



URBAN
LANDSCAPES
ROMANIA

DUTCH-ROMANIAN PARTNERSHIP FOR GREENER CITIES



Urban Landscapes Romania

21st of April 2021

Leon Smet

Presentation K2K webinar

HORTICULTURE NETHERLANDS



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VIC

ACTIVATING
LANDSCAPES



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ROZENKWEKERIJEN BV**

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trees since 1862

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SMART GREEN ROOF SYSTEMS





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Cluster Urban Landscapes Romania

-  JUB Holland (www.jubholland.nl): bulbs
-  Molter (www.molterbv.nl): perennials
-  Van den Berk Nurseries (www.vdberk.nl): trees
-  Ebben Nurseries (www.ebben.nl): trees
-  VIC Activating Landscapes (www.viclandscapes.nl): design
-  Gebr. Seuren Rozenkwekerijen (www.seurenroses.nl): roses
-  Anthos (www.anthos.org): association
-  Nophadrain (www.nophadrain.com): roof systems

A lot of info at www.urbanlandscapesromania.com, facebook and youtube

Partners in Business (PIB)




Triangle approach with the Embassy of the Netherlands in Bucharest, Netherlands Enterprise Agency, Romanian partners, knowledge institutes and cluster to support and stimulate the development of urban green in Romania

1. Knowledge2Knowledge: exchange of knowledge (contracted by HAS).
2. Government2Government: economic diplomacy and local liaison. Study visits, workshops, etc. Strong role NL Embassy.
3. Business2Business: incoming, outgoing missions, events, exhibitions (Business partners)

Fully supported by the liaison in Romania:



The importance of green (1)

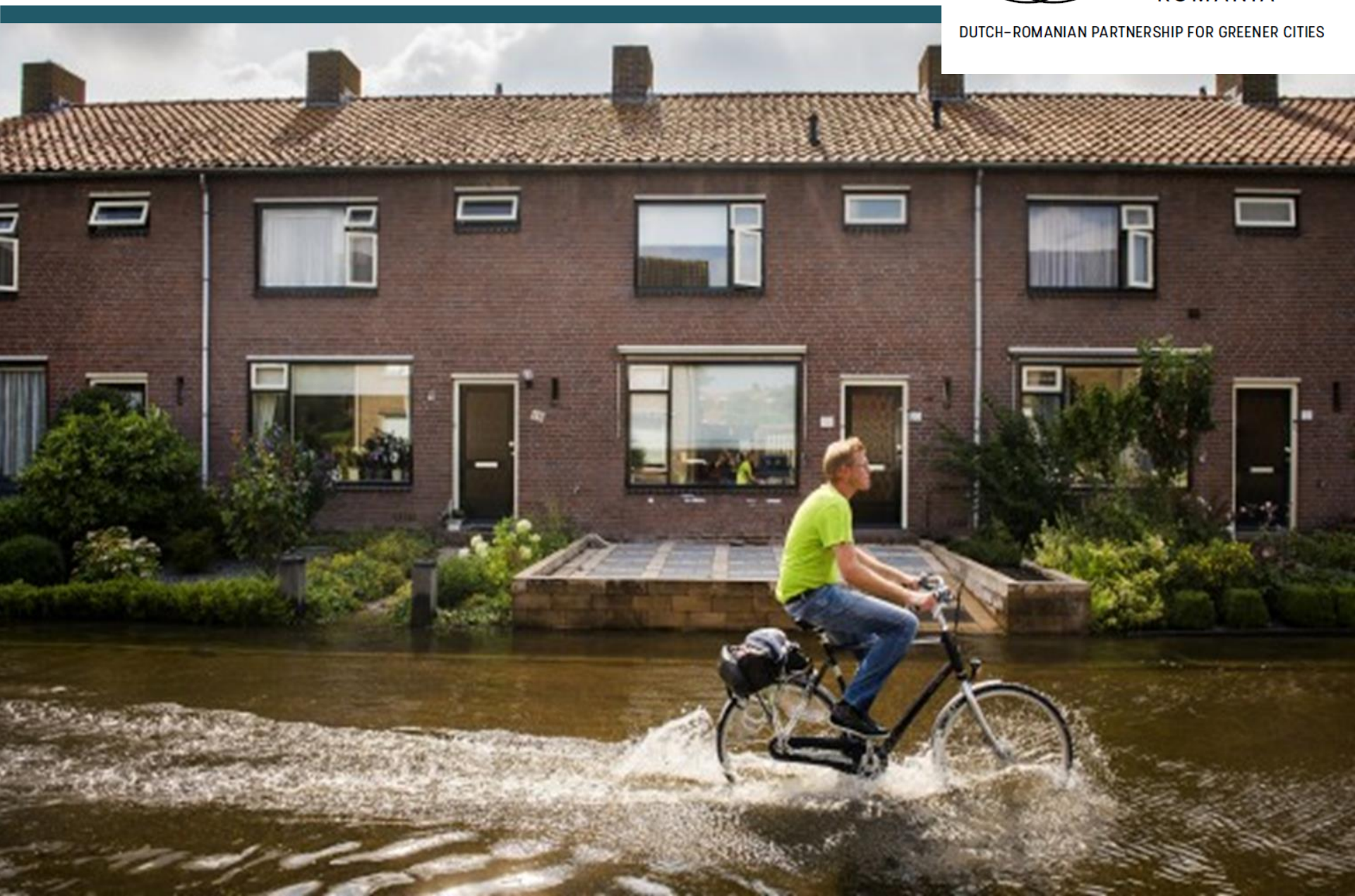
-  Value real estate: park (4-5% plus), green around (4-15%)
-  Water: less demand of sewerage, roof garden can keep 50-80%
-  Cleaning of air (one tree=5500 car km)/CO₂

PILLAR: CLIMATE



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The importance of green (2)



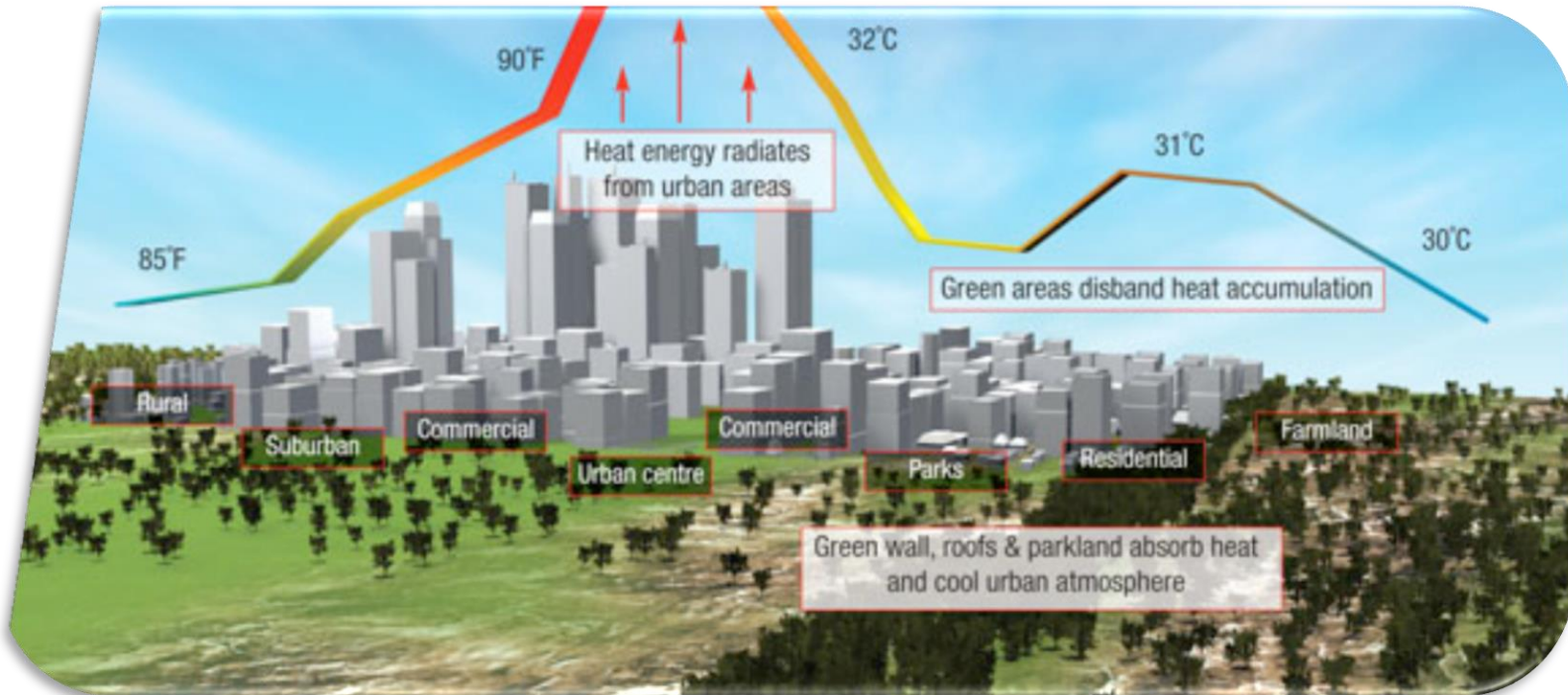
Biodiversity



Mental health/Care (-30 % less pain medicine with view on green/-10% less bedtime)/less workstress/higher concentration



Heat island effect (park -5 degrees vs stone area)



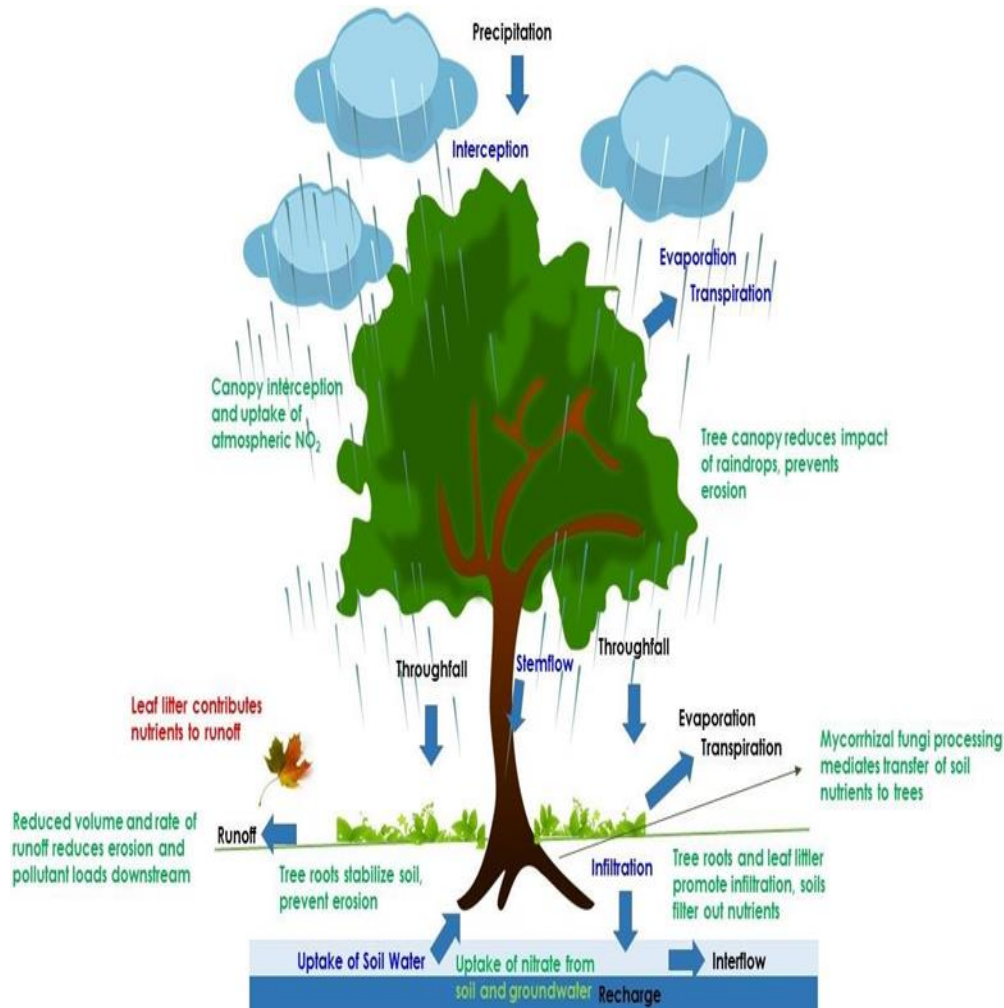
Urban heat island effect

GREEN CITY SCIENTIFIC PRINCIPALS

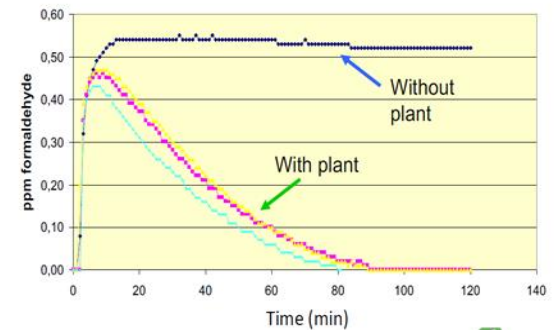


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Removal of formaldehyde in the air by
plants



Fytogoras BV



Van Groen Naar Gezond: mechanismen
achter de relatie groen-welbevinden

Beeld van groen en leefomgeving

Beeld van groen

Beeld van groen

Beeld van groen

Beeld van groen

Beeld van groen

Beeld van groen

Urban Landscapes Romania

Dutch Green solutions for high-quality life



A public-private partner initiative from the Netherlands: PIB

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Dutch Green solutions for high-quality life



A public-private partner initiative from the Netherlands: PIB



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The
question:
What is the
relation
between
these
pictures?



B D G
Business Development Group





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THANK YOU
FOR YOUR ATTENTION