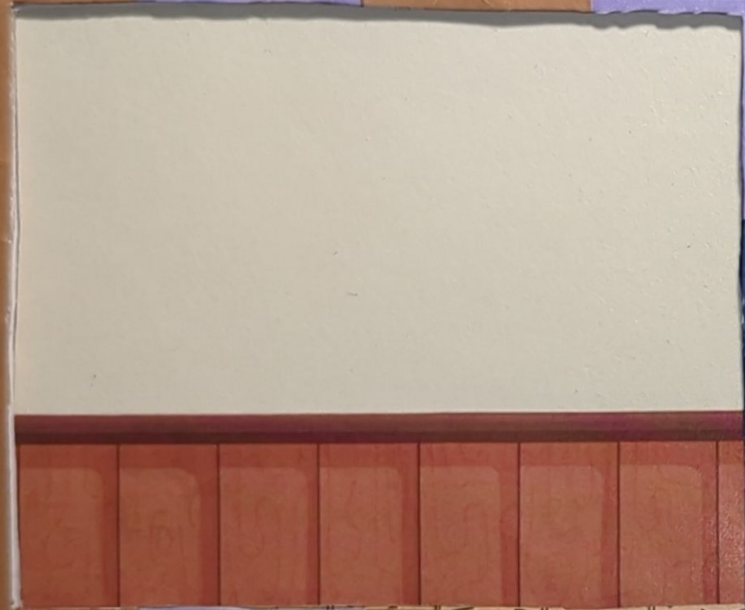


FLEUR DE BALCONOP



Pier Bouwknecht, Anna Börries, Amy Dottinga
Karlijn Hoogendoorn, Tim Kerkhoff

THERE ARE CLOSE TO
11.000 APPARTEMENTS
IN MOERWIJK



I would love to transform
my balcony into a more
useful and comfortable space, and
make the neighborhood more
sustainable at the same
time

Moerwijk

A patchwork of
cultures & opportunities



50.8% internationals
21.640 residents
24.2% aged 0-19

Potential Partners

Municipality

Balcony Owners

Young People

Duurzan Den Haag

The initiator

Haag wonen

Local Carpenter

Kring-loop-winkel

Bike repair shop turned

Community Hub South-West

BLOCK 33



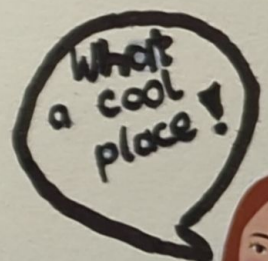
Creativity

Sustainability

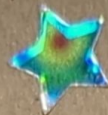
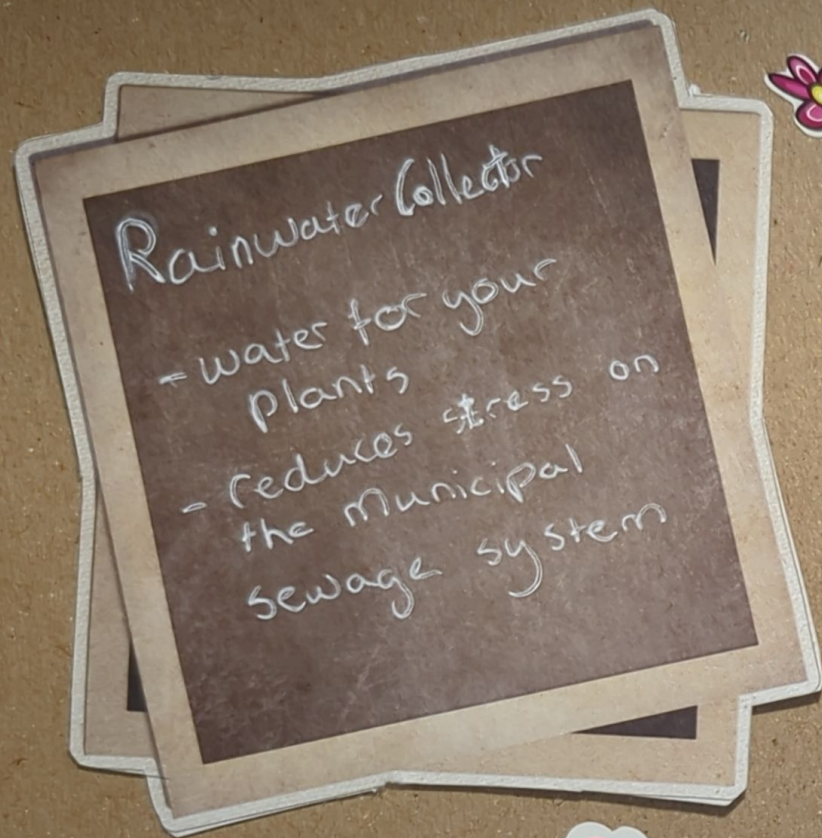
What Happens Here

- Work shops
- Clothing swaps
- Cooking events
- Home work help
- Running clubs
- Book corner
- Coloring contests
- Seasonal events

Circularity



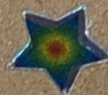
"building on what's strong,
not what's wrong"



RECYCLED
FURNITURE



FLEUR
JE
BALKON
OP



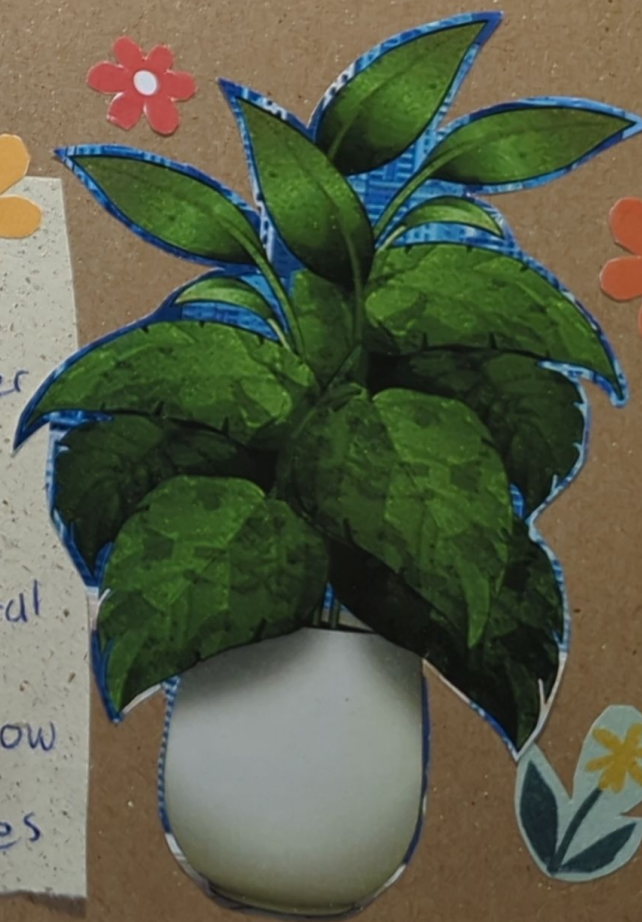
WORM
HOTEL



Plants



o fresher & cooler air
o increased biodiversity
o good for mental health
you can also grow herbs and vegetables



Turns food waste into compost for your plants

Why should I do this?

Fresher air

- Plants turn carbon dioxide into oxygen resulting in a healthier living environment for you!



Less organic waste

- A worm bin produces nutritious fertiliser for your plants
- This also prevents the release of carbon dioxide, nitrogen and methane



Heat reduction

- Not only do plants provide shade, when it is warm outside, water evaporates from their leaves. This water absorbs heat from the plant and the surrounding air.



Rainwater collection

- You get free water which you can use to water your plants, clean your windows, etc.



Checklist



How to prepare for upgrading your own balcony

☐ Measure the **size** of your balcony (and maybe make a drawing)

☐ Note the **orientation** of your balcony
☀️ This will help pick out the right plants

I can pick what is most important to me and what I can fit on my balcony

this video might help



Opportunities for young people

- Developing social & practical skills
- Actively contributing to their own neighborhood
- Increasing agency & independence



Getting the youth involved is a challenge

Integration into the school curriculum may be the best approach, since the local school describes itself as 'innovative, sustainable, and green' and focuses on practical, vocationally oriented education → an ideal match

How can they participate?

- Designing & crafting parts for the circular balcony in collaboration with Block 33
- Act as ambassadors, by creating social media content and distributing flyers.
- Organising workshops and collection events

Grab a flyer to get started



FLEUR JE BALKON OP



Den Haag



Would you like to upgrade your living space and do something good for the environment at the same time?

GRATIS

1. Prepare, by

- Measuring the size of your balcony. (It can be very handy to make a drawing)
- Noting the orientation of your balcony. (This will help pick out the right plants)

2. Think about what's most important to you. You may not be able to fit everything on your balcony, so it is up to you to choose:

- ☐ Worm hotel
- ☐ Rainwater collector
- ☐ Recycled furniture (table, chairs)
- ☐ Plants (Flowers, vegetables, herbs)

3. Sign up for an info session



SCAN ME!

@block33hub

Nice! Let me get started!





I love
my balcony
now!

