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Kingdom of the Netherlands

BUCUREȘTI

UrbanLab for Green Cities

17-19 Noiembrie

 The Entrepreneurship
Academy

PEOPLE SHAPING SMART/RESILIENT/SUSTAINABLE/FRIENDLY/INNOVATIVE/ GREEN/ VISIONARY/ INCLUSIVE/ CULTURAL CITIES



12. Garden Academy

UrbanLab for Green Cities
București, 17-19 noiembrie 2023

Nr. 12 Garden Academy

Camelia Ktistakis

Experience in CSR actions, in the area of corporate television communication, domestically and internationally, social media promotion, digital marketing collaborations, drafting projects for events and activities dedicated to communities. Professional in the world of digital communication, passionate about environmental issues and ecological education.

Laura Tencaliuc

Public relations specialist, I am passionate about sustainability and CSR, student at the Faculty of Ecology and Environmental Protection. I collaborate with an NGO that creates permaculture gardens and with other environmental protection NGOs.

Adrian Mureş

I worked in the IT field, I am passionate about nature and biodiversity, student at the Faculty of Horticulture, Biodiversity Conservation. I participated in urban garden design projects.

Issue

LACK OF PRACTICAL ENVIRONMENTAL EDUCATION IN SCHOOLS.

Educational institutions must include **practical environmental education** in the school curriculum to instill a sense of responsibility in the younger generations.

Without proper environmental education, people are not aware of the impact their actions have on the environment and the importance of **sustainable practices**.



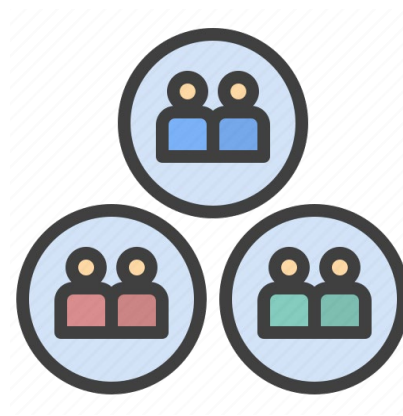
Problem - vizual



Lack of environmental education



Degraded spaces



Social isolation

Existing solutions



ÎntreVecini is a project about sustainability and block living that brings **urban communities together**.

<https://www.facebook.com/intrevecini/>



21,000 schoolchildren from 860 classes across Italy took action against climate change in school garden celebrations through environmental education project developed for teachers, pupils, parents and grandparents.

<https://www.slowfood.com/>

Existing solutions



The **Kalff School Garden** is located near the Weespertrekvaart on Kruislaan, Amsterdam. Every year, approximately **500 children maintain their own garden**. The team consists of three educational staff and two gardeners.

<https://www.amsterdam.nl/onderwijs-jeugd/>



Urban garden in Sofia, developed through Hort4EU Green programme, a partnership between University of Agronomic Studies, Bucharest and Faculty of Forestry, Sofia.

Our solution

School Gardens - pilot in a school from Sector 2

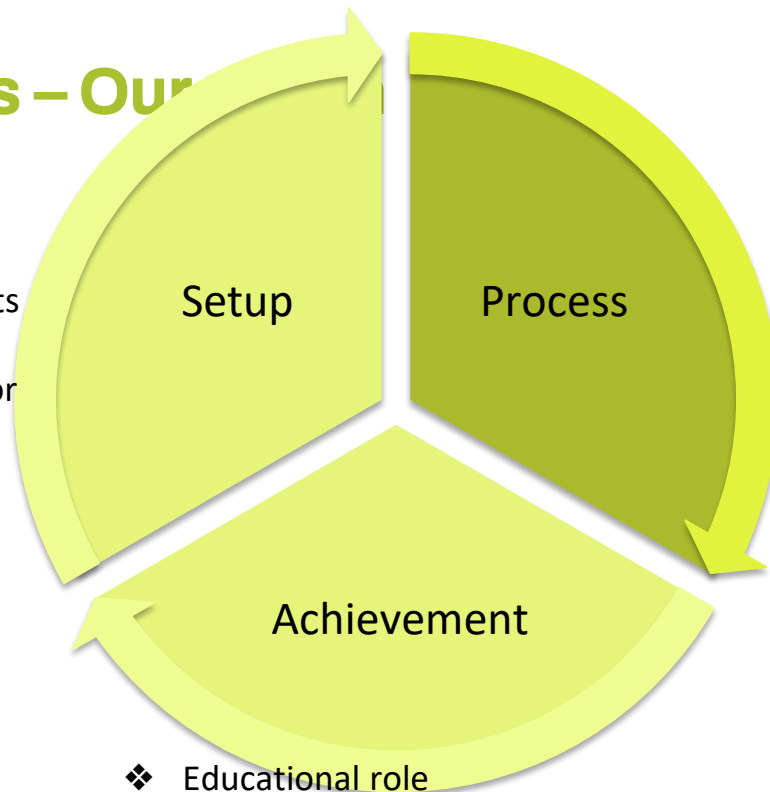
- Creating a **school garden** that serves as a platform for **ecological education**, providing children with hands-on learning experiences about the environment and **sustainable practices**.
- **Fostering communities** through social interactions as they work together to care for the garden and learning about their **role in the ecosystem**.



<https://localfood.ces.ncsu.edu/local-food-farms>

School Gardens – Our

- ❖ **Partnerships with schools** and public administration units
- ❖ Searching for funding
- ❖ Partnership with specialists for implementation and maintainance



- ❖ **Ecological education** through courses and workshops
- ❖ **Community access** to the space
- ❖ Marketing strategy (social media, website)
- ❖ Garden maintenance

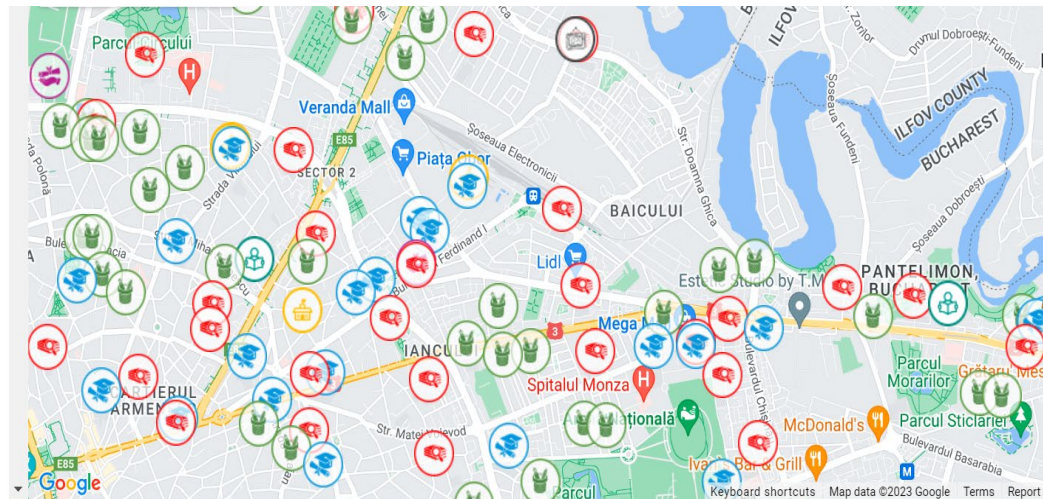
- ❖ Educational role
- ❖ *Best School Garden* competition
- ❖ **Charity garden**
- ❖ Easy to replicate model

School Gardens - Avantajul competitiv

	<i>School Gardens</i>	<i>Între Vecini</i>	<i>Sofia Garden</i>	<i>Slow Food Italy</i>
Environmental education in schools (workshops, fairs, contests)	✓	✓	✗	✓
Building the local community (community access, social interaction)	✓	✓	✗	✓
Zero waste programs	✓	✗	✗	✗
Easy to replicate model	✓	✓	✓	✓
Involvement of vulnerable categories	✓	✓	✗	✓
Long term investment			✓	✓
Promoting charity practices	✓	✗	✗	✗

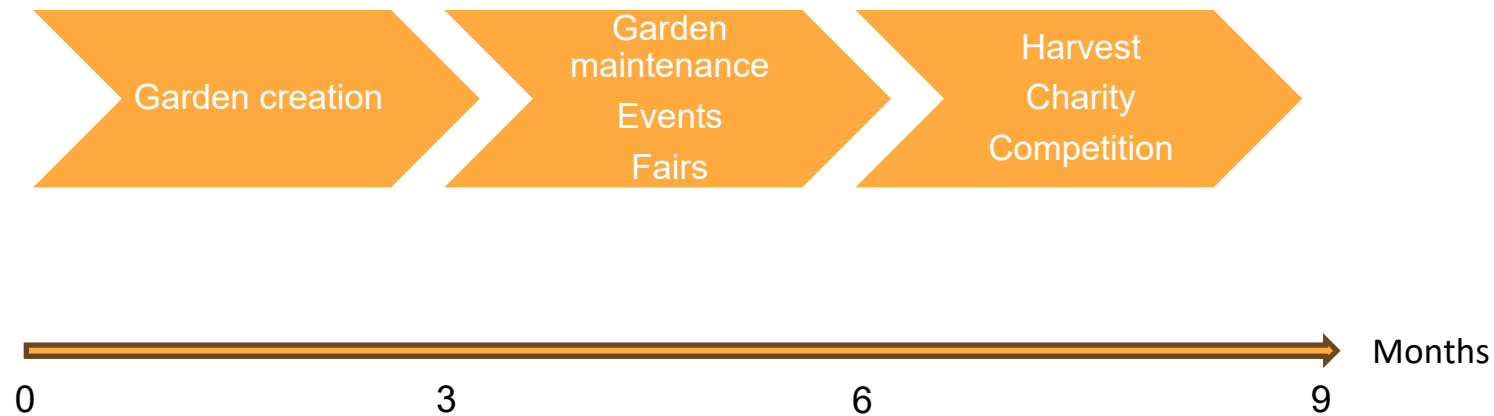
Potențial de replicabilitate

- One way to easily replicate a **school garden** is to start with a **small space**, in the yard, on the roof or any available outdoor space.
- Raised beds, containers or vertical structures can be incorporated which can maximize the use of limited space and make maintenance easier.
- **Composting or rainwater harvesting** systems can be installed to further **enhance the sustainability** of the garden.

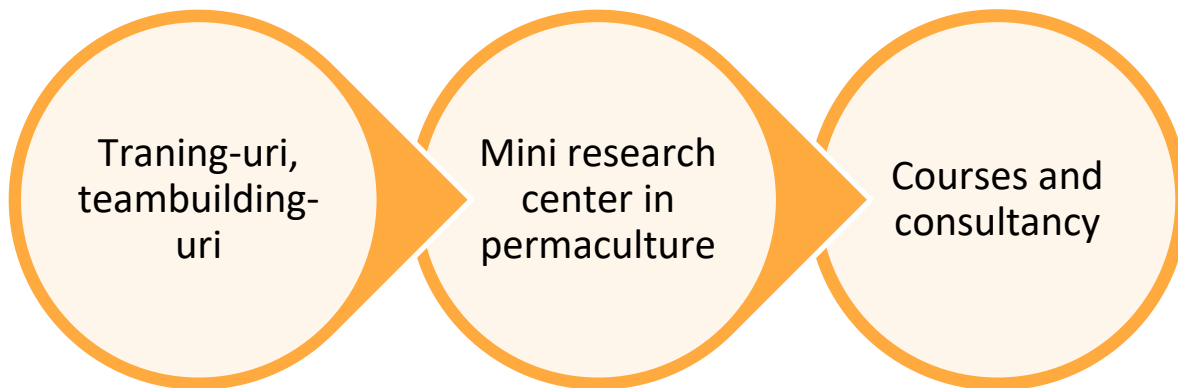


School units from Sector 2, Bucharest

Implementing plan



Business Model



Investiții necesare

Investiții – Proiect pilot Școală Sector 2	Preț	Numărul de bucăți	Total
Materiale reutilizabile (paleți, ambalaje, lăzi, resturi lemn construcții)	-	NA	-
Răsaduri, semințe	1000	-	1000
Substrat (ADP sau achiziție) - turbă - perlit - nisip	17 (50l) 97 (100l) 11 (40 kg)	30 saci 2 saci 2 saci	500 194 22
Unelte (plantator, greblă, roabă, găleată, mănuși, furtun etc.)	935	câte 2 bucăți din fiecare manuși 25 de perechi	935
Transport materiale	200	2	400
Diverse	500	-	500
Total costuri			3551 RON

Cheltuieli lunare

Costuri	Preț	Numărul de bucăți	Total
Resurse umane (voluntari, team building)	-	NA	-
Mentenanță (apă, energie electrică etc.)	200	NA	200
Diverse	100	NA	100
Total costuri			300 RON

Nr. 12 Garden Academy

Thank you!



<https://about.sprouts.com/>



<https://www.torontoheschel.org>