





## DE GROENE STAD HOLLAND

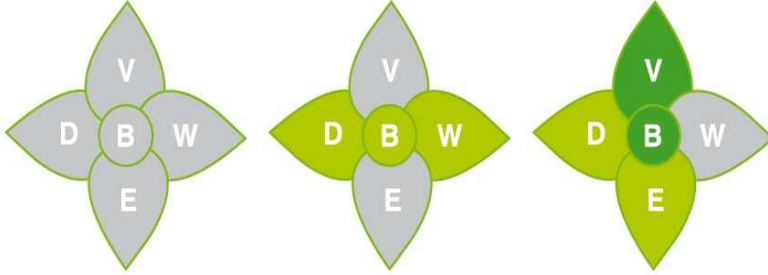
Presentation by Egbert Roozen – director  
Branchevereniging VHG & The Green City



Creating more awareness on the value of greenery...

	
	<p>Green challenges...</p>
	<p>Environment, biodiversity, health, biobased economy...</p>

	
	<p>Principles of the living garden concept...</p>

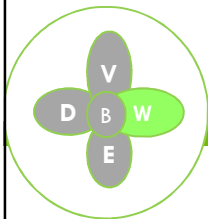


**Een levende tuin? Met het VHG label zie je het zo!**  
 V=Voedsel    D=Dieren    E=Energie    W=Water    B=Bodem

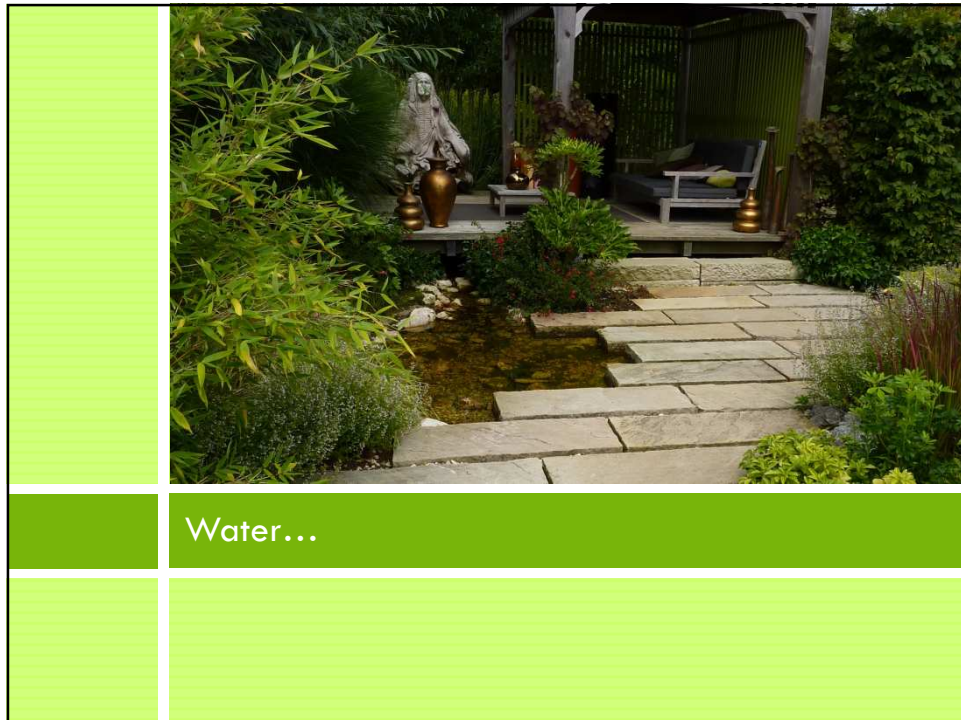
Water, Soil, Energy, Edible greenery and Animals

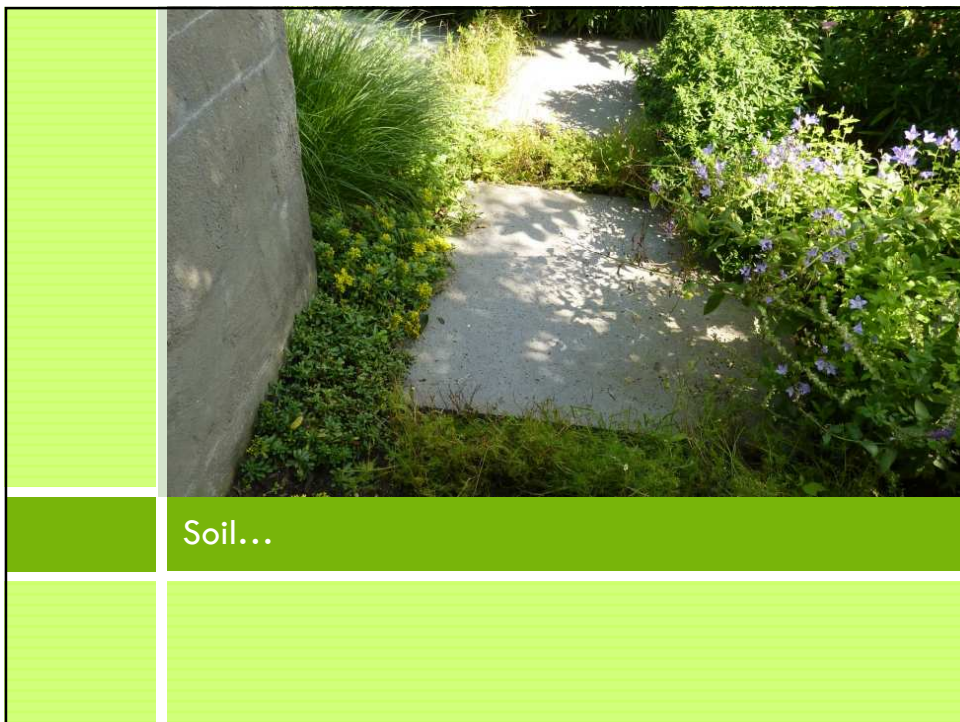
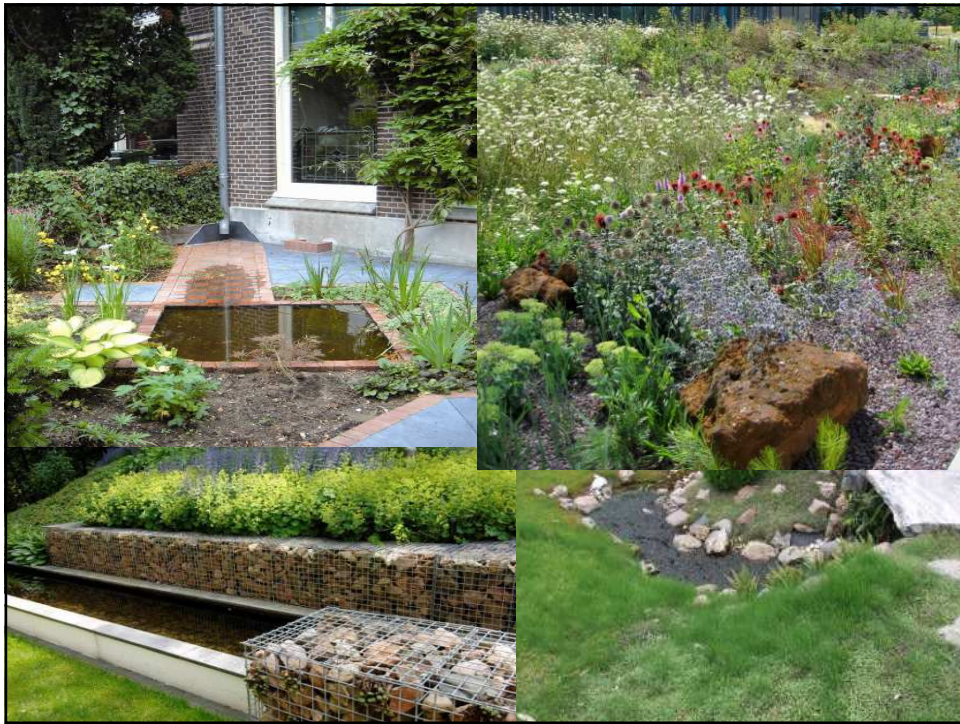








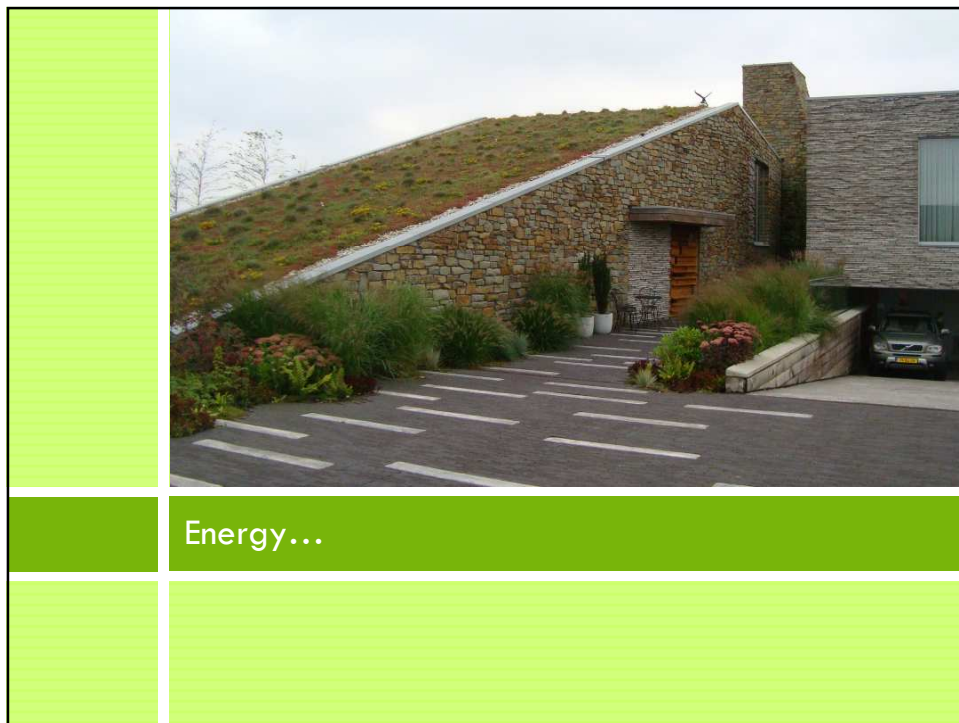




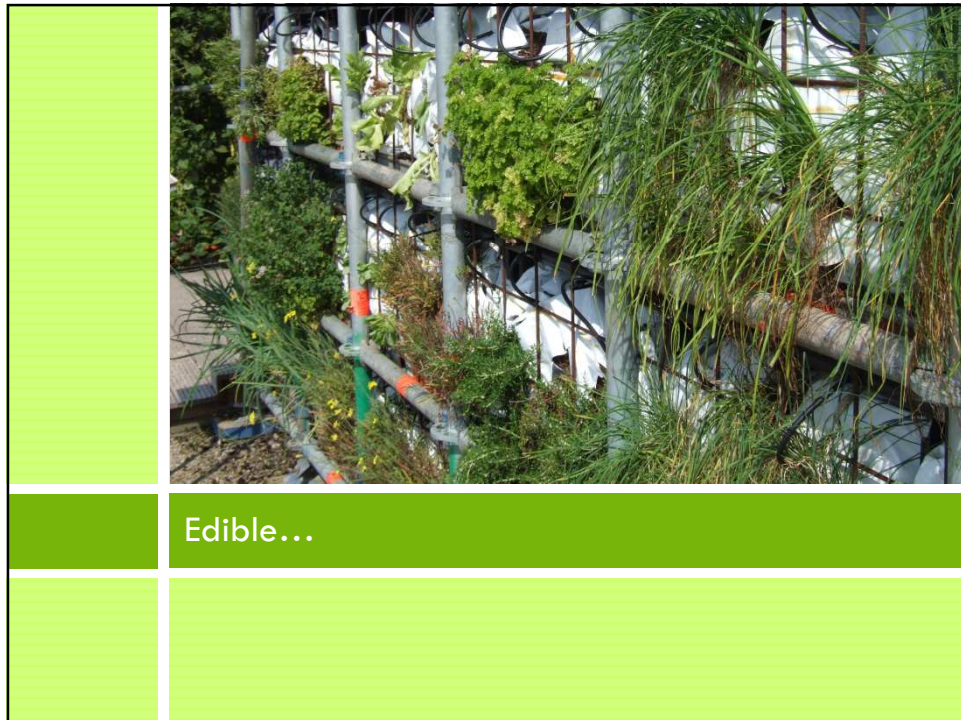








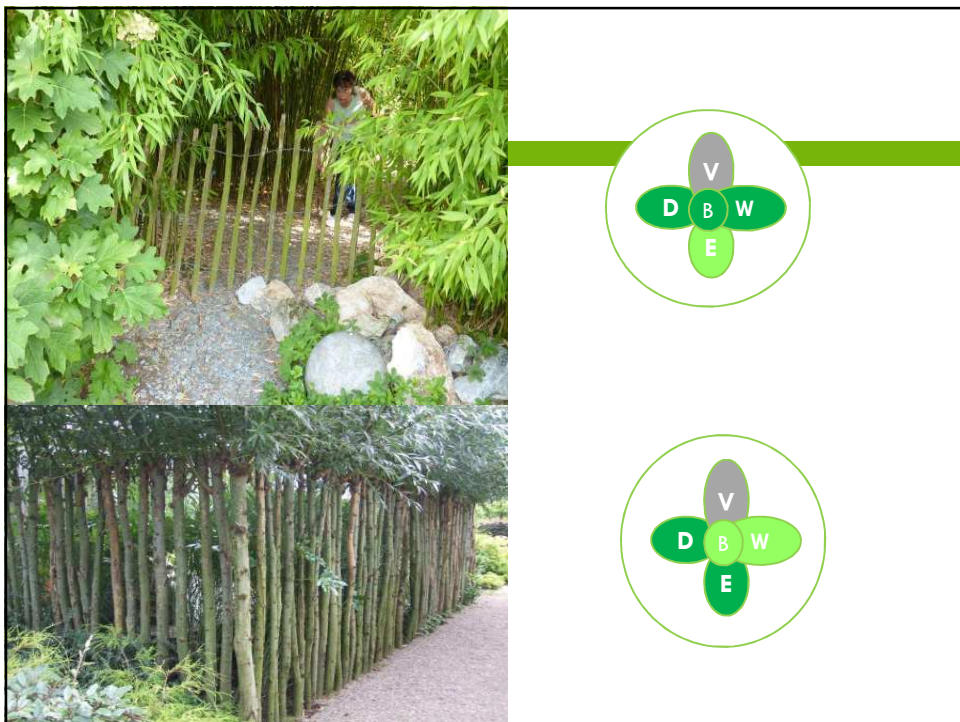






	
	<p>Animals/biodiversity...</p>





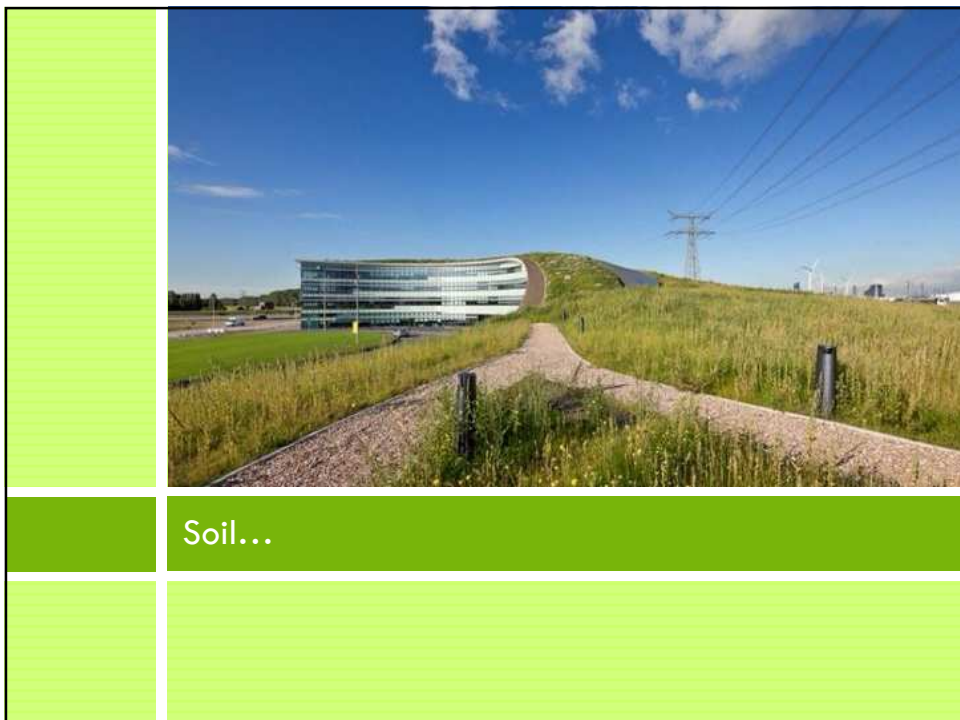
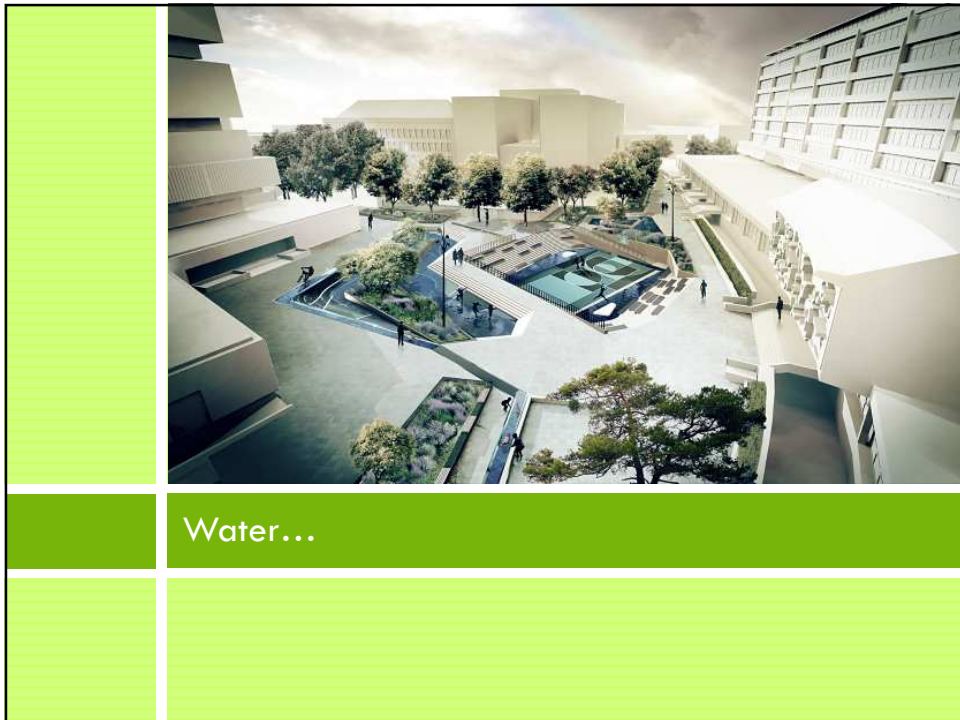
## ***10 key elements in designing and creating a living garden:***

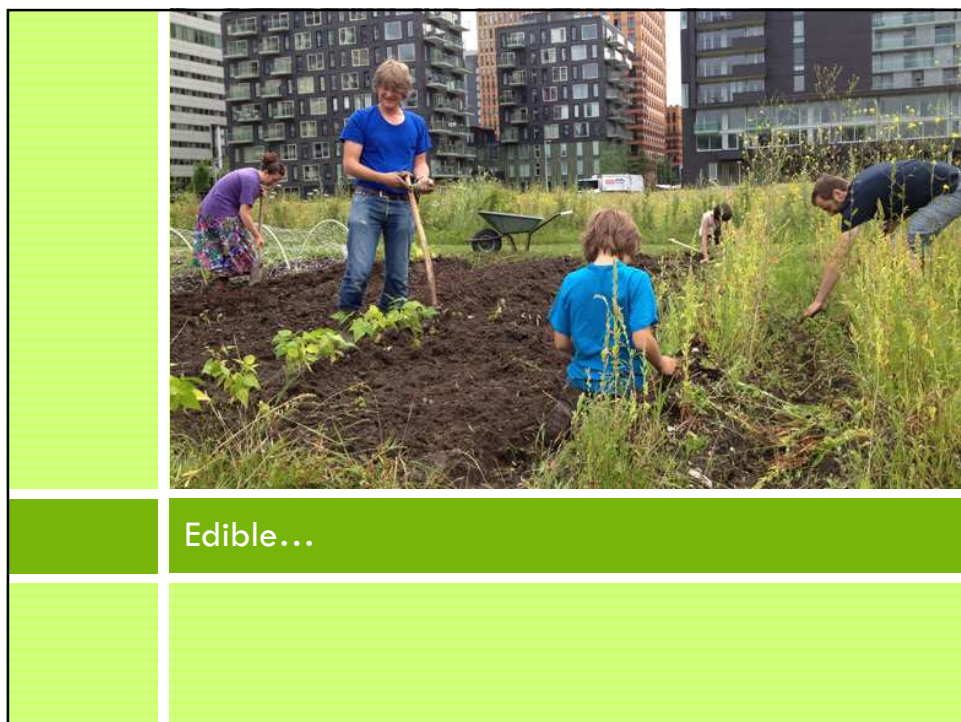
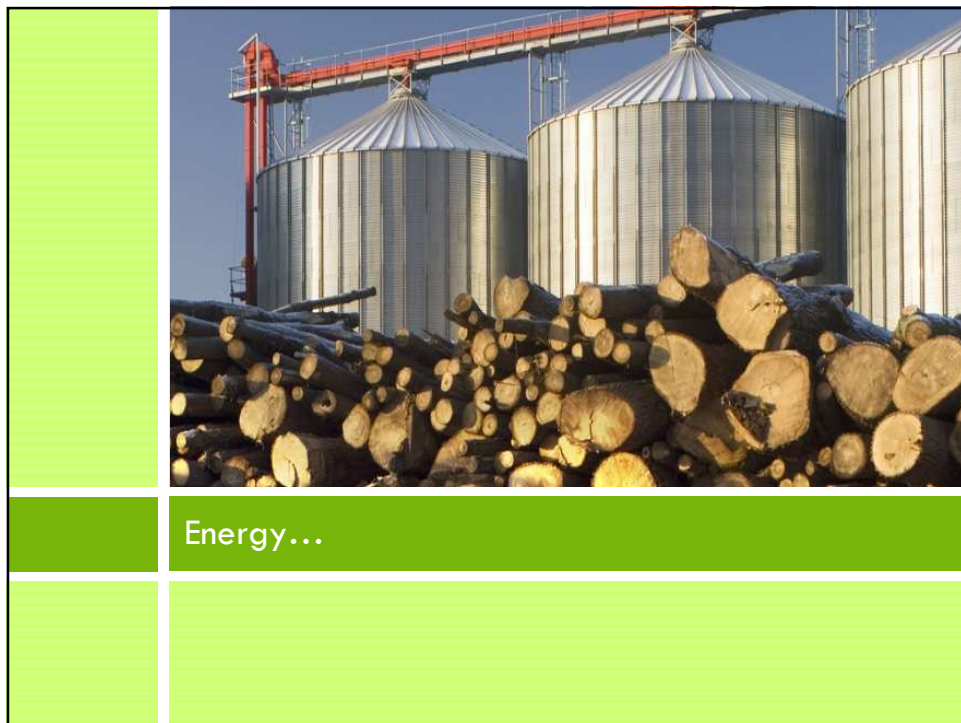
- 1. surface, pavement
- 2. plants
- 3. fences and constructions
- 4. Water
- 5. Lawns
- 6. Energy
- 7. Irrigation
- 8. Soil and groundwork
- 9. Re-use
- 10. Maintenance



But also in the public space...











Urban Farming




Animals/biodiversity...

	
	<p>Participation by civilians...</p>


	
	<p>De Groene Stad...</p>
	<p>Powered by iVerde (foundation of tree nurseries, tree trade and landscapers)</p>



	
	<p>De Groene Stad: working on national level...</p>
	<p>Tool for lobby (non-commercial!)</p>

	
	<p>Activities of De Groene Stad Holland...</p>
	<p>Lectures, position papers (elections), publications, events (Future Green Cities)...</p>

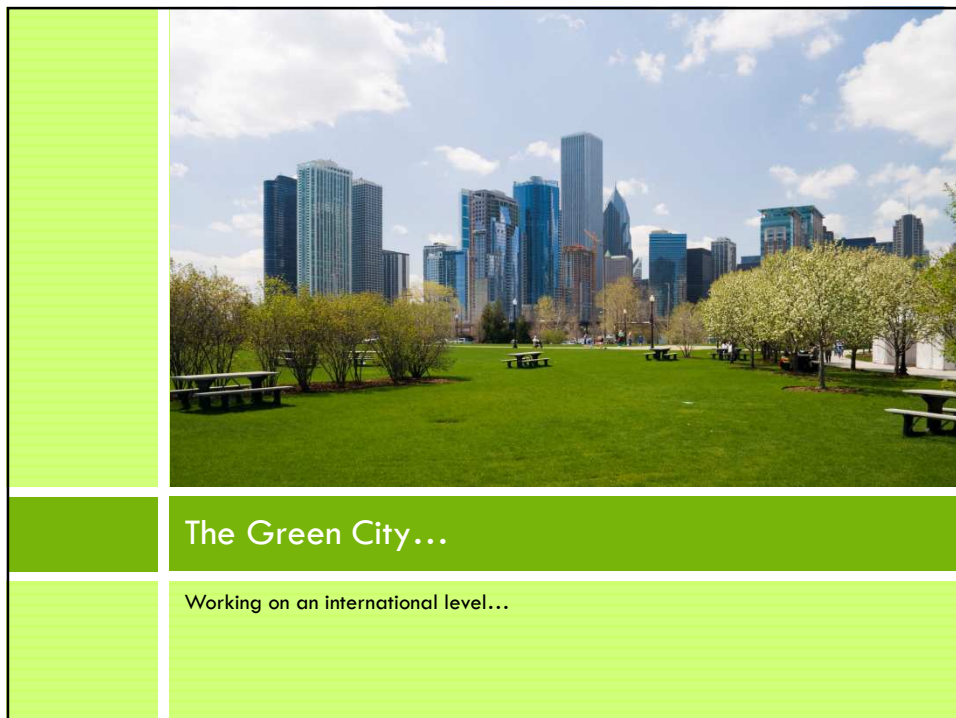
	
	<p>Activities De Groene Stad in 2016...</p>
	<p>Charta De Groene Stad and scientific platform (Groene Agenda)...</p>

	
	<p>Charta De Groene Stad...</p>
	<p>Multi stakeholder network on national level (inspired on German charta)...</p>



## Groene Agenda/Green Agenda:

- Greenery and health (deskresearch);
- Ecosystem services of plants and trees;
- Green and healthy hospitals;
- Greenery for vitality;
- Urban farming;
- Plants for a better indoor climat;
- The green health check.



The Green City...

Working on an international level...



**THE GREEN CITY**  
LIVE WORK CARE

**THE GREEN CITY**  
With the **Green City**, we express our desire to drive for a more attractive and healthy environment. We aim to encourage...  
By providing information, showing successful practical examples and sharing new scientific insights.

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@theGreen\_City 185 1,142 305  
We encourage greener thinking by providing information, showing successful practical examples and sharing new scientific insights.  
Website: thegreencity.com

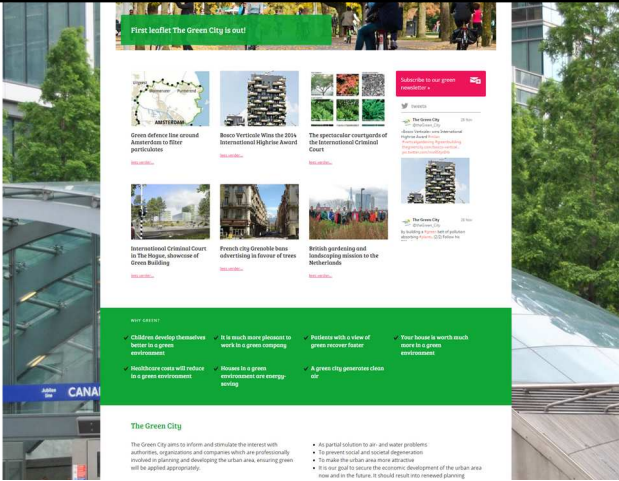
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**Creating awareness and network...**

**Contact through Dutch Ambassadors...**



**First leaflet: The Green City is out!**

**AMSTERDAM**  
Green defines the annual Amsterdam to filter portfolios  
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**Boston University Wins the 2014 International Higher Award**  
[View article](#)

**The green city reimagined: the International Crissal Court**  
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**International Crissal Court in The Hague, showcase of Green Building**  
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**French city Grenoble hosts advertising to flower of trees**  
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**British gardening and landscaping releases on the Netherlands**  
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**The Green City**

The Green City aims to inform and stimulate the interest with authorities, organizations and companies which are professionally involved in planning and developing the urban area, ensuring green will be applied appropriately.


- Children develop themselves better in a green environment
- Healthcare costs will reduce in a green environment
- It is much more pleasant to work in a green company
- Business to a green environment are energy saving
- Producers with a view of green recover faster
- A green city generates clean air
- Your house is worth much more in a green environment


- As partial solution to air- and water problems
- As prevent social and racial segregation
- To make the urban area more attractive
- As tool to plan the future development of the urban area now and in the future. It should result into renewed planning


**Virtual platform, but also lectures...**

**Canada and UK...**



	
	<p>How can we work together?...</p>
	<p>Translation of the benefits of greenery to national/local level...</p>

	
	<p>Exchange of experiences and share publications...</p>

	
	<p>Floriade 2022...</p>
	<p>Showcase for Growing Green Cities...</p>

	
	<p>De Groene Stad/The Green City of the future...</p>
	<p>Thank you very much for your attention!</p>