



Mission Model Canvas

Project title:

Budron: feed, share, care.

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Partners & Support 🤝

The project aims at introducing a process that intends to activate institutions, communities and individuals through mediation and to share knowledge, reflect and act towards a more sustainable food production in a participatory way.

It wants to promote the mission of foundations and organizations and commitment toward community development, food security, and sustainability. Partners are invited to co-fund the project, along with cultural institutions such as museums, galleries and organizations that can host it.

Besides cultural, social and ecological institutions, the list of potential partners and supporters includes also companies, individuals and professional networks.

Activities 🍷

The mediation activities rely on three main pillars:
- Installation: as a basic structure and space for growth in its broadest sense, such as plants and activities
- Participatory workshops around the advantages and know-how of hydroponics, open to individuals as well as groups.
- Community & cultural activities and mediation around the theme—can include talks, readings, music and other performances

Resources 🏠

To develop the project, we need strategic partners that enable us to contextualize the project within Zurich's cultural and sustainable policies and sustain the initial production costs. Strategic partners include a venue willing to host the installation and its activities and one or more private or public initiatives ready to support the production costs.

Offer 📦

The project features an iconic installation designed to be reused and transported as a travelling base within an artistic framework, aiming to empower communities through a three-fold action.

Feed: Grow sustainable food; reduce food transportation; enhance self-empowerment through individual food production; feed new imaginative forms of production in urban environments.

Share: Empower local communities by sharing expertise, experiences, techniques and aesthetics of soilless urban agriculture.

Care: Improving healthy food production and consumption through awareness work and practical, hands-on tools and know-how.

Relationship, Community ❤️

The project is conceived as a seed to propagate knowledge and become locally rooted in a way for the approach to be replicated and continue to grow independently. The project is designed to travel and leave and be replicated each time in a new location. Budron also offers an excellent platform for research trials on sustainable food production in urban conditions. As one example, we are designing and testing various production systems or food crops in the same system.

Channels 📱

We intend to reach our target via our own channels as well as those of partnering organizations; local communities via different interest groups and representatives, live presentations and social media. Its focus lies on a cultural perspective to frame change in the aesthetic related to one of the basic human needs: food.

Target groups 🧑🧒🧓

The project aims at addressing cultural audiences and, at the same time, attracting a more general public to cultural institutions, with a strong focus on seniors and students from primary to secondary school.

Budron is an excellent instrument for introducing new behaviour patterns to people in the city. The primary environmental psychology model describes four main elements for enabling eco-friendly behaviour: Relevant knowledge, availability of the product (sustainable food), like-minded people and personal intention. The project involves all these parts and has enormous potential to influence.

Budget 💰

Executive design: 3000.-
Material: 5000.-
Construction: 5000.-
Transportation: 1000.-
Installation: 1500.-
10 Workshops: 5000.-
Mediation: 2000.-
Maintenance: 1000.-
Disassembling: 1000.-
Storage: 1000.-
Total: 25.500.-

Impact 🌱

Besides the cultural and social benefits, Budron can be linked to multiple SDGs:
№2 Zero Hunger: From a long-term perspective, *Hedgehog ensures access to sufficient nutrients for local communities. Qualitative production with a minimum of pesticides and other chemicals will help to promote sustainable agriculture practices.*
№11 Sustainable cities and communities: The project will make cities more resilient and sufficient. Being installed on the rooftops helps save space and resources.
№12 Responsible consumption and production: The project demonstrates sustainable production and encourages people to adopt sustainable practices in their daily lives.
№13 Climate Change: Local sourcing minimizes transport operations and reduces carbon footprint, which is the basis for combating climate change risks.