



**PROSPERA**  
Interreg Europe



## Good Practice - Parkertech

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## GP 2 – Parkertech - Greening of built environment

**Parkertech**  
PARK - KERT - TECHNOLÓGIA



# About Parkertech Ltd. I.

- A company which contributes to greening the built environment with innovative and aesthetic solutions
- Parkertech Ltd. as a family enterprise has made its mark in the area of contiguous horizontal and vertical green walls
- Our activities:
  - production of unique ornamental plants;
  - the development of green areas in public spaces, industrial and tourist facilities;
  - Production of green walls;
  - Development and production of green noise barriers;
  - Marketing of vertical green walls for exterior and interior use.

# About Parkertech Ltd. II.

- The company is located in Debrecen and their activity is tangible in the city.
- Plants are grown in the peri-urban area of Debrecen.
  - 13.000 m2 greenhouse – „Dutch” quality and technology
- The company’s ambitions: innovative solutions for big cities (vertical green walls) and the need for international networking



# Offering solutions

The aim of Parkertech Ltd. Is to develop and produce unique plants and products for the creation of demanding green spaces. Instead of traditional building application, the incorporation of „green solutions” such as:

- Green fences
- Plant-covered building facades (green vertical walls)
- Noise-proof green walls

Combining the advantages of the products developed, we obtain organic surfaces that:

- improve air quality
- reduce noise pollution
- improve our sense of comfort and quality of life.

Based on our work to date and our future goals, Parkertech Ltd. favours challenges where green surfaces are a priority. We strongly believe that in the future we can expect a qualitative evolution of the client's needs.



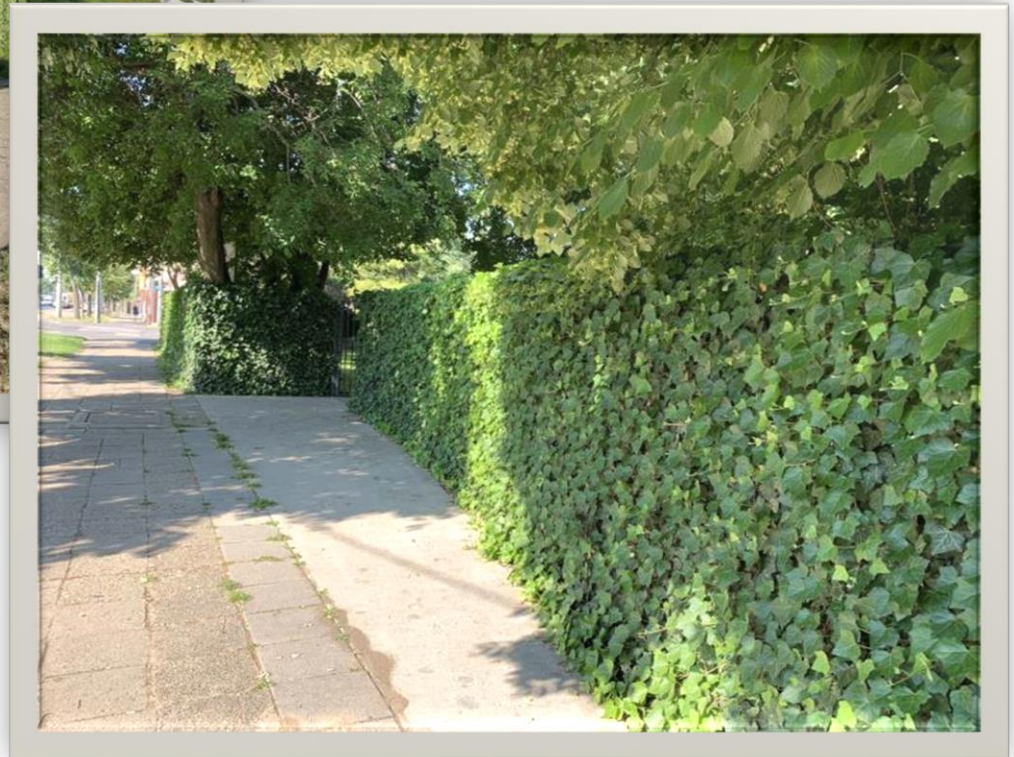
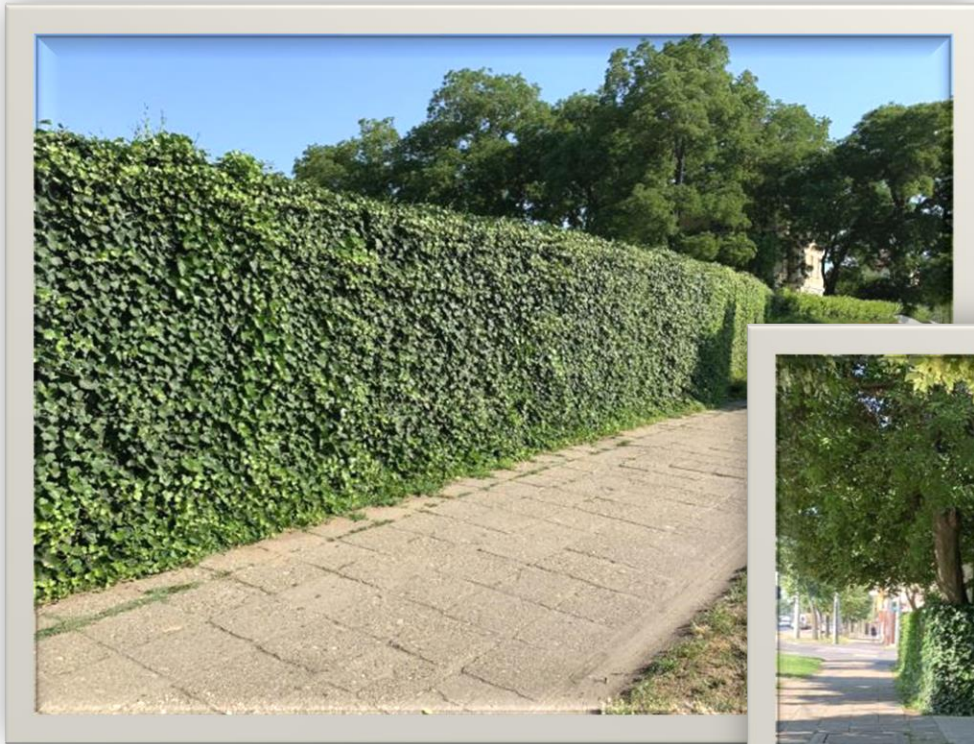
# Example in Budapest

- Creation of the Millenaris Park on the site of the former Ganz factory (Budapest) – The revitalization of the neglected 2,5 hectares area.



# Examples in Debrecen I.

- creating a green fence on a university campus (project of University of Debrecen)





# Examples in Debrecen II.

- Reconstruction of the Square of University (project of University of Debrecen)





# Examples in Debrecen III.

- vertical green wall in the new thermal bath of Debrecen (project of Municipality of Debrecen) – the most significant project in the city



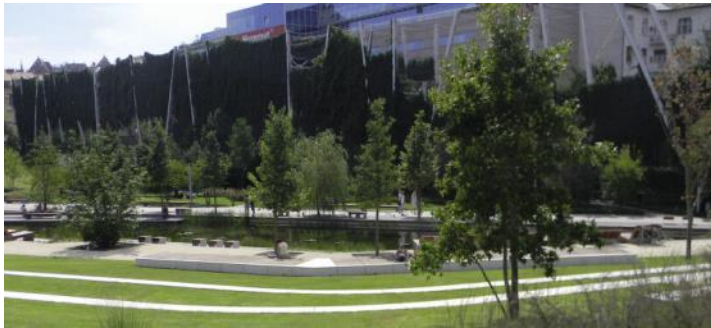
# Aligning with PROSPERA

- Objective: greening the built-environment and preserving and enhancing bio-diversity
  - Lawn revitalization, the protection of native species, the establishment of green/forest stripes are highly important
- It aligns with PROSPERA leverage: **(2) Eco-Lo(gi)cal Value Chains**
- How?
  - by implementing different-scaled projects
    - \* the replacement of fence elements with green screen or the revitalization of an old factory site
  - by providing healthier living conditions of the citizens
    - \* a green main square speaks for itself but a green fence also contributes to the street/cityscape



# Role and aims of different stakeholders

- Key challenges for Debrecen:
  - strong need for more green spaces
  - strong need to tackle environmental problems such as biodiversity loss, heat island effect, air pollution
  - green areas in need of renewal throughout the city



- A company based in Debrecen, which offers green and sustainable solutions for the challenges of Debrecen. The company's activity is tangible in the city and it fits in urban strategic goals
- The role of EDC:
  - good connection with business sector
  - need to build international network
  - Include the company's know-how in strategic planning



# Challenges facing cities in the future

1. sewerage, raising the groundwater level
2. reduction of fine dust concentration
3. development of microclimate
4. management of weedy suburban areas
5. defining suburban parameters
6. green roof program
7. covering and installation of large-scale, built facades by using multi-storey green surfaces



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European Union  
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# Thank you!

Questions welcome



*Project smedia*