



Gemeinsam für ein Grünes Europa - Together for a Green Europe

Stefan Meier, IOB president



11th International Swimming Pond Conference, Albufeira

Results
Initiatives
Recovery
Partners
Integration
Partnership
Plants
Aims
Powerful
Animals
Process
Awareness
Benefit
Responsibility
Move
Ambitious

Environment
Challenge
Propriety
Honesty
Planet
Cooperation
Protection
Expansion
Participation
Policies
Proposal
Perception
Resilience
Innovation
Slowing
Protection
Expansion
Exchange
Concertation
Construction
Movement
Message
Consultation
Voice
Negotiation
Flowers
Goals
Friendship
Future
Youth
Advice

Knowledge
Respect
Ecosystem
Design
Support
Equity
Decision
Training
Advance
Elderly
People
Action
Spaces

Together
Decline
Climate
Implementation

Safety
Professionals
Achievement
Reach
Partners
Integration
Partnership
Plants
Aims

Warming-up
Principles
Information
Stimulate
Biodiversity
Well-Being
Commitments
Generations
Production
Public
Resources
Share
Food
Reforms
Important
Workforce
Common
Wind
Circular
World
Management
Sustainability
Health
Nature
Halting
Renovation
Values

Love
Urgent
Quality
Measures
Sea
Heritage
Vocational
Adaptation
Strengthen
Impact
Objectives
Reforms
Important
Workforce
Common
Wind
Circular
World
Management
Sustainability
Health
Nature
Halting
Renovation
Values

Plants
Aims

A joint movement for Living Green





International Organization for natural bathing waters

13 (bi)-national organisations

EU: Austria, Belgium, Czech Republic, Germany, Italy, Netherlands, Spain/Portugal, Poland

non-EU: Australia/New Zealand, Israel, USA

10 Extraordinary members

EU: Danmark, Finland, Slovenia, Sweden

non-EU: Argentina, Brasil, Chile, China, Philippines, South Africa, Turkey

Representing

25 nations

About 600 companies





International Organization for natural bathing waters

How can we influence the European legislation?

Total annual budget IOB (years without conference): about 17.000€

Lobbying means being present in Brussels, lobbyism costs a lot of money!

—> the IOB is too small to organise lobbying by itself.



Solution:

The whole "green industry" works together with a common representation in Brussels

The initiative came from ELCA



ELCA

European Landscape
Contractors Association



EUROPEAN LANDSCAPE CONTRACTORS ASSOCIATION



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- Work on the design, construction and maintenance
- Gardens, public green and green buildings
- Development of a larger program of services
- Green Infrastructure on regional, national and global level
- Research and innovation
- The Mobility of Young Landscapers
- Exchange of experience and good practice





- 23 Countries affiliated
- Representing 13.000 companies
- With 125.000 employees
- EU members: Austria, Belgium Czech Republic, Danmark, Finland, France, Germany, Greece, Hungary Ireland, Italy, Luxembourg, Malta, Poland, Portugal, Spain, Sweden, Netherlands,
- Associated members: Canada, Great Britain, Japan, Norway, Switzerland,



ENA

European Nurserystock
Association



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- Green Cities for a sustainable Europe
- The nursery stock profession
- Growers and traders
- Hardy nursery stock products and perennials
- Addressing many technical issues
- Monitoring EU regulations
- The health and prosperity of the nursery stock industry





- 22 Countries affiliated
- Representing 25.000 nurseries on 119.000 hectares
- 207.000 workers and 8.560 million invoiced production
- EU members: Belgium, Bulgaria, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary Ireland, Italy, Netherlands, Poland, Portugal, Spain, Sweden
- Associated members: Canada, Great Britain, Japan, Switzerland





IFLA EUROPE
INTERNATIONAL FEDERATION
OF LANDSCAPE ARCHITECTS



IFLA Europe

International Federation
of Landscape Architects



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- Promoting the best practice operations
- Striving to enhance the quality of landscape planning
- Monitoring and management in collaboration
- Combines environment and design, art and science
- About everything outside the front door, both urban and rural
- The interface between people and natural systems
- Nurtures communities and makes their environment human and liveable





- 34 National Associations
- 26 EU member states
- 18.000 members



EILO

European Interior
Landscaping Organisation



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- Professionals for a natural indoor space
- Happiness for employees, customers and patients
- Sustainable, circular, bio-based and healthy buildings
- Purifies the air, improve humidity
- Interior plants create value
- From advice to design, implementation and maintenance
- Knowledge about several systems and solutions





- representing ... companies
- In ... countries



EFB

European Federation of
Green Roof and Living
Wall Associations





- Promote the use of green roofs and green facades
- Technologies to provide better quality of life
- Returning sealed surfaces back to nature
- Help with Climate Change Adaptation
- The energy performance of buildings
- Renewable Energies development and efficiency
- Engagement activities that improve urban nature





- 15 European associations
- Representing 18 nations and
- 600 companies
- Green roof stock(*) in 2014:
95.450.000 m2
- Sales volume in 2014: 382.362.500 €
- Prognosis: fast growing
- Estimated market volume in 2030:
62 billion

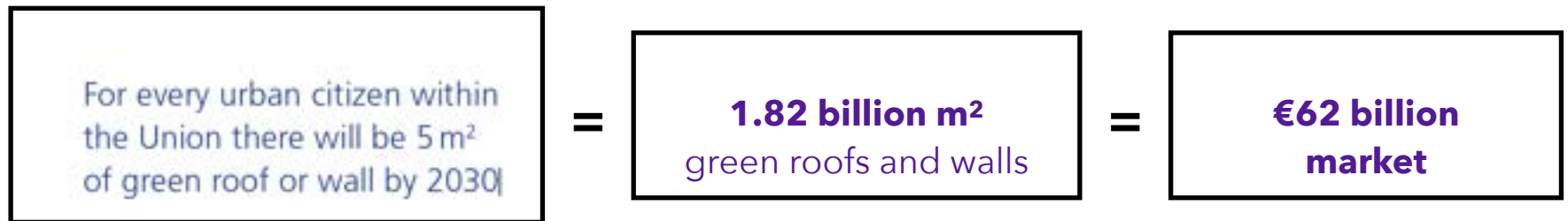
(*) for D, Au, UK, CH, Scandinavia,
Hungary



Target Country	Green Roof Stock total m ² (2014)	Green Roofs new/year m ²	ratio extensive %	ratio intensive %	Yearly sales figures €
Austria	4.500.000	500.000	73 %	27 %	27.350.000
Germany	86.000.000	8.000.000	85 %	15 %	254.000.000
Hungary	1.250.000	100.000	35 %	65 %	5.662.500
Scandinavia (S, N, DK)		600.000	85 %	15 %	16.050.000
Switzerland		1.800.000	95 %	5 %	51.300.000
UK	3.700.000	250.000	80 %	20 %	28.000.000
	95.450.000	11.250.000			382.362.500

Trend: growing (FBB DE)

Source: European Federation of Green Roofs and Walls – EFB 2015 (unpublished)



WUP

World Urban Parks
Europe



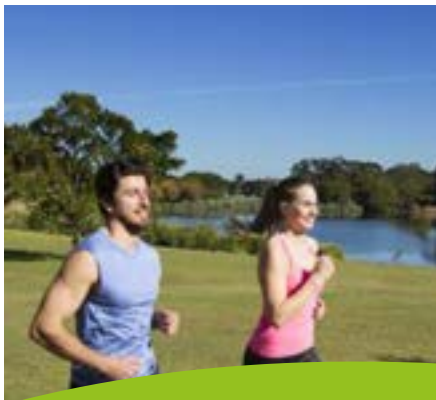
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- The organisation for open space and recreation
- Provision, effective management and use of urban parks
- Open space and recreation world-wide
- Integral contribution to healthy communities
- Connection to the natural world
- Build healthy, liveable and sustainable communities
- Comprehensive and well managed urban parks and city open space





- 15 Countries affiliated
- Representingcompanies
- EU members: Finland, France, Ireland, Netherlands, Spain
- Non-EU members: Australia, Canada, Great Britain, Japan, Mexico, New Zealand, Russia, Singapore, South Africa, US



IOB

International Organization
for natural bathing waters



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- Planning and construction of natural swimming ponds
- Fully biological water purification
- Achieve and sustain biological quality
- Biodiversity by restoring aquatic ecosystems
- A place of natural beauty and biotope for wetland species
- Performed by biological filters and aquatic plants
- Contributes for the wellbeing and health of its users





- 13 Associations
- 10 Extraordinary members
- Representing 25 countries
- 600 companies/partners





SoGreen 60.000 companies

IOB 600 companies

IOB represents 1% of all SoGreen partners

Or

SoGreen represents 100 times more companies than IOB alone

And the whole Green Industry





soGreen
On the Green Move

with **soGreen** as negotiation partner



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SoGreen joint declaration 'On the Green move'

With regard to:

1. The challenge that we face on climate change;
2. The ongoing loss of biodiversity;
3. The overexploitation of our soil and natural resources;
4. The pressure on our health and well-being;

The solutions is:

We need to restore our ecosystems in rural and urban areas by using the benefits of greenery in nature based solutions.



Our goals

To be THE negotiation, consultant and discussion partner for the EU and all decision takers, representing the whole Green Industry

Fight the climate change

Create healthy living environment

Reduce the "heat island effect" in the cities

Restore healthy soil, air and water

Promote Nature-based solutions

Open the market for Green Solutions



Our activities

In the past:

ELCA launched the SoGreen movement (20.11.2020)

1st SoGreen Symposium “The EU Green deal on the green move” (30.4.21)

EU Green Week 2021 (1.-4.6.21)

Now: participation in Iberflora, Valencia (5.-7-10.21)

Future:

Participation in Paysalia, Lyon (30.11.-2.12.21)

European year of greener cities 2022



The partners of SoGreen contribute to EU-policies in amongst others the European Green Deal that focusses on:

1. New regulations on climate law and greening cities;
2. Opportunities within the Biodiversity Strategy, linked on soil, reforestation and urban ecosystems;
3. A nature inclusive Renovation Wave that leads to energy efficient and climate adaptive buildings;
4. Skills Agenda with digital skills and skills related to nature based solutions;
5. Facilitation of innovation supported by EU-Horizon on restoring and reinforcing ecosystems;
6. European support by the subsidisation in LIFE and other programs.

Thank you all and hope to meet you

On the Green Move

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