

Real Estate: Life after the WTC Tragedy • Will a New Tax Slow the Flood of Used Cars?

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The problem of Unemployment

Can anything but
divine intervention
help Poland's jobless?



Controversy surrounds
Poland's **Horse Trade**

Mróz on the
Economy

Matraszek
on Politics

The fight over
Prescription Drugs



Special
REPORT
Section

Month in Brief



A tip of the hat from the UN...

Miasteczko Wilanów received unofficial endorsement from the UN for "intelligent and sustainable development."

Prokom's Miasteczko Wilanów

Prokom's Miasteczko Wilanów received an unofficial endorsement from none other than the United Nations during MIPIM week, thanks to project planning designed and presented to the UN as a model for sustainable development for emerging economies around the world.

"This is especially interesting because very few of these projects are done by the private sector in these emerging economies," said Guy Perry, managing director of INVI, the development consultant co-coordinating the project.

"The bottom line is that these emerging-style economies cannot afford to have American-style developments. They need to establish critical mass of density so that public transportation works and need to allocate their resources more efficiently while still offering a quality of life that people are looking for," he said.

As Perry readily admitted, the planned community of 12,000 people does not exactly target the poorest sector of people in Poland. However, what appealed to the UN was the fact that this project currently serves as an example of private sector initiative, as well as solid cooperation with city planners to create "smart growth," as opposed to the blind urban and suburban sprawl often seen in the world's major cities.



Guy Perry, managing director of INVI, the development consultant coordinating Miasteczko Wilanów, noted that the residential development is a good model for other transition economies.

According to Geoffrey Hamilton, retail advisor for the United Nations Economic Commission of Europe, the aim of such communities is to avoid "elitist" developments while providing a healthy and livable combination of retail, office and residential areas.

"Guy and Prokom have managed to create a balance between the public and private sector. I'm interested in the same type of model in other (less economically developed) countries," said Hamilton.

According to Perry, construction is underway on the first phase of the project, with groundbreaking on a second, residential phase, planned to begin in about two months. The 169-hectare project is located approximately eight kilometers from Warsaw's center and has been drawn up to include a 12,000-inhabitant residential area, entertainment facilities and shopping centers. Prokom Investments is the developer on the project. ■