The new city hall, or "stadskantoor" embodies Venlo's ambition to have the town and region function based on Cradle to Cradle (C2C) principles. The building is not merely sustainable ('less bad'), but delivers a positive contribution to man, the environment and economy.

The focus of the design for the building is on the following themes (people, planet, profit):

**EXPLOIT WATER**

The concrete is cooled and used to water the green facade. Over time, the water drains and be re-utilized more than once.

**MAKE ENERGY**

The sun is an important source of energy. Sunlight is converted into energy, and the light and bricks store as much usable solar energy whenever possible. The green façade contributes to clean energy. Energy losses are counteracted as far as possible. In this way, the energy costs will be low.

**PURIFY AIR**

The green façade works like a green lung to produce clean air for the people and the town. The air streams through the building thanks to natural ventilation. The healthy air is good for the productivity of employees.

**GREAT DIVERSITY**

The diversity of the building's components and materials ensure that waste can be avoided.

**HEALTHY PEOPLE**

The new city hall provides a clean environment for the building occupants and people using the building. The healthy air is good for the productivity of employees.

**RECYCLING**

The materials used are recycled as much as possible. The building is designed to be recyclable.

**WASTE**

Waste segregation and management.

**INTERIOR**

The interior materials are chosen based on their C2C and sustainability. The interior is designed for future use.

**PROCESS**

The processes used are chosen based on the environment and the desired result. The concrete is cooled and watered by the green façade.

**MATERIALS DIVERSITY WATER ENERGY AIR MONEY**

**HEART OF THE BUILDING**

The heart of the building is the central atrium and the voids. The voids contribute to the ventilation and the transparency of the building.

**COMMUNICATION STAIRS**

The communication stairs are designed to be energy efficient. The stairs are made of C2C materials and are designed to be recyclable.

**GREEN ELEMENTS**

The green façade and the trees purify the air from the road and the railway line alongside the building.

**GREEN FACADE**

The green façade is designed to be a natural filter. The green facade purifies the air. The roof garden and green façade contribute to the biodiversity of the town.

**FOOD**

The green façade and the trees purify the air from the road and the railway line alongside the building.

**WASTE IS FOOD**

The green façade is designed to be a natural filter. The green facade purifies the air. The roof garden and green façade contribute to the biodiversity of the town.

**DIVERSITY**

The diversity of the building's components and materials ensure that waste can be avoided.

**ENJOY**

The green façade is designed to be a natural filter. The green facade purifies the air. The roof garden and green façade contribute to the biodiversity of the town.

**ENERGY**

The sun is an important source of energy. Sunlight is converted into energy, and the light and bricks store as much usable solar energy whenever possible. The green façade contributes to clean energy. Energy losses are counteracted as far as possible. In this way, the energy costs will be low.

**WASTE SEGREGATION AND MANAGEMENT**

The materials used are recycled as much as possible. The building is designed to be recyclable.

**CAR PARK**

The car park is used to pre-heat the air in the building.

**HELFISH FILTER**

The helophyte filter (a sort of reed bed) is used to filter the water from washbasins and toilets, combating stress in the patio and ensuring a green washbasin.

**ROOF GARDEN**

The roof garden contributes to diversity. Work outside, lovely and quiet view.

**GROWTH**

Many materials used have a life of more than one use. The materials are chosen based on their C2C and sustainability.

**SOLAR PANELS**

Solar panels supply electricity and heat for hot water production.

**SOLAR CHIMNEY**

The solar chimney provides for natural ventilation.

**DNA**

The design took account of application of technical rules.

**INTERIOR**

The interior materials are chosen based on their C2C and sustainability. The interior is designed for future use.

**PURIFY AIR**

The green façade works like a green lung to produce clean air for the people and the town. The air streams through the building thanks to natural ventilation. The healthy air is good for the productivity of employees.

**DIVERSITY**

The diversity of the building's components and materials ensure that waste can be avoided.

**ENJOY**

The green façade is designed to be a natural filter. The green facade purifies the air. The roof garden and green façade contribute to the biodiversity of the town.

**ENERGY**

The sun is an important source of energy. Sunlight is converted into energy, and the light and bricks store as much usable solar energy whenever possible. The green façade contributes to clean energy. Energy losses are counteracted as far as possible. In this way, the energy costs will be low.

**WASTE SEGREGATION AND MANAGEMENT**

The materials used are recycled as much as possible. The building is designed to be recyclable.

**CAR PARK**

The car park is used to pre-heat the air in the building.

**HELFISH FILTER**

The helophyte filter (a sort of reed bed) is used to filter the water from washbasins and toilets, combating stress in the patio and ensuring a green washbasin.

**ROOF GARDEN**

The roof garden contributes to diversity. Work outside, lovely and quiet view.

**GROWTH**

Many materials used have a life of more than one use. The materials are chosen based on their C2C and sustainability.