



Mission Model Canvas

Project title:

Vivai Diffusi – Green networks for the protection of water, biodiversity and landscape, including in industrial areas

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Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

- Municipalities and local authorities
- Canton Ticino
- Schools and educational institutions
- Environmental specialists
- Local businesses and industrial associations
- Regional development agencies
- Foundations and public/private sponsors

Activities 🌀

What are the three main activities needed to create/realize your project?

- Sensitisation, through design and installation of temporary plant-based nurseries in urban and industrial areas
- Environmental monitoring and impact assessment (biological and chemical indicators)
- Community engagement, education, and dissemination of results through workshops, guided tours, and digital platforms

Temporary installations of systems inspired by nature (nurseries)

Ressources 🛠️

Project 📦

How do you explain your project to a stranger in 1 minute?

Vivai Diffusi regenerates river ecosystems and reduces soil sealing by installing temporary nurseries with native plants in public and industrial spaces. These nurseries act as green filters for water runoff and help raise awareness. The goal is to activate permanent, nature-based solutions for water management and biodiversity, while fostering community responsibility and replicable climate action models.

Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

We involve the community through participatory workshops, co-design processes, volunteering opportunities, educational activities with schools, and collaborations with local businesses. People are not just spectators—they plant, monitor, and care for the spaces, becoming stewards of change.

Channels 📱

Target Groups 🧑🧑🧑

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

- Municipalities and urban planners
- Schools and students
- Industrial zone managers and companies
- Environmental NGOs and experts
- Citizens interested in ecological transition
- Foundations and sponsors supporting sustainability and water protection

Which three skills and resources are central to the implementation of your idea?

- Ecological and landscape design expertise
- Local plant species and nursery logistics
- Communication and educational tools for engagement and visibility

What channels will you use to reach your community? How will the target group find out about your project?

- Instagram and social media campaigns
- Website and blog (vivai-diffusi.ch)
- Press articles and local media
- Community events and open days
- School programs and local presentations
- Partner organizations' networks
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Budget 🪙

What costs do you expect to incur to realize your idea?
What are the costs?

Estimated costs: CHF 75,000

Breakdown:

- Design and technical coordination
- Plant materials and logistics
- Monitoring and data analysis
- Communication and educational materials
- Personnel, coordination, and event costs

Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?
2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

1. Climate impact:

- Reduces urban heat and stormwater runoff
- Improves water infiltration and biodiversity
- Monitored via indicators: species count, nitrate/phosphate levels, community involvement

2. Scaling and expansion:

- Replicable model in other industrial zones and municipalities
- Scalable through partnerships and low-cost, high-impact setup
- Potential for integration in cantonal/regional planning and CSR frameworks