



## « Sustainable Business Districts »

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# Invitation to attend the first ISO Workshop meeting on Sustainable Business Districts

**January, 28 – 29. 2009**

**Paris La Défense, France**

## COMMENTARIES/ DECISIONS

The ISO TMB approved with its resolution 125/2009 the proposal to convene an International Workshop on Sustainable Business Districts, In this context, we are pleased to invite you to attend the Workshop Kick Off meeting

## FOLLOW UP

For information and feedback

## SOURCE

AFNOR in its quality as the Secretary of the Workshop,  
on behalf of the Sustainable Network



In this early 21<sup>st</sup> century, Business Districts are being created everywhere in the world, especially in the Middle-East, in China and in the rest of Asia, and existing ones undertake in-depth refurbishment. They are no longer isolated, solely business-oriented precincts, entertaining distant relations with other urban areas. Quite the contrary ! Mixed-use planning, social mix and sustainable development, in its three dimensions, are becoming the new motto for modern business districts.

In this quest for a more sustainable, responsible and profitable model of development, they are left in the dark, though. In current international standards, there is no guidance on area-based planning. Clues may be harvested in private declarations, codes of conduct or records of best practices. But, they relate to municipalities and fail to take the specificities of most business districts into account : dense occupancy with a concentration of high-rise buildings ; large in and out flow of fret and people during office hours ; complex management due to mixed-use and a multi-layer structure ; deserted areas in the evening and the week end ; exacerbated security issues, etc.

Most business districts around the world do engage in sustainable development. But there is little, if any, communication between them, and within each of them between different categories of stakeholders, and certainly no organized schemes to, e.g., share information, experiences and best practices, adopt common principles, elaborate guidelines or standardize performance assessment methodologies.

As a result, precious time, energy and money are wasted in reinventing solutions that may have proved unsuccessful elsewhere, innovative solutions appear excessively costly due to the lack of economy of scale and emerging business districts are left to fend for themselves. This is more especially regrettable as pressing environmental issues, such as Climate Change, remind us every day of the urge to play collective.

A common frame of reference is therefore urgently needed by business district managers and relevant stakeholders.

Hence, the International Workshop Agreement will elaborate a blueprint tailored to the specific needs of business districts, including area-based operational guidelines and frameworks for developing indicators and assessment methods.

Beside agreeing on terminology and general principles, the IWA will deal with the following issues, with a service rather than a product-oriented approach : Sustainable building during the whole life cycle, energy management, mixed-urban planning, urban management, security and quality of life.

To make sure that it is relevant and close to daily practices and concerns, the contribution of the following stakeholders appear particularly needed :

- Business Districts Managers, whatever their status is (State-owned / managed authorities, Municipalities, Private/Public Partnerships, Commercial ventures, etc.)
- Commercial companies involved in building or supplying services to business districts (building, engineering, transport (fret and passengers), energy, water and waste management, security, etc.)
- Commercial companies which offices are located in business districts (banks, insurance, service oriented companies, etc.)
- National Standardization Bodies and regulators elaborating rules and standards applicable to business districts
- Research centers, Think tanks, universities



The Workshop kick-off meeting will take place in Paris La Défense, on January. 28-29. 2010. It will have the following objectives :

- To devise the structure and prospective content of the IWA
- To define operational mechanisms and schedule to draft the IWA
- To agree on terminology and general principles in each of the above-listed issues

Organisations interested in attending the Workshop kick-off meeting and in participating in subsequent elaboration work are requested to supply the names, references and contact details of up to two participants. Additional participants may be accepted on request, if space allows.

Since the beginning of the pilot project in 2008, numbers of preliminary meetings and a collaborative study have been organised. In order to benefit from this pre-elaboration work and to support its conversion in a full-fledge guidance document (the IWA), participants are requested to pay a registration fee of 8 000 €, that will offset and share further development costs.

Organisations located in countries that are Correspondent or Subscriber members in ISO will see their registration fee reduced to 3 000 €.

National Standardization Bodies may attend free of charge.