

LIVE ONE



GIVE ONE

GREEN ROOFS

Mission Statement

PhilaGreen is a nonprofit organization that is looking to place green roofs on high and low income houses through our "Live One. Give One." motto

Pros

- +Stormwater management
- +Energy consumption
- +Biodiversity
- +Roof Longevity
- +Aesthetics & Tourism
- +Money
- +Combats Air Pollution

Statistics

- 1m from donations = 500 green roofs
- 500 green roofs = 7.5 mil for low income people
- 30% make over 100k= 480,000 low income green roofs
- 1.3% of house are foreclosed

Materials

- Weather proof membrane
- Root-protection barrier
- Drainage layer
- Growing medium
- Plants

Problem 1

Philadelphia is the 10th most polluted city in the United States

Problem 2

Most of Philadelphia doesn't have the financial means to combat pollution

Problem 3

The overwhelming gap between low income and high income in Philadelphia

Solution

We will use green roofs to reduce levels of air pollution in Philadelphia, while simultaneously working to improve the lives of low income Philadelphians through the donation of a green roof. Our program "Live One. Give One." prices property owners based on yearly income

3 year timeline to implement green roofs in Philadelphia

NOW

3 MONTHS

1 YEAR

3 YEARS

- Create a social media presence
- Get Investors.
- Get Donations

- Build demo home in the neighborhood
 - "Block party" showcasing the home

- Implement "Live One. Give One"

- Have equal low-high income covered