



# URBAN DEVELOPMENT INITIATIVE

BRAINPORT EINDHOVEN

**UDI**

# ACCELERATING URBAN SOLUTIONS

In our 21st Urban century more than 50 percent of the global population lives in cities and predictions are that by 2050 that will be more than 70 percent. Therefore all fundamental challenges our modern society is facing now and in the coming decades, related to the quality, sustainability and resilience of our environment, society and economy to adapt for instance to climate change, social inclusivity and economic transitions, are by definition urban challenges.

That is also the reason why the UN positions its sustainable development goals explicitly in the context of our cities. These challenges require systemic transitions of the way we live, work and recreate in our cities and therefore fundamental innovations in the way we build and plan our cities are of key importance. To develop, design, test, optimise and being able to scale up the so much needed successful innovations the UDI believes it is key to bring together research, development, policy and demand by creating an innovation eco-system in which knowledge institutes, industry, government and citizens collaborate in co-creation on these shared challenges.



# URBAN DEVELOPMENT INITIATIVE

The Urban Development Initiative (UDI) is an organization that aims to solve complex urban challenges. In collaboration we research, develop strategies and develop solutions with a focus on the built environment. In the unique business climate of Brainport Eindhoven, we work together in finding solutions for societal challenges concerning health, mobility, energy, food, housing and safety. UDI accelerates the most important transitions in the build environment to create an urban living environment that suits the needs, dreams and ambitions of all and the next generation: Making cities future proof!

The Urban Development Initiative (UDI) addresses the complex urban challenges of the 21st century through the development of transition themes, such as:

- Energy Transition
- Building Industry 4.0
- Digital City

Founders of the UDI are City of Eindhoven, City of Helmond, Eindhoven University of Technology (TU/e), Brainport Development and the Fraunhofer Research Institute.

The entire Quadruple Helix is represented in the UDI, it stimulates collaboration and citizen involvement by setting up innovation partnerships through network activities, cutting-edge projects and business- and user impact labs. Together we will set the agenda, work on innovative challenges and help to put them into practice in one of our concrete projects involved (see next page). UDI combines existing and new knowledge, testing and living labs, EU funding programs and upscaling possibilities. UDI is a partner within the network of the European Digital Innovation Hubs

# INTEGRATED AND SYSTEMIC APPROACH

UDI consists of an innovation ecosystem that brings together an ingenious portfolio of urban living labs that collaborate to scale innovation. By quickly anticipating the worldwide changes and continuously forming new connections, we create new opportunities for everyone.

The UDI adds to the existing piloting of innovations in the build environment.

- First of all an integrated and systemic approach which consciously and explicitly combines technological, social, business and governance aspects of innovation, doesn't focus on isolated problems but on the need for a systemic approach to solve the complex urban challenges of today, and does this always in co-creation with all stake and share holders.
- Secondly, the UDI is not a project driven one time only collaborative innovation initiative but strives to be a permanent innovation eco-system for the build environment that evolves over time in tandem with the changing fundamental societal challenges our cities and urban societies are facing.



# BRAINPORT EINDHOVEN

Brainport Eindhoven has become the world's smartest region because of the ability to cooperate within the Quadruple Helix: government, business, research and society. The region has the unique power and position to function as one large Living Lab by continuously creating, evaluating, validating, producing and scaling up innovative solutions for and with citizens and civil society in the 21st urban century. Thereby, making Brainport Eindhoven one of the global leaders in solving the challenges addressed in the Urban agenda.

Two major developments in the Brainport region are:

- International Hub XL, inner city and redevelopment with existing residents
- Brainport Smart District, extra-urban and new construction with pioneers

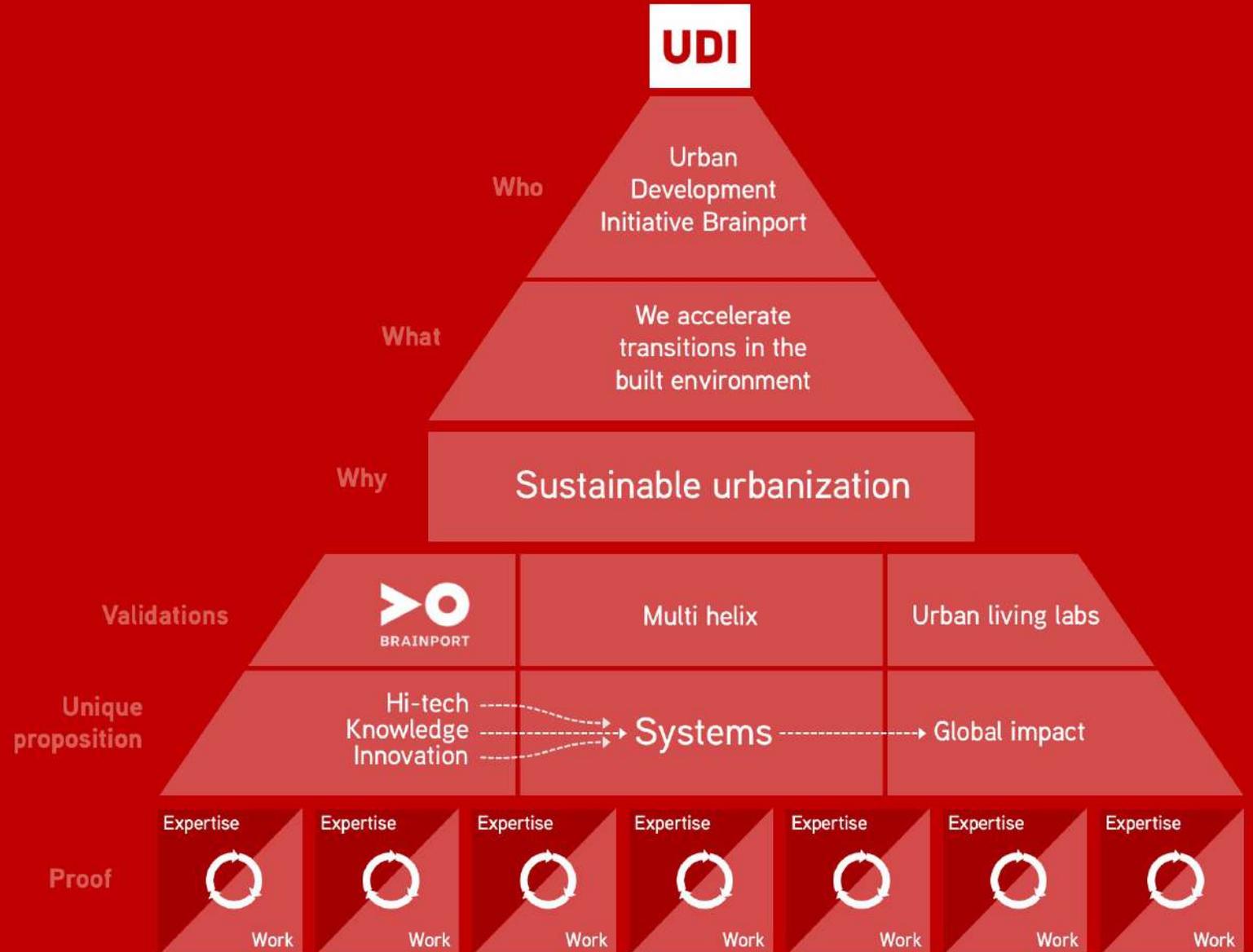
INTERNATIONAL HUB XL EINDHOVEN



BRAINPORT SMART DISTRICT HELMOND



# CREATIVE FRAMEWORK

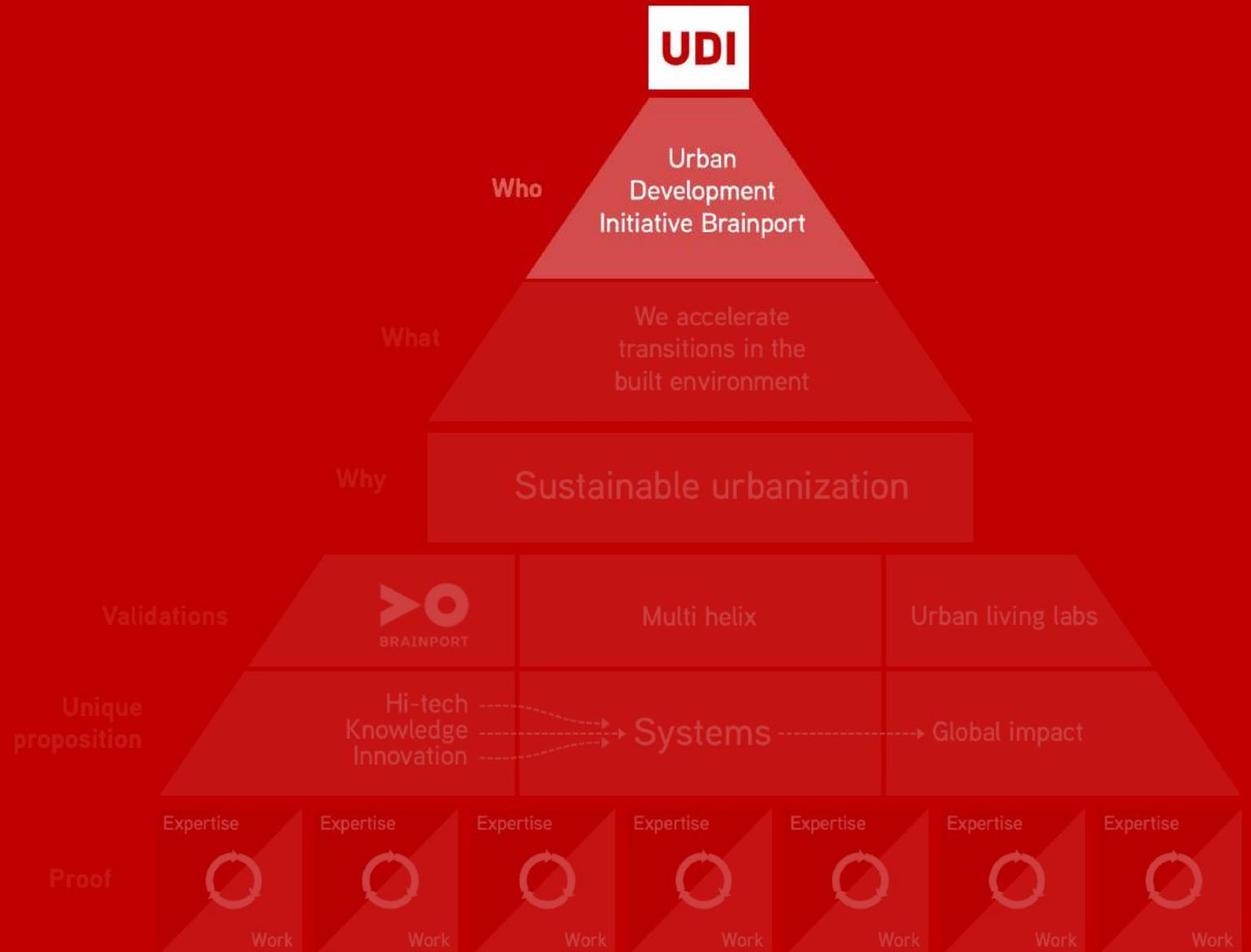


## WE ARE THE URBAN DEVELOPMENT INITIATIVE BRAINPORT

We are an organisation that aims to provide answers on the complex urban challenges of the 21st century.

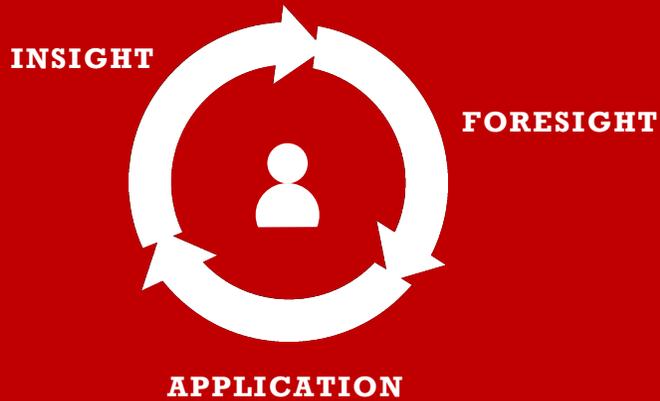
In the unique innovation climate of Brainport Eindhoven, we work together in finding solutions for societal challenges concerning health, mobility, energy, food, housing and safety.

We are driven by a vision to create healthy urbanization and are able to make it happen.



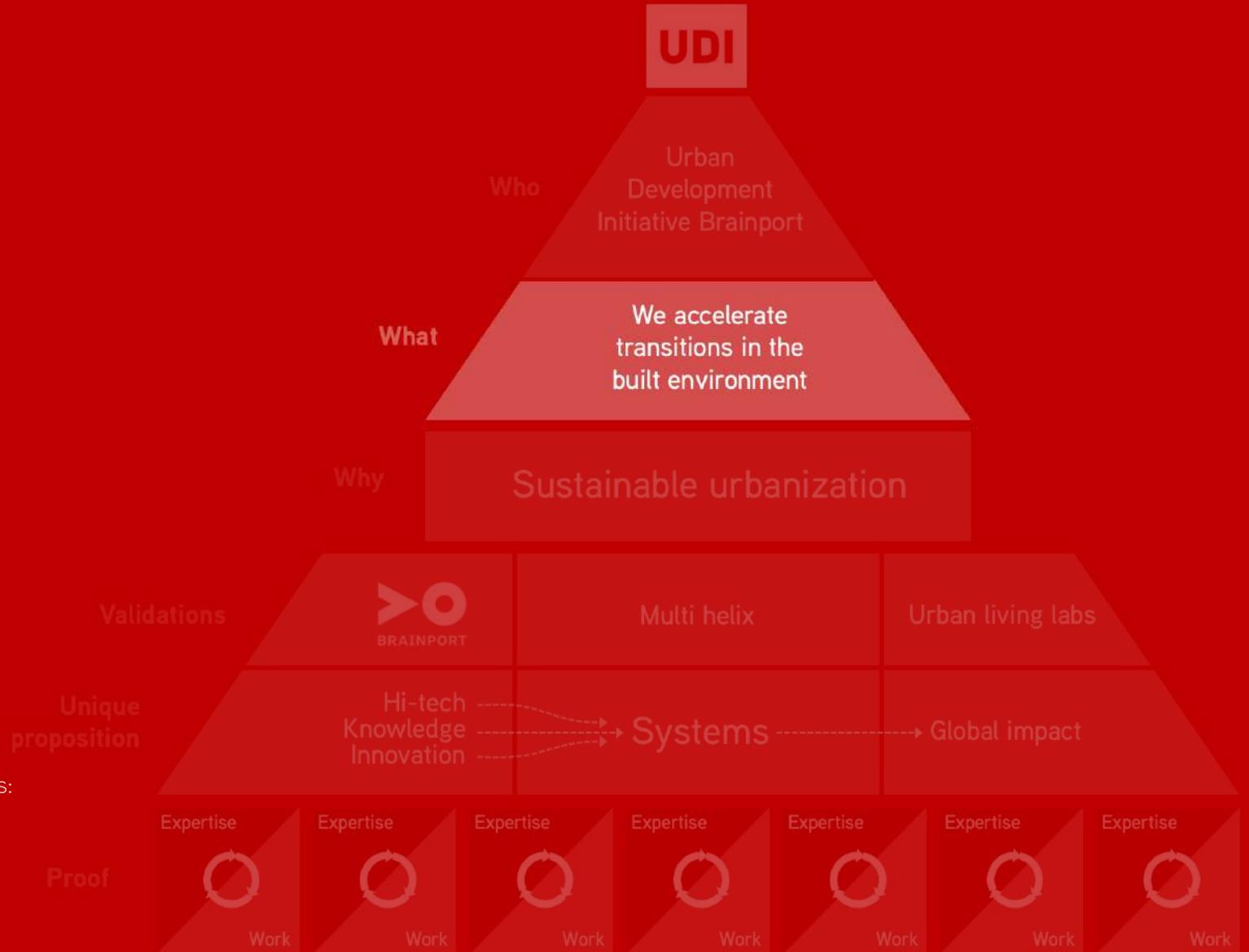
**WE ACCELERATE TRANSITIONS  
IN THE BUILT ENVIRONMENT  
THAT IMPACT THE WORLD WE LIVE IN**

We innovate the way we innovate. Innovation doesn't occur by accident; it needs a structural approach. The UDI approach is integral, systemic and in co-creation with all stake- and shareholders. Working in short cycles: insight, foresight and application to leverage continuous innovation and implementation.



We build multi helix ecosystems around transition themes, such as:

- Energy transition
- Building industry transition
- Digital transition



## OUR AMBITION

We are driven by a vision for sustainable urbanization, which we will make it happen.

We design better solutions to holistic questions. For better cities, for a better human experience and a better tomorrow.

We believe today nothing exists in isolation. We go beyond what is possible today and push the boundaries of technologies, materials, manufacturing and collaboration. Data and technical innovation supports solving societal challenges but only in cocreation within multi helix partnerships.

WE MAKE CITIES FUTURE PROOF!



## Brainport Eindhoven

is a powerful validation in our positioning. Brainport validates our strengths in:

*"...world leading position in hi tech and ICT.*

*...a profound knowledge of the market and built environment. Proven expertise in research and development.*

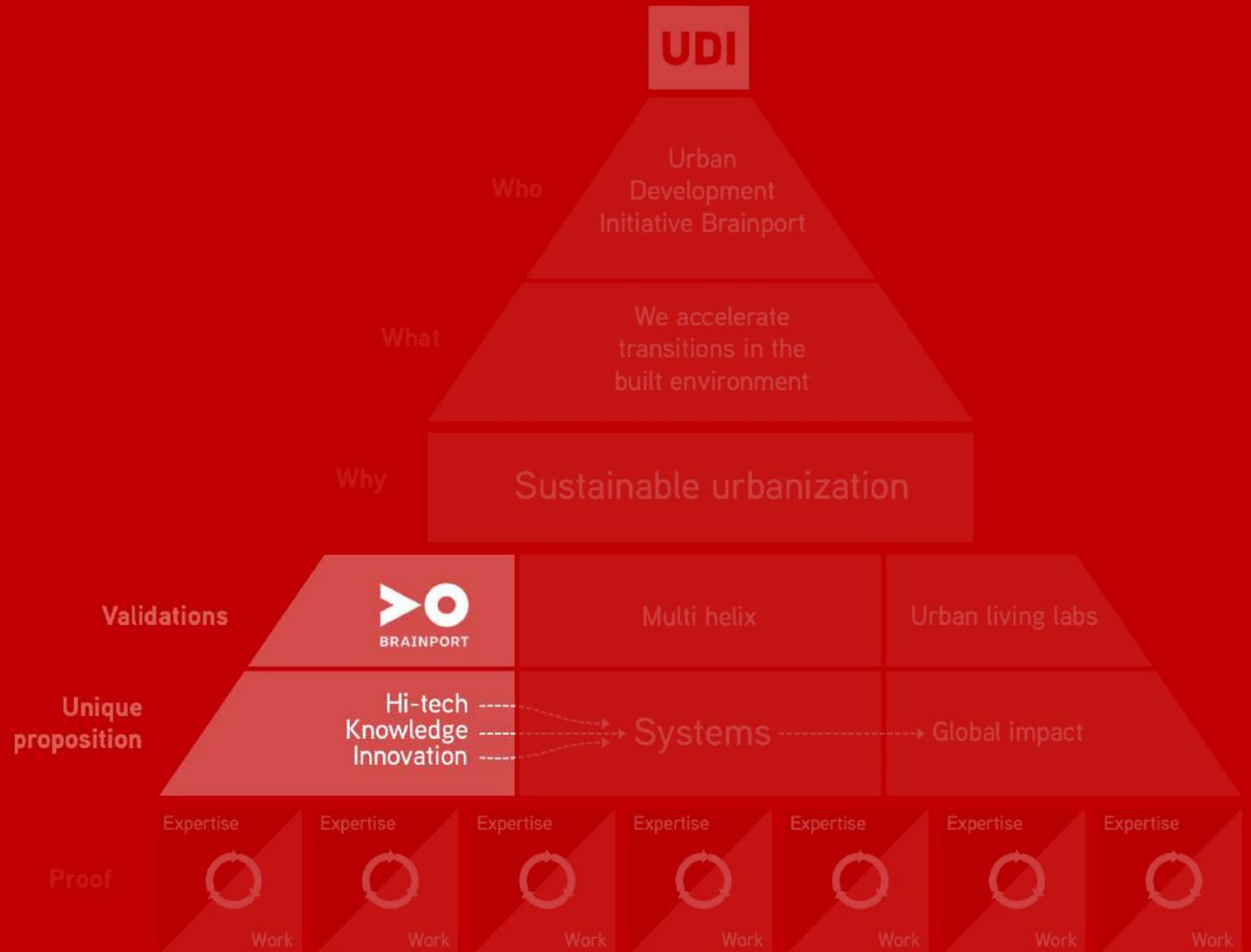
*...innovation common, continuously forming new connections, functional design and integrating systems."*

Leveraging these strengths in UDI to drive system transformation and integrating different worlds.

**Hi-tech systems**  
**Knowledge systems**  
**Innovation systems**



**UDI**



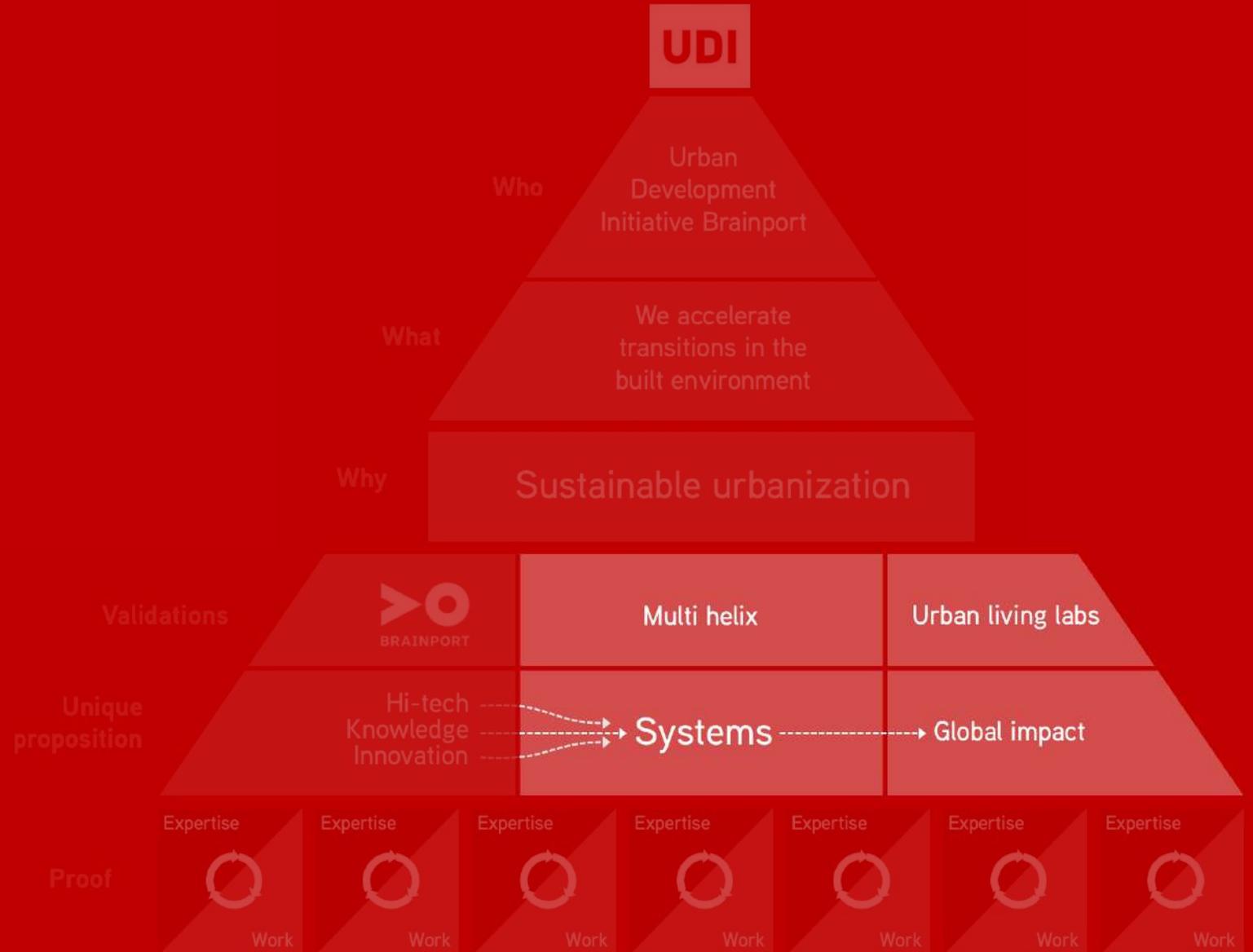
## MULTI HELIX

Brainport Eindhoven has become the world's smartest region because of the ability to cooperate within the Multi Helix: government, business, research and society.

## URBAN LIVING LABS

The region has the unique power and position to function as one large urban living lab by continuously creating, evaluating, validating, producing and scaling up innovative solutions for and with citizens and civil society in the 21st urban century.

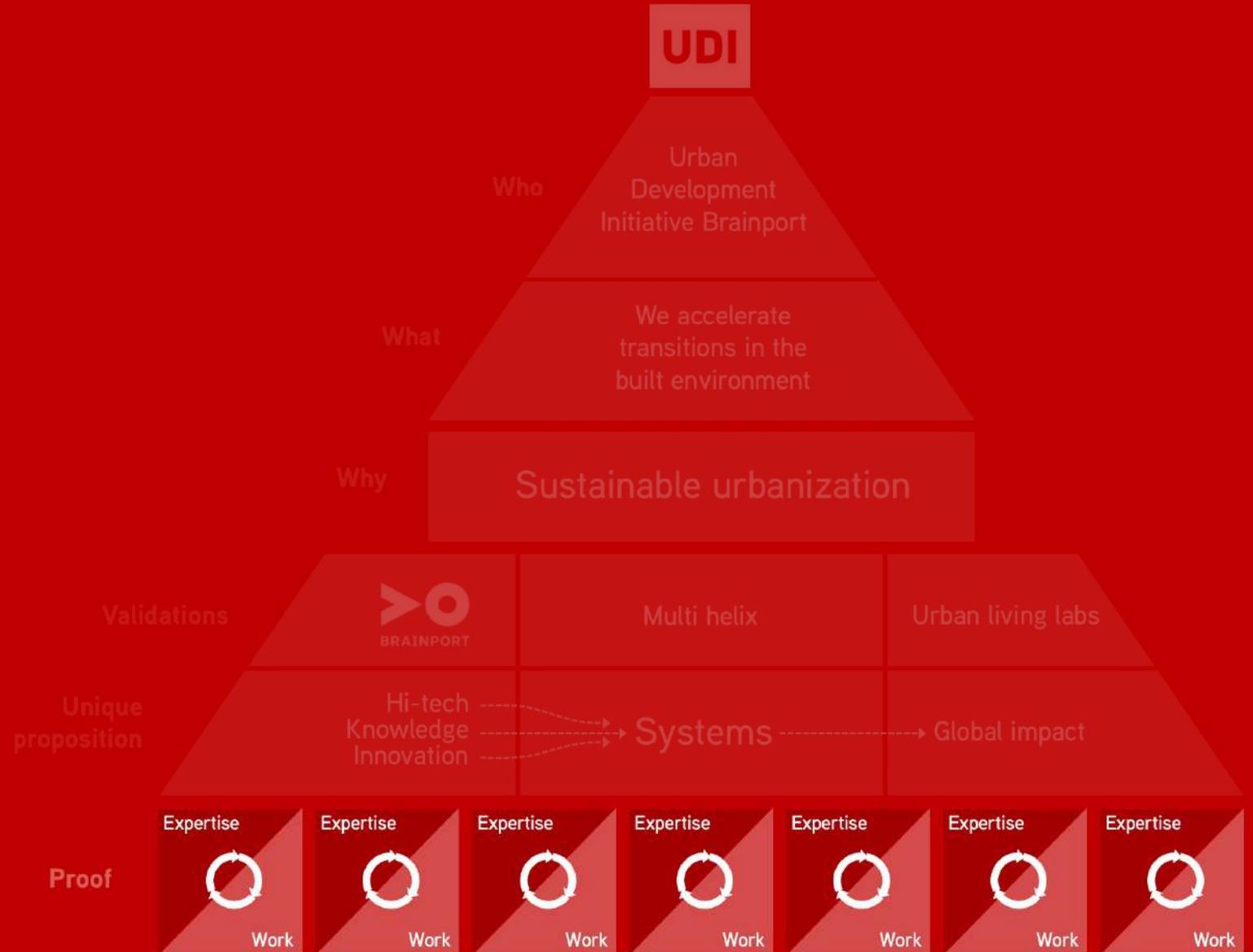
- Access network of urban living labs
- Quick and direct implementation
- Showcasing to the world



## EXPERTISE & CASE STUDIES

Purpose driven work examples:

The crucial point here is to write and build case studies to demonstrate and showcase proven impact

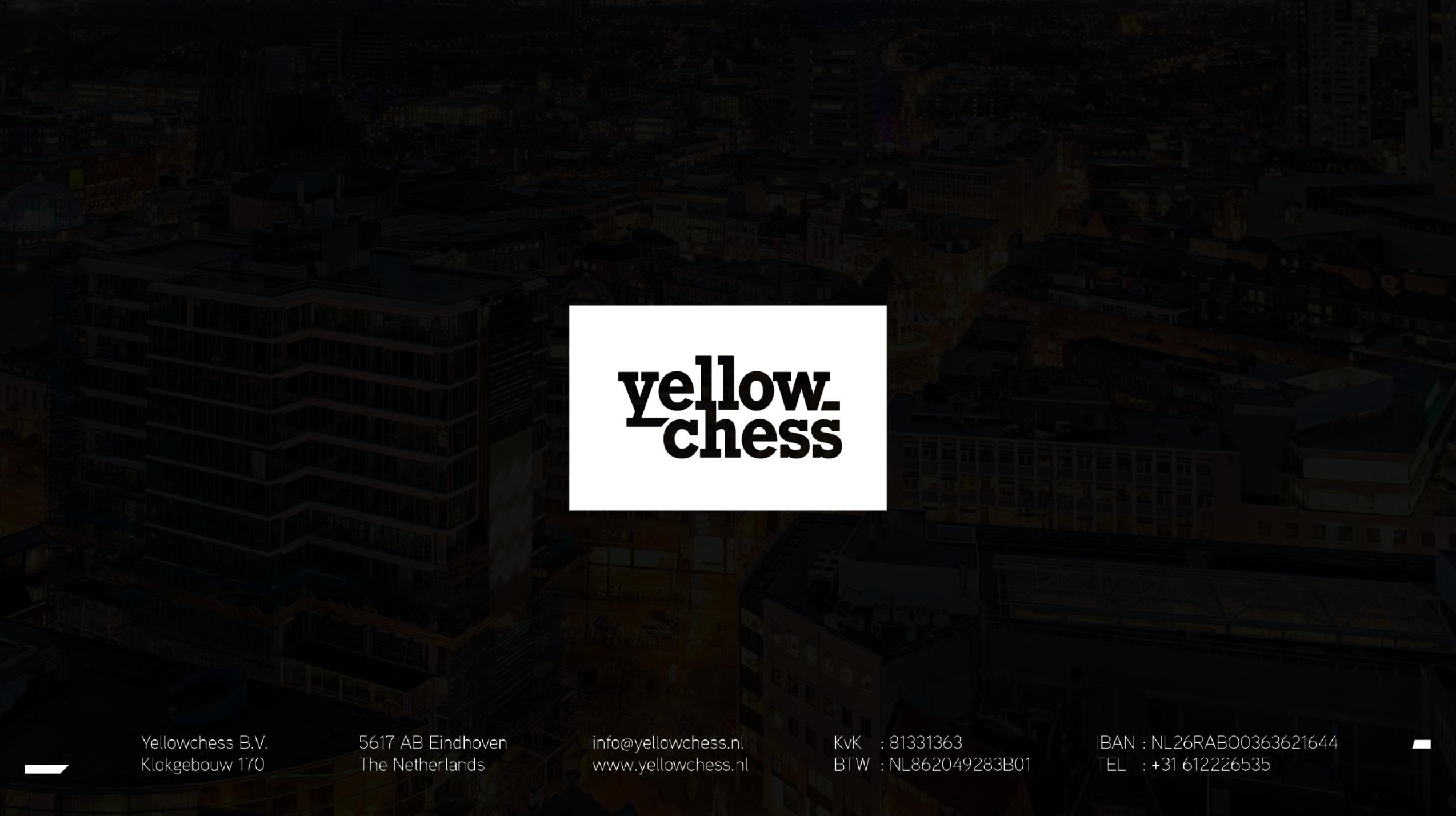


# UDI

MAKING CITIES FUTURE PROOF







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