



Private company PC

ROLE PURPOSE (CORE BUSINESS) :	To implement any kind of business and maximize their profit.
POSSIBLE ACTIONS (PROJECTS) :	HYPER, SUPER, IND-HT, IND-PR, PT-ELEC, PT-THERM
RESOURCES :	Financial power, job creation
CONSTRAINTS :	Land scarcity; dwellings (luxury or affordable) as prerequisite for industrial activities
KNOW-HOW AND EXPERTISE :	Manufacturing, retail, services
INITIAL FINANCIAL CAPACITY (K€) :	35 000
OPERATING EXPENSES (K€) :	5 000

INTERACTIONS WITH OTHER ACTORS

LA	Planning authorization; land banking
NGO	Legal action from NGO
NAT-EN	PV-RETAIL, H-IND
LOC-EN	PV-RETAIL
FARM	Land
DEV	Co-investment; dwellings corresponding to type of workforce as prerequisite for new manufactures (IND-HT and IND-PR)

RECOMMENDED STRATEGY


The Private Company's aim is of course to grow and make money. The most profitable economic activities may not have the best environmental qualities (look at the Energy saving column in the spreadsheet). But from the Local Authority's stand point they at least increase tax base and jobs.

Consequently the Private Company will have to make deals with the Local Authority and the NGO about the choice of economic activities to be implemented and their location.

The Private Company may draw some additional revenues from investments in renewable energy by working with the energy operators (LOC-EN and NAT-EN) to implement photovoltaic panels on the hypermarket or to recover heat originating from the process industry (H-IND) to feed the urban heating network (UHN).

The Private Company may also act as a public service concession company by agreeing with the Local Authority to take financially compensated responsibility for unprofitable public transport services (PT-ELEC or PT-THERM).

POSSIBLE ACTIONS FOR PC



SUPER

Self-service store offering food, beverages, and household products

TYPE: Activity (A)

OTHER ENTREPRENEUR(S) : none

INVESTMENT COST (K€) : 5 000


GROSS ANNUAL INCOME : 10% (2 500 K€ per 5-year term)

ENERGY SAVED (MWh / year) : - 500

PREREQUISITE FACILITIES : none

LOCATION : 1 plot

JOBS CREATED LOCALLY : 25



HYPER

Large retail outlet combining shopping mall, department store, supermarket

TYPE: Activity (A)

OTHER ENTREPRENEUR(S) : none

INVESTMENT COST (K€) : 10 000


GROSS ANNUAL INCOME : 10% (5 000 K€ per 5-year term)

ENERGY SAVED (MWh / year) : - 900

PREREQUISITE FACILITIES : none

LOCATION : 2 adjacent plots

JOBS CREATED LOCALLY : 70



IND-HT

High technology industry

TYPE: Activity (A)

OTHER ENTREPRENEUR(S) : none

INVESTMENT COST (K€) : 12 000


GROSS ANNUAL INCOME : 8% (4 800 K€ per 5-year term)

ENERGY SAVED (MWh / year) : -500

PREREQUISITE FACILITIES : Luxury housing for highly qualified workforce: D-LuxG or D-LuxO

LOCATION : 1 plot

JOBS CREATED LOCALLY : 200



IND-PR

Processing manufacturing

TYPE: Activity (A)

OTHER ENTREPRENEUR(S) : none

INVESTMENT COST (K€) : 10 000


GROSS ANNUAL INCOME : 11% (5 500 K€ per 5-year term)

ENERGY SAVED (MWh / year) : -2 000

PREREQUISITE FACILITIES : Affordable housing for non-skilled workforce: D-AffG or D-AffO

LOCATION : 1 plot

JOBS CREATED LOCALLY : 250



PT-ELEC

Link between town centre and peripheral villages

TYPE: Save energy (Sa)

OTHER ENTREPRENEUR(S) : LA

INVESTMENT COST (K€) : 4 000


GROSS ANNUAL INCOME : -4% (-800 K€ per 5-year term)

ENERGY SAVED (MWh / year) : 2 800

PREREQUISITE FACILITIES : none

LOCATION : Linear infrastructure (no plot required)

JOBS CREATED LOCALLY : 8



PT-THERM

Link between town centre and peripheral villages

TYPE: Save energy (Sa)

OTHER ENTREPRENEUR(S) : LA

INVESTMENT COST (K€) : 2 400

GROSS ANNUAL INCOME : -4% (-480 K€ per 5-year term)

ENERGY SAVED (MWh / year) :1 000

PREREQUISITE FACILITIES : none

LOCATION : linear infrastructure (no plot required)

JOBS CREATED LOCALLY : 8