

## EdiCitNet Consulting Story – dida seeds

### The Edible City Initiative

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#### Sustainable urban gardening with organic flower seeds and bulbs

[Dida seeds](#) offers an online shop for certified organic flower seeds and flower bulbs. Established in 2020 in Berlin, Germany, dida seeds wants to make organic more accessible and established in flower gardening and contribute to the protection of insect biodiversity as well as old flower varieties. Working with certified organic and responsibly-operating nurseries, Dida offers a growing portfolio of seeds and flower bulbs packaged in fully organic, recycled and hand-designed packaging.

### The Consultation

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In May 2021, the EdiCitNet Business Consulting Team received a consulting request from dida seeds founder Karla Balzaretta who was looking for feedback on her business model and for advice on how to communicate her idea to customers and other stakeholders. She was also interested in learning of more opportunities to receive support. The Business Consulting Team provided Karla with feedback on her [business model](#), provided advice on how to find partners and referred her to relevant city officials, new sales channels, and awards.

### Future Avenues: What has happened since?

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- Dida seeds products are represented in more than 20 shops in Germany
- Provided urban gardening workshops with a focus on community engagement in several community gardens around Berlin
- Developing the dida seeds offer to include urban gardening services focusing on trauma therapy

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