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'Feet on the floor and hands on the sleeves'

Dudoc Parkstad opens its doors

This month, World of Walas opens the doors of its first Dudoc branch in the Netherlands. "Dudoc Parkstad is a platform for innovation," explains Chief Operating Officer Dirk van der Ven. "Sustainable companies worldwide can introduce their innovative products and designs here. It is also a place to inspire and bring people together; we organize many events and we host a lot of conversations about sustainability. "

CarbonBlue, which is the parking deck of the old CBS building in Heerlen with 3500 solar cells, will be officially opened on 19 July. During the opening, attendees will get a first look at the new activities, programs, partnerships and World of Walas projects the company has in store. "There is a lot happening within our company," Dirk nods enthusiastically. "One of our programs is BlueWorxx, a large innovation network. Part of this is Dudoc Vancouver, a platform for innovative European companies that want access to the North American market on the west coast."

Dudoc Parkstad

The opening of CarbonBlue takes place partly in Dudoc Parkstad, the first Dudoc branch in the Netherlands, says Dirk. "It immediately gives people the opportunity to get to know this special place." Dudoc Parkstad facilitates a physical showroom, various workspaces, meeting facilities, marketing, promotion and sales. There is an extensive range of workshops, panel discussions, networking events and sessions on topics related to urban design, ecological, social and financial sustainability.

The functional spaces are suitable for sustainable innovators, architects, experts from the construction industry, real estate professionals and students. "Dudoc participants can put together a package of services themselves. We also rent meeting rooms, events, and workspaces to small businesses and startups."

Feet on the floor

The philosophy of the Dudoc movement is 'feet on the floor and hands on the sleeves'. "We share our vision on climate change, safety and urban development worldwide on various stages. With the projects within Dudoc, however, we are more practical. "

Dudoc is a physical place where people gain access to various sustainable innovations, emphasizes Dirk. "A place where we bring together innovations. In doing so, we work together with local parties to make the city more sustainable. Moreover, we are actively creating a socio-economic basis and developing a community. In addition, we are engaged in the redevelopment or development of real estate to realize this socio-economic development and bring together technical, financial, economic and social innovations. We look at Walas from a holistic point of view. It goes much further than bringing the technology to the customer or vice versa. "

Germany and Canada

This philosophy is already in place at other Dudoc locations in Germany and Canada. Dudoc Parkstad will be the fourth Dudoc branch. Dirk: "Dudoc Hamburg has been running for a while and there is also a Dudoc location in Toronto. We originally started in 2014 in Vancouver. Dudoc Vancouver brings together the best sustainable European innovations for the North American market. Dudoc Parkstad wants to make innovations accessible to the Dutch market. "

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The solar panel project CarbonBlue in Heerlen is a good example of this, Dirk nods. "You can clearly see how an integrated approach works well with various innovation partners. The dialogues are incredibly important here. At the moment, preparations are also being made for more Dudoc sites in other European and non-European countries. "

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