

FROM 0 TO 100:

BALANCING MULTI-GENERATIONAL SPATIAL NEEDS





Opleidingsprogramma bestaat uit:

- Training & coaching
- · Leren & ervaren
- Samenwerken aan projecten
- Werkervaring opdoen





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Timetable

Time	Event	Location
8:45 - 9:00	Walk-in	Main entrance & Springerfoyer
9:00 - 9:20	Reception	Main entrance & Springerfoyer
9:20 - 9:45	Welcome	Springerzaal
9:45 - 10:25	Keynote 1	Springerzaal
10:25 - 11:05	Keynote 2	Springerzaal
11:05 - 11:25	Statement discussion	Springerzaal
11:25 - 11:45	Coffee break	Springerfoyer
11:45 - 12:20	Parallel keynotes	Springerzaal & Zaal 14
12:20 - 13:10	Lunch	Springerfoyer
13:10 - 14:40	Workshop round 1	Room 1-5, 10B, 11A & 11B
14:50 - 16:20	Workshop round 2	Room 1-5, 10B, 11A & 11B
16:20 - 18:00	Network drinks	Topsportlounge



Preface / Lieke Mijnheer

Dear reader,

Welcome to the 26th Geo Promotion Conference: 'From 0 to 100: Balancing multi-generational spatial needs'. Today, we will focus on the challenges and dilemmas that arise when trying to balance the needs of people from all generations.

Society is currently facing pressing issues regarding the housing crisis, the energy crisis, and overburdened infrastructure. These issues demand critical thinking and creative innovations. Are these crises to be addressed merely in the short term, or are long-term solutions required? What is implemented today might not hold up a few decades from now. Do current slow processes, like an aging population and the individualization of society, ask for fast and immediate responses? And how do different generations interact? Is it possible to create places where small children, students, and elderly can meet? Is it even in our power to connect generations through planning? New ways of dealing with these challenges should be found, not only for current generations but also for generations yet to be born. In addressing such questions, you, the future geographers, spatial planners, and real estate specialists have an important role to play.

During the day, a diverse range of keynote speakers will present their visions. After a well deserved lunch, several workshops with our partnering companies will give you the chance to touch upon the presented issues with interesting cases from the working field. Last but not least, the network drink at the end of the day might be the perfect opportunity for you to meet your future employer. Whether you are a first-year student exploring the possibilities, a master student looking for a job, university staff, or simply passionate about our working field, I sincerely hope that you will enjoy our conference.

On behalf of the entire board, I want to wish you an interesting and pleasurable day!

Lieke Mijnheer Chairman Geo Promotion Board 2022-2023





Preface / Laura Bas

Dear reader,

As a young person myself and someone who has been responsible for ensuring that young people's lived realities worldwide align with the policies of the Dutch Ministry of Foreign Affairs, I have always been fascinated by intergenerational interactions. For example, when my grandmother was my age, she also faced a housing crisis. How is it possible that my generation is facing this crisis again?

At the same time, we are seeing that our generation is becoming more activist. With young people fighting for the climate crisis, social justice, and gender equality, we cannot afford to let older generations make decisions without considering our perspective. "Nothing about us, without us" is a slogan I've heard often in decision-making spaces, emphasizing the importance of involving young people in decisions that affect them. However, how can we ensure that decisions benefit all generations?

During the conference, I am excited to hear the perspectives of experts on these topics, but I am also looking forward to the new and innovative ideas that the audience has to offer. Young people have the power to innovate and challenge our current system. With an energy crisis, a housing crisis, and a climate crisis, I don't think there's a better place than this conference to explore long- and short-term solutions.

Laura Bas

Laura Bas (1996) is a multiple award-winning Change-maker, Public Speaker, and Moderator. She specializes in meaningful youth participation and gender equality. After her role as Youth Ambassador for sexual rights and gender equality at the Dutch Ministry of Foreign Affairs, she further expanded her knowledge about young people and equal opportunities in the labor market by conducting research on Millennials & Work with generation expert Dr. Aart Bontekoning. Moreover, she has advised several organizations on youth participation and youth at work.





Foundation Geo Promotion

Students of the Faculty of Spatial Sciences founded Foundation Geo Promotion in 1986. Foundation Geo Promotion aims to stimulate interest and involvement in the field of geopgrahic and spatial sciences. Over the years Geo Promotion has organized conferences, but also symposia, seminars, and colloquials for the faculty. For the last 26 years, the board of Geo Promtion has organized the largest career-oriented event related to spatial sciences in the northern Netherlands. With around 200-250 participants each year, the foundation's activities have a wide reach in the field of socio-spatial planning.

Our goal is to connect students to the working field and give them the opportunity to take a look at the possibilities and opportunities after finishing their studies. At the conference, students can listen to educational lectures from inspirational speakers and get in touch with interesting companies by following workshops an through the nework drinks.

We proudly present ourselves as the Geo Promotion Board 2022-2023:

Lieke Mijnheer Chairman

Frenk van Stipriaan Vice-chairman

Merle Aarnink Secretary

Mike Löwik Treasurer

Esmee AppelmanCommissioner Internal Relations

Mariëlle Lunshof Commissioner External Relations





Keynote speakers



Peter Pelzer

Since it was minted in the 1920s, the idea of a 'planology' has always concerned the future. After all: spatial developments are, to an important extent, irreversible, so thinking ahead is critical to shape the trajectory of cities and regions. For planners in practice this means that, to paraphrase the late Henk Voogd, they have to "integrate knowledge, aims and actions" with the long-term in mind. But that is a rather daunting challenge, because shortterm interests typically trump long-term considerations. Yet is this love affair with the short term actually problematic? I think it is. In our current day and age we are facing a gargantuan ecological challenge, ranging from the need to drastically reduce our CO2-emissions to the need to adapt to sea level rise and extreme weather events. What is more: future generations are to bear the costs of responding to these developments if we don't act adequately. Put differently: considering the long-term is not a luxury, but a necessity. In my talk I hope to take you on my journey, by discussing both instances of stubborn short-termism and inspiring examples.



Emiel Reiding

Emiel Reiding is the Secretary-Director for the Metropolitan Region Amsterdam Metropoolregio Amsterdam). This region has an enormous appeal to people who want to live there, to visitors and companies. However, the high quality of life is under pressure in various areas and requires a leap in scale in a number of areas. Furthermore, he is the former Director for the National Strategy on Spatial Planning and the Environment (NOVI: Nationale Omgevingsvisie). In his keynote, Emiel Reiding will tell you about the great challenges in managing the wide range of spatial claims in the most urbanized area of the Netherlands, knowing that we can't go on with the exhaustion of our planet. Real choices have to be made. How to help our politicians to make those choices?



Keynote speakers



Viviana Cordero

Public spaces reflect how inclusive a society is. It is in the public space that people from all generations can meet and interact. In this keynote, I would present how playful cities can improve intergenerational interaction increasing well-being. People of all ages need to play to develop their cognitive, physical, social, creative, and emotional skills. Planning, placemaking, and design can help us include play in the city to foster healthy generations of citizens.



Jodi Sturge

As the global population ages, more older adults will age in place and live at home. Ageing in place can support personal autonomy however, often older adults experience social exclusion and loneliness, which are risk factors for poor mental and physical health. With a focus on social health, social sustainability and co-design, this presentation will describe research and best practices detailing how the design of public spaces and housing can help alleviate the risk of loneliness and support the social inclusion of older adults and all citizens.



Workshop locations

Round 1

Company	Room
SITE Urban Development	1
Sweco	2
Rijksvastgoedbedrijf	3
YER	4
Geon	5
Rijkswaterstaat	10B
Antea Group	11A
Nationaal Woningbouwtraineeship	11B

Round 2

Company	Room
Witteveen+Bos	1
Metafoor Ruimtelijke Ontwikkeling	2
Dura Vermeer Bouw Hengelo	3
Water Authority Noorderzijlvest	4
Procap	5
Rijkswaterstaat	10B
Antea Group	11A
Nationaal Woningbouwtraineeship	11B



Antea Group

Antea Group is home to 1500 proud engineers and consultants. Together we build a safe, healthy and future-proof living environment every day. With us you will find the very best specialists in the Netherlands, but also innovative solutions in the field of data, sensoring and IT. In this way we contribute to the development of infrastructure, residential areas or waterworks. But also issues related to climate adaptation, energy transition and the replacement task. From research to design, from realization to management: we bring the right knowledge to the table for every task. We think critically and always from the mindset to go for the best result together. In this way we anticipate today's questions and tomorrow's solutions. For over 70 years.





Cooperating to promote safety, mobility and the quality of life in the Netherlands. That is the mission of Rijkswaterstaat.

Want to know more about job opportunities and internships?







Water Authority Noorderzijlvest

Living safely with water Water Authority Noorderzijlvest

Are you interested in water management? We invite you to get to know the work of Water Authority Noorderzijlvest. Every day we work on living safely with water, clean and healthy water, threated water and sufficient water in every season. Our country lies below sea level and is vulnerable to flooding. Enormous efforts have to be made to keep our region (North and West Groningen, Northwest Drenthe and the Friesland part of the Lauwersmeer) a safe place to live in and to ensure that there is sufficient clean water. With the recent challenges of climate change, water management is more necessary than ever before. This involves building and maintaining dykes, dredging and wastewater treatment. But the work also entails flood protection and regulating water levels, water quality management and preventing droughts or water surpluses. We have knowledge and expertise on water governance and together with our partners we do the best we can to keep our delta safe.

www.noorderzijlvest.nl

Waterschap Noorderzijlvest





SITE Urban Development

SITE is an office for area development based in Amsterdam. As our name reflects, we believe in the power of place. By looking at areas through the eyes of its users and residents, we create strong concepts and realize unsuspected potential. We lay the foundation for inspired area developments and translate these into practical and realistic development strategies.

We work on complex urban development issues for clients in the public, private and civic sector. We connect urban design, finances, interests, and vision and translate them into feasible plans. We work in residential, retail, commercial, (light) industrial, and especially in mixed-use areas.

SITE works with a small team of complementary individuals from different backgrounds, especially Urban Design, Urban Planning, Real Estate and Social Geography. Our office is located in Amsterdam-Noord and we work on many exciting projects throughout the Netherlands. Check out our website to learn more about us, our values, our projects and our team: www.site-ud.nl





Rho Adviseurs

The Netherlands is undergoing a major transformation in the coming decade The physical living environment in the Netherlands is claimed from various "users." What do we do with the available space and how do we ensure that developments in the available space have quality?

The major housing task, energy transition, climate adaptation measures, the nitrogen problem and the transformation of the rural area, all affect the space. And require a good qualitative assessment.

Rho Advisors is involved in spatial projects from different perspectives. On the one hand, we advise our public clients on their policies for the physical environment. On the other hand, we make the products they need for private clients to prepare their area development for public decision-making. We work on the design and use of the physical living environment in the Netherlands, focusing on livability, spatial quality, (economic) feasibility, health and sustainability. This is how we help our clients achieve their goals and how we make the Netherlands more beautiful.

RHO ADVISEURS



Witteveen+Bos

Witteveen+Bos offers its clients value-added consultancy and top-quality designs for water, infrastructure, environment and construction projects. With a staff of more than 1.400 specialist, we are part of the top ten Dutch engineering and consultancy firms. Every year, we work on more than 4.000 projects. In our projects and design assignments, our seven sustainable design principles help us to truly embed sustainability. The sustainable design principles are helpful in tackling the impact of climate change, efficient and sustainable use of resources, protecting the environment and biodiversity, as well as the promotion of integrated chain management and (public) participation. In this way, we can maximise both the impact of our solutions and our contribution to the themes that are relevant for us.

Every Witteveen+Bos'er wants to make a useful contribution. That is why talent development is a priority in our organisation and for that reason we encourage our employees to make their dreams and ambitions a reality. Although we have different specialist disciplines, all Witteveen+Bos'ers are working on the basis of a shared passion and a desire to make the world a better place. In a global network, we combine our talents, share knowledge, like to collaborate and, importantly, we enjoy the work we do.

As an engineer you will work on challenging projects within our organization. The role you have in these projects will vary from feasibility and preliminary designs to guiding the construction. You will be working in multidisciplinary teams consisting of colleagues from all over our organization and within one of our 4 areas of expertise: water, infrastructure, environment and construction.

Visit our website www.witteveenbos.com where you can find information about our vacancies, internships and thesis possibilities.





Central Government Real Estate Agency

The Central Government Real Estate Agency is unique in terms of the size and variety of its assets. Our core business is to maintain and manage the buildings and land used by the state. Apart from providing an optimal working environment for central government employees, we also want to manage our properties and land effectively. On top of that, we aim to create value for society. This means we incorporate many points of view in our projects. We're constantly asking ourselves 'Can we work more sustainably, more smartly, more flexibly and more innovatively? And if so, does it benefit society?'

Together with our municipalities, Rijkswaterstaat and other local and governmental partners we work on renewable energy projects. In the workshop we will introduce our way of working on these projects and you will meet the difficulties we come across. Join us and help manage our properties and land effectively in the most smart and innovative way.



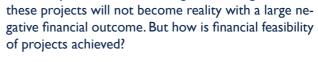
Central Government Real Estate Agency Ministry of the Interior and Kingdom Relations



Metafoor Ruimtelijke Ontwikkeling

METAFOOR RUIMTELIJKE ONTWIKKELING Is a nationally operating consultancy for area development.

We are located in Almere. As a consultancy for area development, our focus is on advising (local) governments, housing associations, investors and developers. Our core activities include project management, legal advice on public and private law and financial management of area development. Our work is all about high-quality advice concerning the factors that influence the (financial) outcome of land development and development projects. Area developments can be necessary and desirable, for example due to the shortage of housing. However,



Metafoor Ruimtelijke Ontwikkling is always looking for new interns or starters who have a great passion for area development. Contact us if you are interested:

Dani.Grevelink@metafoor.nl www.metafoorro.nl







Sweco

Do you want to make a difference? Then Sweco is the place to be. Together with our customers we plan and design the communities and cities of the future. We give you the opportunity to work on the most challenging international, national and regional projects. Enabling you to develop professionally and collaborate closely with our customers is the key to Sweco's success.

To us, continuous improvement is not optional – it's a requirement. It is also what makes Sweco such a rewarding place to work, regardless of whether you're a recent graduate or an experienced consultant. Sweco is a company for employees who want to perform and create value for their customers and where we all make important contributions to the customer experience. Working at Sweco, you will be part of a dynamic team with a wide range of expertise where everyone counts and where everyone is approachable and committed. In such an environment, it becomes possible to work together with your colleagues on challenging project at interesting locations. Sweco offices are found in various cities such as: Groningen, Leeuwarden, Zwolle, Arnhem, Alkmaar, Amsterdam, Rotterdam and De Bilt.





Dura Vermeer Bouw Hengelo

With more than 400 employees we develop and build areas, projects and buildings where people live, work or stay (measurable) healthier and happier – as long and sustainable as possible. As a subsidiary of the Dura Vermeer Group, we provide five main activities (real estate development, residential construction, utility construction, renovation & transformation and management & operation) in the northern, eastern and middle regions of The Netherlands. With over 167 years of experience, we still carry the heart and soul of a family-owned company.

We offer our customers and employees the comforts of a large organization with the unique atmosphere and culture of a small company. We like to dream big, with our heads in the clouds – but always with both feet on the ground. We are Dura Vermeer Bouw Hengelo.





Procap

Are you interested in water management? We invite you to get to know the work At Procap, we work on a variety of spatial projects; from neighborhood renewals to large mobility projects. As space is scarce and interests differ, spatial projects are challenging and require first-class advice and smart project management. Procap helps governments in developing visions and guides projects from the initiation phase to the implementation phase. With our expertise, creativity and energy, we work on current spatial issues. We establish clear objectives, assemble the ideal team, develop a strategy, and go for it. In every project, we aim for an integrated approach; we try to find the right balance between for example the climate, the people and the economy. The projects we execute can be divided into three broad themes; area development, mobility & infrastructure and energy & climate. We offer our employees the opportunity and freedom to discover what kind of projects and activities they enjoy. We believe a pleasant atmosphere in the workplace is crucial, which is why we regularly organize activities that contribute to this.





Jelmer

Jelmer is an organization that enables young engineers to help build a sustainable and future proof environment in a role that best suits their talents. During a three year talent development programme, young professionals develop both their professional- and soft skills. The programme is built to focus on both their talents and competences. During this three year programme, a young professional works with three different business partners. The knowledge they get during this programme will not only add value to themselves and those business partners, but also to the whole sector of spatial planning, water, civil engineering, building engineering and energy. Knowledge, skills and strategies that are necessary to address the challenges of today and tomorrow are being formed throughout the programme. Our young professionals view challenges from a modern perspective and create smart solutions that enhance the quality, cooperation and results throughout the sector. We are searching for Dutch speaking enthusiastic young professionals and looking forward to meet you!





Adaptable housing forms as a solution for housing issues / By Thijs van Soest

girugten

faculty magazine of spatial sciences

The concept of adaptable housing is becoming increasingly relevant in the Netherlands as the country faces a number of housing challenges. As the number of students in need of housing continues to grow, and universities and university cities are struggling to keep up. However, this is not the only housing challenge the Netherlands will face in the coming years. As the population ages, there is expected to be a growing demand for elderly-suitable housing that can accommodate the unique needs of this demographic group.

That is where adaptable housing comes in, offering a flexible and modular solution: living spaces that can be easily modified to meet the changing needs of residents over time. This type of housing is designed with the future in mind, ensuring that it can adapt to the changing demands of the market. The ability to make changes to the layout, fixtures, and accessibility features means that adaptable housing can meet the needs of a variety of residents. By offering a customizable solution, adaptable housing can provide a comfortable and suitable home for people from all walks of life.

And there are plenty of reasons why adaptable housing is such a hot topic.

For one, it helps to address the issue of housing shortages by reducing the need to build new housing units every time there is a change in demand. This is particularly important in the Netherlands, where suitable places to build are scarce, and the high cost of real estate and construction make it challenging to build new housing units quickly enough to meet the demands of a growing population. Furthermore, adaptable housing offers a cost-effective solution for addressing changes in housing demand over time. The cost of modifying existing housing units is often less than building new ones, making adaptable housing a more sustainable and economical option.

Another key benefit of adaptable housing is the sense of security and comfort it provides to residents. Residents can feel confident that their homes will be able to accommodate their changing needs as they grow older or when their living conditions change. This is particularly important for elderly residents, who may have or develop mobility or health issues that require them to live in homes that are specifically designed for their needs. By providing adaptable housing, developers and providers can ensure that a supply of suitable accommodation is available to meet the



needs of this growing part of the population.

When it comes to designing adaptable housing, there are some key considerations. Firstly, the design of the housing unit must be flexible enough to allow for easy modification. This typically involves using modular construction techniques, allowing individual elements of the housing unit to be easily replaced or reconfigured. Secondly, the design must take into account the unique needs of the target audience. For example, when designing student housing, the unit should be able to accommodate multiple occupants and provide space for studying and socializing. When designing elderly-suitable housing, on the other hand, the design must take into account the mobility and accessibility needs of the residents.

In conclusion, adaptable housing offers a solution to some of the housing challenges faced by the Netherlands, both now and in the future. By providing flexible, modular living spaces that can be easily modified to meet the changing needs of residents over time, adaptable housing can help to address the shortage of student housing and meet the growing demand for elderly-suitable housing. With its cost-effectiveness, versatility, and potential to meet the needs of different groups, adaptable housing is a promising solution to the housing challenges faced by the Netherlands, but also in other countries.







Change Through Activism / By Nina Zrubáková

Cities are evolving at high speed. They need to adapt to multiple challenges, leading to the competition of interest. As David Harvey, an urban theorist and geographer pointed out, this competition could lead to a misunderstanding of what the best decision is. Further warning that these competing interests leave out 'the man', meaning that citizens have little power over the decision made in the city. Manuel Castells, a sociologist, believes that social inequalities must be challenged in the urban environment of global cities in forms of activism.

Urban activism is lifting citizens' voices within planning for the built environment. Urban or civic activism implies that citizens show interest and initiative in what is being done (or not done) in their built environment and how it is governed. The grass-root initiatives can benefit the community in a way the authorities cannot. Urban activism can range from different types of involvement, such as self-organized events to shed light on an issue; making direct changes in the urban environment through private funds or citizens' participation; educating people about urban issues and concepts; or simply protesting.

In Munich, Germany, two architecture students came up with a solution to

improve public space. A place that had been temporarily shut-down place for renovation was used by many people to gather and enjoy the sunlight. The two students, Maria Schlüter and Nick Förster prepared a project and a proposal for sponsors of an alternative solution for public space in front of the shut-down building. For a couple of months, these students, with the help of others, worked on regenerating this public space by installing custom-made benches to bring people together again and enjoy the sun outside, as it used to happen here before.

Similarly, three architectural students from Bratislava, Slovakia, worked on a project to regenerate public space due to its derelict state. Places of neglect that previously served little to residents for public recreation were the place of interest. Three university students, Lucia Adameková, Viktor Kasala, and Ján Urban, decided to start an initiative called "Krásy Terás" (in translation: terrace beauties) to regenerate the public terrace spaces for people to enjoy and bring residents closer.

Urban activism can bring awareness in many shapes or forms. In Bishkek, Kyrgyzstan, the project 'Urban.kg' was launched to educate citizens about urban matters and increase people's initiative. Multiple artists voice their minds



on the streets with their art all across the world. For better city planning, several initiatives collect and visualize data across the city; an interesting one is Safetipin, which promotes women's safety in the city.

For better cities and better urban planning, many scholars already suggest citizens' involvement in some form is necessary. Urban activism allows citizens to voice their opinions through direct action or provides education within urban studies. From all around the world, we can see various examples of practices of urban activism that help

within the urban environment and regenerationwhere authorities cannot. Additionally, it can advocate for those who are "unseen", "unheard", or left out, such as the disabled or elderly. In today's world of competing interests and fast pace of changes, providing across communities and generations secures the multigenerational and intergenerational needs of cities that are many times left out of the agenda.









APPLY NOW!

Got inspired?

Are you interested in organizing the largest geography and planning conference of the Northern Netherlands? Do you want to gain valuable experience next to your studies, develop your professional network, and learn much more about your future working field?

The applications for the 38th Geo Promotion Board are now open! To apply, send your CV and motivational letter to contact@geopromotion.nl. You can apply for next year's Geo Promotion Board until the 16th of April.





Word of thanks

Dear participant,

We hope that by now your heads are filled with original views on how to design places, for every current generation and even more the generations that are to come. We hope our partners enabled you to widen your horizons, perhaps so much as to envision a future for yourself or your family. We enjoyed seeing all of your faces today in Martiniplaza and as such cherish each of your individual contributions to the conference.

Are you interested in the work of a partnering company but were you not able to get in touch? On our website and social media you can retrieve all the information about our partners.

Many thanks and until next year!

With kind regards,

On behalf of the 37th board of Foundation Geo Promotion,

Merle Aarnink Secretary





Partners Geo Promotion Conference 2023

























dutch boosting group









Notes



Notes

Ben jij gedreven, leergierig en gepassioneerd over de energietransitie? Dan is het Nationaal Energietraineeship jouw toekomst!





www.nationaalenergietraineeship.nl