

why?



Crowded Cities

By 2030, more 60% of the worlds population will live in increasingly crowded cities



Worse Air Quality

the rising demand of living space and car centric city planning leads worse air quality ...



Loss of Biodiversity

...and loss of bio-diversity as a result



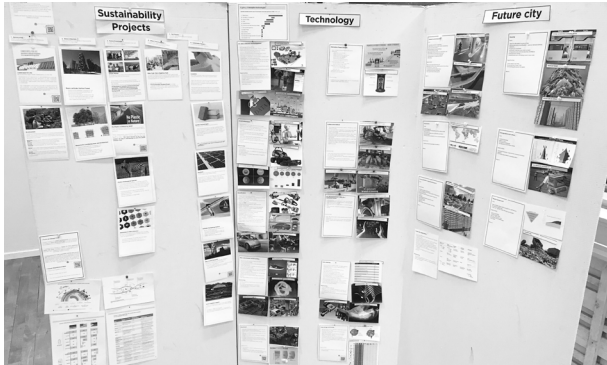
Mental Health

It is proven that lack of greenery has a negative impact not only on physical but also on mental health.

But luckily, awareness for these issues is also rising!

This is why we believe that it is a community effort to combat those changes. Now there are more and more people ready to take action and contribute to make a change.

And that there is a need for a transparent and **inclusive way to create a greener city.**



Problem Analysis

Our research phase started with understanding the future of cities and the UN sustainability goals.

We have interviewed citizens from different countries, all around the globe to identify the pain points. Insights showed that there was a need for quality green spaces in urban environments to feel "nature".



Expert Interview with María Rosario García-Gil

Forest Tree Genetics from Umea Plant Science Center

-“Cities have a lot of unused potential to preserve biodiversity.”

-Getting funding is hard.

-There's to get more exposure and recognition

-Researchers can benefit from civilians input (feedback, problems,...)



User Testing

We explored different workflows for the stakeholders and defined the interactions & touchpoints on a digital level and gathered feedback to test the service & interaction.

