

## TIMELINE & ACTIVITIES

### Definition Phase (2019-2021)

The 18 month definition phase initially serves to consolidate the partnership structures with our local research, implementation and dissemination partners.

At the research level, key milestones are the joint identification of relevant indicators and methods intended to serve a trans-disciplinary, mutual understanding of the notion of urban quality of life. Our research results are summarized in the basic reports of each work package and are the foundation for evidence-based decision-making for our implementation partners. A feasibility study for an eco-city model pilot project will serve as a trans-disciplinary example of our research.

The trans-disciplinarily developed Build4People products, such as the 1<sup>st</sup> edition of the touring exhibition "Green Buildings and Sustainable Urban Neighbourhoods" or the results of our surveys on urban quality of life, will be presented at several dissemination events. Intensive public relations campaigns, mainly via social media, will be launched in parallel to all activities.

### Research & Development Phase (2021-2025)

At the start of the four-year R&D phase we will research in-depth information on the local conditions to create a valid basis for evidence-based decision-making at all levels. The information reference tools and resources that we produce will be destined for use by the municipal and relevant national authorities, the local industry and the general public. The tools and resources include handbooks for green housing, an innovative index of urban quality of life, several demonstration projects as well as capacity building measures at universities and among practitioners.

Several feasibility studies will also be conducted during this phase to prepare the companies and donor organisations for their inclusion into the subsequent implementation phase.

### Implementation Phase (2025-2027)

The final two-year phase aims to encourage the implementation by involving partners such as GIZ, KfW, UNDP or other donor organisations, and to extend the results of our project to other cities in Cambodia.

## BUILD4PEOPLE CONSORTIUM

We have gathered a multi-disciplinary team with a proven record of academic excellence, extensive regional expertise and solid project experience.

### Local Project Management Partner

Cambodian Institute of Urban Studies  
General Director: Tep Makathy  
Project Coordinator: Mach Tola



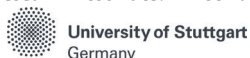
### Work Package 1: Behaviour Change

Leaders: Dr. Anke Blöbaum / Prof. Dr. Ellen Matthies  
Research Associate: Annalena Becker



### Work Package 2: Sustainable Building

Leader: Dr. Dirk Schwede  
Research Associate: Christina Karagianni



### Work Package 3: Sustainable Neighbourhoods

Leader: Rolf Messerschmidt  
Research Associates: Marcelo R. Leyton & Oliver Lambrecht

**EBLE MESSERSCHMIDT PARTNER**  
Architekten und Stadtplaner PartGmbH

### Work Package 4: Urban Green

Leader: Prof. Dr. Jan-Peter Mund  
Research Associate: Amelie McKenna



### Work Package 5: Urban Climate

Leaders: Prof. Dr. Lutz Katzschner / Sebastian Kupski



### Work Package 6: Sustainable Urban Transformation

Leader: Dr. Michael Waibel  
Research Associate: Ravi Jayaweera



## BUILD4PEOPLE COORDINATION

University of Hamburg / Department of Earth Sciences  
Institute of Geography / Division of Human Geography  
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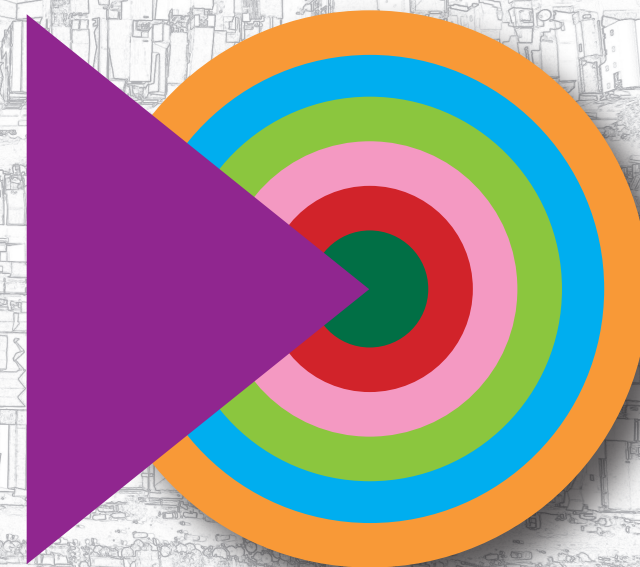
Local Project Coordination Support: Dr Susanne Bodach  
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Build4People  
@Social Media



# Build4People Project

## Sustainable Buildings for People – Enhancing Urban Quality of Life in Cambodia



[www.build4people.org](http://www.build4people.org)

„The battle for a more sustainable future  
will be won or lost in cities“

2012 Manifesto for Cities, Global Mayors' Forum

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PROJECT LEADER



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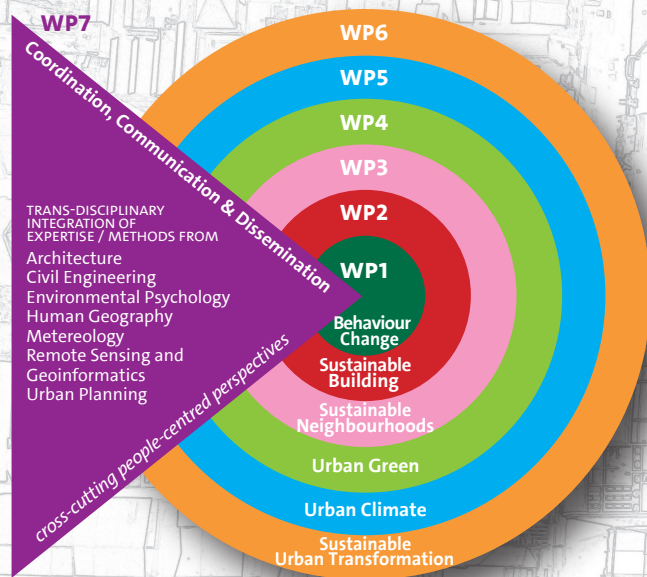


INSPIRED BY





## BUILD4PEOPLE WORK PACKAGES



## OVERVIEW: PRINCIPLES & AIMS OF THE BUILD4PEOPLE PROJECT

### GENERAL RESEARCH GUIDING PRINCIPLES

*action research*

*balanced mix of bottom-up & top-down*

*dissemination & impact management*

*locally adapted solutions*

*inclusive*

*multi-stakeholder coalitions*

*demand-driven*

*convincing people*

*advocacy*

### EXPECTED FINAL RESULTS / SELECT IMPACTS

*eco-city transition lab*

*green school*

*DGNB certification*

*sustainable buildings*

*capacity building*

*adapted policies and standards*

*pro-environmental behaviour*

*mass effects through replication*

*urban quality of life city index*

### RESEARCH PARTNERS



### IMPLEMENTATION PARTNERS



### DISSEMINATION PARTNERS



## RATIONALE & BACKGROUND

Despite Cambodia's long tradition of *vernacular architecture*, which took climate conditions into account, knowledge and awareness about sustainable buildings practices seem to have become neglected over time.

The development towards a *modern consumer society*, giving rise to more *resource-intensive lifestyles*, strongly affects the way buildings are designed, built and operated. Consequently, electricity consumption per capita has risen sharply within recent years.

Electricity prices in Cambodia are among the highest in the region, therefore investing in energy efficiency promises a worthwhile *return on investment* and improvements to *energy efficiency* will save hundreds of millions of dollars each year. Another advantage will be to decrease *energy import dependencies* thus increasing the *competitiveness* of Cambodia's economy.

## ORIGINALITY

Sustainability is a *transversal* issue. To achieve a viable implementation, with a sustained impact, we pursue a *trans-disciplinary* and *holistic approach* incorporating innovative methods and expertise from various fields (see above).

The work package teams will cooperate together, share their findings and develop *joint deliverables*. Tools and products will systematically build upon each other. *Learning curves* and *feedback loops* will be incorporated into the project design.

The promotion of sustainable buildings cannot only happen in the top-down manner of simply issuing regulations. To *kick-start change* and *advocate implementation* we will therefore follow an inclusive method of *engagement*, *encouragement*, *enablement* and *exemplification*. Our approach is to *convince people* rather than to force them.

## OVERALL OBJECTIVES

Our project promotes *sustainable buildings* and *sustainable urban development* in Cambodia from a *people-centred perspective* whose connecting scientific-conceptual, analytical and superior normative bracket is always the *urban quality of life*.

With this project, our multi-disciplinary team focuses on aligning *people's needs and aspirations* with tools to benefit and enhance their living. We believe this will lead to major effects on urban sustainability through more *energy- and resource-efficient buildings*. The results we seek are no less than significantly lowered pollutant emissions, an increase of urban green, a healthier urban climate, raised awareness among decision makers, modified behaviour among the citizens and an overall better *quality of urban life*.

Our Advisory Board will ensure that our measures are *demand-driven* and *adapted to the local context*.