



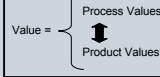
VALUE IN A BROADER PERSPECTIVE

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STATUS VALUE MANAGEMENT



$$\text{Productivity (P)} = \frac{\text{Value (V)}}{\text{Resources (R)}}$$



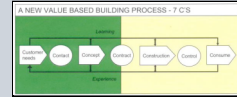
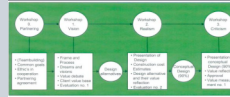
Standard Agenda:
 Technical Project Values
 Beauty
 Utility
 Durability
 Suitability
 Sustainability
 Buildability

Characteristics:

- Perception is individual
- Value changes over time

Interests and values:

- External Client values
- Internal delivery team values

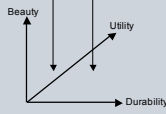


THE CUSTOMER'S/CLIENT'S VALUE – THE DELIVERY TEAMS DESIGN SOLUTIONS



The Customer/Client:

- Complexity/organisation?
- Vision?
- Dreams?
- Needs/Requirements?



The Value Universe:

- Holistic approach
- "Standard" value agenda
- Basic Client Values



The delivery team:

- Present design solutions
- Which reflect the customer values
- And the framework (time, costs etc.)

EGLC 3 VALUES IN A BROADER PERSPECTIVE



V =

- Cultural
- Social
- Technical

Perspective =

- Short term (process and product)
- Medium term (process and product)
- Long term (only process)

EGLC 3 VALUES FROM AF POLITICAL LEVEL TO A PROJECT LEVEL



	Value	Type	Political level	Local urban level	Project level
Demands	Cultural	Mainly Process	General Values	Transition to a local level	Demands to projects
	Social	Mainly Process	General Values	Transition to a local level	Demands to projects
Possibilities/solutions	Technical	Mainly product + a little process	General values	Transition to a local level	Demands to projects

Process Lay'out

Community → Client Needs → Concept → Construction → Consume

EGLC 3, PROCESS VALUES BEFORE PRODUCT VALUES



- Often we find that cultural and social values gives the basis for specifying the technical values.
- So as an example we need to discuss our clients/users vision of living in the community before we build
- And we very often meet cultural and social values at a project level when we discuss values with the client/users.

EGLC 3, VALUES IN A BROADER PERSPECTIVE



QUESTIONS:

- Do we benefit from this way of looking at projects?
- Do we consider community values/visions enough in our project management?
- Can we manage to create a common understanding between community values and project values?
- Are cultural and social values drivers for the technical values?

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1:askforbygovheads by gharedigvmmgpekke overhaas/EGLC/EGLC-2/EGLC-3-MAY 2005.PPT

