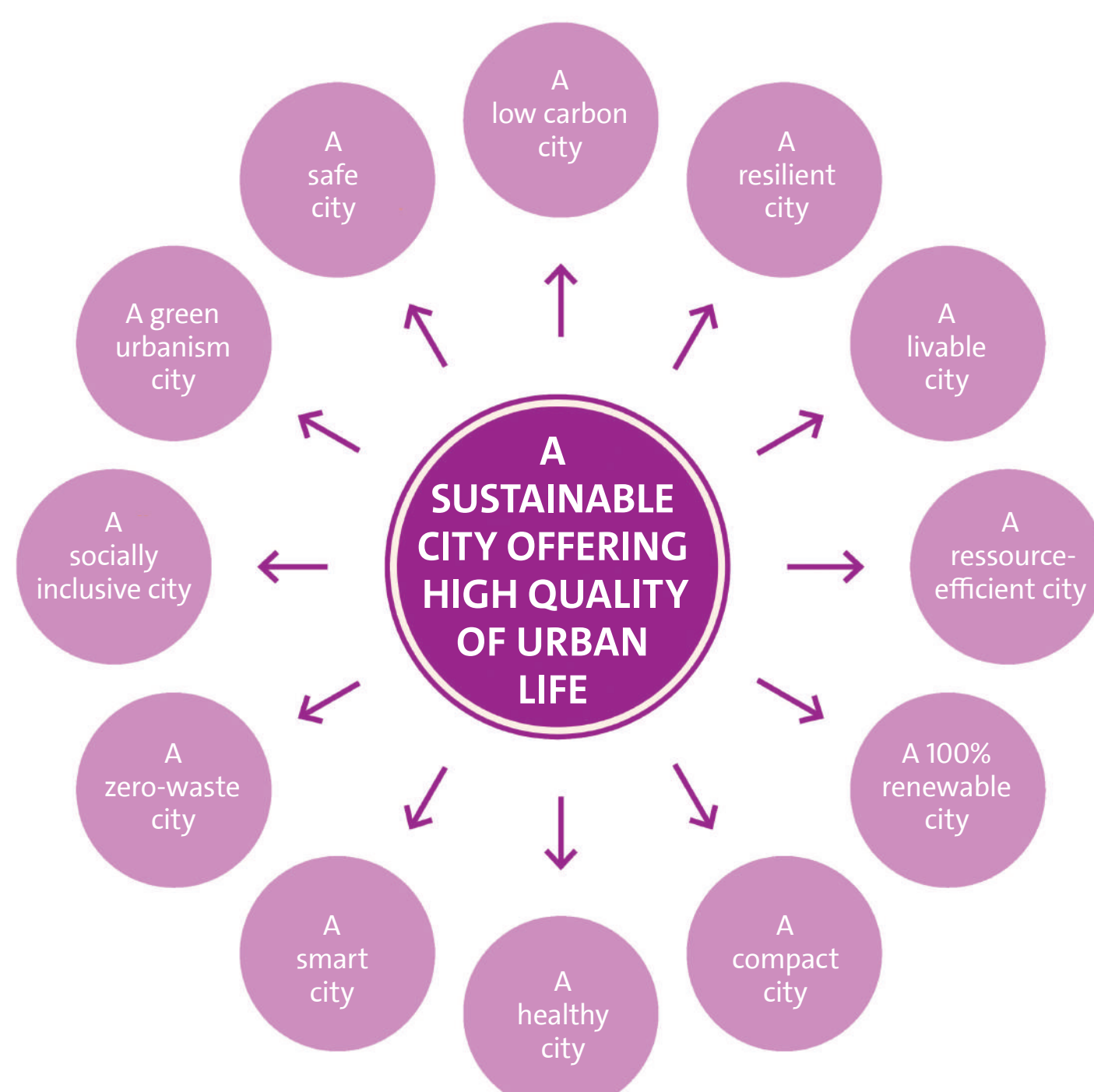
### OBJECTIVES

Our project promotes sustainable buildings and sustainable urban development in Cambodia from a people-centred perspective whose connecting scientific-conceptual, analytical and superior normative bracket is always the quality of urban life.

With this project, our multi-disciplinary team focuses on aligning people's needs and aspirations with tools to benefit and enhance their living. We believe this will lead to major effects on urban sustainability through more energy- and resource-efficient buildings. The results we seek are no less than significantly lowered pollutant emissions, an increase of urban green, a healthier urban climate, raised awareness among decision makers, modified behaviour among the citizens and an overall better quality of urban life.

Our Scientific Advisory Board will ensure that our measures are demand-driven and adapted to the local context.

### VARIOUS ASPECTS OF A SUSTAINABLE CITY



SOURCE: ADAPTED FROM UN-HABITAT 2016.

### ORIGINALITY

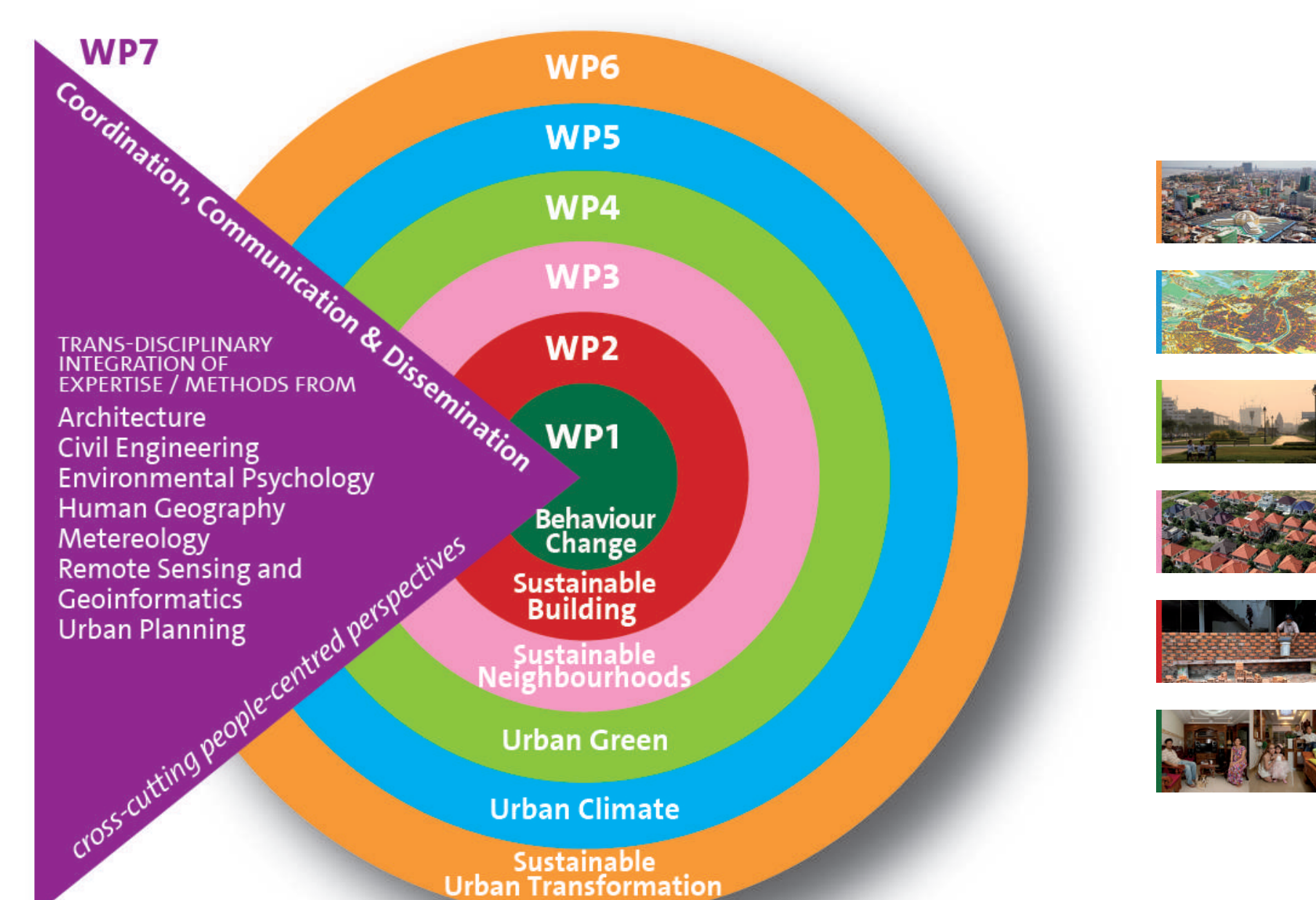
Sustainability is a transversal issue. To achieve a viable implementation, with a sustained impact, we pursue a trans-disciplinary and holistic approach incorporating innovative methods and expertise from various fields.

The work package teams will cooperate together, share their findings and develop joint deliverables. Tools and products will systematically build upon each other. Learning curves and feedback loops will be incorporated into the project design.

The promotion of sustainable buildings cannot only happen in the top-down manner of simply issuing regulations. To kick-start change and advocate implementation we will therefore follow an inclusive method of engagement, encouragement, enablement and exemplification (Jackson 2016).

Our general approach is to convince people rather than to force them.

### OVERVIEW OF WORK PACKAGES



SOURCE: OWN DESIGN

### OUTLOOK

#### Research & Development Phase (2021-2025)

At the start of the four-year R&D phase we will research in-depth information on the local conditions to create a valid basis for evidence-based decision-making at all levels. The information reference tools and resources that we produce will be destined for use by the municipal and relevant national authorities, the local industry and the general public. Several feasibility studies will also be conducted during this phase to prepare the companies and donor organisations for their inclusion into the subsequent implementation phase

#### Implementation Phase (2025-2027)

The final two-year phase aims to encourage the practical implementation by involving partners such as GIZ, KfW, UNDP or other donor organisations, and to extend the results of our project to other cities in Cambodia.

### MILESTONES & SELECT RESULTS

- Ensuring integrative research through trans-disciplinarity
- Adapted implementation and dissemination strategy
- Coordinating the cooperation with the implementation and the dissemination partners
- Social media campaign including video clip trailers
- Preparing for the placement of a CIM expert for national and local key authorities to facilitate implementation
- Eco-city transition lab in cooperation with Phnom Penh City Hall
- Development of a first urban quality of life city index
- Green school demonstration project
- 1<sup>st</sup> edition of the exhibition „Green Buildings & Sustainable Neighbourhoods“
- Participation at industrial fair “Cambodia Architect & Décor”

### TIMELINE & ACTIVITIES

#### Definition Phase (2019-2021)

The 18 month definition phase initially serves to consolidate the partnership structures with our local research, implementation and dissemination partners. At the research level, key milestones are the joint identification of relevant indicators and methods intended to serve a trans-disciplinary, mutual understanding of the notion of quality of urban life.

Our research results are summarized in the basic reports of each work package and are the foundation for evidence-based decision-making for our implementation partners.

The trans-disciplinarily developed Build4People products, such as the 1<sup>st</sup> edition of the touring exhibition “Green Buildings and Sustainable Neighbourhoods” or the results of our surveys on urban quality of life, will be presented at several dissemination events. Intensive public relations campaigns will be launched in parallel to all activities.

### BUILD4PEOPLE CONSORTIUM

#### CONSORTIUM LEADER



#### LOCAL PROJECT MANAGEMENT PARTNER



#### GERMAN RESEARCH PARTNERS



#### LOCAL RESEARCH AND IMPLEMENTATION PARTNERS / SUPPORT



#### DISSEMINATION PARTNERS



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BUILD4PEOPLE PROJECT LEADER

