

A young boy in a striped shirt and blue jeans is kneeling on the ground, using a small pink-handled trowel to dig around a newly planted sapling. A man in a red and blue plaid shirt and blue jeans is kneeling beside him, holding the sapling steady. The background is a soft-focus field with trees. The text is overlaid on the image in a white-bordered box.

Greentech Startup World
YOUR PARTNER FOR
SUSTAINABLE CHANGE

Trees De Bruyne



TREES DE BRUYNE

[HTTPS://WWW.LINKEDIN.COM/IN/TREES-DE-BRUYNE/](https://www.linkedin.com/in/trees-de-bruyne/)

A REBEL WITH A CAUSE

Trees worked as a freelance Stage manager, TV-Producer, head of digital games & apps, IT PM, digital marketing strategist in the media & telco sector.

INNOVATION MANAGER

Today she supports companies in their 'Digital Transition' and as a growth hacker she mainly works with Deep Tech Startups.

SUSTAINABILITY

When she discovered the impact of our digital ecological footprint, she started looking for solutions. Today she is an award winning **food forest/garden designer**, a certified **forest bath guide** and a **Circular Ambassador**. She's on a mission to empower everyone to live, work and think **Sustainable by Design** with her own platform [Greentechstartup.world](https://greentechstartup.world)

THE PROBLEM TODAY

Our digital ecological footprint was already as big as the aviation industry in 2019.

<https://en.reset.org/our-digital-carbon-footprint-environmental-impact-living-life-online-12272019/>



DIGITAL E-WASTE



ONLY 17.4% OF TOTAL GLOBAL E-WASTE IS KNOWN TO HAVE BEEN COLLECTED AND PROPERLY RECYCLED.

- Water use by Google at the facilities in The Dalles has nearly tripled in the past five years, and it claims that Google's datacenters now consume more than a **quarter of all the water used in the city.**
- The toxic materials such as mercury and BFR plastics when disposed of improperly, can be released indefinitely into the air, soil or water which is **detrimental to ecosystems** as well as human populations.
- TSMC a chip manufacturer alone **uses almost 5% of all Taiwan's electricity**, predicted to rise to 7.2% in 2022, and it used about **63m tons of water in 2019**

RESEARCH

Google usage of water

<https://www.npr.org/2022/08/30/1119938708/data-centers-backbone-of-the-digital-economy-face-water-scarcity-and-climate-ris>

E-waste data

<https://theroundup.org/global-e-waste-statistics/>

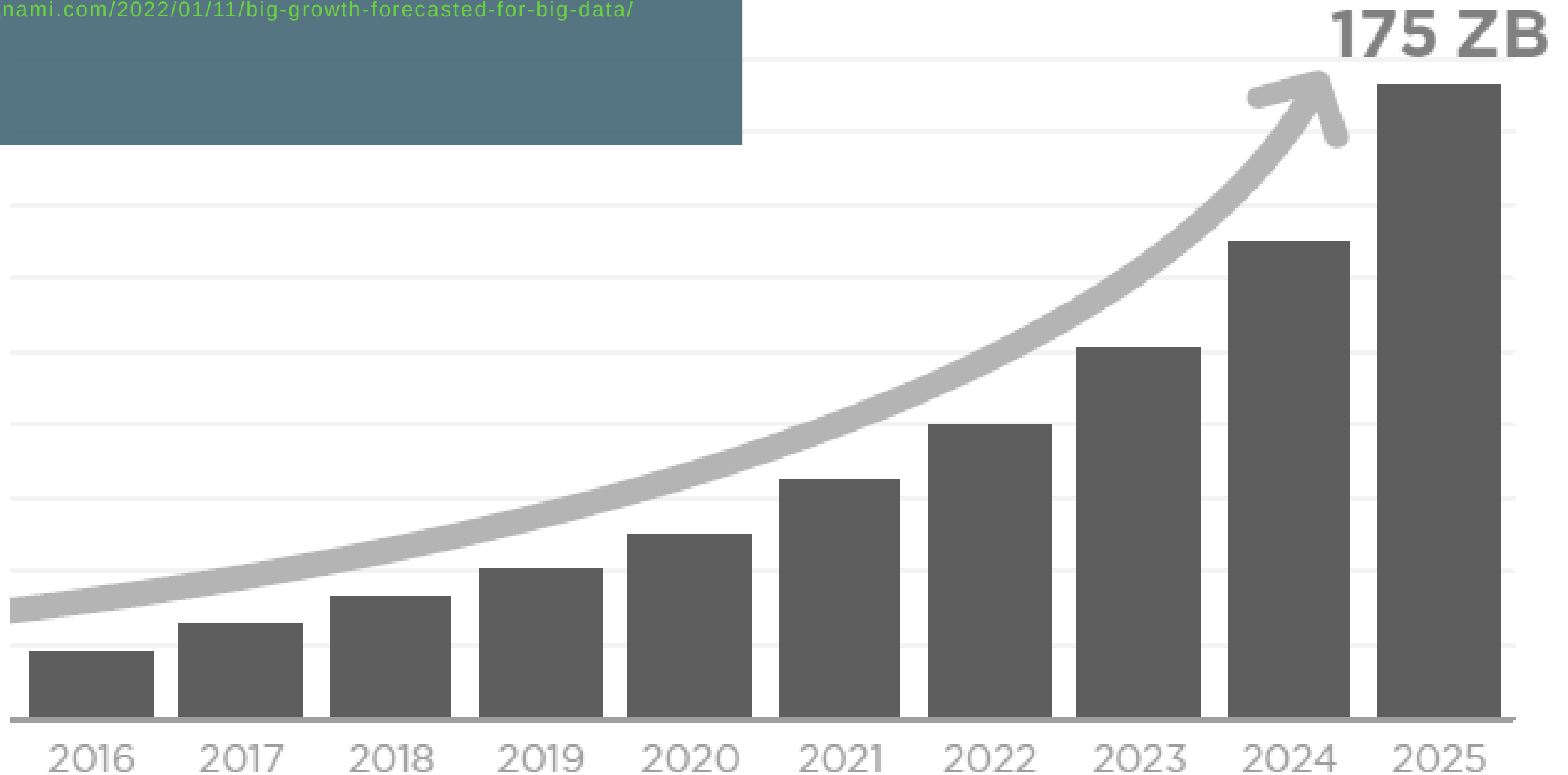
The climate impact of semiconductors

<https://www.theguardian.com/environment/2021/sep/18/semiconductor-silicon-chips-carbon-footprint-climate>

“The amount of digital data created over the next five years will be greater than twice the amount of data created since the advent of digital storage,”

<https://www.datanami.com/2022/01/11/big-growth-forecasted-for-big-data/>

THE PROBLEM



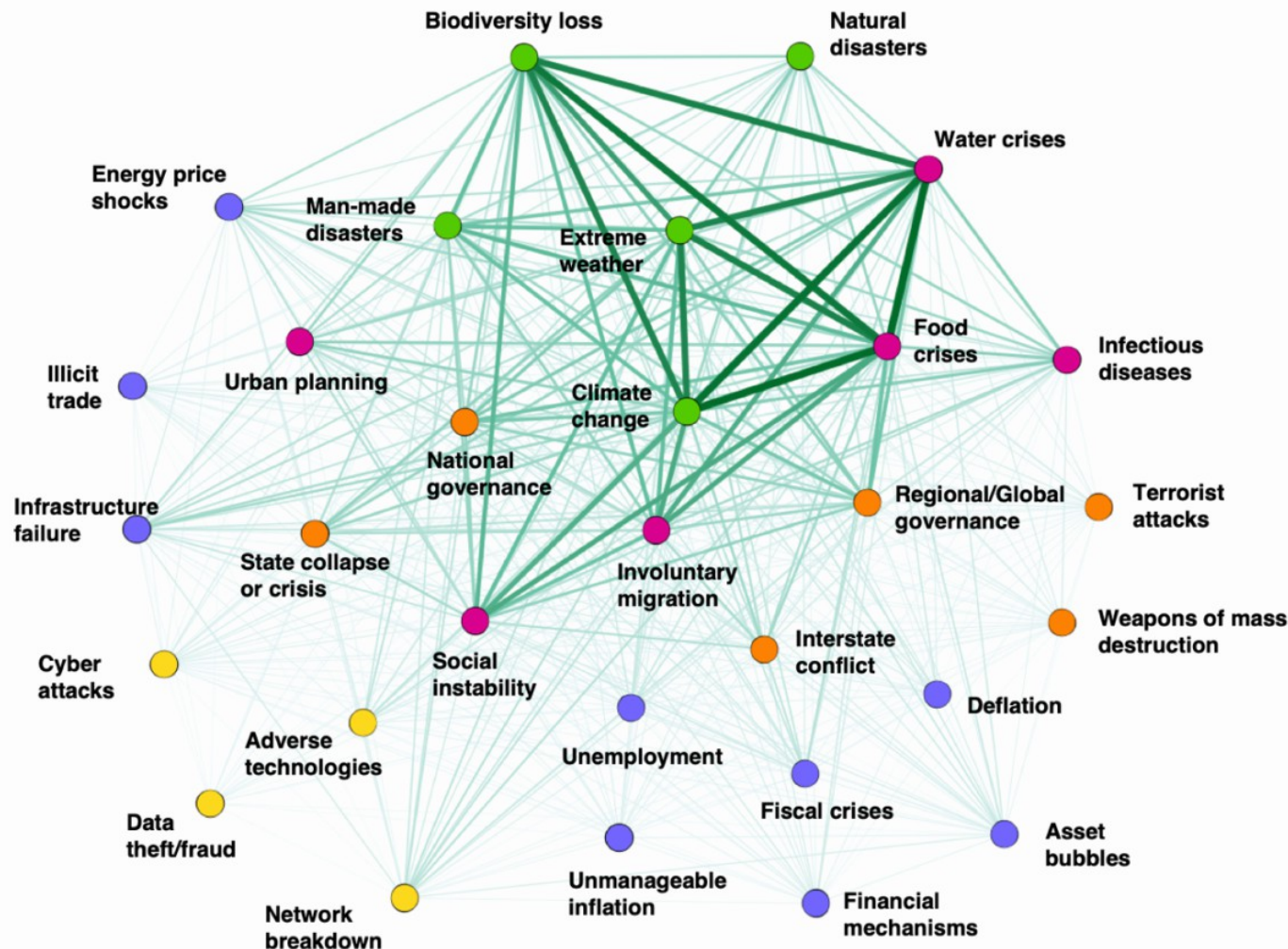
Survey by 200 global change studies from 52 countries on the existing risks of the underworld

<https://www.datanami.com/2022/01/11/big-growth-forecasted-for-big-data/>

THE PROBLEM

Strong link between a specific set of global risks: **climate change, extreme weather, biodiversity loss, food crises and water crisis.**

These five global risks have the greatest potential to trigger synergistic effects leading to a global systemic crisis..



Box 1. Top-ranked global risks

Top risks by likelihood	Top risks by impact
1. Extreme weather	1. Extreme weather
2. Biodiversity loss	2. Climate change
3. Water crises	3. Water crises
4. Climate change	4. Biodiversity loss
5. Urban planning	5. Food crises
6. Man-made disasters	6. Man-made disasters
7. Involuntary migration	7. Urban planning
8. Food crises	8. Natural disasters
9. Asset bubbles	9. Involuntary migration
10. Illicit trade	10. Interstate conflict

https://futureearth.org/wp-content/uploads/2020/02/RPR_2020_Report.pdf

“Executive director of science and conservation at WWF-UK and a co-author of the study. “If we continue with business as usual, we will end up with a planet that cannot support current and future generations of people”

<https://phys.org/news/2020-09-biodiversity-loss.html>

Biodiversity is often considered on three levels:

Genetic diversity: the variety of genes in plants, animals, fungi and micro-organisms. Genetic diversity drives evolution and is therefore the basis of biodiversity.

Diversity at the species level: the diversity of all different types of plants, animals, fungi, algae, bacteria... Humans are also part of it!

Diversity of ecosystems: includes all the different communities of life with their biotopes that exist on Earth, such as tropical or temperate forests, deserts, swamps, rivers, mountains, coral reefs, etc., but also the rural and urban environment. An ecosystem is the set of species (and their interrelationships) together with the habitat in which they occur.

BIODIVERSITY



MENTAL HEALTH

When eco-anxiety is thrown into the mix, it paints a very worrying picture. The importance of addressing young people's mental health needs cannot be understated, particularly within the context of a decade's worth of austerity cuts, including in mental health services, and the ongoing mental health impacts of COVID-19.

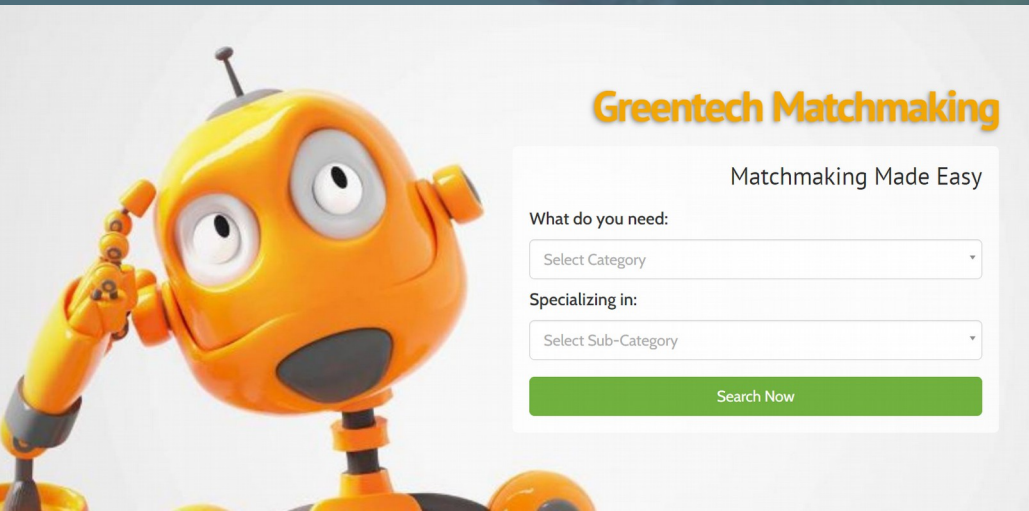
<https://www.centreformentalhealth.org.uk/blogs/eco-anxiety-snapshot>



ABOUT US

We reconnect people with each other and with nature. Nature connection is the basis for sustainable change and a benefit for our mental health. We help them to learn to think, live, work, live,... Together we build a resilient, biodiverse community that actively cares for nature.





PARTNER
SUSTAINABLE CHANGE

Storytelling is our driver for change

Learning networks connect people with each other

Systemic thinking via the Sustainable Development Goals

GreentechStartup.world to accelerate Sustainable action

Forest baths to reactivate nature connection

Community building around Urban Food Forests

AVOID ECO-ANCIETY

The chronic fear of the irrevocable impact of climate change on our future is unhealthy.

AWARN
ESS

Make yourself and others aware of the problem. Talk about it openly. Recognize that you want to do something about it as a company/team.

MENTAL
HEALTH

Invest in sustainable activities such as the construction of a Urban Food Forest. Spend more time in nature. Meet outside.

IMPACT

Start with small actions that can make a difference. Make everyone aware that doing something is better than doing nothing.



NATURE CONNECTEDNESS



Nature

For: Improved mental and physical health, lower anxiety, stress and blood pressure, reduced respiratory and cardiovascular illnesses.

Dosage: Consume with the senses during breaks at work.

Caution: Side effects include improved vitality, mood, emotional self-regulation, attention capacity, restoration, creativity, pro-social behaviour, pro-environmental behaviour, life satisfaction and happiness.

Warning: Take before and after operating heavy machinery.

Ingredients: Biodiversity.

NATURE AND IMPACT ON WELLBEING

Research has shown that 2.5 hours of **nature** every week has a **positive effect on our health** and our sense of happiness.

Trees secrete essential oils (Phytoncides). This natural aroma therapy lowers blood pressure, regulates sugar levels, strengthens the immune system.

The production of NK cells responsible for fighting tumors is stimulated. It speeds up the healing process, **reduces stress and counteracts anxiety**

RESEARCH

Supporting stress relief and burnout

https://www.frontiersin.org/files/Articles/720761/fpubh-09-720761-HTML/image_m/fpubh-09-720761-g002.jpg

Shinrin-Yoku (Forest Bathing) and Nature Therapy

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5580555/>
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2793341/>

Corporate gardening stress reduction

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.521.8994&rep=rep1&type=pdf>



WHY

HAPPYNESS

Nature connection contributes to a person's 'feeling of happiness'. It reduces stress and ensures our mental resilience.

NATUUR CONNECTION

Nature connection is the activation of our sensory perception in nature such as taste, smell, hearing, touch, ... and has nothing to do with outdoor activities.

CONNECTING PEOPLE

Bringing people together around a common goal connects people

TAKE ACTION

Nature connection is the determining factor if you want people to take action and take care of nature. Knowing why you do something is the basis of any change process.

THE SDG'S

The Sustainable Development Goals are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The Goals were adopted by all United Nations Member States in September 2015 as part of the 2030 Agenda for Sustainable Development which sets out a 15-year plan to achieve the Goals and their related targets

<https://unemg.org/our-work/supporting-the-sdgs/the-un-sustainable-development-goals/>



SUSTAINABLE DEVELOPMENT GOALS

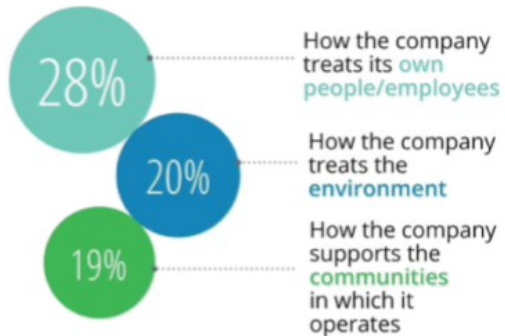


WHAT'S IN IT FOR YOU

FIGURE 1

Top issues consumers identify with while making decisions about brands

Percentage of respondents



Source: Deloitte 2019 Consumer Pulsing Survey in the United States, United Kingdom, China, and Brazil.

Deloitte Insights | deloitte.com/insights

SUSTAINABILITY MATTERS

About 50% of employees are considering a job change to work for a company that focuses on sustainability. For young people it is even a determining factor when making a choice.

EMPLOYEE LIFE TIME VALUE

Recruiting and training a new employee costs money before he is productive. Extra pay is rarely a reason to stay. Then what?

COMPANY CULTURE

Communities are the beating heart of a company. With a bad company culture, 32% leave the company within 90 days. How do you turn your employees into brand ambassadors?

WELLBEING WORKFORCE

In the Netherlands, 43% of workers have come to the conclusion that working in an environment with more nature is preferable. How do you introduce more nature into your company?

CSR AND NOW WHAT?

The Corporate Social Responsibility goals are clear, but how do you involve people in a sustainable change process? How do you make that change tangible?

CONSUMERS CHOICE

For 28% of customers, taking care of the staff is a determining factor. Sustainability is important for 20%. About 19% opt for companies that build communities.

THE EUROPEAN UNION KEY THEMES



[HTTPS://CULTURE.EC.EUROPA.EU/POLICIES/STRATEGIC-FRAMEWORK-FOR-THE-EUS-CULTURAL-POLICY.](https://culture.ec.europa.eu/policies/strategic-framework-for-the-eus-cultural-policy)

The European Commission's defined priorities for 2019-2024 are highly relevant for policy making in the field of culture at EU level and for the [key themes](#) of European cultural cooperation.

These priorities are part of the overall political strategy of the European Union.

The defined priorities remain highly relevant for policy making in the field of culture at EU level and for the key themes of European cultural cooperation.

WHAT'S IN IT FOR THE EU

THE EU GREEN DEAL

Striving to be the first climate-neutral continent

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal_en

EUROPE FIT FOR THE DIGITAL AGE

Empowering people with a new generation of technologies

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/europe-fit-digital-age_en

AN ECONOMY THAT WORKS FOR PEOPLE

Working for social fairness and prosperity

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/economy-works-people_en

A STRONGER EU IN THE WORLD

Europe to strive for more by strengthening our unique brand of responsible global leadership

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/stronger-europe-world_en

PROMOTING OUR EU WAY OF LIFE

Building a Union of equality in which we all have the same access to opportunities

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/promoting-our-european-way-life_en

A NEW PUSH FOR EU DEMOCRACY

Nurturing, protecting and strengthening our democracy.

https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/new-push-european-democracy_en

13.00 – 14.00

**Official opening of the
New European Bauhaus Festival:**
From local to global and back again

EUROPE VISION
HIGHLIGHTS FROM THE NEB'SIDE EVENTS

The Festival of the New European Bauhaus

EU Science & Innovation

26 videos 255 views Last updated on Nov 9, 2022

≡+ ↗

▶ Play all ↻ Shuffle

The Festival brings together people from all walks of life to debate and shape our future. A

NEW EUROPEAN BAUHAUS

Beautiful / Sustainable / Together

https://new-european-bauhaus.europa.eu/index_en
FESTIVAL

The [current Council Work Plan for Culture](#) covering the period 2019-2022 sets out six priorities for European cooperation in cultural policy-making:

- Sustainability in [cultural heritage](#)
- [Cohesion and well-being](#)
- An [ecosystem supporting artists](#), cultural and creative professionals and European content
- [Gender equality](#)
- [International cultural relations](#)
- Culture as a driver for sustainable development

SUSTAINABILITY PART OF A EU FUNDING STRATEGY

1

The evaluation process

- It doesn't matter how great your project is. If you score bad on sustainability you score bad on sustainability. Every topic is judged **by its own merits.**

2

The holistic approach

3

How to make it tangible

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- Sustainability should be considered in a holistic way. It is about how does your project **contribute** (storytelling) and **build awareness**. How **diverse** your team is. How **you run your production** will contribute to create a more sustainable world.

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- How will you **measure succes**. How will you **report** on it? How will you let the **world know**?

QUESTIONS



LET'S STOP TALKING AND START WALKING

“What kind of sustainable world do you WANT to live in? ... What would my home be like in a sustainable world? What would it feel like to wake up there in the morning? Who else would live there; how would it feel to be with them?

(Remember this is what you WANT, not what you're willing to settle for.) ...Go around your neighbourhood and community and see it as clearly as you can. How is it arranged, so that the children and the old people and everyone in between will be surrounded by security and happiness and beauty?

...But what else? What else do YOU want, for yourself, your children, your grandchildren?”

Donella Meadows 'Envision a sustainable world.

<https://vimeo.com/13213667>

THANK YOU

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