



COMPANY PRESENTATION

Greenmood

Biophilic Design

About Us

Founded in 2014 by Sadig Alakbarov, in Belgium, at Greenmood we manufacture green walls and other 100% natural indoor acoustic solutions to meet the needs of modern workplaces. Using specially preserved greenery, the products reduce noise pollution, add beauty, and boost productivity – all while promoting respect for the natural environment and encouraging sustainability.

Our concerns extend to the emotional and physical impact workspaces have on the people working in them when there's no nature to be seen.

The brand's founding was catalyzed by this idea: how to bring nature indoors and create more comfortable and productive workspaces with minimum impact on the environment. Therefore, we select carefully our suppliers and expeditors, always looking for the greenest solution.



Inspired by
nature



Biophilic Design

What does it mean?
Reasons to invite nature indoors
Our mission
Sustainability
Spread the word

What does Biophilic Design mean?



Biologist Edward O. Wilson first described the concept of biophilic design in his book *Biophilia*. However, the term *biophilia* was coined by philosopher, sociologist and psychoanalyst Eric Fromm to describe “a passionate love of life and all that is alive.”

Thus the purpose of Biophilic Design is to reconnect people to nature by integrating natural elements into their spaces at the same time keeping high aesthetic values.



They are often
subconscious


Ways in which we seek contact with nature

Fromm hypothesized the idea that human beings possess an innate tendency to seek connections with nature. These connections may take the form of cultivating indoor plants and outdoor gardens, taking nature walks, raising pets or just enjoying natural colors and large picture windows with outdoor views. All are attempts to create a sense of balance in our lives by getting closer to nature.

Biophilic Elements

In the process of designing a biophile interior it is crucial to source carefully the materials that will be used. To create a truly Biophilic Design it is necessary not only to make it appear natural, but to actually use natural materials that are not harmful to the environment.

Materials such as cork, wood, recycled metal, ethically harvested plants and other ecological solutions are referred to as Biophilic Elements.

A close-up photograph of cork bark, showing its characteristic layered, wavy, and textured surface in warm tan and brown tones. The texture is highly detailed with visible ridges and grooves.

Sustainable
materials

A modern office interior featuring a curved planter box with various green plants in the foreground. In the background, a man in a white sweater and dark pants is walking down a set of wooden stairs. The space is bright with large windows and a curved white ceiling. A semi-transparent green banner with white text is overlaid in the center.

WHY SHOULD WE INVITE NATURE INDOORS

GREENERY IMPROVES OUR HEALTH

Spaces filled with greenery have a tremendous impact on our physical and mental health. Multiple studies have shown that they reduce the level of stress and anxiety, which are directly linked to our health and general well-being.



ABSENTEEISM

Habit of absent oneself from a task, job or obligation without just cause.

A person in a dark blue suit and striped tie is sitting at a desk, typing on a silver laptop. The desk is cluttered with various items: a tablet displaying a line graph, several papers with charts and graphs, and a pen. The background is a soft-focus office setting with white curtains.

5.5 YEARLY AVERAGE OF UNSCHEDULED
ABSENCE DAYS PER EMPLOYEE

3.3 % ABSENTEEISM RATE IN USA

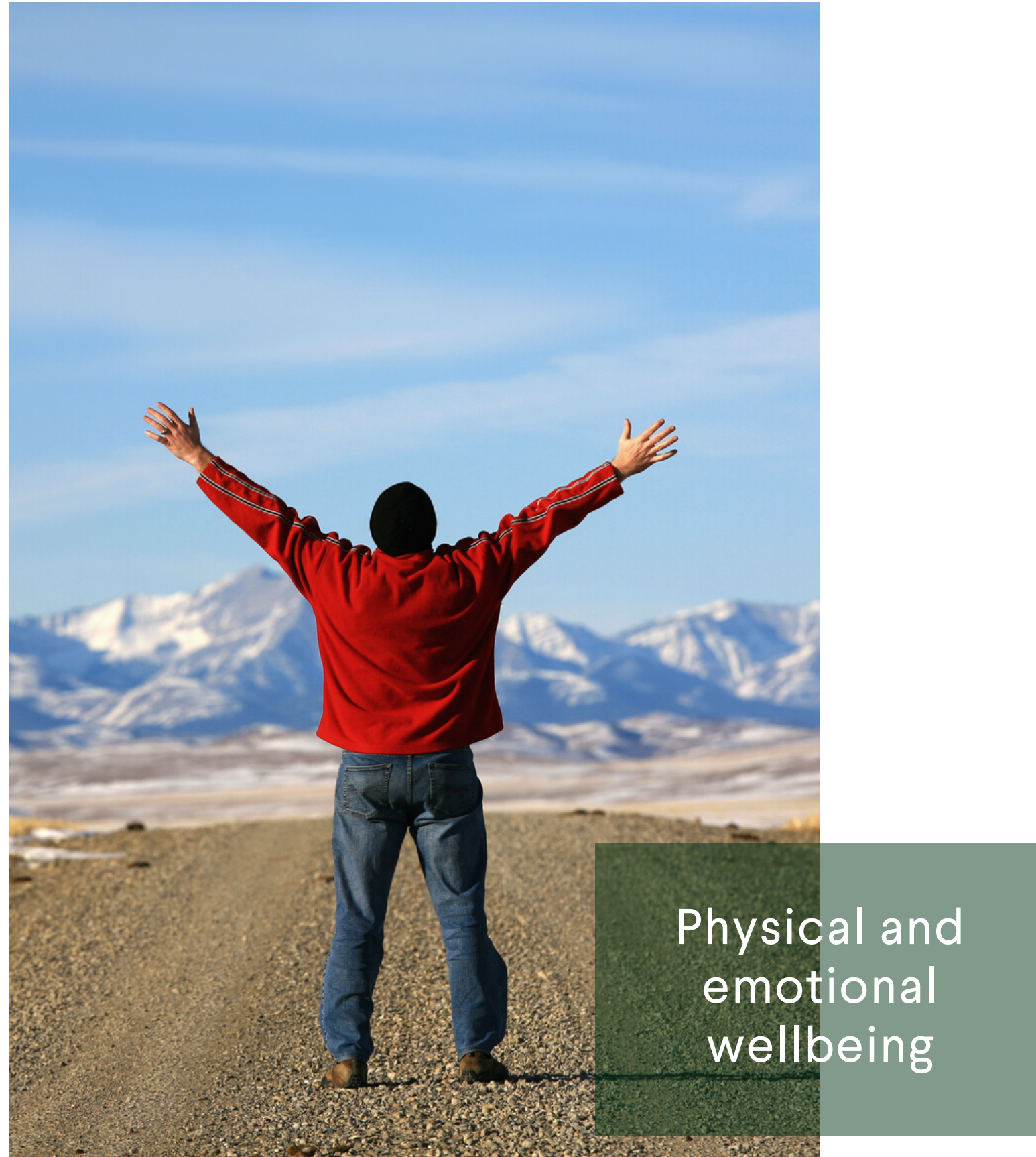
\$1,685 COST OF ABSENTEEISM
PER EMPLOYEE EACH YEAR



A TOUCH OF NATURE

Turns out that adding greenery to the workplace is the perfect cure for absenteeism.

- Thermal comfort
- Increase of humidity by 5%
- Increase of attractiveness up to 26%
- Positive mood
- Decrease between 16-36% of calls in sick
- 1.6 fewer sick days per employee per year



NATURE HEALS

Being in nature, or even viewing scenes of nature, reduces anger, fear, and stress and increases pleasant feelings. Exposure to nature, not only makes you feel better emotionally, it contributes to your physical wellbeing, reducing blood pressure, heart rate, muscle tension, and the production of stress hormones.

Research done in hospitals, offices, and schools has found that even a simple plant in a room can have a significant impact on stress and anxiety.

Source: www.takingcharge.csh.umn.edu



Distraction
from pain

NATURE SOOTHES

Because we are genetically programmed to find it engrossing, we are absorbed by nature scenes and distracted from our pain and discomfort.

This is nicely demonstrated in a now classic study of patients who underwent gallbladder surgery; half had a view of trees and half had a view of a wall. According to the physician who conducted the study, Robert Ulrich, the patients with the view of trees tolerated pain better, appeared to nurses to have fewer negative effects, and spent less time in a hospital.

Source: www.takingcharge.csh.umn.edu



Increase of
focus and
productivity

NATURE RESTORES

Time spent in nature or viewing nature scenes increases our ability to pay attention. Because humans find nature inherently interesting, we can naturally focus on what we are experiencing out in nature. This also provides a respite for our overactive minds, refreshing us for new tasks. In another interesting area, Andrea Taylor's research on children with ADHD shows that time spent in nature increases their attention span later.

Source: www.takingcharge.csh.umn.edu



Greater feeling
of empathy
and love

NATURE CONNECTS

According to a study at the University of Illinois, residents surrounded by green spaces have a greater sense of community, reduced risk of street crime, and lower levels of violence and aggression between domestic partners.

This experience of connection may be explained by studies that used fMRI to measure brain activity. When participants viewed nature scenes, the parts of the brain associated with empathy and love lit up, but when they viewed urban scenes, the parts of the brain associated with fear and anxiety were activated. It appears as though nature inspires feelings that connect us to each other and our environment.

Source: www.takingcharge.csh.umn.edu



Our mission



The global pandemic brought tremendous changes to our everyday life and work routines. Therefore, we are more committed to bringing the benefits of the natural world into professional and residential spaces, connecting our clients with the beauty of nature wherever they live and work.

In addition, inspired by the sustainability guidelines of ISO26000, we are now seeking better ways to support a greener environment, not only in our offices and our factories, but also in our dealings with employees, vendors and the community.

Sustainability

Most people think about sustainability in terms of the environment outside four walls. But at Greenmood we take a broader, biophilic view. To us, concerns about the environment extends to the emotional and physical impact work spaces have on the people employed there.

We aim to make a positive impact on the environment by educating our society on the importance of treating it with respect and care, so the future generations can enjoy its intact beauty and benefits that come with a clean, natural environment.

To find out more about our steps towards becoming a responsible company, read our [Sustainability Report](#).

A photograph of a person wearing a green shirt, working with various plants in a terrarium. The person's hands are visible, carefully placing or adjusting the plants. The terrarium contains a variety of green plants, including some with long, feathery fronds and others with small, dark leaves. The background is softly blurred, showing more of the terrarium's interior.

One step at
a time



We only use all
natural materials





Outside In-The Biophilic Workplace

In order to promote a sustainable lifestyle, we have decided to take action and not only become an example for others, but also educate people about the importance of nature in our lives by participating in the CEU program, where we speak about biophilic design with architects and interior designers.

Moreover, we support various local sport centers, including youth football clubs, where we actively promote a healthy lifestyle and connection to nature.

If interested, you can request your CEU [here](#).

Welcome to

Greenmood

www.greenmood.be



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