

# Welcome to bARK.today

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Your partner for  
sustainable change



# Who is **Trees De Bruyne**

- Founder/CEO bARK.today
- Innovation manager
- Start-up coach
- Business Architect
- Change manager
- Digital Games & Apps PM
- Media Expert
- Interior Designer
- Food Forest Garden Addict
- ...



<https://www.linkedin.com/in/trees-de-bruyne/>

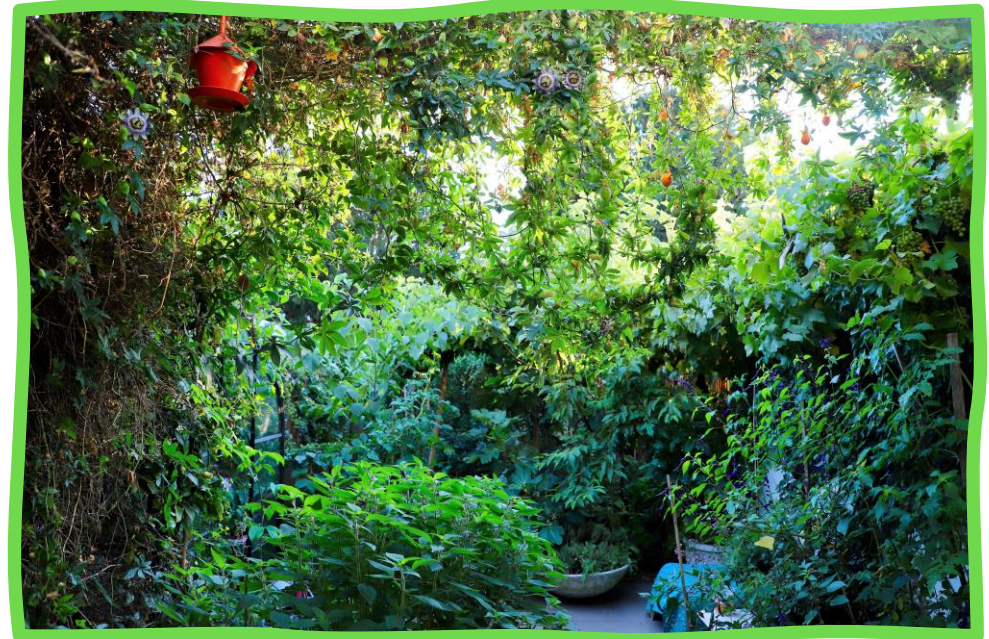
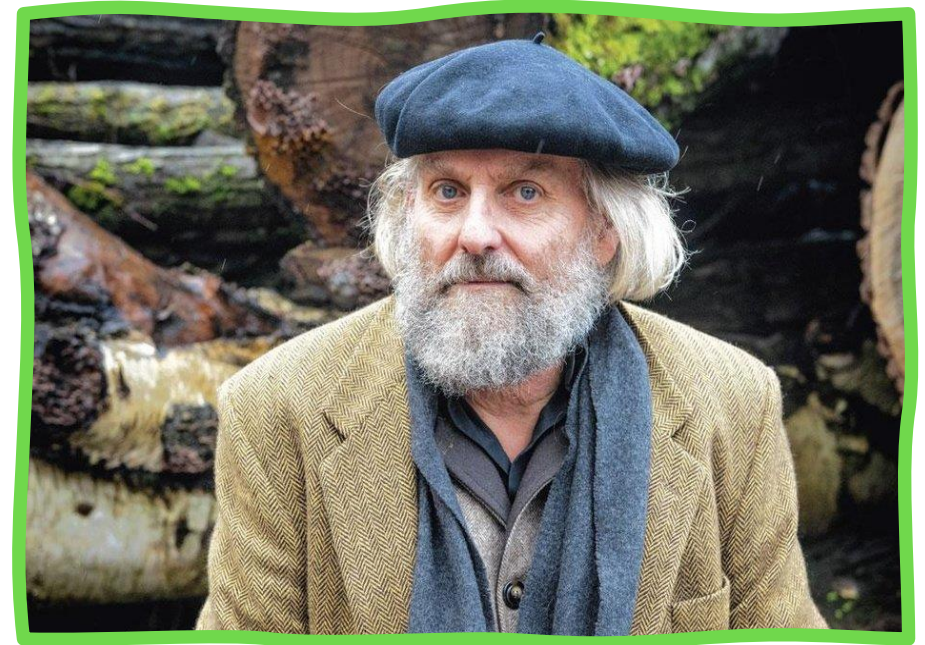
# Powered **by** expertise

## Bart Backaert

- Head of the 'Green Departement' Aalst since more than 20 years / 40 years of expertise in City Green
- Expert on Urban Gardening to fight climate change
- Advisor on 'Sustainable Plant Selection' for numerous publications
- Experimenting for more than 30 years with his own 'Tiny Food Forest' living lab
- Visionary 'Green' problem solver

<https://www.vrt.be/vrtnws/nl/2020/08/13/openbaar-groen-in-aalst-krijgt-klimaat-facelift/>

<https://www.inverde.be/opleidingen/excursie-graslandbeheer-de-praktijk-met-bart-backaert>





# **Problems** businesses are facing today



**How can we unite  
People, Planet, Profit?**



**How will yo we rebuild  
our company culture?**



**Will employees want  
to go back to before?**



**How will the New Way of  
Working look like?**

# bARK.today



your partner  
for **sustainable** change



# We believe in **SOLUTIONS**

- Planet  
**Environmental** Pillar of Sustainability
- Profit  
**Economic** Pillar of Sustainability
- People  
**Social** Pillar of Sustainability

A goal **without a plan** is just a dream



# The **Green Revolution** is here

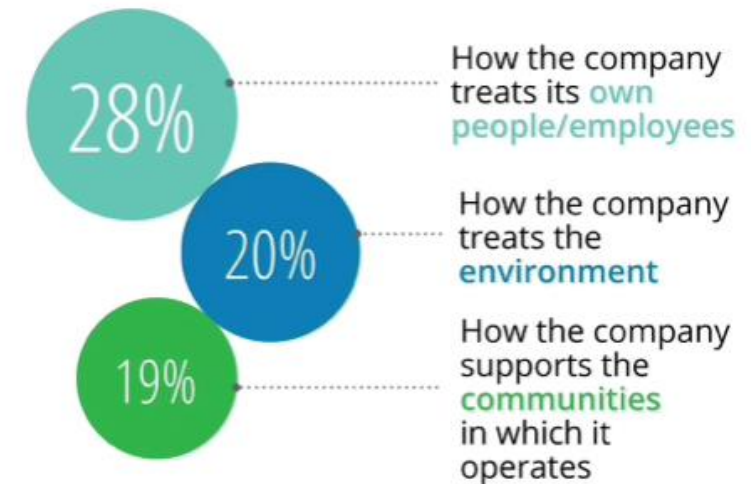
We will empower you

- Create a sustainable workplace
- Reduce your CO2 footprint
- Build communities
- Be environmental conscious by design
- Improve brand image
- Reduce average sick days per employee
- Improve productivity
- Increase job satisfaction
- Increase Employee Life Time value

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](https://deloitte.com/insights)

# Flanders Today: The **FACTS**



**Only 9% of  
Flanders  
surface is  
wood**



**Almost all  
Gardens  
have  
a lawn**



**8 / 10  
houses  
have a  
garden**



**10% of  
Flanders  
are private  
gardens**



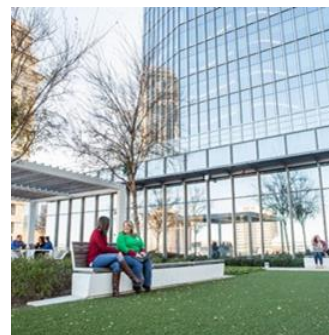
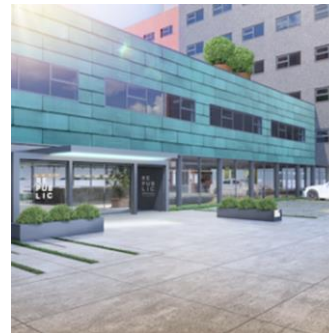
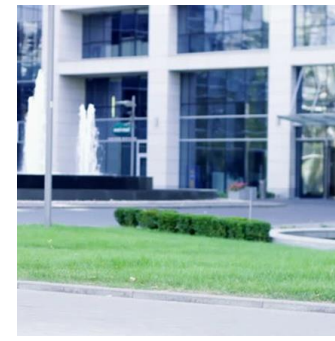
**1 / 3 is  
hardened  
surface**



Flemish gardens  
could store  
**901.712-ton**  
CO2 more than  
they do today



Company  
Gardens  
**could**  
**do the same**





# What if ...



Create a work/life  
balance and reduce stress



Increases wellbeing



Rebuild a community

=

## Company Culture



# bARK.today our mission

We cater for the future via  
Corporate Gardening & **Tiny Food  
Forests** to create **sustainable  
teambuilding** events

*Let's 'Stop Talking and Start  
Walking'*





## Robert Hart

- Farming techniques
- Pivotal figure
- Died in 2000
- Book



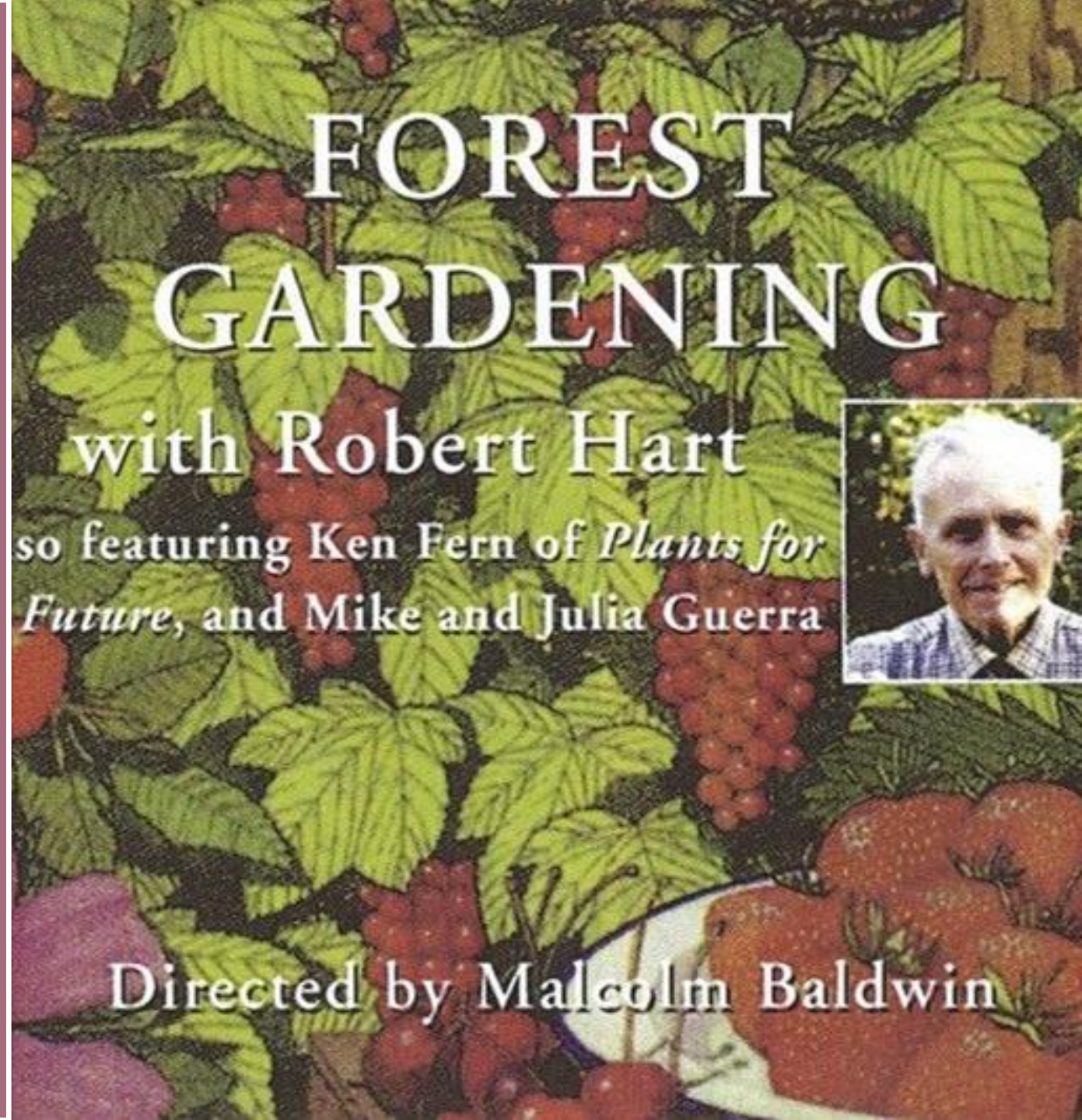
## Plants for the future

- Inequalities in society
- More food
- Better living



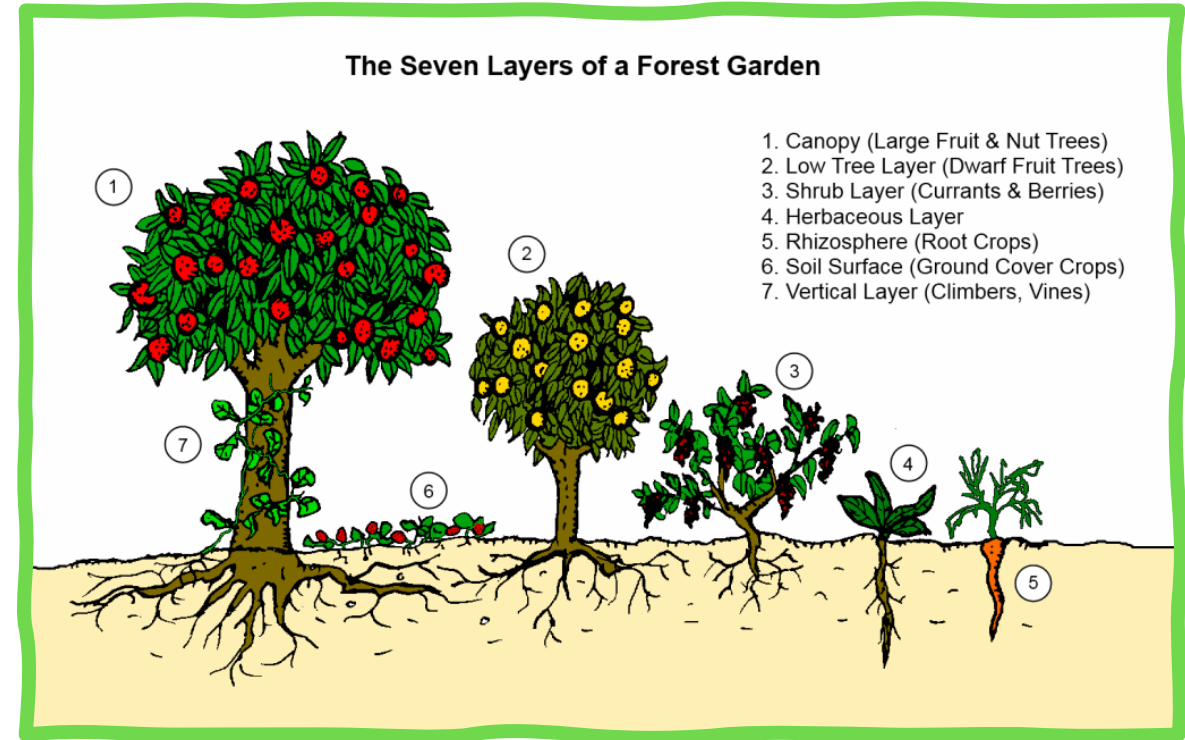
## Ghandi & Toryohiko Kagawa

- Local sustainable Communities
- Move things forward
- Thought and practice



# 7 layers of 'Edible Forest' pleasure

1. Canopy
2. Low Tree Layer
3. Shrub layer
4. Herbaceous Layer
5. Rhizosphere
6. Soil Surface
7. Vertical Layer





# Benefits of a Food Forest



**Ideal CO2 storage & biodiversity**



**Resistant to drought**



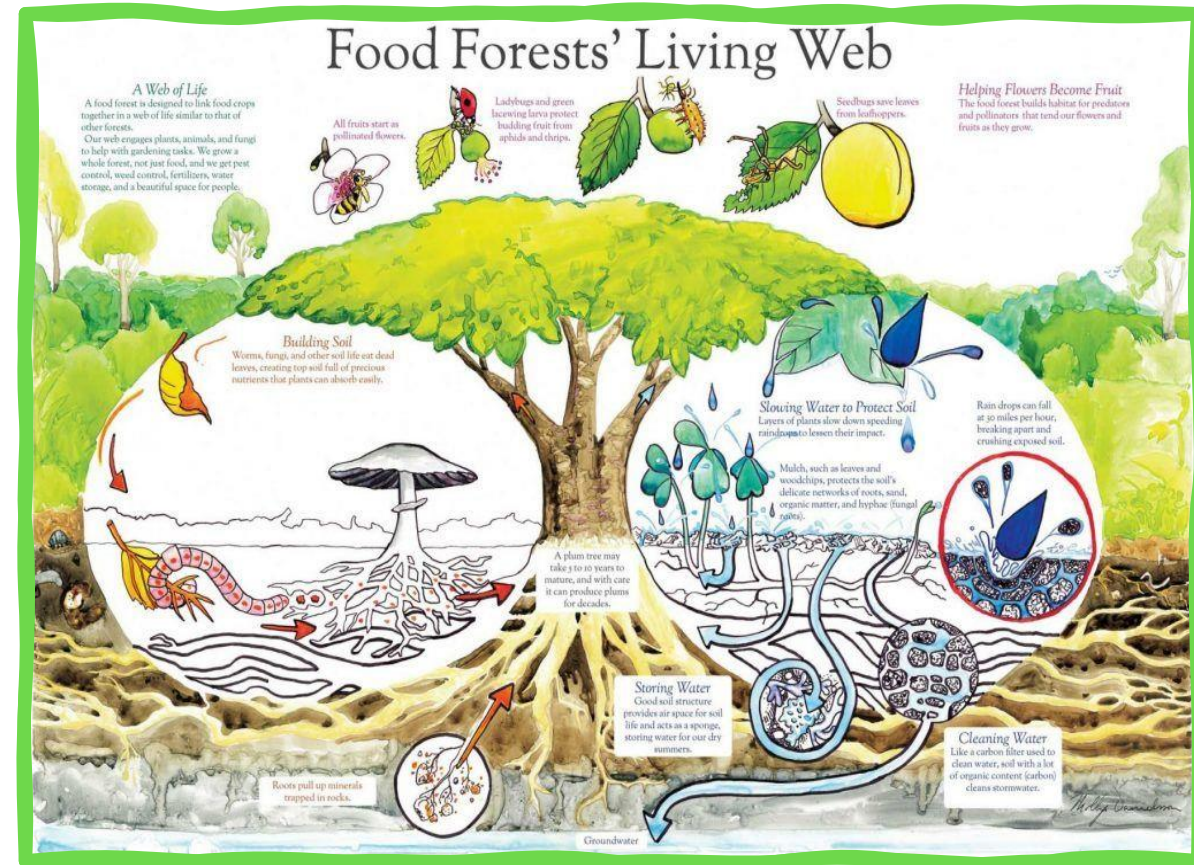
**Biofood  
10 months / year**



**Lower maintenance  
playground**

# Biodiversity the key to success

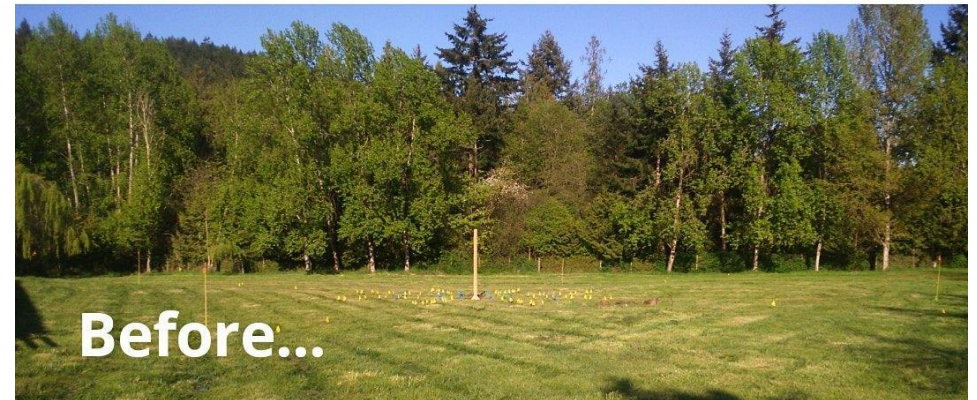
- Don't disturb the soil
- Diversity = resilience
- Microclimate
- Habitat for wildlife
- Create a 'Living Web'





# Frequently asked questions

- Préhistoric method revival
- Mimicry of a forest edge  
> more light than a classic forest
- There is a tree for every size of plot
- 'Climate Change' proof planting
- Work with the existing soil
- No pesticide, irrigation & fertilizers
- Tiny Food Forest for small spaces
- Edible crops in 3 years
- Maintenance is low
- 7.5 tons of Carbon reduction in 10 years per acre = offset 1 person's carbon use



# Frequently asked questions

## We don't own a piece of land

-> There is always a solution

- 'Ferme Du Chateau' in Gedinne  
our brainstorm/kick off workshop location  
for smaller groups (-28)  
<http://www.fermeduchateau.be/>
- Local existing Food forest partners  
<https://bark.today/in-kaart-gebracht/>
- Collaboration with local stakeholders (real estate owner, communities, schools, municipalities, urban gardens, ...)
- The Outsider (+ 28)  
<https://outsider.be/>
- **Coming soon -> bARK Food Forest**





# Community



# Storytelling as a driver for change



**Communication strategy  
& intrapreneurship**



**Record wildlife action &  
visualise efforts**



**Co-creation &  
participation**



**Inspire with other  
Sustainable Storytellers**



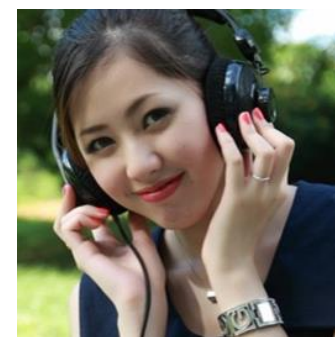
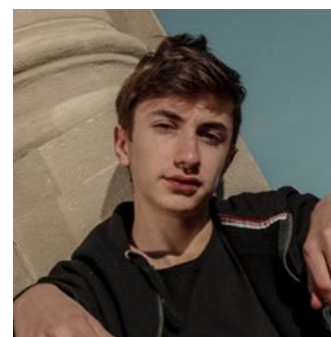
# Let's sop talking and start walking





# Our **TEAM** of GenZ

- Internship program
- Past doesn't matter
- Guided learning
- Intrapreneurship
- Ownership
- Self-esteem
- Leadership



# Our ingredients



Together with our  
**young ambassadors** (18-26y)

**STOP** talking **START** walking

A climate change for you and your company garden



## Co-creation

Guided  
Learning

## Lectures

Expert &  
Knowledge  
sharing

## Visit

Existing  
food forests

## Workshops

DIY &  
Together  
best practices

## Inspire

Bring it home &  
inspire  
one to many

## Connect

Partnerships &  
Community

# How we **move forward**



## Business analysis

### Goal:

Tailormade teambuilding and coaching plan + site review  
Possible 'KPI's for Bonus'

**Timeline & estimate Y1+...**



## Awareness

### Goal:

Comm. plan collab with C-Level & HR/facilities/comm. teams

**Buy in KPI's & reasons why**



## Ownership

### Goal:

Trigger co-creation and ownership & comm. Strategy roll out

**Let's start to 'Tiny Food Forest'**



## Ready! Steady! Go!

### Goal:

Prepare soil, build it and track it  
Storytelling over time

**Nurturing and caring**



# Who is **bARK.today**

Trees De Bruyne - Innovation manager

Bart Backaert - Green Expert

## Board members

Annemie Hemelaers -Chair at OVK

Filip Cleynhens -Circular entrepreneur

## Advisor

Jeroen Janssen -Directeur AGB Hasselt

Membership Bond Beter Leefmilieu Pending





**Let's stop talking  
and start walking**

**CO2NEUTRAL@WORK**

**<https://bark.today/co2neutralatwork001/>**



**bARK.today**

is a project of Bark vzw

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