

EDICITNET – SUSTAINABLE ENTREPRENEURSHIP WORKSHOP

Founding an Edible City Initiative: First steps to kick-start your entrepreneurial journey

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BORDERSTEP INSTITUT
für Innovation und Nachhaltigkeit



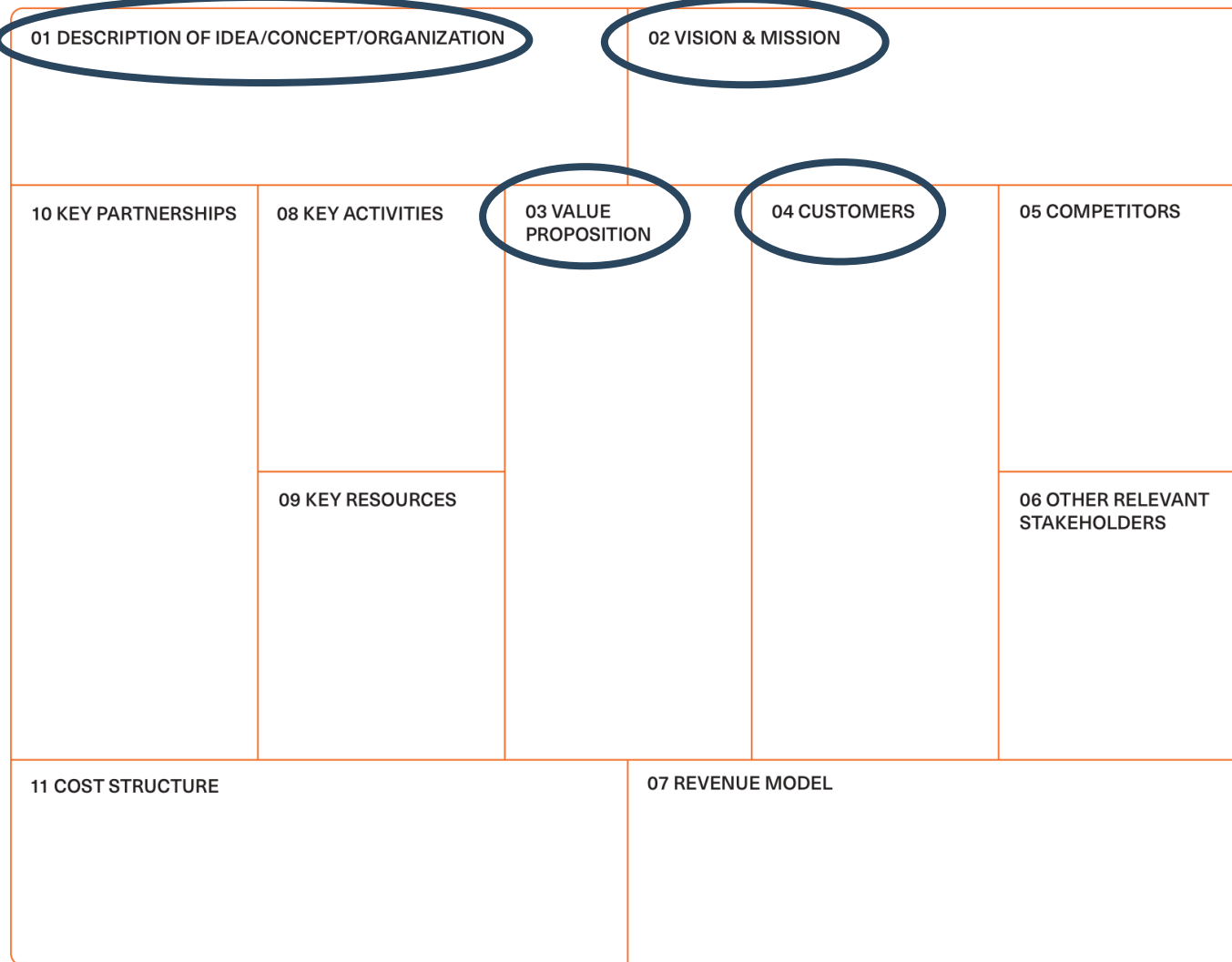
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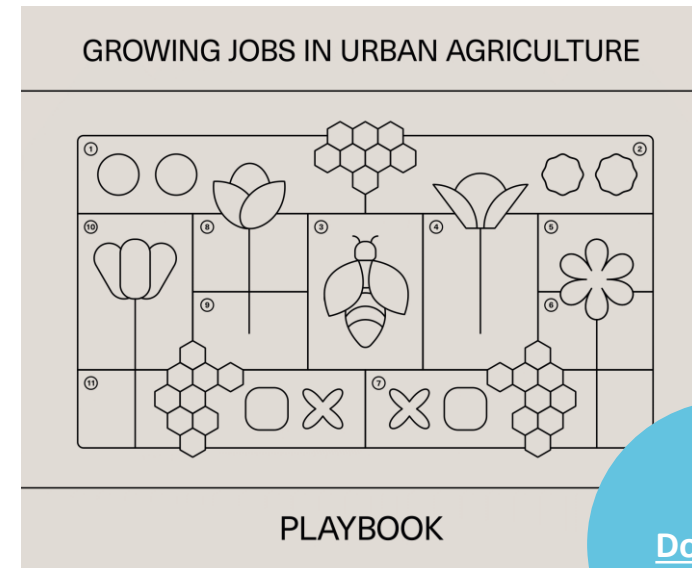
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EDIBLE CITY SOLUTIONS CANVAS



Edible City Solution (ECS) Canvas

EdiCitNet Playbook „Growing Jobs in Urban Agriculture“



Authors: Reddy, S. Schabel, A. (2020), Borderstep Institute, Humboldt University Berlin
Based on: Fichter, K. Tiemann, I. (2015), University of Oldenburg and Osterwalder, A. and Pigneur, N. (2011)

INTRODUCTION TO THE ECS CANVAS 17



Young Beekeepers Oslo. Source: Nabolagshager

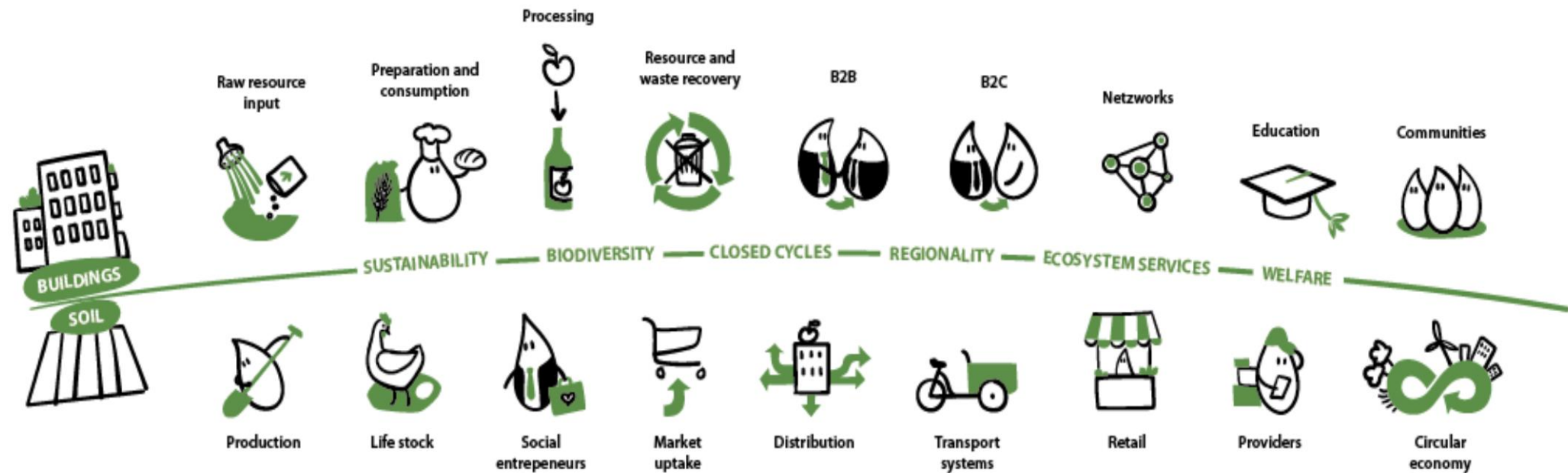
Young Beekeepers Oslo

- Young Beekeepers is a project, in which a team of **youth** is trained to practice **beekeeping** while learning **professional skills**, such as collaboration, communication and entrepreneurship.
- The group is part of **Oslo Living Lab** (Nabolagshager), a project that provides a job-skills training/**green employment program** based in Oslo.



01 Description of Idea/Concept/Organisation

- Name, location
- Planned activities
- Your sector/position in the Edible City Solution value chain



02 Vision & Mission

VISION

- What is your **long-term goal**?
- What role do **economic, environmental and social goals** play?
- Where do you want your Edible City Solution to be in the **future** (e.g., in the next 3-5 years)?
- What overall **environmental and social contribution** do you want to have made in 3-5 years?

MISSION

- What **purpose and tasks** does the Edible City Solution to be established have along the way?
- What are the **central values** of your business model?



Young Beekeepers Oslo. Source: Nabolagshager

💡 VISION

In the future, all jobs have to be green.

🎯 MISSION

OLL experiments with green jobs, while empowering and employing minority youth in an urban farming context.

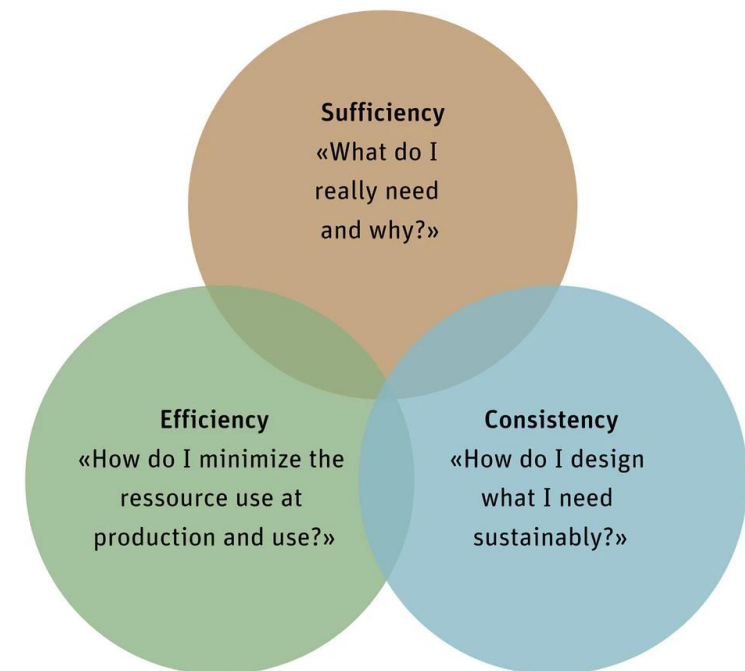


03 Sustainable Value Proposition

“A promise on the economic, environmental and social benefits that an organisation’s offering delivers to customers and society at large, considering both short-term profits and long-term sustainability.”

Key questions to ask:

- What **value** are you offering your target groups?
- Which customer/stakeholder **problem** will be **solved** with your solution?
- What **positive impact** are you creating for people and planet?
- How is your value proposition aligned with **sustainability principles**?



Developing a Sustainable Value Proposition Statement

Asserts the value of the solution	For	List target customers or beneficiaries . Group them and define THE customer or beneficiary.
	Who	Define the need or opportunity . What is critical issue?
	The	Name your solution (product, service, concept). Place the solution into a generally understood category.
	That	Quantify the benefits of the solution. Identify the single most compelling benefit.
Positions the value	Unlike	List the competitors and alternative solutions .
	Our	Differentiate the solution. Set it apart from the competition.

Source: Skoll Centre for Social Entrepreneurship

Developing a Sustainable Value Proposition Statement

Young Beekeepers Oslo

For	honey lovers...	List target customers or beneficiaries .
Who	...appreciate local, clean and ethical honey and value the creation of green employment...	Define the need or opportunity . What is critical issue?
The	city honey...	Name your solution (product, service, concept). Place the solution into a generally understood category.
That	focuses on social sustainability by providing job creation and contributes to reducing inequality,...	Quantify the benefits of the solution. Identify the single most compelling benefit.
Unlike	far-traveled honey, where little knowledge is available about the context of production,...	List the competitors and alternative solutions .
Our	city honey is produced by young urban youth with their bee friends, made from the city's flowers.	Differentiate the solution. Set it apart from the competition.



04 Customers / Target groups

Key questions to ask:

- Who are your **customers**? For whom is value created?
- Which **target groups** are to be served? Describe your target groups as precisely as possible.
- What are the features of the customer relationship? Which **communication and distribution channels** are suitable?
- What significance does **sustainability** have for your target group(s), now and in the future?
- How can **sustainable aspects of the business model** be communicated advantageously?
- Can additional target group(s) be **reached with more sustainability**?

→ Customer

Entrepreneurial dimension:

Paying customers who (directly or indirectly) finance the initiative's impact, e.g. consumers, companies, municipalities, foundations, etc.

→ Beneficiary / Target group

Impact dimension:

The recipients of the social / environmental benefits, e.g. local community receiving health benefits, new knowledge, etc.



Young Beekeepers Oslo. Source: Nabolagshager

→ Customers

- Local honey lovers
- Artisanal honey lovers
- Co-working building residents & companies
- Partners

→ Beneficiary / Target groups

- Minority youth who receive job training and connection to nature
- Local community, enhanced biodiversity





Growing Hope Gardens

Los Angeles, US



01 DESCRIPTION OF IDEA/CONCEPT/ORGANIZATION Growing Hope Gardens is a non-profit organisation building, implementing, growing and supporting urban food gardens, in partnership with social housing companies and local non-profit organisations.		02 VISION & MISSION “Supporting social, environmental, racial and food justice ” Empower people with modest means and those experiencing homelessness, by supporting resident urban food gardens on affordable housing, homeless shelter properties & raw land		
10 KEY PARTNERSHIPS	08 KEY ACTIVITIES	03 VALUE PROPOSITION Local, nutritious food Environmental education Empowerment and self-stewardship	04 CUSTOMERS Residents at affordable housing People experiencing homelessness Unhoused youth Unhoused elderly Social housing companies and associations	05 COMPETITORS
	09 KEY RESOURCES			06 OTHER RELEVANT STAKEHOLDERS
11 COST STRUCTURE		07 REVENUE MODEL		



Himmelbeet

Berlin, Germany





01 DESCRIPTION OF IDEA/CONCEPT/ORGANIZATION Collective intercultural gardening project with a community garden, a sustainable café, educational events, gardening workshops, consulting services, run by himmelbeet gGmbH & zusammenwachsen e.V., ElisaBeet		02 VISION & MISSION “Good life for all – More justice, more community, more perspectives” Promotion of urban greenery through community gardening with a focus on participation, self-organisation, environmental education and inclusion		
10 KEY PARTNERSHIPS	08 KEY ACTIVITIES	03 VALUE PROPOSITION Local, seasonal and ecological food Social integration and cohesion Environmental education Urban nature Place of learning and leisure, especially for kids	04 CUSTOMERS Citizens (especially direct neighbourhood) Disadvantaged people Children Local initiatives	05 COMPETITORS
	09 KEY RESOURCES		06 OTHER RELEVANT STAKEHOLDERS	
11 COST STRUCTURE		07 REVENUE MODEL		

1

NAME OF EDIBLE CITY SOLUTION:
NAME OF PARTICIPANT:



12 min

Activity 1: Description of idea/concept/organization

What is the name of your idea/concept/organization and who your organization is for?

What is your business goal of activities?
What is your customer profile to the EDC (who do you serve)?



14 min

Activity 2: Vision & Mission

What is your long-term goal?

What are the core values, which principles and values guide you?

What are the main activities your business is doing to be in the future (e.g. to increase sales)?

What are all environmental and social conditions you need to be successful in the future?

In the future, ... Our/my aim is to ... The values that guide our/my mission are ...



8-10 min

Activity 3: Sustainable Value Proposition

Who are your customers/clients?

What are the benefits and value that your customers/clients expect?

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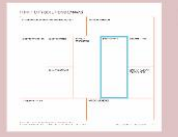


4-6 min

Activity 4: CUSTOMERS / TARGET GROUPS

What are your key customer/clients target groups to be served?

Examples: "Young Millennials" Project, "Green" Project, "Elderly" Project, "Single" Project, "Urban" Project, "Rural" Project, "Low-income" Project, "High-income" Project, "Middle-class" Project, "Upper-class" Project



Interactive Session (50min)

- 3 break-out rooms with one moderator each (Klaus, Thomas, Alexandra)
- Miro: Every participant chooses one board
 - 30min: Individually, work on formulating your vision/mission, value proposition and customers / target groups
 - 30min: Presentation and joint discussion of results





Source: Gemüseheldinnen Frankfurt

Closing round: Discussion of results and next steps

Please share:

- What is the key learning or insight you take from the exercise?
- What will be your next step to pick up on today's results and continue on your entrepreneurial journey in urban agriculture?



Thank you



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