



**we are coming notes**



## **short description / what?**

A note to let the inhabitants of an area know in advance when the green-workers are coming to do maintenance in their street. The note also tells about the act of maintenance itself, and the team that will perform it. It also allows citizens to react by writing a message on a little plastic sign and planting it amongst public plants, for the green-workers to find it.

Format : A4 folded in two (creating A5). With a plastic sign glued on the back.

## **Goals / what for?**

- 1) make visible the work of the gardeners
- 2) highlight the knowledge of the green-workers
- 3) inform the citizens about the nature of the work and the reason why they are performing it
- 4) give the citizen a feeling of agency upon their street, by keeping them updated about what is going on
- 5) and by giving them a chance to come and meet the green-workers or communicate indirectly via a written message
- 6) also educate them about nature and gardening.

## **constraints / be careful that:**

- workers need to know what they will do in advance, and they have to stick to their schedules.

# Reasons / why?

It is difficult for citizens to notice the work of the green-workers because maintenance work does its best to remain unseen. People usually only notice maintenance work when it is not done correctly.

It is therefore difficult for most people to estimate the amount of work put in their surroundings.

Moreover, most working citizens are at office when the workers come, so they don't see them working next to their homes.

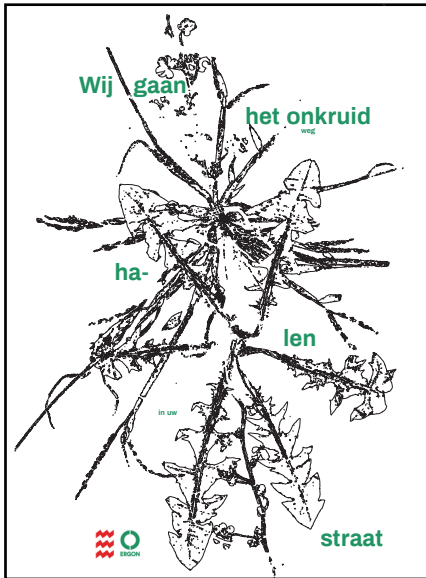
And for people that do stay at home, they are most of the case surprised to see (or hear) the green workers in their area. It is not something that comes regularly or that they can plan ahead. It is therefore difficult for them to have a feeling of agency towards the green that grows on their street : they don't know how or when it is taken care of, and can only stay passive. Letting them know in advance what will happen in their street and giving them some information about the type of maintenance that will be done is the necessary base for them, to feel that they can be involved and somehow participate in shaping their surroundings. This feeling of agency triggers responsibility and more respect for the street and its worker.

Moreover, letting them know in advance when the green-workers are coming is a good way to give the inhabitant a chance to be there if they want to communicate something with them (rather than using the better app, and risking a fine, for example).

It also gives the inhabitants a chance to participate in the act of maintenance, if they want to, or collect the green "waste" that maintenance work produces : from experience I know that flowers are cut that could be formed into bouquets, weeds are removed that could be eaten, branches could be used as Christmas decorations, and so on.

And on a more down to earth level, letting citizens know in advance that we are going to blow the leaves or cut the branches can avoid a sudden discomfort due to the machines' noise. People can arrange to work from another place, or at least are aware of the necessity of the task.

# How to?



(Un)happy with the result?  
 Something you want to ask? or say?  
 A remark on the public green?  
 Or a message to your neighbours?

Please write with a marker on the label attached and stick it in a plantvak nearby.



You can also send a mail to :



**Beste Bewoner,**  
**Volgende week om \_\_\_\_\_**  
**gaan uw Buurttuinieren het onkruiden weg**  
**halen.**

### Waarom moeten ze dit doen ?

The Buurttuinieren follow the the rules of the "Kwaliteit Catalogus" a national document that tells how public nature should look like. Weeds (Onkruid) are seeds of wild plants that are in the ground and develop when the conditions are good for them. The main reason to remove them is aesthetic, so that the city look neat. Because they are well adapted to their environment, there is also sometimes the risk that they take over "official plants", more fragile. But onkruids are generally very good for the biodiversity, and a lot of insects depends of them.

### Hoe gaan ze dit doen?

The Buurttuinieren remove the weeds either by hoeing (schoffelen), if there is a large surface of soil that needs to be black, or by picking (plukken), when there is a lot of plants around, especially young plants. If it is sunny, they let the weed (onkruid) dry and pick them up the day after. Otherwise, they use a rake (haark) . What is important? To shake the weed (onkruid) so that the soil that was in its roots fell down and stay in the bak (vak).

### Wie zijn mijn buurttuinieren en hoe kan ik contact met hen opnemen?

Buurttuinieren work in small teams, and each team is responsible for a wijk. \_\_\_\_\_ is responsible for you street, and he works together with \_\_\_\_\_

Best is to come and talk to them next week when they are working, but you can also send a mail to \_\_\_\_\_ or call \_\_\_\_\_ if you have any questions or remarks.

### Wet uw dat...?

Buurttuinieren remove the weeds in order to create a better image for the city. That is sometimes a pity, because onkruids are very good for the biodiversity...and for humans ! Onkruids are wild herbs that can, for those who know how to recognize them, bring a lot of healthy nutrients and taste in your plate.

**Brandnetels, melganzevoet, zevenblads, weegbree, zuring, waterkers...** Eindhoven's plantsoen are full of unwanted vegetables.

If you don't want to see all that green tresor been sent to compost, feel free to join our team of Buurttuinier and collect the plants before we take them away! Be careful to only pick the plants that you know for sure (you can always ask us for advice) and to



I have selected 5 types of tasks, out of my working experience :

- removing onkruid
- cutting branches
- removing the leaves
- planting new plants
- pruning the hedges

For each of these tasks I have designed a recto that has a strong identity, in order to avoid citizens thinking that this is an unwanted advertisement. On the front side is the action that will be done, and on the back is the little sign that can be used by citizens to react and communicate indirectly with the green-workers (and eventually, those can be shown to the Gemeente to inform about it's citizen point of view.)

There is also a mail address and information number, for people to ask questions directly. I recommend putting the one of the workcenterleider of the respective area. This however, means extra work on their shoulders, but will allow them to avoid complains, build a working relationship and gain respect for the workers.

I also have designed the inside of one of those note (the one regarding the "onkruid" removal) to show an example of content, and tone.

- information about the date and time of the action
- information about the team, to create a personal relationship
- information about the reason why they perform this act of maintenance, introducing the kwaliteit catalogus
- information about the techniques or machines that the green-workers will use to perform the act of maintenance, therefore showing their expertise
- extra-information about the plants that grow there, to show the knowledge of the green-workers and trigger the inhabitants to make more use of the greenery in their street, especially encouraging them to make use of what the green-workers would have to consider waste and pay to throw away.

## **contact / recommendations:**

In order to write the inside of the other notes (and check that I did not write any mistake on the first one), someone from the communication team has to sit with someone from the green department. I can recommend Ton and Bram in Tongelre or Chantal from Woensel zuid because I have had many conversation with them and I reckon they are willing to share their knowledge. Dennis Heinsenbergh used to be workcenterleider and now sits in the main office of Ergon, so if he has time, he would be very suited to do that also.

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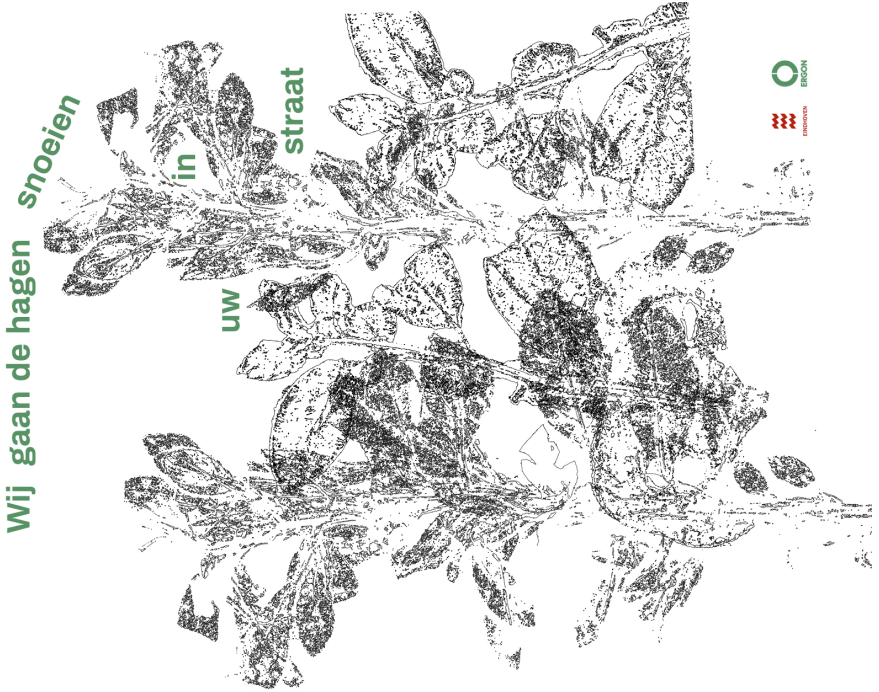


You can also send a mail to :



# research:

Here are the 5 rectos that I designed



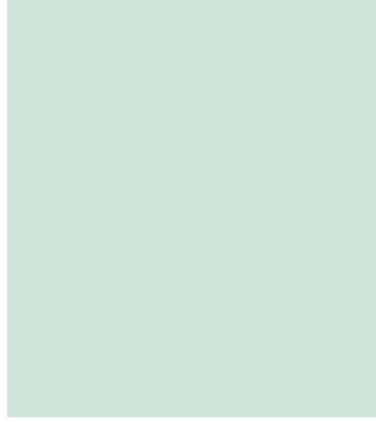
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Yo u can also send a mail to :



Werk voor iedereen

**Wij gaan**

**het onkruid**

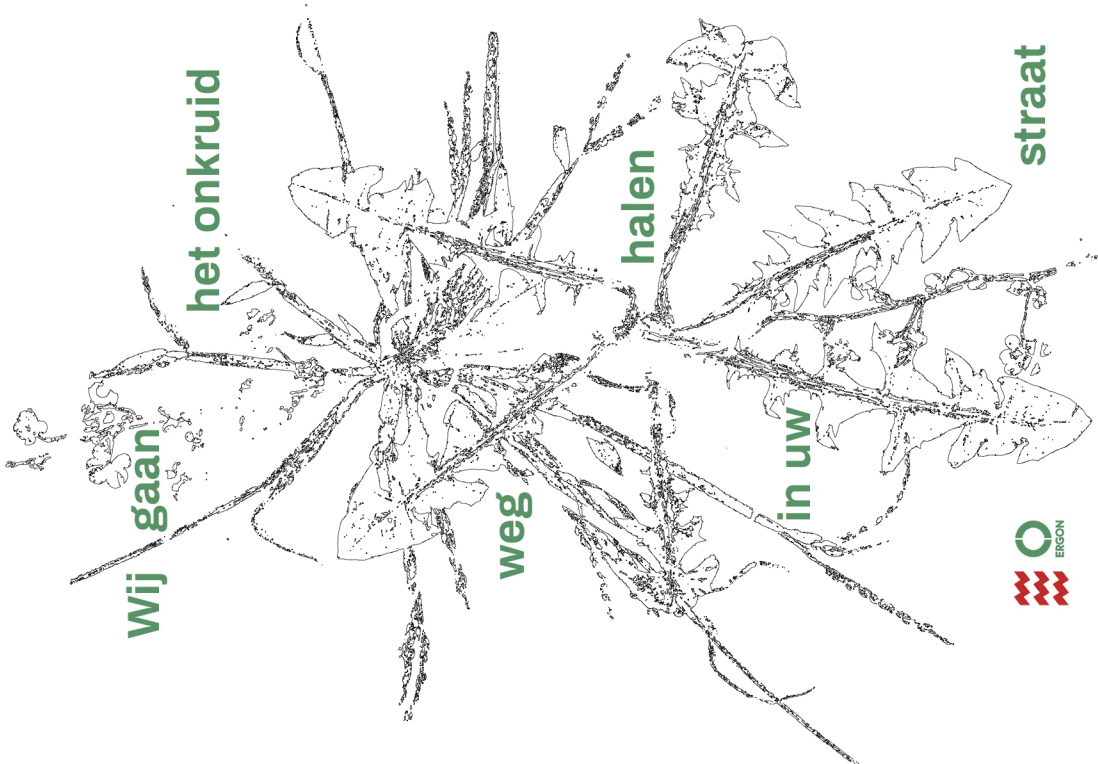
**weg**

**halen**

**in uw**



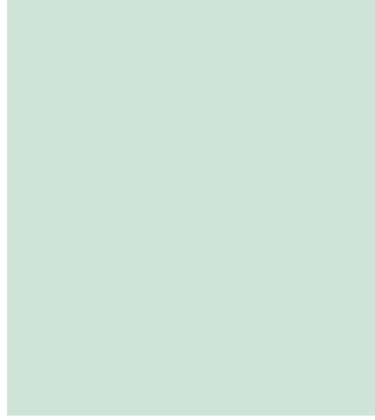
**straat**





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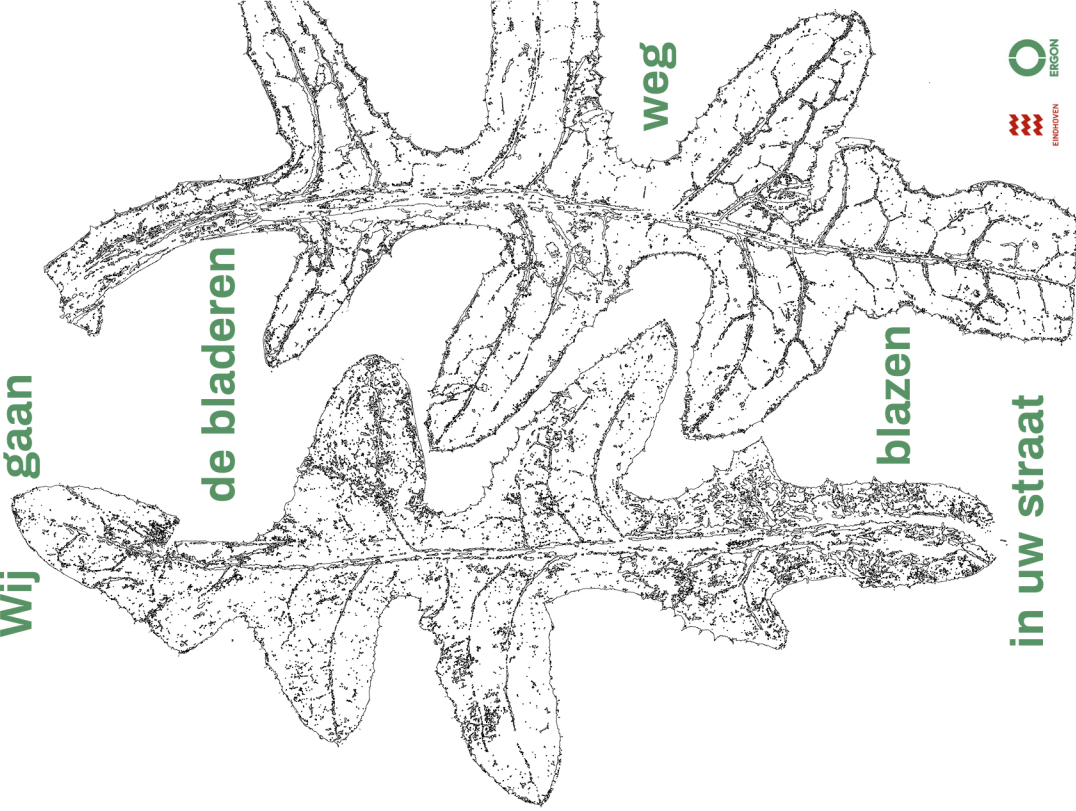
**Wij gaan**

**de bladeren**

**weg**

**blazen**

**in uw straat**



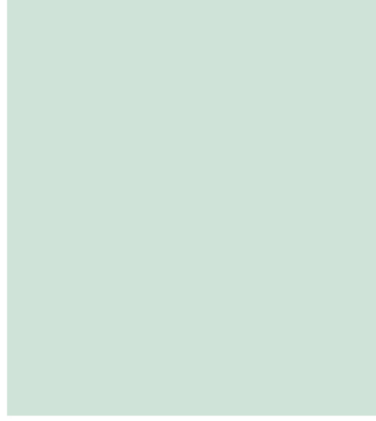
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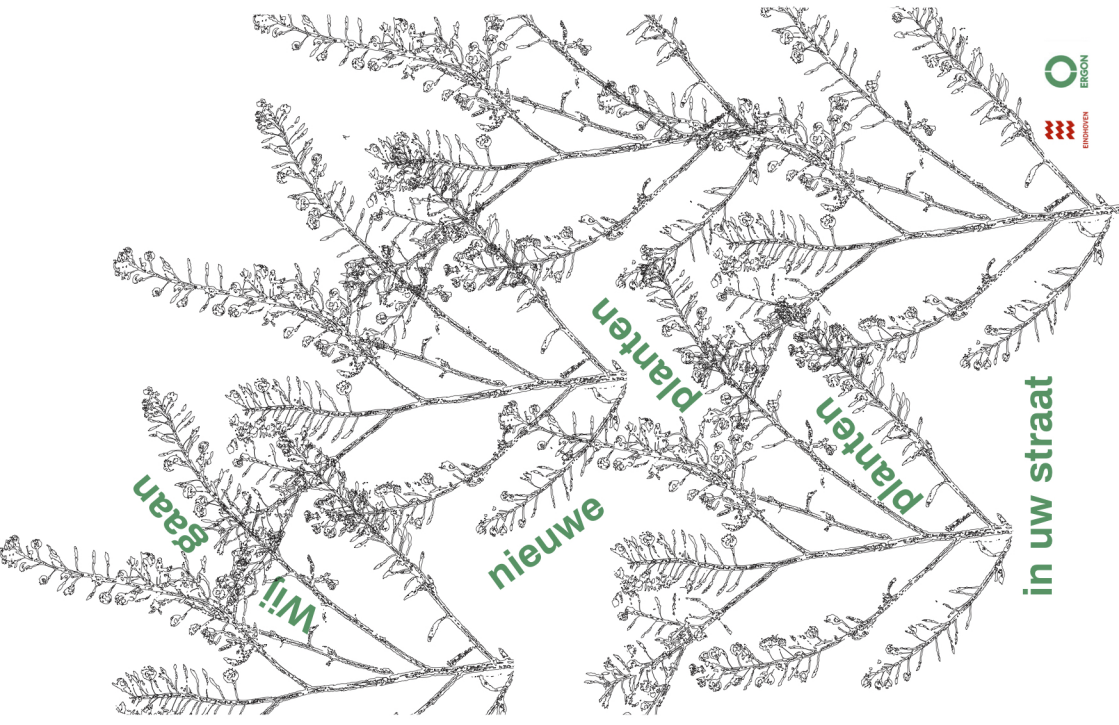
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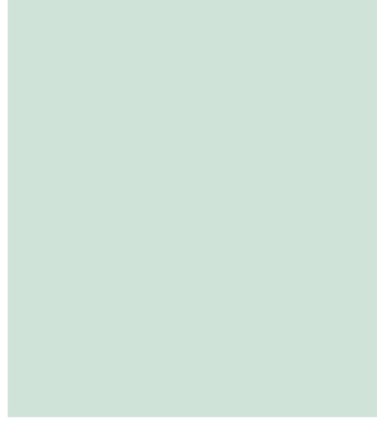
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Werk voor iedereen

ERGOVEN

**Wij gaan**

**een paar takken**

**in uw straat**



**snoeien**



ERGOVEN

ERGOVEN

