

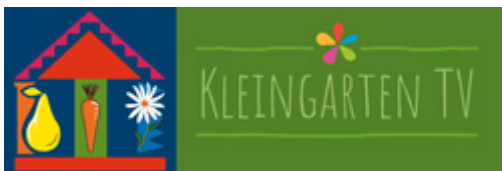
## **“Kleingartentv.at” - The "TV Station" made by allotment gardeners for allotment gardeners**

### **The idea**

At the occasion of its 100th anniversary celebration and the international congress in Vienna, the central Austrian allotment federation successfully cooperated with a production company. The idea for an internet platform “KleingartenTV” (allotment TV) originated from this cooperation.

“KleingartenTV” serves as an information and communication platform. The central Austrian allotment federation’s aim is to strengthen the community spirit of the allotment gardeners and to provide them with an opportunity to get more easily in touch with each other. Additionally, the members can be informed promptly about important topics. Thus, the internet platform “Kleingartentv.at” is a perfect complement to the monthly magazine of the federation “Kleingärtner”, the homepage “www.kleingaertner.at“ and the presentation in various social media.

After a month of testing, the platform went online on September 1<sup>st</sup>, 2017 for all Austrian allotment gardeners and subscribers to the magazine. During the first weeks, more than 700 members registered on the platform. Currently 25 videos are available. Every 1-2 days a new contribution is going to be inserted.



### **Entertainment and information**

The contributions on „kleingartentv.at“ are divided into several categories. Under “Garden-News” you can find videos with tips, recipes, information from the central federation and a glance behind the scenes of the allotment movement. The category “Mein Garten” focuses on the inhabitants of the allotment gardens. Here their hobbies and special features are presented. The allotment associations are presented in the category “Garten Doku”. In addition, you find here contributions on the long history of the Austrian allotment movement. Impressions from events and anniversaries are gathered in the category “Garten Fest” (Garden festivals).

In addition to the videos produced by the central federation, users have the opportunity to share their own contributions, videos and pictures with the other users.

## Virtual associative house

The virtual “Vereinshaus” (associative home) is an Online-Community in which the allotment gardeners can connect with each other. Each user can create an individual profile. Similarly to what happens on other social media platforms, videos and photos can be shared. Furthermore, members can meet in self created interest groups. The user can add “Friends”, chat and write messages.

In this way the Austrian allotment gardeners are given the opportunity to get closer, swap ideas according to their interests and support each other.

## VIDEO (German)

<https://youtu.be/TyMiSjKaHfs>

The screenshot shows the homepage of the Kleingarten TV website. The header is green and contains the logo on the left, navigation links in the center (Sendungen, Der Kleingärtner, Termine, Wetter, Vereinshaus), and a user profile on the right (Halo, ThomasG.). Below the header, there is a breadcrumb trail: Aktuelle Seite: Startseite / Sendungen / Mein Garten. The main content area is divided into two columns. The left column, titled 'Unser Programm', lists several video series: GARTEN NEWS, MEIN GARTEN, GARTEN DOKU, GARTEN FEST, and WILKOMMEN IN MEINEM GARTEN. The right column, titled 'Mein Garten', features a text introduction about Austrian allotment gardens and a contact email (redaktion@kleingartentv.at). Below the text are two video thumbnails. The first video is titled 'Selbst ist der Mann' and shows a man in a garden. The second video is titled 'Der Herr der Schildkröten' and shows a man with a turtle. The website is framed by a decorative border of small garden images.