



# Sponsorship Proposal

## Contact

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# 1. cities as biospheres

“cities as biospheres” is an art-driven innovation lab which will take place in Minas Gerais, Brazil, in November 2024.


## Our Goal


With an unconventional approach we want to create **solutions to reduce significantly the pollution in our cities and create “cities as biospheres”**. Thereby we focus on **existing buildings / architecture**.


## Participants

Artists, architects, city planner and developers, law makers, entrepreneurs.

## The process

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1. applications from architects, artists, city planners & developers and scientists from around the world.
2. **12** ideas/projects are selected from all the applications.  
Selection criteria: PRAGMATIC / REALISTIC / DOABLE
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3. **PHASE 1:** 12 applicants are working on their ideas during a two weeks residency program  
Outcome: “PROTOTYPE”
4. The top **2-3** “PROTOTYPES” are selected.
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5. **PHASE 2:** 3-6 months intense phase to get the “PROTOTYPES” ready to market.  
Outcome: “PITCHES FOR INVESTORS”

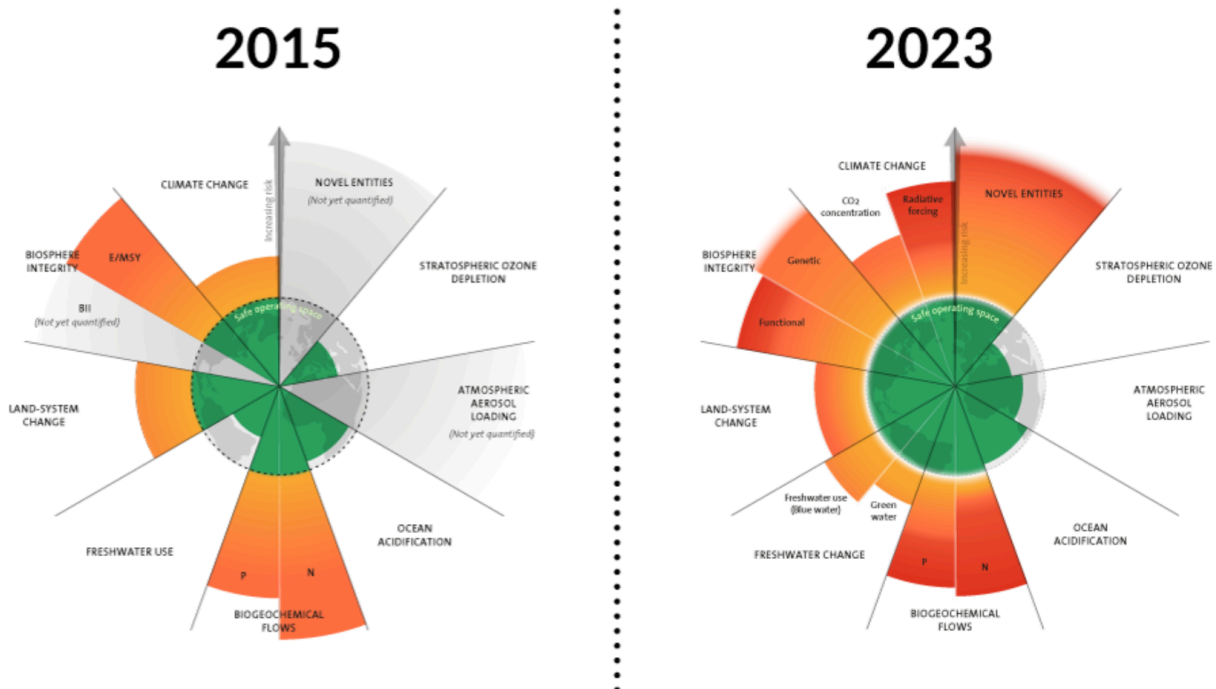
## 2. Why Now?

"Another world is not only possible, she is on her way.

On a quiet day, I can hear her breathing."

Arundhati Roy

There is an **URGENCY** to act. Within the last 8 years we went from crossing 4 planetary boundaries to 6! And **CONSTRUCTION** is **THE major contributor (40% !!!!)** to the increasing pollution we face!\*



Source: Stockholm Resilience Center

\*<https://www.unep.org/news-and-stories/press-release/co2-emissions-buildings-and-construction-hit-new-high-leaving-sector>



## 3. What We Do

### **DISRUPT**

The approach of the innovation lab is disruptive. We leave the usual environment of designing solutions for cities and bring together people from diverse backgrounds with very different thought processes.

### **(CO-)CREATE**

Even though each participant applies with his/her own specific idea/concept, the possibility to join forces and work together is an essential part of the lab.

### **MATCH**

We offer our platform and network to find the perfect match for YOU. For example: The German company Polycare (<https://sembla.de/>) is looking for a collaborator in Brazil to license their circular brick system for new and already existing buildings.

### **SCALE**

Scale is essential – solutions which don't scale are barely helpful. We are running out of time this is why we prefer solution which scale. The impact is needed.

### **SUPPORT**

We provide the participants with technical support (e.g. sensors) and open the doors to our network of policy makers.

## 4. Our Timeline

October 2023

Launch of the website

February 2024

Applications for participants will open

May 2024

Announcement of the selected projects

November 2024

Lab will take place in Minas Gerais



## 5. Sponsorship

We offer **obvious sponsorship benefits** – you can choose according to your needs.

We are happy to tailor a customised package for you.

- your logo in our newsletter, social media, website
- become a part of our podcast series (e.g. <https://www.buzzsprout.com/2228320/episodes/13596330>)
- access to our international network of multipliers / platform to find YOUR match
- customised activities during the lab itself
- become part of the documentation

Minimum amount is **5000 EUROS / 5000 USD**.



## 6. More About

Below are two helpful links which urged us to start this innovation lab. The concepts mentioned set the frame for our future. So every project at our Innovation Lab – cities as biospheres – need to function within this frame.

### 1. Planetary Boundaries

The planetary boundaries concept presents a set of nine planetary boundaries within which humanity can continue to develop and thrive for generations to come.

It is high time to include the costs we need to “repair” our planet because of our “dirty” actions in all our calculations. We call them PLANETARY COSTS. If architectures and city developers do so, they show what “traditional” materials will cost our planet – and then it becomes much easier to argue for “alternative” materials. Their extra costs become marginal.

<https://www.stockholmresilience.org/research/planetary-boundaries.html>

### 2. The Doughnut Model and the Doughnut for the City (Amsterdam)

The Doughnut Model by Kate Raworth includes the planetary boundaries in an economic model. It is a frame how to remodel our cities. Amsterdam in the Netherlands is the first city who has applied it. Follow the link below, you will find details regarding the model and a 6 minute video on Amsterdam!

<https://www.kateraworth.com/doughnut/>