NATURALEANDO · Air & Environment

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Country: Peru · lima **Category:** Air & Environment **Impact Areas:** Circular Economy **Stage:** Launched **Team Size:** 3 **Website:** —

Elevator Pitch

Naturaleando is a social and environmental impact startup that promotes the circular economy and environmental education inspired by Waldorf pedagogy, through experiences in urban agriculture, sustainability, and experiential learning.

Climate Problem

Naturaleando addresses the impact of climate change by promoting the circular economy, urban agriculture, and environmental education. It aims to reduce waste generation and foster sustainable habits through education based on the Waldorf approach.

Solution

In practice, we organize workshops, educational activities, and learning spaces inspired by Waldorf pedagogy, where children, families, and communities learn to grow food, reuse materials, and compost organic waste.

Revenue Model

Naturaleando generates revenue through Waldorf-based environmental education workshops, the creation of urban gardens in homes, the sale of eco-friendly kits, and educational services for schools and communities, promoting sustainability with a social impact.

Target Market

Naturaleando's target audience includes families, educational institutions, municipalities, and organizations interested in sustainability, environmental education, and urban agriculture. Our primary focus is on children and families, communities, and the SDGs

Social Impact

Migrants, People Living in Extreme Poverty, Women

Demand Evidence

We have identified a demand based on the high turnout and positive feedback at workshops, fairs, and educational events, as well as requests for activities related to urban gardens, environmental education, and programs for children, including Waldorf education.

Competitors

Yes, there are initiatives related to urban gardens, environmental education, and sustainability workshops in our area. However, Naturaleando stands out for integrating the circular economy, urban agriculture, and environmental education inspired by the Waldorf approach.

Founder Expertise

I bring expertise and experience in environmental education with a hands-on approach inspired by Waldorf pedagogy, promoting learning through direct contact with nature, planting, and caring for the environment. I have 6 years of experience.

External Support

Naturaleando has received support primarily through networking opportunities and visibility at events focused on sustainability, education, and healthy eating. Participating in trade shows and forums has allowed us to validate our circular economy model

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