

# **BUILDING BLOCKS**

## FOR THE COMPANY ON SITE

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# INTRODUCTION

A description is given below of the building blocks that will ultimately need to be included in a final charter for the end users of the site as preconditions, criteria and obligations for the use of the individual plot. The final interpretation and implementation of these ambitions depend on the developer's proposals and the results of the competition dialogue.

The final charter will be imposed on the end users, for example by means of the land allocation policy, park management and a perpetual clause in subsequent contracts with the end users.

## The three building blocks are as follows:

- BREEAM buildings method;
- GRI guidelines;
- Blue Gate Antwerp Ambition Level

## BREEAM BUILDINGS

BREEAM for sustainable buildings applies as a standard for end users' construction work. An equivalent alternative can be offered.

End users who conclude an agreement for the purchase of land in Blue Gate Antwerp will develop, (re)build, use and maintain their real estate sustainably, in compliance with the BREEAM method at the "very good" level.

The public partners in Blue Gate Antwerp NV can assist end users in taking the initial steps when they start planning the development on the site.

## GRI

GRI stands for Global Reporting Initiative and is a non-profit organisation that drives sustainability reporting by all organisations. GRI has developed guidelines that companies can use for measuring and reporting their economic, environmental and social performance and for writing an annual sustainability report.

All end users on the site are obliged to draw up an annual sustainability report according to these guidelines, from the first full year in which they are located on the site onwards.

### The GRI standard provides three levels:

A, B and C. Level A stands for the most extensive form of reporting; level C covers the minimum requirements. Companies whose report is compliant with the GRI framework have the right to use a logo that indicates the application level of the standard: A, B or C. These three letters can be supplemented with the symbol '+' if the report has been verified by a third party.



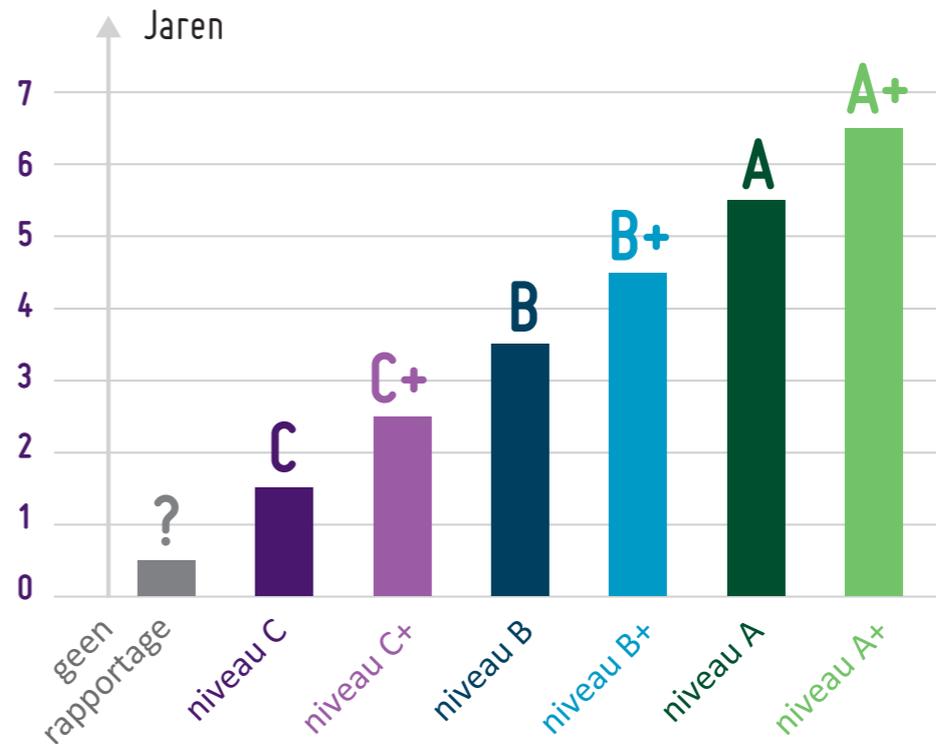
In the first year of establishment, end users are expected at least to enter the GRI reporting system at the lowest level, level C. It is sufficient to complete a self-assessment at level C. This means that the end user draws up an annual sustainability report according to the GRI standard but does not yet have it approved by GRI. In the following years, end users are expected to evolve to a higher level.

- In the second full year of establishment a level C GRI annual report is required.
- In the third full year of establishment a level B GRI annual report is required.
- In the fourth full year of establishment a level B+ GRI annual report is required.
- In the fifth full year of establishment a level A GRI annual report is required.
- In the sixth full year of establishment a level A+ GRI annual report is required.
- In the subsequent years the level A+ remains required.

A GRI-approved sustainability report may be obtained by submitting an annual report to GRI in accordance with its guidelines and providing the requested evidence. The costs of an audit and obtaining a GRI-approved annual report amounted to 1250 euro in 2012.

## Overview of GRI Reporting

Level to be achieved related to years of establishment at Blue Gate Antwerp



Producing a mobility plan is part of the GRI report. Blue Gate Antwerp NV requests that end users take an ambitious approach and work with a modal split, as developed in the MER project.

The modal split ambition is deemed unfeasible if there is no public transport stop in a 300 metre radius from the front door of the employer's office. If the employer does not have an office on the site, a distance of 300 metres is measured from the boundary of the employer's site.

Full details can be found at [www.globalreporting.org](http://www.globalreporting.org).

# BLUE GATE ANTWERP AMBITION LEVEL

Finally, Blue Gate Antwerp NV has identified a series of additional building blocks, which are called the Blue Gate Antwerp Ambition Level. They are the following five ambitions, as described in more detail below:

AMBITIONS
ECO INDUSTRY
OPTIMAL USE OF INLAND WATERWAYS
ECO-EFFECTIVE
OPEN INNOVATION
INTERNATIONAL ORIENTATION

The relevance of certain parts of these ambitions may vary per sector. Therefore we make a distinction between the clusters and their possible ambitions.

## The three clusters of Blue Gate Antwerp are:

- Logistics end users
- Production end users
- Research & development end users

Special arrangements are made with start-up companies. An appropriate ambition is proposed specifically for the three different clusters. The other ambitions are seen as shared ambitions for all end users for the entire site.

## The main ambition for the different clusters is as follows:

AMBITIONS	CLUSTERS
ECO INDUSTRY	Production on the site meets this this criterion
OPTIMAL USE OF INLAND WATERWAYS	Logistics on the site meets this criterion
OPEN INNOVATION	R&D on the site meets this this criterion

Before being able to become established on the site, end users will draw up a development plan based on the five ambitions. In doing so, they indicate that they are an ambitious sustainable and innovative end user that fits within the Blue Gate Antwerp site. The development plan is drawn up before an agreement for the use of a plot can be signed by the party responsible for issuing the plan.



# OVERVIEW OF THE AMBITIONS

## AMBITION 1 ECO-INDUSTRY

End user activities belonging to the eco-industry<sup>1</sup> cluster are:

- Pollution management: air quality management, wastewater treatment, non-fluid waste treatment, soil & groundwater sanitation, noise & vibration monitoring
- Management of natural resources: recycled materials, renewable energy production, water supply, nature conservation
- Related eco-industry: eco-building (sustainable building), eco-design (automotive industry, ICT, paper industry, chemicals)

For the Logistics sector this ambition does not apply. The end user can also show that it is among the 'best practitioners' in its sector or that it is prepared to work on sustainability.

Eco-industry is defined as:

“Activities that mainly produce goods and/or provide services with a view to measuring, limiting, minimising or correcting environmental damage to water, air and soil, as well as problems with waste, noise and eco-systems. It relates to technologies, products and services that reduce environmental risks and prevent pollution.”

This must be the main activity of the end user, which means that more than 50% of the annual turnover must be achieved through this activity.



**Eco-builders** are defined as end users who produce products or product components for construction, which are recognised by standards like BREEAM, ISO 14001, EMA, Leeds or other measurement standards for sustainable construction recognised in Flanders, or end users that can convincingly prove that the product entails a significant improvement.

**Eco-design** is defined as a design that closes loops within a product cycle or replaces so-called 'building blocks' in the chemical process with bio-materials, whereby the environmental aspects are integrated in the design phase. The environmental aspects are considered across the entire life cycle of the final design so that the environmental burden of the end product is reduced.

An end user is recognised as an eco-designer, if it is demonstrated that the product/semi-finished product / building block ensures for an above average CO2 reduction, closed loops, process intensification, a closed water cycle, use of more bio-based materials or bio-waste flows. Evidence can be provided by an independent expert or a Vinçotte organic label or a similar organisation, amongst other means.

## When can a company be said to exemplify best practice in the sector?

Best practice can be demonstrated by means of awards, recognition of sustainable labels, press releases or other evidence showing that the end user stands out in the sector due to its sustainable behaviour in the field of people- and environment-friendly production or development.

## When is there a willingness to improve sustainability?

The end user's willingness for to improve sustainability is apparent when the end user can list three activities that it will undertake in the coming five years and that will benefit people- and environmentally environment-friendly production or development.



## AMBITION 2 OPTIMAL USE OF INLAND WATERWAYS

Attractiveness for establishing at Blue Gate Antwerp is expressed in expected transport volumes by water.

The following assessment scale applies:

Assessment rating in ascending order ACTIVITY	LOW			HIGH
Percentage of total transported volume	% water transport	% water transport	% water transport	% water transport
Volumes of standard goods in tonnes	20-30%	30-40%	40-50%	≥50%
Containers (TEU)	20-30%	30-40%	40-50%	≥50%
Heavy indivisible items	0-2%	2%- 5%	5%- 10%	≥10%

## AMBITION 3 ECO-EFFECTIVE

Measurement points<sup>2</sup> for this ambition:

1. The end user shows the extent to which it practises chain management or chain design: is the product and/or service that the end user will/wants to deliver an obvious and integral part of a sustainable chain or cycle? A demonstrable potential is sufficient for this.

An overview is given below of possible activities, in increasing order of value:

### CHAIN MANAGEMENT AND CHAIN DESIGN

A chain plan gives an inventory vision of management and design of its product/service as an integral part of a chain or cycle.

A chain plan gives the vision of management and design of their product/service as an integral part of a chain or cycle and a development plan for improvement.

A chain plan gives the vision of management and design of their product/service as an integral part of a chain or cycle and a development plan for improvement, with explanation of the execution and results delivered.

2. The end user shows the extent to which it reflects on extended producer responsibility: does the end user take on their producer responsibility on a financial, operational or other level for the product and/or the service that the end user will/wants to deliver in all phases of its life cycle?

The principle of extended producer responsibility involves the producer taking back the waste from the products it markets to ensure effective management and to achieve the targets in relation to recycling and appropriate use.

An overview is given below of possible activities, in increasing order of value:

PRODUCER RESPONSIBILITY
A producer plan gives an inventory vision of the end user about its extended producer responsibility at a financial and operational level about the product and/or the service that the end user will/wants to deliver in all phases of the lifecycle.
A producer plan gives the vision of the end user about its extended producer responsibility at a financial and operational level about the product and/or service that the end user will/wants to deliver in all phases of the lifecycle and makes a development plan for improvement.
A producer plan gives the vision of the end user on its extended producer responsibility at a financial and operational level about the product and/or service that the end user will/wants to deliver in all phases of the lifecycle and makes a development plan for improvement, with an explanation of the execution and result of the improvement plan.

A producer plan includes information about the product and service responsibility in accordance with the GRI annual report.

The evidence for improvement options may comprise a list of at least three options for improvement per product/service and a report of a discussion with the producer involved in relation to options for improvement.

Proof of the result is provided when the options for improvement stated in the producer plan are implemented and this results in an improved CO2 footprint, water footprint or use of materials in accordance with the materials section of the GRI guidelines.



3. The end user shows the extent to which it includes repair activity in its chain (in the case of production industry), takes back the product at the end of the product cycle or makes the product fully biodegradable in accordance with the EU standard for plastics or in accordance with measurements of Vinçotte or a similar organisation.

An overview is given below of possible activities, in increasing order of value:

### REPAIR ACTIVITY, PRODUCT BIODEGRADABILITY, TAKING BACK THE PRODUCT

The evidence provided shows the extent to which the end user includes repair activity/product biodegradability/taking back the products in its chain.

The evidence provided shows the extent to which the end user includes repair activity/product biodegradability/taking back products in its chain. There is also an integration plan for repair activity/product biodegradability/taking back products in the standard production process.

The evidence provided shows the extent to which the end user includes repair activity/product biodegradability/taking back products in its chain. There is also an integration plan for repair activity/product biodegradability/taking back products in its standard production process. Steps were taken to achieve integration.

The evidence provided shows the extent to which the end user includes repair activity/product biodegradability/taking back products in its chain. Repair activity/product biodegradability/taking back products, is a standard part of the production process.

4. The end user shows the extent to which it analyses its business model with a view to business model innovation (options for leasing, user centred design, modular construction,...).

Business Model Innovation is defined as: a change in the way the end user produces a product, runs through a chemical cycle or changes the end user process, resulting in a change to the product causing end users to reduce their CO2 footprint, close their water cycle, reduce the use of clean water or close material chains. The term 'product' means a product, semi-finished product, product component, building block or element from the chemical cycle.

An overview is given below of the possible activities in increasing order of value:

## BUSINESS MODEL INNOVATION

The evidence provided indicates a vision of how the end user can adapt its business model with a view to business model innovation.

The evidence provided indicates a vision of how the end user analyses its business model with a view to business model innovation. The plan includes an overview of the opportunities for innovation.

The evidence provided indicates a vision of how the end user can analyse its business model with a view to business model innovation. The plan includes an overview of opportunities for innovation and the end user has realised one or several innovations.

The evidence provided indicates a vision of how the end user analyses its business model with a view to the business model innovation. The plan includes an overview of opportunities for innovation and the end user has realised all innovations.

## AMBITION 4 (OPEN) INNOVATION

A company generally has a greater capacity for innovation if it has a solid research and development vision. It is important here to know what this vision precisely entails, how many employees work on it and what the profile is of these employees.

An overview is given below of the possible activities in increasing order of value:

### R&D INVESTMENTS AND HIGHLY EDUCATED EMPLOYEES

The end user has a research and development vision. The evidence provided shows a vision for the entire organisation.

The end user has a research and development vision for the entire organisation and 15% of the employees work on a research and development project in accordance with this vision.

The end user has a research and development vision for the entire organisation and 50% of the employees active in research and development projects are highly educated.

The end user has a research and development vision for the entire organisation and 80% of the employees active in research and development projects are highly educated-.

The end user has a research and development vision for the entire organisation and the profile of employees active in research and development projects fit with this vision.



**A research and development vision comprises a number of components per end user department:**

- A research and development ambition
- A research and development focus
- Contribution to the research and development vision per department
- Appointment of three potential external partners
- An investment plan
- A schedule for realisation

## Application of open innovation

**Open innovation strengthens the power of innovation and thus the economy. An overview is given below of possible activities, in increasing order of value:**

### APPLICATION OF OPEN INNOVATION

The end user undertakes provable activities in 'peer networks'.

The end user has a development plan to stimulate open innovation activities. The plan includes information about scouting options, partner analysis and customer presentations/research.

The end user has a development plan to stimulate open innovation activities, has also implemented this plan and shows that a minimum of 2 products/parts/components/services have been realised by combining external flows of knowledge with internal flows of knowledge.

The end user has a development plan to stimulate open innovation activities, has also implemented this plan and shows that a minimum of 5 or more products/parts/components/services have been realised by combining external flows of knowledge with internal flows of knowledge.

The number of innovations that are counted is the number of innovations that have led to a new product, product component, building block or new service. We do not count the number of implementations of the innovation but only the innovation itself.

## Sharing catering facilities on the site

The core of open innovation also lies in the simple physical characteristics of a site. The end users of Blue Gate Antwerp can follow the example of other successful clusters and choose many shared facilities and specifically share the facilities for lunch and dinner on the site. This is an ambition that is achievable quickly and Park management can be involved in achieving this.

## Share of new products in the total turnover

This concerns the share of new products that are developed by the company itself and that are technically or technologically innovative or innovative in relation to design. Simple adaptations to products based on fashion trends are not considered innovations.

An overview is given below of possible activities, in increasing order of value.

SHARE OF NEW PRODUCTS IN THE TOTAL TURNOVER
≥2% of turnover is achieved from new products
≥5% of turnover is achieved by new products
≥10% of turnover is achieved by new products
≥20% of turnover is achieved by new products

New products are defined as: new ideas, goods, services or processes which can be sold or traded and that realise a change, for instance through the addition of new features and functions or through an alternative implementation of existing functions. If the change is limited to a change to system features already present (such as colour, form, application) it is a so-called stylistic or user adaptation and not a new product.

## **AMBITION 5** INTERNATIONAL ORIENTATION

One of the principles in the shaping of Blue Gate Antwerp is the attraction of end users with a pronounced international orientation. This international orientation is calculated on the basis of the share of the turnover that is realised through exports.

Moreover, consideration is also taken of the presence or absence of an international (commercial) network such as agents and dealers, the end user's own network of subsidy partners, participation in international trade shows, international cooperative agreements or knowledge sharing activities (exchanges) that contribute to the value creation of the end user/organisation.

**An overview is given below of possible activities, in increasing order of value:**

<b>INTERNATIONAL PARTNERSHIPS</b>
The end user has an international network available with at least five contacts.
The end user has an international network available with five to twenty contacts.

There is a contact when there is a signed cooperation agreement in which a product or service is mentioned which is subject to joint research and in which an expected research outcome is pursued.

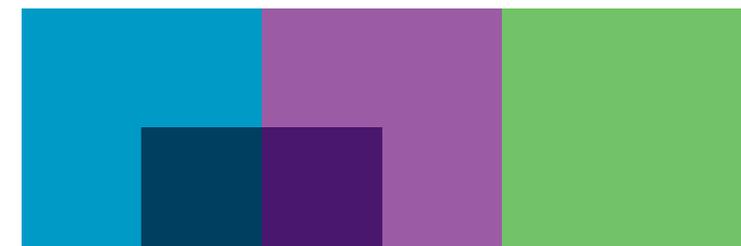
A contact can also consist of membership of a network which serves a specific purpose for the benefit of the international exchange of knowledge. A membership counts as a single contact.

## Cooperation with research institutions / universities

Regular innovative cooperation with and innovation grants from specific organisations (centres of knowledge, research institutions, colleges or universities, etc.) generally results in higher innovation capacity.

An overview is given below of possible activities, in increasing order of value:

<b>INNOVATION COOPERATION AND GRANTS</b>
The end user has a cooperative agreement with at least one specific organisation.
The end user has a cooperative agreement with at least three specific organisations.
The end user has a cooperative agreement with at least five specific organisations.
The end user has a cooperative agreement with at least seven specific organisations.



# 4 START-UP COMPANIES

If a company can show that it is a start-up company, negotiations may be conducted about a specific regime for the start-up company that will apply for a maximum period of three years. After this period of three years, the start-up company must adhere to the charter and the sustainability obligations, as applicable to a standard end user. For a start-up company simplified rules apply in the first three years. These are described below.

## 1. BREEAM guidelines

Start-up companies are also asked to comply with the BREEAM guidelines at very good level when constructing a building, as is also demanded from standard end users.

## 2. GRI guidelines

Start-up companies must also submit an annual sustainability report according to the GRI guidelines, but at the lowest level, i.e. at level C and via self-assessment.

## 3. Blue Gate Antwerp Ambition Level

The business plan of the start-up companies fits with that of the end user belonging to the Eco-Industry.

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