



# ULI Europe Advisory Services

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## What are advisory services?

ULI Europe's advisory services bring together ULI members to provide objective advice on complex land use, urban development and policy challenges. Sessions are commissioned by public, private, and non-profit organisations who wish to access the expertise of the ULI global network. Previous sessions have focused on finding creative, practical solutions for issues such as the regeneration of a site or district, developing strategies for economic development and investment, revising asset and portfolio management strategies, managing gentrification and providing affordable housing.

When a sponsor commissions an advisory services panel or workshop, ULI staff work closely with the sponsor to define the specific land-use and development challenge to be addressed and identify the types of experts from the ULI network to invite to the event. ULI and the sponsor partner to organise the event, which consists of an intensive two- to five-day exploration by the experts to the city. During the panel or workshop, the experts interview relevant stakeholders, visit sites and, at the end, present their recommendations at a public event. The findings and recommendations are summarised in a written report, delivered around two months after the event.

## Why commission ULI advisory services?

- Bring together leaders from across the fields of real estate and land use policy to share and exchange their knowledge and expertise.
- Obtain objective, candid and unbiased strategic advice from an international panel of independent experts.
- Obtain practical advice on a complex issue in a short timeframe.
- Foster collaboration with local stakeholders through their inclusion in the event and the final presentation of findings.
- Obtain a short, focused report of findings and recommendations.

## About ULI Europe

The Urban Land Institute is a global, member-driven organisation comprising more than 42,000 real estate and urban development professionals dedicated to advancing the Institute's mission of providing leadership in the responsible use of land and creating and sustaining thriving communities worldwide. ULI Europe has almost 3,500 members.

## Interested in learning more?

Contact Amanprit Arnold, ULI Europe Senior Manager at [amanprit.arnold@uli.org](mailto:amanprit.arnold@uli.org)



## Wolfsburg, Germany

An advisory services panel on how the City of Wolfsburg and Volkswagen, a global leading car manufacturer, work together to make their city attractive and vibrant and implement mobility. The panel brought together international group of practitioners with expertise working on urban development. They interviewed stakeholders from the public and private sector and evaluated the city as a whole.

### Outcome

5-day panel and research report setting out recommendations for both Wolfsburg and Volkswagen on the city's urban potential, attractiveness and mobility.

*"It was a great honor and pleasure to have such a team of international experts in Wolfsburg. The results were awesome and very helpful for the decision makers in Wolfsburg. ASP was and still is a great opportunity to make the home of Volkswagen and city of Wolfsburg as a more attractive place to live and work. The unprejudiced view of the experts was an important impulse for future development."*

– Manfred Günterberg, Member of the Board, Wolfsburg AG





## Sea City, Gdynia, Poland

An advisory services workshop focused on exploring options for how to develop and maximise the potential of a city owned site in the middle of a large waterfront regeneration project.

### Outcome

Strategic advice and key guiding principles on how Gdynia can best utilize the site in order to support their wider economic and urban development ambitions.

*“The ULI workshop gave us a remarkable opportunity to hear both the expectations of Gdynia inhabitants and the opinions of experts. It proved to us that the Sea City project has enormous potential, but also faces many challenges. We had the chance to learn from the panelists and their experiences, as well as draw inspiration from transitions and development projects implemented in other cities. I believe this workshop provided us a better insight into the whole redevelopment process and will help us achieve our vision.”*

– Katarzyna Gruszecka-Spychała, Deputy Mayor, Gdynia





## Frankfurt and Offenbach, Germany

An advisory services panel on how the neighbouring cities of Frankfurt and Offenbach can become both economically and physically better connected.

### Outcome

Comprehensive recommendations in six key areas for a future regional cooperation model: opportunities, attraction, integration, connection, growth, and strategy.

*“The advisory panel gives cities access to valuable international urban development experience that cannot be found locally.”* – Olaf Cunitz, former Deputy Mayor City of Frankfurt