



Lovinggreens/AUC internships

Time Allocation

Part-Time:

- 8–4 hours a day, 2–3 days a week (flexible)

About Lovinggreens

Lovinggreens is a small, sustainable urban farm specialising in microgreens in the local Amsterdam area.

Company Goals:

- Increase wholesale and retail sales
- Boost social media visibility, both organically and through paid media
- Diversify product offerings
- Improve yields and optimize growing techniques
- Build a strong, lean team

Internship Opportunities

Skills we are looking for: Marketing and design / Basic biology or ecology (plant life) knowledge and interest / Financial analysis

- Urban Farming Internship

Tasks:

Detailed learning of how to grow microgreens using vertical and other urban farming techniques.

- Microgreen planting and harvesting
- Research innovative farming solutions
- Direct experimentation with research
- Streamline workflows for efficient and consistent growing

- Social Media/Branding/Sales Internship

Creating and scheduling posts for social media, designing and marketing the product. Lovinggreens needs a systematic, consistent, and innovative social media strategy. This plan should be built on objective research, best practices, and measurable goals (e.g., KPIs, analytics, benchmarks).

Tasks:

- Create and execute a strategic social media plan
- Assist with market research, including identifying potential clients and funding opportunities
- Help out at markets in Amsterdam
- Reach out to potential clients and get leads

- Source eco and economically friendly materials
- Identify urban farming events and conventions for networking and brand promotion

- **Financial Internship**

Tasks:

- Track expenses and revenue
- Budget for events
- Conduct and adapt pricing analysis

Examples of Past Events with AUC Students

- Lovinggreens launch party
- Pop-up dinner
- Sample testing with restaurants

For photos and more details, check out our Instagram: [@lovinggreensamsterdam](https://www.instagram.com/lovinggreensamsterdam).

Contact Information

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