



# Green Urban Revive

"Sustaining Cities for Tomorrow "-  
miestų išlaikymas rytojui

# Problems In Lithuania

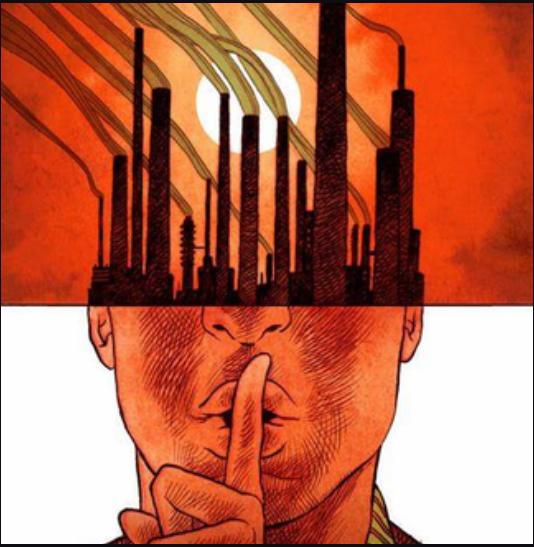
**“Protect Our Planet, Preserve Our Future”- apsaugoti mūsų planetą, išsaugoti mūsų ateitį**

## Social Problems

- Poverty, Inequality and Social Exclusion
- Education and Health system problems

## Environmental Problem

- In 2017, the annual average level of PM 2.5 emissions in Lithuania exceeded the EU average, resulting in 3,350 premature deaths
- The country's annual greenhouse gas emissions amount to 4-5 tons per capita, which is among the lowest in the EU. However, the energy sector remains a major source of GHG emissions (61.7% in 2010), as well as agriculture (21.4%), industry (10.8%), and waste sector (up to 5.6%)



# BLUMA



200 Instagram followerst



450 Facebook Likes

- BLUMA's services include strategic planning around climate change adaptation and developing green infrastructure strategies.
- BLUMA also engages with different groups such as school children, municipality workers, and other communities through workshops, educational initiatives, and visual communication.
- BLUMA's research and analysis services focus on understanding the needs of communities.

# Our Mission

"Eco warriors unite for a Greener World"- ekologiniai kariai  
vienijasi dėl ekologiškesnio pasaulio

## Reach

Developing go to market strategies to increase the reach  
of the organization, BLUMA



## Awareness

Spread awareness among the people regarding green architect  
principles and to motivate them to embrace these principles in  
their everyday lives



# Executive Summary

In our quest to create sustainable and vibrant cities that harmonize with nature and people, we present "**GreenUrbanRevive**," a collaborative campaign aimed at transforming urban areas into thriving biotopes.



## Campaign Goals:

- Raise awareness about sustainable urban development.
- Promote green infrastructure strategies for urban revitalization.
- Engage urban communities in greening their cities.

# Overview of our Campaign

## **“GREEN URBAN REVIVE”**

- We Identify our potential target audience: NGOs, corporates, educational institutes.
- We strengthen the campaign by collaborating with the Ministry of Environment
- We ensure symbiotic relationships with collaborators for mutual benefits.
- We Focus on the top 15 economically rich cities in Lithuania.
- We implement our campaign in 4 phases
- We launch a 2 month competition for individuals to create green architecture in their local areas.
- We will hire a linguist who is familiar with both English and Lithuanian language who would work on BLUMA's website



# Plan of Action

**“Green Today, Sustainable Tomorrow” - žalia šiandien, tvarus rytoj**

**Phase 1: Approaching our first point of contact(educational insititutes, corporates,NGOs)**

## Collaboration with Educational Institutions:

- Educational institutions, particularly environmental and science departments, offer valuable support.
- They conduct workshops to enhance awareness of environmental issues and sustainable practices among students, staff, and the community.
- In return, we provide visibility to institutions during our campaign.
- We offer services at a reasonable cost, including expert workshops.
- Collaboration amplifies the campaign's impact due to our limited resources.



## Collaboration with NGOs:



- NGOs excel in environmental and social causes.
- Partnering with them provides access to their expertise, networks, and ethical reputation.
- Their knowledge, research, and community ties boost our campaign.
- In return, we showcase their logos, creating a win-win collaboration.
- NGOs can provide resources for competition to the people who are economically unable to participate.

## **Collaboration with Corporate Entities (B2C Companies):**

- Targeting B2C companies in environmental and social domains for their valuable insights.
- Our campaign provides visibility to these companies, showcasing their commitment to responsibility.
- We offer our products/services at a reliable cost, benefiting both parties.
- We gain customers from B2C firms, accessing their customer base and marketing resources.
- These collaborations are mutually beneficial, enhancing outreach and customer expansion.



# Phase 2: Marketing Strategies



# Newspaper



This outlines what we will be posting in the newspaper while in the campaign, from time to time,

- Campaign Introduction
  - How It Works
  - Environmental Impact
  - Motivation to Join
  - Resources regarding building Green Architecture.
  - Information about the place and time for the workshops to be conducted.



# Online marketting

- Our online marketing strategy is set to make a significant impact by introducing QR codes/links into newspaper publications.
  - Including QR codes/links also provides a discreet means of collecting valuable customer data,
  - Additionally, we're passionate about building a vibrant online community around our campaign. We've planned to reward the most engaged members with special incentives to encourage active participation.

## Phase 3 - Onboarding people into our Campaign

### Workshops

Educational institutions, especially their environmental and science departments, would conduct workshops that enhance awareness about environmental issues and sustainable practices among their students, staff, and the local community. This educational outreach helps in promoting our upcoming campaign effectively.



# Competition:

Objective: The primary goal of the competition is to engage individuals and communities in creating green architecture projects within their local areas while promoting awareness of green building practices.

Duration: The competition will span over 2 months

## Participation Criteria:

- Open to individuals of all backgrounds and ages in the selected cities.
- No specific prior knowledge or expertise in architecture required.

Participants are encouraged to design:

- Rooftop gardens.
- Sustainable home renovations.
- Community parks with eco-friendly features.
- Innovative use of recycled materials.



# Competition:

- Projects will be evaluated based on multiple criteria, including but not limited to:
  - Creativity and innovation.
  - Community impact.
  - Aesthetic appeal.

## Selection Process:

- Local judging panels in each of the 15 cities will assess the projects and select a winner from their respective areas.

## Awards and Incentives

- The winner from each city will receive.
- A certificate of achievement.
- A cash prize or other incentives to support further environmental initiatives.
- Opportunity to Join BLUMA Team

# Projections

**"Go Green, Live Clean." - "Greikite, gyvenkite švariai "**

**80%**

Target Audience reachout

**7%**

Reduction in Pollution

**80X to100X**

increase in social media  
followers

- Increasing the supporter base across the world.
- Increase in website traffic.
- Increase in workforce as we will have 15 skilled peoples from different cities
- Successful implementation with increased revenue generation

Thank  
you!

