



Special edition of “Journal Green” about Nijmegen

Measure by	Local authorities, Municipality of Nijmegen
Coverage	National, City of Nijmegen
Measure type(s)	Inform
Contact	www.vakbladgroen.nl



Description and Aim

Special edition of “Vakblad Groen” (Journal Green) about Nijmegen. “Journal Green” is a national monthly journal/magazine about urban green and landscape. Target group for the journal are policy makers, landscape designers, public space designers and city builders. Cities can make a special edition of the magazine (with extra circulation) about their city to use as promotion or information.

In the Nijmegen-edition we explained about the Nijmegen approach to urban green in which we use a broad perspective like health, climate, environment, social issues, water and nature. We send the Nijmegen-edition to different departments within the municipality, to adjacent municipalities and local NGO's.

Aim:

Change knowledge

Promotion of green policy and green projects in Nijmegen.

Target group(s), Message, Instruments

Target group(s):

Professionals, Politicians, Administration staff, Planners, Professional schools

Message:

This is the way Nijmegen works on urban green.

Used instruments:

Opinion, facts

wrote articles on different subjects concerning urban green in Nijmegen.

Experiences

Combination with other measure:

Structural measures: Green roof “De Tweeling”; Green roofs – Town Hall; Green wall – inner city

Raising awareness measures: Green Allure inner city Nijmegen

Follow up:

We distributed close to 500 copies.

The promoter of the urban green division, Plant Publicity Holland, also ordered an extra circulation of 500 copies to send to their members (businesses working in the plant, trees and gardener division) as an example of a real green city.

Monitoring of results:

Nijmegen is now more known as green city that has innovative green ideas and projects.

Costs:

The costs depend on the magazine and the extra circulation you want. Furthermore there are costs because you need time to write the articles.