

# P3 Permaculture

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## People for the Profit of the Planet

**Design. Share. Grow.**

### In this package you will find

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## What is permaculture?

Permaculture is a design science geared towards conceiving and implementing conscious and permanent ecological solutions that are based on the observation of nature. The goal is to create holistic, self-sufficient, self-abundant and ethically conscious systems for humanity - and the earth.

## Why do we need it?

We have reached the environmental and human thresholds of our planet, and our habits must change. Across the world, we are awakening to the need for real solutions that take into account all aspects of our lives; ecological, social, economical, cultural and practical.

## About P3 Permaculture

P3 Permaculture is a social enterprise that implements and promotes accessible and appropriate permaculture solutions. It is about *People for the Profit of the Planet*.

## The P3 vision

**Practice holism:** Putting into action permaculture principles, we aim to design solutions which offer an abundance of good food, information, access to healthy lifestyle choices, meaningful employment opportunities and fulfilling experiences.

**Strengthening the collective social infrastructure:** Accessibility is the core of P3's vision. Solutions must be simple, practical, affordable and attractive. Our permaculture interventions are meant to establish and strengthen supportive networks between people and organizations. We promote dynamic and diverse knowledge and skill exchange, including traditional, indigenous, innovative, intergenerational, and intercultural practices.

**Implementing appropriate & durable transformation:** Taking into account human and environmental legacies, we strive to innovate and realize lasting and tailor-made solutions. We want our financial, social and creative economies to be an ecosystem of responsible enterprises that share resources and provide mutually beneficial opportunities for development, adaptation and growth.

## What can P3 do for you?

P3 designs, shares and grows ecological solutions. P3 offers the internationally recognized Permaculture Design Certificate (PDC) course both on a part-time and full-time basis, as well as workshops, talks and special events. P3 also provides consultation services that are site and budget specific, guiding you from the initial brainstorming to the full implementation of the project.

## Connect with P3



Design. Share. Grow. [www.p3permaculture.ca](http://www.p3permaculture.ca)

### A WORD ABOUT THE FOUNDER



Graham Calder has more than 13 years of experience teaching permaculture and ecological design. In 2009, he finished his BA in Environmental and Ecology Studies at Concordia University (Montreal, QC). Dissatisfied with the traditional environmentalist approach and its inability to meet the challenges of our time, Graham turned to Permaculture. The same year, he obtained his Permaculture Design Certificate (PDC) from Jesse Lemieux and then became an apprentice to one of the great names of Permaculture, Geoff Lawton, at the Permaculture Research Institute of Australia (PRI).

At the same time, he founded P3 Permaculture in Montreal: a social enterprise teaching and consulting permaculture design with the goal of making permaculture accessible to all. To date, Graham has certified more than 350 students in Permaculture Design. He has offered consulting and design services in more than 9 countries around the world; from urban gardens in Montreal, to the desert lands of Gansu in China, the tropical rainforest of Costa Rica and Cameroon.

Now more than ever, Graham is dedicated to creating new courses and projects to inspire and facilitate the transition to action and the development of regenerative solutions for our planet and society. His projects include soil regeneration, accelerating social change and support for the implementation of regenerative projects.

## Our certifications & Workshops

### Permaculture Design Certificate (PDC)

The PDC course follows the internationally recognized curriculum provided by Bill Mollison. During this course, we observe and follow the natural principles that drive ecological systems. We learn how to integrate these principles in designing our lives, homes and communities. We focus on community and social development by sponsoring locals and farmers alike.

Upon completion of this course students obtain a Permaculture Design Certification. This certification allows them to design and implement projects for clients or for themselves that are based on ecological and holistic design principles.

To accommodate our students better, we offer the PDC course both on a part-time and full-time basis. Classes are limited to 25 students.

Taking the PDC with P3 means undertaking a dynamic and accessible learning experience. The courses provide a minimum of 72 hours of direct contact with instructors, in addition to creative homework assignments, self-study, hands-on learning, group design projects, visits to demonstration sites and other interactive learning activities.



#### Learn how to:

- Establish natural crop fertility
- Develop ecological food production
- Build soil
- Design water catchment
- Design sustainable settlements
- Strengthen local economies

#### Learn about:

- Soil fertility
- Edible forest design
- Passive solar living
- Auto-fertile and no-dig gardening
- Earthworks and soil repair
- Alternative energy production
- Aquaculture and aquaponics

## Full-Time PDC | Two-weeks intensive on site

Full-Time PDC courses happen on the field. We are always looking for exciting places to learn and share, therefore locations can vary from year to year. Students will learn, live and work together. They will be provided with rustic accommodation and meals, but they must organize their own travel.

Accommodation will include camping space, facilities and access to solar heated, gravity fed showers. Students are responsible for their own camping equipment. Each group will be allocated a community gathering space to encourage discussions and community building.

## Part-Time PDC | 8 Weekends over several months

The part-time format of the PDC takes place during 8 weekends over several months. It allows our students to take the PDC course on a busy work or study schedule, as well as to cut on the transportation costs that a Full-Time PDC may entail. The part-time model allows for more accessibility and more flexibility. Students will also be exposed to the events happening in the permaculture community parallel to the PDC.

### Pricing

> **Part-Time PDC \$1 250\***

> **Full-Time PDC \$1 750\***

*\* Prices include all course materials.*

*\* Prices for full-time include accommodations and meals however do not include transportation.*

*\* All prices are in Canadian dollars and are subject to tax*

*\* 25% non-refundable deposit is required to reserve your spot.*

### Our commitment to Accessibility

Our vision is to make permaculture accessible. We strive to make all our courses informative, interactive and affordable. If you are interested in one of our courses, yet require further financial assistance, you can apply for one of these options:

- Work Trades
- Low-Income Grant
- Tuition crowd-funding with We The Trees

*Conditions & information are available on our website. Applicable only in certain cases. Not available for all PDC courses. Applications required.*

## Workshops & Talks

We offer a variety of workshops facilitated by experts in their field. The best way to keep up to date with our workshops is to visit our [website](#), follow us on [Facebook and Instagram](#), and make sure you are on our [mailing list](#).



Topics include:

- Shiitake mushroom log cultivation
- Flood management
- Mitigating climate change with soil regeneration
- Food forest
- Pond design
- The art of lazy composting
- Water-filtration
- Wild mushroom identification
- Climate Crisis 101
- Urban Permaculture
- Ecological Gardening
- Medicinal Plants
- Self-sufficient Plant containers
- Intro to Ecological Living

**Contact us** if you want to request a workshop near you.

## Hire us!

Having an event? Want us to facilitate a workshop? Something specific you want to learn?

From children's birthday parties to international conferences, we are ready and excited to work with you!

Contact us for more information.

**\$50 Base Rate | \$85/h | 40¢/km beyond service area | Average 1-3 hours depending on workshop**

### Design phase

1

- **Table talk:** 30 minutes to 1 hour independent observation of the land by the designer, site walk through with the client, propositions of potential design options.

2

- **Concept plan:** in-depth analysis and concept plan for the site (concept plan map, priority task list for moving forward)

3

- **Detailed design:** in-depth analysis and integration of elements needed to achieve a functioning holistic system. This plan can be done for the whole site or specific areas, e.g. a food forest, garden area, greenhouse, etc.

4

- **Implementation phase:** If you need to, our team can help bring the design to life.

Pricing

Steps 1 to 3: **\$50 Base Rate + \$85/h**

Step 4: **\$35/h for Graham's labour**

**\$50/h Graham's supervision + \$25/h per labour support**

## Reviews & Recommendations

### What our clients are saying

#### **David Cameron, Project Coordinator at South Shore Social Ventures Co-op Ltd**

"Graham knows his subject and is expert at delivering course contents to individuals within a very wide range of ages, backgrounds, and learning abilities. He employs an attractive balance of relaxed classroom time and hands-on application of concepts to get the job done. As a former teacher, I am impressed with the amount and depth of material Graham is able to deliver in a day, a week and over the length of an entire fourteen day course of study. On top of the above, it is a pleasure to plan, work and negotiate the day-to-day challenges with Graham. He is earnest and principled, yet able to roll creatively with the unforeseeable realities presented by 14+ strangers in a 24/7 living/learning situation." (April 21, 2013 via LinkedIn)

#### **Jeff Schnurr, Executive Director at Community Forests International**

"Graham is dedicated to sustainable land-use and has done much to share his vast knowledge of permaculture and design with Canadians. Beyond his knowledge and experience Graham is an all around good guy and great to work with." (May 16, 2013 via LinkedIn)

#### **Mariam Masud, Certified Project Management Professional**

"Graham approaches his work with a passion and honesty that is inspiring. I first met Graham as an intern at Sustainable Concordia and have been fortunate to see him diligently pursue the values and ideas he has found to create a better world. His hard working ethic and flexibility enable him to find appropriate solutions to each task he undertakes. I wish him well in his journey and would recommend him highly." (January 27, 2014 via LinkedIn)

#### **Jonathan Byron, GIS - Real Estate Transactions at CSX**

"Graham did a permaculture analysis and plan for our acreage in Mackdale, NS. We walked the land with him and he interpreted many features and explained the pros and cons of different management options. He knows permaculture and is highly recommended." (March 2, 2014 via LinkedIn)

#### **Jean-Luc Henry, Directeur général at Mycélium**

"The first time I worked with Graham is when I invited him to talk about Permaculture at the Changemaker Forum, in front of 250 people. Its presentation was simply amazing, and I received tons of wonderful comments about its performance. I am now working with Graham as we are organizing 2013 Northeastern Permaculture Convergence. Its a deep pleasure to work with him. Graham have a smooth leadership that help create deep collaborative opportunities everywhere." (April 24, 2013 via LinkedIn)

For more reviews:  
[Graham Calder's LinkedIn](#)

## What our alumni are saying

**Josh Teasdale**

**Intensive Permaculture Design Certification, 2011**

“ I learned a lot more valuable information than I did at my 1st year of Business Administration at NSCC this year. I took a 2 week intensive course with Graham Calder in the summer of 2011 in Antigonish, Nova Scotia. I loved enjoying nature and learning about it from a fresh and unique perspective surrounded by new people with similar interests. I feel really confident in telling people about different plants and their properties, as well as the benefits and amazing ease of growing their own gardens. I have a fascination with nature and it's ability to adapt and evolve which was only enhanced and further supported by my experience with P3 Permaculture.”

**Kathryn Aitken**

**Urban Permaculture Design Certification, 2011**

“ I took the PDC course with Graham Calder in the fall of 2011. I loved the course, and in short I would describe it as a life-changing experience. Everything the course had to say made so much sense, was so simple, yet complex to apply in this crazy world, but most importantly was hopeful. Graham was an amazing and inspiring teacher. The classes were so interesting, he knows so much, yet he made us all feel like we had so much to offer and he appreciated learning from us. Graham was kind and respectful to all his students, and always gave freely of his time to respond to our many questions. Graham has had many different and interesting experiences with permaculture all around the world and has an absolutely incredible wealth of knowledge. I continue to be inspired by permaculture and would love to find a way to take another course with Graham!”

**Hayley Paul**

**Intensive Permaculture Design Certification, 2011**

“ I took Graham Calder's intensive permaculture certification course in the summer of 2011 at Canary Farms in Antigonish, Nova Scotia. I took Graham's course because he was the one who opened up my eyes to the wonderful world of permaculture and the amazing community of fellow permies. After graduating out of a bachelors in Ecology I still felt as if I had no hands on experience in my field and Grahams course gave me the that and so much more. His teaching skills are beyond any teacher I have ever had, for many reasons. Firstly, you can tell that the knowledge he has inside himself is immense but yet he does not overwhelm his students with it. As a teacher, he is able to read his students and cater to their needs as students. Our permaculture group was very dynamic and diverse, yet Graham managed to make us all happy in the way he distributed the necessary information we needed to pass the course. Finally, and most importantly, he holds no reluctance to admitt he may not know something (which is a quality that most teachers do not possess). I personally feel that the permaculture certification is something that everyone and anyone should take, especially if it is taught by Graham!”

## Frequently Asked Questions

How is permaculture different than gardening or agriculture?

Permaculture is a design science as well as a philosophy that can be applied to all areas of life.

Permaculture comes with a set of values, a holistic and solution-oriented vision of our communities, homes, relationships and food. Permaculture is not just a set of techniques for growing plants, it's a worldview.

How is permaculture different from other branches of ecological design?

Permaculture comes with a set of ethics and values, unlike for example bio-mimicry, that models itself on the observation of nature just like permaculture, but has no ethical agenda about how to apply the findings and observations.

What are the ethical dimensions of permaculture?

Permaculture has three main ethical pillars: 1) **Care for the Earth**: it's about allowing provisions and resources for all life systems to continue and multiply, and for ecological systems to be balanced 2) **Care for Others**: the human contribution can be highly beneficial, as we are an important part of the ecological system. We need to care for each other. 3) **Fair Share**: the surplus of resources generated by permaculture must be reintegrated into the system.

Is permaculture expensive?

No, it doesn't have to be. At P3 Permaculture, accessibility is a key part of our vision. Permaculture projects do not have to make use of the newest and most expensive technology. The use of technology must be adapted to context, place, people and budget. And most of the time, permaculture will illuminate solutions that are very simple by observing carefully rather than applying boilerplate quick fixes.

What does it mean to have a Permaculture Design Certificate (PDC)?

To obtain a PDC, a student must complete 72 hours of classes and learn not only techniques, but also design methodology, visions, and solutions applicable in various aspects of life. The PDC certification developed by Bill Mollison in Australia in the 1970s is recognized and respected worldwide, even though it has not been formally accredited.

How can a PDC benefit your career?

People who have completed a PDC can use the word 'permaculture' in their work and become facilitators and teacher themselves. Many also chose to start their own business as permaculture designers, consultants and practitioners. Permaculture opens doors in all kinds of paths including social entrepreneurship, natural building, food forestry, passive-solar building design, natural agriculture, community organizing, research & development, and many more.

What sets P3 Permaculture apart?

The vision at P3 Permaculture is focused on accessible permaculture. We do design work for all kinds of clients, scales and budgets, and we have three different PDC funding options for low-income students: work trades, grants and a crowdfunding platform. We truly believe that permaculture is about appropriate, contextual and lasting solutions. Additionally, we are working towards positioning ourselves as a resource not only for permaculture, but also for social entrepreneurship by cultivating an ecosystem of responsible partner enterprises.

## Some facts & quotes

### The numbers

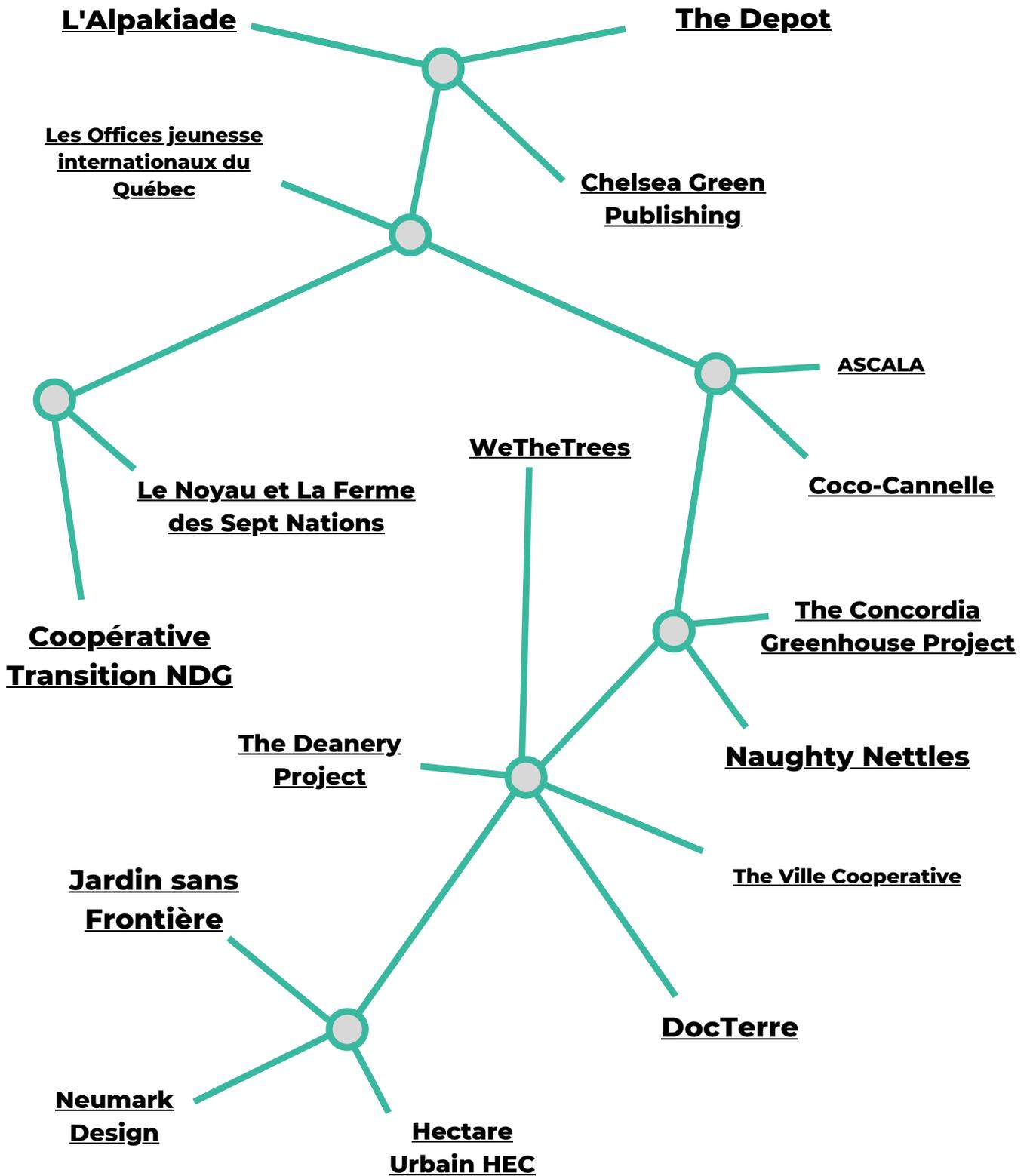
- > Since 2011, P3 Permaculture has taught 22 Permaculture Design Certification (PDC) courses
- > P3 Permaculture has created designs in 9 different countries.
- > P3 Permaculture counts over 375 PDC graduates
- > "P3" stands for People for the Profit of the Planet.
- > The word "permaculture" was coined by Bill Mollison and David Holmgren in Australia in the 1970s. Permaculture is now a world wide movement.

### Dr. David Suzuki on permaculture

**“What permaculturists are doing is some of the most important activity that any group is doing on the planet. We don’t know what the details of a truly sustainable future are going to be like, but we need options. We need people experimenting in all kinds of ways and permaculturists are one of the critical groups that are doing that”**

**Our ecosystem of partners**

#P3GROW



### **Adopting appropriate technologies**

While permaculture is certainly about observing Nature and imitating what she has always done best, it doesn't mean that it rejects technology altogether. Permaculture is about finding the appropriate solution for each context, budget, place and community. There is no all-encompassing trick, but there are certainly ways to make permaculture more effective. P3 is currently working with some of the most interesting and innovative technology collectives in order to develop ways to improve permaculture processes, while respecting the environments and people that they benefit. To be continued!

### **Growing with you**

P3 Permaculture and its community are like an ecosystem. We thrive on growing together and on finding more and better ways to collaborate and pool our creative, human and economic resources. We are always on the lookout for new mutually beneficial partnerships and projects. Just reach out to us with your idea, we'll do the same.

### **Improve your well-being**

P3 Permaculture works on the well-being of everyone in our living environments. Indeed, very often the offices are not made to be in optimal conditions for work. P3 then created products to bring greenery indoors, using recycled and natural materials. Currently, P3 offers Moss Art frames, terrariums, green walls and green plants.

### **More education options**

P3 is currently working on an online course to offer the core content of the PDC to a larger network of prospective students. This will allow for even more hands-on techniques and participative training during the design portion of the certification.

We are working on delivering more content through how-to videos, articles and podcasts that will make the information accessible to our students in-between courses and to people new to the field. Also, to support our students who have obtained their PDC we will be hosting more advanced and in-depth courses to bring their knowledge to the next level; allowing them to further their own projects and careers.