

The Green Team Funnel workbook

This workbook accompanies the [Green Team Funnel](#), a visual tool and conversation starter that shows that working on future-proof public spaces is joint task of every policy domain.

Completing this workbook leads to a clear action plan for your public space project. First, you'll translate the inspirational good examples in the Prezi into targets. Then, you'll identify all relevant stakeholders. Lastly, you get to select the applicable tools, which will help determine the actual measures your project needs to be future-proof. Good luck!

1. Economy

2. Health

3. Mobility

4. Youth

**5. Recreation
& identity**

**6. Social equity
& engagement**

Project brief

The Funnel works best when it is used at the start of a project. The form below helps you note down all relevant details about your project.

PROJECT TITLE			
PROJECT MANAGER			
E-MAIL ADDRESS			
RESPONSIBLE DEPARTMENT			
CLIENT			
STARTING DATE		END DATE	
BUDGET			

SHORT DESCRIPTION PROJECT	
CONTEXT Zoom out, in what context is the project located	
OBJECTIVES An overview of the SMART goals your project should achieve	
DELIVERABLES The different elements that need to be finished	
TARGET AUDIENCE The person(s) your project will address	

INTERNAL STAKEHOLDERS	<i>Determined based on this workbook</i>
EXTERNAL STAKEHOLDERS	<i>Can be determined with the Value Network Mapping tool:</i>
IMPACT The effects the project has or could have	
RISKS The possible risks and how they can be avoided	

Step 1: Determine targets and priority levels

After going through the good examples in the Prezi's policy bubbles, you can determine per policy domain which targets are relevant to your project. Summarising this into an overall priority level per policy domain, helps you to see which domains or teams you definitely need to keep involving in the further course of your project.

1. Economy & Finance

	<div> <div>←</div> <div>Least relevant</div> <div>●</div> <div>Most relevant</div> <div>→</div> </div>				
TARGET	1	2	3	4	5
BOOST PROFIT OF LOCAL SHOPS	✓	✓	✓	✓	✓
CREATE A PLEASANT WORKING ENVIRONMENT					
MINIMALISE MATERIAL DAMAGE CAUSED BY EXTREME WEATHER					
ORGANISE COST EFFECTIVE DESIGN AND MAINTANANCE OF PUBLIC SPACES					
OVERALL PRIORITY LEVEL					

2. Health

	<div> <div>←</div> <div>Least relevant</div> <div>●</div> <div>Most relevant</div> <div>→</div> </div>				
TARGET	1	2	3	4	5
MINIMALISE HEAT STRESS	✓	✓	✓	✓	✓
STIMULATE SPORTS AND EXERCISING					
ENSURE HEALTHY AIR QUALITY					
SUPPORT MENTAL HEALTH					
SUPPORT SOCIAL HEALTH (COMBATTING LONELINESS, ETC.)					
OVERALL PRIORITY LEVEL					

3. Mobility

TARGET	<div> <div>← Least relevant</div> <div>Most relevant →</div> </div>				
	1	2	3	4	5
SLOW DOWN TRAFFIC	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PROTECT VULNERABLE ROAD USERS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INCREASE TRAFFIC READABILITY AND ACCESSIBILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STIMULATE WALKING, CYCLING, AND PUBLIC TRANSPORT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
MANAGE PARKING PRESSURE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LIMIT IMPACT OF TRAFFIC ON PUBLIC SPACE AND LIVEABILITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL PRIORITY LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Youth

TARGET	<div> <div>← Least relevant</div> <div>Most relevant →</div> </div>				
	1	2	3	4	5
CREATE PLAY ELEMENTS FOR SMALL KIDS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CREATE MEETING PLACES FOR YOUNG ADULTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENSURE OPTIMAL EXPERIENCE OF THE LANDSCAPE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IMPROVE SCHOOLGROUNDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ENSURE SAFE TRAFFIC PARTICIPATION OF KIDS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OVERALL PRIORITY LEVEL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Recreation & identity

TARGET	Least relevant ← ● → Most relevant				
	1	2	3	4	5
PUT MUNICIPALITY ON THE MAP (PROMOTION)	✓	✓	✓	✓	✓
(RE)VALUE HERITAGE					
(RE)CREATE (CULTURAL) ATTRACTIONS					
PROVIDE QUALITATIVE EVENT SPACE					
STRENGTHEN LOCAL OR REGIONAL IDENTITY					
OVERALL PRIORITY LEVEL					

6. Social equity & engagement

TARGET	Least relevant ← ● → Most relevant				
	1	2	3	4	5
STIMULATE PARTICIPATION OF RESIDENTS WITH THE MUNICIPALITIES	✓	✓	✓	✓	✓
INCREASE OWNERSHIP OF PUBLIC SPACES BY RESIDENTS					
ENSURE ENOUGH PUBLIC SPACE FOR RELAXING AND MEETING OTHERS					
INCREASE RESILIENCE OF VULNERABLE CITIZENS					
ENSURE PUBLIC SPACES ARE ACCESSIBLE FOR RESIDENTS WITH DISABILITIES					
OVERALL PRIORITY LEVEL					

Step 2: Determine stakeholders

Great, you have now translated the good examples into targets and determined a priority level per policy domain. In this step, you may add the policy domains in the table below based on their priority level. The domain with the highest score gets the first place, and so on.

This list now shows you which policy domains you definitely need to include in the further development of your project. Every domain with a priority level score of 3 or higher fits in this group. The other departments you still need to keep in the loop, but maybe informing them is enough. Now, include per policy domain if the policy domain can be translated into a specific team you need to include, and who the contact person of that team is. You now know who needs to be sitting around the table when you discuss this project!

Are you looking for a more extensive method to identify your internal and external stakeholders? Then try the [Green Team Value Network mapping tool](#).

	POLICY DOMAIN	SPECIFIC TEAM	CONTACT PERSON
1			
2			
3			
4			
5			
6			

Step 3: Choose relevant tools

Finally, it's time to go from inspiration to implementation. But how do you select the right greenblue measures for your project and create a feasible plan? Apply the right tools, and you'll find out! Below, you'll find a selection of high-quality tools that are freely available in Europe, or that are translatable through an in-browser translator.

You can select relevant tools by checking to which policy domain they cater. Use the previous steps to determine which domain is the most applicable to your project. You can also select tools based on their field of application:

- **Research & analysis:** it's best to start with knowing your context by doing an evidence-based analysis. These tools help identify the risks and vulnerabilities of your project area.
- **Measures:** how you decide what the right measure at the right place is in your project, you determine through these tools.
- **Cost & benefits:** to compare the costs and benefits of measures and designs, and find the right balance.

We invite you to apply the selected tools to your project. They differ in complexity, ranging from easy ('+') to complex ('+++'), but all generate interesting output.

Note: As this database was developed as part of the Interreg North Sea project Green Team, this lists only European tools. This list is not exhaustive. What's more, sometimes tools made by your own country might be more relevant, so you are encouraged to seek those out as well.

Please mention the correct owner or institute when referring to a tool.

Legend



Economy



Health



Mobility




Youth



Recreation & identity










Social equity & engagement

	TOOL							SUMMARY & OUTPUT	LEVEL	
DATA & ANALYSIS	<u>CLIMATE DATA STORE</u> By Copernicus Climate Change Service (C3S)	●	●					Free and open access to climate data and tools based on the best available science. Output: maps with graphic representation	++	
	<u>CLIMADA-APP</u> By EIOPA	●	●					Open-source (catastrophe) modelling tool focussing on risk management. Output: models for estimating and managing climate change risks	++	
	<u>PLUVIAL HAZARD, RISK ASSESSMENT AND ADAPTATION TOOL</u> By Climate ADAPT)		●	●				For a quick assessment of pluvial flood risks & prioritising of areas for climate adaptive, nature-based solutions. Output: maps of pluvial flood risks, damage, and populations exposed to flooding	+++	
	<u>COOL TOWNS</u> By Hogeschool van Amsterdam		●			●		Examples of measures to take against heat stress, as well as a tool to select the most appropriate ones. Output: priority list of measures	+	
	<u>CLIMATE-ADAPT CASE STUDY TOOL</u> By Climate-ADAPT	●	●					Database of national, regional and local level case studies. Provides inspiration for planning, implementing and evaluating adaptation measures. Output: inspirational list of measures	+	

MEASURES

TOOL							SUMMARY & OUTPUT	LEVEL	
<u>URBAN GREENBLUE GRIDS</u> By Atelier Groenblauw		●	●		●		Interactive website with extensive overview of projects and the option to prioritize measures based on theme, goal, scale, location, soil features, etc. Output: overview of chosen measures including more info and links.	+	
<u>BLAUW GROEN VLAANDEREN</u> By Atelier Groenblauw		●	●		●		This interactive website collects numerous greenblue measures, projects and good examples to design public spaces, schools, homes & gardens. Filter by theme.	+	
<u>NETWORK NATURE</u> By Network Nature		●	●			●	Focuses on nature-based solutions. You can use the case study finder for hands-on tips and tricks. Output: interactive map with links	+	
<u>INSPIRATIEGIDS WATERBEHEER IN GROENZONES</u> By Vereniging Voor Openbaar Groen (VOG)		●			●		Contains practical tips and best practices for efficient water management in green spaces, meant for local governments and designers. Output: PDF full of examples, organised by scale and project size	+	
<u>HITTE IN DE STAD</u> By Hogeschool van Amsterdam		●		●	●		This mind map provides support for exploring the impact of heat in urban areas and inspires with various measures and guidelines. Output: insight and inspiration	+	

COST & BENEFITS	TOOL							SUMMARY & OUTPUT	LEVEL	
	NATURE SMART CITIES BUSINESS MODEL By Universiteit Antwerpen	●		●				Calculates the costs and benefits of green infrastructure in urban spaces. Output: Readymade PDF with the monetary and ecosystem-based costs and benefits of your project	+++	
	MY TREE By i-Tree		●		●		●	Allows you to calculate the environmental benefits provided by trees in a specific location. Output: Monetary value of services like air pollution removal, and energy savings, as well as the overall environmental impact of trees in the area	++	
	GROEN IN DE STAD: SOORTENTABEL By Wageningen University & Research		●				●	This table highlights the positive contribution of over 100 tree species to climate, water resources, air quality and biodiversity. Output: PDF To be used for planting trees in urban environments	++	
	CLIMATE CHANGE & HEALTH By WHO		●					A tool to estimate health and adaptation costs for European Member States. Output: Excel spreadsheet with economic analysis.	++	
	NATURE VALUE EXPLORER By Flemisch government, environmental depart.	●	●					Tool to assess the economic value of ecosystem services in both urban and rural areas. Output: qualitative, quantitative, and monetary valuations of ecosystem services such as recreation and carbon storage relevant to your project	++	

Congratulations on your future-proof project!

You've done it, you've finished the Green Team Funnel workbook. If you want to work with our other methods and tools, please [visit our website](#). If you want to receive updates directly into your inbox, [subscribe to our newsletter](#).

This product was created for the Interreg North Sea project Green Team, and was a collaboration between the Provincie Antwerpen and the Vereniging Voor Openbaar Groen (VVOG). The overview provided is not exhaustive. If you have any suggestions for improvement or additions, contact us at greenteam@provincieantwerpen.be.

