

Green City Strategy

Hungary

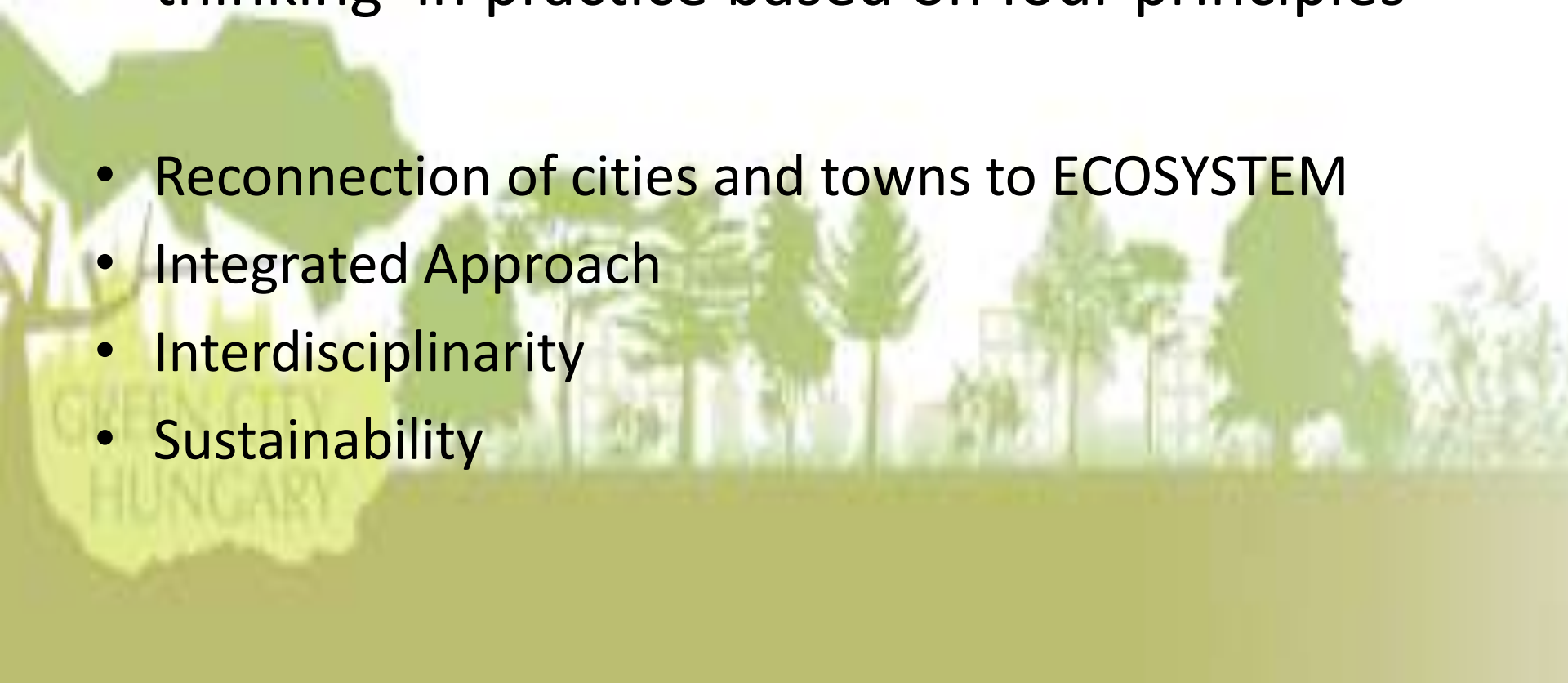
Zsolt Somorjai-Tamássy
President



Mission of Green City Hungary

Realization of Green City way of holistic urban thinking in practice based on four principles

- Reconnection of cities and towns to ECOSYSTEM
- Integrated Approach
- Interdisciplinarity
- Sustainability



2010 – MILAN: the beginning

- time of market research,
- strategy and tools preparation



Strategy: target groups

1. Municipalities and Government
2. Green Sector: Landscape architects, Garden Designers, Contractors, Urban Planners, Maintenance Companies, City Head Gardeners, Producers, related Universities : founding GREEN CITY COUNCIL
3. Developers, Real Estate Companies
4. Socially and environmentally responsible companies – Green Marketing

Strategy: target groups need

- **Communication and education**
- **Tool kit**
- **Marketing badge**
- **Legislation development**



Tool kit and marketing badge: GC Accreditation Point System

- The missing link between science and application

Planning:

Political goals
Structure
Method and measure of
utilization
Function relations

Science:

Data acquisition
Analysis
Assessment
prediction

Scientific base: Urban Ecology
System of Application: Green
Infrastructure
GREEN SUSTAINABILITY

Tool kit and marketing badge: GC Accreditation Point System II.

- Analytical tool
- Planning support
- Self control
- External control - Accreditation
- Marketing badge – asset - proof

Route and evidence that the accredited project is
green sustainable - utilise nature's free services

Tool kit and marketing badge: GC Accreditation Point System III.

- Test Phase: 2011
- Pilot Phase: 2012
- Accreditation of specialists: from 2012



Strategy: communication & education

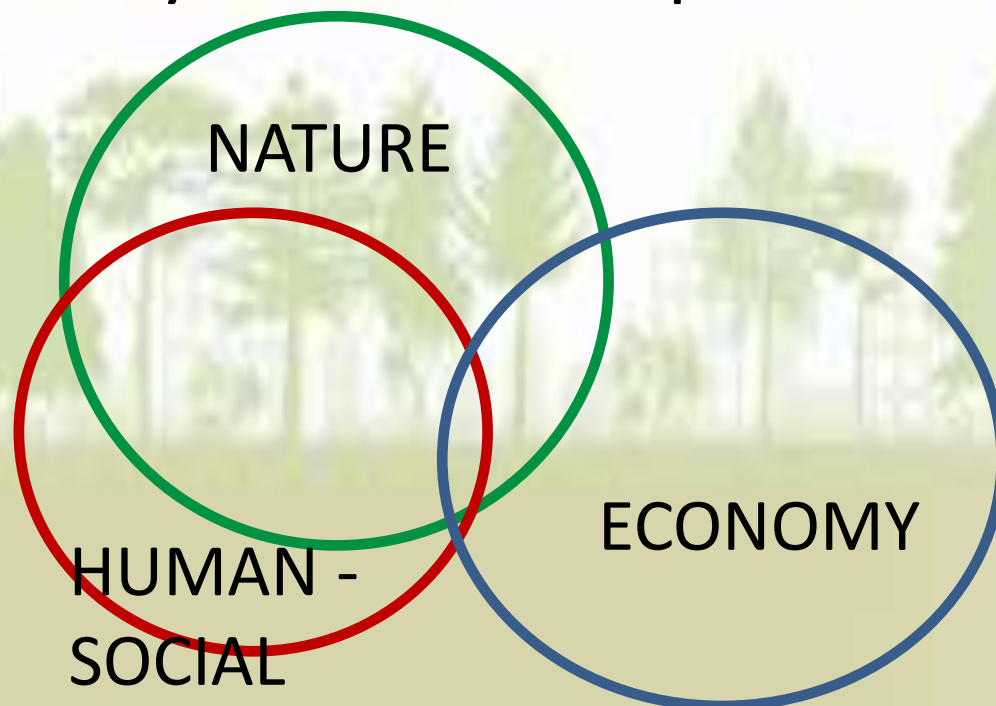
- **Communication** of renewed ancient idea of living WITH nature and having its services – measurable advantages
- **Lectures and presentation** in universities, conferences, round tables, media
- **Sample projects** in different cities and scale
 - Miskolc – city
 - Budapest – public project and private
 - ZEG – public test project
 - Nemesvámos – public projects
 - Zalaszentgyörgy – village level
- *Specialized courses - will come*
- *Local and international exchange of experience – will come*

Natures free services: more actual than ever

Válság - Valóság

Crises - Reality

Economy - broken equilibrium



Solution: nature's free services

**Grazie per la vostra
attenzione**

