

# EDEN PROJECT

Eden Project Dundee  
&  
Wildflower Project



# About Eden

This year Eden turned 20 years old. We took a sterile china clay pit at the end of its useful economic life, and transformed it into one of the most successful regeneration projects the UK has ever seen. From creating 85,000 of soil from recycled china clay waste to building the largest rainforest in captivity, Eden has caught the public imagination. Since 2001 it has attracted over 22million visitors, created over 350 full-time jobs and generated an economic impact of over £2billion for the South-West economy.

**Our first transformation:  
Eden Project Cornwall 1998**



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**Eden Project Cornwall 2001**



# Eden Mission

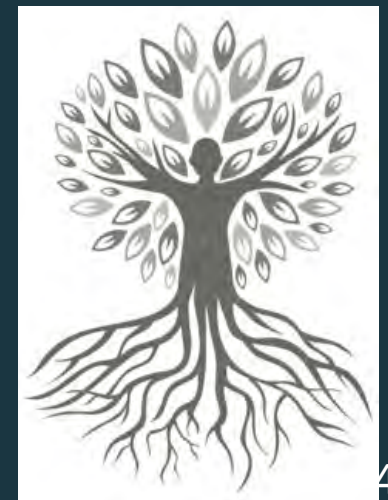
**We are an educational charity and social enterprise. Our global mission is to create a movement that builds relationships between people and the natural world to demonstrate the power of working together for the benefit of all living things.**

We are a growing movement, working on and developing projects locally, nationally and internationally. Our work is underpinned by the understanding that we need to live with the grain of nature and that everything is interconnected.

**There is a planetary emergency. Only by deepening our collective understanding of the interconnections between all living things and seeing them as a whole can we protect the Earth and engender environmental harmony and social equity.**

We need to inspire citizenship over consumption in order to care for this planet, Spaceship Earth, our only home, that provides us – and all life – with fresh air, clean water, fertile soil, rich biodiversity, a stable climate and an awesome recycling system. Exploring how it all interconnects can transform our understanding of the world and help us see, how together, our actions can make a difference.

That's why we work collaboratively with other organisations, walk the talk at our own site in Cornwall, and share our stories through horticulture exhibits, arts and culture programmes, community initiatives and education work.



# Eden Project Scotland

- Develop a year-round attraction of national and international significance.
- Be another tourism asset for the city, encouraging visitors to stay longer. Support Dundee's ambitious regeneration plans.
- Engage visitors and residents with the natural world and sustainability by creating an attraction that complements the existing tourism offers and community focus.
- Build on the local culture of innovation and creativity.
- Develops and supports Dundee's Climate Action Plan.
- Create a platform to showcase the research by local universities and institutions.
- Be financially sustainable.
- Inspire and engage young people to tackle social and economic inequalities across the city.
- Introduce existing Eden Project Community programmes and develops new initiatives aimed at local challenges.
- Become part of a network of Eden Projects around the world.

“A city is more than a place in space, it is a drama in time.”

Sir Patrick Geddes



# Eden Project Dundee Wildflowers

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HOME OF THE  
National  
Wildflower  
Centre



# Eden Project's National Wildflower Centre

Part of the Eden Project, the National Wildflower Centre (NWC) uses wildflowers to bring biodiversity, delight and colour into the lives of communities across the UK. From hedges, fields, and woodlands to roundabouts, housing estates, churchyards and cemeteries, we want everyone to experience the glory of wildflowers. Our projects support wildlife and connect people to the natural world.

## Why we need more wildflower habitats

Wildflowers were once a significant part of the British landscape until WWII when huge amounts of meadow were ploughed for arable farming. The UK has lost 98% of its wildflower habitats since WWII, today, they account for less than 1% of the British countryside.

## Wildflowers:

- connect people with the natural world
- transform underused spaces into vibrant living landscapes
- help pollinators that are currently under threat
- contribute to pride of place
- show your community is actively doing its bit to increase biodiversity
- provide opportunities to learn about nature and biodiversity.

We create new wildflower landscapes in partnership with communities, businesses, local and parish councils, and other NGOs, and run conservation projects that bring threatened species back from the brink.



# Dundee Wildflower project

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## City wide

The wildflower sites are spread across the city and have been specifically chosen due to a number of factors: areas chosen to increase biodiversity, areas highly used by locals during lockdown, areas with high footfall throughout the year via walking and cycling routes, locally iconic spots, viewpoints and reinvigorating disused sites.

Within Liverpool in 2019 and 2020 wildflowers helped bring the community together and helped bridge cultural divides encouraging people to visit new areas of the city to them, as they wanted to visit all the wildflower sites.

Each of the wildflower areas will contain a different mix of species, encouraging locals to visit all the sites, interpretation including a map of the wildflower areas across the city and which wildflowers are in the mix will be present.

The areas of wildflowers will be looked at as long-term investments in the community. Carefully selected mixes of annuals and perennial flowers, chosen due to their adaptation to local soil and environmental conditions will ensure with the correct management long lasting displays.



# Community Engagement

We will create information that will give the community opportunities to engage with the project, explaining each step in the creation of the wildflower spaces.

We will host sowing days and harvest workshops which will help people feel part of the process.

Working with the Grow Observatory and our other partners, we hope to work with local schools and the community, employing citizen science to measure soil quality, air quality and wellbeing.

And we are working with Dundee Botanic Garden to create plug plants which we will give out through Dundee Food Network.

The UK has lost 97% of its wildflower meadows since WWII. We are working to address this problem. Seabraes will be sown with a variety of Scottish species which will flower all through the summer months.

**This is a green world, with animals comparatively few and small and dependant on the leaves. By leaves we live.** Patrick Geddes

Our projects combine conservation, creativity and colour to make new wildflower habitats that support wildlife and connect people to the natural world.

  
Cornflower

  
Buttercup

  
Poppy

  
Black knapweed

  
Flax

  
Red campion

  
Cow parsley

  
Corn Marigold

  
Daisy

Bees and other pollination insects are supported by these diverse wildflower meadows

## WILDFLOWERS ARE COMING TO SEABRAES



Part of the Eden Project, the National Wildflower Centre (NWC) uses wildflowers to bring biodiversity, delight and colour into the lives of communities across the UK.

Funded by Alexander Moncur Trust and Nature Scot this project is creating a network of wildflower displays across the city.

The site here at Seabraes is the first of these meadows and for a short while it might look a bit different as we prepare the ground and sow the wildflowers seeds but by summer will look similar to the photos here.




If you want to find out more about this project or how to get involved, you can email [anametobedecided@edenproject.com](mailto:anametobedecided@edenproject.com)

This project has been possible through partnerships and support from Alexander Moncur Trust and Nature Scot

  
Alexander Moncur Trust

  
Nature Scot

  
Scottish Enterprise

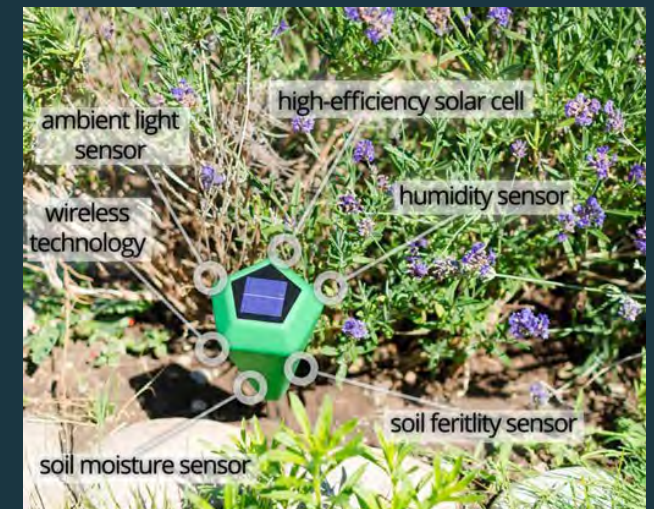
  
Dundee Changing

  
University of Dundee

  
Dundee Botanic Garden

  
Dundee University

  
Dundee Food Network



## Other organisations that will become part of this project

**Campy Growers** are a newly formed community garden based at Dundee City Council's garden nursery. They have recently received a £900,000 grant to create a growing and food hub for the city.

**Grow Dundee**, whose mission is to help people in the neighbourhood to feel well, be well and do well working with people of all ages and backgrounds.

**Bonnie Dundee** is a group of volunteers who brighten and clean up Dundee's city centre environment for the benefit of residents and visitors alike.

**Dundee Green Health Partnership.** We have established a good relationship with the team and will work together to build the wildflower areas into their suite of offers and spaces for wellbeing.

**Faith in the Community**, we have established good links and we will work with the **Dundee Food Network** to support and provide advice and seed plugs as part of our drive to encourage connections to nature, the joy of growing and wellbeing.





As Eden Project moves towards opening in the city a team of staff will be established which will allow us to maintain and continue to develop our green developments in the city. This project will have further phases which will operate in tandem with our site development and opening schedule. Our partnerships and collaborations as part of and beyond this project will cement our ambition to create inspiring nature-based solutions that will connect people to nature.

# THE BIG JUBILEE LUNCH

THE BIG JUBILEE LUNCH  
2-5 JUNE 2022

THE UK'S ANNUAL CELEBRATION FOR NEIGHBOURS AND COMMUNITY!

WE'RE INVITING COMMUNITIES ACROSS THE UK TO COME TOGETHER FOR THE BIG JUBILEE LUNCH AS PART OF THE OFFICIAL CELEBRATIONS FOR HM THE QUEEN'S PLATINUM JUBILEE!

A ONCE IN A LIFETIME EVENT, THIS UNIQUE BIG LUNCH IS SET TO BE A CRACKER. WHETHER IT'S SHARING A CUPPA WITH A NEIGHBOUR ON THE DOORSTEP OR A BIGGER BASH IN THE STREET, JOIN MILLIONS OF PEOPLE ACROSS THE UK TO SHARE FRIENDSHIP, FOOD AND FUN WITH THE BIG JUBILEE LUNCH.



# Activities and Engagement

HEALTH AND WELLBEING

COMMUNITIES

COMMUNITY GROWERS

FAMILIES



SOWING DAYS

HARVEST

75TH ANNIVERSARY

BIG JUBILEE LUNCH

MEDIA

SCHOOLS



# Thank you

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