



# La Comunidad Verde

Spanish Federation for urban greening promotion

[www.lacomunidadverde.com](http://www.lacomunidadverde.com)







# La Comunidad Verde

- La Comunidad Verde is a non-profit federation that involves leading Spanish associations concerning gardening, greening and urban green areas, to promote and release about the benefits that garden and urban green areas bring. It already is the seed of a united front of the green business and professionals in Spain.
- Created in October 2014, it's been officially registered on February 2015.
- It has began working on communications and PR strategies to spread the news about the good things that more and better green spaces can do for urban environment.



# Who? New member joined on 2016

- Spanish Association of Garden Centres (AECJ)
- Spanish Association of Greenkeepers (AEEdG)
- Trade Association for Plant Protection (AEPLA)
- National Association for agricultural, forestry and green spaces machinery (ANSEMAT)
- Trade Association of garden products manufacturers (APJ).
- Substrates and soil producers' association (APTYS)
- Official Organization of Technical **Agricultural Engineers** Centre Area (COITAC)
- Spanish Landscape contractors federation (FEEJ).
- Spanish federation of associations of producers and exporters of fruits, vegetables, flowers and live plants (FEPEX)







# What?

- LCV **collects information and research studies that support and demonstrates benefits of gardening and green infrastructures in the city.** Then it spreads the news and gives access to it in its website.
- **Cooperation with different European organizations**, such as Promojardin (France), Valhor (France), Promogiadinaggio (Italy), The HTA (UK), and Green City Europe, Green City project with ENA...
- LCV **cooperates with different scientific projects** held in Spanish universities. eg. Urban Agriculture Bioclimatic Laboratory, which is being developed by PRONATUR, and Polytechnic University of Madrid.

Zonas verdes y ajardinadas protagonistas de los ambientes hosteleros

By La Comunidad Verde Jun-20-2016 #beneficioverde 0 Comments.

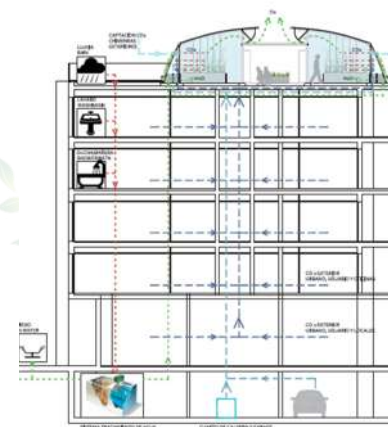


Con el verano, en el tiempo de ocio, muchos buscamos lugares que, además de bonitos, sean más frescos. En España, la cultura de la "terraza" está claramente implantada y, si en esta terraza, hay plantas, flores y el ambiente es más fresco, ¡mejor que mejor! Muchos hosteleros consideran que en su local no tienen posibilidad de tener un jardín por falta de espacio o recursos, pero hay múltiples posibilidades como jardines verticales, jardines colgantes o haciendo uso de muebles, accesorios o luces [...]

Etiquetas: #beneficioverde, bares, bienestar, cafetería, decoración, flores, hostelería, hostelero,

jardín vertical, jardines, plantas, plantas colgantes, relajación, restaurantes, ruido, salud, temperatura, terrazas

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# What?

- LCV has developed a network for information and experience exchange.
- It has a monthly newsletter which with all the members get information about projects and news, sharing information on different cases of interest developed in Spain.
- LCV also feeds a reference website, social media accounts.
- LCV now is included in Madrid's future design of its green infrastructure, a project called **Madrid +Natural**. Its being asked for consultancy.
- On 2016 has organized new workshops to increase awareness in the people: eg. **Sustainable Sunday** in cooperation with an international management event called **Sustainable Brands**.



te pierdas los talleres de La Comunidad Verde en Sustainable Sunday!  
 Como os venimos informando, el próximo domingo 22 de mayo La Comunidad Verde participará en el evento **Sustainable Sunday**, un día y actividades sostenibles que tendrá lugar en la explanada frente a Caixa, en Barcelona.

**Sustainable Sunday** surge como parte del evento **Sustainable Brands** con el objetivo de compartir un domingo cualquiera con la ciudad haciendo actividades cuya finalidad es la sostenibilidad.

La Comunidad Verde organiza, en colaboración con Sembrar, Honda y Madrid, el taller "Ciudades más verdes, ciudades sostenibles"...



...ódigo de conducta... evitar el comercio...







# What?

- Our main awareness action is the the participation in the global event **Park(ing) Day**, with an increasing number of gardens each year. **More than 70 gardens, last September 16th 2016**, in 20 different cities. (50 in 2015; 13 in 2014, 4 in 2013).
- Participants: primary and secondary schools, landscapers, community associations, local governments, garden centres, flower shops.
- In school, we reinforced the activities with previous workshops with the children, to improve their interest and creativity. With the cooperation of the Graduated Landscape Designers Association.

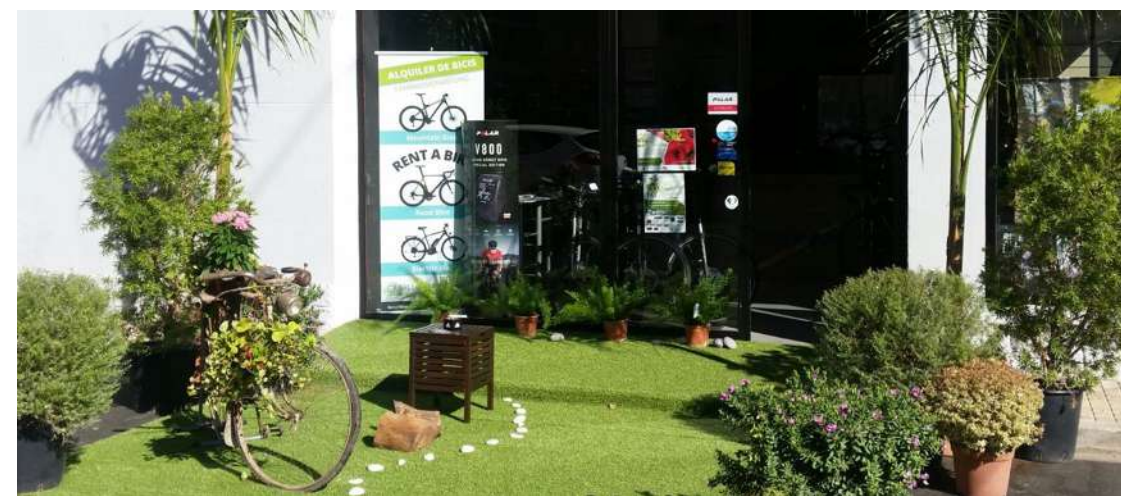






# What?

- **Novelty 2016:** We closed **cooperation deals with Local Commerce Associations** that joined 20 new Park(ing)Day gardens to our initiative. Local business have realized that better green infrastructure keep people in downtown, promoting live and activity in the neighborhood. This make them walk by just for leisure and that helps local commerce to rise, in opposition to people going to the mall with their cars, out of the downtown. **Green cities have better local business.**







# What?



- LCV has developed an initiative to encourage the commitment for a more green urban environment. It is called “**Commitment to garden**” and has been presented to different public administrators, politic organizations, professionals, journalists...
- Local governments are already supporting this project.
- We are working so the 20 towns and cities that hosted our Park(ing)Day gardens sign it. Some of them have already done.
- This is a great beginning to involve local authorities in our idea of green development for the cities.







# What?

## • ONDARA

- Ondara is a great example of how our committed and passionate work is giving results.
- Ondara is a small town in the East of Spain, 6.600 people population.
- It began participating in Parking Day, then signed the **“Commitment to garden”** and now is developing small actions that can create great awareness.
- 1. Workshops to help people to identify local varieties now unavailable in garden centres. Share their memories and then organize a local contest for the most beautiful balcony and patio “greened” with this varieties (provided by the Town hall).
- 2. Educational workshops in primary and secondary schools, to make children value their local varieties, gardening, plants... This has began this term.
- 3. Extend the cooperation with the local business to encourage the local authority to a more green Ondara.







# What?

- Other projects:
- Local actions like micro-gardens contest in the city of Salamanca.
- Keeping conversations with SEO Birdlife so we can fight together for a law like the french one to make new constructions to have green roofs or sun panels.







# Thank You

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