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BUCUREȘTI

# UrbanLab for Green Cities

17-19 Noiembrie

 The Entrepreneurship  
Academy

PEOPLE SHAPING SMART/RESILIENT/SUSTAINABLE/FRIENDLY/INNOVATIVE/ GREEN/VISIONARY/ INCLUSIVE/CULTURAL CITIES



# COOL CITY NETWORK

**UrbanLab** for Green Cities  
București, 17-19 noiembrie 2023

**Nr. 5**

# Cool City Network

## Șuță Matei Ionuț

High School student, urbanist, activist



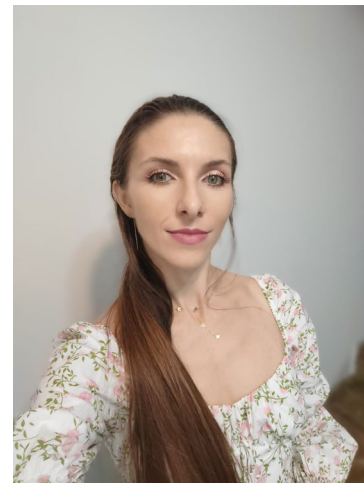
## Marinescu Maria-Antonella

Student at the faculty of urban planning



## Florenta Constantinov

Nature lover, chemist, oriented to improve life quality



# What is the problem?

**Bucharest has been struggling with the following:**

Heat island effect during summertime

The most polluted capital in Europe

The European capital with the smallest green space per capita

Lost connection with nature



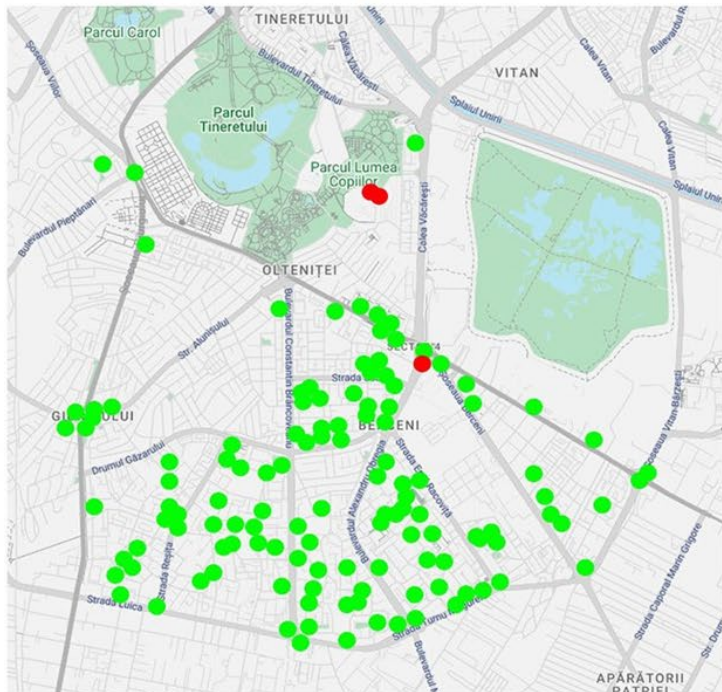


# Existing solutions

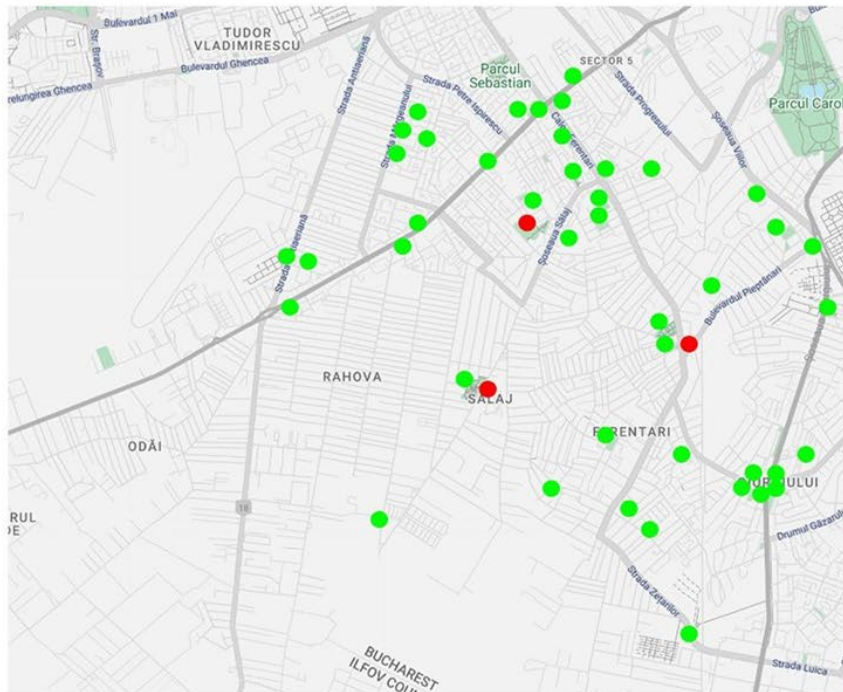
## Description of existing solutions:

- Campaigns/ legislations to increase green space
- Landscaping companies
- Companies painting white roofs (USA, India, Greece)
- Companies creating green walls (Green facades, Byggros, Odu Green Roof)

# Problem - VISUALLY



Sector 4 green spaces



Sector 5 green spaces

# Our solution

## Short description

Painting the **rooftops** of apartment blocks and buildings **white**

Landscaping **green spaces** of buildings gardens

Reintroducing **native plant species**

Creating **greenwalls** on apartment building's





# Soluția - Avantajul competitiv

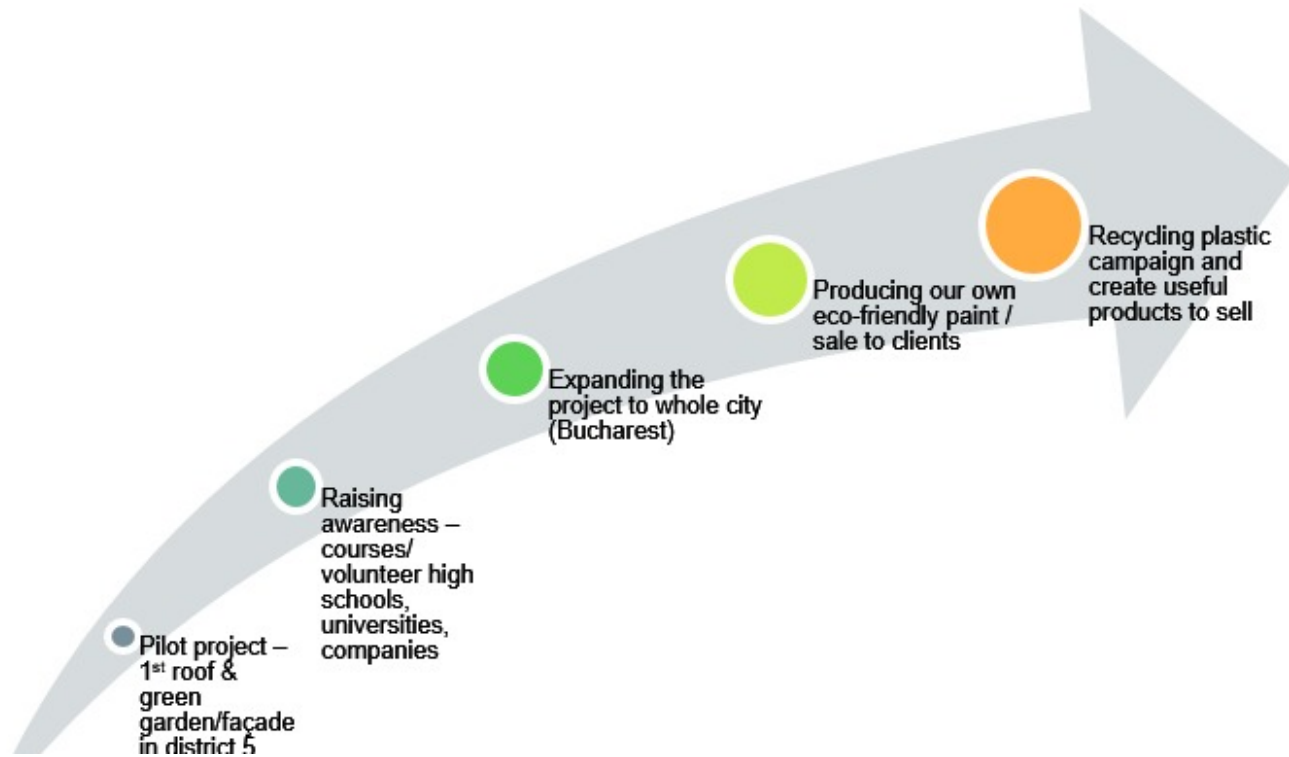
	<i>Our solution</i>	<i>Intra Vecini</i>	<i>Firme autohtone amenajari</i>	<i>Kubecontr actors (Grecia)</i>	<i>NYC CoolRoofs (SUA)</i>
Connecting customers with companies	✓	✓	✗	✗	✗
Creating liveable neighbourhoods	✓	✗	✗	✗	✗
Expanding green space in Bucharest	✓	✓	✗	✗	✗
Creating green walls	✓	✗	✓	✗	✗
Reintroducing native species	✓	✗	✗	✗	✗
Painting roofs white	✓	✗	✗	✓	✓

# Expandability of the project

## Describe the expandability of the project

- Flexible nature of painting roofs worldwide
- Ease expenditure of creating green walls and landscaping apartment block gardens
- Lack of implementation on a macro level

# Timeline planning



# Cool City Network

Reconnection people with nature  
& building communities

*Thank you! :)*

UrbanLab for Green Cities - București, Noiembrie 2023



# Business Model

## Business models to raise money for the project

1. Sponsorships and Partnerships ( Kaufland, MesterulBun, IntreVecini)
2. Crowdfunding
3. Creating cultural events and conferences
4. Projects for corporate buildings & factories

# Cheltuieli lunare

Costuri	Preț	Numărul de bucăți	Total
Salarii	650€	3	1950 €
materiale	8 €/l	120 l	960 €
manoperă	10€ / mp	1200 mp	1680 €
Total costuri			4590 €

# Required Investment

Investment	Price	Number	Total
Test roof	20€/mp	250mp	5000€
Landscaping Apartment block garden	5-40€/mp	35mp	700€
Green facade	cca 500 € 40-50 €/ m2	136mp	5440€
Total cost			11440€