



HOLLAND AS YOU KNOW IT

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



17 million people...



They need a green environment...



Challenges we face in the Dutch society...



Challenge: we need clean air...



Challenge: we need to be climat proof...



Challenge: we want to live healthier...



Challenge: we must keep biodiversity...



Quality living environment, biodiversity, health...

Our challenges!



Greenery can be no longer considered as decoration...



Sustainability as a keyword...

Think green first; the natural greenery of course...



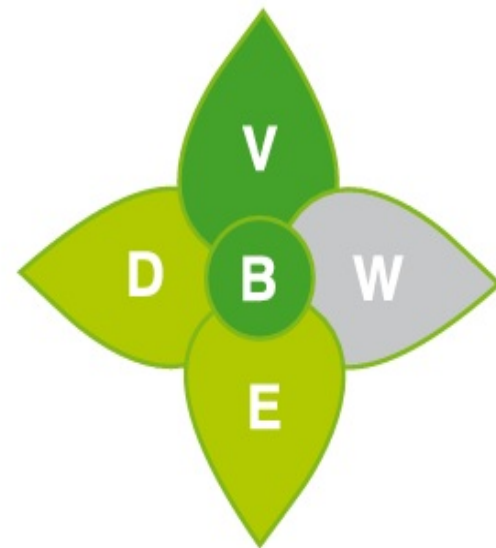
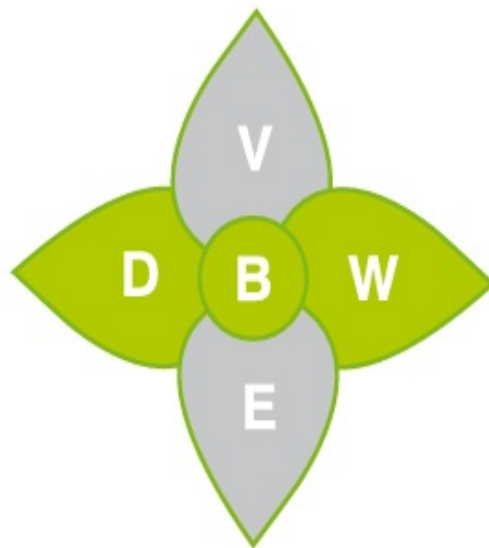
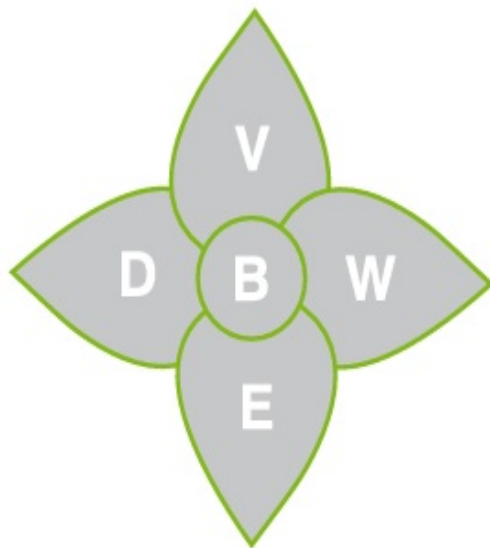
How can we translate this to practice?



In the private area...



Concept of the living garden...



Een levende tuin? Met het VHG label zie je het zo!

V=Voedsel

D=Dieren

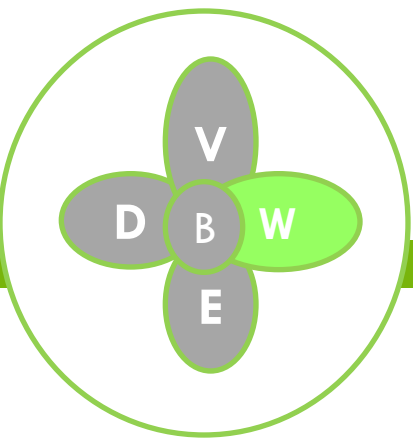
E=Energie

W=Water

B=Bodem

Water, Soil, Energy, Edible greenery and Animals







Water...







Soil...







Energy...





Edible...

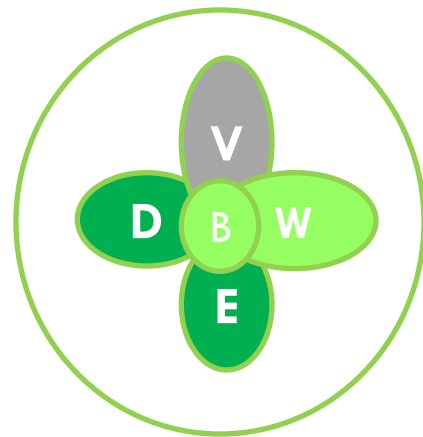
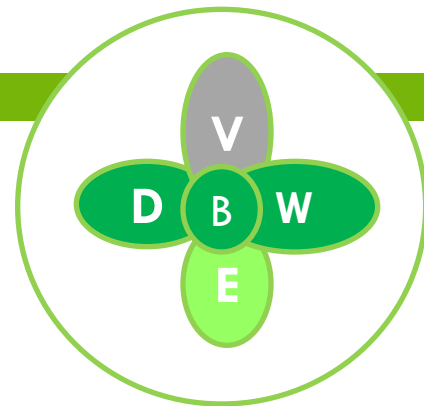






Animals/biodiversity...





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





Designers and gardeners as ambassadors of the Living Garden...



But also in the public space...



Water...



Soil...



Energy...



Edible...



Urban Farming



Animals/biodiversity...



Participation by civilians



The Green City

Creating awareness on the value of greenery...



Innovation: new green concepts...



Green schoolyards...



Greenery in hospitals...



Greenery in offices...



Greenery has it's value, also monetary...

The Economy of Ecosystems and Biodiversity (TEEB)...



Greenery makes us feel good...

Vondelpark, one of the top attractions of the city of Amsterdam...



Floriade 2022...



Growing green cities...



Towards a green future...



Towards sustainable living...



Towards green innovations and green carriers...

Nature based solutions in renaturing the cities and building with nature...



That is our challenge!



Thank you very much for your attention!