

# GreenBuds

## Pousses-Vertes

### Collective Gardening to Make Montreal Greener

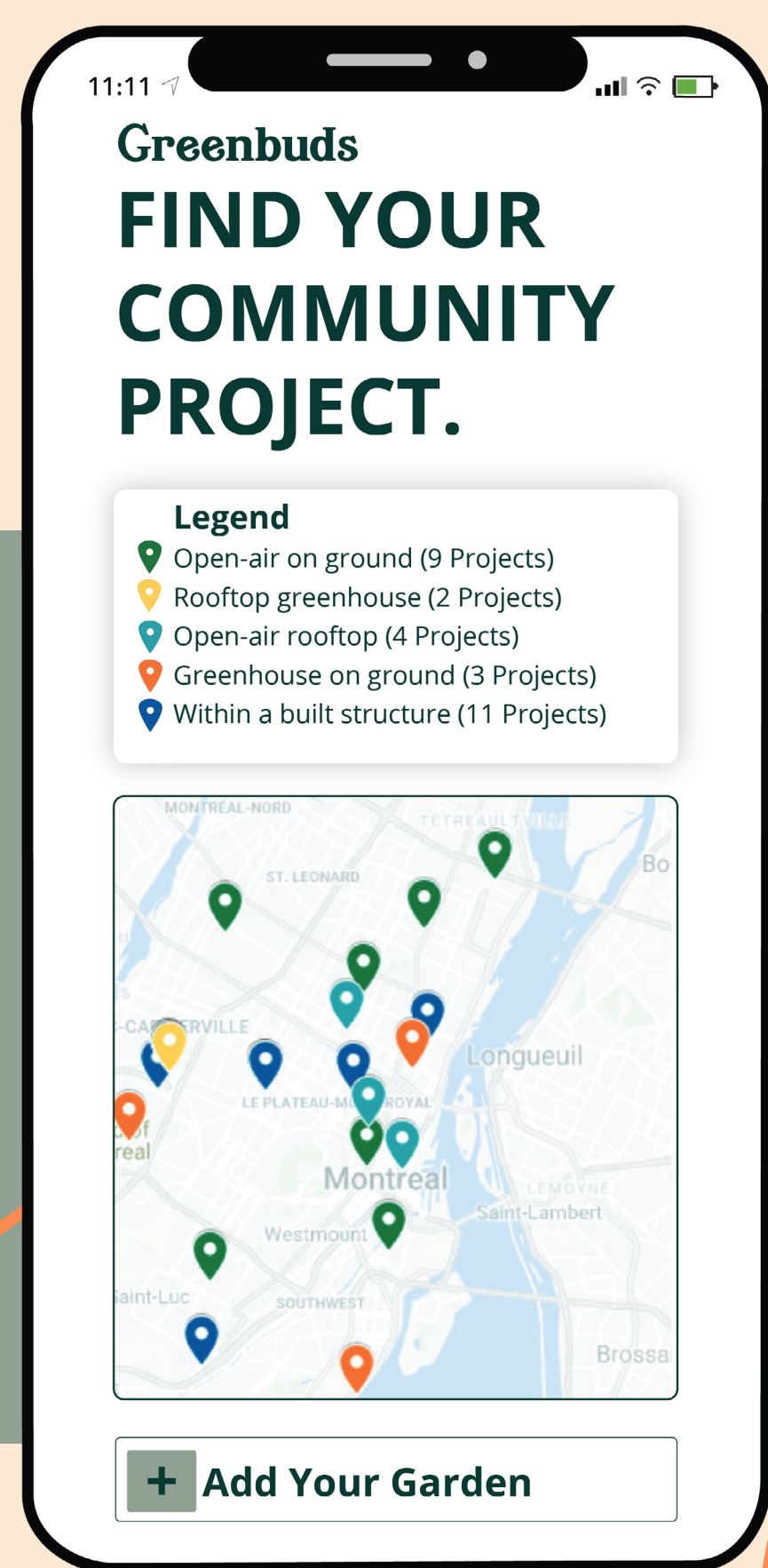
GreenBuds is an application designed with the intent of making urban agriculture within the Montreal area accessible to all. Studying Montreal's data on agricultural initiatives dispersed around the island demonstrated large disparities between zones with higher and lower household incomes. GreenBuds aims to minimize these disparities through accessibility, knowledge and peer support. It represents a way to connect already established projects and local farmers with new individual practices of sustainable development, creating a community based around the interest of making Montreal greener.

### A BETTER PORTRAIT OF MONTREAL'S URBAN AGRICULTURE

This application will implicate a two-fold process that both shares already existing data from the city on the locations of established agriculture projects, while also providing new information on current developments.

To facilitate data collection, users will create a profile when they first connect to the app, identifying which region of Montreal they are located in, and each post will have the possibility to fall under the category of sharing, requesting help or communicating issues related to the city. This will allow qualitative data to be collected and filtered for different boroughs in Montreal.

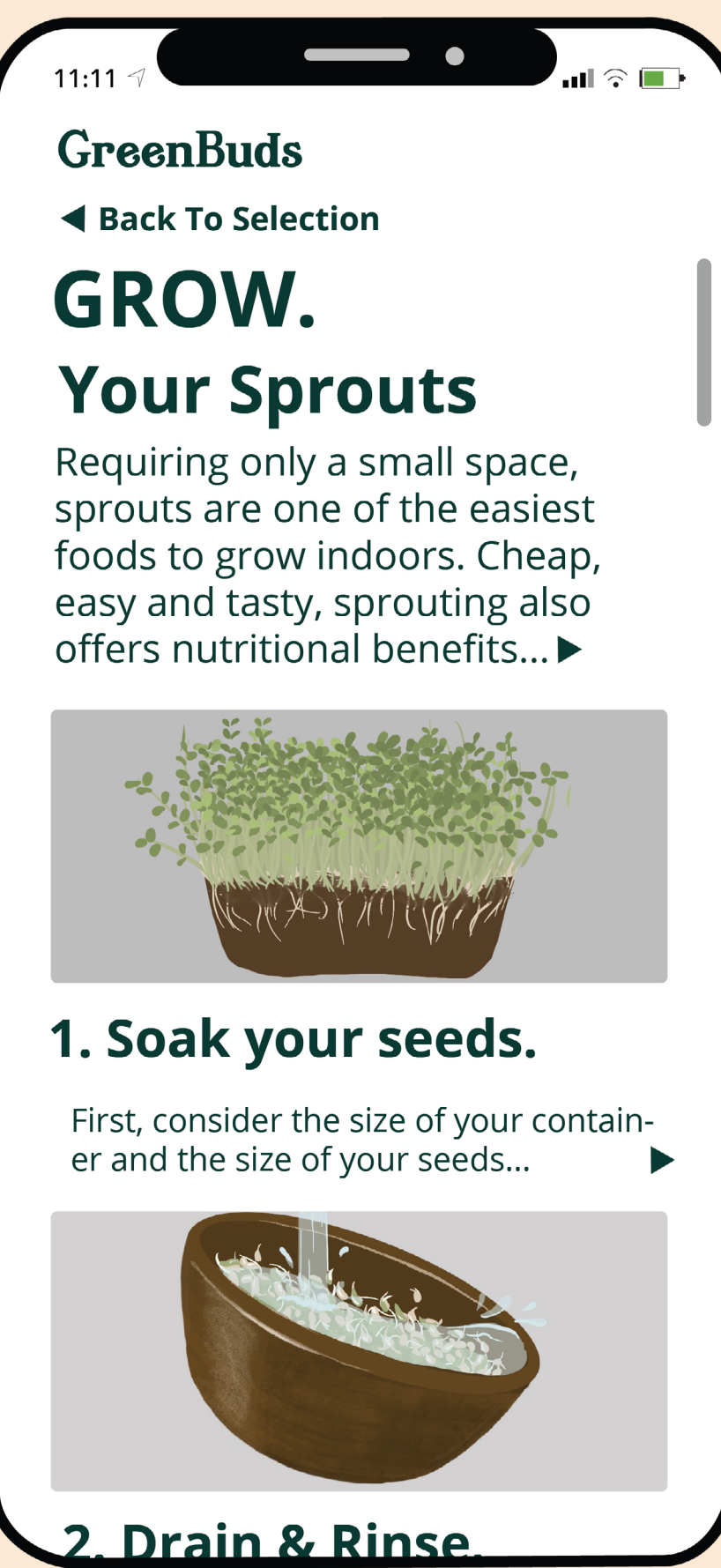
### A USER AND PLANT-FRIENDLY APPLICATION



The app will also offer direct knowledge on the different types of gardens suitable for Montreal's unpredictable climate.

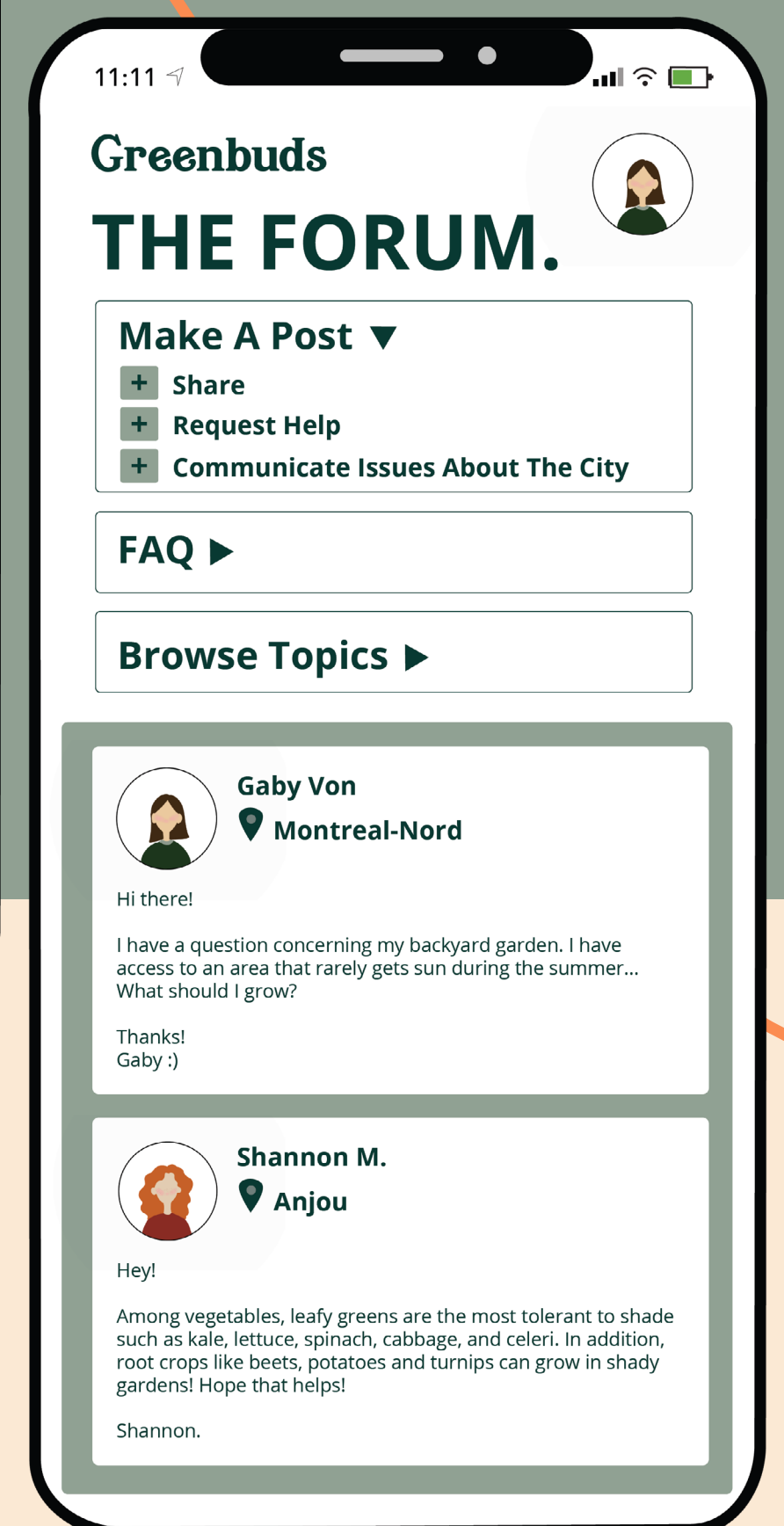


It includes a map to locate already established food development projects around Montreal, such as community gardens and greenhouses. The current map used in the illustration is from 2018. This page also features the possibility to add new gardens in the making, for a regularly updated portrait of the city's advancements.



The app presents step-by-step guidance for harvesting different produce at home. Users may choose from a large selection of regularly updated fruits and veggies for each season.

A large part of the app will be dedicated to enabling communication between Montrealers for more specific inquiry.



### WHY DO WE NEED IT?

Given that urban agriculture is a recent sector of development, there is still a lack of support from the government and municipalities, a lack of space allotted to these activities, a lack of resources to build, but mostly a lack of knowledge on how to undertake such projects. In response to these challenges, GreenBuds provides a communicative platform to create a supportive contact network from within.

The application not only cumulates all the information about Montreal's agriculture in urban spaces, the qualitative data it collects from its users can also be considered by the city to improve the opportunities for future sustainable developments.

### A SELF-SUFFICIENT ECOSYSTEM WITH 3 PILLARS

The app is founded on all three pillars of sustainability. It creates a self-sufficient network where people are encouraged to develop more **eco-friendly habits** both for themselves and for a collective. From adding greenery to their local landscapes, to beginning to compost for their personal gardens, such practices are made much easier and less daunting with the support of peers and with step-by-step guides.

**Economic benefits** may also result from this system, as it will encourage users to shift their produce consumption from big chain supermarkets to local food producers. Aspiring producers will also have a bigger chance at success in the market with the help of social insertion. The pandemic has isolated us from our social networks. GreenBuds hence becomes a way to safely rediscover our environments, while establishing **social partnerships** that will contribute to Montreal's cultural landscape.



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