



Greenpop

JOIN THE TREEVOLUTION

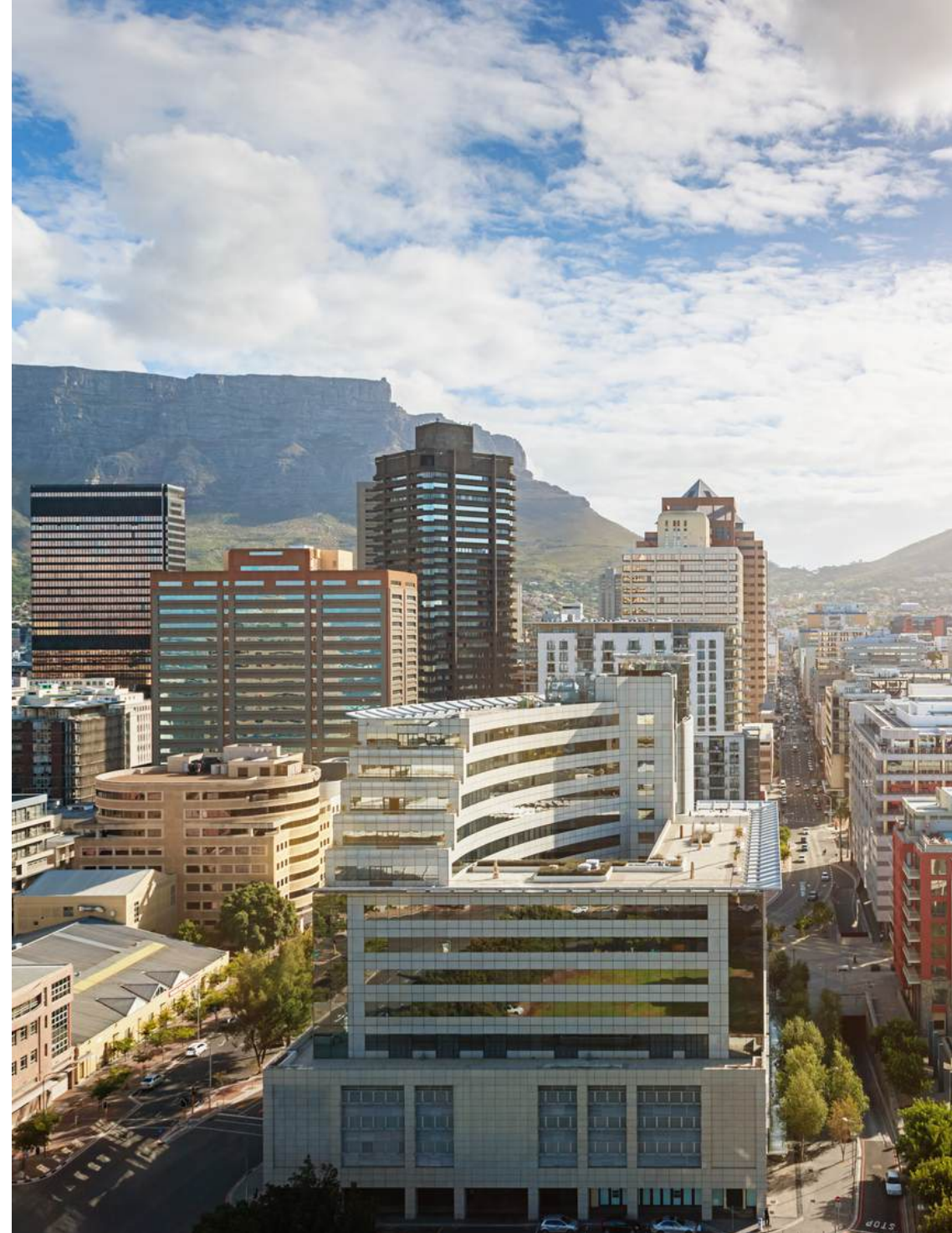
THE GREENPOP FOUNDATION

LIVING LANDSCAPES

Africa is the world's most rapidly urbanising continent.

Between 2000 and 2030 the urban population will more than double and urban space will increase by more than 700%.

As this happens, ecosystems and the essential natural assets they provide will come under threat. During this time of expansion and innovation, it is imperative that natural spaces are both protected and incorporated into urban landscapes.



Functional green urban spaces are an essential part of ecological and social well-being with many benefits:

- they regulate urban temperatures
- improve air quality
- reduce stormwater runoff
- improve water and soil quality
- reduce noise pollution
- provide habitats for urban wildlife
- help combat climate change
- improve mental and physical health
- provide spaces for recreation and spirituality
- and increase urban residents' sense of pride of place, community, and home.

In spite of these numerous benefits, many urban landscapes (particularly those in under-resourced communities in South Africa) lack safe, accessible and inspiring green spaces.



Urban green spaces contribute to sustainable development.



Green Urban Design as a Catalyst for Capacity Building, Social Change & Climate Resilience in South Africa

Building Greener Communities

Addressing Spatial Inequality Through Green Infrastructure

Spatial inequality is a significant challenge in South Africa, particularly in low-income communities that make up a large part of the urban sprawl. Despite ongoing efforts since 1994, these communities still lack access to equal service delivery, educational opportunities, and green spaces.

While these areas face numerous social and environmental challenges, well-thought-out and managed green urban infrastructure can help address these issues, **enhancing social cohesion, capacity development, climate resistance, health, and overall quality of life.**



We have been greening urban areas since 2010



23,083

TREES PLANTED



15,462

INDIGENOUS
PLANTS
PLANTED

**10 OUTDOOR
CLASSROOMS**

**32,000 PEOPLE
INVOLVED**



5,068

SQUARE METRES OF
FYNBOS GARDEN
INSTALLED



16

LESSON
PLANS
PROVIDED



450+

GARDENING /
PLANTING DAYS
HOSTED



“There is no better common ground than the ground beneath our feet.”

~ Chris Nash, Greenpop’s Head of Restoration



LIVING LANDSCAPES
PROJECT OVERVIEW

Living Landscapes



The **Living Landscapes** project focuses on **creating sustainable, green urban environments that cater to local needs and enhance the quality of life for residents**. It aims to enhance urban biodiversity, foster stronger community and climate resilience, and expand the global network of environmental stewards.

The strategy engages local community organisations, stakeholders, and corporate groups to design and install green community spaces. It emphasises education and empowerment through participant involvement.

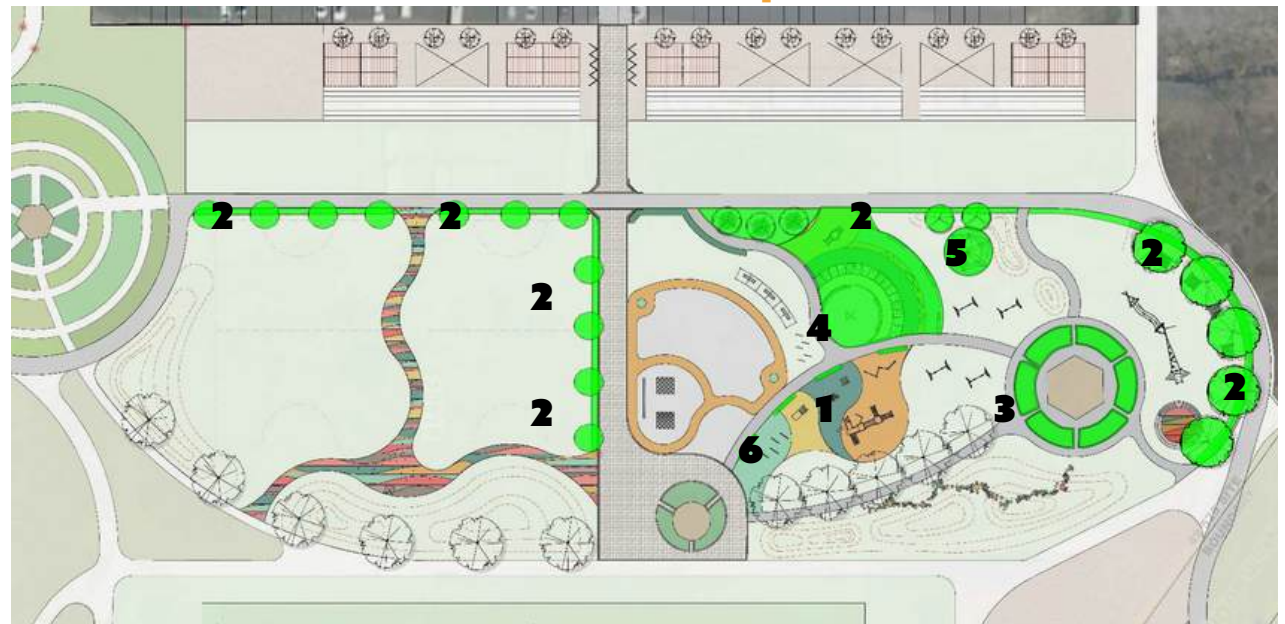
HOW OUR GARDEN DAYS TRANSFORM LANDSCAPES

We fund each site through modules that are workshopped through stakeholder engagement with the local community, in line with their bigger vision.

Our Living Landscapes planting days will always contribute toward the completion of these planned features.

For example, one garden day may prioritise area 1 (as seen on the map), while another garden day will focus on area 4. Each day focuses on a unique module, but works towards completing the overall landscape plan.

Overall Landscape Plan



Theory of Change

WITHIN OUR LIVING LANDSCAPES PROJECT, WE ...



ENGAGE WITH LOCAL COMMUNITIES AND DESIGN SAFE GREEN COMMUNITY SPACES WHICH MEET THE LOCAL NEEDS



FACILITATE THE INSTALLATION OF THE SPACES WITH HELP FROM OUR CORPORATE GROUPS



EDUCATE AND EMPOWER PARTICIPANTS TO BECOME ENVIRONMENTAL STEWARDS

SO THAT OUR PARTICIPANTS CAN ...

PARTICIPATE AND FEEL A SENSE OF PRIDE

TAKE OWNERSHIP AND FEEL EMPOWERED AND HOPEFUL

GAIN KNOWLEDGE THROUGH EDUCATIONAL PROGRAMMES AND WORKSHOPS

BUILD AWARENESS ABOUT ENVIRONMENTAL ISSUES AND SOLUTIONS

FEEL PERSONALLY CONNECTED TO THE ENVIRONMENTAL MOVEMENT

EXPERIENCE COLLECTIVE ACTION

THROUGH HANDS-ON PLANTING AND INSTALLATION ACTIVITIES



FEEL EQUIPPED

WITH PRACTICAL SKILLS FOR CREATING AND MAINTAINING URBAN GREEN SPACES



STRENGTHEN BONDS

WITHIN AND ACROSS COMMUNITIES



IN ORDER TO ...

CREATE SUSTAINABLE, GREEN URBAN ENVIRONMENTS

ENHANCE URBAN BIO-DIVERSITY

FOSTER STRONGER, MORE RESILIENT COMMUNITIES

GROW THE GLOBAL COMMUNITY OF ENVIRONMENTAL STEWARDS



MEET SOME OF OUR BENEFICIERY PARTNERS

PROJECT SPOTLIGHTS

CAPE TOWN & JOHANNESBURG



PHILIPPI VILLAGE

PHILIPPI, CAPE TOWN

Philippi Village is a vibrant community hub situated in one of Cape Town's most under-resourced and under-greened areas.

This space plays a crucial role in local economic and social development, offering facilities and services designed to support and uplift the community. The village features spaces for businesses, educational initiatives, and community events, making it a central point for positive change and growth.

This project includes:

- Usable green recreation and educational spaces
- Benches, pergolas, creative playground.
- Essential infrastructure to enhance usability and accessibility
- Groundskeeper and community capacity development and upskilling through the Greenpop Academy, and more.

Learn more about this incredible initiative with this [welcome message from the Philippi Village team](#).

Philippi Village Before



Philippi Village Ongoing





Go Green, Go Clean

ELDORADO PARK. SOWETO (JOBURG)

Go Green Go Clean is a community-led initiative that has transformed a neglected dumpsite in Eldorado Park Extension 8 into a thriving green space.

Led by Rashid Juma and a dedicated team of volunteers, this project has revitalised the area into a safe and vibrant hub for environmental education, community activities, and local economic opportunities.

The space now hosts public events and supports skills development while celebrating the cultural heritage of the Khoi people.

The project includes:

- Walking paths and seating areas for relaxation
- Public art murals highlighting local history and environmental themes
- Chess park, outdoor gym, and recreational zones
- Educational initiatives on sustainable gardening and waste management, and more.

GGGC Before



GGGC Ongoing





OPPORTUNITIES TO GET INVOLVED



How can my company get involved?

1. MAKE A DONATION

Support the Living Landscapes programme by donating to help create sustainable and accessible green urban environments that enhance biodiversity and climate resilience for urban communities. As a donor, you'll receive quarterly updates on the impact of your support, along with SED contribution letters and Section 18A Tax Certificates upon request. Be a part of planting Living Landscapes.

2. BOOK A GARDEN DAY EXPERIENCE FOR YOUR TEAM

Get ACTIVE with your team by booking a memorable Garden Day experience that supports the Living Landscapes programme. Perfect for corporate groups, travelers, or school excursions, this hands-on greening session invites you to get your hands dirty with us. Spend an interactive and educational morning at one of our sites, guided by the Greenpop team. Enjoy team-building activities, get inspired, and help plant Living Landscapes.



Benefits for your company

- As a **registered NPO**, Greenpop can issue **Section 18A tax certificates** for donations, enabling tax deductions.
- As a **PBO**, we can provide **SED letters** for contributions to projects like Living Landscapes where required.
- Since 2010, we have cultivated a **large local and international audience**. Significant donors and partners are **featured on our website** and may be celebrated across various platforms.
- Living Landscapes donors receive **quarterly updates and annual reports** to inform and inspire.
- In 2023, Greenpop became a **1% for the Planet partner**, which allows our donors to also join this global network supporting environmental causes.



ABOUT GREENPOP



The Greenpop Foundation

The Greenpop Foundation NPC is a leading environmental non-profit organisation (NPO#: 151-411 NPO; PBO#: 930050622) based in Cape Town, South Africa.

We are on a mission to educate for action.

From getting our hands dirty running local projects to consulting for global organisations, we turn ideas into impact.

Greenpop was founded in 2010 and has since worked across Sub-Saharan Africa and empowered thousands of people around the world to get active (not anxious) about the future of our planet.

Meet some of our clients and partners





Get Involved

We'd love to hear from you!

For any questions or queries contact:

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