

Yellow Blue Park Presentation



Yellow Blue Park

Campground

Campus

Community Enterprise Centre

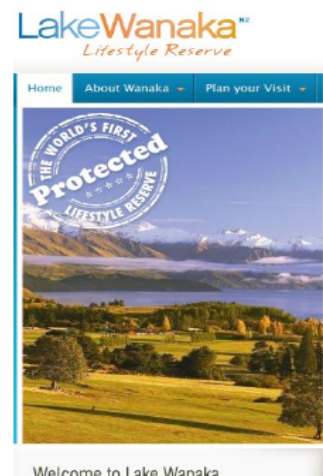
Hello, my name is Florence Micoud and I have the pleasure to present Yellow Blue Park project. It's aim is to create an integrated multifunction centre, combining a campground, a campus and a community enterprise centre for the best use of space and facilities, to enhance interactions and benefit from synergies.

Why do we need this place?

1- Valued in Wanaka

Because it is important for the people in Wanaka.

Lake Wanaka Tourism launched in May 2010 the branding of the World first Protected lifestyle reserve. I quote: Wanaka "*combines spectacular scenery with a genuine sense of community, where operators are passionate about sharing their way of life, environment and what they do.*"



holidays to enjoy peace and excellent facilities.

[Otago Polytechnic](#) offers to be long term tenants and develop or redevelop a campground in the best way possible, as part of applied studies. Tertiary education and courses will add income and occupancy between peak seasons.

The community will also use the space, for local groups meeting and activities, and as a social enterprise hub.

All these people meet, share, discover, experience, are inspired and learn solutions for living safely and in a fulfilled way, for now and into the future in our stunning environment.

So what will we gain?

3- Social Value

Manaakitanga

- Welcome to the visitors
- Increased value for the tourists
- Locals and visitors meet and enrich each other



We will gain social value. This place will reflect how we value the people Te Tangata.

Manaakitanga

Manaakitanga means hospitality and kindness. Literally *Mana* means power, *aki* means inducing, encouraging, and *tanga* transforms these nouns into an action verb. It is the hosts welcoming the visitors, showing them how important they are as well as showing how good hosts they can be, increasing both parties empowerment and positive feelings.

So tourists will have added value to their stay, meeting the locals, being welcomed and sharing stories. Feeling like visitors, not just tourist, for a genuine experience in our town.

Community value

This special place will increase our pride in our town, just like we are proud of "our" [puzzling world](#).

Having a place where everyone always feels welcome will improve the sense of belonging.

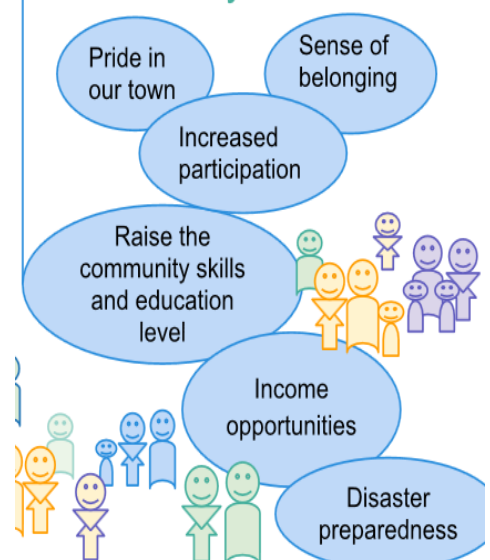
It will be a together place to alleviate loneliness, and to increase participation. These are some of the [fundamental human needs as developed by Manfred Max-Neef](#).

The courses, workshops, events and facilities will raise the community skills and education level, improving the district in all aspects.

It will offer income opportunities for stakeholders, for example:

- a local organizes homebread making workshops, or
- a builder gets a contract to build a bach like one on display.

Community value



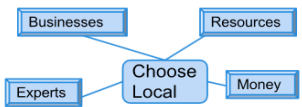
It will show people how to be resilient in case of a natural disaster and how to fend for themselves.

In short, it will enhance the local community network, making Wanaka a better place.

What else can this project bring?

4- Economic Value: local

Local is good for locals

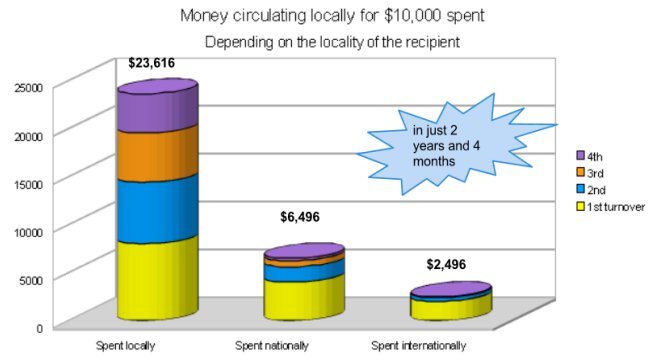


It can bring a lot of economic value. Local businesses and experts are chosen to operate on the project, generating business and advertising, as this place is destined to be a showcase of best practice.

Local resources are chosen whenever possible, generating business and limiting transport, pollution and costs. Therefore we choose local money, which induces a "Local money multiplier", where money stays locally to be re-spent for local benefit.

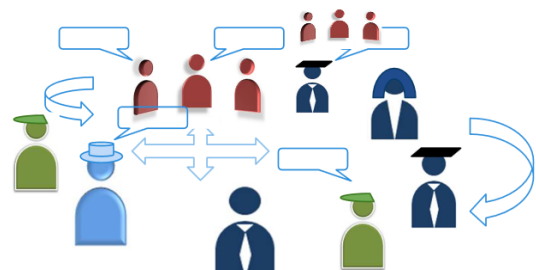
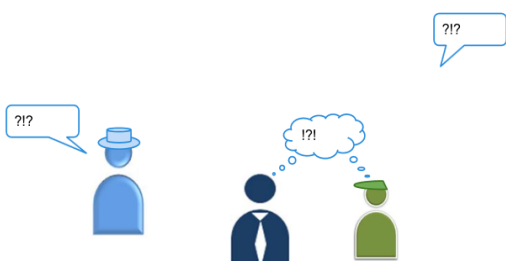
Sue Coutts from [Wanaka Wastebusters](#) says: "For 10 dollars earned by a community enterprise, 8 dollars go into a local's pocket, which, if spent locally, goes in another local's pocket, etc. For 10 dollars earned by a NZ based business, 4 dollars go into a local's pocket. . If earned by an international company, then only 2 dollars go into a local's pocket".

By extension, when a company spends 10 (thousand) dollars locally, then 8000 dollars circulate locally, which, if spent locally, generates \$6,400 which again if spent locally at the next turnover generates \$5,120 and so on. This change of hand is called "money velocity" and it happens 1.7 times per year in average (according to the Federal Reserve Board), so this graph describes just 2 years and 4 months. It DOES matter how you spend your money!



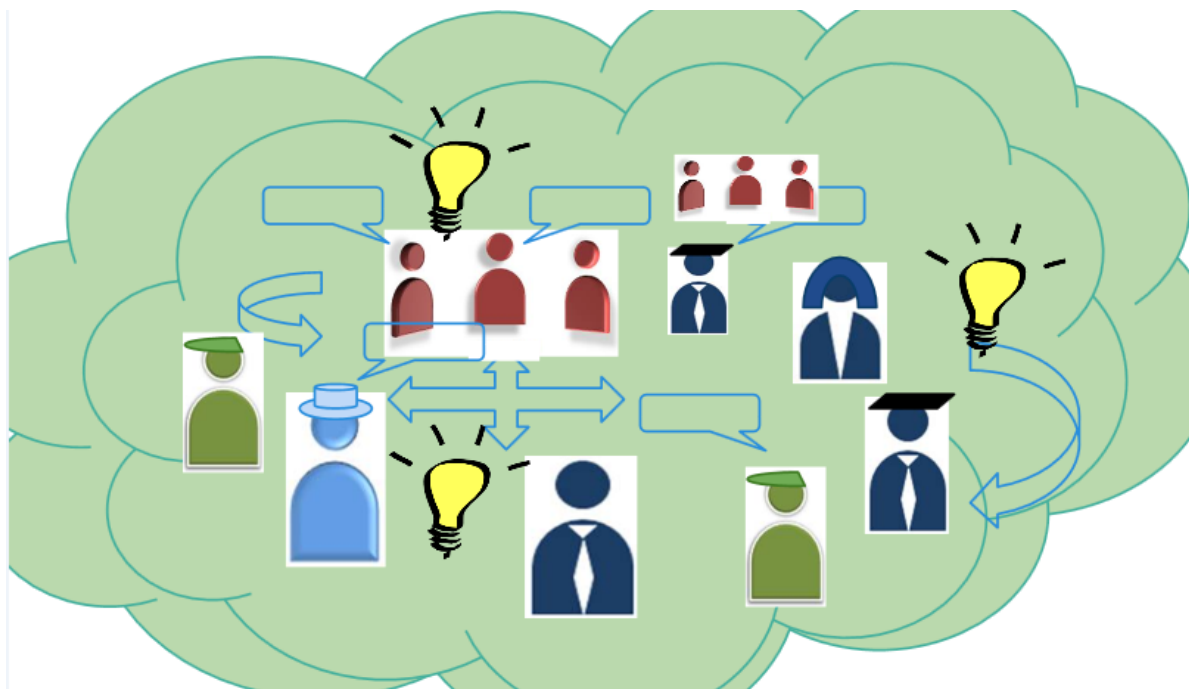
Now it becomes more interesting:

5- Economic value: cluster



Imagine a few isolated people. They have some questions.

Add some people, they will talk and will answer each others questions.
 Add some structures and tools, they start generating ideas.
 This creates an "critical mass of collaborative creativity", where the flow of technologies or initiatives and the interaction between a variety of actors will lead to highly innovative processes that will spread steadily.



Examples of this synergy effect are the Warhol factory in Art, Silicon Valley in IT or Santa Fe Institute in education.

Clusters create shared value. The entire region would then have access to expertise they would not normally have.

There is even more value to this project

6- Economic value: return on investment

Certainly this project aims at bringing more visitors
 Visitors will come to Yellow Blue park to enjoy the campground, because it will be different and comfortable.
 Day visitors will come because the Park will be an attraction in itself.

Students will come for medium term stay to attend courses and at different times of the year which is great to fill the shoulder seasons. There will also be events (conferences, workshops) bringing more guests.

Visitors will come to the area for the learning options. Not only students, but also families who might be reluctant to go for a holiday far away, will come however because they will have the opportunity to learn something at the same time.



This ambitious and far reaching project will be heard from afar and will raise the Wanaka area

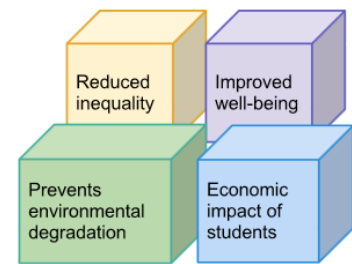
profile, nationally and internationally, that will in turn bring more people to our region.

Thus having a ripple effect on all the tourism operators.

This project has a great [social return on investment](#), defined as the true impact of activities relative to the investment to achieve them. It has the potential to:

- Reduce inequalities, providing free food from the community gardens
- Improve well-being: better community, generations meeting and caring, whanau feeling, higher consciousness...
- Prevent environmental degradation: People learn how to care for the environment and apply it in all that they do. It induces council costs reductions
- In its Economic Impact Report 2011, Otago Polytech has calculated that 200 students in its Cromwell campus have generated about \$5 million for the local economy per year, which equates to sustain more than 50 full-time jobs locally.
- Besides, raising people's education and skills not only improve their lives and their communities but also their productivity, benefiting other companies.

Social Return on Investment

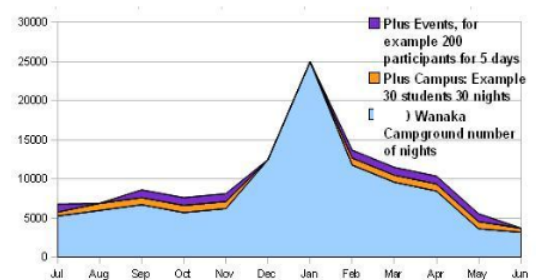
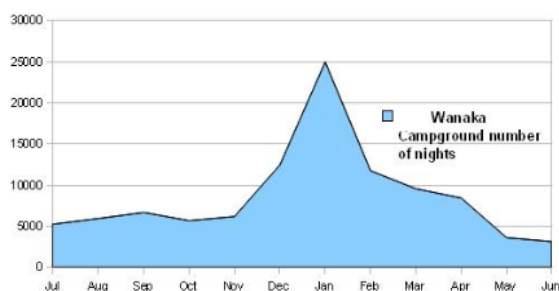


All these benefits, although not directly financial, are important outcomes of this project.

All these factors, including the "local added value" from the last slide, will sustain the local economy in the long term.

How will it be financed?

7- Finance



This is a diagram from the [Wanaka Sports Facilities consultation report](#) in 2008.

Overall, it shows that the campground is used under its capacity, with a peak in January.

In our project, starting with a modest estimation of 50 students, the campus would bring 30 flatting students for term months. Events and workshop would add say, 200 participants for five days each month, provided that we do not organise events during the peak season.

- That is 20% more camping nights with lots of potential to grow

Incomes increase



Anchor tenant
Facilities used all year
Incomes from workshops,
conferences/events
Day tourists income
Business showcase
Space rental

Costs reductions



Running costs are
significantly lower by
efficient design

Community voluntary
participation to the
grounds improvement

Incomes will increase because

- Otago polytech will be anchor tenant and pays the rent
- Facilities will be used all year round
- There will also be income from workshops, conferences, events, day tourists, business showcase and sponsorship and space rental.
- For community events (shared meals, home skills workshops...) there could be *koha*

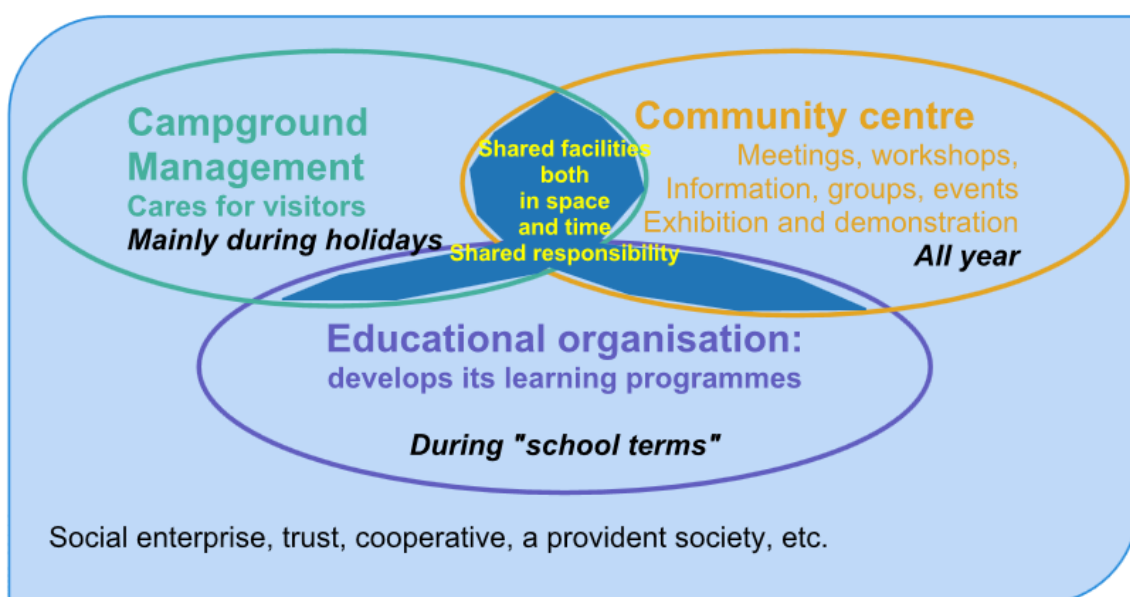
There will be cost reductions

- Because running costs will be lower than an average NZ campground thanks to the designed features. [Bob Willard](#) has calculated that the savings from a sustainable design can increase profit by at least 38%.
- Besides, a lot of work will be done by volunteers and students while learning, supported by experts.

The rest will be financed by a combination of private and public partnerships.

Who will make it work?

8- Governance



Imagine a campground management, caring for visitors, mostly during the holidays.

Imagine a tertiary education organization who develops its learning programmes during school terms.

Imagine a community centre that hosts meetings, workshops, events, exhibitions and provides information all year round.

This project is about different entities wanting to share some facilities mostly at different times.

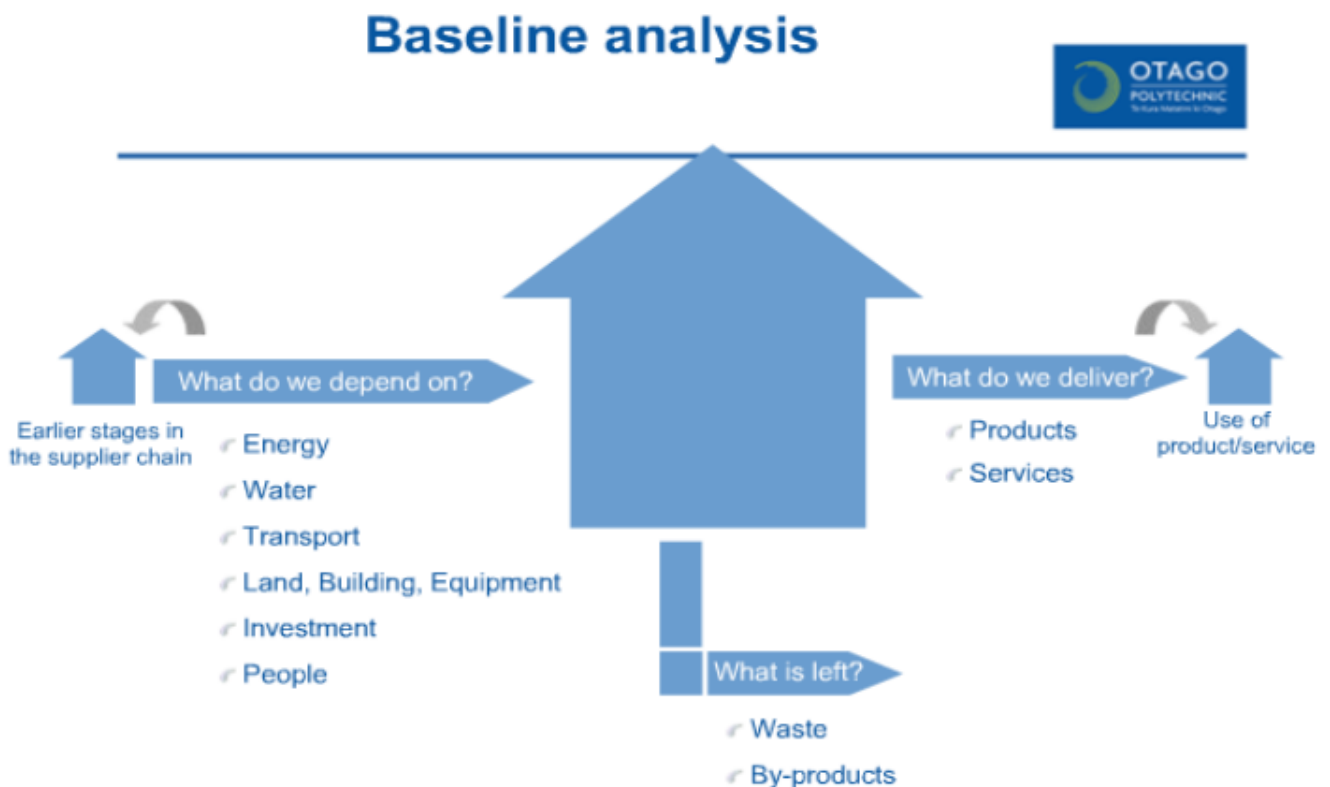
We need a governance structure that:

1. enables various entities (public, educational, community and private) to operate under the same principles toward a common vision.
2. enables this place to become a generator of genuine wealth for Wanaka and the wider region.

Choices include but are not limited to [social enterprise](#), [trust](#), [cooperative](#), [industrial and provident society](#)... [Choosing](#) the governance structure that best fit this project will be the next step, and will depend on the stakeholders involved and whether it is public or private land.

So now we have described our project and its advantages, the What and the Why?
How are we going to do it well?

9- Doing it well



To do it well, let's ask ourselves a few basic questions

What does such a place depend on?

Energy ? we could improve our building for energy savings

Water ? we need to manage water sparingly

Transport to bring goods and people ? we can choose local goods. We can help people get around with less oil use

Land, building and equipment, investments and people? Well, we are here to attract them...

What would this project deliver? holiday facilities, courses, community development.
What is really delivered? wellness, wealth, togetherness, learning, rest and safety

What is left? waste, waste water, an empty space most of the year ? Our project aims at zero waste, water management and filling the space...

With all this in mind...

10-Principles

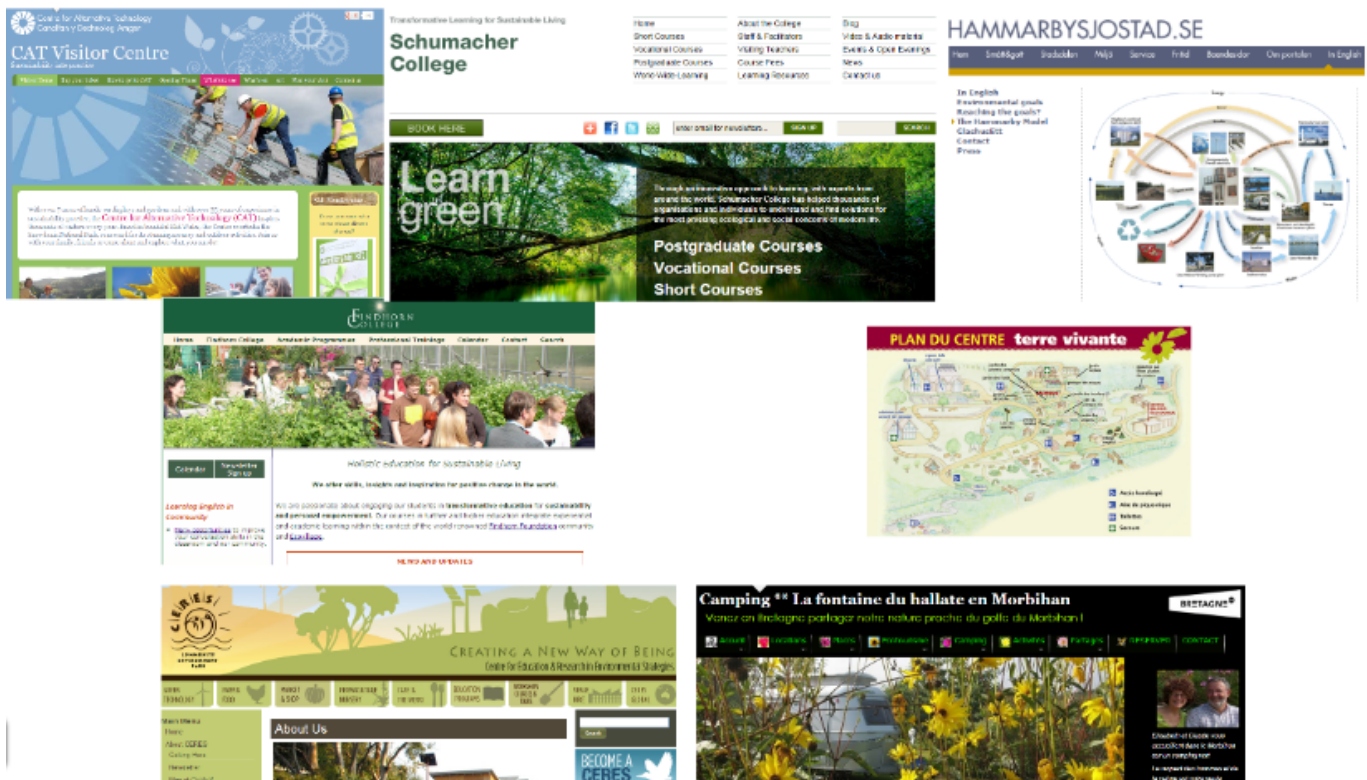
We have to follow these principles if we are to create a world leading example of integrated design where visitors and locals participate in community.



- All design and actions will avoid creating waste and reduce the volumes of waste produced
- Design and actions will reduce fuel consumption and dependence on non-renewable sources
- Design and actions will enhance ecosystems and biodiversity and avoid use of pollutants
- Design and actions will benefit staff, community, customers and stakeholders
- Design and actions will ensure maximising the use of resources
- Design and actions will lead to costs savings and a wide variety of sources of incomes

Many places in the world follow similar principles.

11 Other examples in the world



This project is not "alone" on Earth. For example,

- This is the [CAT](#), appropriate energy pioneers in Wales
- Here is [Schumacher College](#), Holistic tertiary education in England
- [Hammarby](#), a whole district, designed with integrated planning, innovative solutions and new technologies for the best environmental solutions in Stockholm
- The [Findhorn Foundation](#), a Spiritual community, learning centre, ecovillage in Scotland
- [Terre Vivante](#) Practical Ecology Centre, in France, where I worked for 7 years as Information Manager and helped set it up,
- This is [Ceres Community Environment Park](#), Melbourne, Australia
- Or a [Green Globe certified campground](#) in Brittany

And many more. There is however, no other equivalent structure to my knowledge, despite extensive research. Therefore Yellow Blue Park is a model that could spread throughout the world to contribute to a better planet by enabling a variety of people to experience, learn, apply and innovate the best sustainable practices.

We can get inspiration and ideas from all of these places.

12- Building



At Yellow Blue Park we will design, build and showcase a diversity of toxic free multifunction buildings, made of local materials, comfortable and beautiful:

Like this wood interior by local architect [Built4U](#),

Like Adobe houses, by local [Down to Earth Building Ltd](#) or in [Solscape](#)

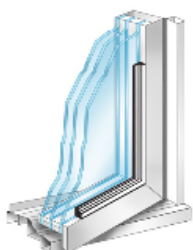
Like Sand Bag houses in [Awahi Farm](#)

Like Strawbale house as local company [Strawmark](#) builds them

Like this timber house in [Solscape](#),

Or this rammed earth decorated wall in [Awahi Farm](#)

13- Energy



At Yellow Blue Park, we will practice and demonstrate reduced dependence on non-renewable energies by design:

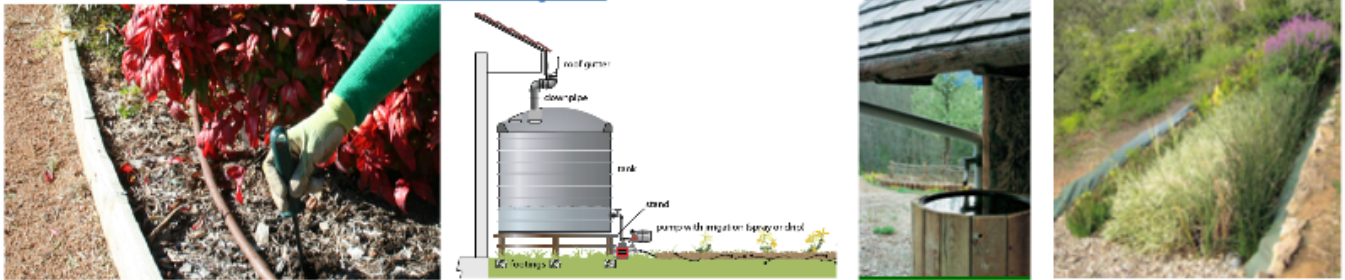
Like this 45 m2 solar water heating roof in the [Brittany campground](#),
Like this well insulated building shown to visitors at the [Rocky Mountain institute](#)
Like Triple glazing
Like passive houses built by local company [Vicus](#)
Not to forget transport solutions like the [Poo Powered vehicle from Denver Zoo](#)
or any initiative that reduce oil dependence.

14- Water , Waste

At Yellow Blue Park, we will [care for water](#), learn how to use it sparingly, harvest it from roofs and purify it with reed beds

Water

www.thinkwater.act.gov.au/



The project aims at zero waste, with compost toilets –to produce biogas-, with zero packaging promotion and the rest will be recycled at Wastebusters

No Waste



15 - Gardens and Food

At Yellow Blue Park, people will learn how to grow productive toxic free gardens, then prepare together and share the food from them, like in [Terre Vivante](#) and [Findhorn](#).

Gardens

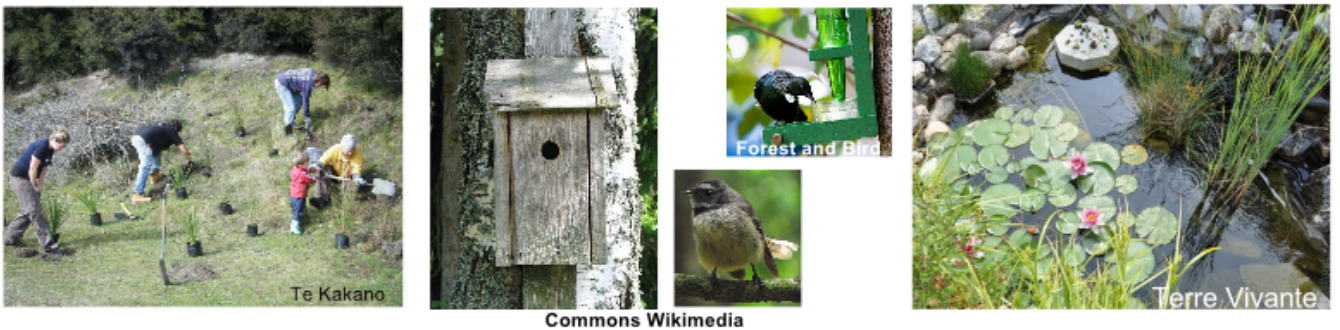


Food



16- Nature and... more

Nature restoration



The Park will be restorative, helping wildlife.

And also have explanatory signs and natural play areas, a library, a plaza for outdoor lectures, for the farmers market, concerts or just to hang-out... And whatever idea as long as it follows our principles...

And also...



Are you starting to visualize the idea? Does it rock your boat?

17- Want to know more or be involved?

- Join the facebook page yellowbluepark
- Check out the website <http://yellowbluepark.wordpress.com>
- Send your contact details to receive our news

Florence Micoud

florencemicoud@gmail.com

Join the conversation on [facebook](#) or

Visit and follow yellowbluepark.wordpress.com or

Send an email to florencemicoud@gmail.com to receive Yellow Blue Park News.

There will be a first meeting soon, where everyone is invited to explore land and governance options.

I want to thank all the kind supporters who have accepted that I use their photos to create a vivid description of my project.

I welcome questions and comments.

I am looking forward to meeting you soon.

Thank you very much for your attention.

Questions ? Comments ?

Thank you for your attention.