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