

The **SUREURO Gaming Exercise** is developed within SUREURO. The mission of the project is to develop practical decision making models, working systems and methods to insure that sustainable issues are taken into consideration in every step of the refurbishment process - from the company's strategic management through the phases design, construction and to the operation and facility management.

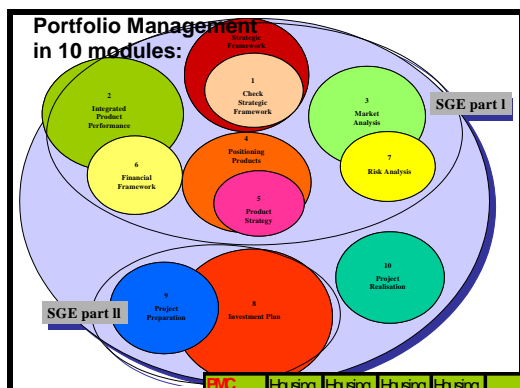
The systems and methods are created in order to encourage all actors involved in the refurbishment process to take part of decisions and evaluations.

The aim of this game is to give you insight in sustainable strategic management and refurbishment process and to experiment with these topics.

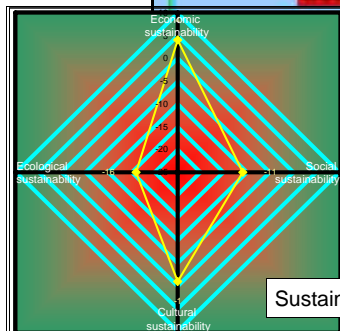
For you to be able to perform this task you will be supported by various SUREURO-tools.

These tools will help you make the decisions on strategic and project management level, both from a sustainable and a financial point of view. Focus on those decisions in the organisation and management of a housing company, which influence the sustainable opportunities in refurbishment projects.

The added value of the game is that all actors can experience the philosophy of SUREURO, the developed tools and systems in a "high pressure environment". Based on this experience, housing managers can decide if and how they want to implement sustainability.



FMC Model	Housing Type 1	Housing Type 2	Housing Type 3	Housing Type 4	Target
Customers Type A	FMC1 A1	FMC4 A2	FMC7 A3	FMC10 A4	?
Customers Type B	FMC2 B1	FMC5 B2	FMC8 B3	FMC11 B4	?
Customers Type C	FMC3 C1	FMC6 C2	FMC9 C3	FMC12 C4	?
Product Market Combination					100%



Typical users:

- Housing association employees, especially:
 - o Marketing and strategic policy staff
 - o Member of management team/board, especially: CEO, Financial Manager, Research & Development manager and Portfolio manager.
 - o Project managers
 - o Site managers
- Municipality employees, especially:
 - o Social housing policy staff
 - o Urban planners

tainable refurbishment and to experiment with these topics in order to learn what choices the strategic framework implies on operational level. SUREURO Game Exercise will give insight in and emphasise the need for consistency in the decision making procedures.

The game, based on a realistic case and various SUREURO-tools, is played during one day and focus on the housing companies business process and decisions, taking into account the **Ecological, Economical, Cultural and Social** aspects.

The aim of the SUREURO game, a training and learning tool, is to increase knowledge and give insight in strategic management and sus-

SUREURO Game Exercise will share the value of tools developed by SUREURO and establish the relations between the tools and the management processes.

For more information regarding SUREURO Game Exercise, please contact

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