



# 7 SQUARE ENDEAVOUR

The Rotterdam Schouwburgsquare





# Initiative by cultural institutions









# A public private partnership



# Why participate?



- ☐ All agreed that it was important to do something now (window of opportunity, no one is against sustainable measures)
- ☐ The precinct scale is very suitable for sustainability measures
- ☐ We believe that a shared & codeveloped solutions are more efficient and less costly than individual solutions
- ☐ All parties were convinced that a turnover is really possible only by doing it together
- ☐ Business opportunity: the idea for a programme like this was low risk and attractive: experimenting on small scale to create innovative reproducible solutions for cities
- ☐ A part of the centre of Rotterdam, a delta city with a growing positive image worldwide
- ☐ And (thanks to professor Jonker) the wow-factor was added: we communicate the futureproof message with arts.







# Pillars of 7 Square Endeavour

40% CO<sub>2</sub> reduction in 2020

Multiple purpose rooftop project

100% CO<sub>2</sub> reduction in 2030



Spacial strategy



Water strategy



Energy strategy





# Organization 7SE



## Steering committee

- Strategic
- Decides
- Provides the vision

## Programme team

- Tactical & operational
- Develops
- Connects and communicates
- Guards the integral plan



# Collaboration





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# Three key statistics



1.

In order to meet Paris' climate goals, we need to reduce the amount of carbon emissions by 95% by 2050

40% of the total primary energy consumption –and corresponding emissions- worldwide is being consumed in the build environment

2.

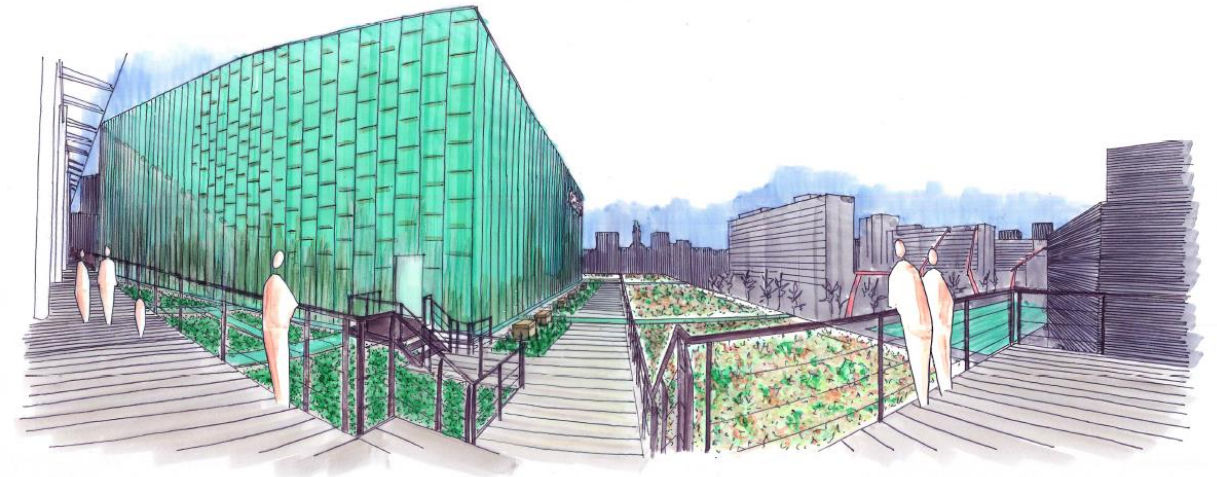
3.

In the Netherlands, there are approx. 7.600.000 households. Annually only 50.000 households are added, therefore newly added buildings won't fully replace the existing built environment in more than 150 years

Renovating/ adapting the existing built environment is crucial to meet the climate goals set at the Paris accord!

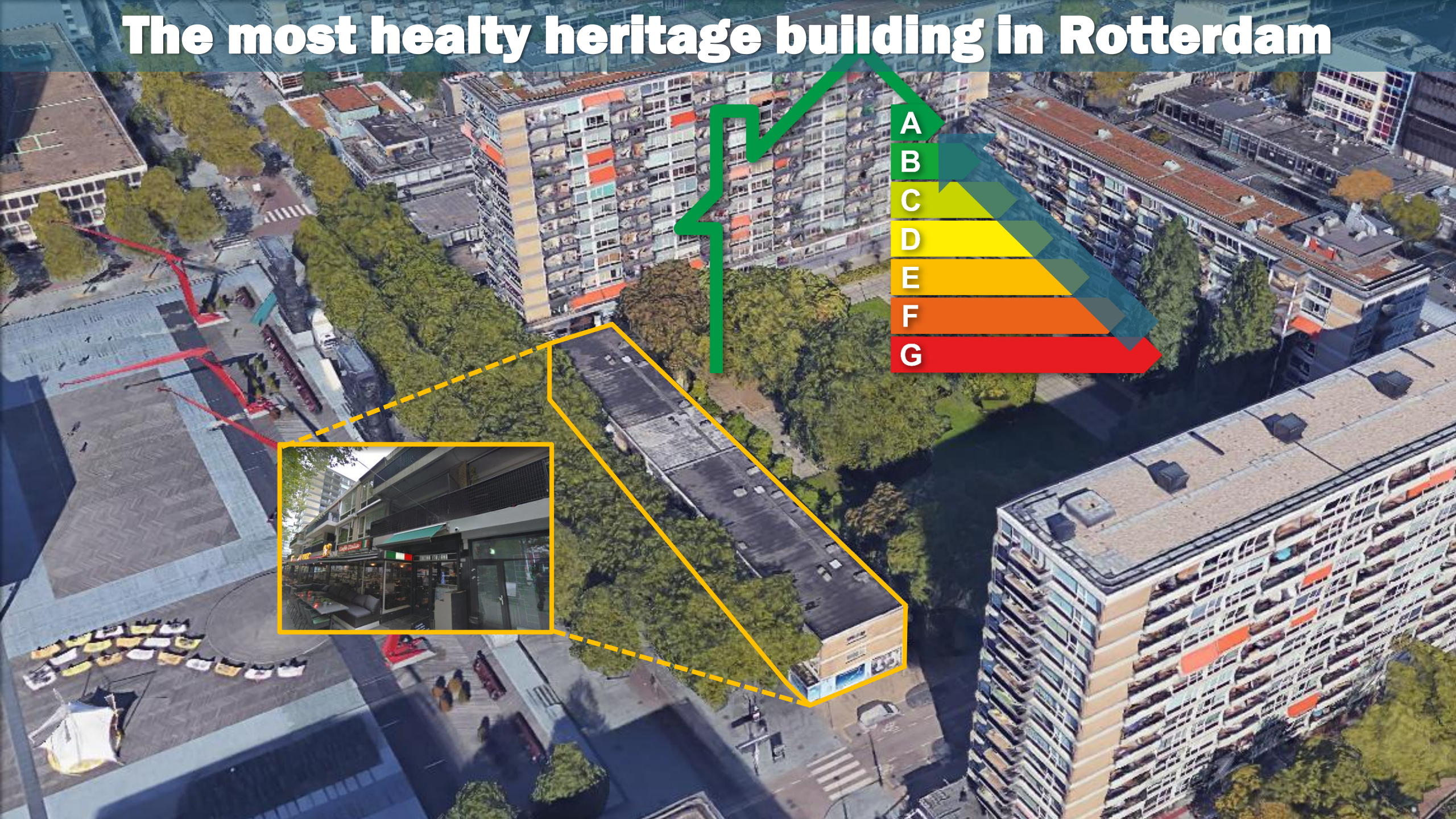


# Project example 1: Climate adaptive roof de Doelen





# The most healthy heritage building in Rotterdam



A

B

C

D

E

F

G



# Climate adaptive and multifunctional roof for Codarts











Thank you!

[www.7square-endeavour.com](http://www.7square-endeavour.com)