

Business climate and landscape services

Peter Veer, Joke Luttk, Marijke van Winsum-Westra



“Arizona Gets High Marks for Business Climate”

because “.....it's a great place to live”

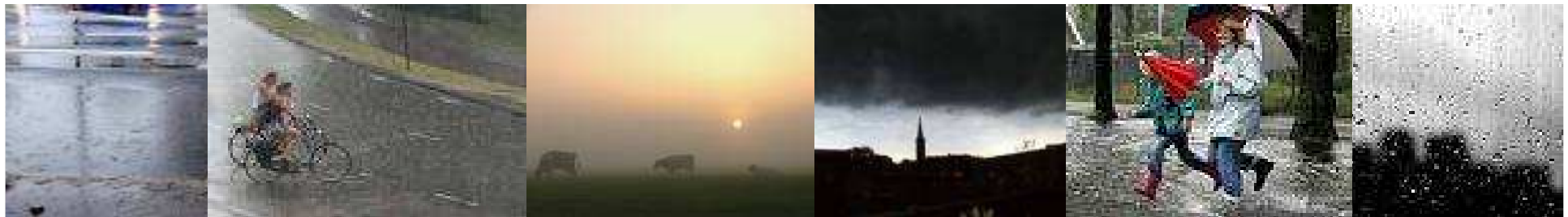


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But what about The Netherlands?



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- Notion: landscape quality is important to attract foreign firms.
- In policy documents Ministries (Agriculture, Environment); as argument to support landscape policy
- Ministry of Economic Affairs has policy to attract foreign firms (landscape is no issue)
- Regional level: Provinces have more integrated policies to promote their regions? Example Brabant (Groenewoud)



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- Is landscape quality important to attract foreign firms?
- Hypotheses:
 - It is increasingly important for firms to attract highly educated knowledge workers
 - For these workers, Quality of Life is an important consideration
 - Landscape is important component of Quality of Life



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- Research plan for SELS and VROM Ministry
 - Literature study
 - Interview expats
 - Workshop landscape design



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- *Findings from the literature*
- Essential location factors: tax regime, infrastructure and hubs, reliability government, level of education.....
- Desirable factors: Quality of Life. Health care, schools, cultural facilities, taxes, bureaucracy, andscenic beauty & recreation facilities.
- When all essential requirements are met, desirable factors may become important. Examples within US, EU



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- *Findings from the literature*
- Empirical basis for the link between landscape services and location choice is weak
- Very hard to grasp in economic terms (like CBA)
- Few available studies indicate:
 - As a location choice factor it ranks low
 - Knowledge workers just want to go for a walk (like everybody else)



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- *Findings from the literature*
- Direct foreign investment stimulates economic growth and employment (> 500.000 jobs with foreign firms)
- For knowledge-intensive firms Quality of Life relatively important
- Quality of Life factors differ in metropolitan and rural settings
- Knowledge workers are prepared to travel a lot (and may differ from other citizens)



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- Questionnaire
 - Which landscape elements and outdoor facilities are important to internationally oriented knowledge workers?
 - Three scale levels:
 - (1) House & garden, neighbourhood
 - (2) City and region
 - (3) Rest of the world



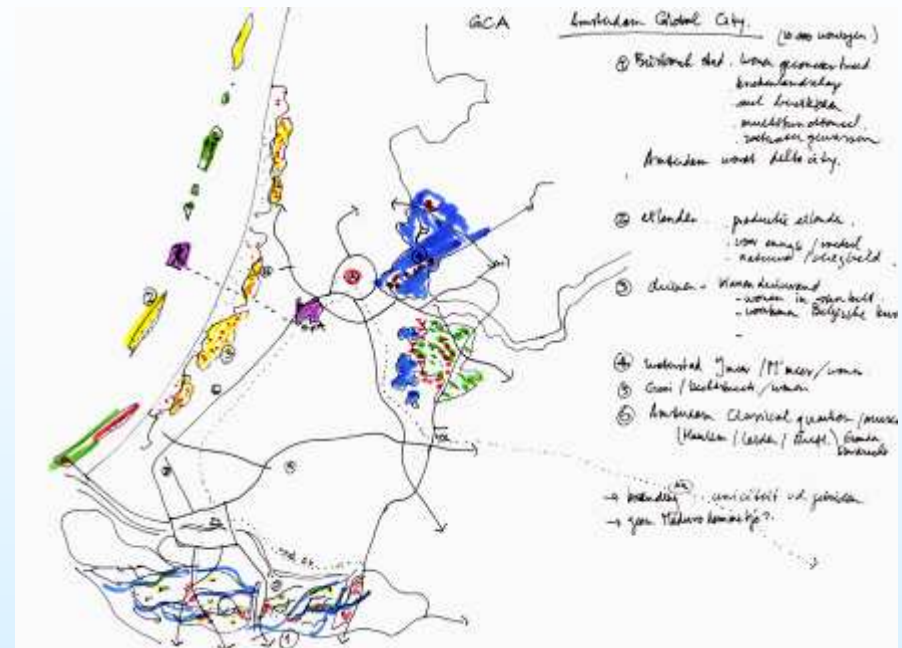
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- Questionnaire
 - Two regions with different composition of households and desirable Quality of Life: Amsterdam and Brabant
 - Quality of work site, housing situation, relative importance of QoL factors (focussing on 'green'), leisure activities



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- Questionnaire results
 - Input for workshops in Amsterdam and Brabant
 - Landscape design to attract expats and foreign investors



Re-design Holland? Plant one tree per house? Or???

