



# GREEN GRAFFITI

TEAM 20 MELBOURNE  
MINDSET IDEA

## IDEA & CONCEPT:

The concept of Green Graffiti strives to utilise **recycled** materials from Melbourne's busiest laneways to create **VERTICAL GARDENS** amongst the graffiti for a cleaner and greener environment. These recycled materials will be used to create the plant beds and frames. Using only native Australian plants, the company aims to keep a balanced ecosystem that benefits all Melbournians, but specifically those located in the CBD and in places with skyscrapers and tall buildings.

## HOW IT WORKS:

Eateries, building owners and local councils will pay Green Graffiti to create these beautiful gardens and also supply us with their coffee cups and plastic waste to be recycled. We will use this money to pay for materials, equipment and employees to implement these vertical gardens around the city. This ensures that the money stays within our economy.



## ISSUE WE ARE ADDRESSING:

Our business idea addresses the issue of **waste, pollution** and the lack of **green spaces** in a bustling city, also known as Melbourne.

The loss of plants and vegetation as a result of **urbanisation** is very apparent and while we aim to target Melbourne, this problem is prominent across the globe. Waste and **one-use plastics** is another issue Green Graffiti aims to address as we will use recycled materials to create a more environmentally ethical city.



## TARGET AUDIENCE

Green Graffiti will help the Melbourne area and all its inhabitants. Vertical gardens benefit the whole ecosystem and environment, including people and animals.

Our main target audiences to purchase our service and product will be **restaurants/eateries, building owners** and **local councils** as these are the parties that will want to implement vertical gardens. Restaurants and eateries will pay us for recycling their waste and transforming it into vertical gardens for their building.

## FINANCIAL IMPACT

Our business idea creates many jobs for people all around Melbourne. From the recycling of plastic materials to the gardeners themselves, Green Graffiti helps solve the problem of a stalled economy. This idea is also a long-term concept as it is not likely to become outdated.

