



Working towards a
financially viable
future for the Social
Garden in Sliedrecht

E-ACT Team 2.991

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Outline

- The team
- Context
- Methodology
- Stakeholder analysis
- Value proposition
- SWOT analysis
- Recommendations
- Conclusion





Wouter
Barthmuss

Manager

23 years old

Bsc Business &
Consumer studies, WUR

Msc Management,
economics and consumer
studies, WUR

Spec. Entrepreneurship



Gonzalo Ferreiro
Alonso

Secretary

28 years old

Bsc Biology, University
of Vigo, ES

Msc Plant Sciences, WUR

Spec. Greenhouse
Horticulture



Clémence
Morant

Controller

24 years old

Bsc Engineering
Sciences, Lyon, FR

Msc Organic Agriculture,
WUR

Spec. Sustainable Food
Systems



Vincent Voogt

Member

24 years old

Bsc Business &
Consumer studies, WUR

Msc Management,
economics and consumer
studies, WUR

Spec. Consumer studies



Bouke van
Breugel

Member

24 years old

Bsc Business &
Consumer studies, WUR

Msc Management,
economics and consumer
studies, WUR

Spec. Sustainable business
& Innovation

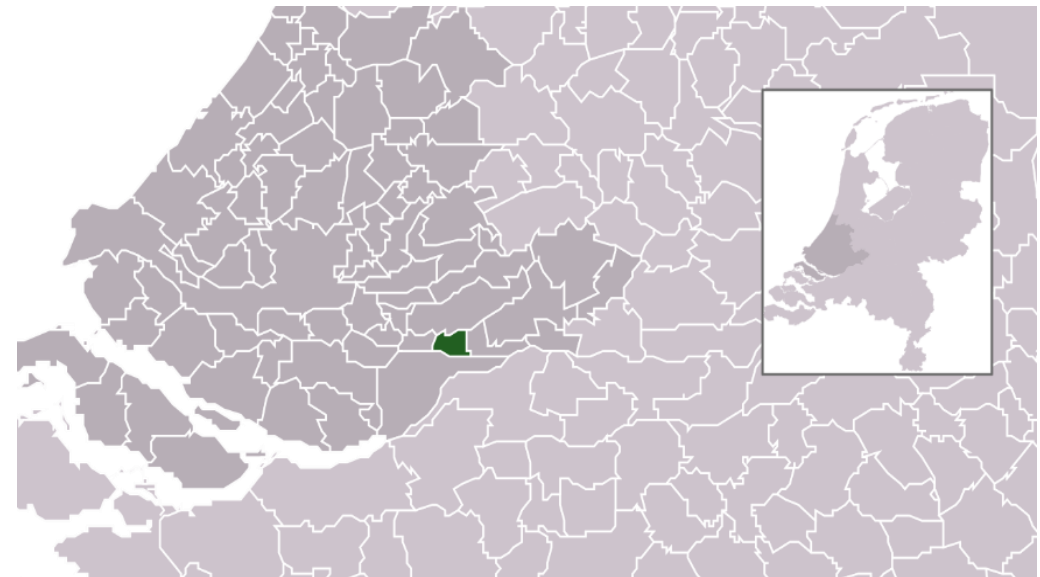
An aerial photograph of a community garden. The garden is divided into several rectangular raised beds, some of which are planted with various vegetables and herbs. A central area contains a greenhouse with a translucent roof. To the left, there is a building with a dark roof and a paved area with some equipment. The garden is surrounded by trees and a fence. The text 'Context' is overlaid in large white letters on the left side of the image.

Context

- Introduction of the Social Garden
- Defining the problem
- Research questions

The Social Garden

- Create a community
- Provide education
- Help people integrate into society
 - Daycare
 - Work integration program
 - Language program
 - Connecting the lonely and elderly





The Problem + Research Questions

- **Research question:**
 - How to create financial viability for the Social Garden in Sliedrecht?
- **Sub-research questions:**
 - What does the current business model of the Social Garden in Sliedrecht look like?
 - What could an improved business model for the Social Garden in Sliedrecht look like?

Methodology

Information gathering



Interviews

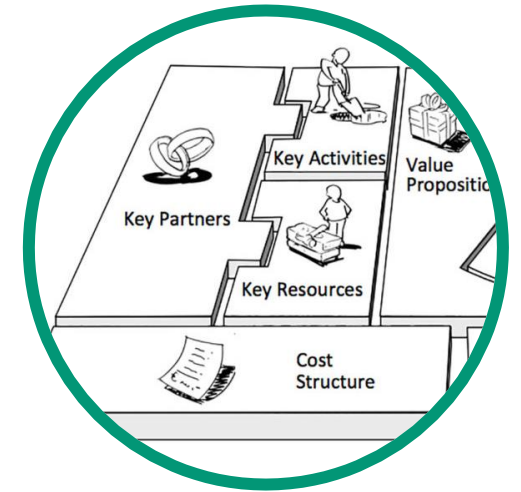


Survey

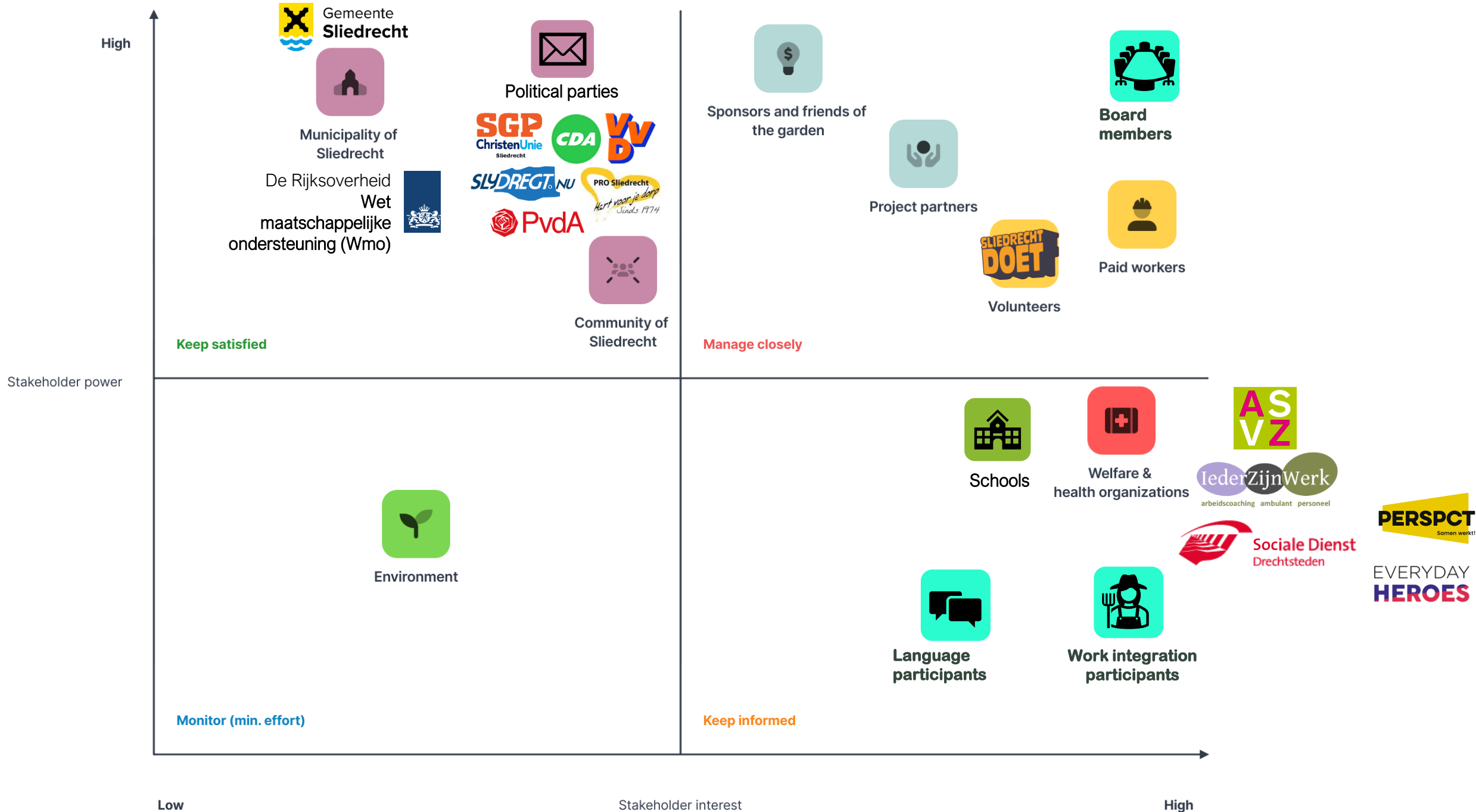
Information analysis



Brainstorming

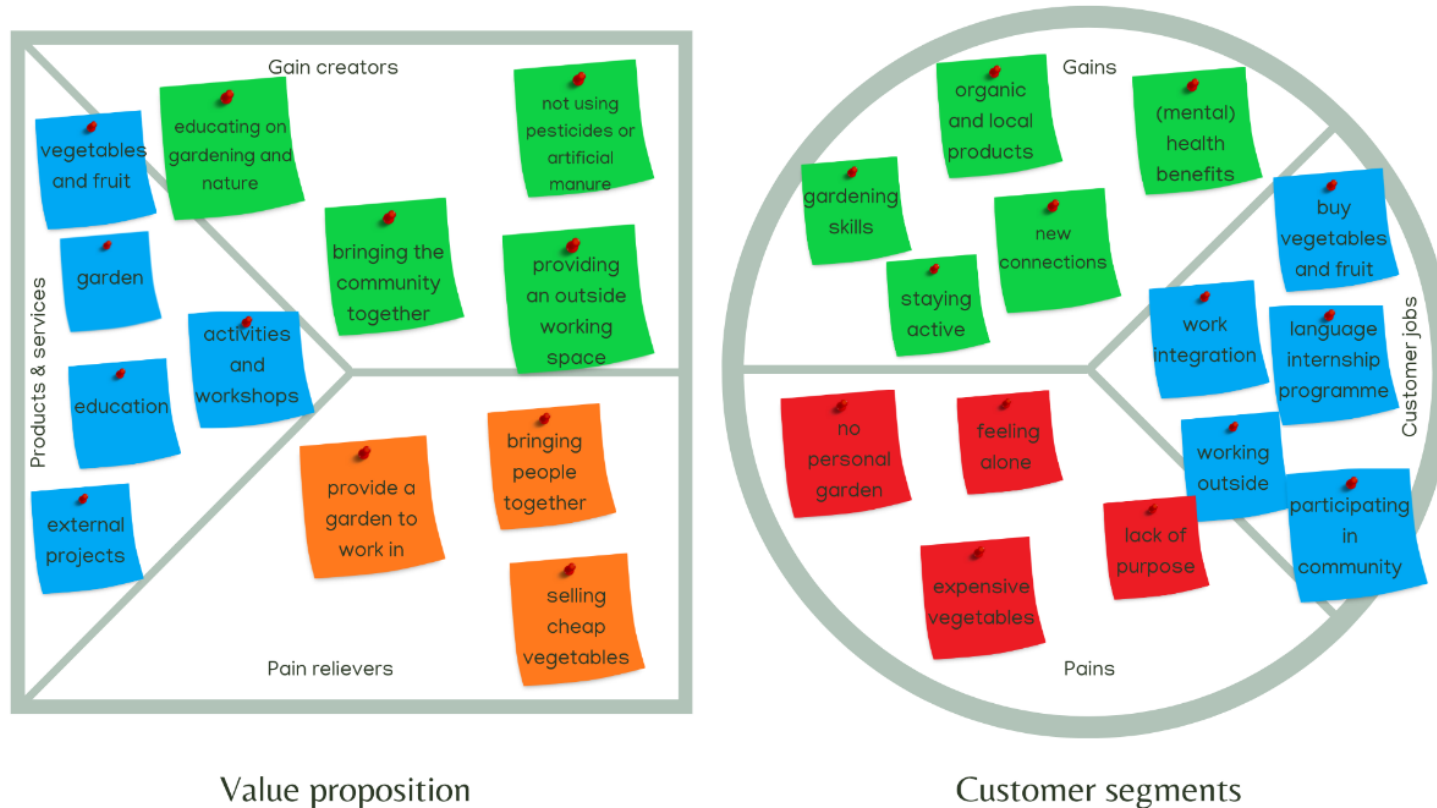


Modelling



Value proposition canvas

paid workers, board, participants and residents of Sliedrecht

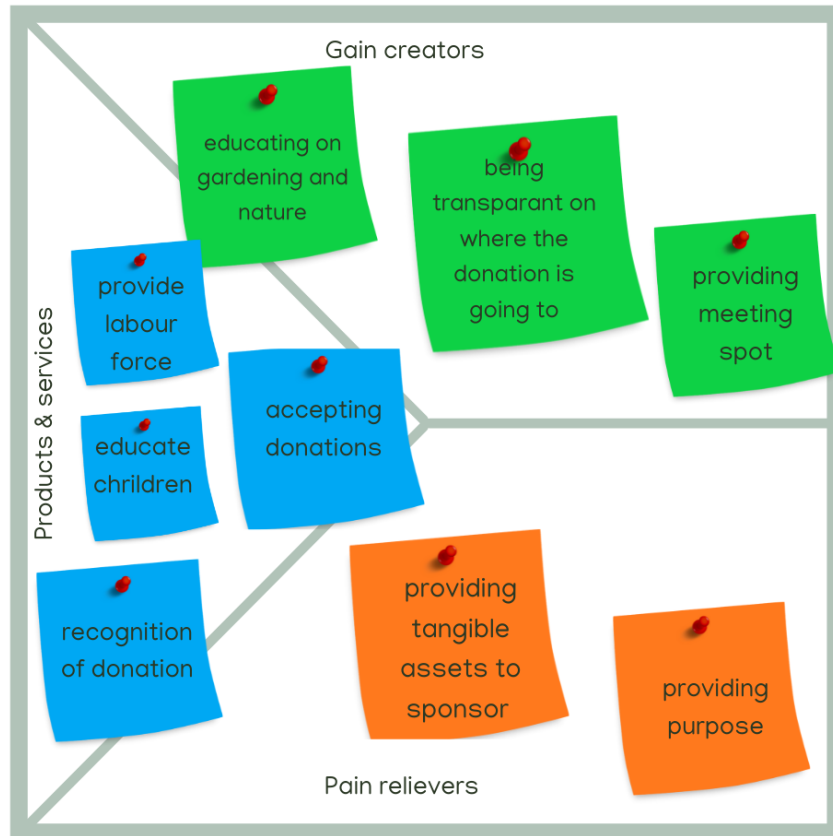


Value proposition

To understand the needs of the target groups and how the garden proposes value to them.

Value proposition canvas

External stakeholders

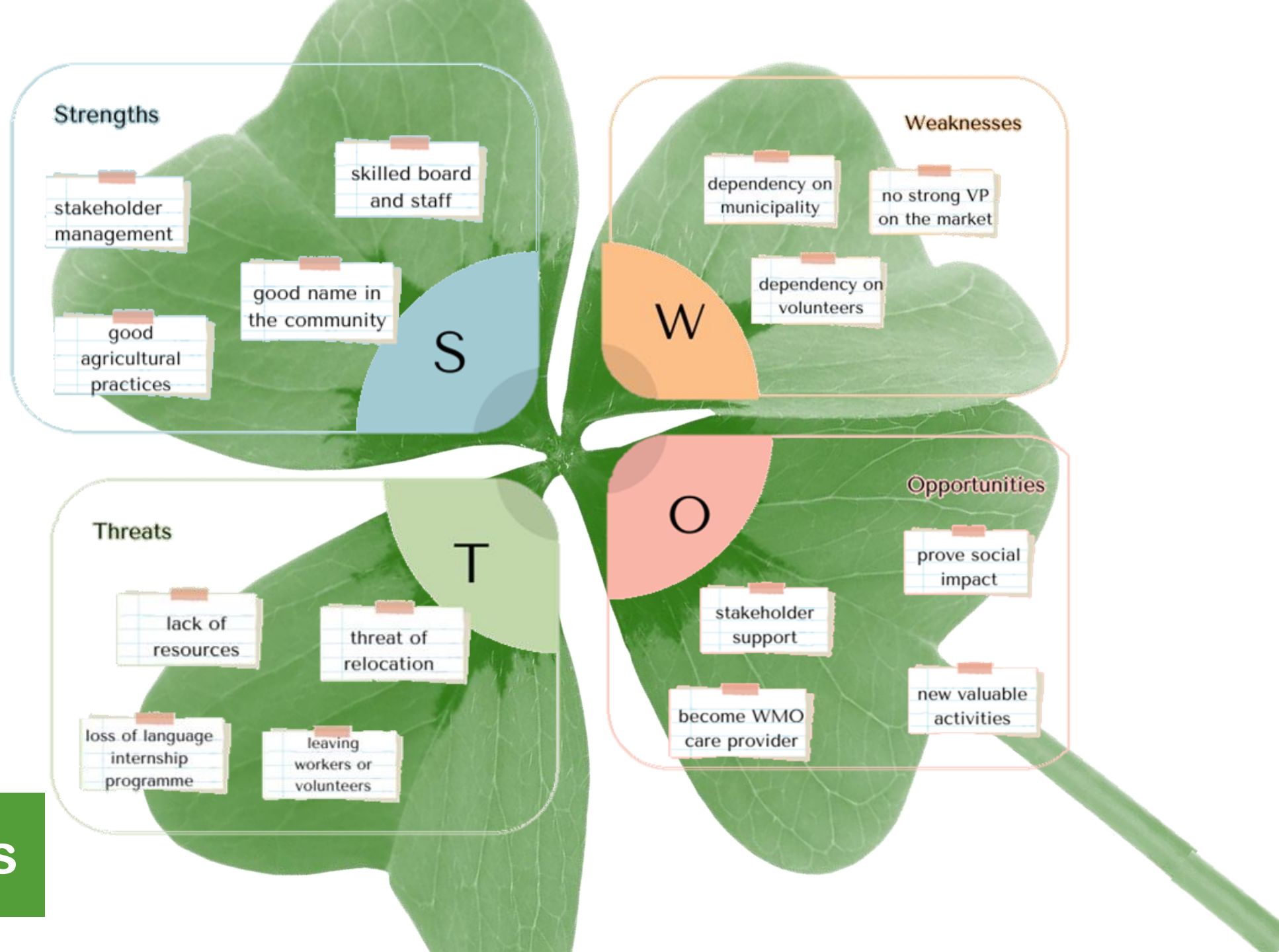


Value proposition



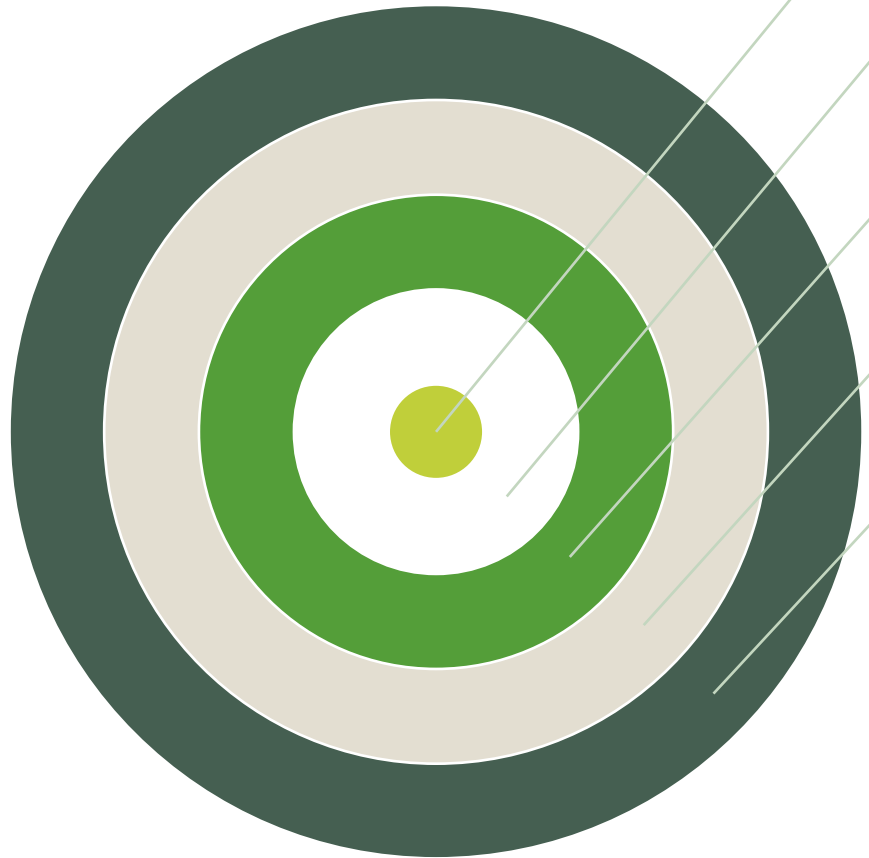
Customer segments

SWOT analysis



Recommendation 1

Find focus



Community



Garden



Care



Activities



Partnerships

1

Financial rule 1

Focus resources on activities that are allowing the garden to break even (WMO)

2

Financial rule 2

Reduce or do not increase the amount of paid workers

3

Financial rule 3

Remunerate only the high-value tasks that will bring financial returns

4

Financial rule 4

Once the financial stability (breaking even) is attained, focus on the growth

Recommendation 2

Capitalise on Social Value

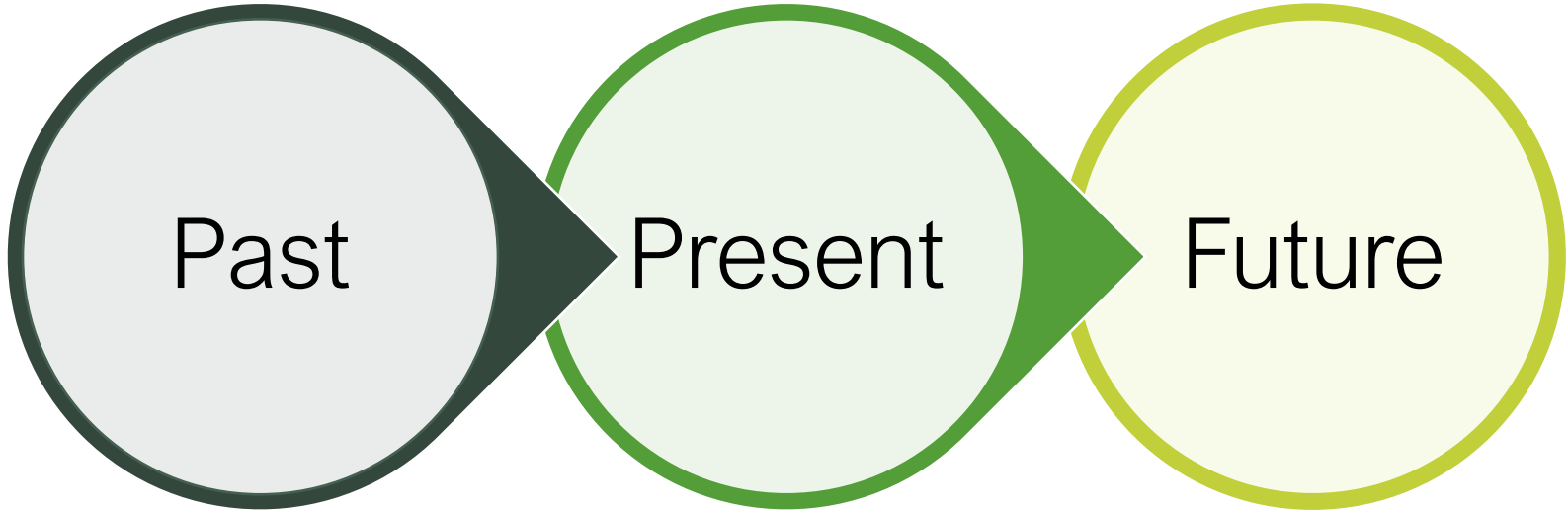


Interns or a new ACT team to bridge the knowledge gap and implement a communication plan?

Who?

What?

How many?



Example:

Number of people helped in work and language programmes in the past 10 years

Example:

Stories of people working in the garden on the website & social media

Example:

Communication campaign on the projects that need more volunteers

Conclusion



A pathway to a sustainable future for the Social Garden of Sliedrecht

Thanks for listening!



Let's discuss 😊