

The program is designed to react flexibly on your demands and to enable quick and easy access to top-level knowledge. We are your knowledge partner on 6 expertise themes:

### IT Solutions

Our projects involve the advanced use of earth information and remote sensing products, the creation of innovative apps, and map-table technologies to support the interactive participative planning. We also work on crypto currencies and IT based service-business models.



### Landscape Approach

Regional development of areas require a participatory approach to safeguard and strengthen its functionality, sustainability and attractiveness. LAP3 stands for the facilitation of a regional participatory design process following the Base, Boost, Balancing approach. Through this we support job creation, social equity and striving for preservation of natural resources.



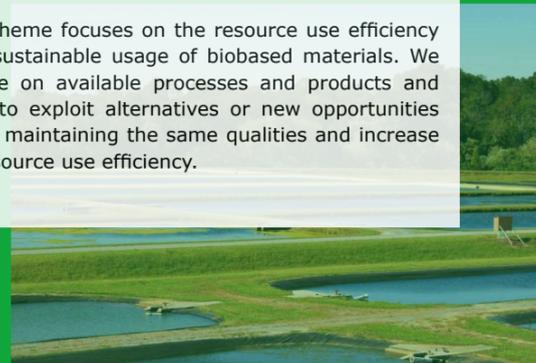
### Inclusive Growth

For a sustainable future, economic growth has to benefit as many local stakeholders as possible, being broad-based across sectors. We assess the broader needs of the community and integrate their knowledge and experience in project and research design, using participatory methods. We contribute to stimulate social learning and empowerment and address inequalities in incomes, health, education and well-being.



### Towards green urban metabolism

The theme focuses on the resource use efficiency and sustainable usage of biobased materials. We advise on available processes and products and help to exploit alternatives or new opportunities while maintaining the same qualities and increase in resource use efficiency.



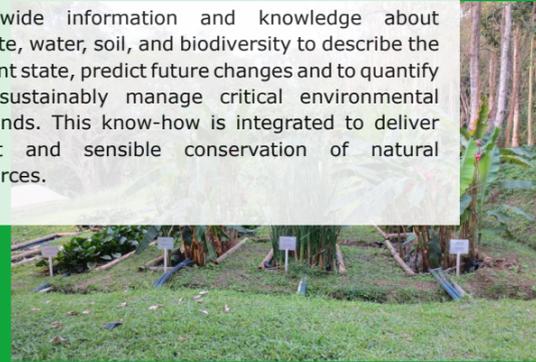
### Innovative Economic Solutions

Valorisation of natural capital and improved accounting can provide new opportunities for enterprises and the financial sector. We develop green business models for economic growth. Furthermore we create financial products, policies and networks for governments and/or the private sector, bringing economic and ecological experts and decision makers into dialogue.



### Nature Based Solutions

To achieve nature based solutions we offer worldwide information and knowledge about climate, water, soil, and biodiversity to describe the current state, predict future changes and to quantify and sustainably manage critical environmental demands. This know-how is integrated to deliver smart and sensible conservation of natural resources.



# Green Economic Growth

To achieve Green Economic Growth we offer an approach that promotes and facilitates private and public partners in the development and implementation of green business models.



[www.wageningenur.nl/greeneconomicgrowth](http://www.wageningenur.nl/greeneconomicgrowth)

Dr. Jochen Froebrich  
Head of Program  
+31 (0)317 481510  
[jochen.froebrich@wur.nl](mailto:jochen.froebrich@wur.nl)



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For quality of life

## Why Green Economic Growth?

With an estimated world population of 9 billion people in the year 2050, we have a challenge to secure jobs, secure food production, to safeguard our ecosystems, and to improve our quality of life. Simultaneously our economic system is changing, with new players on the market and innovations.

Organizations all face different challenges in which they:

- See these developments as a challenge to reconsider their own market position and **become front runner** by implementing the latest innovations and developments;
- Seek new **business opportunities** to find alternatives for the diminishing natural resources and the long term effects this can have on their revenues;
- Implement and integrate **sustainable innovations** in a creative and transparent process whilst supporting the long term goals of the organization.

## How can you benefit from the Green Economic Growth program?

### We offer

- Access to parties for joint innovation and co creation
- Access to top quality knowledge and the newest innovations
- A boost for your creative and innovative process
- Entrance to emerging markets, sustainable sourcing and value chain innovation
- Policy validation and support
- Access to the latest developments and green business models
- Know how on inclusive growth and regional development
- An equally balanced alliance between economic, social and environmental factors in your green business model

### How we integrate

The Alterra program is designed to provide individual expertise on specific challenges, to provide robust indicators for documenting actual impact and to facilitate the integration of local innovation within a regional planning.

We enable Green Economic Growth by providing expertise and experience along the three major levels for action:

- **The Basis**
- **The Boost**
- **The Balance**

# Our Framework to enable Green Economic Growth

## The Balance Creating fundamentals for Green Economic Growth

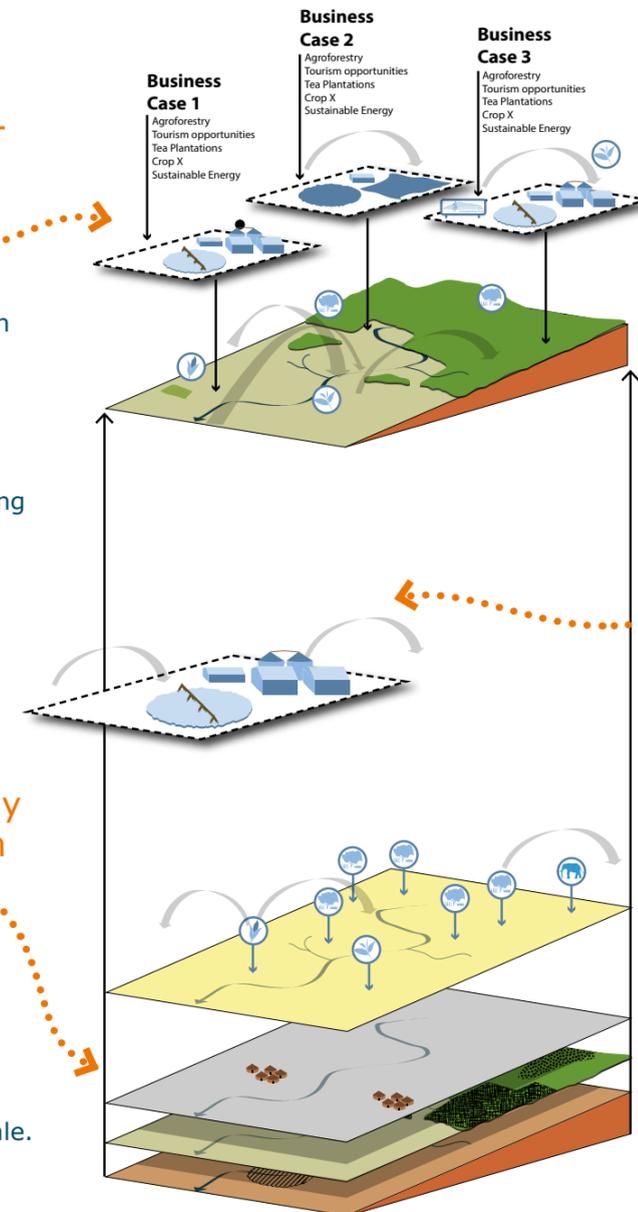
We support public and governmental entities in establishing a process that stimulates the creation of new local business opportunities and the regional planning of resource use at the same time.

## The Basis Allocating land, water, and energy for future growth

We assist in providing critical background information and the institutional base to increase resource use efficiency on local, regional, and global scale.

## The Boost Creation of jobs and growth locally

In close cooperation with the private sector we support the development of innovative business cases, to provide capacity for a sustainable implementation and to monitor the impact.



## Let's explore your potential for Green Growth

We are looking forward to find solutions and to explore new ideas together with you. Reach out to us through email or give us a call.

- **Present your needs in a meeting**
- **Share your vision in our think-tank sessions**
- **Engage within our network and research**

**Discover how cooperating in Green Economic Growth can improve your organization's performance in business and regional development!**