

# EUGREENWEEK OPENING EVENT UTRECHT

## 21 May 2018

**Knoop offices (Mineurslaan 500)** Moderator : Tracy Metz

### 10:00 - 10:30 Welcome to the EU Green Week 2018!

- Karmenu Vella (European ENV Commissioner)
- Stientje van Veldhoven (State Secretary for Infrastructure and Water Management)
- Jan van Zanen (Mayor of Utrecht)
- Erik Solheim (Executive Director United Nations Environment Programme)

### 10:30 - 11:15 Mayors roundtable: Greening cities together

*By: ICLEI Local Governments for Sustainability*

During this workshop, inspired by the bestseller *If mayors ruled the world* (Benjamin Barber, 2013), participants discuss how European cities could jointly contribute to achieve a greener urban Europe.

**Participants:**

- Erion Veliaj (Mayor of Tirana)
- Rafał Dutkiewicz (Mayor of Wrocław)
- Jan van Zanen (Mayor of Utrecht)
- Holger Robrecht (ICLEI – moderator)

### 11:30 - 12:45 Business models and citizen engagement for urban nature-based solutions

*By: Utrecht University School of Economics, Sustainable Finance Lab, Utrecht University Institute of Sustainable Development*

Integrating nature into cities not only creates many types of value - CO<sub>2</sub> abatement, biodiversity, water retention - but is also a means of innovating and engaging citizens. During this workshop we address the question: how can innovative business models – commercial and/or societal – and citizen engagement help upscale urban nature-based solutions (such as green roofs)?

### 11:30 - 12:45 Nature & cities of the future

*By: PBL Netherlands Environmental Assessment Agency, Staatsbosbeheer, International Union for Conservation of Nature*

This seminar engages you in envisioning innovative ways of integrating nature into the 'European city of the future'. We will show the new vision on Noorderpark in Utrecht and discuss with you, which inspiring ideas could be added to this vision. The discussion will be stimulated by some short movies on the future of nature in Europe.

[www.pbl.nl/natureoutlook](http://www.pbl.nl/natureoutlook)

### 11:30 - 12:45 Serious gaming for a green urban environment

*By: RIVM National Institute for Public Health and the Environment, Province of Utrecht, Tygdon and Climate KIC*



The Green Benefit Planner is an innovative tool that, through monetary assessment of the benefits of trees, parks and waterways, supports policymakers, urban designers and planners in incorporating these benefits into plans and decisions. This workshop engages participants in the 3D design of urban neighbourhoods and the smart integration of nature within them.



<b>11:30 - 12:45</b>	<b>1000 opportunities: European urban nature-based solutions to urban challenges</b>   <i>By: Central European University, PBL Netherlands Environmental Assessment Agency, Durham University</i> What problem do you want to solve in your city, and what can nature do for you? Drawing on the European project NATURVATION, this workshop presents 1000 opportunities for using nature-based solutions to urban challenges in a creative and interactive way. <a href="http://www.naturvation.eu">www.naturvation.eu</a>
<b>12:45 - 14:00</b>	<b>Lunch</b> Organic food and drinks at various locations in the city (The Knoop offices, The Green House, Food for Good)
<b>14:00 - 15:00</b>	<b>The art of city-making: Urban pioneers on stage</b>  <i>By: AORTA Centre for Architecture</i> In this pitch competition, 5 pioneering urban developers and designers will promote their vision of the city of the future. Participants will be engaged in their unconventional presentations by electing the best elevator pitch of Healthy Urban Living.
<b>15:00 - 16:00</b>	<b>The Young Councillors Debate</b>   <i>By: ICLEI Local Governments for Sustainability, Utrecht Municipal Grammar School, PBL Netherlands Environmental Assessment Agency</i> This interactive debate gives the floor to some of the youngest and most committed municipal councillors in Europe. They will share visions of the city in which they would want future children to live. Utrecht's local youth will join them in this debate. UNEP Executive Director Erik Solheim and EU Commissioner Kermanu Vella will play a prominent role in this debate.
<b>16:00 - 16:25</b>	<b>Designing the green and healthy city: The results of the creathon</b>  The participants of the creathon will share their results with the audience in four short pitches. EU commissioner Vella and the City of Utrecht will reflect.
<b>16:25 - 16:30</b>	<b>Acknowledgements and goodbye</b>  <ul style="list-style-type: none"> <li>• Karmenu Vella (European ENV Commissioner)</li> <li>• Hans Mommaas (Director General of PBL)</li> </ul>
<b>ALL DAY</b>	<b>Designing the green and healthy city: A creathon</b>   <i>By: PBL Netherlands Environmental Assessment Agency, Utrecht University of Applied Science, University of the Arts Utrecht, AORTA Centre for Architecture and Fundamentals Academy</i> Young designers and students from various disciplines will be challenged to combine and maximise their creativity by designing and visualising their 'dream city' of the future.

## Sustainable market ('Gat in de markt')

(plein tussen Rijkskantoor De Knoop en The Green House)House)

<b>12:00 - 17:00</b>	<b>Sustainable market with different social and sustainable local entrepreneurs. There are also children's activities:</b>   <ul style="list-style-type: none"> <li>• Horse-and-cart rides</li> <li>• Make your own insect hotel!</li> </ul>
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## Cycling (Start: Rijkskantoor De Knoop, Mineurslaan 500)

10:30

The Urban Island tour: watch different examples of nature based solutions in this 11 km trip circling the "urban island" of Utrecht in Kanaleneiland and Oog in AL.

13:30

The Wild City. A cycling safari past different examples of biodiversity in the city. This tour will visit several Let's do Green-sites.

**Bicycles are available at the starting location (square next to Knoop Offices). Each tour is +/- 2 hours (stops included).**



## The Green House (Croeselaan 16)

10:00 - 10:30

**Tour** 

Get a short introduction of The Green House and have a look at all kinds of green solutions: sustainable meeting rooms, an urban farm, the "plug less kitchen"

10:30 - 11:00

**Short documentary of The Green House, with Q&A** 

Watch a short documentary where you learn about the start of The Green House. What problems did they face? Afterwards a Q&A session.

11:00 - 12:00

**Urban Farming** 

An interactive session on old skool versus new skool farming. What will be the future?

12:00 - 13:00

**Healthy urban picknick** 

At the Knoopsquare you can enjoy a healthy sustainable picnic.

*Price: 28,50, including drinks*

**Healthy urban lunch** 

You can also enjoy your lunch at The Green House

*Price: 28,50, including drinks*

14:00 - 15:00

**How can we influence a more sustainable choice?** 

Lecture on how to influence consumers to make their choice on the basis of nutrients, locality and CO<sub>2</sub>. The Green House chef shows how these principles are used in the Green House's restaurant.

15:00 - 16:00

**Workshop Fast Fashion** 

Problems behind fast fashion, en how to be a part of the solution.

15:30 - 16:00

**Tour** 

Get a short introduction of The Green House and have a look at all kinds of green solutions: sustainable meeting rooms, an urban farm, the "plug less kitchen"

16:00 - 16:30

**Short documentary of The Green House, with Q&A** 

Watch a short documentary where you learn about the start of The Green House. What problems did they face? Afterwards a Q&A session.

16:00 - 18:00

**Drinks**  

Take a drink and a bite after an inspiring day.

### Register:

due to limited seats we ask you to register beforehand at [www.thegreenhouserestaurant.nl](http://www.thegreenhouserestaurant.nl)



## Park Transwijk

13:45 - 14:45

**'Food for Good': How urban agriculture nurtures intercultural ties** 

By: City of Utrecht; the Wending Foundation

Venue: Park Transwijk, Vreugdenhillaan 48, 3526ZA, Utrecht  
(Navigation: Koerierslaan, you can park here)

In Europe, until not long ago, gardening to cultivate crops for household consumption was quite normal. By interacting with the members of the 'food for good' community, participants will learn how this traditional activity can become a powerful means for promoting healthy urban living among the most vulnerable groups. We will organise a tour of the garden and provide a local lunch.

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



## Hof van Cartesius (Vlampijpstraat 94)

11:00 - 11:30

**Opening garden/Green your garden presentation sign by the European Delegation, State Secretary and Alderman** 

11:00 - 12:30

**Free Garden Advice by Lodewijk Hoekstra (NL Greenlabel and known from Garden Advice on TV)** 

11:00 - 13:00

**Food and Foodwaste in the Future city by The Creative Chef (with free appetizers)** 

13:00 - 15:00

**The Green Bee – Make a mobile garden and sow lavender for kids and parents by Professor Loep** 

13:30 - 15:30

**Do it yourself with residual material – workshop by Upcycle Society** 

12:00, 13:00, 14:00 Tour Climate Adaptive Garden – Hof van Cartesius 

All day:

**Advice in greening your garden** 

All day:

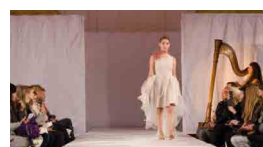
**Exhibition Creative & Circular Werkspoorkwartier and Sustainable Utrecht by Utrecht Sustainability in Institute** 

All day:

**At the Bar – Vegan cake with coffee, tea and organic juice**  

## Fair Fashion Festival (Winkel van Sinkel, Oudegracht 158)

Het Fair Fashion Festival is een jaarlijks evenement waar alles draait om eerlijke en duurzame model Speciaal voor de Green Week organiseren zij een versie waar alles draait om circulariteit.



13:00 - 14:00

**Interactive lectures by: Indiaan in je kast & Wana Bana Design** 

14:00 - 15:00

**Lecture by: UnikBlends** 

15:00 - 15:30

**Fashion Show** 

15:30 - 16:30

**Lecture and discussion by: Laura Spanjer** 

16:30 - 17:00

**Fashion Show** 





## Electric Driving in Utrecht: possible for all! (Ganzenmarkt)



13:00 - 17:00

### Festival: Electric Driving in Utrecht

By: City of Utrecht, We Drive Solar and Veronica Verkeersschool

To experience what it's like to drive electric, participants will be able to get behind the wheel themselves and drive such a car, over a short track, with a special instructor.

To add to the fun, there will also be a small sustainable festival at this location, with sustainable-food carts and live music. For children, there will be the Sustainable Cities Board Game.

## Let's go GREEN! (Utrecht City Parks)

12:00 - 17:00

### Let's go GREEN

By: Foundation GroenmoetjeDoen!

ATV de Hogeweide, Spinoza Plantsoen, Ecologische boot trip Utrecht West, Noordse Park, Langs de Singels, Bikkershof, Tivolituin, 't Lachende Paard, Oosterspoorbaan, Zilveren Schaats

Let's go GREEN is an annual public event, when various parks are open to the public and different workshops and activities for children are being organised.



## Botanical Gardens (Budapestlaan 17, Utrecht Science Park)

All day

### Nature is food, food is nature: A family exploration

By: Utrecht Botanic Gardens, University of Utrecht

This activity takes visitors to various locations to explore the relationship between nature, food and the city.



## Online activities

All day

### Envisioning future green cities: Participatory photo mapping

By: University of Durham, University of Lund

Using social media (Instagram and Twitter), participants will be able to share their experiences with and ideas about healthy urban living. In this participatory photo mapping session, participants will jointly build and deliver a mind map using #greencitizencontest, #♥myurbannature and #♥[your city] as well as your institution's/group's preferred # and @naturvation

[www.naturvation.eu](http://www.naturvation.eu)



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