



Urban Terra



A new balance between
nature and cities

Constat

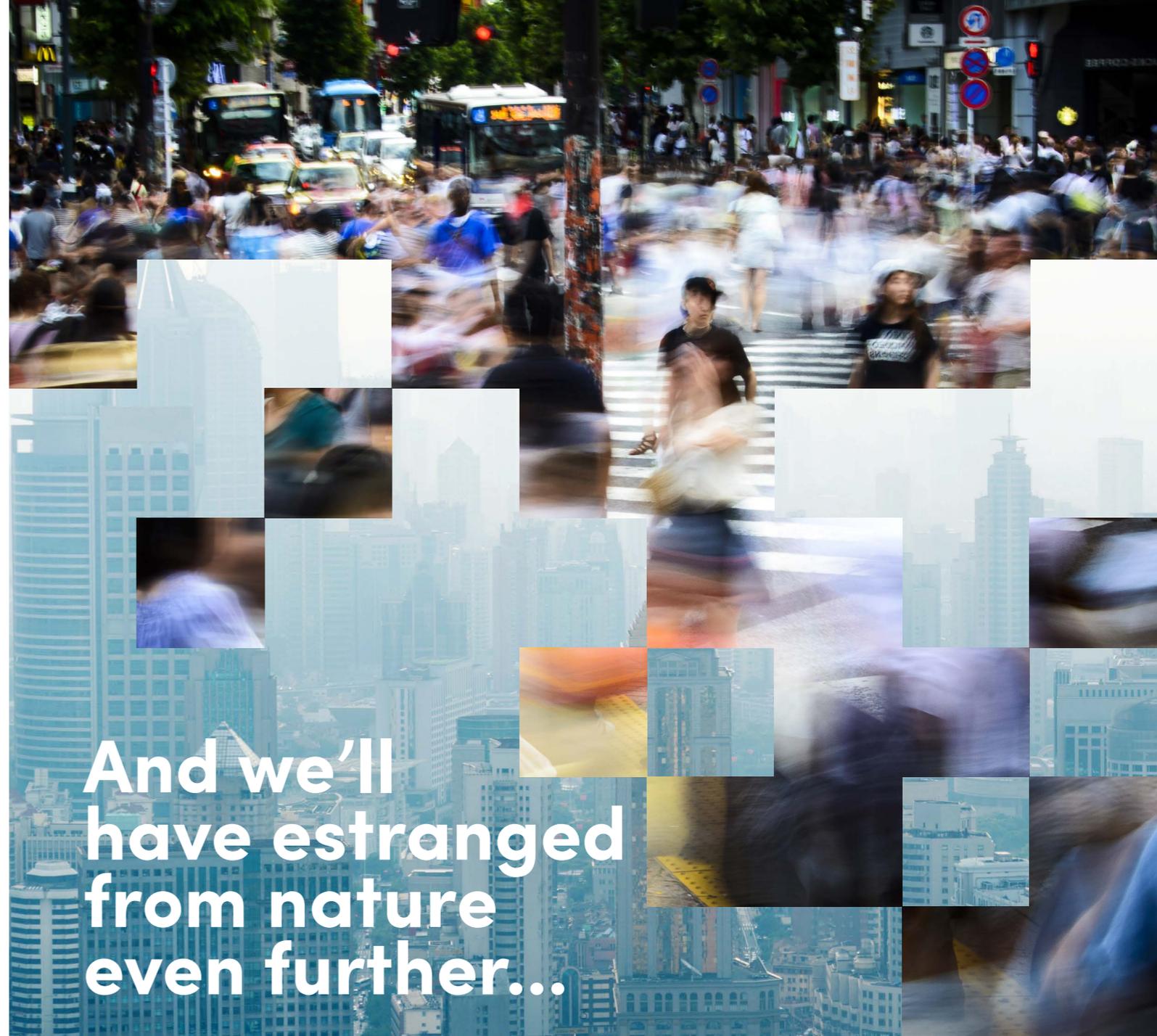
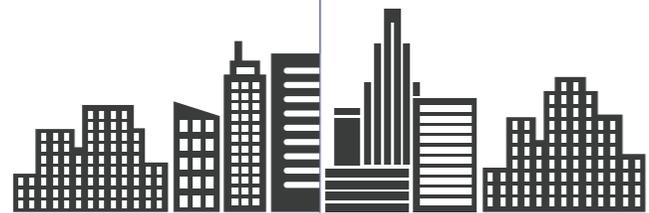
By
2050



will live in
cities.

75%

of the
world's
population



And we'll
have estranged
from nature
even further...



Pierre-Marie Boulic
Founder of the Urban Terra endowment fund*

“ Let’s invent a new way of producing and consuming that improves our living in the cities of tomorrow. ”

**Nonprofit endowment fund that finances or co-finances activities of general interest in sustainable development globally, in particular but not exclusively to increase public awareness and to support government authorities and private organizations in the reintroduction of biodiversity and agriculture into urban environments.*

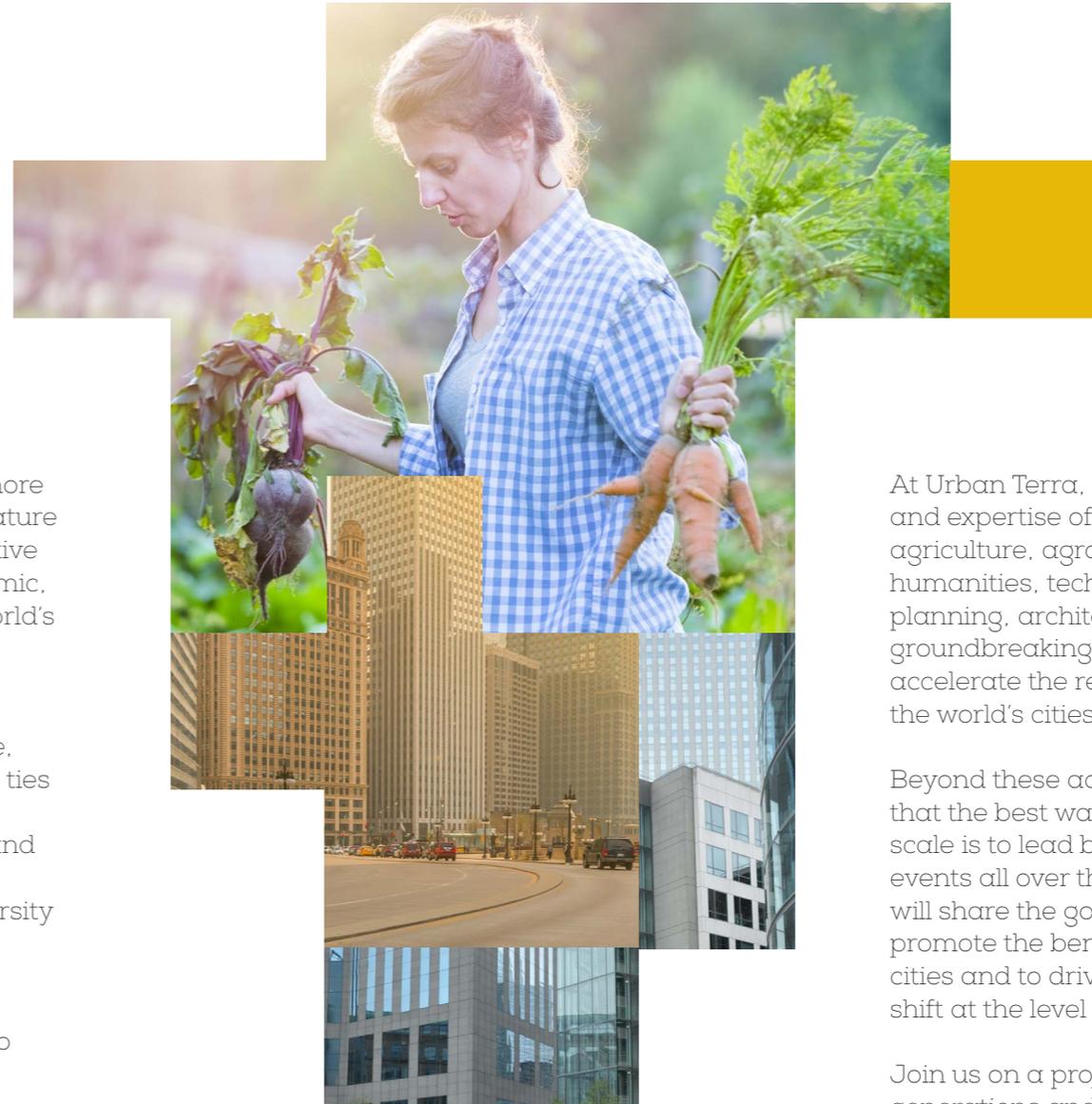


Editorial

At Urban Terra, we believe that in an ever more urbanized world, bringing the precepts of nature back into the cities is a pragmatic and effective response to the environmental, food, economic, sanitary and social challenges facing the world’s cities.

By reintroducing biodiversity into urban environments, we strive to create productive, edible and durable cities. We will rebuild the ties that once existed between urban and rural areas, we will revitalize the local economic and social networks and we will maintain the inestimable heritage that is regional biodiversity for our children.

Being ambitious is all the more urgent since nutritional and health concerns are now also part of the equation.



At Urban Terra, we are pooling the knowledge and expertise of players in the fields of research, agriculture, agronomy, education, the humanities, technology, the economy, urban planning, architecture and landscaping to deploy groundbreaking programs and ideas that will accelerate the reintroduction of biodiversity in the world’s cities.

Beyond these actions, we at Urban Terra believe that the best way to drive change on a global scale is to lead by example. Through engaging events all over the world and accessible to all, we will share the good practices of seasonality to promote the benefits of a return of nature to the cities and to drive an unavoidable behavioural shift at the level of the individual.

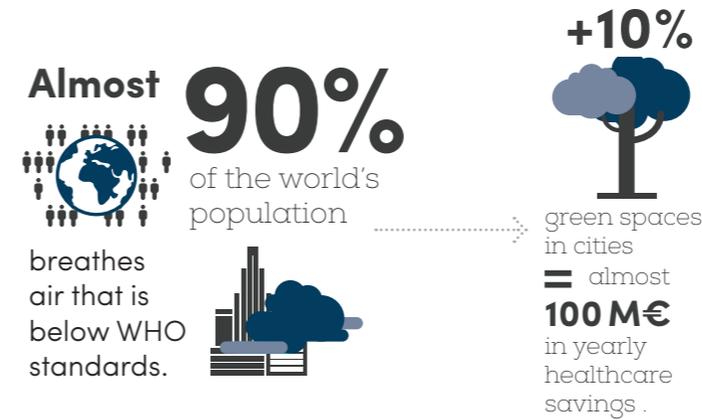
Join us on a project turned towards future generations and designed to transform the urban ways of life.



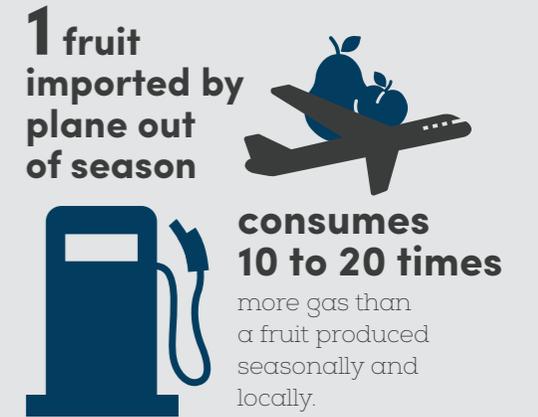
Our goal

At Urban Terra, we believe that bringing the precepts of nature back into the cities is a pragmatic and effective response to the environmental, food, economic, sanitary and social challenges facing the world's cities.

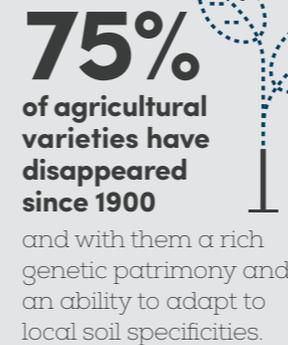
Urban Terra is a force for change in environmental, behavioural and consumer habits in tomorrow's megacities.



– Asterès - May 2016



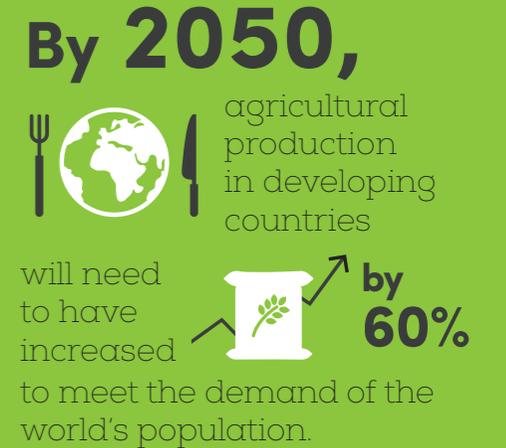
– WWF Foundation



– United Nations



United Nations - Special Rapporteur on the right to food



– FAO

ACTING LOCALLY

Reintroducing biodiversity into urban environments.

OUR WORKING AREAS

Preserving natural environments and equilibriums and bringing agro-ecology to the city.

Improving the quality of life in urban environments (housing, health and social integration).

PROJECTS

- **Preserving natural resources, fighting pollution and embracing nature-based infrastructure for adaptation and resilience.** Encouraging water treatment and recuperation projects as well as air and soil decontamination and wetland restoration endeavours.
- **Fostering local agricultural and animal diversity.** Supporting preservation and restoration measures to fight genetic decline, which impoverishes biological diversity and unbalances ecosystems.
- **Supporting and developing local food networks.** Promoting civic and community supported agriculture.
- **Minimizing the use of fertilizers and crop-protection products.** Promoting alternative solutions and good stewardship practices: bioclimatic greenhouses, natural pesticides, ...

PROJECTS

- **Fostering the development of green and blue belts as well as natural areas in urban centers.** Providing expertise to facilitate their integration into urban planning projects at the local level and assessing their impact on health and urban biodiversity.
- **Initiating urban projects and capitalizing on local learnings** Supporting urban farms, vegetable gardens and nature-based infrastructure projects and sharing learnings with other agro-entrepreneurs.



EDUCATION AND RESEARCH

Supporting innovation at the service of nature and its benefits in urban environments.

OUR WORKING AREAS

Gardeners of Tomorrow Initiating the first international agro-biological multidisciplinary course.

Creating **urban agriculture** courses accessible to all.

Enabling **broad science-policy interaction and cross-city learning** at a global scale.

Driving the development of **environmental and urban technologies.**

Enabling **broad science-policy interaction and cross-city learning** at a global scale.

PROJECTS

- **Partnering with the Ecole du Breuil, AgroParisTech and the Versailles Ecole Nationale Supérieur de Paysage** to develop the «Gardeners of Tomorrow» training course, which integrates concepts of agronomy, urban agro-ecology, urban planning and the bio-economy. Tying international academic partnerships to scale the program at a global level.

PROJECTS

- **Making urban agro-ecology into an open sky laboratory accessible to all.** Creating urban agro-environmental and permaculture training programs accessible to government authorities, corporations and individuals alike.

PROJECTS

- **Putting technology at the service of nature.** Supporting digital projects that help optimize urban ecology.



PROJECTS

- **Encouraging transdisciplinary international scientific cooperation and the development of new research agendas.** Measuring the impact of agro-environmental actions on health, the urban environment and on society and seeking scientific validation of innovative and sustainable urban solutions.
- **Scaling results from concerted research and feeding them into urban policymaking at all levels.** Synthesizing the results of transdisciplinary international research studies between science and the humanities and guiding urban policymakers globally.
- **Campaigning for the recognition of permaculture as a healthcare tool.** Registering permaculture with referral organisations (WHO, FAO, IFPRI) to seek scientific confirmation of its effectiveness as a preventive healthcare tool.

SHARING THE GOOD PRACTICES

Pooling learnings from all Urban Terra backed projects and maximizing their impact to drive change.

OUR WORKING AREAS

Using **seasonality as a catalyst** to promote biodiversity in the cities.

Federating a **global community.**

PROJECTS

- **Leading by example and helping common sense triumph.** Creating and deploying events that drive a behavioral shift in environmental, behavioural and consumer habits.
- **Seasons of Chefs by Urban Terra.** An unprecedented international culinary and charity event designed to illustrate and share the extraordinary variety and richness of seasonality with enthusiasts and neophytes alike.

PROJECTS

- **Developing an engaging platform where anyone can access local knowledge.** Pooling and sharing experiences and practices from urban agricultural communities with relevant knowledge from around the world.
- **Inspiring professionals with the Permaculture Trade Fair.** Gaining insight and sharing knowledge among professionals and taking an active part in the transition.

- **Master Chefs of Seasonality by Urban Terra.** The promising talents from the show convey the public to their local supermarket and teach them how to easily add seasonal and local dishes to their family menus.
- **Engaging players from the food and distribution industries.** Driving change through pragmatic actions with dynamic and responsible industry partners.

The Apple never falls far from the Playground. Teaching children to be good stewards of biodiversity and to eat in season and locally thanks to vegetable gardens in schools

How we act

As a direct investor or as a financial partner to pre-existing initiatives, Urban Terra selects and coordinates the transdisciplinary research efforts and tracks the results of all supported endeavours with the help of its support and expert committees.

DIRECT INVESTOR

We identify unexplored opportunities or duplicate existing and proven initiatives

We build, coordinate and support the teams with our committees' expertise

We closely track and share progress and results to involve the project backers

FINANCIAL PARTNER

We select highly promising projects from NGOs, foundations or private initiatives

We scale the projects by providing the local teams with financial, technical and material resources as well as manpower and the committees' expertise

Where we act

3 priorities
8 working areas
19 projects



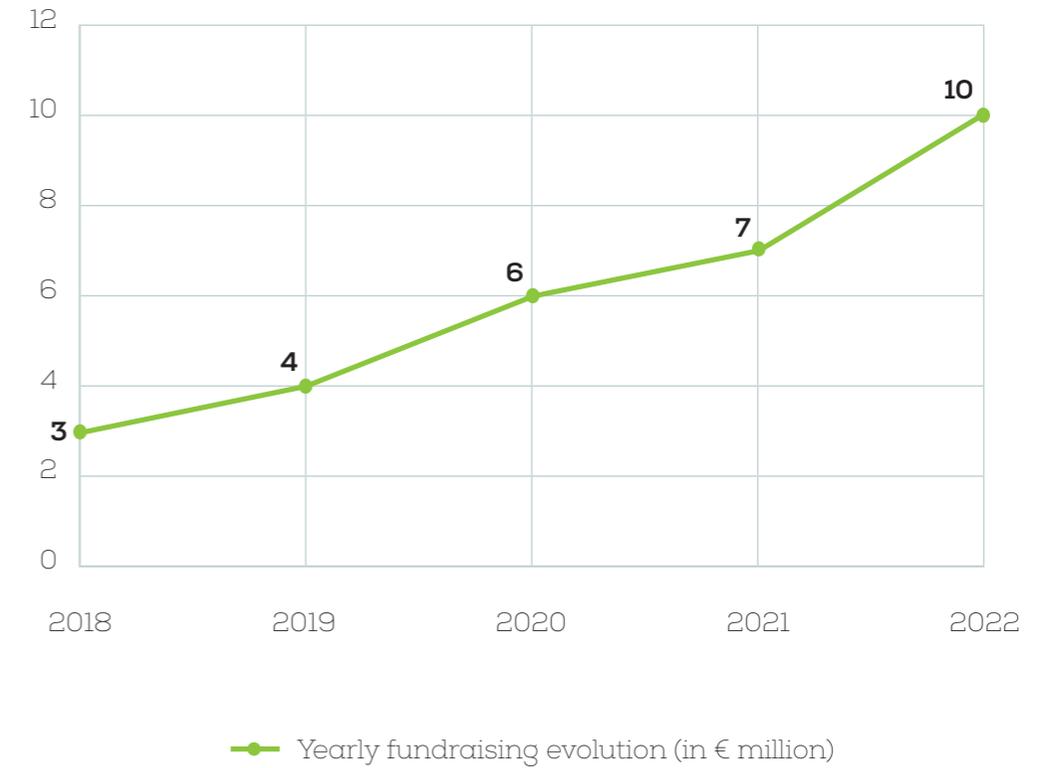
Our fundraising ambitions



Origins of funds

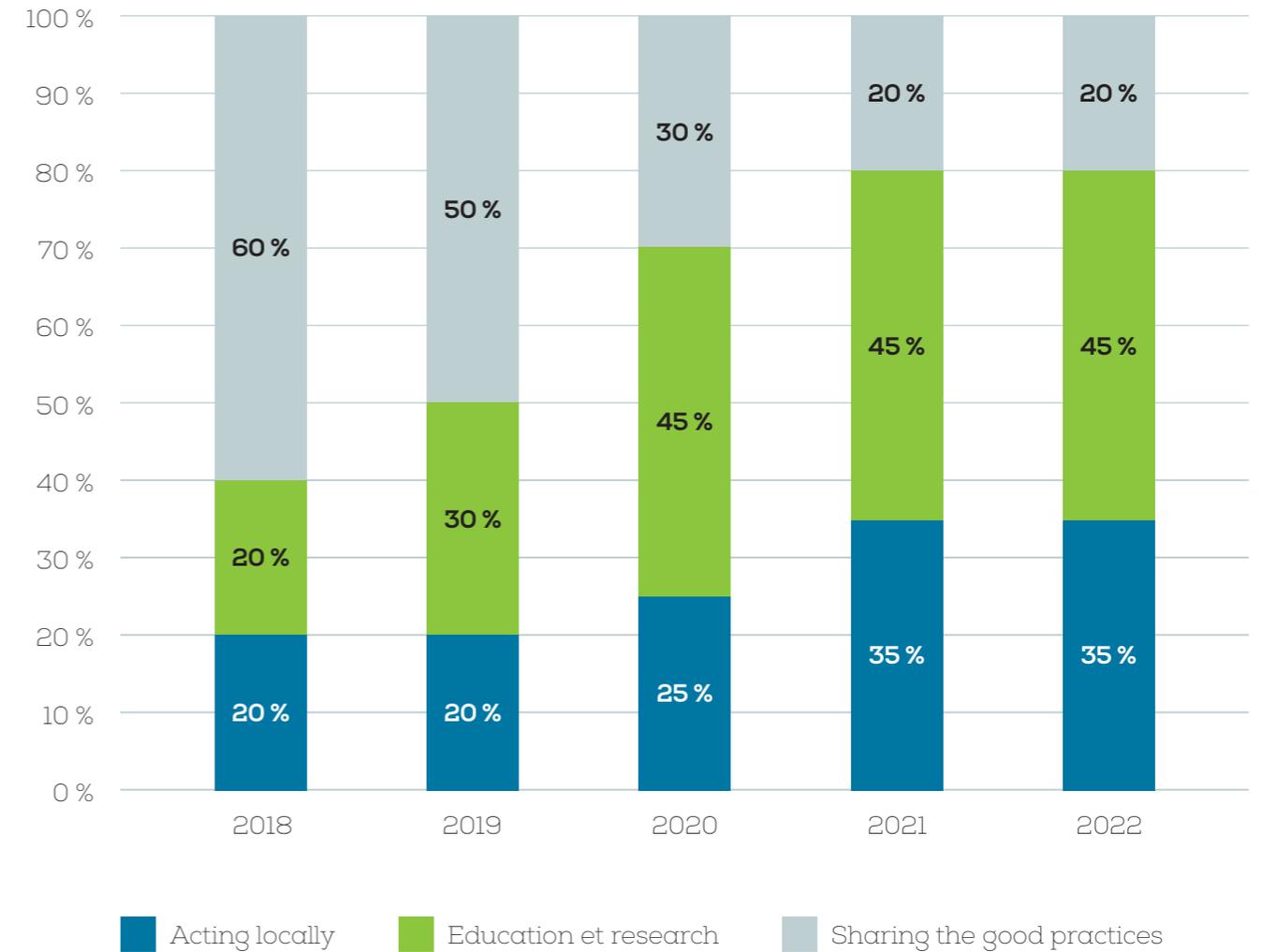


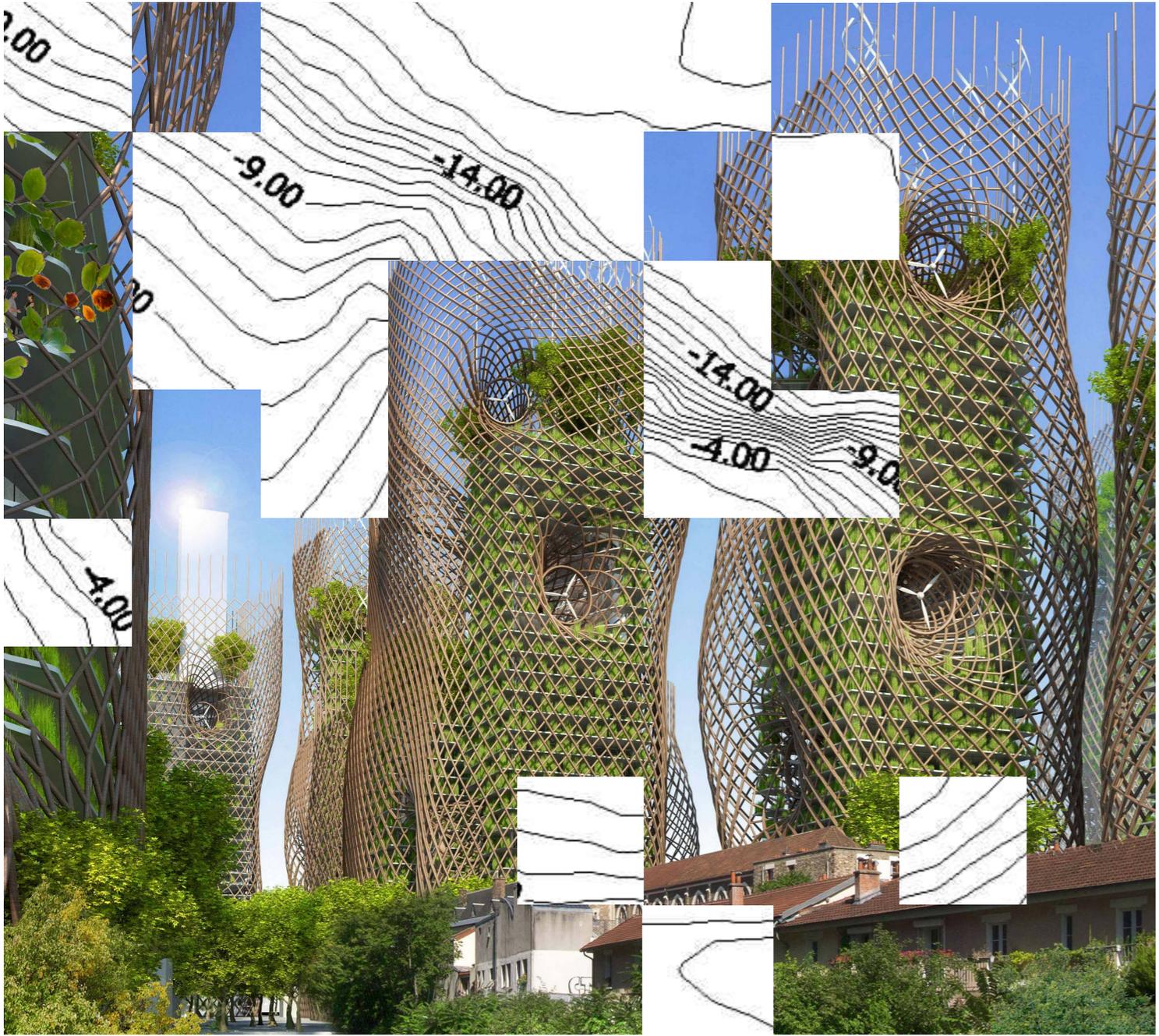
Yearly fund allocation to our three priorities 2018 - 2022



Yearly fund allocation to our three priorities 2018-2022

- **3 priorities**
serving de nos
- **9 working areas** and
- **18 projects**





Support Committee
(currently being assembled)

We have the support of major personalities.

The support committee is composed of personalities from the academic, agricultural, scientific, culinary, artistic and architectural worlds and contributes to setting Urban Terra's strategic orientations as well as to monitoring the fund's administration.



Expert committee and partner agencies
(partnerships in progress)

Urban Terra relies on a **committee of international experts** that allows it to be cover a broad array of environmental subjects on a global scale, and to optimize its project-selection and decision-making processes.





In order to imagine and build tomorrow's green and edible cities, Urban Terra pools the experiences and efforts of transdisciplinary teams from the fields of research, agriculture, agronomy, education, the humanities, technology, the economy, urban planning, architecture and landscaping.

Rise up to the challenge of the 21st Century with us:



Donate to Urban Terra with peace of mind: the Urban Terra endowment meets all the requirements to be recognized of public interest.

How to donate:

- Cash donations 
- Planned gifts 
- Charitable bequests 
- Gifts of life insurance 
- Gifts of listed securities 
- Charitable annuities 
- Charitable remainder trusts 

Fundraising ambitions 2018 / 2022 : 25-35 M€

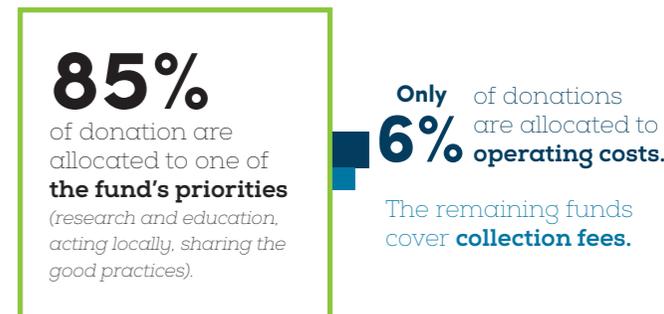
	2018	2019	2020	2021	2022
3 priorities serving 8 working areas and 19 projects (acting locally, education & research, sharing good practices))	3 M€	4 M€	6 M€	7 M€	10 M€

Support us, donate

To donate to the Urban Terra endowment, please contact Grace Ferreira:

grace.ferreira@urbanterra.org
+33 (0) 1 45 03 35 98

Allocation of Donations



Donations may be eligible for tax deductions, depending on your geographical location.

The Urban Terra team

A permanent team responsible for governance and day-to-day operations guarantees the effectiveness and the continuity of Urban Terra's missions and actions.

Pierre-Marie BOULIC
Founder



Yann SUQUET
Development and engagement



Paul-François SPONTON
Research analysis and training



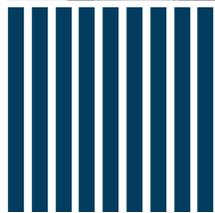
Grace FERREIRA
Partner and media relations



Thibaut MESLAY
Program deployment and fundraising



Amandine JEANNIERE
Events and local operations



Join us in imagining
and building
tomorrow's green
and edible cities.



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