



# CATCH

an Interreg North Sea Region project

**Good practice:**

## **Nieuwe Veemarkt: adding value**

by making a residential area climate adaptive  
with the Green Benefits Indicator

*Zwolle, Netherlands* 

**In leaps and bounds to a water sensitive city**

**Zwolle**

## ABOUT THE PILOT

The Nieuwe Veemarkt in Zwolle is a former event location, located along motorway A28 and surrounded by parking spaces. The location is turned into a residential area. Therefore, it is the perfect area to test a new tool, De Groene Baten planner (Green Benefits Indicator tool), developed by the Dutch National Institute for Public Health and Environment (RIVM).

The Green Benefits Indicator allows urban planners to quantify the impact of predefined green and blue measures into financial and other benefits for residents and the municipality.

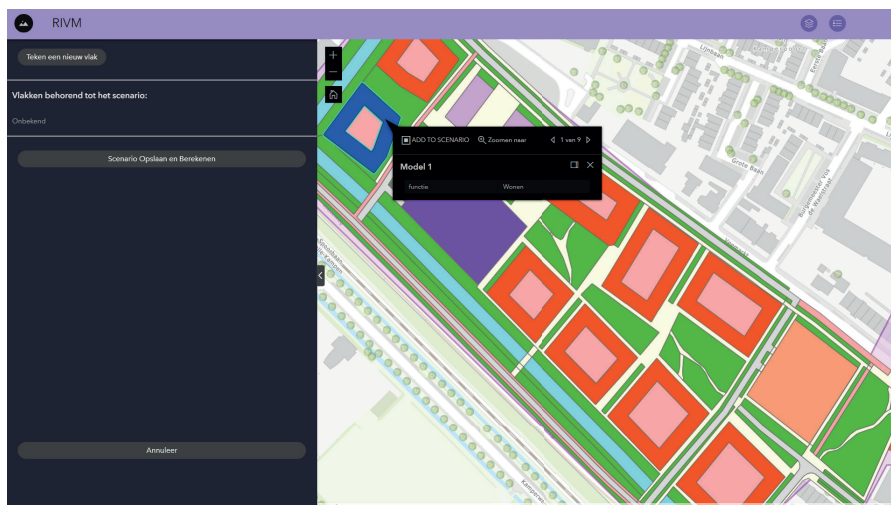


Artist impression of the project. Source: gemeente Zwolle.



## POSITIVE OUTCOMES FOR OUR RESIDENTS AND ORGANISATION

- Thanks to the 'Groene Baten planner' we can make room for green and prevent green to be the first thing to be sacrificed in urban plans when a plan is not feasible.
- We learned to think differently about green in urban plans by quantifying the value of green (in both monetary and non-monetary terms). With the Green Benefits Indicator we could quantify benefits that before were implicit, such as CO<sup>2</sup> storage and reduction of the urban heat island effect.



*User interface of the Groene Batenplanner.*



## LESSONS LEARNED

- In the 'Groene Baten planner', already many indicators are available. We now must find out which are relevant and how to properly choose them.
- We need to learn more about indicators for ecosystem services to properly involve citizens, interest groups and other partners.

Project leader Erwin van Veen: “The Groene Baten planner demonstrates that green and blue measures do not only cost money, but create value in terms of people’s health, residential well-being and the increased value of residential property.”

### More information

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Or visit our website:

[www.atlasnatuurlijkkapitaal.nl/groene-baten-planner](http://www.atlasnatuurlijkkapitaal.nl/groene-baten-planner)

