

MUSEO ORTO BOTANICO



SAPIENZA
UNIVERSITÀ DI ROMA

ORTO BOTANICO DI ROMA

Growing with Rome into a Greener Future.

A CSR OPPORTUNITY

The Botanical Garden of Rome (BGR) is embarking on a **plan to upgrade its infrastructure to enhance the visitor's experience** and, importantly, position the institution as a center of learning and engagement with the natural world.

Botanical gardens sit at the crossroads of the major issues of our time: **increased urbanization, loss of biodiversity, climate change** and the resulting **social and economic disruption**.



**Join us! We are
restoring and
revitalizing the
Botanical
Garden of Rome**

The Institution

Botanical Garden of Rome

- Founded in 1883
- Hosting over 3000 species of plants
- Located in the heart of Rome
- 200.000 visitors in 2022.
- Hosts several cultural events (temporary exhibition, concerts and performances)



The Challenge

“ The physical infrastructure including greenhouses and outbuildings are in **severe disrepair** as public funds have not been sufficient to keep up with minimum maintenance requirements. ”



To improve the look and functionality of the Rome Botanical Garden bringing it in line with its peers it urgently needs:

- **Gift shop and bookstore**
- **Educational/Exposition spaces**
- **Fully functional greenhouses**

The Opportunity

Participate as a **corporate partner** to reimagine the BGR as a center for Research, Education, Conservation. Contributing to upgrading key facilities including greenhouses and spaces for exposition and education will provide BGR with the foundation for increased activity and visibility.



Research



Position BGR as a place of **discovery, exchange, and community.**

Make it relevant



Education



Invite the community, especially **young people** to explore the natural world.

Make it fun



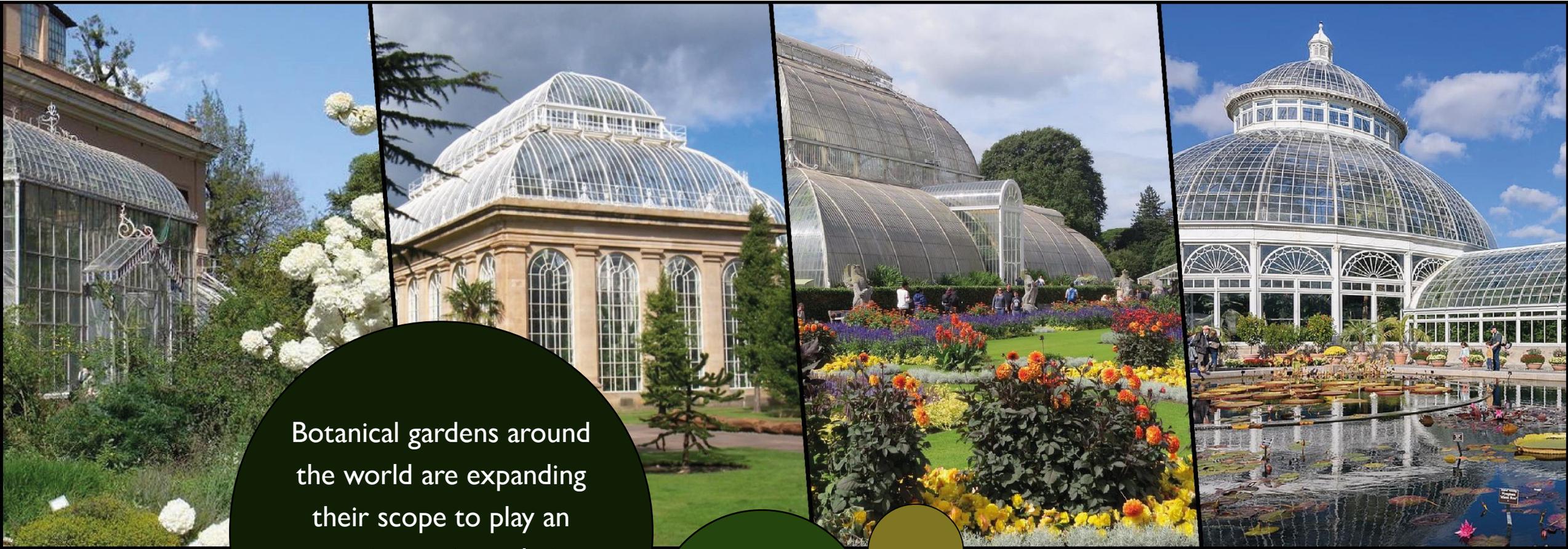
Conservation



Increase the number of species and focus on issues of **biodiversity and environmental protection.**

Make it a contributor.

Botanical Gardens Matter

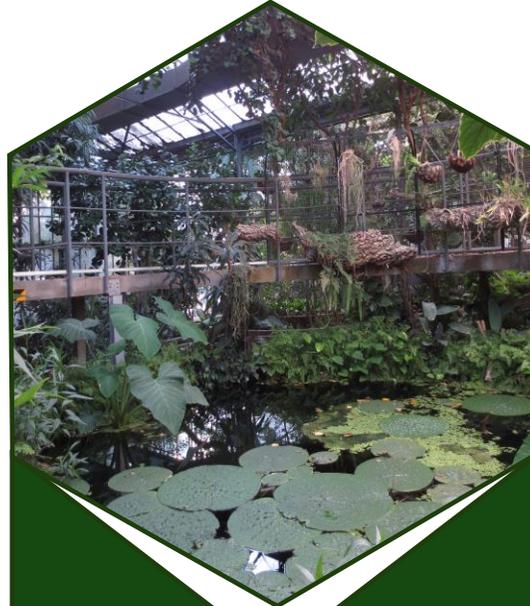


Botanical gardens around the world are expanding their scope to play an ever-increasing role in environmental and human health.



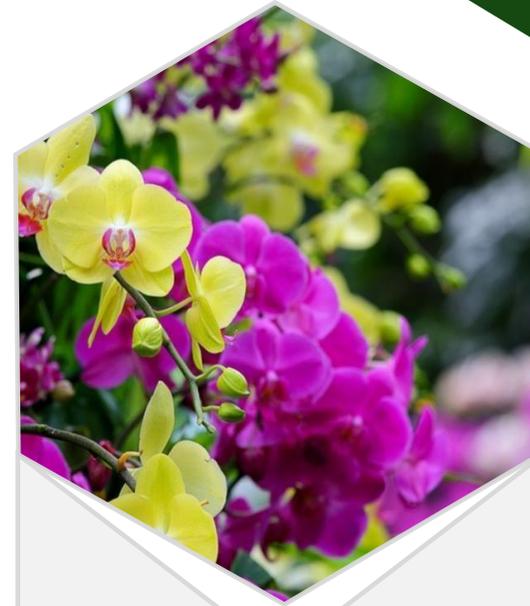
TODAY

The Tropical Greenhouse, was built in the 1990s and hosts 200 tropical and subtropical species, such as tropical shrub species, wetland species, beneficial species for humans.



VISION

The purpose of the greenhouse will remain the same. Upgrades are necessary to provide optimum conditions for tropical species.



COST

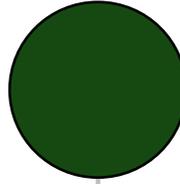
Most of the work involves renovation of the building and HVAC upgrades.

Cost: 300.000 euros



Today

The building was originally designed for the cultivation of orchids but is currently in disuse. Much of the interior space is colonized by wild plants and creepers



Vision

Restore and renovate the building, establishing the ideal conditions for the cultivation and display of tropical orchids, returning it to its original purpose.



Cost: 200.000 euros



TODAY

The French Greenhouse built 1883-1884 houses a rich collection of succulent plants as well as a self-contained section dedicated to plant breeding.



VISION

Improve functionality by renovating and reconfiguring into two different areas (ferns and succulent plants)



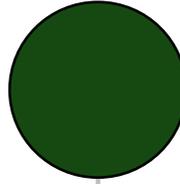
COST

Installation of humidification and heating and interior wall reconfiguring:
Cost: 50.000 euros



Today

Currently, the greenhouse is used for temporary exhibitions and as a space for cultural and artistic events.



Vision

Internal walls and lighting system will be upgraded to enhance the visitor experience and improve the quality of the exhibitions.



Cost: **250.000** euros



TODAY

Tunnel I is a rectangular outbuilding located at the entrance of the garden, in front of the ticket office and is used as an office, storage and conference space.



VISION

The building will be reconfigured to become a book store and gift shop, retaining some space for small meetings.



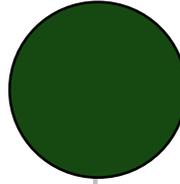
COST

Reorganization of space and purchase of furnishings and equipment.
Cost: 150.000



Today

The building is located at the end of central parkway, The structure is currently used as a small warehouse and as a space for educational activities conducted by the Botanical Garden during special openings or particular events



Vision

Upgrade facility and install internal walls and lighting system



Cost: 200.000 euros



TODAY

The Serra Corsini, built at the beginning of the second half of the 1800s is structured in two sections and occupies a total area of about 300 m2 and houses a rich collection of succulent plants.



VISION

Improving infrastructure for the better preservation of the rare plants kept inside



COST

General maintenance and improvement of climatic conditions.
Cost: 70.000 euros



Now

The Monumental Greenhouse features a central Art Nouveau section and an orangerie-type "Winter Garden" made in 1877 by the French firm Mathian. Inside the Palazzina, are the laboratories of the Germplasm Bank, which contains seeds of more than 900 entities including species, subspecies of botanical varieties

Vision

The use of the facility will remain the same. The work will increase energy efficiency and accessibility by staff and the visiting public.



Cost: **70.000** euros

Partnership with Rome's Green Heart of Biodiversity

BGR is actively soliciting partnership from an external source in order to fund the infrastructure improvements and position the BGR to be a more popular tourist attraction as well as a center for learning and exchange around issues of biodiversity, sustainability, and climate change.

Benefits:



Branding

Exposure on the BGR website, signage in select locations, priority access to the facilities for events/meetings



Social awareness

Associating with key issues of sustainability, conservation, and climate change awareness



Corporate Social Responsibility

Sponsoring a flagship cultural asset in Rome makes excellent business sense while meeting corporate social responsibility and marketing needs



Company and Community

Partnership can provide a company with a channel for volunteer programs and learning opportunities for employees on the way to meeting CSR objectives through supporting community and education projects



Contacts

Contact us to request additional information
and discuss details of the potential partnership.

[CLICK HERE](#)