

# Atlas Skanska

## A Book About Value Planning and Sustainability



### FRONT PAGE:

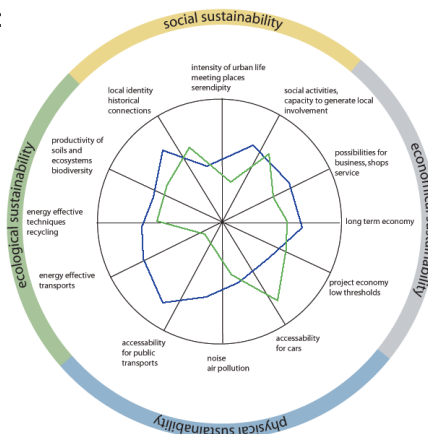


CLIENT: Skanska  
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A handbook and promotion material for SKANSKA, an international developer and building company who wanted to develop strategies for finding new developments. A concept of "value planning" is outlined, showing how and where new buildings can make the existing built environment better, and how to use that thinking to find proper answers to NIMBY reactions.

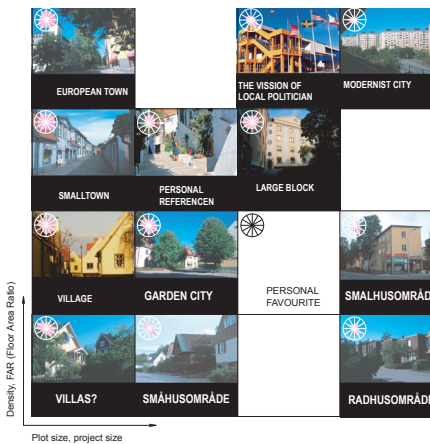
The concept of value planning arose as a starting point seeking to solve local problems and issues, adding more "value" to the area so as to decrease social polarisation as well as the potential for protests against new projects. To know when projects achieve this, Arken uses its value rose tool that evaluates social, ecological, economical and physical sustainability.

### THE VALUE ROSE:



Also described in the handbook are different tools to help when planning. One of them is the town types tool which helps planners to see how the whole area works and not only individual houses, not forgetting the valuable space between.

### TOWN TYPES:



The project resulted in one book explaining value planning, its ideas, tools and concepts and another one showing examples how and where value planning could be used to improve the environment in the Skanska content.

The handbook is used both for promotion and inhouse education for the staff of Skanska.

### TOWNS THROUGH THE CENTURIES:

