

# Assessing a sustainable living environment



- ▶ Green genes
- ▶ Out of the box
- ▶ Connected with the landscape
- ▶ Escape the tidiness complex
- ▶ National lectures
- ▶ International awards
- ▶ Author of various books
- ▶ Private garden
- ▶ Books

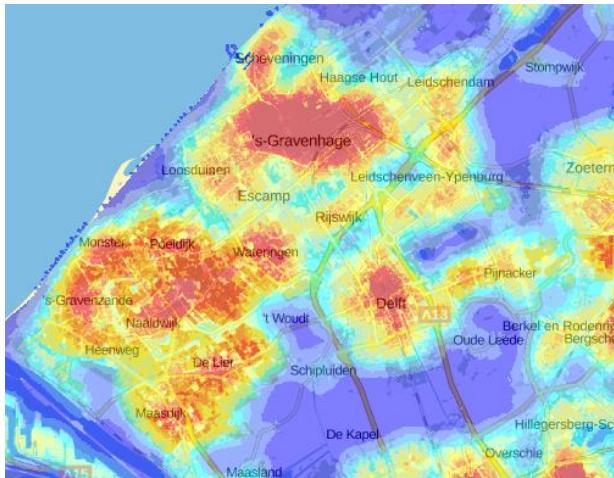


# Private garden





# Climate change



# Relation between man and nature



# The value of green and nature in area development





- ▶ 165 partners
- ▶ Scientific board
- ▶ Making sustainability measurable
- ▶ Helps making right choices
- ▶ 3 Green Deals

# Sustainability passports and labels



Products & materials	Plants	Area
1. Distance	1. Distance	1. Design, realisation and maintenance
2. Composition	2. Origin	2. Products and materialisation
3. Production	3. Cultivation method	3. Energy and climate adaptation
4. Lifespan	4. Delivery method	4. Soil and water
5. Maintenance	5. Biodiversity	5. Biodiversity and landscape
6. Energy	6. Eco added value	6. Relationship between people and the environment
7. Reusability	7. Assurance	7. Assurance



NL Greenlabel basic principles: Self-evident					
1. Added value for people and nature	2. Meaningful profit	3. Preferably local	4. No spreading of toxic substances	5. Fair, honest, no child labour	6. Preferably bio-based



# NL Greenlabel – Scientific Advisory Board



- ▶ Dr.ir. Robbert Snep, DLO Researcher, WUR
- ▶ Dr. Jolanda Maas, Senior researcher Social Medicine, VU Medical Centre
- ▶ Dr. Maarten Arentsen, University senior lecturer Energy Innovation, University of Twente
- ▶ Em.prof.dr.ir. Michiel Haas, Founder Dutch Institute for Construction Biology and Ecology
- ▶ Drs. Kim van der Leest, biologist, concept developer and perception specialist
- ▶ Drs.ing. Bob Ursem, Scientific Director Botanical Gardens TU Delft
- ▶ Prof.dr.ir. Nico Tillie, University senior lecturer urban ecology TU Delft
- ▶ Prof.dr.ir. Anke van Hal, University senior lecturer sustainable building and development Nyenrode Business University
- ▶ Dr. Gerard Korthals, Researcher soil ecology NIOO KNAW Wageningen University



# Sustainable Development Goals



## SUSTAINABLE DEVELOPMENT GOALS



## Sustainability passport

A sustainability passport for the 'Buitenruimte NIOO - KNAW'. It features a large photo of a modern building with glass walls and a green landscape in the foreground. The top right corner has the NL Greenlabel logo. The title 'Duurzaamheidspaspoort' is at the top. Below it, the project name 'Buitenruimte NIOO - KNAW' is shown. Technical details include: Category: Duurzame buitenruimte; Visie en Ontwerp: Koninklijke Ginkel Groep; Realisatie: NIOO - KNAW. A list of 7 environmental categories is provided. The passport also includes a green bar chart labeled 'NL Greenlabel A', a note about the validity period (from July 11, 2017 to July 11, 2022), and logos for Royal HaskoningDHV, Stabilitas, and Green Deal.

# Solution 1 - Invert the pyramid – nature first!

Nature

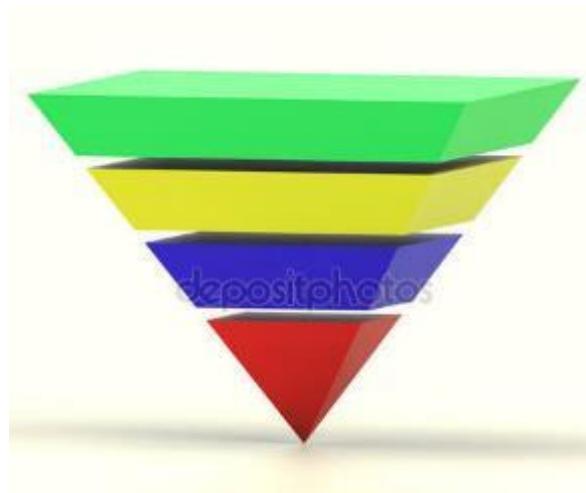
People

Ecologist

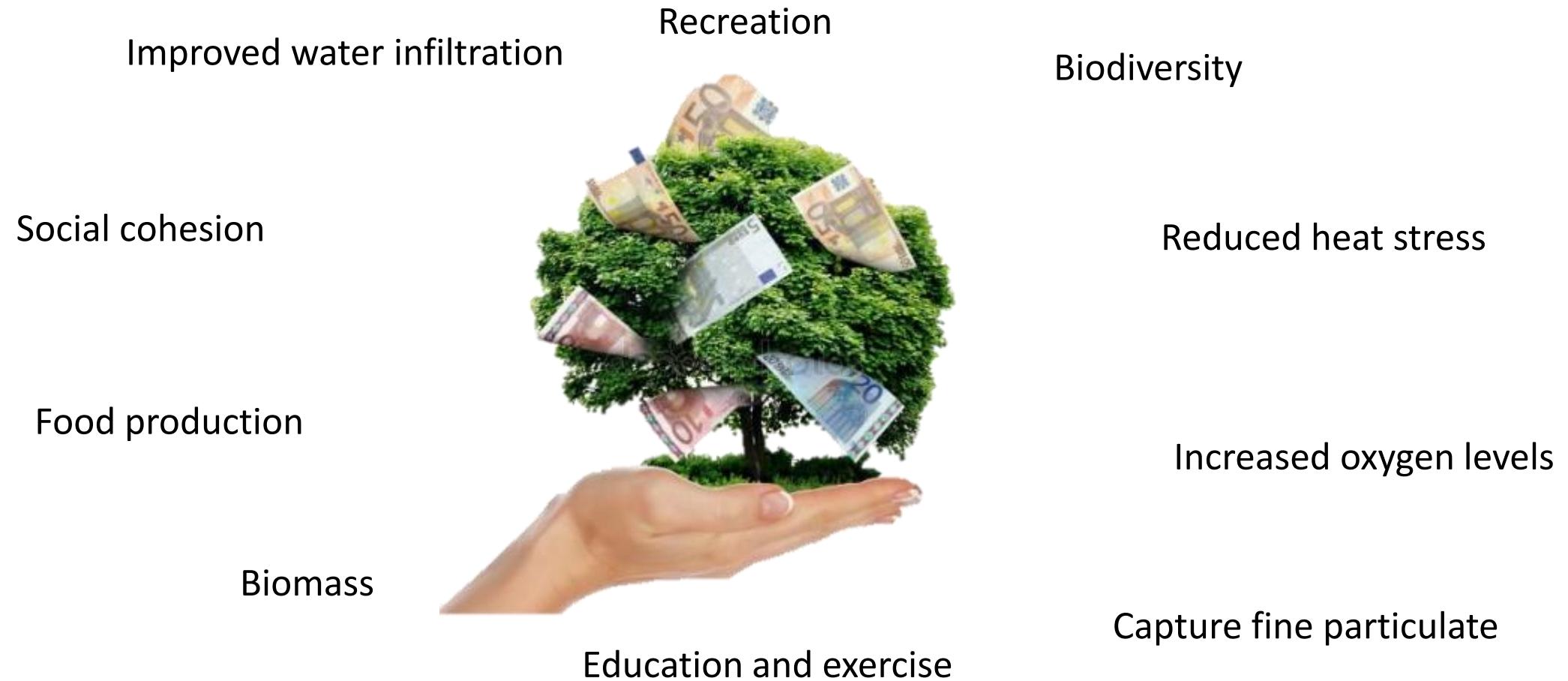
Developer

Architect

Money



## Solution 2 - Change the role of greenery / nature: from decoration to added value



## Solution 3 – Respect the benefits of nature

- ▶ Better health
- ▶ Greater social cohesion
- ▶ More attractive cities, towns and villages
- ▶ Sustainable energy generation
- ▶ Improved operation in terms of housing, economy and recreation
- ▶ Increased creativity
- ▶ Decreased vandalism, aggression, heat-stress, stress and noise
- ▶ Improved water infiltration
- ▶ Higher value of real estate

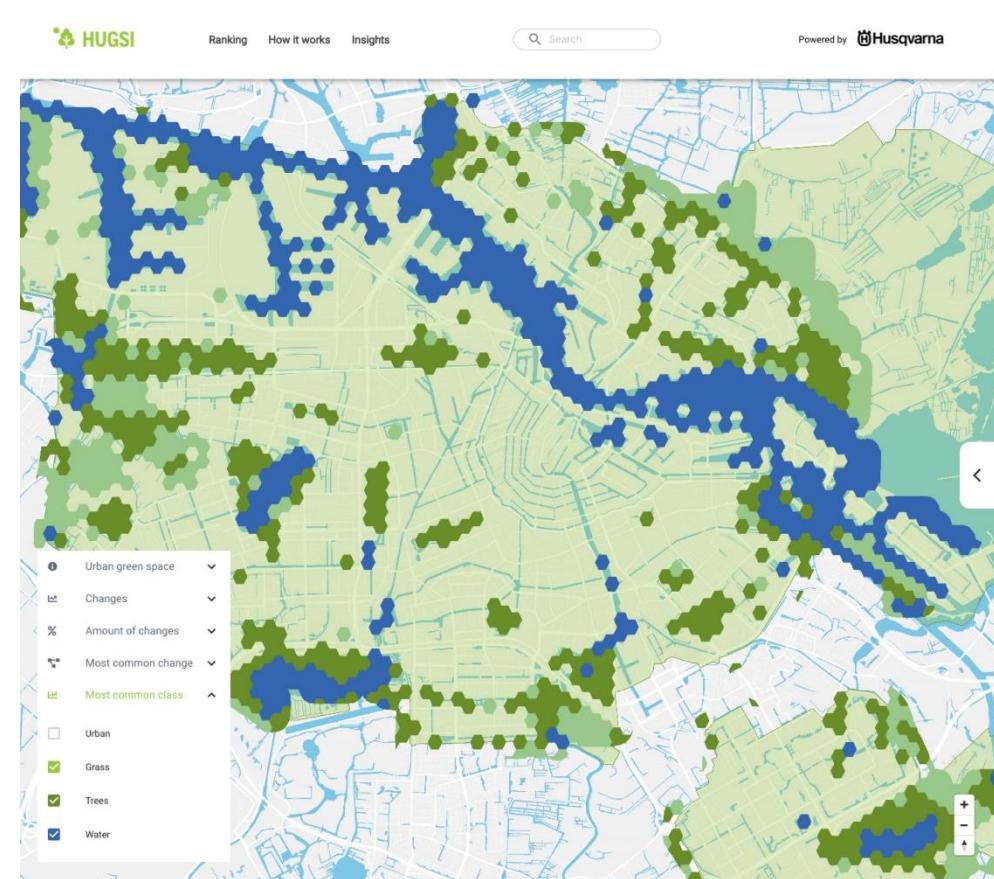


# Central role NL Professionals

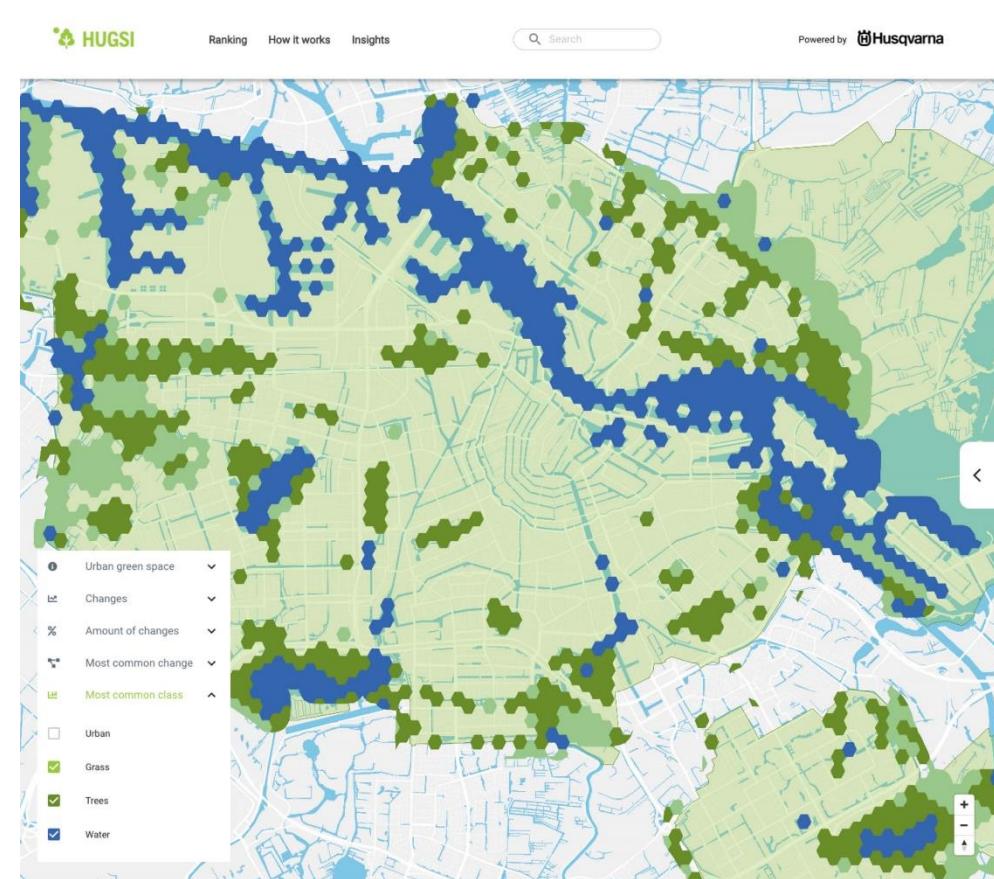
- ▶ 50 NL Professionals
- ▶ First in line
- ▶ Project managers
- ▶ Experts on biodiversity, sustainability, climate adaptation and healthy living environment

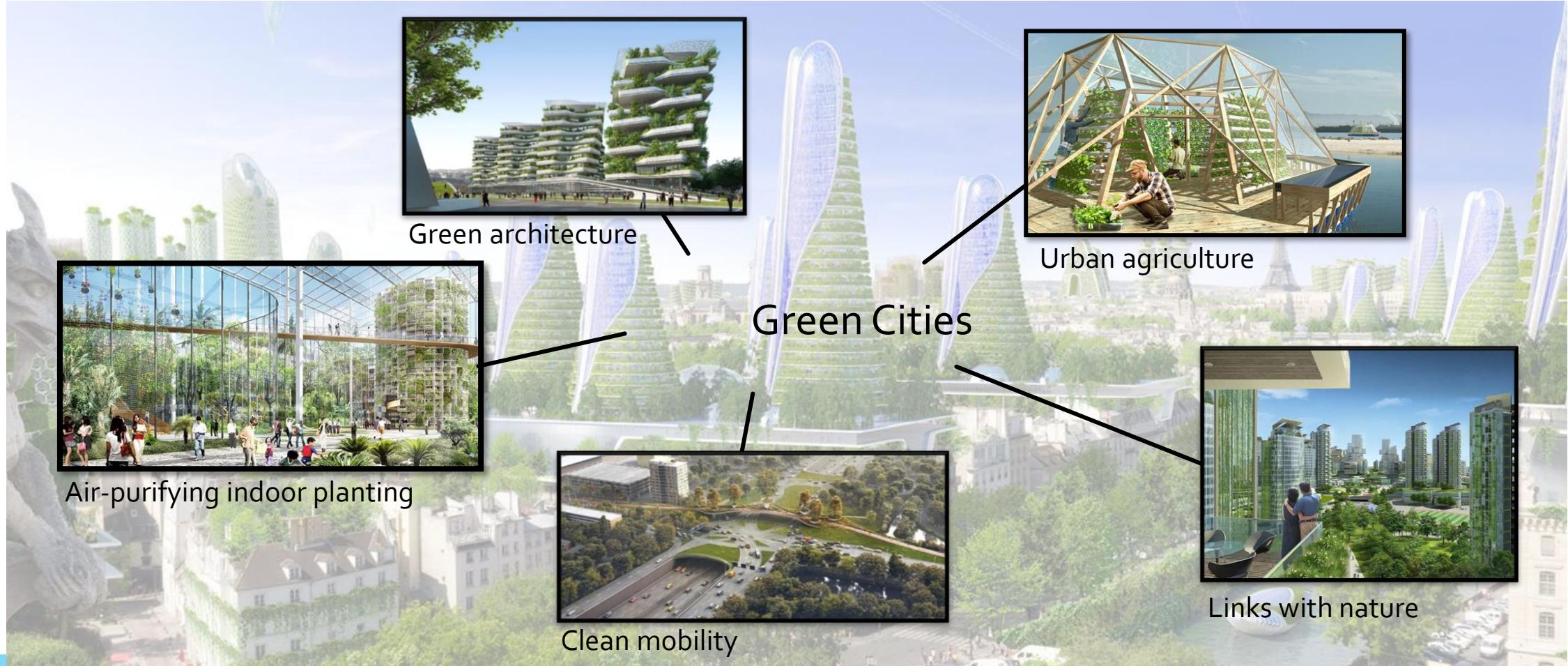


- ▶ Husqvarna Urban Green Space Index
- ▶ Making cities greener
- ▶ Benchmarking and sharing knowledge
- ▶ 150 cities worldwide and still growing



- ▶ Looking for new partners
- ▶ Municipal ambassadors
- ▶ Growing towards leading platform
  
- ▶ [www.hugsi.green](http://www.hugsi.green)





# Future and nature



# Project: ABN AMRO – Circular Garden



 **donker** groen.nl  
vrij spel voor de beleving



# Project: Rijn IJssel Water Board - Doetinchem



# Project: 'Isseldoks' roof garden - Doetinchem



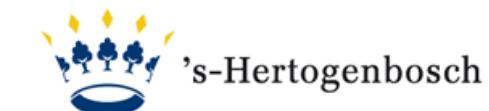
# Project: Solarpark De Kwekerij - Hengelo (Gelderland)



# Project: Transfer hub - Den Bosch



Modular carpark embedded in the landscape



# Project: Hooghkamer residential district– Voorhout



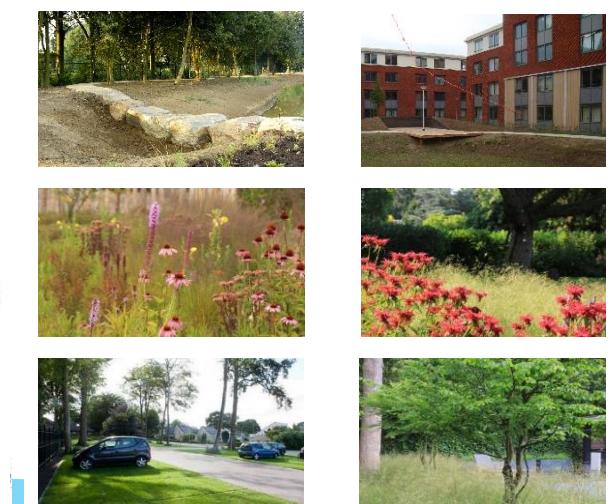
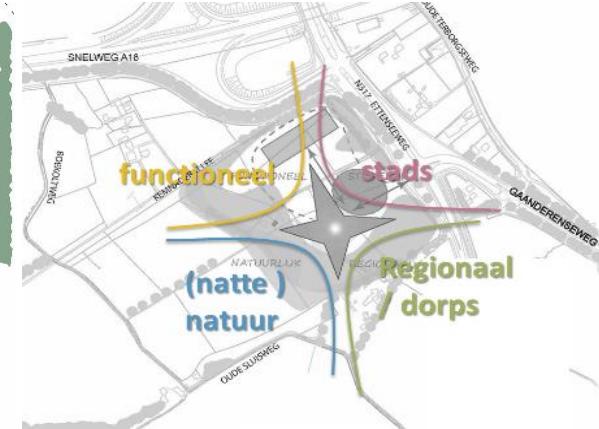
From traditional residential district to green paradise!



# Project: Slingeland Hospital, Doetinchem



'A guest in the landscape'



# The Urban Oases – Park 2.0



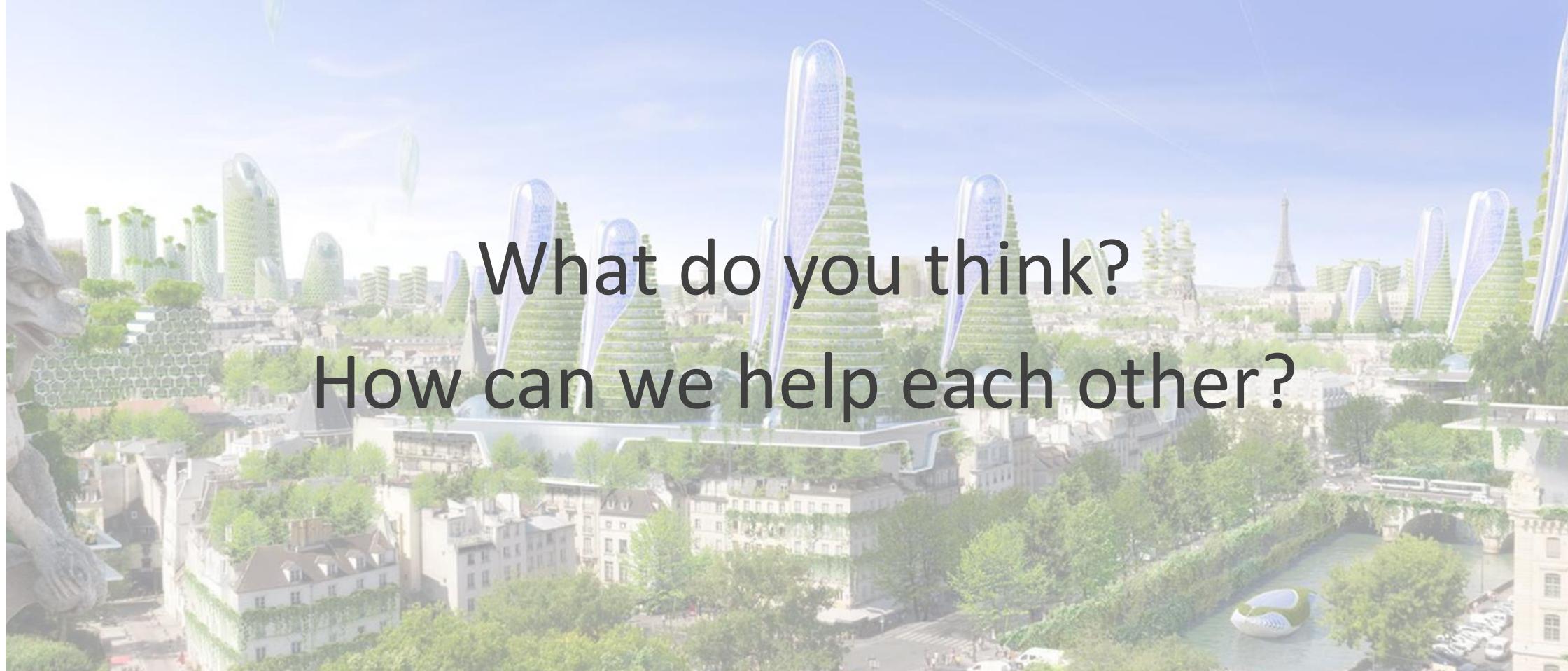
**TU Delft**

# Conclusion

- ▶ Provide insight on sustainability
- ▶ Greenery and ecology as starting point
- ▶ Focus on the quality of the living environment
- ▶ Common language and ambition
- ▶ Geared towards value creation and integrated sustainability
- ▶ New stakeholders and earning models
- ▶ Create partnerships with other organisations



‘High Line New York’



What do you think?  
How can we help each other?



**Thank you for your attention!**

[www.nlgreenlabel.nl](http://www.nlgreenlabel.nl)

