



Native Landscaping Workforce Development



IDEAS For Us Mission & Vision

[IDEAS For Us](#) (IDEAS) is an Orlando-based 501(c)(3) non-profit organization and accredited NGO of the United Nations. Our mission is to develop ideas, fund action, and scale solutions that solve the world's most pressing environmental and social challenges. Since 2008, we have been guided by our vision to contribute to a future where humanity thrives in harmony with nature and in peace with one another. Thousands of our volunteers have taken action in over 30 countries around the world and we have now evolved to specialize in helping cities advance sustainability at the local level through our projects, programs, and sustainable enterprises such as [Fleet Farming](#). We align all of our projects with the United Nations' [Sustainable Development Goals](#) to bring communities closer to fulfilling the Global Goals on a local scale.



Native Landscape Workforce Development:

According to the U.S. National Agricultural Statistics, a continued, rapid decline in the bee population is striking the United States due to lack of ecological habitats. Honey bee populations have declined from about 6 million hives in 1947 to 2.4 million hives in 2008. Throughout America, there has been a 60 percent reduction among crops that require bee pollination. Per hectare, the number of bee colonies has declined by 90 percent since 1962. According to [nrdc.org](#), cross-pollination is responsible for at least 30 percent of the world's crops and for about 90 percent of wild plants. Most alarming is, according to BBC Future, only 100 crop species feed 90 percent of the world, and bees are responsible for pollinating 70 of those crops. If total bee extinction becomes a reality, we say goodbye to about 70 percent of our natural food sources, worldwide.



These statistics are frightening and therefore, IDEAS For Us wishes to combat these challenges by converting as many underutilized spaces as possible in central florida. The best way to do this is similar to how Fleet Farming educates people how to grow food and converts yards into edible landscapes. However, many people would like to create their lawns into a strictly pollinator pathway. For that, we seek support from National Wildlife Foundation to create a Florida Friendly, Native Landscaping installation Service and support the inception costs for the first year of business model implementation.



First Year Start-Up Incubation:

Phase 1: Select one of our trained students who have been working with us to install pollinator pathways as eco-action projects since 2008 to be the leader of the program

Goal: Train this individual on the sales strategy, marketing needs and work hand in hand to develop an annual outreach / marketing strategy facilitated by the Communications Team from IDEAS For Us.

Phase 2: Begin creating the brand, website and social media tools needed to officially launch this program.

Goal: Set up the newly hired manager with the tools to facilitate successful customer service, sales management and outreach.

Phase 3: Begin a fee-for service model to generate revenue and keep the program sustainable for long term impact.

Goal: Collect data on water conservation and any increases in urban biodiversity

to showcase this initiative as a solution to combating the water crisis Florida is facing as well as the extinction of our native pollinators.

Methods of Outreach:

With this new native plant installation program, education will be key to continuing the mission of transforming underutilized space into pollinator pathways. This is why outreach and strategic marketing will be key to the success of this business model.

- 1) Create educational videos to help grow the audience of this program while also promoting the data needed to inform people on the decline on native wildlife.
- 2) This initiative will need proper signage to inform onlookers about the importance of these projects. All signage will direct viewers to a landing page to educate people about how to convert their land into pollinator nectar reserves.
- 3) This program will need to draft materials like pamphlets, business cards, website management, customer service newsletters/ outreach and online landing pages for information to be directed.

Desired outcomes:

By launching a native pollinator-friendly landscaping service, IDEAS For Us hopes to convert over 4 acres of underutilized land in the first year and 100 acres of land within the first 5 years of inception. Along the way, this service will be collecting vital data with regards to increases seen in urban biodiversity and water conservation.

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Item	Description	Cost
First Season Startup Salary	The initial cost of the salary for a leader of this initiative to start building an audience, supporting educational events to create the demand and help support initial inquiries/ installations before gaining profit.	\$10,500.0
Website and Brand Creation	Supporting the creation of a website, developing the brand, creating an annual campaign plan and strategy for implementation.	\$10,000.0
Advertisement, Marketing Social Media Strategy	Creating videos, advertisements, social media consistency and outreach plans for the first year of inception. Creating newsletters, press releases and other physical marketing materials such as pamphlets/ business cards.	\$15,000.0
Customer Service and Data Collection	Investing in data collection platforms like Airtable and customer relation management /payment platforms such as the Network For Good Platform or Square App.	\$6,000.0
Administrative Costs	Insurance, equipment, rent, storage, payroll costs, administrative cost allocations for data collection, management of the staff etc.	\$10,000.0
Total:		\$51,500.0

