

a little bit about uso

Better landscapes for a greener future.

We're growing more Fruitful Communities by revolutionizing the landscaping industry.

We teach everyday people, landscapers, and large organizations how to turn lawns and vacant lots into Productive Urban Landscapes that fight climate change, create green jobs, and feed people.



What we do.

Whether you're an ecoconscious teenager, young adult looking to join the green jobs revolution, or a homeowner with an interest in ecological landscaping, there is somewhere for everyone at Roots Down.

We've developed community-based education and activation programs that help bring people together, educate future land stewards, and grow capacity within local government and corporations to build and maintain Productive Urban Landscapes.





The Grower Program.

Training and education for 21st century landscaping.

Overview

Our flagship program is the Grower Program, a 1-day certificate course for landscapers that strengthens and enriches the ecological landscaping concept within the landscaping community.

During this 1-day course, students will learn:

- What a Productive Urban Landscape is
- How to care for and maintain this landscaping paradigm
- How they fit in, and benefits these landscapes provide them

Who should take it

The Grower Program is open to anyone interested in learning more about maintaining ecological landscapes. This includes:

- Existing landscapers
- Prospective landscapers
- Hobbyist Growers
- Librarians and teachers

Structure

The Grower Program is a mixture of classroom instruction and hands-on learning, in partnership with Georgia Piedmont Technical College.



GreenHive Leadership Program.

Growing the next generation of eco-conscious leaders.

Overview

GreenHive Leadership Program is a 10-week paid leadership and community organizing fellowship for 18-22 year olds.

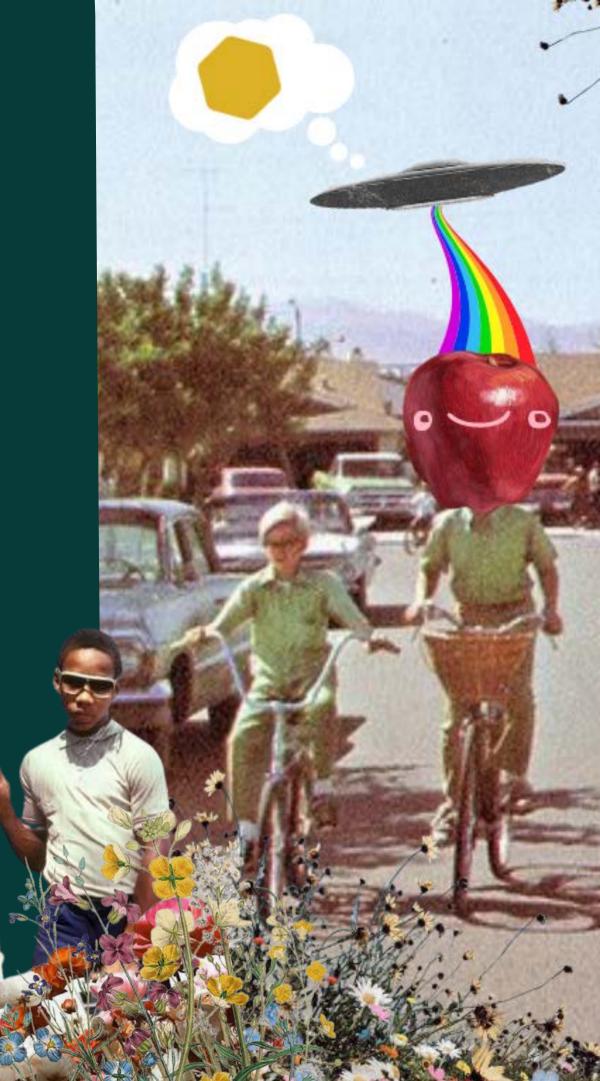
Through weekly training sessions and a final capstone project, ecoconscious scholars will get hands-on experience designing and building food forests, gardens, and pollinator habitats, while working side-by-side with other young adults to engage the community and gain crucial leadership skills.

Who should take it

The GreenHive Leadership
Program is open to anyone 18-22
years old in the Metro ATL area.

Structure

The GLP is a mixture of in-person and online weekly meetings and asymmetric learning. At the end of the program, GreenHive Leaders have the chance to pitch their Legacy Project to school administrators and government officials.





Sponsor the Grower Program.

We're building an ecosystem of eco-conscious people and orgs, dedicated to revolutionizing America's landscapes.

Come on and join the fun!

What you get.

Help train the next generation of land stewards by sponsoring a Grower Program cohort.

- 5-minute presentation during class
- Listing on the cohort landing page
- Organization profile on the Roots Down blog
- 1 podcast ad, or guest spot
- 2 sponsored posts on all social channels
- 3 Roots Down tee-shirts
- 3 Premium Memberships (1 year)



Sponsor the GreenHive Leadership Program.

Support the educational advancement of a promising young leader by sponsoring a GreenHive Leader.

What you get.

\$1250 of your sponsorship is passed through to the GreenHive Leader as a stipend for participating.

- 5-minute presentation during class
- Listing on the cohort landing page
- Organization profile on the Roots
 Down blog
- 1 podcast ad, or guest spot
- 2 sponsored posts on all social channels
- 3 Roots Down tee-shirts
- 3 Premium Membership (1 year)
- 2 tickets to the GLP graduation event.



Roots Down by the numbers.

With both consumer and business clients, Roots Down is great opportunity for your brand to get in front of our growing audience of eco-conscious members.

1100

Newsletter subscribers

47%

Avg. open rate.

3100

Total social network

3500

Avg. website pageviews



The Grower Program.

- Landscaping equipment manufacturers
- Non-lawncare landscaping services
- Home & garden retailers
- Nurseries
- Mulch and stone providers
- Landscape architects

GreenHive Leadership.

- Consumer brands targeting 18-24 year olds
- Sustainability brands
- Colleges and universities
- Recruiters

