# **SMART** Rooftops







## City Goals

- Environmental and resource efficiency goals
- Integrated Development Plan (IDP)
- Integrated Metropolitan Environmental Policy (IMEP)

## **Current Showcase Rooftop**



## Project Goals

- Produce micro greens and oyster mushrooms
- Market to local restaurants
- Collect coffee grounds from local shops
- Job creation for low income workers
- Establish multiple rooftops in the city

## Marketing

- Building owners
- Project funders
- Restaurants
- Coffee shops

## **Building Owners**

- Improve insulation
- Reduce storm runoff
- Reduce heat island effect

## Project Funders

- Corporate Social Responsibility Investment
- Use alien tree species for construction
- Instrumental in startup of SMART rooftops
- Advertise funders

#### Restaurants

- Natural produce with no carbon footprint
- Foster social development
- Advertise restaurants
- Logo for menu

## Coffee Shops

- Recycling coffee grounds
- Foster social development
- Advertise coffee shops
- Logo for recognition

#### Worker Selection Criteria

- Low income
- Disabled
- Prefer Women
- Close proximity to rooftop
- No criminal record
- No drug/alcohol abuse
- Gardening background beneficial

#### Worker Selection Process

- Formal application and interview process
- Advertise: Newspapers, posters, social media

#### **Future Positions**

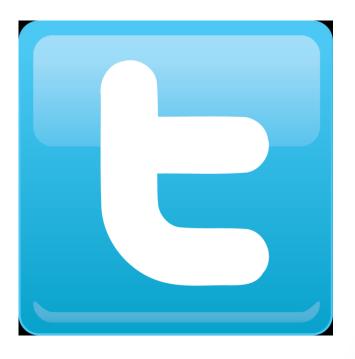
- Supervisor:
  - Supervise workers
  - Ensure production is meeting demand
- Distributor:
  - Produce distribution

## Planning

- 1. Map potential buildings and restaurants
- 2. Develop marketing plan
- 3. Meet with potential stakeholders
- 4. Advertise job opportunities
- 5. Select workers
- 6. Construct additional rooftops

#### Social Media





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