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groep**

# Donker Group on route to a circular company in 2035

a quick look behind the scenes

GREEN  
makes  
HAPPY



Elwin de Vink

Chief Creative Officer  
Donker Landscape Design

&

Transitionmanager circularity and  
sustainability

Donker Group



| Green makes happy

Our living environment and  
our quality of life is seriously  
threatened



| Green makes happy





# URBAN HEATING DUE TO FLATROOFS





# URBAN HEATING DUE TO EXCESSIVE PAVEMENT



Green makes happy





LONG PERIODS OF DROUGHT



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INGREASING NUMBER OF FLOODING



Green makes happy





DECREASE IN BIODIVERSITY





IT'S TIME FOR NEW, SMART AND  
SUSTAINABLE SOLUTIONS!



Green makes happy



# *THE FUTURE = GREEN*

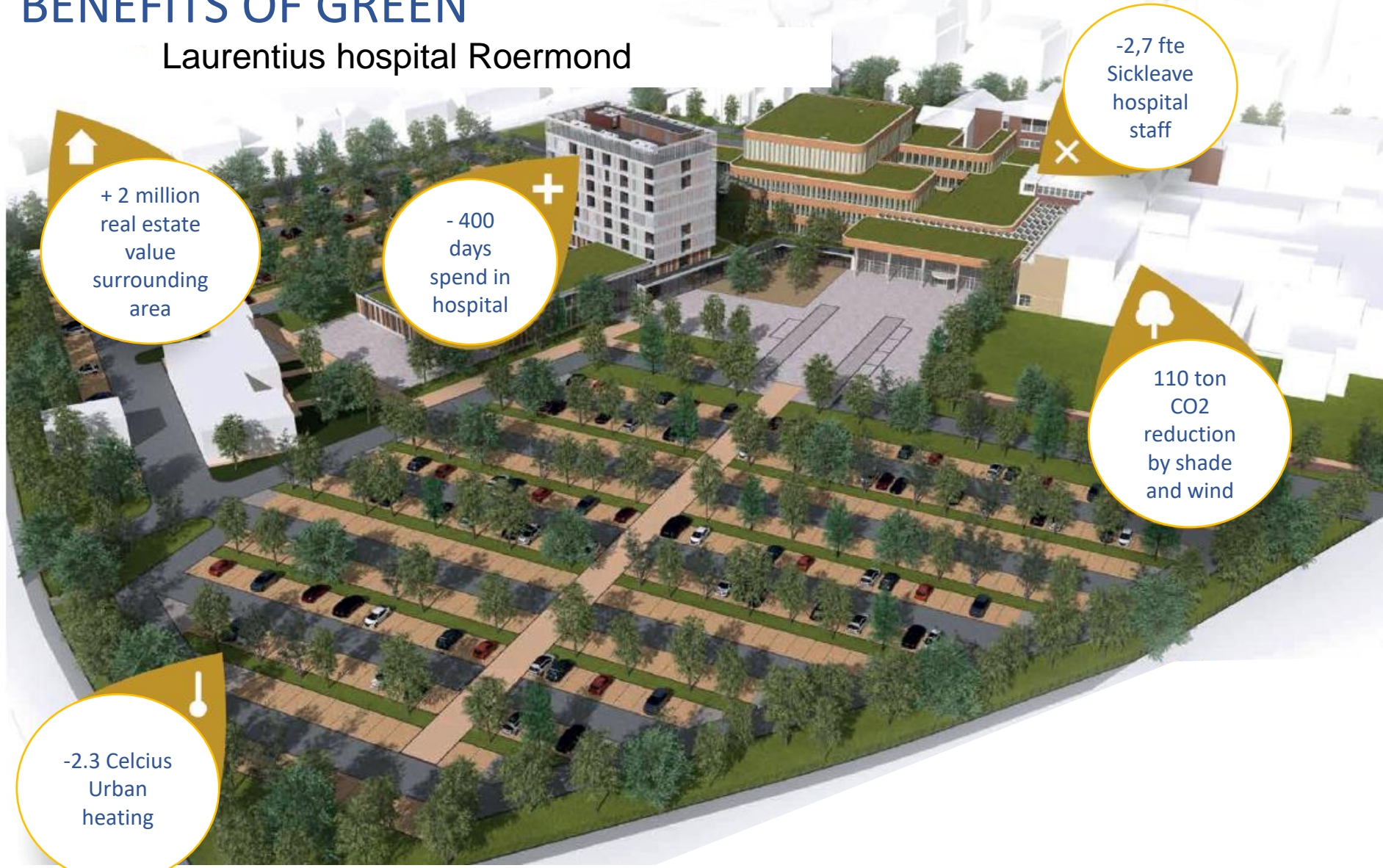


- We have a unique position to make a great contribution in solving so many current problems



# BENEFITS OF GREEN

Laurentius hospital Roermond



+ 2 million  
real estate  
value  
surrounding  
area

- 400  
days  
spend in  
hospital

110 ton  
CO2  
reduction  
by shade  
and wind

-2.3 Celcius  
Urban  
heating

-2,7 fte  
Sickleave  
hospital  
staff





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# FAMILY BUSINESS

- Founded in 1961
- Top 3 landscaping companies
- Focus on sustainable & circular indoor and outdoor space
- Turnover approximately € 90 million
- Integral approach visible from divisions







landscape design



landscape contractor



Interior plantings



Green makes happy



A 100% circular economy is  
the EU common goal towards  
Parisproof 2050

Donker Group set the bar at  
100% circular  
in 2035

# Sustainability as a guiding principle

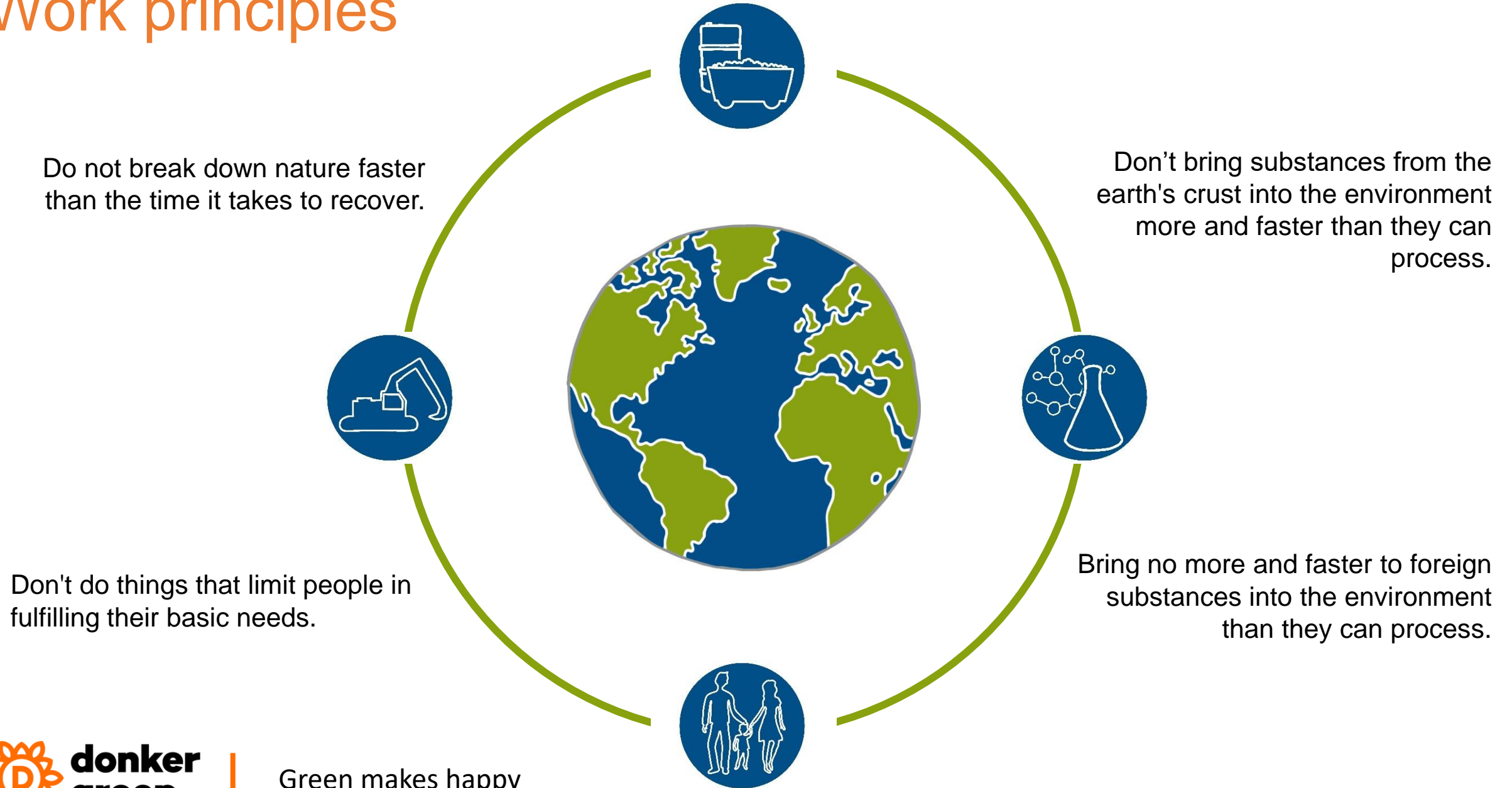
1. Sustainability is not a product but an attitude
2. Sustainable business also means sustainable continuity for the company
3. Sustainable relationship with stakeholders (we need each other to make the change)
4. Pro-active development of sustainable concepts, products and services



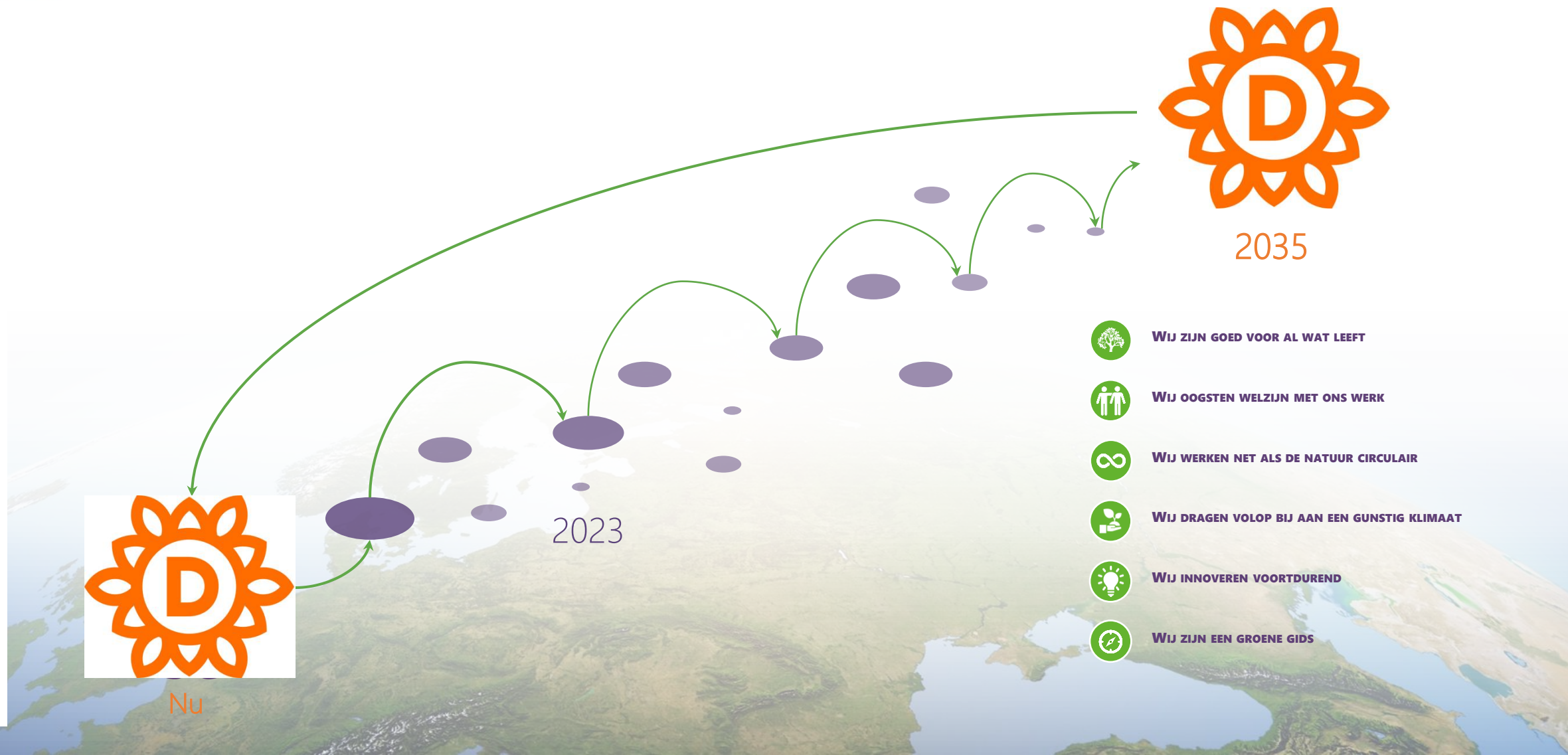
# SUSTAINABLE DEVELOPMENT GOALS



# Work principles







## Roadmap to a sustainable future

Donker als **Groene Gids**

world

welfare

Prosperity

### Robuust groen

(minimaal maat 18-20 stammaat)

2020	2024
in	in
<b>50%</b>	<b>100%</b>
Van de projecten	Van de projecten

\*15, 13, 14, 8, 4, 11

### Water infiltreren op eigen terrein

Percentage van verhard oppervlak op eigen terrein wat water kan infiltreren in onze nieuwe ontwerpen

**30%**

2020

### Bevorderen biodiversiteit

Het verstrekken van 'Flora & Fauna'-adviezen aan onze klanten

**2019** is het ontwikkeljaar

Aantal klanten per jaar

'20	10
'21	15
'22	25
'23	35
'24	50

\*6, 15, 13, 14, 8, 4, 11, 8, 12

### Groene gids die inspireert

	Lezingen	Schoolbezoeken
'20	7	7
'24	14	14

\*6, 15, 13, 14, 8, 4, 7, 11, 8, 12

### Goed werk, goede doelen

Ieder jaar bijdragen aan een goed doel welke wij steunen vanuit

- Publiciteit
- Ludieke acties
- Sponsoring

\*4, 8

### Grijs eruit Groen erin

Aantal klanten per vestiging waar we tegels vervangen door groen

'20	5
'21	10
'22	15
'23	20
'24	25

\*6, 15, 13, 14, 8, 4, 11, 12

### Water infiltreren op eigen terrein

Percentage van verhard oppervlak op eigen terrein wat water kan infiltreren in onze nieuwe ontwerpen

**40%**

2022

**50%**

2024

\*6, 15, 14, 4, 11, 12

### Plantvoorstellen toetsen

Plantvoorstellen zullen vanaf **2020** getoetst worden door een plantexpert of ecoloog

\*6, 15, 13, 4, 11, 8, 12

### Vitale & gezonde bodem

Bodemonderzoek en grondverbetering in ...% van de nieuwe aanleg

2020	100%
2021	80%
2022	60%
2023	40%
2024	20%

\*6, 15, 13, 4, 11, 8, 12

### Imago Duurzaamheid

Het cijfer dat klanten ons gemiddeld geven in

**7,5** 2019

**8,5** 2024

\*6, 15, 13, 14, 8, 4, 7, 11, 8, 12



## ZO HALEN WE ZE Doen wat we zeggen

### Employees

### Machines

### Materials

#### Duurzaamheidschallenge

Percentage medewerkers per vestiging/afdeling die actief bijdragen

2019

7%

2024

75%

\*6, 15, 16, 14, 5, 4, 7, 11, 8, 12

#### Duurzaamheid in de praktijk

2019

Duurzaamheidsprincipes vormgeven en meetbaar maken

2020

Pilotjaar

2021

40% van de medewerkers kent de duurzaamheidsprincipes

2024

75% van de medewerkers kent de duurzaamheidsprincipes

\*6, 15, 16, 14, 5, 4, 7, 11, 8, 12

#### In alle vormen en maten

Percentage medewerkers met een leer- en ervaringsplaats (SROI)

2019

11%

2024

20%

\*5, 4, 8



#### Zoveel kilometer haal je uit een liter

Onze kilometerreductiedoelstelling: 2019 | 21.000 km 2024 | 19.000 km

	2019	2020	2024
	15,06	15,8	17,0
	10,45	12,0	13,0
	9,18	10,2	11,0

\*4, 7, 11, 8



#### Elektrisch handgereedschap

90%

van het handgereedschap is 100% elektrisch in 2024

75% Heggescharen in 2020

75% Bosmaaiers in 2021

75% Bladblazers in 2022

75% Kettingzagen in 2023

\*5, 4, 7, 11, 8



#### Schone brandstoffen

Kilometerreductiedoelstelling 2019 | 43.000 km over gemiddelde wagenpark; 2024 | 38.000 km

20%

Minimaal aantal elektrische bussen per vestiging in 2024

60%

van de personenauto's rijdt elektrisch of schoon in 2024

\*Start omvorming 2019

\*5, 4, 7, 11, 8



#### Duurzame leveranciers

25%

van al onze leveranciers sluit aan bij onze duurzaamheidsambities in



\*6, 15, 16, 14, 5, 4, 7, 11, 8, 12



#### Hernieuwbare middelen

Percentage hernieuwbare grondstoffen nieuw ingebracht in o.a. onze projecten



\*4, 7, 11, 12



#### Gifvrij plantmateriaal

Percentage van alle projecten waarin gifvrij plantmateriaal is toegepast, exclusief bestekken



Bollen

99% in 2020



Vaste planten

99% in 2021



Heesters

99% in 2022

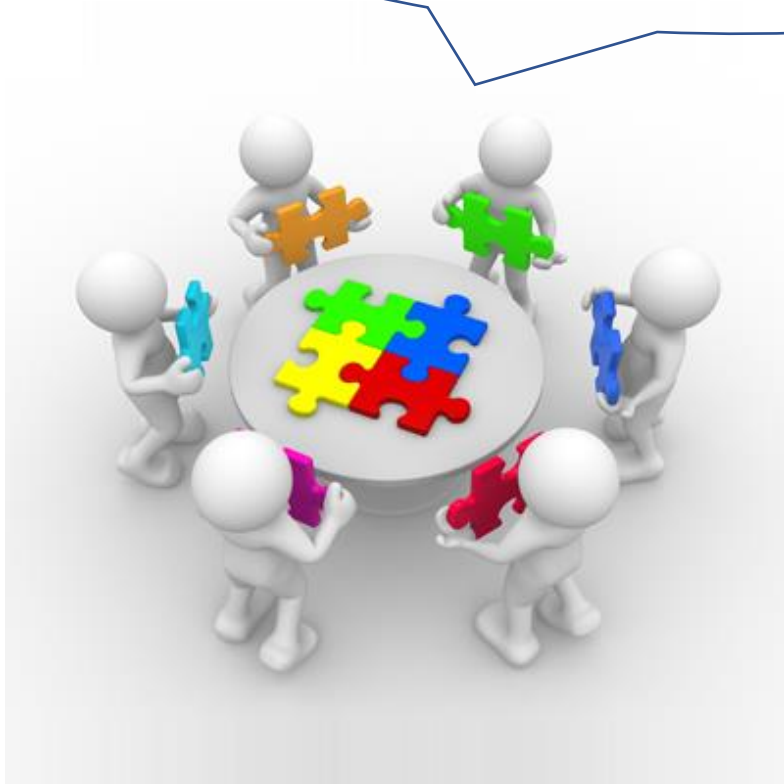
\*6, 15, 16, 5, 4, 11, 8, 12

How do you  
get  
people  
to change?





Who wants to  
join?



Intrinsic motivation is key!

# MEASURING SUSTAINABILITY

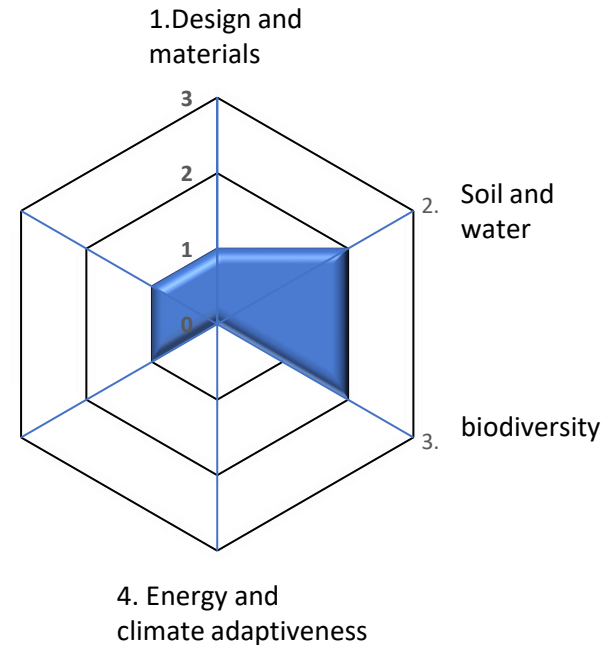
Quickscan gives data on current situation regarding sustainability and circularity



**NL Terreinlabel E**

6. Management and maintenance

5. Relation people and environment





# PLANS FOR IMPROVEMENT

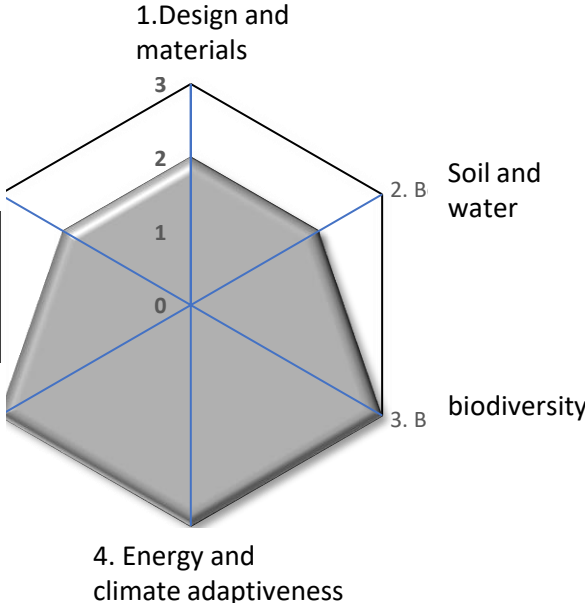
- ▶ Together with client we set ambitions and make a plan to execute over multiple years



**NL Terreinlabel B**

6. Management and maintenance

5. Relation people and environment



# Rated and approved by an independent certifying authority





# Some examples

## The impact of green..









HOUTHOFF

CIRCL

Learning Today  
Tomorrow

2024 Challenge





Pontkade – circular roof garden Amsterdam NDSM yard





NHL Stenden – Green wall nature inclusive









De Linné – Poldenweg 1 te Amsterdam - WONINGDIFFERENTIATIE

# DE LINNE AMSTERDAM



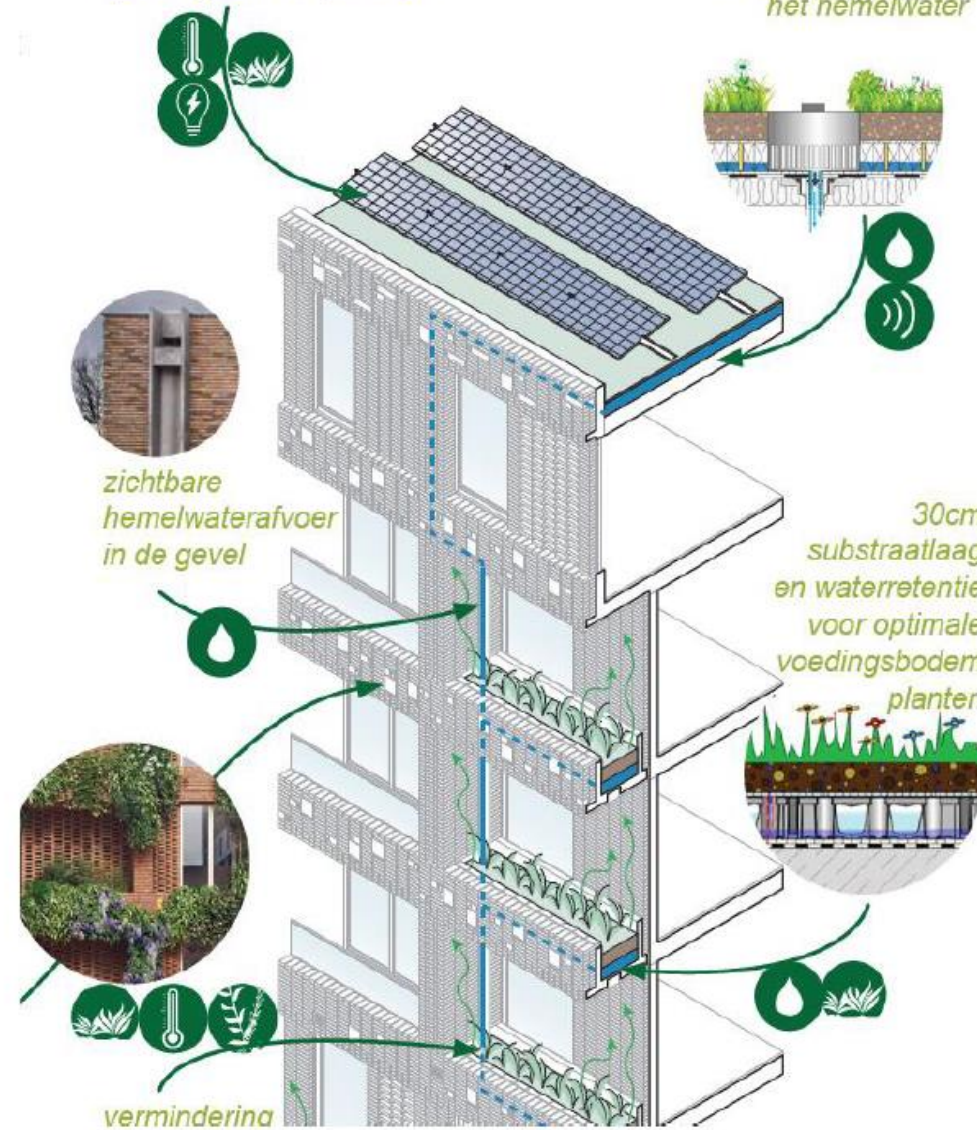
| De Linné Amsterdam – Nature inclusive real estate development





vegetatiedak vermindert  
Urban Heat Effect en verhoogt  
opbrengsten PV panelen

drossel reguleert de  
waterbuffering van  
het hemelwater



zichtbare  
hemelwaterafvoer  
in de gevel

30cm  
substraatlaag  
en waterretentie  
voor optimale  
voedingsbodem  
planten

vermindering



# Making business parks sustainable



# Case study



- Cost of replacing sewers approx. 10 million euros
- Costs of disconnection approx. 2 million euros





- Waterbuffering by wadi
- Semi-green pavement
- Adding green for shade and biodiversity
- Less urban heating





Green makes happy



CLAUSPLEIN EINDHOVEN



















# Result... Highly appreciated climate-proof city park







*THE  
FUTURE*

*=  
GREEN*

The text is flanked by stylized green leaves. On the left, there are three leaves pointing upwards. On the right, there are two leaves pointing downwards.





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Questions ?

**GROEN  
MAAKT  
GELUKKIG**

