

NBS 3 :: Community based urban farming and gardening

Type 1 Classic urban garden soil-based



approx. average unit price/sqm: 32 €

Type 2 Raised growing beds integrated in urban structure soil-less



approx. average unit price/sqm: 1,100 €

10 implemented in total

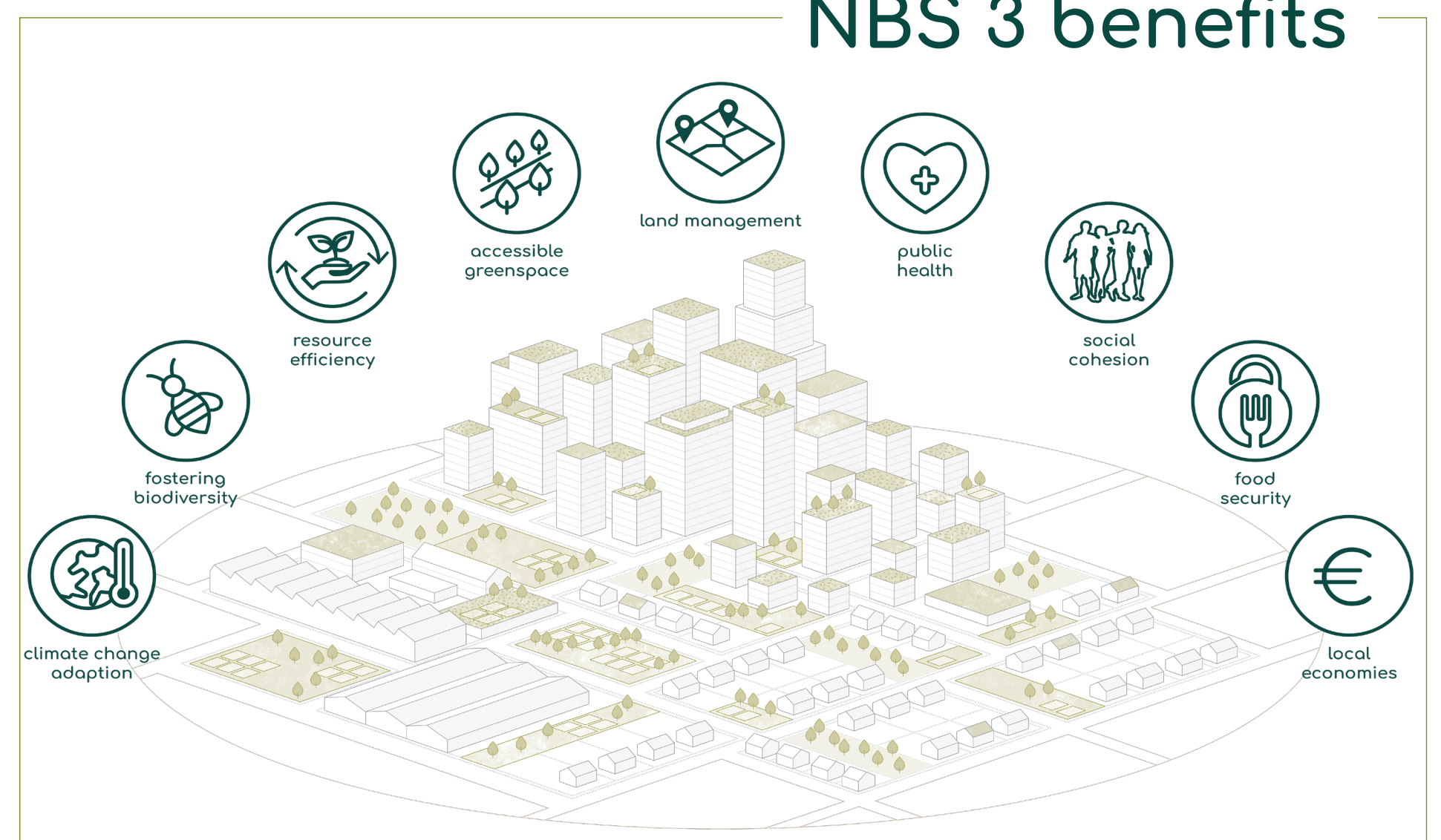


Business Model Canvas Orti Generali

Negative societal and environmental impacts		Positive societal and environmental impacts		
<ul style="list-style-type: none"> Waiting list: people might become unsatisfied Water usage due to reduced rainfalls 		<ul style="list-style-type: none"> Social inclusion, community building Training and education in gardening and food Ecosystem services <ul style="list-style-type: none"> Greening the area: many plants, habitats, pollinators Reduction of CO2 emissions Local development 		
Key Partners <ul style="list-style-type: none"> University of Turin Many partners (public, private, community) for: <ul style="list-style-type: none"> Food Maintenance Community building Education Inclusion Networking Events 	Key Activities <ul style="list-style-type: none"> 4 year co-design, incl. fund-raising Prep. activities Garden construction Educational activities Social inclusion and community-building Expansion, energy 	Value Proposition <ul style="list-style-type: none"> Supporting urban farming with garden plots (individual renting + community area) Community building and social inclusion (food + events) Educational centre: garden as multi-disciplinary tool for permaculture, pruning, organic ag, composting... Food donations Research object 	Relationships and Channels <ul style="list-style-type: none"> on-site exchange personal joint actions (build, maintain, develop the garden) education and dissemination Food donations social media/networks (facebook (>2,900 follower), Instagram (>1,700)), press releases/newsletter (>1,600 subscribers) 	Beneficiaries <ul style="list-style-type: none"> Local citizens (>1,200) Disadvantaged people People in economic difficulties Researcher
	Key Resources <ul style="list-style-type: none"> Concession City (3ha) 160 plots, trees, apiary, chicken Greenhouses (GH) Volunt./solidarity work Educational area incl. 1 GH, didactic garden +2.5 ha grazing/garden 	Governance <ul style="list-style-type: none"> "Orti Generali s.r.l. Impresa sociale" in charge City of Turin as owner of the land Fondazione Mirafiori: hosting legal headquarter, networking 		Customers <ul style="list-style-type: none"> Local citizens (singles, families, collectives, schools, disadvantaged): <ul style="list-style-type: none"> "Standard" "Young" (under 35) "Social" (economic) Long waiting list (>450) Edu/courses: schools, practitioners, newcomers
Cost Structure <ul style="list-style-type: none"> Implementation/maintaining garden (28.000€) Consulting (67.000€) Kiosk procurement (43.000€) Staff costs (47.000€) Equipment, utilities, heating, ... (39.000€) Livestock, taxes, ... 	Cost Reduction <ul style="list-style-type: none"> Gardeners: reducing costs for food and healthcare Volunteers / Solidarity gardeners reduce labor costs City: no maintenance costs State: public healthcare system 	Financing <ul style="list-style-type: none"> Several fundings > 800,000€, incl. <ul style="list-style-type: none"> Smart Cities, MUR: 400,000€ proGReg 72,000€ Fusilli 69,000€ Further grants awarded (>400,000€) Aiming for self-sufficiency soon! 	Revenue Streams <ul style="list-style-type: none"> Urban Farming support activities: 45,000€ <ul style="list-style-type: none"> 100 standard: 50m² 25€, 75m² 35€, 100m² 45€ 25+3 buyers: 50m² 15€, 75m² 20€, 100m² 30€ 15 social: 50m² 5€, 100m² 10€ Flowing, marketing, seeds & plants sale Kiosk: 75,000€ Courses (fees): 25,000€ Educational activities: 14,000€ 	

Orti Generali is a NBS 3 implementation in the Living Lab Turin (total size: 12,000 sqm)

NBS 3 benefits



Questions to users of urban gardens

Do you have interactions with people at the NBS 3 site? **yes 79%**

To what extent has NBS 3 contributed to improving and increasing relations with your neighbours? **a lot 54%**
quite a lot 29%