

An aerial photograph of a dense urban skyline, likely Chicago, featuring numerous skyscrapers and a large body of water (Lake Michigan) in the background under a cloudy sky. The text 'GREEN CITIES' is overlaid in the center in a white, serif font.

GREEN CITIES

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WHAT ARE GREEN CITIES?

The background features a stylized illustration of a green city. It includes several buildings with green roofs and windows, a bright sun with rays, and various green trees and bushes. The overall color palette is dominated by shades of green and yellow, creating a vibrant and eco-friendly atmosphere.

- Green cities are sustainable cities, designed with respect for the environment, economically viable and socially fair. They are also known as smart cities, as they invest in improving the quality of life of the population and in the search for efficient services in a sustainable way.

THE MAIN PURPOSE



- In the middle of the current century, 70% of the world's population will be living in urban areas. Today, many urban areas are already suffering from the negative effects of climate change as well as other negative consequences, such as undermined social cohesion. Around 2050 the negative consequences of climate change on living conditions will be dramatic, due to higher temperature, more frequent and excessive rainfall with consequential flooding, more widespread and excessive drought etc.
- It's for this reason that the European Nurserystock Association and its members, the nursery stock growers and trader's national organisations, launched this campaign with the slogan "Green Cities Europe"
- The main goal is to increase awareness, positive attitude and investment of more green in public urban areas.

THE FUTURE

- The concept encompasses the pillars of sustainability, in which environmental, social and economic resources must be preserved so as not to harm future generations. In this way, cities would be able to support the activities carried out and at the same time maintain the quality of life of the inhabitants.
- Green cities are places where people want to live and work, now and in the future. They meet the needs of residents, integrate well into the environment, and contribute to a high quality of life through safety, inclusion, good planning, equality, and services for all.

ORIGINS OF GREEN CITIES IN EUROPE

Green Cities Europe is an initiative by the ENA (European Nurserystock Association) and nursery organisations in Belgium, Bulgaria, Denmark, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Poland, Portugal and Sweden.



STRATEGIES



- The strategies to achieve a green city depend on the social, historical and natural context of the region and country in which they are inserted. In more developed countries, initiatives are usually linked to urban planning with high-tech architecture, closed circuit industries that do not produce waste, among others. However, in developing countries, the path can start by guaranteeing food security, decent work and income, a clean environment and governance that thinks of all citizens. Among these solutions, urban and peri-urban horticulture also stands out.

THE END! THANK YOU

TEAM PORTUGAL

