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UrbanLab for Green Cities

17-19 Noiembrie

 The Entrepreneurship
Academy

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



3. Green Pockets x Bucharest (GPxB)

UrbanLab for Green Cities
București, 17-19 noiembrie 2023



Nr. 3 GPxB

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Problem

HOW IS BUCHAREST DOING?

Are there enough green spaces?



Locals often complain about the following:

- **Intense traffic**
- **Pollution**
- **Noise**
- Reduced pedestrian mobility
- **Solastalgia** (the **deep emotional distress** of people who become estranged from the sense of homeliness once provided by their now physically impacted environments) (Albrecht et al., 2007)
- **Fading cultural identity**

Solution



Green Pockets x Bucharest (GPxB) aims to revitalise such spaces by respecting the United Nations' Sustainable Development Goals (SDGs) **3, 4, 11, 13, 15, 17**. This will ensure **connectivity for visual and biodiversity purposes, community** and in-between **district engagement, UHI reduction**, and cultural and historical revival, all under inter- and cross-border **partnerships**.

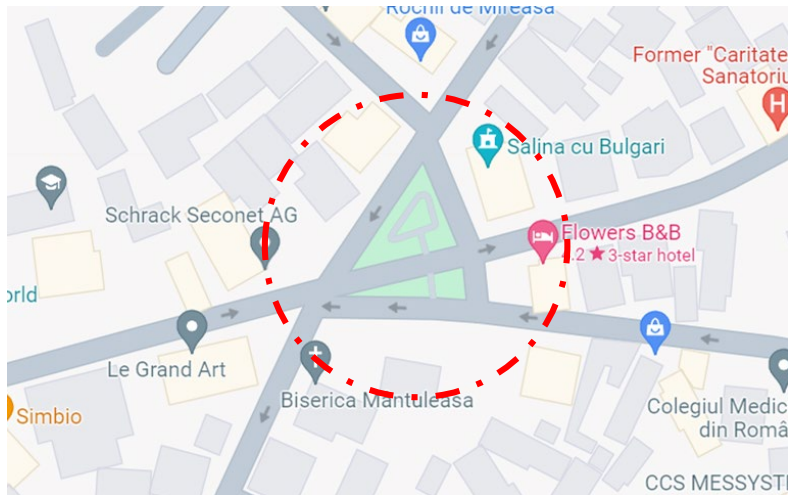


*Pocket Park on Xinhua Road,
Shanghai / SHUI SHI*

*@centrala_architects,
Warsaw, Poland*



Location - Mântuleasa Park



Default view

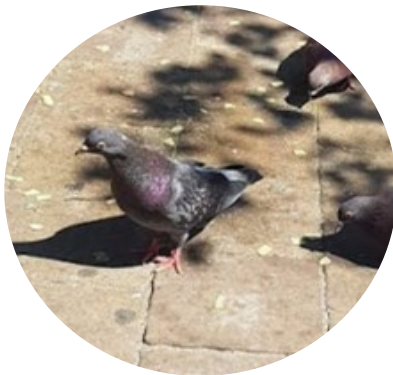


Satellite view

Pilot project



Denaturation of space through grey infrastructure



Decreased biodiversity

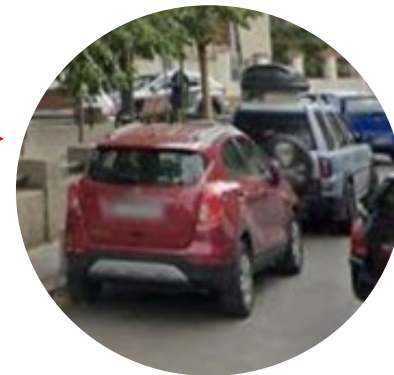


Mântuleasa Park, District 2, Bucharest

Impacted surface 354 m²



Fading cultural identity



Traffic, reduced pedestrian mobility

Already existing solutions

	Access	Design	Nature	Culture
Urban Park	×	✓	✓	×
Botanical Garden	×	✓	✓	×
Natural Reservations and Forests	×	✓	✓	×
Mall	×	✓	×	×

Solution- Competitive advantage

Describe Green Pockets' benefits	<i>Green Pocket</i>	<i>Parc urban >20 ha</i>	<i>Grădina Botanică</i>	<i>Rezervații naturale și păduri</i>	<i>Mall Loc de joacă</i>
Promoting a cultural symbol (Mircea Eliade) in an interactive way. Something less known: Eliade was passionate about botany	✓	✗	✗	✗	✗
Outdoors activities The park can host multiple events: theatre plays, handmade markets, exhibits etc.	✓	✓	✓	✗	✓
Group activity - cohesive community Involving local communities via plant pots with aromatic plants and aquatic pots in front of residential gates and schools	✓	✗	✗	✗	✗
Urban space revitalisation - creating more attractive and functional environments	✓	✓	✓	✓	✗
Encouraging biodiversity - no lawns!	✓	✗	✓	✓	✗

Solution

The idea of **Green Pockets** infused with **cultural values** offers a solution to the issue of underused spaces with significant development potential. Establishing parks of this nature not only provides **relaxing spots** but also creates **educational spaces** that contribute to preserving the **cultural identity** of a community. Schools can play a key role in the success of such projects.

This concept serves as an inspiring example for the local community, encouraging everyone to make the most of every bit of land in the city. By doing so, we can efficiently bring the benefits of nature into our urban lives, demonstrating how the concept can be successfully applied.

Mircea Eliade's botanical studies notebook, 1920-1921



Discover Eliade in **2023!**

Solution



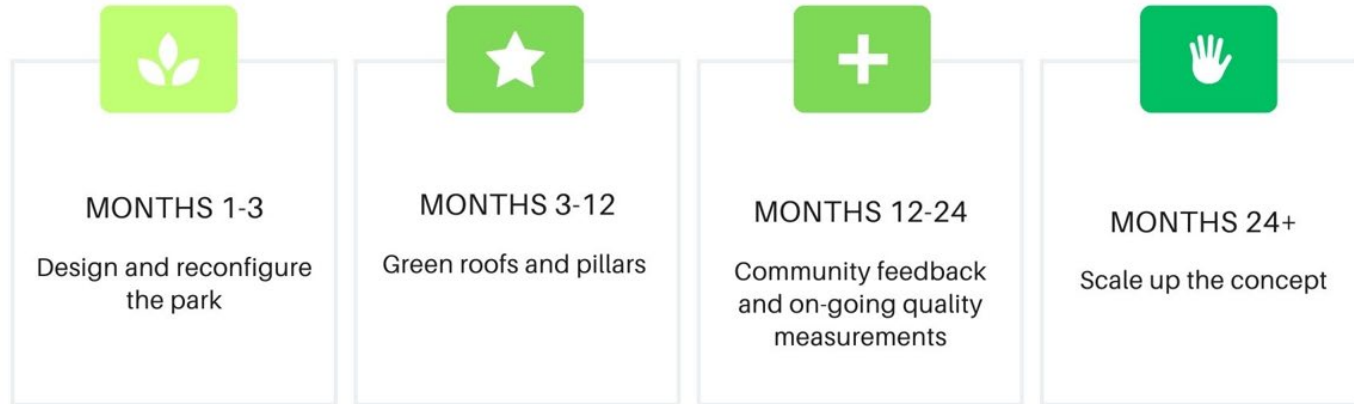
Redesigning **Green Pockets** as auto-sustainable ecosystems, such as in Mântuleasa Park's case, which will include:

- Relaxation areas (benches, outdoors tables, plant pots)
- Cultural and education areas
- Compost area
- Pillars and oyster-shell paint for combating UHI (Urban Heat Island)
- Insect hotels
- Extending the pocket towards additional streets through plant pots and aquatic pots, involving the local community. Each pot will have some of Mircea Eliade's works inscribed on them (*Maitreyi*, *Nuntă în cer*, *Șarpele* etc.).



Implementation Plan

Timeline GPxB

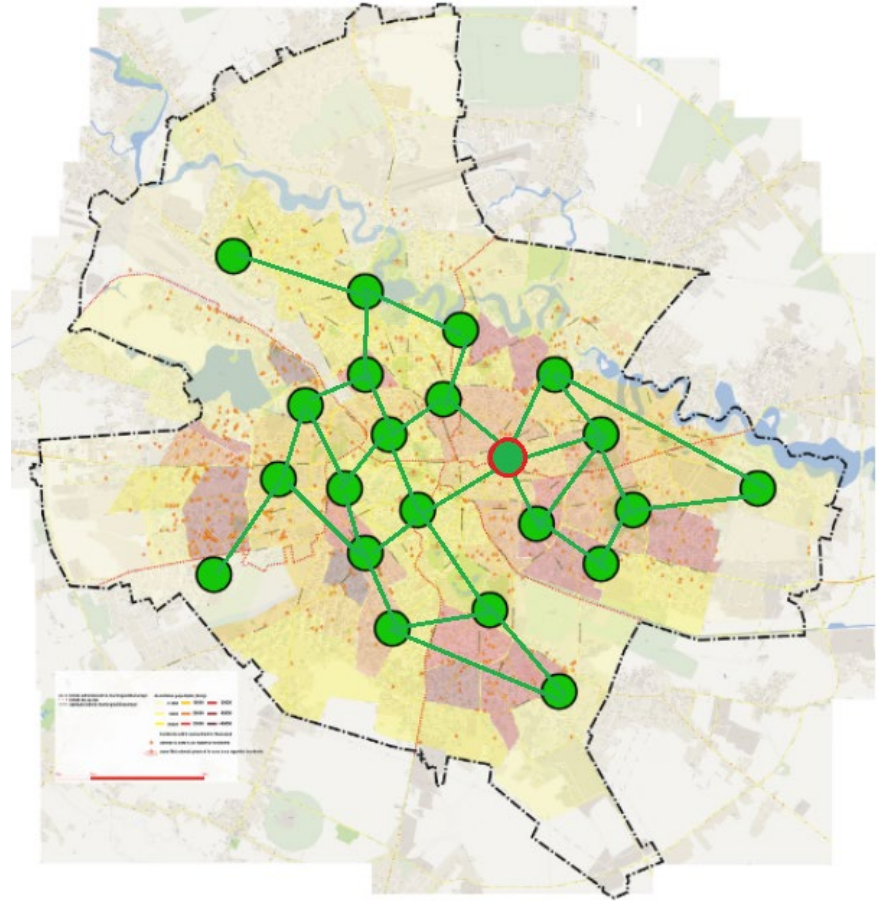


Replicability potential

Green Pockets will be an example of best practice for Bucharest residents, which will provide consultancy services to institutions such as town halls, schools, kindergartens etc.).

The idea can be replicated around the country and even on an international level, depending on the physical and cultural specifics of each pocket-like area. In Bucharest, each district could have green pockets with a **distinct cultural identity**:

- **Writers, artists, architects etc.**
- **Urban myths**
- **Word of mouth stories**

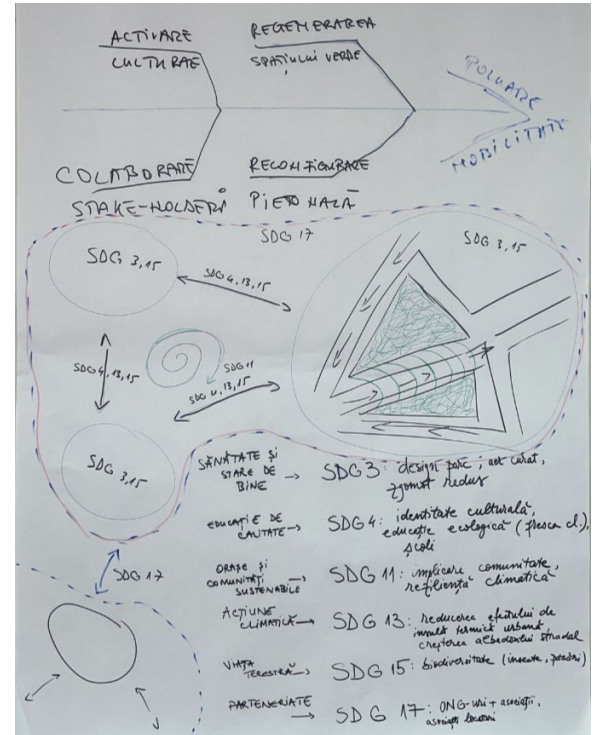


Investment

Urban furniture	Cost EUR	Quantity	Total
Vertical garden	100	5	500
Bench	600	4	2400
Insect hotel	150	5	750
Plant pots	100	15	1500
Green roof	50/m ²		
Maintenance	200	Monthly	2400
Construction	25 000	1	25 000
Reparations - Alleys - Urban furniture - Lightning system	200 200 1000	When necessary	1400
Total Cost			33 000 - 34 000

Business Model

1. **Green Pockets** will provide guidance to other entities interested in the pocket park concept
1. The local community will benefit from open street events



Green Pockets x Bucharest (GPxB)



Orice pământ natal al căruia este geografie sacră Pentru
cei care l-au părăsit, orașul copilăriei și al adolescenței
devine mereu un oraș mic Pentru mine București este
centrul unei mitologii nepuizabile Datorită acestei
mitologii am reușit să cunosc adevărata istorie Poate și
pe a mea (Mircea Eliade, fragment din "Încercarea
labirintului")

*"Every homeland constitutes a sacred geography
those who have left it, the city of childhood and
adolescence always becomes a mythical city. For
Bucharest is the center of an inexhaustible mytho
Thanks to this mythology, I managed to know its
history. Perhaps even mine." (Mircea Eliade, exce
"The Attempt of the Labyrinth")*