



# HOLLAND AS YOU KNOW IT

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Branchevereniging VHG & The Green City



More than 16 million people...





They need a green environment...



Challenges we face in the Dutch society...



Climate, health, biodiversity...





## Dutch Garden and Landscape branch...

About 6.400 companies, 48.000 employees, turnover 2,7 billion euro





## Different specialities...

Private gardens, public green, green roofs & facades, interior green, tree care





Economic situation...

Cautious recovery after severe economical crisis





Working on a new profile of greenery...

Greenery is no longer to be considered as decoration





Sustainability as a keyword...

Think green first; the natural greenery of course





How can we translate these principles?

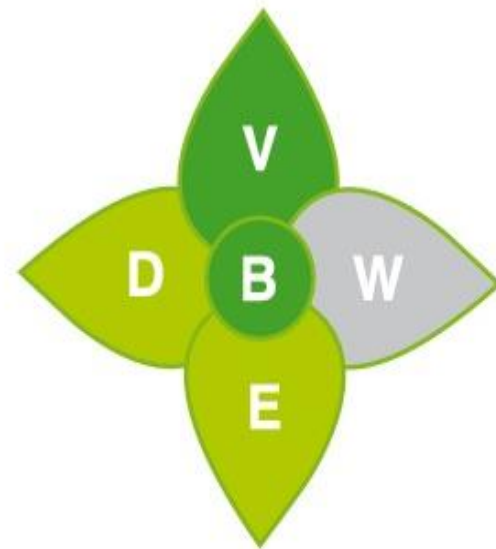
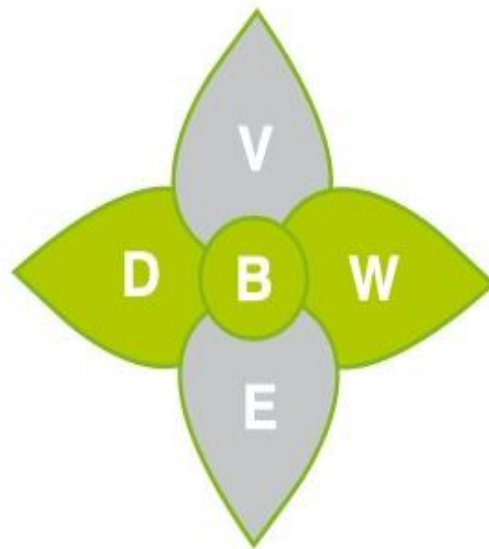
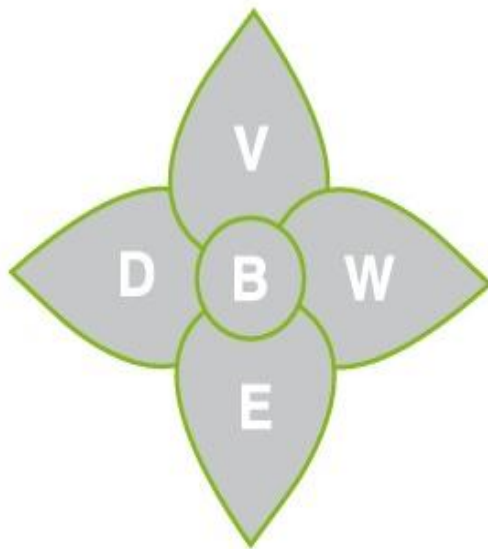


In the private area...





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...





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





But also in the public space...





Water...





Soil...



Energy...





Edible...





Animals/biodiversity...





New concepts...



Green schoolyards...





Greenery in hospitals...



Greenery in offices...





Greenery makes us feel good...

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





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

A house in a green surrounding has 10% to 14% more value.





Floriade 2022...



Growing green cities...





Towards a green future...



Towards sustainable living...





Towards new ideas of greenery design, creation and maintenance...

Also in existing situations: revitalisation of buildings and spaces



That is our challenge!





Thank you very much for your attention!