



We create
efficient,
compact, and
self-sustaining
green spaces.

catalog / EN

The Hub-story



In the spring of 2024, Zoltán and István went on a joint business trip to Milan. One day, they canceled two meetings, which freed up some time to talk about Zoltán's challenges in the field of urban green space construction and maintenance. Over a friendly conversation with a beer, an idea emerged: a garden that you could simply place somewhere, and it would be ready. This is how the concept of Veridian Hub was born.



Csilla Sztarinka

Coach, business developer, Italian and international executive

Partner - Business Development
International Relations



Zoltán Lukács

Managing Director, Owner, Founder at Zöldkert Stúdió Ltd.; Landscape Studio Ltd.

founder, ceo



István Jäger

Managing Director, Owner, Founder at Media-Press 91 Ltd.; CR3 Marketing Agency Ltd. and Landscape Studio Ltd.

founder, ceo



Why do we believe in this project?



This is because Hubs allow us to create green spaces with minimal local environmental impact and without any significant environmental intervention. Veridian Hubs are part of clean energy technology because they operate in island mode, using renewable energy, and are designed to purify the air naturally.

Let's make the future greener together!





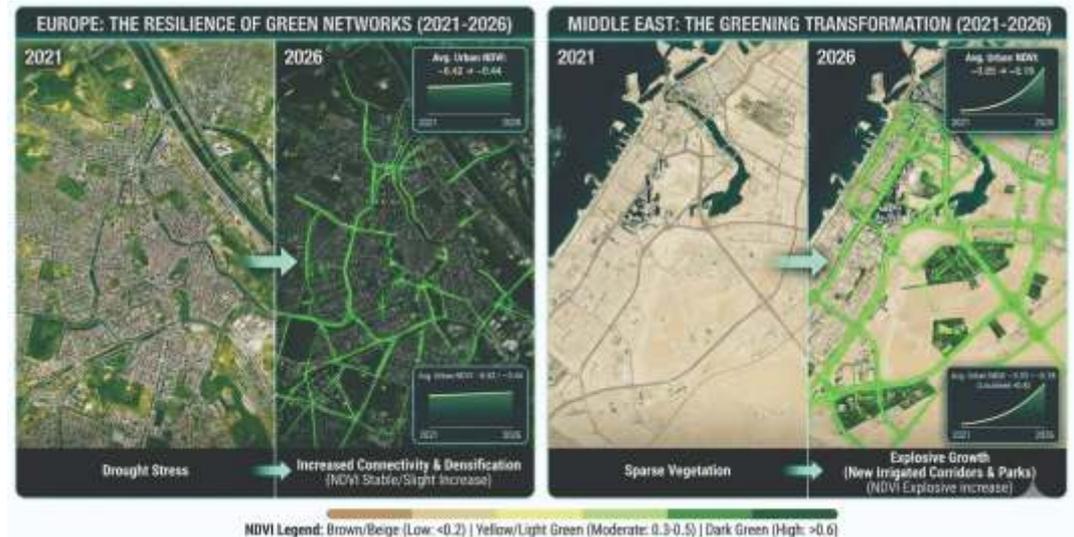
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Why do we think Veridian Hub is a necessary and timely solution?



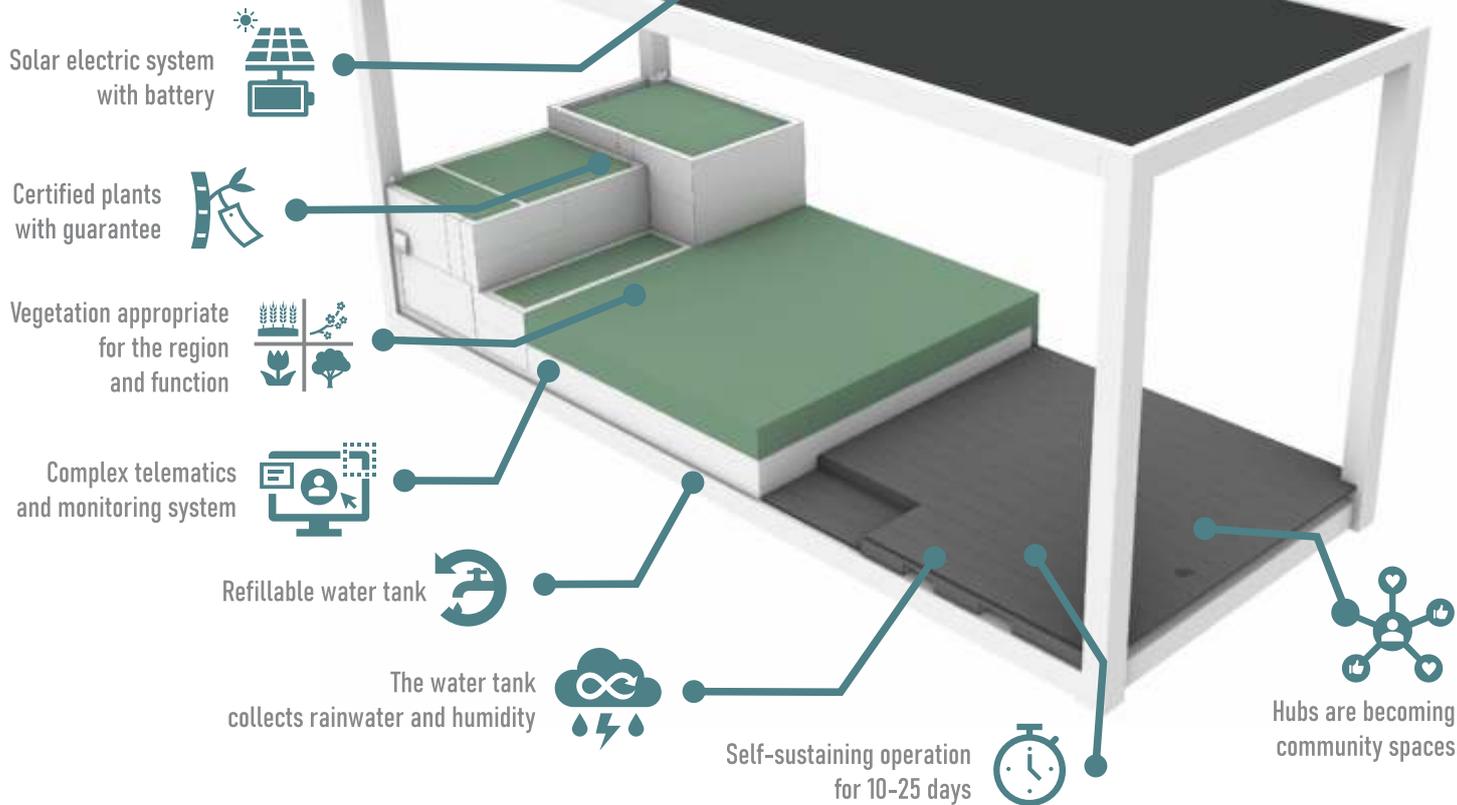
Based on data from 2021 to 2026, Europe focuses on connecting existing green networks and implementing the drought-resilient "sponge city" concept. In contrast, the Middle East is undergoing technology-driven, explosive greening, where new irrigated corridors drastically reduce desert heat. Maintenance in both regions has become data-driven, using AI-based systems to optimize scarce water resources. Improvements in NDVI indicators confirm the effectiveness of these interventions in combating urban heat islands. This transformation serves both climate adaptation and the long-term improvement of public quality of life.

Changes in urban greenness (NDVI) 2021 vs. 2026



How do the Hubs work?

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The "3-30-300" rule:
3 trees visible from the window
30% canopy cover in the neighborhood
300 meters to the nearest park

This became the basis for European urban development by 2026



Complex telematics & monitoring system

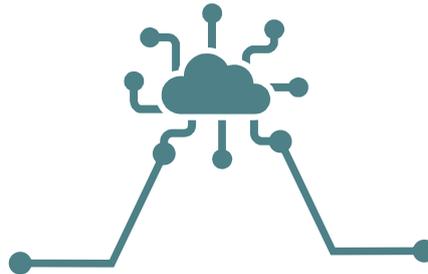
Data measured within the hub:

- water tank saturation
- water pH value
- water temperature
- irrigated water temperature
- technical box temperature
- inverter operation
- battery energy level
- battery temperatures



The Hub continuously sends data to the central server via a GSM module.

The collected data is recorded and processed on the server (cloud-based). This provides continuous feedback on the efficiency of the Hub.



The data collected by the Hub is visible to our office and, of course, to our Distribution Partner. The system sends a notification if the data reaches a critical level (e.g., water level in the tank).

Measurable environmental data:

- air temperature
- carbon dioxide level
- airborne dust concentration
- humidity
- air pressure
- nitrogen oxide level
- sulfur dioxide level
- ozone level
- methane level



The mobile container-garden



Urbanization

According to Italian climate researchers, Italy will become one of the EU's hot spots over the next 20 years, which could lead to desertification. Imagine what will happen in the Arabian Gulf by then. The Veridian Hub is an excellent solution, as it allows us to create green spaces without disrupting or rebuilding the existing built environment.



Construction

At the end of construction projects, creating green spaces usually takes an additional 3–6 weeks. In many cases, this is not only postponed until the end of the project but also becomes challenging to accomplish. With the installation of Veridian Hubs, green spaces can be created in a matter of days, significantly increasing the project's value, providing community spaces almost immediately, and even qualifying for subsidies in several countries.



Marketing

Veridian Hubs can be transformed into relocatable gardens that make any marketing or PR activity unique in an urban environment. The Hubs are easily adaptable and can meet countless usage requirements. Whether it's sustainability, coffee, waste management, telecommunications, or even brand building.



Data collection

The collection and processing of environmental data influences the creation of a greener future. The data collected helps us understand the effects of climate change, which also have an impact on economic competition. For this reason, Hubs continuously collect data from the environment, such as the amount of carbon dioxide, particulate matter, ozone, sulfur dioxide, nitrogen dioxide, and other substances. This data is also highly valuable in climate research.

Possible uses in urban environments:

- Landscaping of already paved areas
- Increasing green space alongside existing areas
- Bus stops and waiting areas
- Urban rest areas
- Creation of bee pastures

Additional benefits:

- Binds carbon dioxide
- Reduces the greenhouse effect
- Provides a more pleasant temperature
- Improves mental health
- Reduces noise pollution

Possible uses

in a construction environment:

- Temporary green space creation
- Project presentation
- Temporary street front design

Additional benefits:

- Binds carbon dioxide
- Reduces airborne dust
- Provides a more pleasant thermal environment

Possible uses in marketing environments:

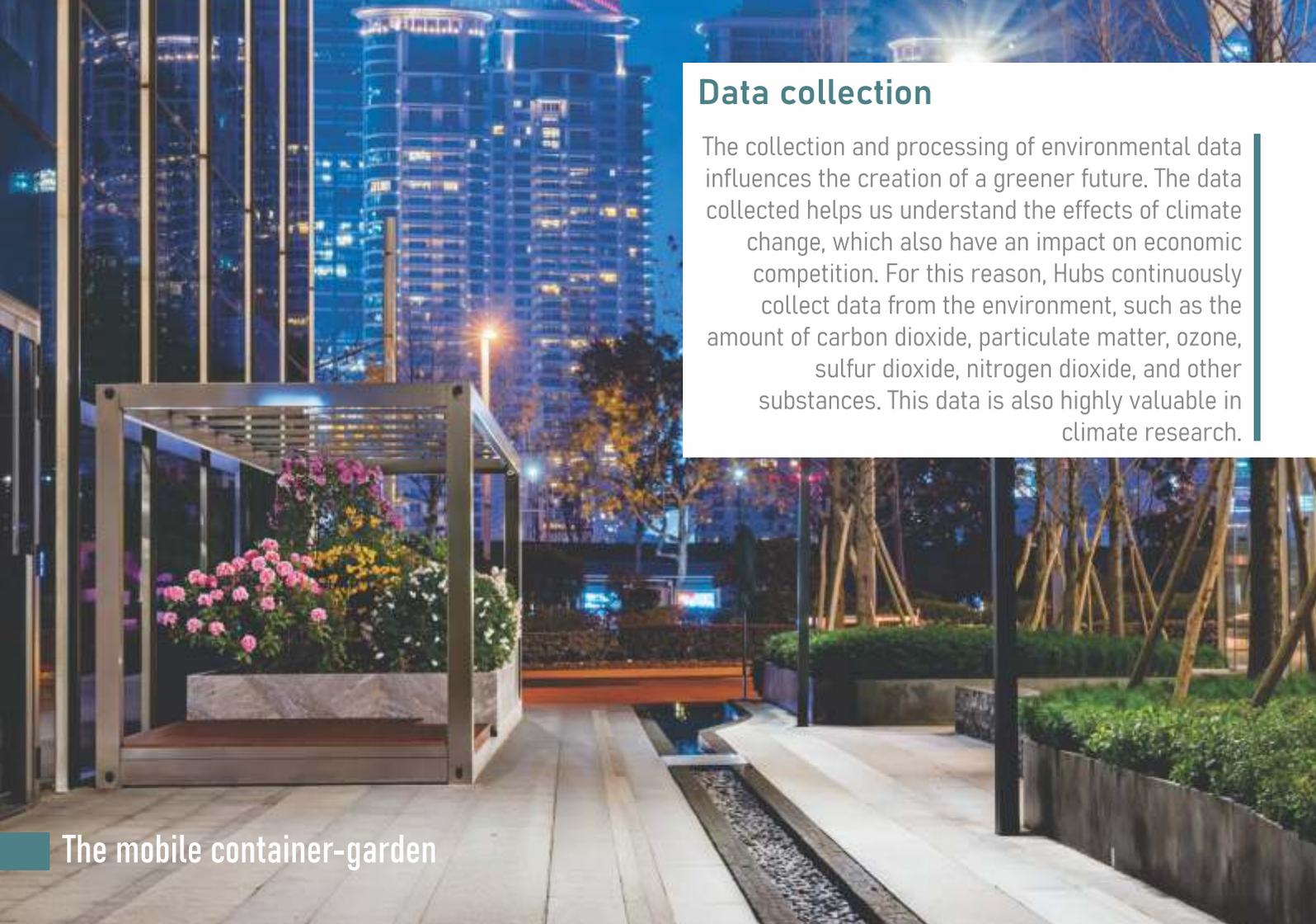
- Stand design
- Public space promotion
- Sustainability installation

Additional benefits:

- Binds carbon dioxide
- Reduces airborne dust
- Provides a more pleasant temperature
- Improves mental health
- Attracts attention



Let's make the future greener together!



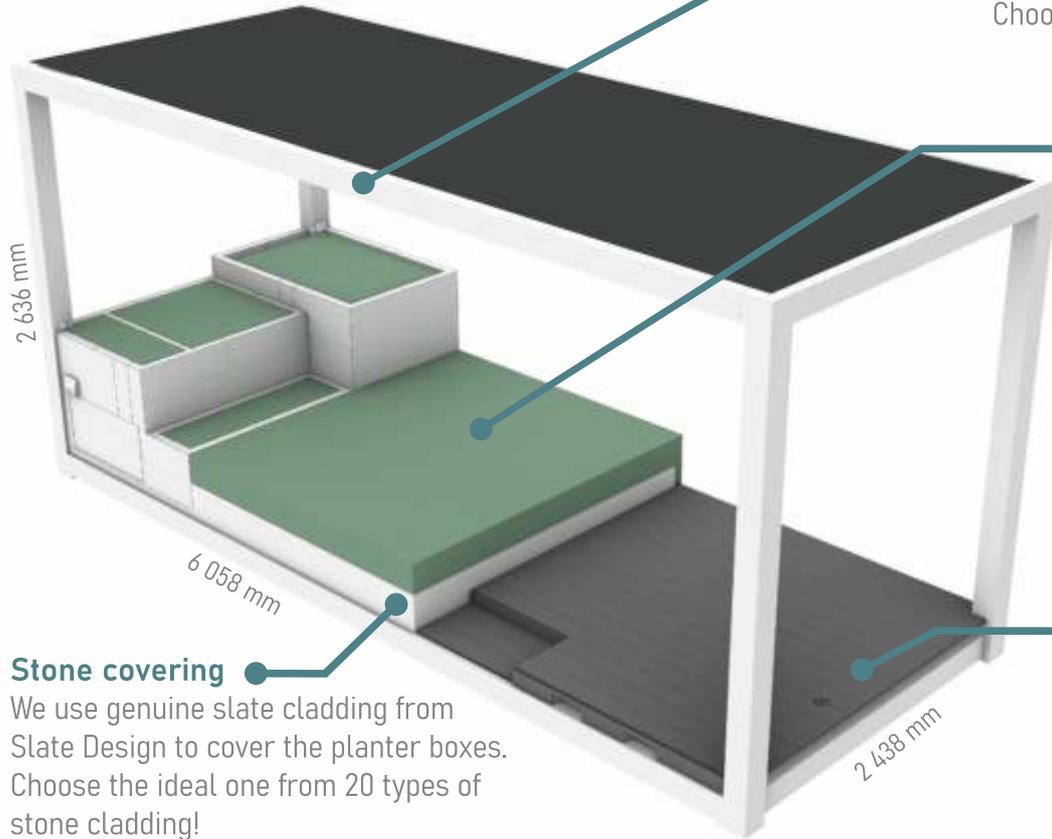
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The mobile container-garden

Design your Hub

SIZE: standard 20 feet shipping container



Frame colour

We paint the frame with #RAL colors. Choose your favorite from 178 colors!

Plants

You can choose from more than 40 types of plants, all of which are certified and have excellent carbon dioxide sequestration capabilities. We will help you choose non-invasive species that are suitable for your target area.

Stone covering

We use genuine slate cladding from Slate Design to cover the planter boxes. Choose the ideal one from 20 types of stone cladding!

Floor

We primarily use WPC panels for flooring. There are several (7) colors to choose from, but we can also install other materials upon request.

The mobile container-garden



We use real slate for the covering of the planters and WPC panels for the flooring to ensure durability and resistance.

Hub variations



Frame colours



WPC walkable surface covering patterns



01



02



03



04



05



06



07

Stone covering samples by Slate Design





The essence of fractal focus is that the human brain processes recurring patterns found in nature—such as the branches of a tree—much more efficiently and with less effort than the artificial, angular shapes of the built environment. This visual ease induces immediate physiological calm, so urban green spaces not only serve as decoration, but literally relieve our nervous system from cognitive stress.

If you like the Veridian Hub container garden and would like to place an order or request a quote, please contact our colleague Csilla Sztarinka for more information

Do you see business opportunities in this unique development? Write to us and we will share our distribution partner opportunities with you.

Do you have any ideas for further development? We welcome all ideas and advice on how to create even better and more livable urban green spaces.

The product exhibited at MyPlant & Garden expo is a fully functional prototype. Development is ongoing. If you would like to support our work, please contact István Jäger, one of the founders.

Know-how & producing:

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Vértanúk Sqr. 2/a
Tax No.: HU 32649006
hub&veridian-hub.com

Become our Partner!

Scan
the QR code
and fill out
the
form!



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Let's make the future **greener** together!

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