

Pilot project application template

Contact details of the facilitator

- Name: Daniel Whittle
- E-mail: fermeenville@earthfocus.org
- Affiliation (or independent): Earth Focus Foundation
- Position: coordination

Summary of the pilot project (Max. 1600 characters)

(Including stakeholders, problem/challenge, approach, relevant links)

Daniel Whittle is a specialist in urban gardening projects. He attended AGRIDEA's facilitating innovative and interactive projects class last year which was sponsored by i2connect. His project is to support the gardeners of the *Jardin des Possibles* in Plainpalais in the centre of Geneva, Switzerland during the summer. His idea is to team-up with his colleague and farmer Youri Vezza in order to strengthen the gardening community by providing professional advice. Youri and Daniel are involved in the *Ferme en Ville* (Farm in town) program of the Earth Focus Foundation. It is a new program which would benefit from i2connect grant as a small project launcher.

Youri is an agricultural engineer who delivers assorted vegetable bags directly from his crops located in the rural municipalities of Laconnex and Soral. But direct sales have fluctuated in recent years. After increasing during the COVID crisis, this mode of distribution is now losing customer interest because it is no longer a niche market like it was before. Supporting urban agriculture can provide a complementary source of income. His extensive experience in agricultural education has led him to consider social gardens as a way to share his knowledge of agronomy and to promote local agriculture.

Daniel has worked for the development of a permacultural small scale farm and the social garden *Jardin des Possibles* since 2016. His contribution to the project is to energize the network of gardeners and persons working in the community centre that manages the garden. He will facilitate the reunions by using dedicated AGRIDEA's tools.



Links :

- [La Finca Locale](#), Youri Vezza
- Le Jardin des Possible :
 - [Maison de quartier de Plainpalais](#)
 - [1001 sites nature en ville](#)

Motivation for this proposal to be selected as a pilot project (Max. 1000 characters)

We believe that cold processes such as cultural planing and monitoring, good gardening practices, organization and administration require support from external experts. Those management aspects are overlooked by the dozen of gardeners of the *Jardin des Possibles* who are more interested with the warm processes such as socializing. The risk is that the lack of knowledge, structure and organization can lead to a situations where the garden is in a state of neglect and the gardeners finally give up.

This situation has been observed in many volunteer collective gardens. This is what motivated the members of the « Ferme en Ville » team and the Earthfocus Foundation committee to initiate a program aimed at energizing the volunteer gardening communities in the canton if Geneva. This specific help to the Jardin des Possibles will allow the team to feel supported in some necessary tasks and will increase the global motivation.

