

GREENPRINT IN A BOX

Summary: the Greenprint in a Box exercise will help participants understand greenprints better, and begin to develop a greenprint by considering answers to key questions. At the end of the exercise, the participants will better understand how to set the basic building blocks for a greenprint by answering fundamental questions to help design a greenprint, based on the [Getting Started](#) process listed on the [Greenprint Resource Hub](#) to scope the development of a Greenprint. The Greenprint in a Box exercise asks participants to consider and identify:

- Scenario: context, problem and opportunity
- Goal(s) of the greenprint
- Users of the greenprint
- Science and data to include in the greenprint
- The form that the greenprint will take to best support the goals and users
- The name of the greenprint

At the end of the exercise, participants will have a framework for which to scope and design a greenprint to meet their particular goals and scenario in their community. By spending the time to think through the key building blocks of a greenprint, the process of developing the greenprint – including stakeholder engagement, should be easier.

The Greenprint in a Box exercise was developed by The Nature Conservancy staff and piloted at [The Nature of Cities](#) Festival in June, 2024. The exercise was intended to spur creativity and collaboration, and incorporated both art, science and discussion. For questions or access to materials, please contact greenprints@tnc.org

Greenprint in a Box Directions

Materials needed: poster board (one for each group), colorful markers, icons (contact TNC for access), landscape contexts, generic human cutouts, thought bubbles, tape.

Organize the participants into groups of 3-6 people. The Greenprint Team will give each group a scenario which includes a problem statement which includes an opportunity to consider. Groups get to choose their landscape type (urban, rural, urbanizing, etc.) using drawings of landscapes for inspiration.

Suggested problem scenarios to choose from:

- Habitat loss from urban sprawl, air pollution, and drought; new climate law gives targets for reduced emissions and funding (not enough) for projects
- Extreme heat, lack of access to nature, food insecurity and poor water quality; community organizers secure \$50m grant for community health.
- Alternating periods of extreme flooding and drought, biodiversity loss, poor water quality; community has rallied for change.

Each group will receive a 'Greenprint in a Box' kit. Each kit will be the same. In the kit will be 5 envelopes, one envelope with the questions listed below. You can cut and paste the icons for each question on the envelope.



Goal?



Users?



Science and
Data?



Form and
Outcome?



Name?

You can also provide small blank pieces of paper to ‘think outside of the box’. What questions didn’t we ask? What else is needed in this Greenprint?

Envelope 1: Scenario and landscape context, goal statement

In this envelope: Each group will choose their scenario and landscape context, and write a goal statement to address the problem.

Instructions to the Participants: In this envelope you will see three scenarios of challenges a community is facing along with an enabling opportunity. Please select a scenario to work on and tape it to your Greenprint Board. You will also receive three landscape options. Choose the landscape for your scenario and tape it to your Greenprint Board. Now that you know more about where your community is and what issues they are facing, develop a goal statement for your greenprint. Write that goal on your Greenprint Board.

Example goals:

- The goal of this greenprint is to identify opportunities for conservation and conservation compatible development as the community grows
- The goal of this greenprint is to improve water quality and availability, and increase recreational opportunities in an area struggling with health disparities
- The goal of this greenprint is to provide protection from climate risks and increase access to nature in low-income communities
- The goal of this greenprint is to increase biodiversity and create wildlife corridors as new transportation and housing projects are being built.

Envelope 2: Users

In this envelope: This envelope has 5 paper dolls cutouts and a marker so they can write in their target users, such as “city planner”, “farmer”, “community member”, “developer” on the person. The envelope will also have 10 blank thought bubbles where they would write things like “I am most concerned about...”, “I care most about..”



Instructions to the Participants: In this envelope you will find paper dolls and thought bubbles. Please identify the key users of the Greenprint. Label the paper doll ‘user’ with who they are or their role in the community (e.g. city planner, farmer, developer, community member). Tape the users to the Greenprint board and add a thought bubble for each user to indicate what they are most concerned about or care most about (e.g., “I am most concerned about...” or “I care most about...”). Examples of what people may be concerned about or care most about:

- Clean water, economy, equity, climate change, park access, recreation, cultural significance, agriculture, growth, transportation, flood risk, sea-level rise, sprawl, biodiversity, pollinators, public health, high heat.

Envelope 3: Science and Data.

In this envelope: The big manila envelope contains the themes displayed by icons – they choose the themes that may apply to their scenario. The smaller envelope includes a chart of data choices that they would select to be displayed in each Greenprint.

Here we would have multiple icons that represent themes and data. Examples:



Wildfire resilience Infrastructure Biodiversity Water Urban Greening Food production

Instructions to the Participants: Select the thematic icons that represent solutions to the problem your community is facing and that would help achieve your goal. Then, refer to the Examples of Data list that identifies data options to help build understanding of and develop solutions to address your goals. This is the data that would be displayed in your Greenprint. Greenprints are often multi-benefit so please choose as many icons as possible in which to communicate the data and information in your Greenprint. Please tape these icons to the Greenprint board and identify the data you selected that correspond to the icons. Write (or draw) in the data that you selected for the icons near the icons.

Refer to this chart of data or resources to select the data. These are just examples and not an inclusive list. Feel free to add new ones that relate to your greenprint and goal.

Examples of Data:

Wetlands	Trails	Crop value
Rivers	Carbon sequestration	Urban heat islands
Sea-level rise	Air pollution	Street trees
Fire	Protected lands	Air temperature
Flood	Lands at risk of development	Precipitation
Rare habitat	Connectivity corridors	Historic drought
Rare species	Farmland	Water quality
Parks and open space	Grazing land	

Consider questions like:

- What data or resource matters?
- Where is that resource, and where it is not?
- What is the trend (losing or gaining)

What information would spur action or change to address the goal?

Envelope 4: Form

Here you can print examples of Greenprints that demonstrate the different forms (like static greenprints, online interactive greenprints, “what-if” scenarios), infographics and/or photos used in Greenprints to make their Greenprint visual. Show creativity and art forms that greenprints have employed.

Instructions for Participants: Determine the form that you would like your Greenprint to take. Would you like for it to be a storymap, interactive map, static map, web-based tool, or a report? Make sure the form of your greenprint would effectively communicate your work in Envelopes 1 through 3 and ensure accessibility to users identified in Envelope 2.

Art Creation options:

- Create on the poster what your greenprint would look like, visually displayed to the users. Be creative!
- Draw the landscape and the future you want to see, and how the greenprint could improve the community.
- Tell a visual story, focused on your greenprint themes.

Envelope 5: Names

Here we would have a bunch of names printed out (perhaps a subset of these) to choose from to name the Greenprint.

Instructions for Participants: What name would resonate best for your Greenprint? See examples below. You can come up with an own unique name for your Greenprint.



Conclusion:

At the end of the exercise, participants should have a poster board covered with the essential building blocks of a greenprint, and an understanding about how to scope and to begin to design a greenprint to serve their goals and communities.

For more information and access to icons, contact greenprints@tnc.org

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