



LANDSCAPE THERAPY

with Edwina von Gal



Bring Landscape Therapy to Your Community

We know it can be overwhelming to learn about all the environmental challenges we are facing today—biodiversity loss, climate change, exposure to toxic chemicals. But at Perfect Earth Project we also know that there are simple—and beautiful—solutions. Every landscape, garden, and yard has the potential to be a thriving, biodiverse, and beautiful ecological community—an extension of your family! And Perfect Earth is here to show you how. Find out what your land truly needs. Discover what you can do to make your landscape a safe and welcoming home for people and the wildlife that depend on it. Learn how to listen to your land, reduce harm, create a healthier relationship with it, and make a garden you LOVE and enjoy.

Landscape Therapy is a unique multi-part (and customizable) event to help anyone who has a relationship with land—landowners, landscape professionals, municipalities, and environmental organizations—shift to ecological land care. Participants will also gain access to Perfect Earth's support materials including tip sheets, guidelines, and ground rules.



Goals

Gain Knowledge.

- Learn about the benefits of ecological land care, including reducing harm, increasing biodiversity, and creating joy;
- Discover the harmful effects of conventional landscaping;
- Identify the most common gardening challenges faced on the journey to ecological land care and how to avoid them.

Develop an Action Plan.

- Attain the knowledge, tools, and confidence needed to create goals for cultivating a healthy, functional, and toxic-free relationship with your property and to communicate these goals clearly to landscape professionals.

Build a Community.

- Grow an environmentally-aware and active community of experts and neighbors to share knowledge and challenges, and develop a support network.



Landscape Therapy Offerings

Perfect Earth Project founder and landscape designer Edwina von Gal will present to your group about the benefits, beauty, and joys of ecological land care—what it is, why it matters, and how to do it. We have found that audiences get the most out of the experience if Edwina interacts with them and speaks directly to what they most want to know. We propose the most effective format is to hold a Q+A after Edwina speaks with a panel of two to three local experts focusing on the particular interest of the host to bring extra intelligence and relevance to the group conversation. Even more beneficial is to have a few local environmental organizations at tables to answer questions (such as *What should I plant in my garden?*) that are specific to individual inquiries.

PRESENTATION

Presentation: Edwina presents with or without powerpoint (your choice!), 15 to 30 minutes.

Audience cards: Audience writes general interest questions (ie. biomass management, attracting birds, and/or ticks) for Edwina and the panel.

Q+A group discussion: Edwina leads a discussion with the panel in response to questions on the cards with input from the audience.

Community building/networking: Audience, panel, and tabling organizations mingle. Individuals can ask panelists and organizations for help with their own challenges and interests and share experiences.

REUNION

In order to provide additional support and encouragement, we will follow up later with a reunion. Scheduled for the off season and after everyone has had a chance to give our practices a try, reunions are an opportunity to share successes and failures and strengthen commitments. (Attendance at the original presentation is not required.) Edwina, or one of our Living Lands consultants, will open with a recap of the goals/commitments. Ideally, the host will provide one or more experts who represent their key interests and a wide conversation (with some guidance) is encouraged. Reunions can either be in person or done by Zoom.

Perfect Earth Project will supply digital materials in advance of the reunion to help everyone prepare and ideally send some questions in advance.

Contact Michele Schrougham for further info and to set up a date michele@perfectearthproject.org.

PACKAGES

- ▶ **IN-PERSON TALK with IN-PERSON REUNION**
- ▶ **IN-PERSON TALK with ZOOM REUNION**
- ▶ **ZOOM PRESENTATION with ZOOM REUNION**
(Having your group all in one room is best!)

IN ORDER FOR PERFECT EARTH TO BE ABLE TO PROVIDE THESE OFFERINGS, WE NEED YOUR SUPPORT.

Our honorarium is flexible depending on the capacity of the host organization and the extent of our engagement. Contact Michele Schrougham to learn more: michele@perfectearthproject.org.



INEZ & VINOODH

Edwina von Gal

A leading voice in sustainable gardening and landscape design, Edwina von Gal founded the Perfect Earth Project in 2013 to promote ecological land care for the health of people, their pets, and the planet. As principal of her eponymous landscape design firm since 1984, Edwina created landscapes with a focus on simplicity, sustainability, and beauty for private and public clients around the world. Her work has been published widely, including in *The New York Times*, *Vogue*, and *Architectural Digest*, and her book *Fresh Cuts* won the Quill and Trowel award for garden writing in 1998. In 2024, she was named one of the top 50 Creatives in America by *Wallpaper** magazine. She has served on boards and committees for a number of horticultural organizations and currently serves on the board of What Is Missing, Maya Lin's multifaceted media artwork about the loss of biodiversity, Longue Vue's National Council, and is a member of the Native Plant Trust's Council. Her awards include the LongHouse Visionary Award from LongHouse, the New York School of Interior Design's Green Design Award, the Isamu Noguchi Award, and Guild Hall's Academy of the Arts Lifetime Achievement Award for the Visual Arts.



Let's Team Up!

We are looking for like-minded organizations to host events in communities across the country. Together, we will create meaningful experiences for your community—spreading awareness of ecological gardening, connecting participants with local experts, and empowering them to make a difference in their own landscape.

Join us in bringing Landscape Therapy to your community. Together, we can grow a movement toward a more sustainable, biodiverse future.

INTERESTED IN PARTNERING?

Let's start the conversation! Contact us at info@perfectearthproject.org

Founded in 2013 by Edwina von Gal, Perfect Earth Project is a nonprofit dedicated to educating, engaging, and inspiring individuals, land care professionals, and decision-makers to adopt toxic-free, ecological, and climate-responsible landscaping practices necessary for a healthier, more sustainable—and beautiful—environment for all.

PerfectEarthProject.org

