

DELFT-THE HAGUE, THE NETHERLANDS  
HOW TO CREATE A SUSTAINABLE  
KNOWLEDGE REGION?

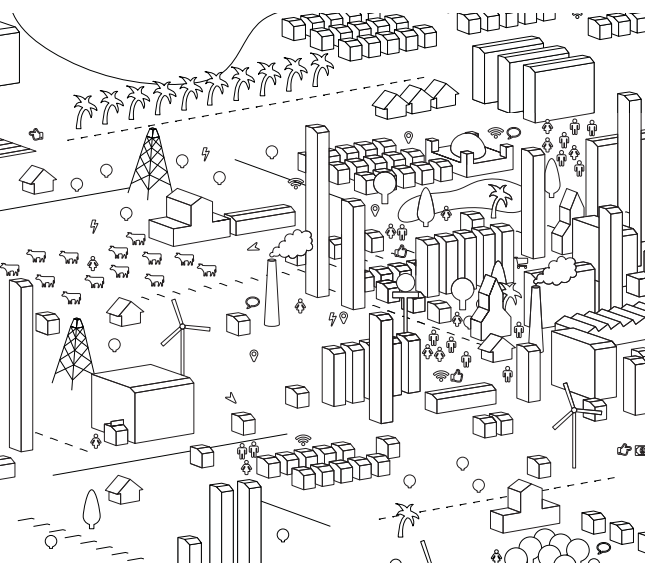
**GAMING AS A METHOD  
FOR COLLABORATIVE  
DECISION MAKING**

Frank van der Hoeven, Milena Ivkovic, Eranda Janku  
Michiel Van Driessche, Flavia Gwiza, Renelle Sarjeant



SUMMARY

The living campus requires a communicative approach, as the university gets related to different stakeholders. The urban game is to stimulate the planning process, and come up with a most preferable ('winning') proposal for each of the three scales that are addressed: campus, city and region. The regional scale addresses the territory of The Hague, Leiden, Delft and Rotterdam. The city scale integrates the city of Delft. The campus scale deals with the territory of the TU Delft Campus. Every game is played by four teams, representing the main stakeholders. They define their own position by using the 'programmatic icons' that represent different physical programs. By placing the icons on the board, and through that territorial positioning of the program, teams present their ideal vision. During a communication process, teams have set priorities and defended their concept using 'stakeholder powers'. This results in the identification of shared ambitions.



**CAMPUS**  
MAKING A LIVING CAMPUS:  
NEW WORKING AND LEARNING ENVIRONMENT

ROUND 1: locating program



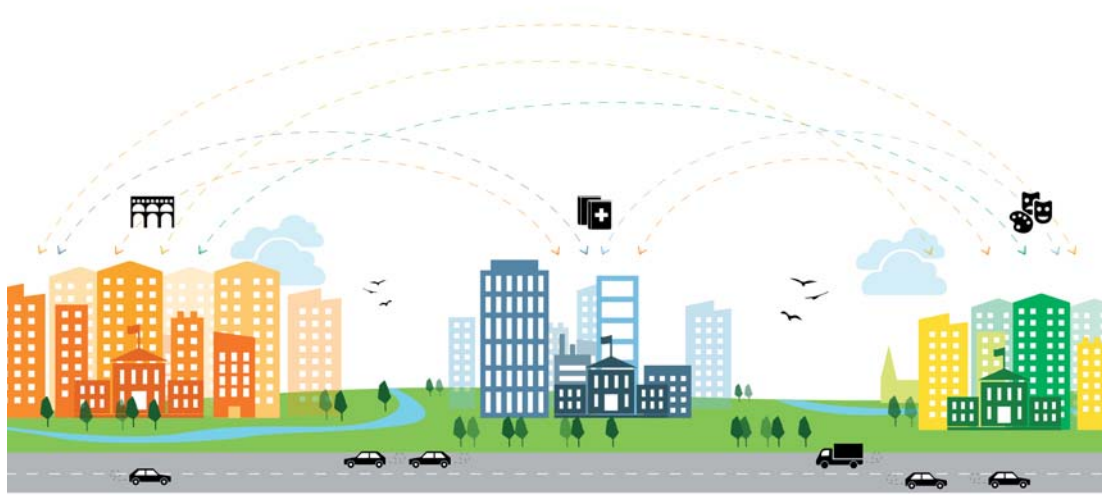
ROUND 2: negotiating and voting



ROUND 3: identifying shared ambitions



**CITY**  
INTEGRATE THE CAMPUS WITH THE CITY  
BY NEW STATION REDEVELOPMENT



**REGION**  
WIDER PROFILE  
THROUGH COLLABORATION



ESTABLISHING A SUSTAINABLE KNOWLEDGE REGION REQUIRES A COMMUNICATIVE ATTITUDE





CITIES SAVE THE WORLD. LET'S REINVENT PLANNING.  
19/10/2015 – 23/10/2015

# 5 MINUTES OF KNOWLEDGE

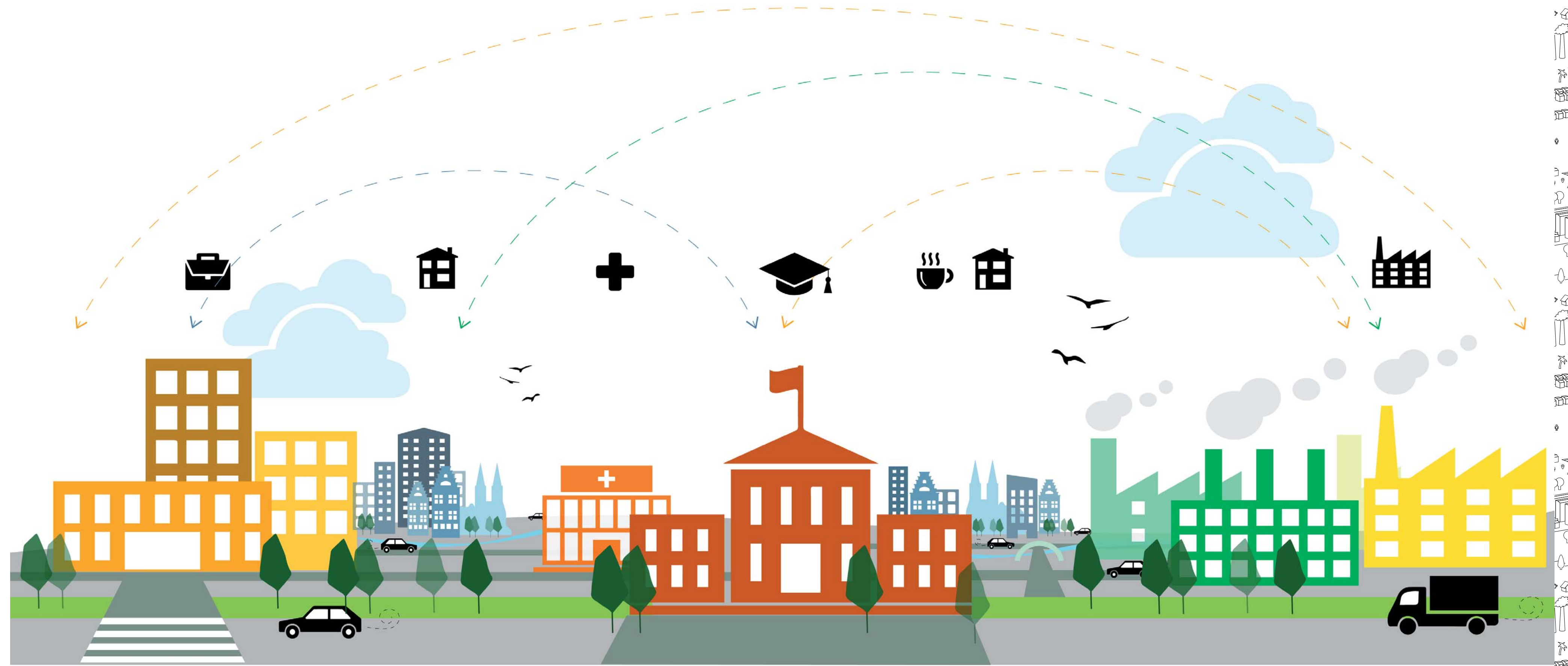
19/10/2015 - 20/10/2015



# CAMPUS

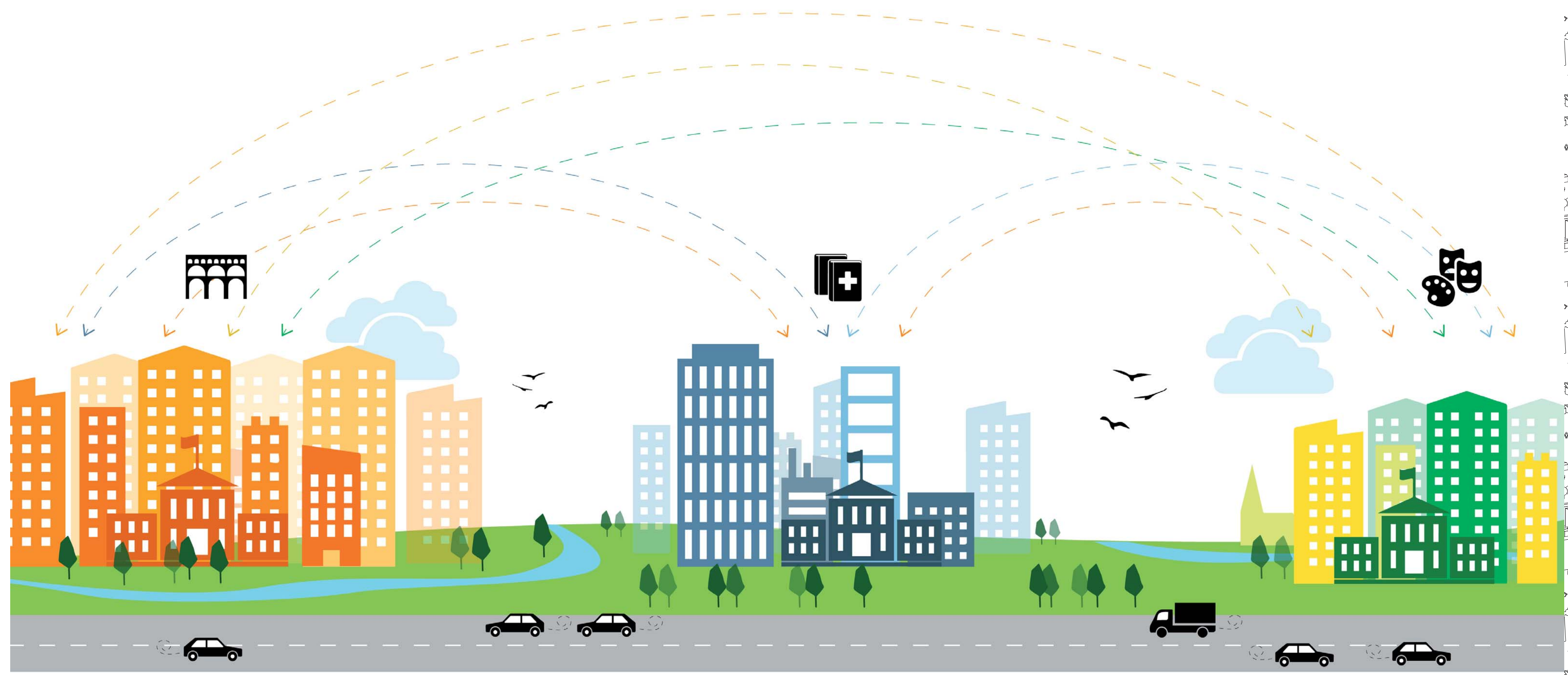
## NEW WORKING AND LEARNING ENVIRONMENT





**CITY**  
INTEGRATE THE CAMPUS WITH THE CITY



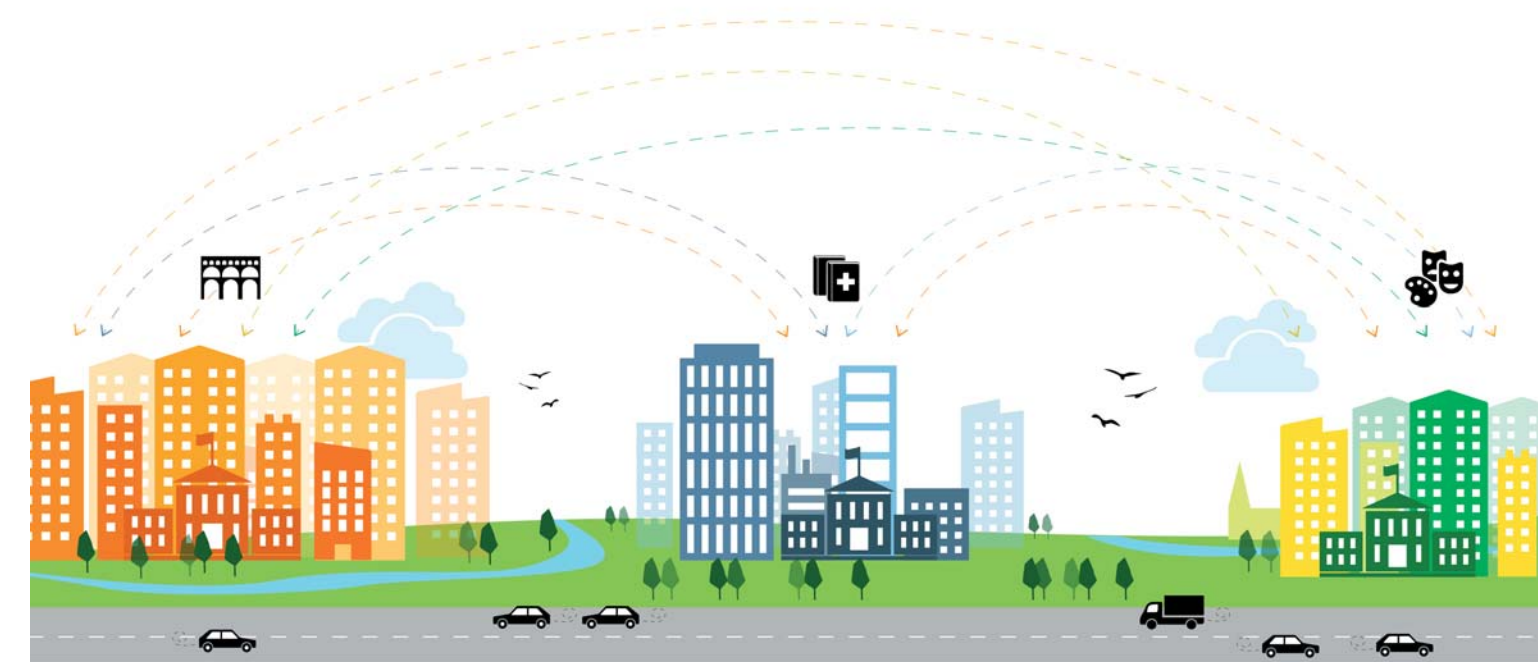


# REGION

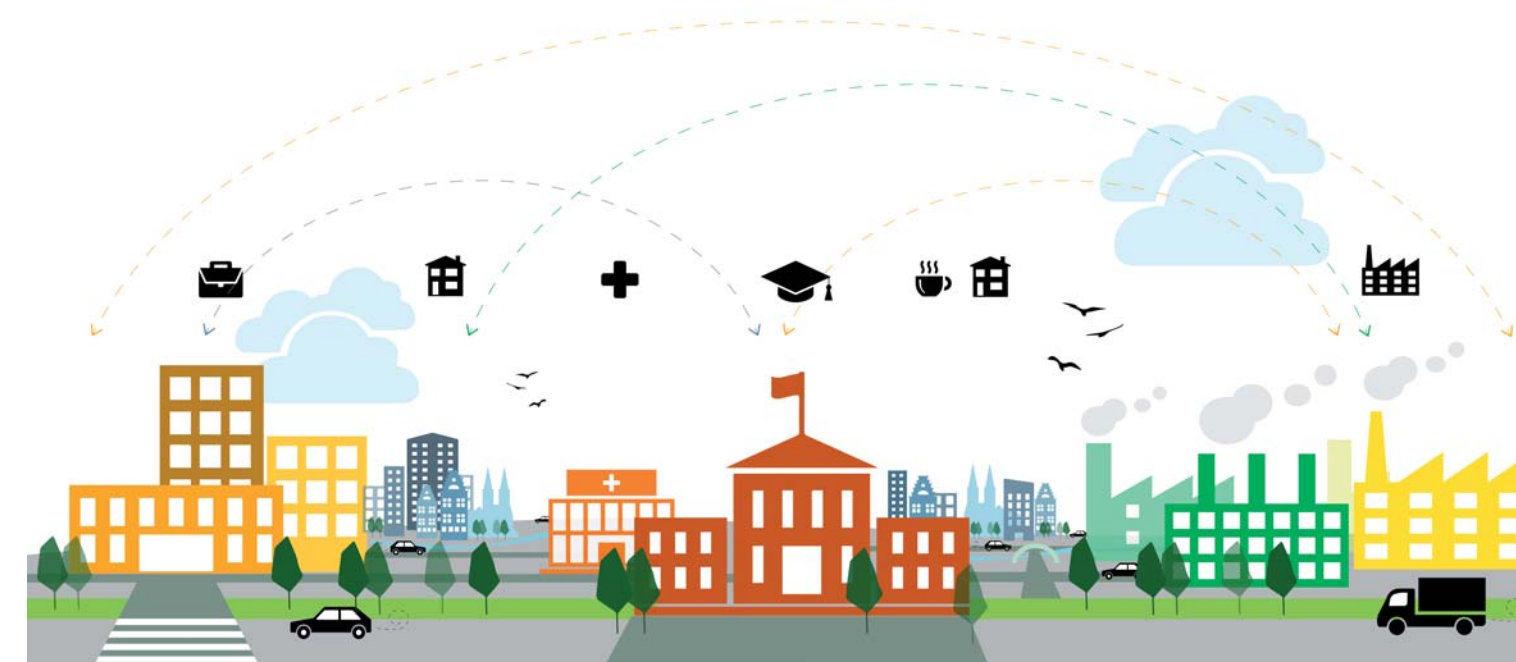
## WIDER PROFILE THROUGH COLLABORATION



REGION



CITY



CAMPUS



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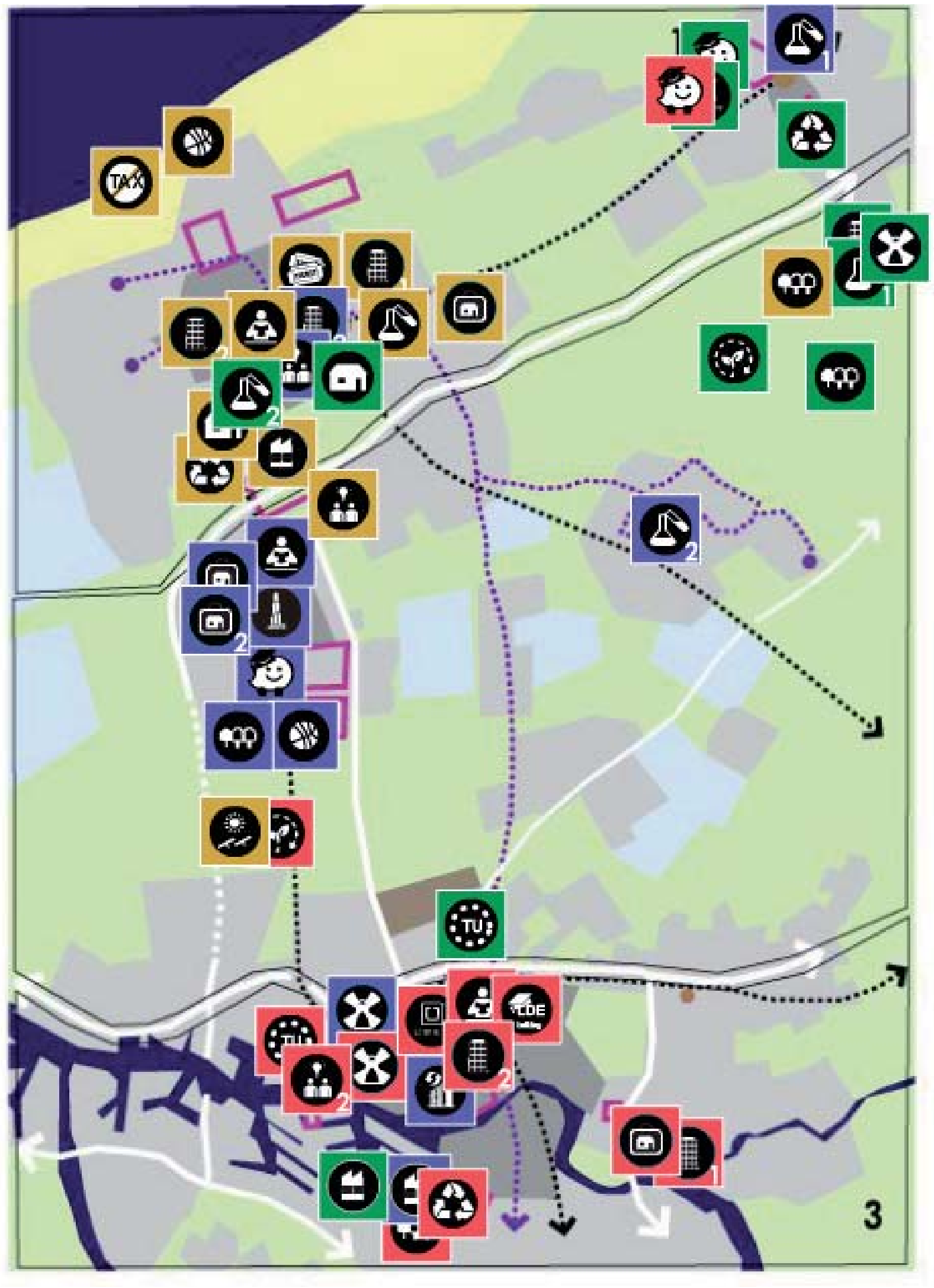
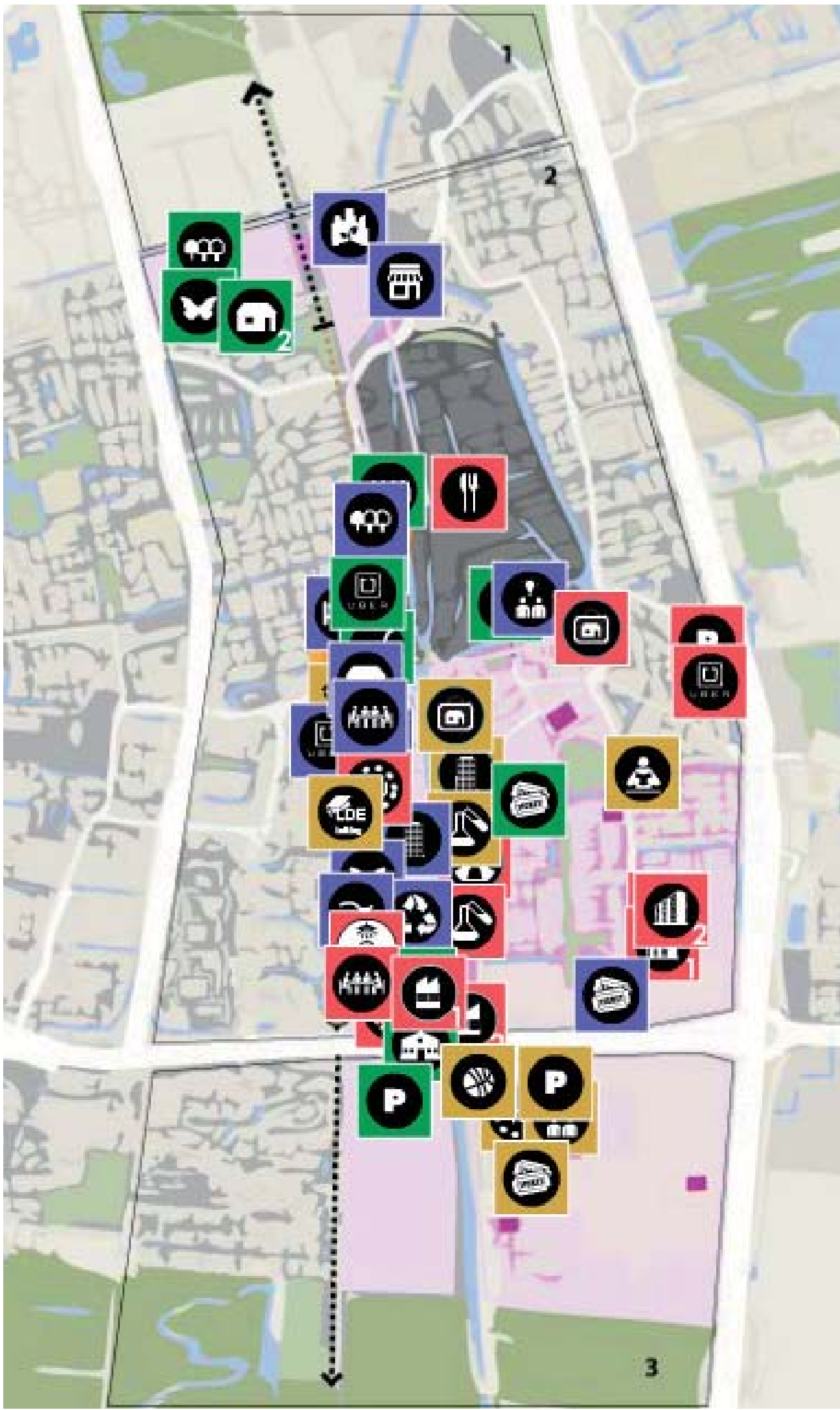
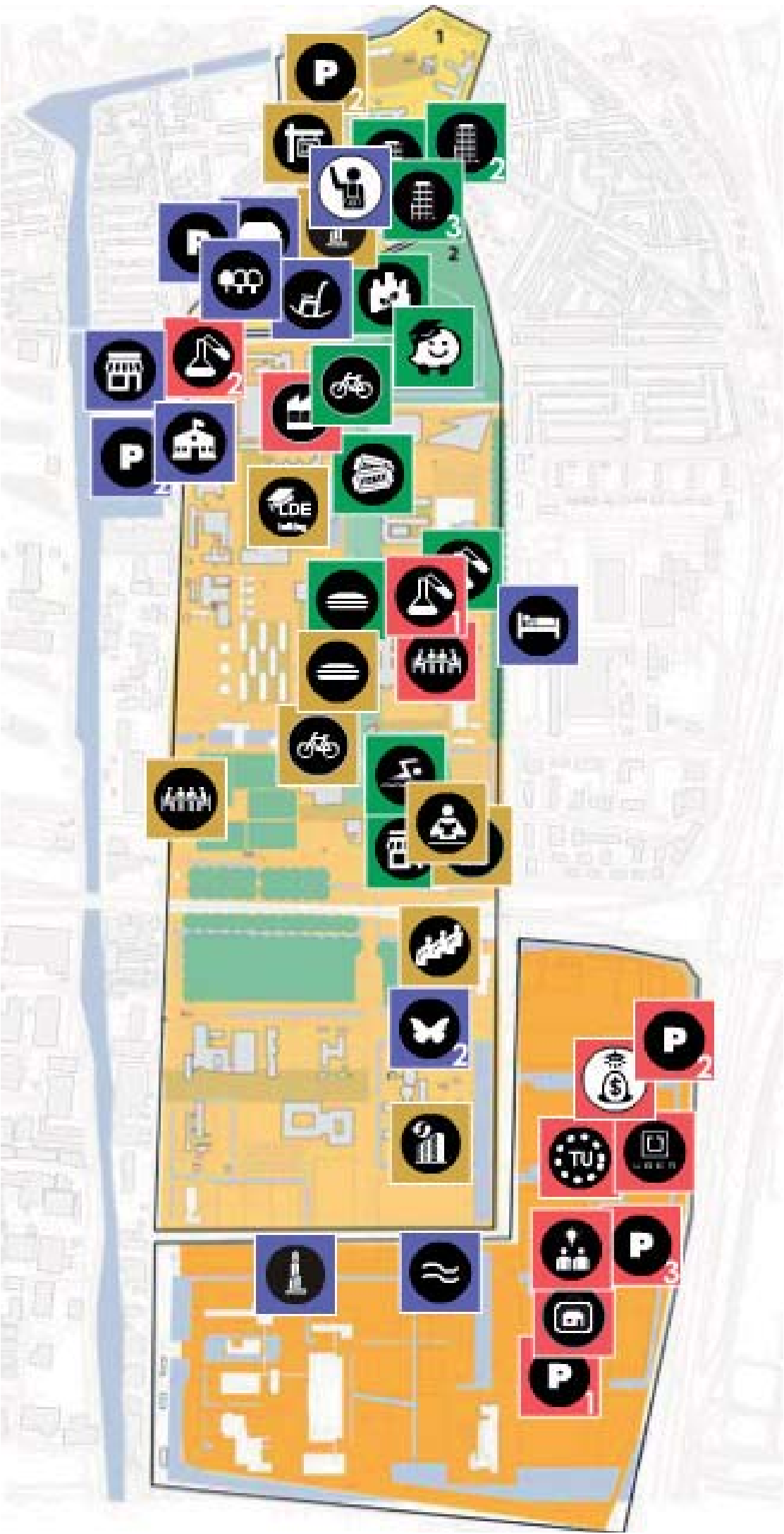
**DEPLOY NEW METHODS TO TEST THE STRATEGIES AND EYE-LEVEL DIALOGUE**





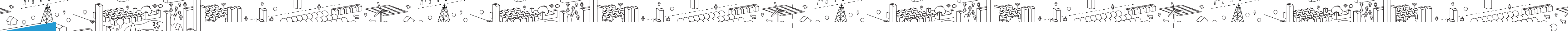
**RECOGNISE THE SHARED ASSETS  
THROUGH DIRECT DIALOGUE WITH THE STAKEHOLDERS**





**DEVELOP THE POINTS OF COMMON INTEREST ACROSS DIFFERENT SCALES**

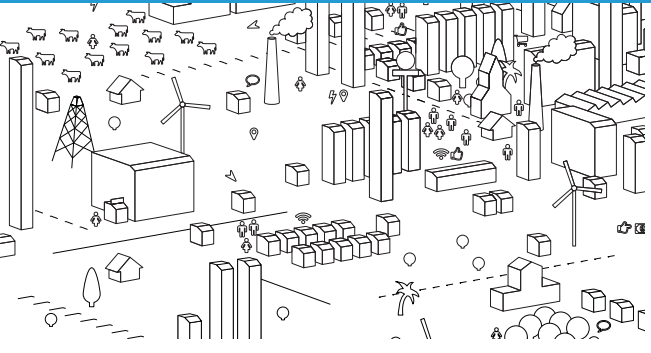






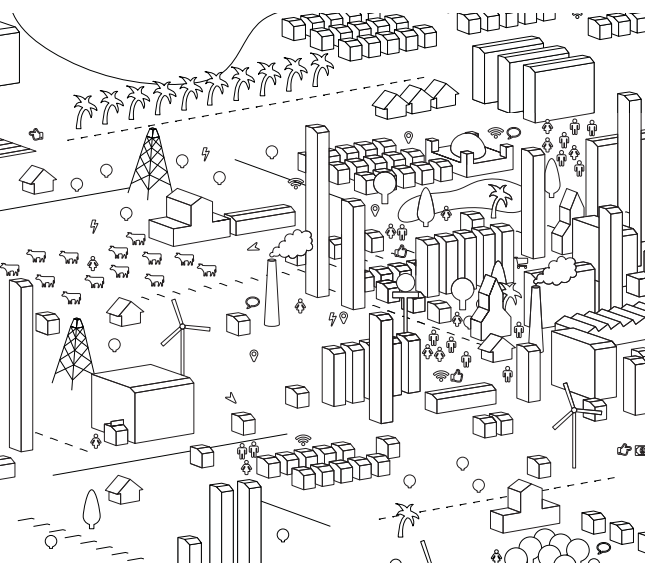
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ROUND 2: negotiating and voting



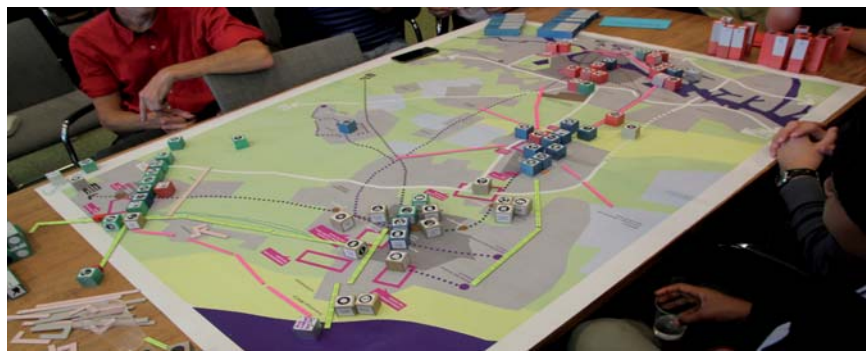
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