



# HortusLab

A new icon in Westland

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A *Message* from Léonie Raamsdonk

In front of you is our ambition document that describes the dream we have for building a sustainable and innovative district where people can live, work and enjoy themselves in an inspirational, green environment. Our idea was born from the wish to prepare Westland and the horticulture business for the future by aiming at high quality living, innovation, inspiration, relaxation and working.

We do realize that this is a major challenge and that this approach is new in its kind. It is the explicit wish that the setup will become an example for others in the Netherlands and beyond. Our inspiration comes from the so-called Blue Zones; the 5 distinct areas in the world with specific lifestyles and environmental conditions that lead to a healthier and happier life up to old age.

We are convinced that Westland is an excellent location for realizing this vision because of the centered location in the Randstad between Rotterdam and The Hague, the excellent know-how of horticulture, the entrepreneurial spirit, the ambitions of the municipal of Westland and not the least, our appreciation for the Westland legacy and for the people in this unique area. As said, realizing an plan of his size and impact is a extensive challenge but we are convinced that this plan, the investments and building the district will make the difference for the future of Westland.

In the last months we shared the plans with many different stakeholders and received positive feedback. In the course of time and after brainstorm with young and older talents, the scope was broadened from building an innovation center for the horticulture market to a comprehensive community in Westland. The size and ambition of the project grew accordingly.

The imaging and sculpting of this plan would not have succeeded without the help of many people but I would like to mention explicitly Kuiper Compagnons, HNB, municipal of Westland, and Florpartnersfor their work and support. Our sincere appreciation for this!

We now have something in our hands that describes our dream and are enthusiastically going towards to making it a reality.

On behalf of the HortusLab Foundation,

Leonie Raamsdonk



# 1. Introduction

## A new HortusLab in Westland

This document describes the vision and ambition of a new district in Westland. It presents the first building blocks and is not a definite plan or final image, but describes our view and ambition. It is a vision that we dream of.

Westland is changing rapidly. In the coming years, thousands of new residents will arrive. A fast-growing municipality where quality of life and a green environment are at the top of the agenda. Westland can take the lead in this. As the vegetable, flower and plant garden of the world, Westland can show like no other what a healthy world looks like: a world where well-being and health are central. Within this ambition, Westland unfolds from a glass city to a blue zone, with a dynamic and sustainable green heart. From these thoughts, the plan arose to build a HortusLab in the middle of a new ultra-modern residential area. A botanical courtyard where innovation, joy and inclusion are central. HortusLab connects the past with the present and opens the door to the future of Westland. An architectural gem, a landmark that people would like to look at and are proud of.

“HortusLab *connects* the past with the present and opens the door to the future of Westland”

The new residential area will be realized next to the World Horti Center, partly on the old housing of ‘Tropical Plants Van der Arend’ that supplies tropical plants and trees for zoos and swimming pools, among other things. The company will be moving. The van-der-Arend site is approximately 8 ha. The plan is to realize mid or high-rise homes, in order to meet the necessary housing capacity.

Next to the housing, the development of a HortusLab in Westland will arise. This will be an innovative and contemporary interpretation to the concept of a blue zone. This ambition document provides further explanation of this. curious? Look further for in the document for "What is a blue zone?" and get inspired.

“From glass city to  
*blue zone with a green heart.*”

The envisioned development is in the heart of Westland horticulture. Centrally located between mainport Rotterdam, the city of Rotterdam and the city of The Hague and within walking and cycling distance of the city center of Naaldwijk. On top of that, 3 of the finest universities are located within 30km distance: University of Leiden, Technical University of Delft and Erasmus University in Rotterdam. This makes it the ideal place to develop into a global hotspot and local community



HortusLab covers 3 hectares of land



An architectural gem, a landmark



Sustainable, circular and green



Hotspot in the heart of Westland



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Gemeente Westland



World Horti Center



Van der Arend Tropical Plantcenter



Central location near to the city center and WHC

Oostwatering



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THE DOCUMENT



## 2. The surrounding

### Greenery and innovation as connecting elements

#### Environmental vision 2.0

In the environmental vision 2.0, Westland wants to be a green, healthy and attractive municipality. This is realized from the approach: People, Planet and Profit. New homes that are future-proof are key.

- First and foremost is the better balance between people, planet and profit by adding more greenery to Westland. To achieve this, an green standard was added for new housing estates has been drawn up. Green-inclusive design and landscaping will be an important spearhead.
- Westland is a place where people like to meet and always have had a strong community spirit. A solid connection, both physical and social, is present and considered fundamental.
- In addition, it is important to take steps towards a sustainable future. Westland will be climate-proof by 2040. Climate-proof construction is therefore a prerequisite for any new construction.
- Finally, greenhouse horticulture naturally plays a central role in this district. Westland strengthens its

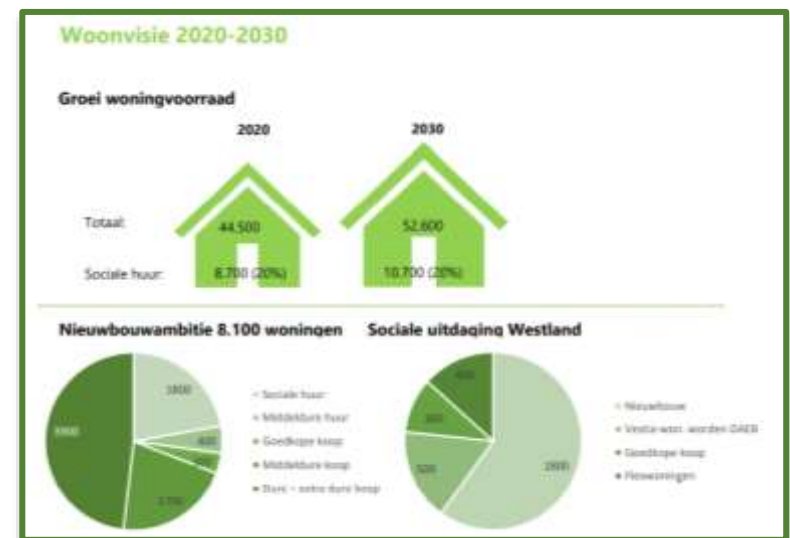
economy and consolidates its economic top position as a region.

#### Housing vision Westland 2020 - 2030

The pressure on the housing market is high, also in Westland. Especially when it comes to the cheaper segment. A housing vision has been developed for this. See the graphics below. This vision offers an integral and ambitious view for the next ten years on all facets of the housing task and balances them with each other. Below are the five pillars from the vision.

- The strong need for social housing plays an important role in the ambitious building programme.
- Adequate attention for the middle-income group.
- Ageing of the population which demands extra care.
- Substantial housing for migrant workers.
- Flexwonen will have its own building program to be able to respond quickly to changes in supply and demand.

The connection between living and working in the horticulture, fits nicely with HortusLab





### World Horti Center & HortusLab

World Horti Center is a knowledge and learning center of international horticulture. A place where research, education and entrepreneurs come together. HortusLab is a reinforcement and an addition to World Horti Center: HortusLab adds features. HortusLab and World Horti Center are both distinctive and complementary to each other. This is where the power of the combination lies hidden. Where World Horti Center mainly focuses on technology and hardware innovation - such as robotization and digitization - the focus from HortusLab is mainly on green and social innovation. Together, it provides the attraction of knowledge and experience to the region.

The environmental vision is aimed at further expanding Greenport Horti Campus Westland and developing it into an area where innovations can get going faster and crossovers can arise.

A place with high-quality business opportunities and teaching and research facilities. A new HortusLab with its global character fits in seamlessly with this ambition and complements world Horti Center. The two initiatives will reinforce each other.

HortusLab makes an important contribution to green human capital. With its focus on green innovation and the connection with the international playing field, HortusLab facilitates education and business in shaping the future of Dutch education in line with the labor market. MBO-oriented education is already within reach. For academic education - which is of great importance for the innovative character of HortusLab - there are collaborations with Leiden, Delft and Rotterdam. Essential and crucial is the accessibility of this region.



A strong connection with the Ecosystem of World Horti Center creates access to a wide range of courses focused on the future, which seamlessly fit in with hortuslab's vision.



### Accessibility and public transportation

In order to give HortusLab the status it deserves, to attract the start-ups and scale-ups it needs and to attract residents, visitors and local residents and to be able to receive them comfortably, good accessibility and good public transport are critical from the start. Accessibility and public transport can be seen as the arteries of Westland and surroundings, connecting to the green heart of HortusLab. Without this connection, the green lab becomes a grey parking lot.

“Accessibility and public transport can be seen as the arteries of Westland and surroundings, connecting to the green heart of HortusLab..”

Good public transport is indispensable in an urbanized society as in the Netherlands. Westland is no exception. Good accessibility and public transport are necessary for the desired spatial-economic development in and around HortusLab. It is also decisive for the beating heart of HortusLab; the social participation and involvement and ensures the comfortable livable and traffic-safe keeping of this contemporary blue zone in Westland.

The realization of a good HOV connection (high-quality public transport) with Rotterdam and The Hague is given high priority by the municipality. There are also opportunities for a good HOV connection with Delft.



### 3. Vision & Ambition

#### **A vibrant environment for living, working innovating, visiting and meeting**

The ambitions for a new HortusLab are grand: a botanical garden under glass, a so-called landmark, an icon with an international character that everyone likes to look at and of which the Westland citizen is proud. HortusLab inspires and stimulates thought. A place where the past, present and future of Westland come together. HortusLab acts as the center of the new high-rise residential area, the new blue zone: a vital environment for living, working, innovating, visiting and meeting. It is a place for local users and international visitors where innovation is the order of the day. The eyes from all over the world are focused on this innovative blue zone and the HortusLab.

The world is changing and Westland is changing with it. People are getting older and there is more and more emphasis on well-being and lifestyle. Healthy ageing; not only through healthy food, but also a healthy living and working environment. As the vegetable, flower and plant garden of the world, Westland plays a significant role in a healthy lifestyle worldwide.

“Our dream is to realize an innovative and inviting district in Westland where living pleasure, health, inspiration and innovation are paramount. Central to this district is the beautiful garden or hortus, an architectural gem, where you can work and enjoy and people can meet each other.

The community will be the example of the new living: locally self-sufficient and globally connected. The involvement of residents and local residents is crucial for this unique living experience. The strong connection with Westland and the Westland identity is guaranteed by the presence of a breeding ground for innovative horticulture-related startups and scale-ups.”

*Léonie Raamsdonk*



*Een eigen blue zone*



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The new residential area will be set up as a so-called blue zone; an environment where people can maintain a specific healthy lifestyle. A self-sufficient city where a healthy lifestyle is facilitated and encouraged. HortusLab contributes to this as an innovative lab and with its facilities. Westland becomes an example in the world and will amaze people.

All facilities will be present for a healthy and sustainable life. Water, heat, materials and waste materials are reused. The facilities are therefore circular and sustainable and fit in with Westland's vision of the future. The buildings are built circularly and therefore have a low footprint.

HortusLab's ambitions are a perfect fit for Westland. Westlanders including its entrepreneurs have a strong connection with nature and that helped this sector to grow. In recent decades, efficient business operations have become increasingly important, with the consequence that green innovations can get in a squeeze. With the arrival of HortusLab, we want to give way to new sustainable developments and innovations. Westland sets an example to the rest of the world and takes the lead in the development of 'healthy' innovations.

The realization of a HortusLab contributes to the even more prominent propagation of this role. A HortusLab of the future is inextricably linked to health in the form of medicinal plant applications, health and a healthy living environment. This could include the pharmacy of the future and developments such as personalized nutrition. Room is also offered to help thrive green innovations, aimed at making the living and living environment healthier. In this way anyone can watch, feel and taste the progress in Westland.

“in this way, the whole world can see, feel and taste Westland's progress.”

Innovation is central to the new HortusLab. For years, Westland has been at the basis of the development of food cultivation under glass. Innovation is in Westland's DNA and innovation flows through the veins of the Westland entrepreneur. With its enormous concentration of knowledge and innovation, the new HortusLab contributes to the future of Westland. Scale-ups and start-ups will find their home here to implement their ideas in the heart of horticulture. HortusLab offers all the facilities for this: a network, an inspiring space, a lab where ideas can be tested directly, an exhibition to display ideas and companies in the area. New crops are discovered and tried out and new applications are developed and demonstrated. In addition to new product innovations, there is also room for developments and innovations regarding well-being and lifestyle including developments related to the blue zones. The whole world benefits from this. Westland is at the forefront of this.



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## What is a *blue zone*?

Blue zones are areas in the world where the population lives above average longer in relatively good health: health and happiness go hand in hand. In those regions its inhabitants live according to a specific lifestyle and in a favorable living environment. A traditional lifestyle with a lot of physical activity, eating local food and good social contacts contribute to the favorable life expectancy and happiness of the people.

## What are the *characteristics*?



Regular physical exercise



A life purpose



Limited stress



Eating moderately



A plant-based diet



A glass of wine now and then



Interact with people in harmony



Good relationship with family



Multiple friends



**BLUE  
ZONES**

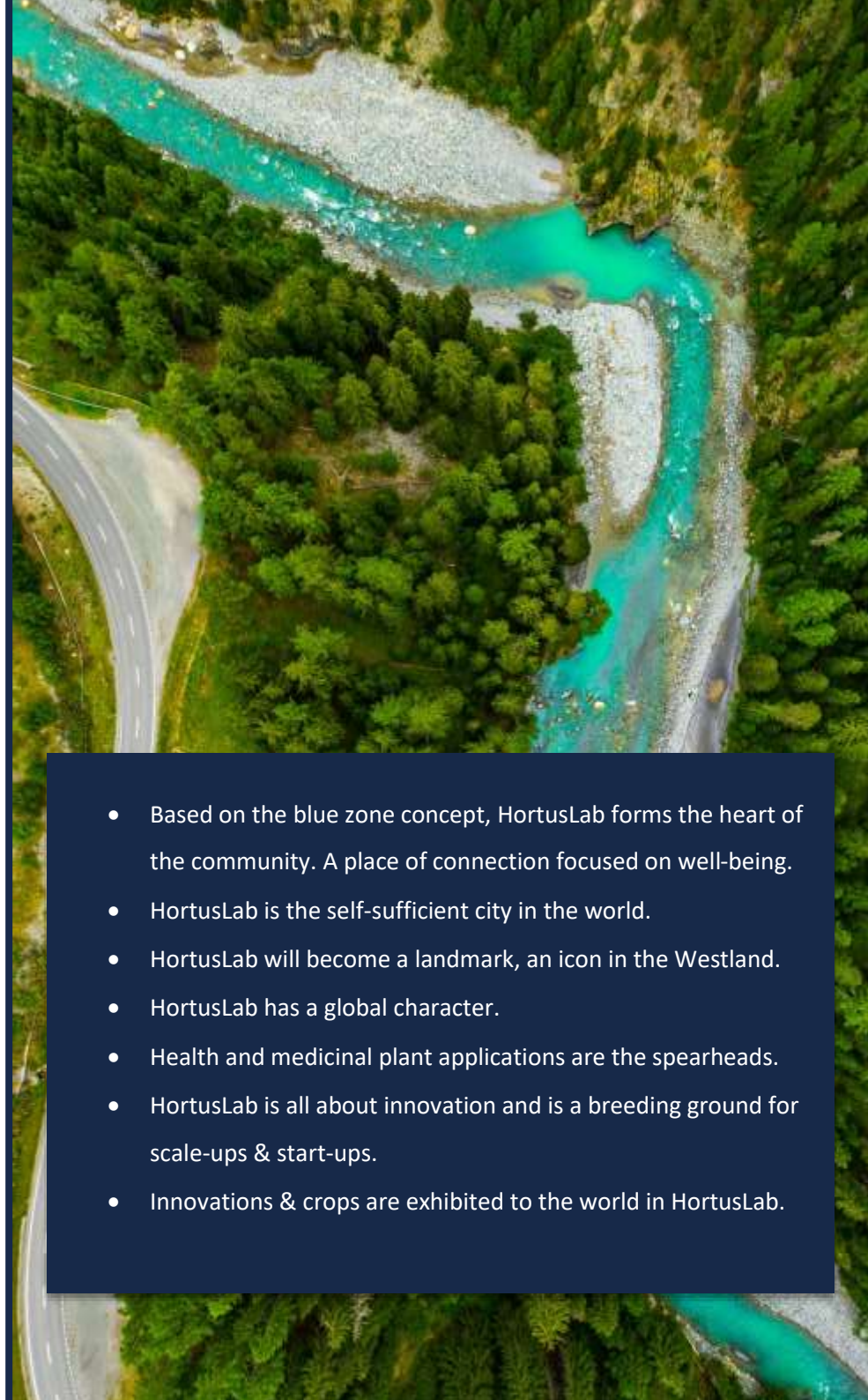


In addition to its global character, HortusLab will be the heart of a local community. The new HortusLab will be seen as the green, inspiring futuristic garden of Westland. That nice green place where local residents and Westland citizens like to come for relaxation and social or cultural gatherings. In or next to HortusLab a coffee bar and restaurant(s) with surprising food concepts will be present. HortusLab offers places to meet and hold meetings for local companies. HortusLab thus contributes to the sense of community in the region. A place where the local citizen and the international world meet. Westland has been a close-knit community for many years. Volunteering and helping each other out is part of the culture in Westland. The idea for a blue zone therefore was quite a natural step: it fits Westland very well. The development of the blue zone, the self-sufficient city and HortusLab is a small step for Westland, but a big step for humankind.

### First visions

HortusLab has a futuristic look and is built in height with greenery. With the construction in height, three times the surface area of greenery is added to the environment. A waterfall flows down from the roof. Since there are few high-rise buildings in the area, a perfect vantage point is created and you can look wide at the world port of Rotterdam, the city of Rotterdam and the global city of peace: The Hague. This literally and figuratively provides the connection with the international world. In addition to the above-ground construction, an underground construction will be present where crops can be grown and applied. HortusLab is a Westland dream come true.

- Based on the blue zone concept, HortusLab forms the heart of the community. A place of connection focused on well-being.
- HortusLab is the self-sufficient city in the world.
- HortusLab will become a landmark, an icon in the Westland.
- HortusLab has a global character.
- Health and medicinal plant applications are the spearheads.
- HortusLab is all about innovation and is a breeding ground for scale-ups & start-ups.
- Innovations & crops are exhibited to the world in HortusLab.





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## 4. Target groups & functionalities

### Local residents and involvement

In addition to the global character of HortusLab, the local function is at least as important. HortusLab is supported by the local residents, who largely give substance to the futuristic gardens themselves. They can also contribute to the development and maintenance of HortusLab. HortusLab is a real meeting place; the heart of the community. It is a place for connection, an ecosystem *pur sang*, conceived from a vision and developed from passion and supported by love for the next generations. The contemporary innovative interpretation of the blue zone idea provides Westland an environment where health, healthy living and well-being are key.

### Marvel and innovate

HortusLab attracts an enormous variety of people: Scale-ups and start-ups are founded for people to work and develop. Horticultural visitors come from all over the world to admire the new innovations from Westland. The local citizen comes to visit, eat and drink, meet and produce. HortusLab has enormous appeal. Nowhere in the world is it possible to visit a self-sufficient community where you can learn about the development of innovative crops and the effect on health. This is also the place for companies from all over the world to learn more about innovative Westland horticulture. HortusLab stands for wonder and innovation.

### Startups & global visitors

HortusLab will be a breeding ground for innovation. Horticulture-related scale-ups and start-ups find their home within HortusLab. It offers an inspiring environment where scale-ups and start-ups evolve new ideas and work at a location where all facilities are available to implement ideas amongst companies that can help to market their products. They have a lab available for testing and experimentation, both above and below ground. Companies can meet these start-ups and follow their development closely. As a start-up within the horticultural cluster, HortusLab is the epicenter.

The world is aware of what is going on in this innovative 'vegetable, flower and plant garden.' People want to visit the new innovations, taste the pharmacy of the future and experience well-being concepts. As a result, HortusLab attracts many professionals and craftspeople.

- HortusLab is the heart of the community: a place for connection, an ecosystem *pur sang*, conceived from a vision and developed from passion and supported by love for the next generations.
- Local residents are part of HortusLab and produce their own products.
- HortusLab is the epicenter for scale-ups and start-ups within the horticultural cluster.
- HortusLab is a magnet for global visitors for inspiration and to admire Westland cultivation innovations.





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## 5. Realizing dreams

### The new HortusLab fits seamlessly in the ambitions of Westland

As described in the vision, HortusLab gives a positive impulse to Westland. HortusLab contributes to Westland's ambition to strengthen the optimal balance between ecological, economic and social interests. From our own blue zone interpretation, emphasis is placed on social innovation and the sense of community. Attention is paid to well-being and a healthy lifestyle. This can be extended to attracting new study options within lifestyle and behavioral sciences, among others. The table below briefly describes the desirability of a HortusLab for each spearhead from the various visions.

It can therefore be concluded that a HortusLab fits in seamlessly with the various visions. The position of the World Horti Center is also further enhanced. The HortusLab is a welcome development for locals, entrepreneurs and visitors. A dream coming true.

#### Realizing the dreams

The ambitions are substantial and we are well aware of that. Will the Hortus remain a dream or is it feasible to make the dream come true? HortusLab fits well the visions of the Municipality of Westland, but much more is needed. The plan requires a substantial investment, also financially, and we are prepared to invest substantially in HortusLab. In addition, these types of plans require ownership and personal ambition. This is what we bring. We are highly motivated to make this beautiful dream a reality.

HortusLab		Desirability	Explanation
Environmental vision 2.0	Greenery	✓	Green inclusive, increases quality of life
	Strong social bonds	✓	To meet and participate, sense of community
	Climate resistant	✓	Sustainable & circular
	Economic top position	✓	Promoting and strengthening global leading position in horticulture
Residential vision		✓	Enhancing the attractiveness of the residential area
World Horti Center		✓	Reinforcing the international top position
Global relevance		✓	Increasing world population, need for attention to well-being. Circular economy.

## 6. Roadmap

Follow-up steps will be worked out in more detail after consultation with the various stakeholders.



A high-resolution image of the Earth as seen from space. The planet is curved, showing the Americas and parts of Europe and Africa. The atmosphere is a thin blue layer. A small white flag is planted on the horizon line. The background is a dark blue space filled with stars.

# *Hortus Lab*

*"A small step for Westland*

*A giant leap for Mankind,*



*HortusLab*, the blue zone of Westland. The place where people and nature come together. Inspire. Marvel. To connect. An ecosystem pur sang. Conceived from *vision*. Developed out of *passion*. Carried by *love* for the next generations. Are you in?