

Jardín Botánico: Naturaleza que educa, florece y asombra. - Air & Environment

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Country: Peru · Lima **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Public Beta **Team Size:** 14 **Website:** —

Elevator Pitch

The Botanical Garden at Parque de Las Leyendas is a space where activities are organized with a focus on the circular economy, conservation, sustainability, learning, and continuous improvement, aimed at both domestic and international visitors.

Climate Problem

Lack of public awareness, knowledge, and involvement regarding the importance of conserving exotic and native flora.

Solution

Conservation through a sustainability-focused approach that seeks to engage the public. The issue is addressed by creating meaningful experiences for visitors through educational activities.

Revenue Model

Through workshops, guided tours, and/or specialized events that provide the public with an experience focused on awareness and sustainability

Target Market

General public, young adults

Social Impact

Women

Demand Evidence

This is evident from the fact that we regularly welcome visitors for educational and research purposes, as well as from the interest shown by students in conducting theses or specialized studies.

Competitors

University botanical gardens.

Founder Expertise

I am currently overseeing the efforts and activities aimed at preserving and showcasing the Botanical Garden.

External Support

We have only received public recognition, but no external support as such.

Source: *ClimateLaunchpad 2026 Application* · App ID: 9581 Ingested: 2026-05-25

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