

Implementation process and Results of **VerdeVida**

Since 2024, we have been developing VerdeVida, first phase of participatory diagnosis was conducted and was followed by the co-construction of a collaborative work plan.

From this:



To this:



Automated Irrigation and Climate Control in the Garden –
STEM in Action



VerdeVida is based on a behavioral change model and the integration of sustainability practices. We apply the COM-B framework, which focuses on three key elements—Capability, Opportunity, and Motivation—as determinants of behavior change.

In the Opportunity component, we established urban gardens in both institutions. These are not only intended to improve access to healthy foods but also serve as collective learning spaces, teamwork facilitators, and experimental laboratories.

Girls, teachers, directors, and FSFB staff from various departments have actively participated. Harvests are brought home, encouraging the ***consumption of fruits and vegetables and strengthening the link between learning and daily life.***

Regarding Capability, FOL established an experimental lab where girls apply **STEM knowledge (Science, Technology, Engineering, and Mathematics)** by automating irrigation systems and monitoring temperature and humidity within the garden—deepening both learning and inquiry.



Additionally, we transformed the food experience with the guidance of **FSFB's chef**, who led cooking workshops focused on healthy recipes, flavor enhancement, and food waste reduction.



In the **Motivation** component, weekly sessions promote awareness of the benefits of fruit and vegetable consumption. One additional hour of weekly physical activity was introduced, along with active breaks during academic sessions.

Cooking challenges were implemented to inspire the use and enjoyment of the harvested produce:

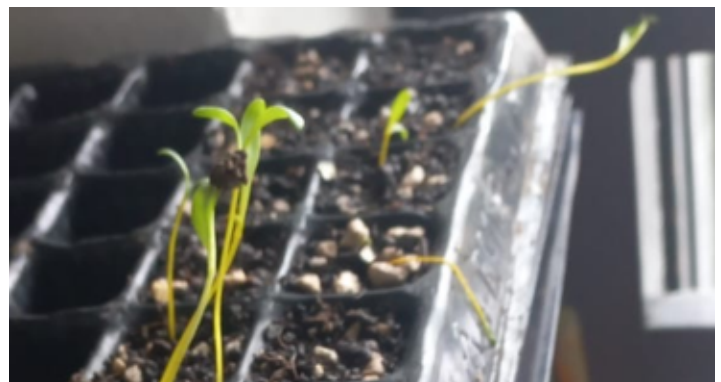


The project has achieved a 90% adherence rate in activities, reflecting strong ownership among participants. At FOL, the nutritionist received training in motivational interviewing to apply evidence-based practices in daily interactions with the girls.

In terms of sustainability, food waste tracking has been initiated, with the goal of achieving significant reductions. Additionally, rainwater harvesting systems have been installed to support garden irrigation.



Seed Germination Process in the Classroom



Rain Water Collection System


At FSFB, corporate office staff have actively joined the garden care process through weekly rotating teams. The harvest is shared among the personnel as part of the institutional strategy *"We take care of ourselves to care for others,"* led by the Human Talent Department and the "Tejedores" volunteer program, where staff dedicate time to initiatives that promote health and community well-being.




This project has been made possible through the articulation of multiple FSFB areas—including public health, research, clinical teams, industry partners, FOL's educational experts, and agricultural professionals. **VerdeVida remains in implementation and is already showing strong results in participation, ownership, and sustainability, with great potential for expansion.**

Scan QR for more information



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