

SMART Rooftops



WPI



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU



touching the earth lightly

people + conservation + design

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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