

# Green Roofs as a Green Business

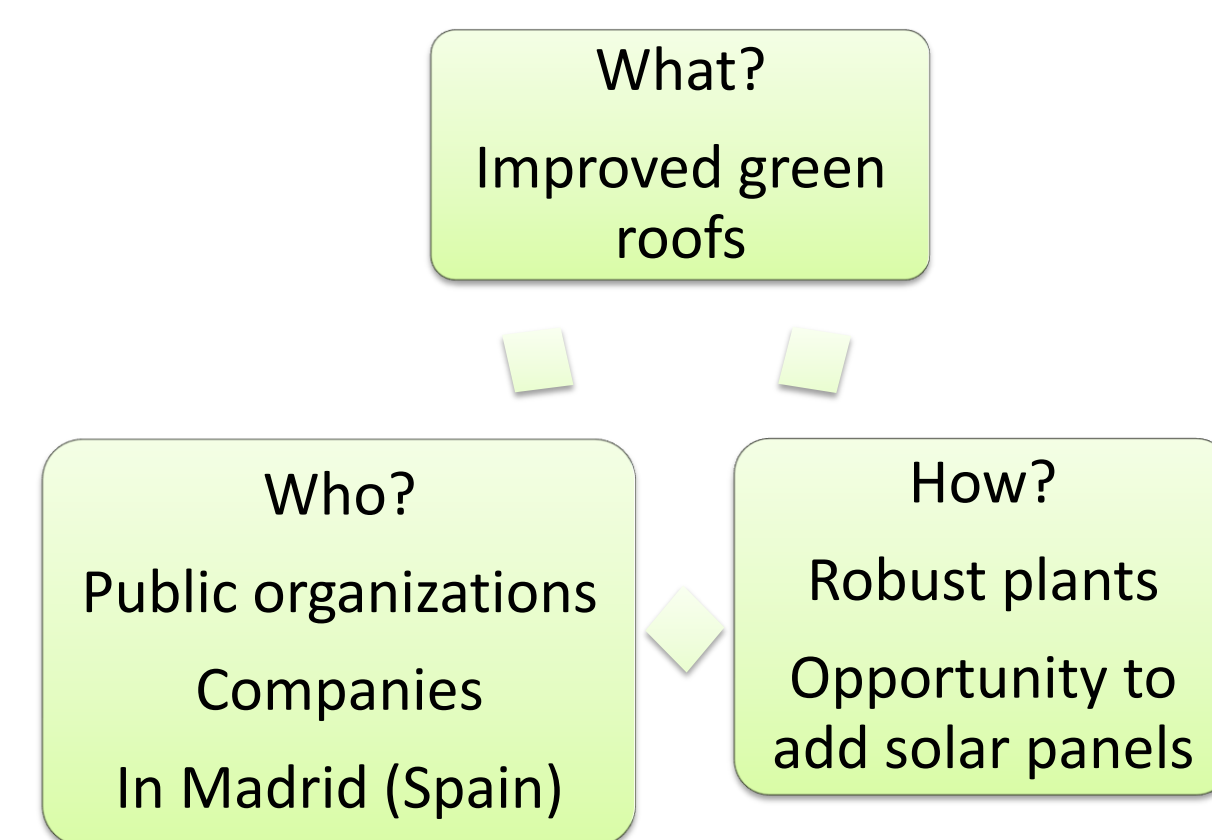
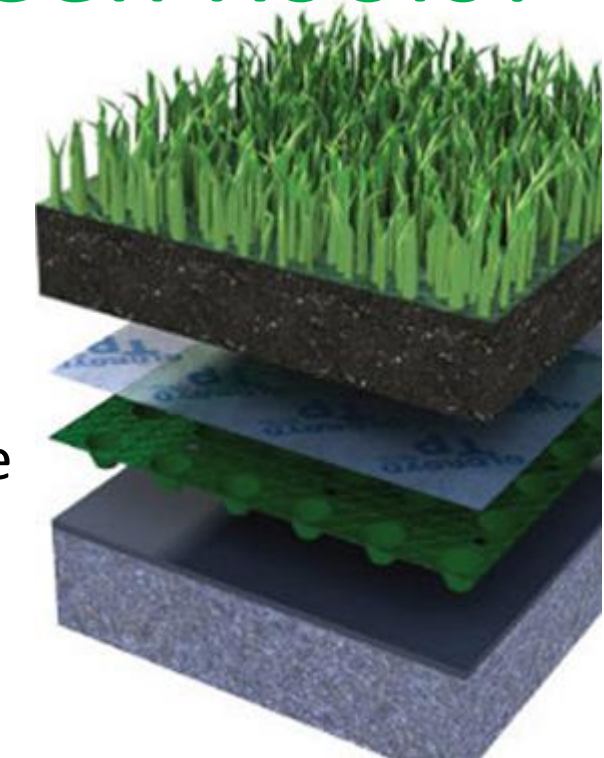
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## What we do?

Business idea, Vision, Main goals, Strategy

### What are Green Roofs?

growing medium  
root barriers  
drainage layer  
filter fleece  
irrigation systems  
waterproofing membrane



### Vision

Make people aware of the importance of green roofs and the benefits they bring

### Main goal

Extend our business in Madrid, covering 80% of the corporate's buildings

### Business strategy

Partnerships with big corporates => 2 way advantages

## Green business

### Sustainable Business

- Environmentally responsible operations
- No negative impact on the global or local environment, community, society or economy
- Often progressive environmental and human rights policies

### Criteria for Green Business

1. It incorporates principles of sustainability
2. Commitment to environment principles
3. Environmental friendly products or services change
4. Greener than traditional competition

### Corporate Sustainability Strategies

1. **Innovation:** Ability to change
2. **Collaboration:** Networks
3. **Process Improvement:** Surveying and improvement
4. **Sustainability Reporting:** Reporting of company performance

### Indicators and Standards

- Carbon footprint, LCA, Reuse, reduce & Recycle
- Factors: Ozone depletion, climate
- Loss of biodiversity...  
→ ISO 14001, 14010



## You need us!

### Because

- We are the only green roof producers in your country.
- We help you increase your profits in an easy way.
- We are flexible, responding to our customer's needs.
- We can make your company a better place.
- We can "green" your image.

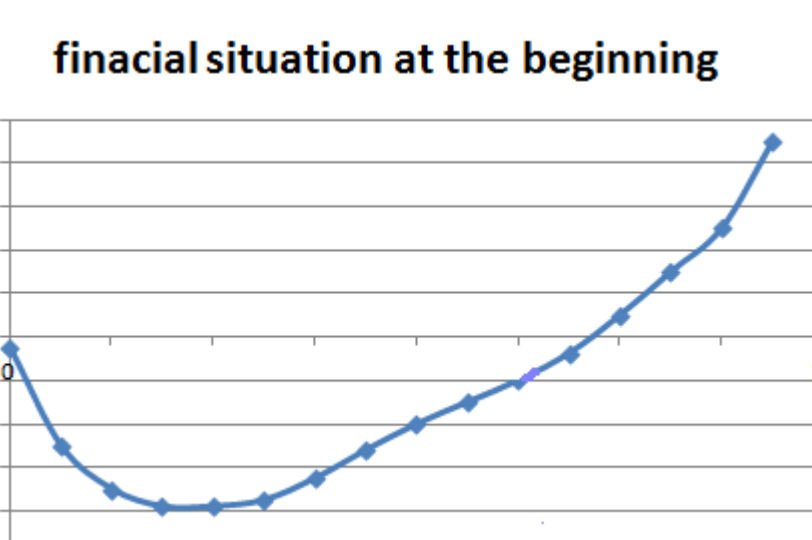
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## What do we offer?

Product, Price, Financial calculation

### Product

- High quality products and services
- Fast services
- Flexible services, depending on the customer's needs

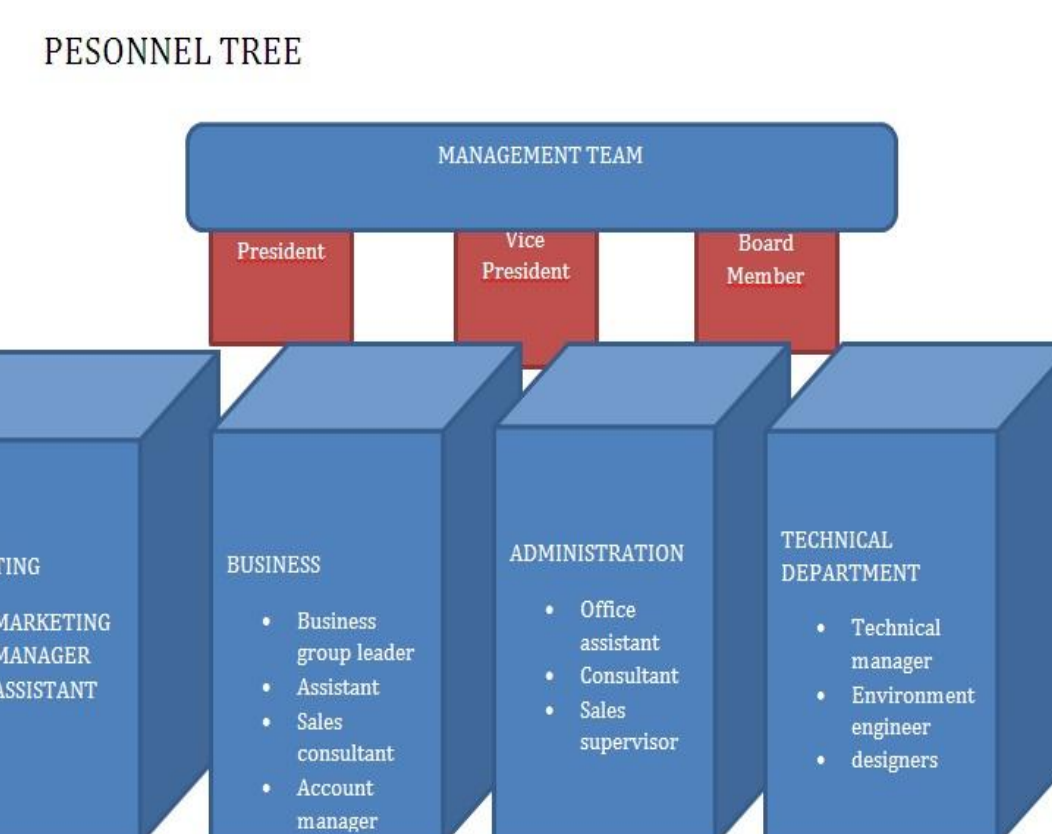


### Price

- 39.51€/ m<sup>2</sup> for green roofs with waterproof membrane
- 24.51€/ m<sup>2</sup> for green roofs without waterproof membrane

## Marketing plan

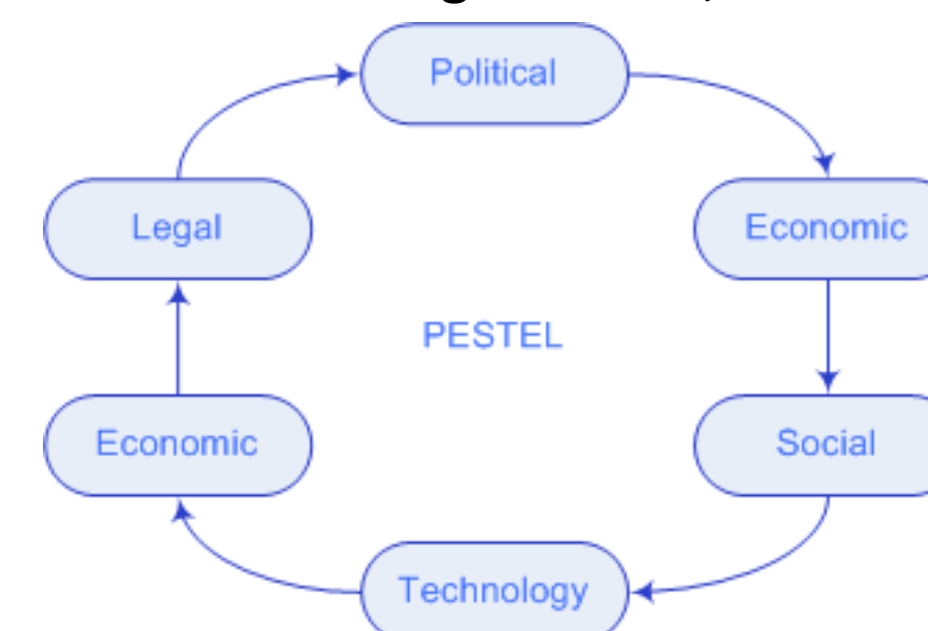
- **Specifically** adapted to customers needs
- **Advertising** on the internet (Facebook, e-mail marketing) in magazines ("Eco Business", "Price")
- **Policy:** Discounts for our regular customers discounts for leading customers
- **Public relations:** branch party ("ECO-MANIA"), charity activities
- **Personnel & Management** good communication Customer and employee satisfaction assessment center to choose the best employees.



## Why us? SWOT, Pestel, Competition, Marketing plan

### Competition

- WE have no internal competition
- WE have an optimal price/quality raport
- We offer extra services: 6 month guarantee, discounts, fast services



## SWOT-Analysis

- ❖ Strengths
- **Environmental benefits**
  - insulate buildings (temperature + sound)
  - lower urban temperatures
  - increase agriculture space
  - filter heavy metals out of rainwater
  - filter pollutants and CO<sub>2</sub> out of air, produce oxygen
- **Financial benefits**
  - reduction of energy use
  - less costs caused by corrosion
- **Social benefits**
  - less asthma
  - reduction of stress, well-being
- **Labelling**
  - green image

- ❖ Weaknesses
  - assure that the building is strong enough to hold the weight (static)
  - big investments at first
- ❖ Opportunities
  - choose the right plants for the existing climate
  - choose robust plants (soap and salt is not toxic for them)
  - use filter fleece, drainage layer, root barriers, water proofing membrane and irrigation systems
- ❖ Threats
  - change of climate
  - economic change
  - competition