



**The Green CEO-network**  
for managing directors with a green heart and a global perspective

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## Pressrelease

From Det Gröna VD-nätverket (The Green CEO-network)

Concerning Ecological building in Stockholm, Sweden

## Climate smart new city to be built in Stockholm, Sweden

The Network of Green Business Executives in Sweden today announced it's plans for a new Eco Smart City in Stockholm. A dense new down town area with mixed users and 10 000 apartments in zero emission buildings will place Sweden at the forefront of sustainable urban development. The plan is to build a showcase city, combining the best of traditional attractive urban qualities with cutting edge technical innovations in the fields of resource efficiency, heating, insulation, recycling and transport.

– We are aiming for no less than the number one green city in the world, announced **Salvatore Grimaldi**, Chairman of the newly founded green executive network, at a press conference held at prestigious Grand Hotel in central Stockholm this Wednesday.

### Background

– The business sector is today working actively with the concept of Corporate Social Responsibility. By combining economically effective business models, environmental friendly production systems and socially responsible solutions, the threat of global warming can be avoided. And what would be more natural than to build a model city that combines all aspects of sustainable development?

Salvatore Grimaldi, CEO of **Grimaldi Industri Group** and one of the initiators of the Green CEO-network, pointed at the challenge in bridging the gap between the wish

to live in a sustainable way and the present urban situation in most western civilizations.

– The automotive industry has in recent years joined the global movement for less environmentally destructive techniques and energy systems, and the air transport sector is, I am convinced, following suit. But let's look at the every day life in our cities. We still lack efficient means of transport that are both energy efficient, reduces air pollution and accidents – and allows a life style in which you are not dependant on taking the car to work or school, for shopping and leisure. The city we have inherited from the boom years after the second world war is in itself transport generating – with long distances and scattered developments.

– Fast trains and new urban rail systems are important ways to bring back vitality to our cities, as they both reduce the need for large parking spaces and creates less accidents, congestion and noise. I am talking about places that do not waste energy or time, easy accessible places where people can meet. For example, the Italian piazza with the small café or the French boulevard where you just walk for fun, the English market square with the local pub or why not the typical Swedish city park without motorized traffic, where both children and elderly feel welcome and safe.

– So, this is the kind of city we are aiming for at the Årsta Field – attractive, inspiring and why not romantic and mysterious as well. And in the same time built with the latest green technology, from transport and energy systems to building materials and reuse of waste. Although I am not an architect, nor a city planner, I believe this project at the Årsta field can show the world that “sustainable” can also mean “beautiful”.

## The place

The proposed new city is located between two suburban housing districts built during the today not-so-popular 1960's state organized “one million homes program” (some times referred to as “slab urb areas”) and two industrial zones with production facilities and whole sale trade, just a few “stone throws” south of Stockholm inner city. The project shows a dense urban environment with small scale blocks, a multitude of traditional squares and parks and a street net ranging from broad boulevards, everyday streets and narrow passageways – linking the new development area seamlessly with the existing suburban areas.

The new city, named **Årstad** after it's location at the today more or less abandoned suburban open field (with a few allotment gardens and a training golf course as the main attractions) will, if completed according to presented plans, create an alternative down town area, that is easy to reach by foot, bike, bus, tram – and even by car – for

a large number of households and employed in the suburban districts planned and built according to the post second world war principles of only one function at each place –such as housing, shopping, industry, offices, etc. One ambition is to reduce to present high pressure on the relatively small inner city of Stockholm – both with regard to rent levels and traffic – by offering real urban qualities in a suburban setting.

## The buildings

Buildings range from 2 to 6 stories contain – at least if the proposed “local building code” is followed – both housing, commercial uses and services – a pattern similar to the so called “city in stone” built in the 19<sup>th</sup> century, that for most visitors from abroad constitute the essence of the beauty of Stockholm City. Hence, the project is designed both to reduce the present so called “lack of urban areas” in Stockholm and to offer builders, investors, engineers and architects a large testing area for energy effective construction methods and materials. An important aspect is to introduce the technique of passive houses – buildings that are solely heated by sun collectors and energy from the light bulbs, home appliances and the people themselves that live or work inside buildings.

According to **The Passive House Centre**, a joint venture between the city of Alingsås and a regional Council in mid Sweden, passive houses are able to reduce CO<sup>2</sup> emissions with 70 per cent and energy use with (at the most) 90 kWh per square meters – compared to what is demanded in the present national building standards.

## The project in figures:

Housing (in apartments)	970 000 sqm
Commercial/services/educational	320 000 sqm
Small industry/cultural/production	95 000 sqm
Total floor area	1 400 000 sqm
Average height of new buildings	4,7 stories
Floor/space ratio	1,6 to 1,2
Approx number of inhabitants	30 000
Approx number of workers	3 – 12 000

## A few comments about the project

**HANS EEK, Architect and energy expert, director at The Passive House Centre comments the plan for an entire urban district built on the concept of zero energy supply from the “outside world” as a great opportunity for investors and politicians to place Sweden in a pioneer position in the race for sustainable and profitable urban development.**

– A city is much more than just a lot of technical appliances put together. If successful, this project can show, not only in graphs and theory, that there is more than just threats and doomsday talk associated with the reports on global warming. If we act now, political decision makers and the business sector together, we can show in practice, at a place that more than 30 000 people will call their “home” that saving the world does not mean returning to the middle ages or abandoning the benefits of a technically highly developed civilization.

– And more over, if a large number of building projects are initiated at the same time, at the same place, the market for energy efficient techniques and materials will be given a boost – that opens up new business opportunities both at home and abroad. The export potential of green building techniques, appliances and energy systems is virtually impossible to over-estimate.

**JERKER SÖDERLIND, Architect and Ph.D., designer of the master plan, researcher at KTH (The Royal Institute of Technology) stresses the need for a new pilot project in Stockholm, after the soon to be completed Hammarby Sjöstad (Hammarby Waterfront Project) – so far the most advanced ecological urban area in Sweden.**

– I compare Årstad Town with the present ecological town projects in the world – **Dongtan** close to Shanghai in China (labeled the worlds first eco city) and **Masdar** in Abu Dhabi (labeled the worlds first CO<sup>2</sup> neutral city), says Jerker Söderlind.

The proposal, that was first presented in a report from the Stockholm Chambers of Commerce, refers to an important policy statement by the three director generals of the National Road Administration, The National Board of Housing, Building and Planning and The Swedish Rail Administration in august 2007. The director generals stated in a policy article that the time has come to break with old ideals for urban planning. To meet the challenge of global warming, Sweden has to build dense cities with mixed functions, as these both attract new investments and business ideas, and in the same time is more energy efficient and opens up for better public transport and waste management.

– The challenge here, in the “old” industrialized world, and in a much colder climate, is to accept the challenge that the newly industrialized countries are offering us. We can nothing but congratulate China and Abu Dhabi to their efforts to build ecological cities, and their ambitions to implement a technological revolution without repeating some of our mistakes during the heydays of cheap oil. As the previous urban model – the dispersed and segregated car city - has proven to be both ecologically wasteful and from a humanistic point of view both ugly and unsafe.

– The second challenge is therefore, to build an eco friendly model city that is in all aspects integrated with and that communicates with the surrounding urban landscape and it’s inhabitants. Some people will say, as is always the case when new projects are proposed, that it is wrong to develop a more or less “green” area into a city, that new developments should only be permitted in already built up areas or far away from the existing city. But the history of urban development has always turned forests and fields into cities. The choice we face today is either to build low density housing areas in places that generate long distance commuting – often with cars, or in central areas that promote a city in which you can walk, take the bike or the bus or train. Ecology is, by it’s basic definition, about handling limited resources in the most efficient way. Add to that that this project, for the first time in 100 years in Sweden, offers an city district of mixed uses, with offices, restaurants, shops and culture in the bottom floor of more or less every single building.

– We are here trying to return to the classic mixed city that has been built for thousands of years. And, in the same time, showing the world that building energy efficient means good business. In a way, it is a project that could be summarized with the title of an American science fiction film of the 1980’s: “Back to the future”.

**STEN SÖDERBERG, initiator and chief of secretariat of the Green CEO Network, editor of Forskning och utveckling (Research and development) and Energiteknik - The Green Management Magazine, comments the project as an opportunity for the business sector and the political leadership of Stockholm to strengthen the city’s brand – Capital of Scandinavia.**

– To be the number one city in Scandinavia, not only the capital of Sweden, means to lay aside – at least in some areas and for some time – political differences and areas of conflicts. I think that most political parties as well as the business sector shares a common vision for the future of Stockholm – as a city open for investments and technological excellence, with fair access to services, education, health care, transport and with high environmental standards.

– In order to position Stockholm as a leading city in green technology, a common urban project is almost ideal. We all know that urban planning takes a long time – and that decisions of one party often have to be implemented by another party, several years later.

Sten Söderberg points at the European Union decision to cut energy consumption in buildings with 20 per cent to the year 2020 – and with 30 per cent if other industrial countries are prepared to do the same. This goal cannot be treated only as a wish or a hope.

– This is an absolutely realistic goal, if we act now. But the market for new technology needs the helping hand of politicians. If we can start to build this new model city, we will get knowledge and build production systems for the more complicated and greater task – to rebuild and renovate the existing housing stock. To save energy in the future, we need to invest now.

## About "The Green CEO-network"

**The Green CEO-network is a collaboration for management directors with a green heart and a global perspective. The goal is to work for increased possibilities to build a sustainable, climate-smart society with the highest possible respect for people and environment. The first network meeting was held in February, and today the network has 42 members.**

Sten Söderberg, one of the initiators of The Green CEO-network, expresses a vivid engagement for issues within the area of the environment, energy and transport. According to Söderberg, this engagement is common for many leaders at important positions.

– I have met many management directors with a genuine interest for the climate issues. Through The Green CEO-network they are able to work together in order to attack the problems and create solutions.

Sten Söderberg describes parallels with the early developed civilizations that ended in ruin, the Roman and Inca empire's are two examples. These failures were, according to Söderberg, due to the inability to predict and identify problems.

– We are now in the middle of an environmental crisis, the problems are clear to us and we realize what will happen if we do not act now. The Green CEO-network has chosen to act, and we will now do all that we can do in order to get fast results. 2009 is an important goal for us. That is the year when Sweden is up for the post as chair country in the European Union, and The Green CEO-network is aiming for Stockholm

and Sweden to be able to display a good example in this area. Årstad has the potential of making world news. Årstad will also bring new prospects for Swedish business and technology – we are facing a new industrial revolution within the “clean tech”-area.

– With the backing of the Green CEO Network and as I hope, both political sides, the Årstad project has excellent chances to show to the world that Sweden has not lost it's cutting edge or will to once again present a “Swedish model” for the rest of the world. The Green CEO Network is there fore prepared to take on the responsibilities – as well as the initial costs – to plan for and to build the Årstad New Town.

– This will be done in open communication and dialogue with all actors and parties, with close cooperation between companies and organizations as well as the population that today lives in the area around the field. We will invite all interested in green technology and sustainable development to take part in the adventure it means to build the most complex thing that human beings can build – a city.

The Green CEO Network has, through Kompetensgruppen in Sweden (a leading competence and educational company) formally applied for a land development option for the Årsta Field, with the intent of forming a broad development corporation for building the proposed Årstad New Town. If granted such an option, work will begin with production of proposals for detailed plans, ground surveys, traffic and building codes and schemes. The ambition is that that building activities can begin in 2009 or at least not later than in 2010.

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