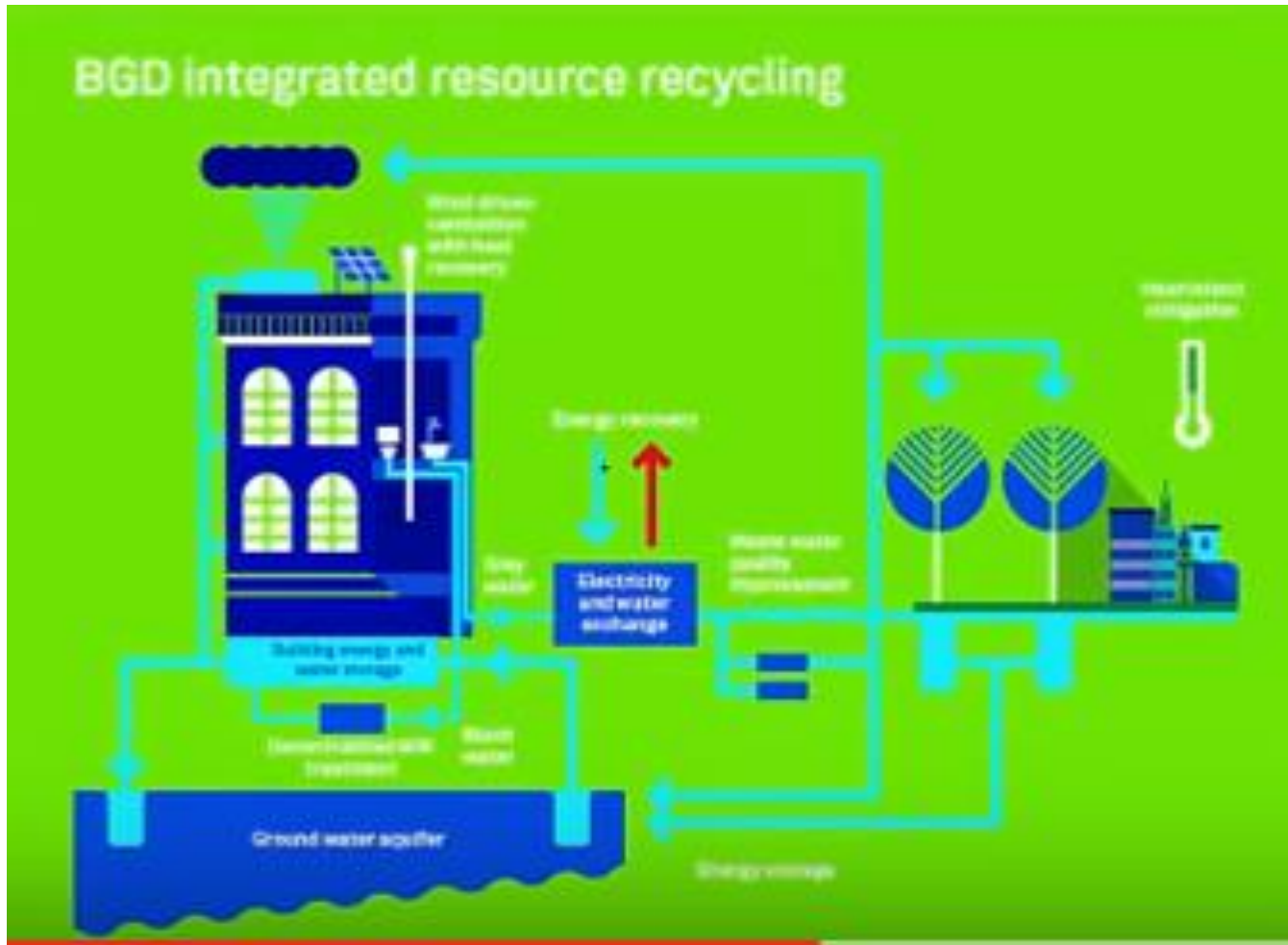




Blue Green Dream

# **SUMMARY & NEXT STEPS**

**Tony Brophy**



**A sincere thank you to the Blue Green Dream Teams for their Integrated Modelling System methodology that enables a paradigm shift in Sustainable Urban Living.**

- **Climate Change**
- **Fossil Fuels**
- **Energy Efficiency**
- **Affordable Housing**
- **Healthier Places**
- **Wellbeing**
- **Sustainable Living**
- **Biodiversity**
- **Green Infrastructure**
- **Blue Infrastructure**
- **Waste Recycling**

**We need an holistic, INTEGRATED approach to simultaneously delivery on all these vital factors in the urban equation.**



# *Good growth for cities 2015*

**A report on urban economic  
wellbeing from PwC and Demos**

**November 2015**

“Our aim has been to shift the debate on local economic development from a narrow focus on ‘*Gross Value Added*’ (GVA) to **a more holistic measure**, understanding the wider impacts that are associated with economic success in a place - to reflect broader measures of wellbeing including;-

- jobs
- income
- health
- skills
- work-life balance
- affordable housing
- transport
- and the environment.”

# Investing in the assets of a place.

**“Delivering effective, efficient and sustainable urban infrastructure (*particularly transport and housing*) is essential to provide the city backbone from which economic success and prosperity can grow.”**

**“Cities which are able to do this are then also better placed to attract, and importantly retain, the highly-skilled individuals needed for places to be resilient and sustainably competitive in the longer term.”**

**What is the first step in achieving these ideals?**

## **VISION**

***‘Vision is the art of seeing what is invisible to others.’***

Jonathan Swift

**Where is the best evidence in Europe?**

**Probably NANTES!**

**Declared the most liveable city in Europe by Time Magazine**



**WHY?**

# THE LONG TERM VISION OF THIS MAN



**Jean-Marc Ayrault,  
Député of Loire Atlantique,  
former French Prime Minister (2012/2014),  
former Mayor of Nantes (1989/2012)**

**Jump on a plane at City Airport and go and see for yourself.**

**Seeing is believing!**



# **What is the relevance to the Blue Green Dream?**

**This Man had a dream too!**



**That Blue Green Dream has now evolved through the collaborative efforts that you have evidenced here today.**

**The best urban engineering & environmental brains in Europe have proved that it can be done and enabled this VISION.**

# **OUR VISION FOR THE BLUE GREEN GLOBAL GROUP**

**Better places for people  
to live happier lives  
by innovatively building  
lower cost,  
higher quality,  
ENERGY +  
CARBON -  
affordable HOMES  
in sustainable Communities  
by recycling natural + waste resources  
and synergising Blue & Green Infrastructure.**

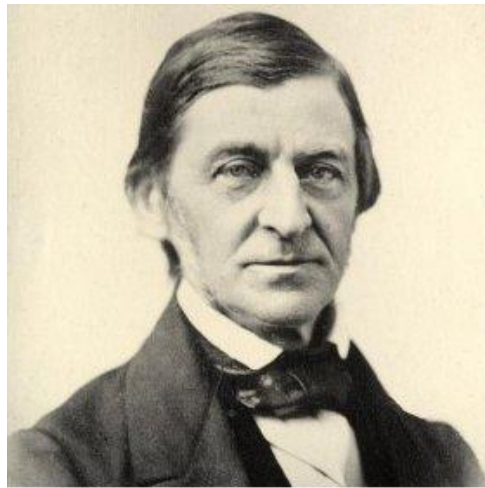
# **THE BLUE GREEN GLOBAL GROUP**

**We intend to capitalise and *'roll out'* these Blue Green Solutions across the globe.**

**We would like all the Stakeholders to date to retain their interest.**

**We welcome our new commercial partners who are present today to further their understanding of our integrated, commercial offering.**

**I thank you all for making today such a seminal event and I look forward us all working together to deliver attractive returns on investment and help realise the vision of Ralph Waldo Emerson.**



Ralph Waldo Emerson (1803 - 1882)  
American Essayist & Poet

**“ To laugh often and much;  
To win the respect of intelligent people and the affection of children;  
To earn the appreciation of honest critics and endure the betrayal of false friends;  
To appreciate beauty, to find the best in others;  
To leave the world a bit better,  
whether by a healthy child,  
a garden patch,  
or a redeemed social condition;  
To know even one life has breathed easier because you have lived.**

*This is to have succeeded.”*

**Thank you for coming today!**