

From the field to greening the world

Jan-Dieter Bruns
President

30 April 2021



ENA - European Nurserystock Association

Nurseries: where live plants are born, grown and traded.



ENA - European Nurserystock Association

- Founded in 1991 by DE, NL, FR, BE & UK.
- Represents nursery stock producers' organizations.
- 22 European countries:
 - **EU:** BE, BG, CZ, DK, FI, FR, DE, GR, HU, IE, IT, NL, PL, PT, ES, SE.
 - **Non-EU:** NO, RS, CH, UA, TR, UK.
- 2013:
 - ENA renewed its statutes
 - became an NPO, based in Belgium.
 - President 2018-2021: Mr Jan-Dieter Bruns (DE)

European nurseries (ENA countries)

European nursery stock sector

EU	ENA	Country		Number of nurseries	Production area (ha)	Employees	Production value	
EU	ENA	BE	Belgium	915	5,413	1,425	€ 356,000,000	2018
EU	ENA	BG	Bulgaria	63	515	800	€ 14,000,000	2018
EU	ENA	CZ	Czechia	262	1,620	800	€ 52,000,000	19/20

Nurseries:

27.681

Production area:

119.815 ha

Workers

210.285

Production value:

€ 8.961.761.855

ENA – working groups

- Legislation WG – EU regulatory affairs with special focus on Plant Health
- Sustainability WG
- Plant names WG www.InternationalPlantNames.com
- Promotion WG
- *Member of:*
 - European Commission Advisory Group on the Food Chain and Animal and Plant Health
 - European Commission Co-ordination Group for Biodiversity and Nature (IAS)

Promotion campaign 2021-2023

Belgium

Greece

Poland

Bulgaria

Hungary

Portugal

Denmark

Ireland

Sweden

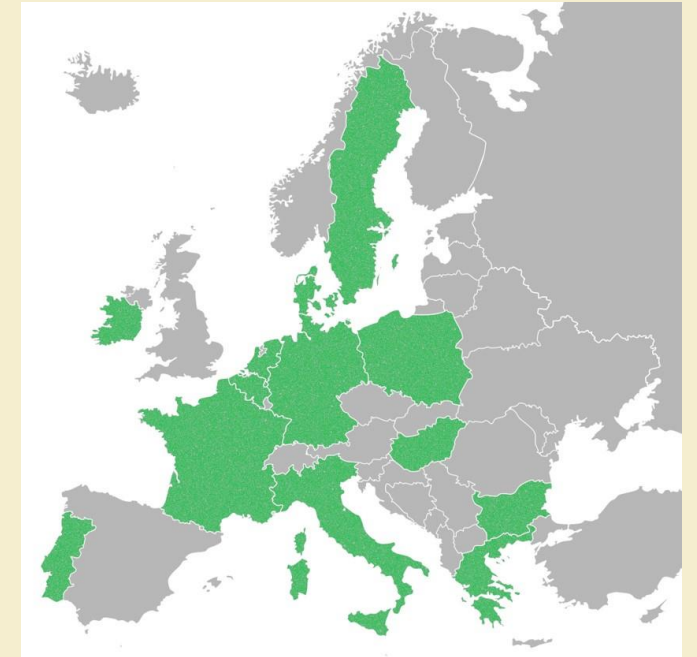
France

Italy

Germany

Netherlands

www.theGreenCities.eu



**THE POSITIVE EFFECT
OF BUILDING GREEN**



CAMPAIGN FINANCED
WITH AID FROM THE
EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT.

**ENJOY
IT'S FROM
EUROPE**



More Green Cities for Europe

- Continuation of the Green Cities promotion campaign 2018-20 in BE, BG, DE, DK, FR, NL, UK.
- B2B: politicians, city and urban planners, etc.
- Benefits of trees and all live plants in urban areas.
- Co-financed by the European Commission and the ENA member organizations in 13 countries.



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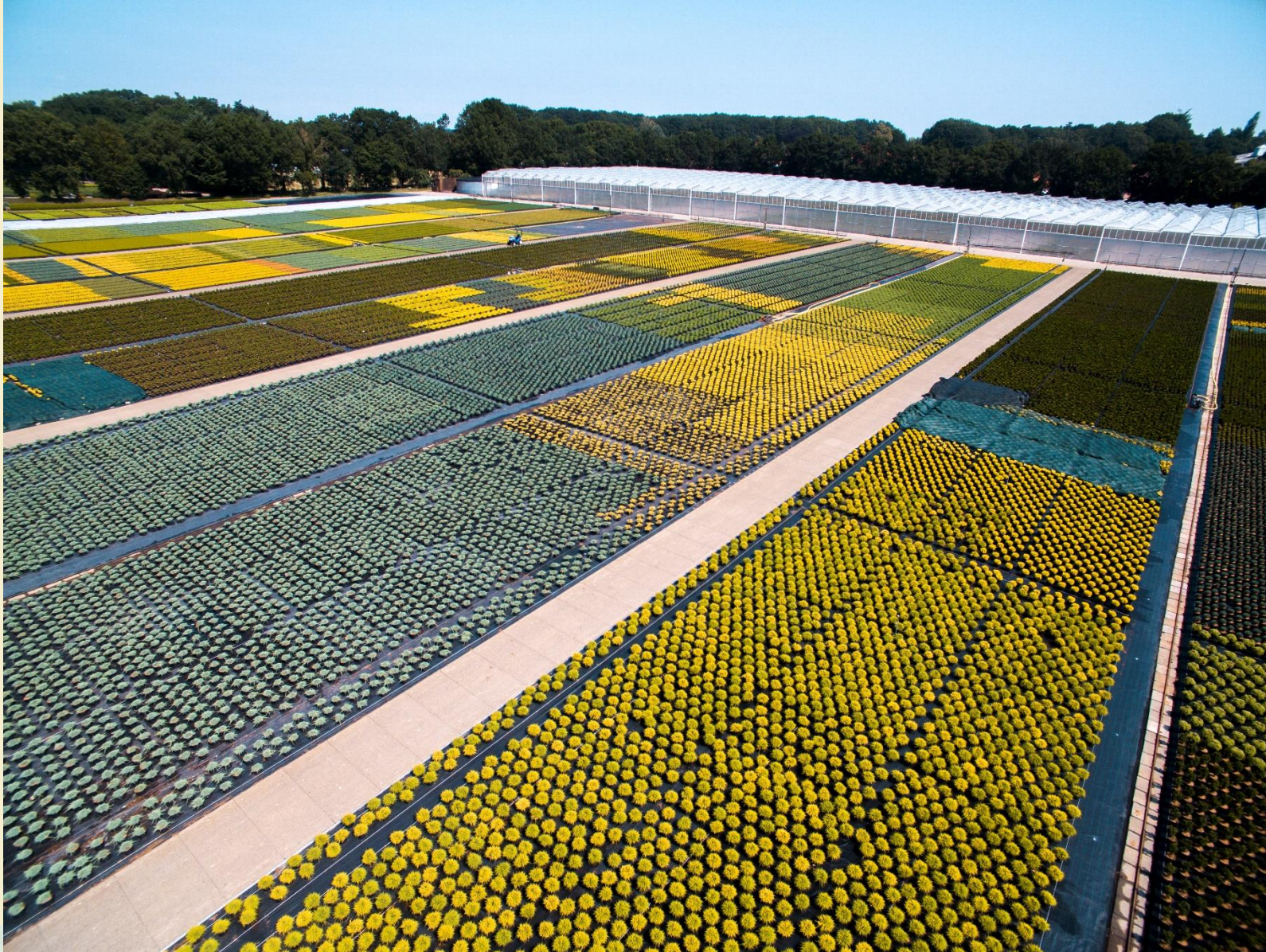
Nursery production divided

- approx. 50% for the private and public landscape market
- approx. 50% for the gardencenter, retail market

To learn from other branches!



Gardencenter/Retail Market



Gardencenter/Retail Market



Gardencenter/Retail Market



Gardencenter/Retail Market



Gardencenter/Retail Market



Gardencenter/Retail Market



Private and Public Landscape Market



Specimen Fruit trees



Specimen Shrubs and Ornamental Grasses



Specimen Bamboo plants



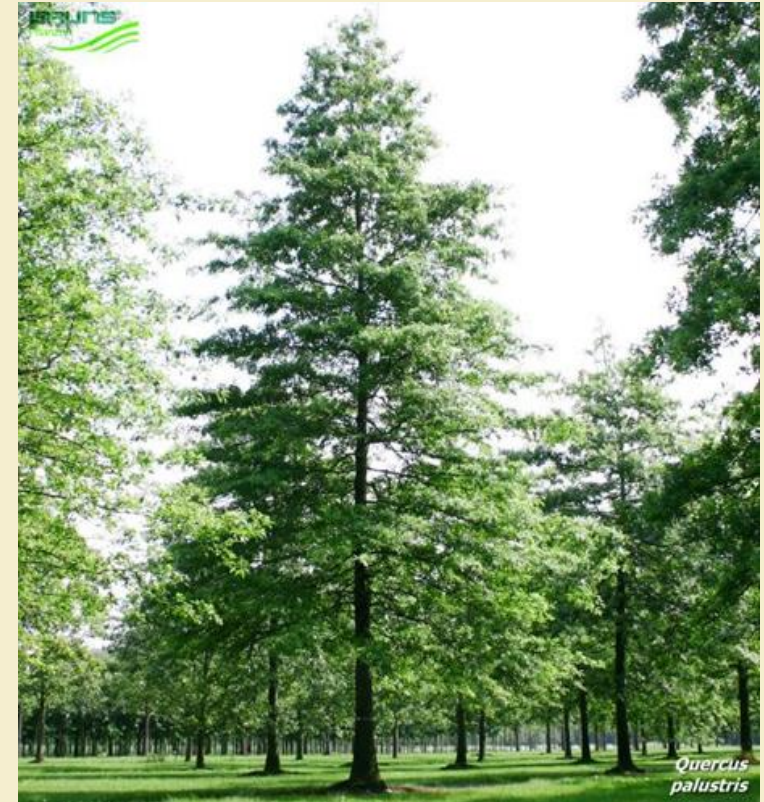
Specimen Pine trees



Instant Hedging elements



Specimen trees and Conifers



Climate Change



Climate Change



Logistics



Garden – a place of longing











Shaped plants



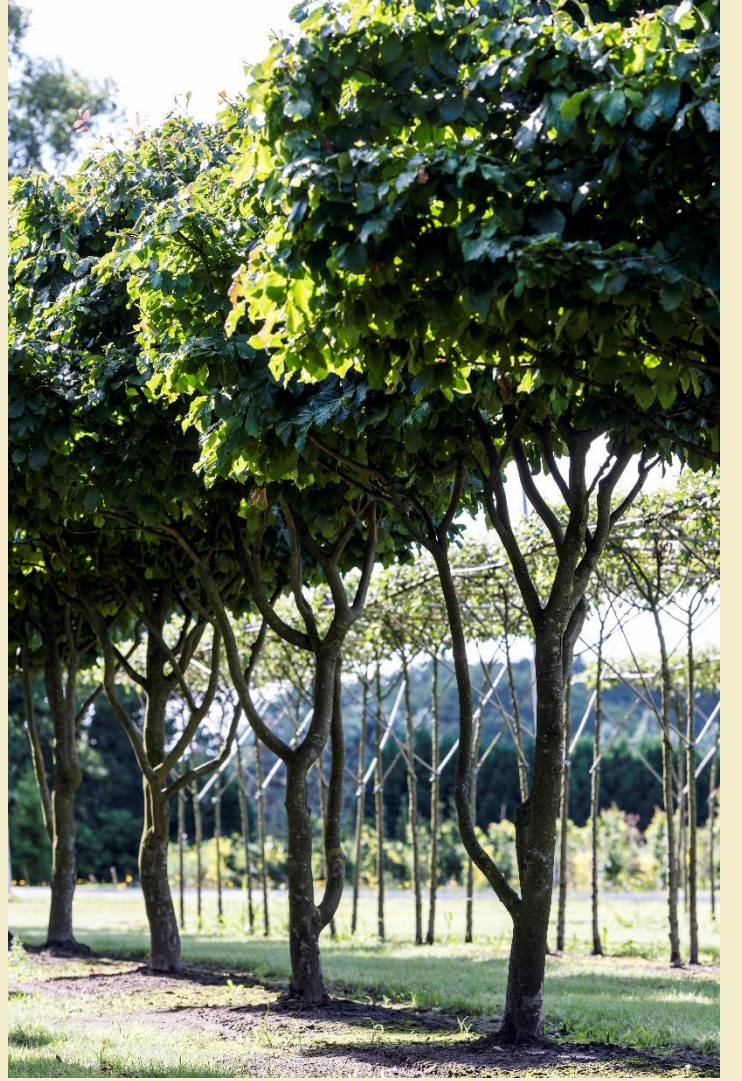
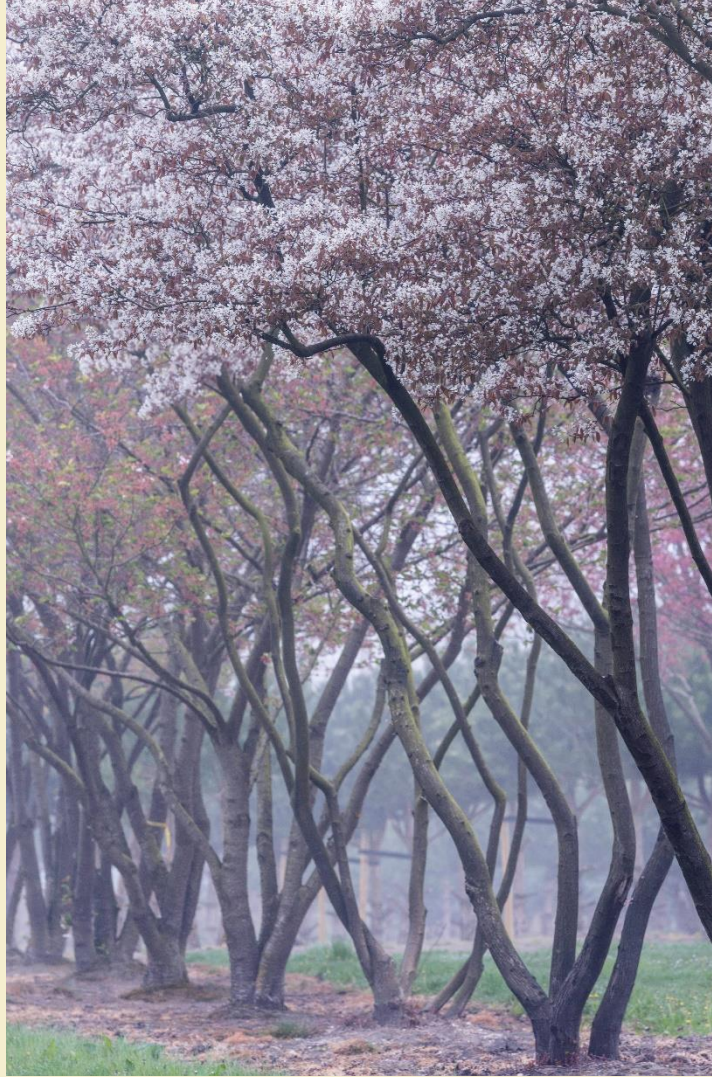




















References



Europe-wide



Japanese private garden



Private Garden, Hamburg



Government, Berlin



Government, Berlin



Harbour City Hamburg



Privatgarden, London



Olympic Stadium, London



Saint Katherin's Dock, London



Moscow Golf Course



City green, Moscow



Park reconstructed with *Tilia intermedia* at Fredensborg Castle, summer residence of the royal family, Denmark



Malmö Live, Sweden



Villandry Castle Park, France



Disney, Paris



Champs-Élysées, Paris



Brillplatz, Luxembourg



Eurovea, Bratislava



Albertina, Vienna



Ankara, Turkey



Istanbul, Turkey



Kö-Bogen II, Düsseldorf



Production of hornbeam hedge elements in the nursery



soGreen

SECTOR ORGANIZATION  GLOBAL GREEN

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ENA



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Nurserystock
Association**