



**THE
GREEN
CITY**

**LIVE
WORK
CARE**

Presentation by Leon Smet – © The Green City



Liveability

City populations will increase faster and faster



We are facing a problem...



or we face a challenge ...



Philosophy of the Green City

We aim to contribute to a better use of 'green'. This could contribute to solving problems with polluted air and water, preventing social decline and urban decay, and making the city healthier and more attractive. We also want to ensure the economic development of the urban area continues. This requires innovative spatial planning on local, national and international levels.



Green fighting the climate change

In the case of extreme rainfall, a planted soil will have a better water storage capacity than asphalt and concrete.



Climate change

Green trees and plants will prevent atmospheric damage, both on a global and on a local scale.



Public green and social cohesion

A green environment actively contributes to the quality of life. People are happier and feel better in green surroundings.



Green will keep the urban economy healthy

Well-kept plants and trees will lead to a higher value of homes.



Green in offices

Green companies and offices offer a more pleasant working environment, which results into a more positive work attitude and a higher productivity.



Health... Green cities, healthy cities

A green view is so much more than just decoration. For example patients recover much faster in a green environment



A green environment improves the quality of life

Children will grow up more harmoniously and perform better in school if they live closer to nature. An increasing number of schools have decided to make their schoolyards greener.



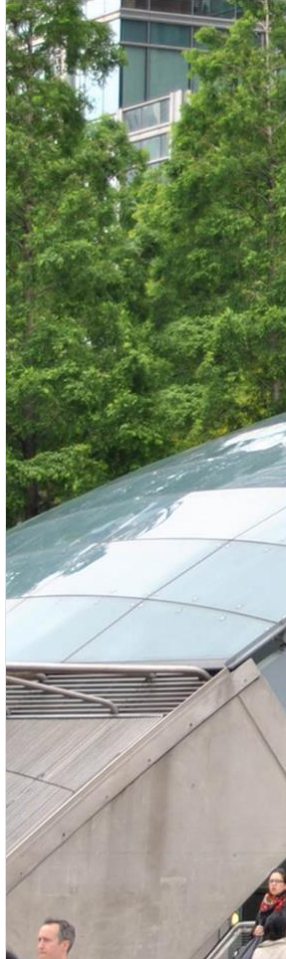
Biodiversity

Biodiversity represents the degree of the variety of plants and animals. The various species on our earth keep nature balanced. Many different plants, trees and shrubs in the city will stimulate biodiversity. The more variation in vegetation, the more variation in the animal life it will attract.



Trends

With regard to urban green, a lot of developments and trends can be seen these years. Think for instance of the occurrence of urban farming projects, where the goal is to farm fruit and vegetables as close to the consumer as possible.



London leads in green city awards shortlist

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The Green City at London Landscape Show

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Green schoolyards important for healthy development

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Landscape Show: 22th and 24th of September, Battersea Park London.
More information: landscapeshow.co.uk
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National and International knowledge platform

The Green City' is a collaborative effort of the green industry in the Netherlands and many green stakeholders that spread our message. Our ambition is to contribute to a more well-advised application of 'green'. This asks for innovation in planological thinking, both on a local, national and international level. By educating, putting successful examples in the spotlight and sharing the latest scientific insights, we want to encourage 'greener thinking'.





Investing in scientific insights



Floriade 2022...



Growing green cities...



In short: 'The Green City' is for the general good and complements the efforts of the green industry.

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