

What do you get if you combine the social interactions of internet communities, the environmental benefits of sustainability and the tasty treats of organic farming?



How's your city doing?

Who's winning?

growforgold.org

City:

Category:

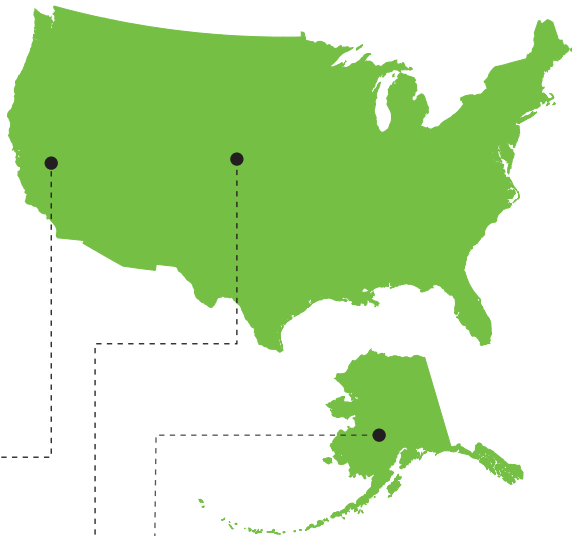
Find out

Take part in the growing movement and be your city's champion-grower in the quest for better food and greener communities - And you don't even have to grow it yourself!



growforgold.org

grow it, eat it, love it



Login

Sign up

Email:

Password:

☐ Keep me logged in

Login

[Forgot your password?](#)

New on [growforgold.org](#) ? - [Take a guided tour](#)

**Fantastic prizes for:**

- ▶ The city with the highest number of producing plots per inhabitants.
- ▶ The city with the highest total number of producing plots.
- ▶ The individual/organisation with the highest total number of producing plots.
- ▶ The most beautiful fruit or vegetable garden.

[\(Log in to find out more about the prizes\)](#)

**If you follow the rules:**

Every one can join; individuals, corporations, schools, city councils, etc.

Registered plots must produce edibles; fruit, vegetables or any kind of food.

All edibles must be organically grown.

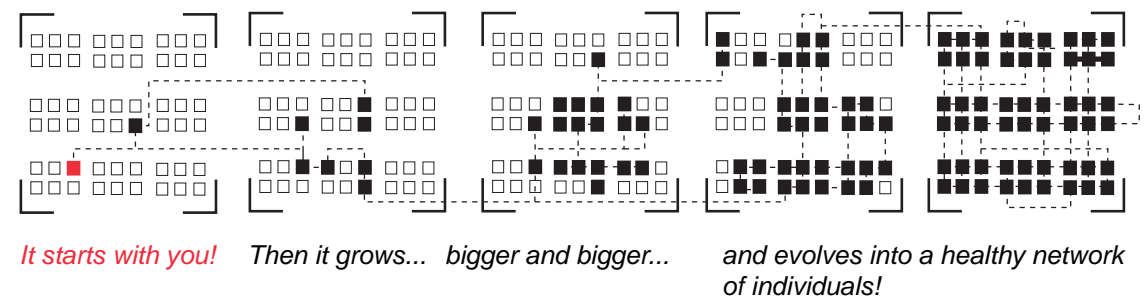
Plots can be of any shapes, larger than 100 square feet, but have to be located within the city perimeter.

[\(Log in to find out more about the rules\)](#)





# This is how it works



## growforgold.org Participants



### Landproviders

Individuals, cities, schools, corporations etc. that either grow themselves, hire a third party to grow on their piece of land or lend their land for free to an interested grower. Either you get extra vegetables instead of just grass for your money spent on garden care or you make a landless grower very happy.

When the landprovider registers the plot, it is posted and visible on **growforgold.org** web map.



### Landless gardeners

Anybody with an urge to grow but nowhere to do it. **growforgold.org** makes it easy to find available plots to cultivate.

When an agreement between the landless gardener and the landprovider is settled the plots gets registered and becomes a valuable contribution in your city's struggle to win the competition.



### Supporters

Sign up just to help the growers out and support your city in the competition. Donate money or help your neighbour to harvest or prune. With the cell phone app you get notified when help is needed and where.

**growforgold.org** is for everyone, not only landproviders and gardeners. Be a supporter, make new friends, get some exercise and take part in the great venture for better food.

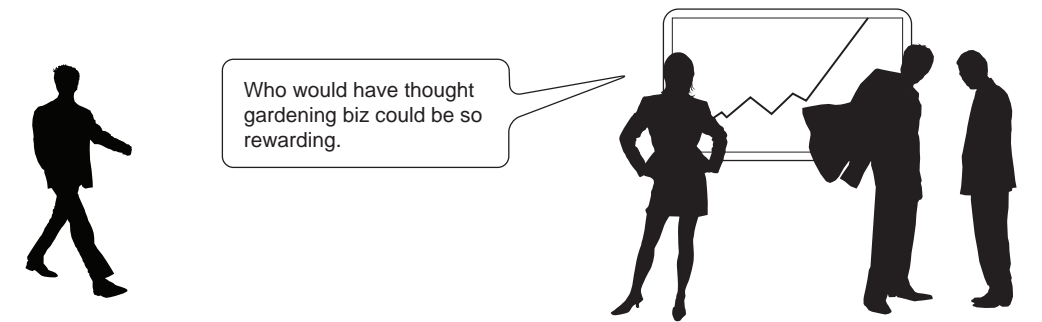
Today I made 5 friends and a bag of onions, not bad...



### Professional farmers

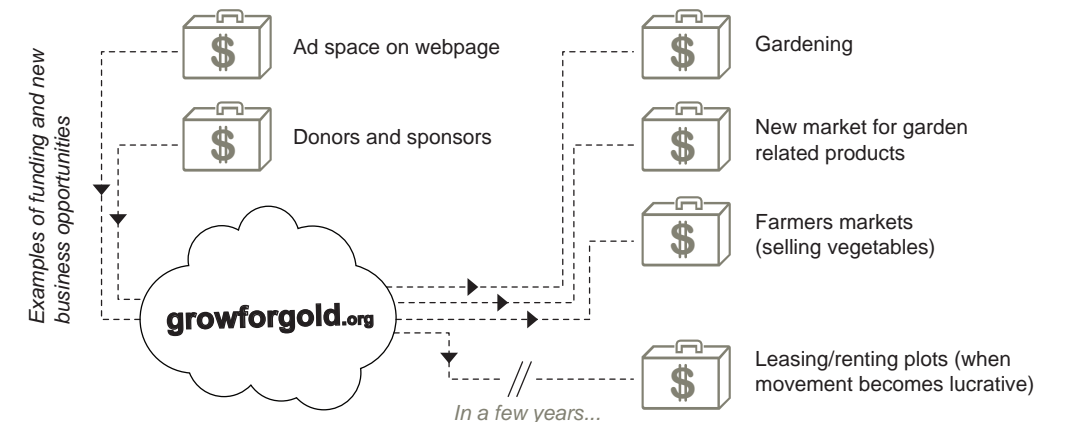
Professional farmers who grow organic edibles for landproviders who don't have time to grow themselves.

For the garden-business-minded **growforgold.org** means opportunities to make money and at the same time helping one's city to win the competition.

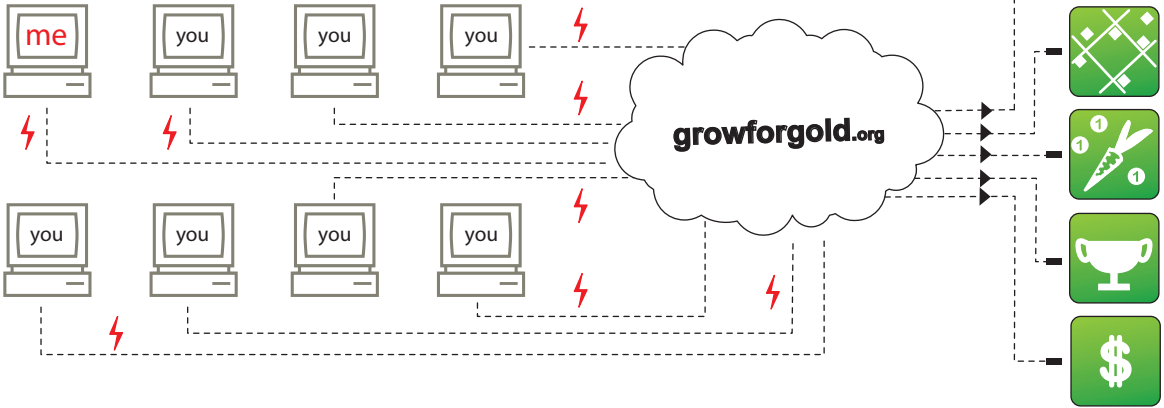


### How will you do it?

1. Sign up >>> Start cultivating your property >>> Register your cultivated plots on **growforgold.org** >>> Hope for you and/or your city to win
2. Sign up >>> Request someone to grow on your property >>> Wait for answer >>> Settle deal with grower >>> Register plot on **growforgold.org** >>> Hope to win
3. Sign up >>> Put land up for sharing >>> Wait for answers >>> Settle deal with grower >>> Register plot on **growforgold.org** >>> Hope to win
4. Sign up >>> Help out or donate money >>> Make friends, get free vegetables and hope for your city to win
5. All of the above



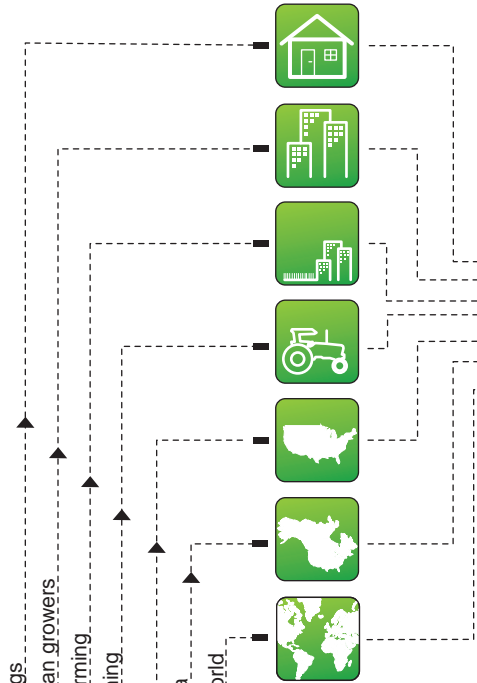
The network of individuals >>> A platform of opportunities



G(r)o(w)ing local

**growforgold.org** aims to make it easier, more fun and profitable to grow locally, by awarding, encouraging and supporting the individual initiative. The competition with it's easy-to-use, internet-based community platform is a rewarding way of saying "Yes, we can do it, and it's easy!".

For every new plot registered on **growforgold.org** less food needs to be imported from far away distances. Unused urban spaces turned into local food supplies is a way of winning the competition, while making your city greener, more sustainable, less carbon dioxide emitting and less dependant on the rest of the world for food.



Your unused office space are just a few mouse-clicks away from becoming a greenhouse. **Let someone be your office gardener!**

**growforgold.org** helps leftover space in the city to become productive. **Find it, grow it, win it!**

growforgold.org  
In your city

Your rooftop could be productive. Grow yourself or hire someone else to do it for you. Roofs are perfect for herb gardens, urban honey and sun loving fruit. **Get your roof working to win the competition!**

Why stop at the roofs? In a near future your facade could be a thriving vineyard. **Be a vertical gardener!**

Find new uses for unused underground space. **Be a subterranean gardener, it could be the next big thing!**

On existing structures

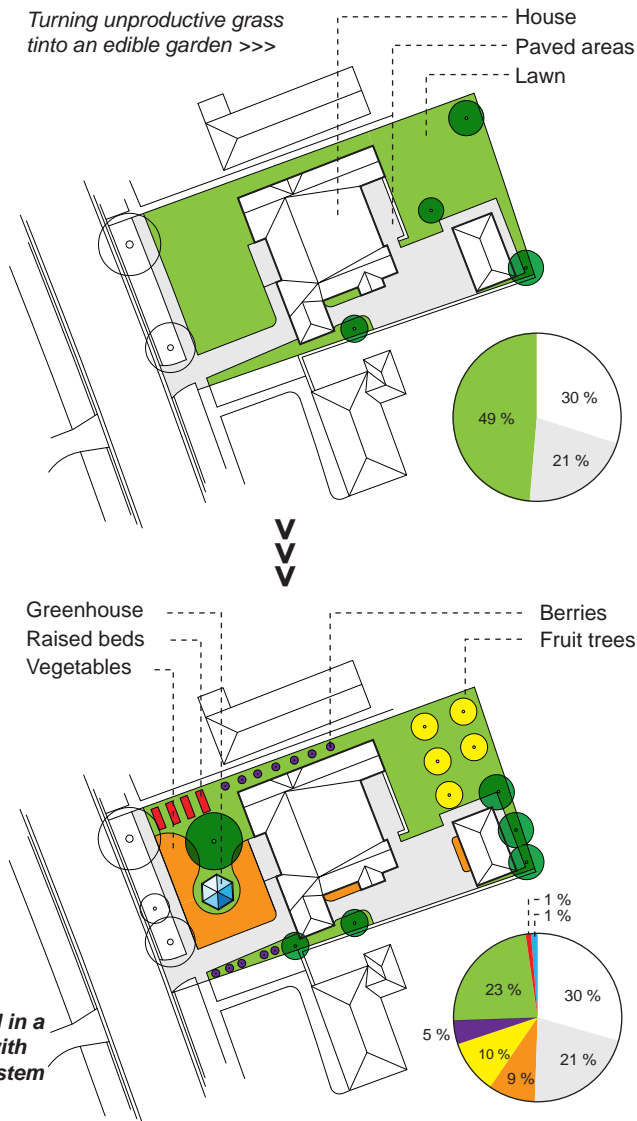
**growforgold.org** takes advantage of already existing infrastructures in the strive for better future food. The internet based community/competition encourages food production in cities where roads, subways, water, electricity, sewers etc. already exist. **growforgold.org** helps every piece of unused land find the loving care of a grower, no matter if it is a backyard, a suburban nature strip or an abandoned subwaystation. In the near future your salad could be made of: lettuce from the rooftop of your office, vegetables from your neighbours garden and tasty mushrooms grown in subterreanean tunnels.

- ! Global warming
- ! Peak oil
- ! Urge for food security
- ! Loss of biodiversity
- ! Changed agricultural subsidy policies
- ! Tax reduction for growers
- ! Donations of state-owned land
- ! Growing-related public holidays

Examples of additional, existing incentives and plausible external boosts

BOOSTING LOCAL FOODS!

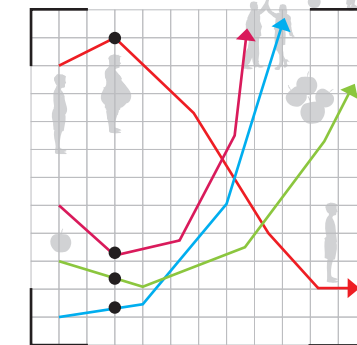




social interactions  
edible estates  
diverse vegetation >>>  
Local, organic food in a lively community with functioning eco-system services

## Possible benefits

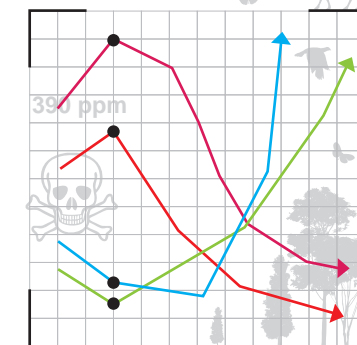
### Society



- Competition starts
- Obesity
- Wellbeing
- Social interactions
- Choice

Growing locally gives opportunities for exercise and social interactions within neighborhoods. For every new urban farmer the range of local food increases.

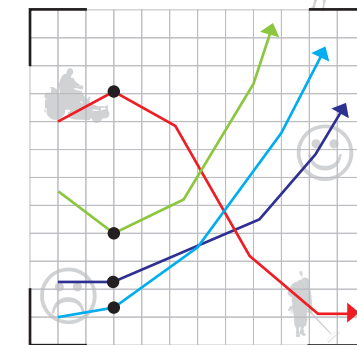
### Environment



- Competition starts
- CO2 in atmosphere
- Use of toxic pesticides
- Biodiversity
- Reforestation

Locally grown, organic food reduces transport waste and the use of toxic pesticides. A greater variety of crops and better use of potential farmland leaves room for nature to recover and flourish.

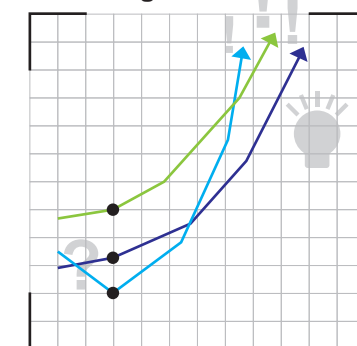
### Economy



- Competition starts
- Lawn care spendings
- Green biz opportunities
- Nutritional value
- Goodwill

Good, nutritious food instead of grass means opportunities for local green business. Supporting this is clearly a good thing - make it show!

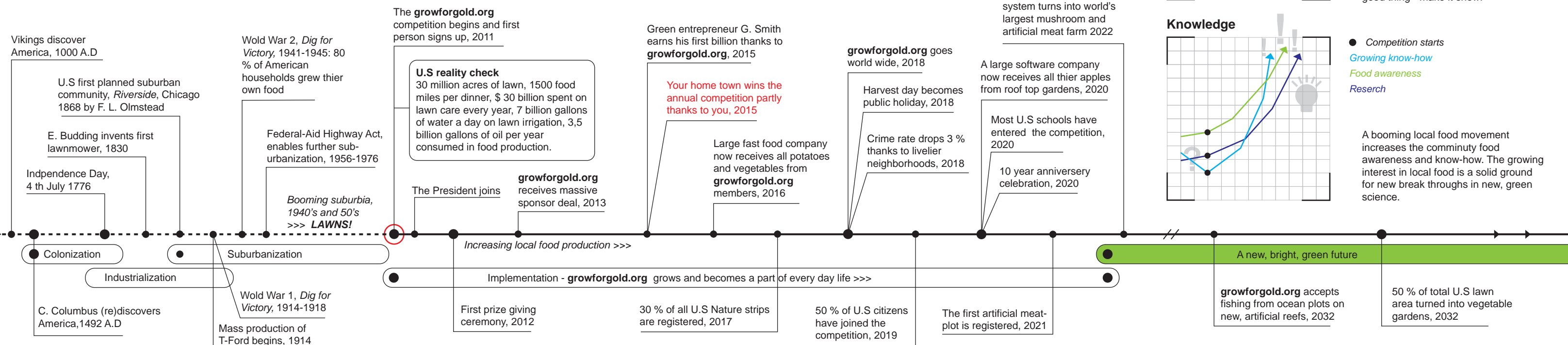
### Knowledge



- Competition starts
- Growing know-how
- Food awareness
- Reserch

A booming local food movement increases the community food awareness and know-how. The growing interest in local food is a solid ground for new break throughs in new, green science.

## Possible timeline >>> From mowing to growing by creating incentives for fun and profitable food production in cities!







growforgold.org  
A new, bright, green future

Yum! Yum!  
**TOMMY'S**  
**MELONS AND VEGGIES**

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**FARMERS' MARKET**  
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