

THE INTERNATIONAL GREEN ROOF INDUSTRY'S ONLINE INFORMATION PORTAL: GREENROOFS.COM

Text by Linda S. Velazquez
Images as credited

Do you need to be on top of the latest green roof and green wall projects, news, market developments, company updates, and upcoming events? How about a one-stop source for everything you need to know in the green roof world? As the number one website for green roofs, chances are you have either stumbled upon Greenroofs.com at some point or are a regular seasoned visitor.

SCHOLARLY BEGINNINGS

What started out as an independent research paper in 1999 has mushroomed into our current thriving Internet news media company. While pursuing my Bachelor of Landscape Architecture degree from the University of Georgia, I first “discovered” green roofs during a trip to Germany in 1998 and decided to investigate further.

Four months later, the fledgling Greenroofs.com was born when my husband, Aramis, published my paper (60 plus pages long) on the Web, as a way to share all the information that I had collected. The sources included German websites (there was next to nothing in English at the time), interviews with true modern day pioneers (Katrin Scholz-Barth, Charlie Miller and Tom Liptan), ZinCo International and Optima/Optigrün literature, and one book source—“Building Green: A Guide to Using Plants on Roofs, Walls and Pavements” from The London Ecology Unit, 1993.

In 2003, we changed the format to reflect our news media focus, and my original paper then became the basis for Greenroofs 101, our section for newcomers. Regularly updated, here you can find answers to frequently asked questions, history, design concepts, environmental and economic advantages, green roofing components, applications, and challenges.

OUR VISION

As the international green roof industry's resource and online information portal, our goal is to inform, promote, and inspire the earth friendly technology of organic green roof architecture through the free interchange of ideas; current trends; projects; videos; business updates; government and organization policies and support; and much more. Unencumbered by membership restrictions, our open source philosophy allows us to embrace ‘inclusivity’, not exclusivity, and grow from collaboration with many contributors in the fields of design, research and industry. Yet, Greenroofs.com and I are members of many green organizations, such as Green Roofs for Healthy Cities, the American Society of Landscape Architects, and the U.S. Green Building Council, and we are proud to work together.



above Homepage screenshot.



ABOVE, LEFT Sky Gardens Blog screenshot.
ABOVE, RIGHT Projects Database screenshot combination.

Now in our twelfth year, Greenroofs.com continues to flourish, providing a wide variety of free industry data and happenings to our international green roof and green wall readership. Our vision is to host an evolving interactive platform of learning and provide the most relevant information available. Our audience includes design and construction professionals, building stakeholders, decision makers, environmental consultants, government officials, researchers, students, and homeowners interested in sustainable design and environmentally friendly architecture.

EXCLUSIVES, FEATURES AND PRODUCTS

We maintain huge databases and archives of original content, news links, industry support, research links, past events, and case studies. Our contributors and I travel extensively, interview others, and collect community information from around the world. All of our original content gets picked up by Google News, and readers benefit from multiple points of view and subject expertise—and feedback is always encouraged!

Some of our exclusives include our “Sky Gardens - where cool green meets lofty blue” blog, nine contributing editor columns, guest features, featured videos and our highly popular “Greenroof or Greenwall Project of the Week.” Haven Kiers, our Design Editor, and I compile our yearly Top 10 List of Hot Trends in Greenroof & Greenwall Design containing the important, newsworthy, and stimulating projects across the globe. JobLinks is our section where you can search for or post job and internship openings/wanted for free, and under Students you can find The Student Directory, Student Feature Articles, and more.

“NOW IN OUR TWELFTH YEAR, GREENROOFS.COM CONTINUES TO FLOURISH, PROVIDING A WIDE VARIETY OF FREE INDUSTRY DATA AND HAPPENINGS TO OUR INTERNATIONAL GREEN ROOF AND GREEN WALL READERSHIP.”

A COMPREHENSIVE GLOBAL PROJECTS REFERENCE

We are very proud of our Greenroof & Greenroof Projects Database, an ongoing, international community research tool. After the Homepage, it is the second most visited page on Greenroofs.com. We update it all the time as people submit new profiles, updated information, and photographs.

In 1999, I realised the market needed not only a website about green roofs, but also an area to house documented case studies. Although you could find scattered profiles from various sources, my desire was to provide a *central clearinghouse* of sorts, where all individual stakeholders—owners, designers, product manufacturers, organisations, research facilities, etc.—could post their profiles for the public benefit.

An information service of this magnitude encourages learning from one another, promoting the industry, and networking. The ability to freely access profiles from one unrestricted location offers many educational benefits as well, to prospective clients, designers, public policy makers, governments, researchers, and the media. And each case study gives credit to the submitter, contains contact information for the owner, if desired, and other information partners, linking back to original case studies and to articles, videos, etc.

Lots of interesting facts and figures are captured in the Projects Database, and can be searched individually, too. Currently, you can search 21 different fields, with more coming. Click on “List All Projects” to see the entire list, then on a project name to see the colour project profile. Each profile contains specific project information—driving factors, who designed it, what products were used, and how they did it—plus up to 11 photos and/or graphics.

You can define your search by type or project, either green roof or green wall; type of application, single, family, residential, commercial, etc.; date; geographic location; keyword; designer; manufacturer, and more. You will always see the number of project results in your particular query along with the Project name, Year built, Location, and Roof Size in both square-feet and square-metres. And they are listed by most recent first, starting with Current, then 2010 on down.



At present, based on latest figures obtained at time of printing, we have 1,088 projects listed with 22,124,509 square-feet or 22,124,509 square-metres in total surfaces greened, which is just a drop in the overall green roof bucket.

I was asked to share my personal favourite projects, and it is very hard! As a green roof designer myself, I have to include one of my own, The Greenroof Pavilion and Greenroof Trial Gardens of Rock Mill Park in Alpharetta, Georgia USA, and I also love the stunning ACROS – Asian Cross Roads Over the Sea in Fukuoka, Japan.



We welcome everyone's collaboration and invite you to submit a project! Any stakeholder or researcher can do so by either completing the easy online form or simply sending the information via email to projects@greenroofs.com.

GREENROOFS OF THE WORLD™ CALENDAR

Greenroofs.com produces the yearly Greenroofs of the World™ Calendar which combines two of our most popular destinations: The Greenroof Projects Database and Upcoming Events. It is a great way to highlight fabulous projects, and new for 2011 is the inclusion of a couple of green walls, the newest architectural darling in sustainable design!

GREENROOFS ON VIDEO

We operate the GreenroofsTV channel on YouTube and produce greenroofs.tv, a video channel devoted to green roofs and green walls where you will find highlighted videos on our Homepage. We also produce original videos, starting with the *Sky Gardens - Greenroofs of the World™* WebTV series, where we feature one spectacular green roof and interview stakeholders involved in the design process. You can see our first two episodes online now.

Our newest feature is "The Week in Review" video on GreenroofsTV, hosted by Anjuli Velazquez, an Associate Producer of greenroofs.tv and our daughter. Each week we offer a short, upbeat episode of the latest happenings, hot topics, the Project of the Week, Upcoming Events, Advertiser Press Releases, and more.

TOP The Greenroof Pavilion and Greenroof Trial Gardens of Rock Mill Park. (Image copyright © Harris Hatcher, 2008)

BOTTOM The Greenroof Pavilion and Greenroof Trial Gardens of Rock Mill Park. (Image copyright © Linda Velazquez, 2008)

RIGHT ACROS. (Photo: Hiromi Watanabe, Courtesy of Emilo Ambasz & Associates)

OPPOSITE, TOP Directory screenshot combination.

OPPOSITE, BOTTOM Greenroofs.com logo.

“THE GREENROOF DIRECTORY IS MUCH MORE THAN A DIRECTORY OF MANUFACTURERS AND PRODUCT REPRESENTATIVES. WE ARE A COMMUNITY OF PEOPLE INTERESTED IN GROWING THE MARKETPLACE FOR LIVING ARCHITECTURE.”

THE GREENROOF DIRECTORY

We promote the roof greening movement worldwide through Greenroofs.com's popular online presence—we occupy the top positions across all major search engines. As a commercial website, we also offer a wide range of marketing and advertising opportunities for businesses interested in featuring their products and services by taking advantage of our Internet positioning.

For example, Greenroofs.com publishes the Greenroof Directory of Manufacturers, Suppliers, Professional Services, Organisations, Students & Green Resources, offering outstanding lead generation and serving both international and local markets. Designers and specifiers can learn about companies, products, and services around the world or in their own backyard to locate the right green professional for their project needs. One can browse by category, location, company name or keyword.

In effect, the Greenroof Directory is much more than a directory of manufacturers and product representatives. We are a community of people interested in growing the marketplace for living architecture. There are several levels of listings, starting with our free Basic Listing, all the way up to our highest level of advertising and sponsorship. Governmental bodies, educational entities and non-profit organisations always receive free Standard Listings.

STAY IN TOUCH

Social media is an extremely popular and important element in today's society and you can stay connected with us by following us on Twitter, liking us on Facebook, joining our Greenroofs.com Network group in LinkedIn, and subscribing to the GreenroofsTV channel on YouTube and our monthly eNewsletter.

We are very pleased to continue our mission of facilitating the advancement of green roof technology and information sharing across global, organisational, and political boundaries. If you have a story to tell, a project experience or video to share, we would love to hear from you! Or if you are simply a green roof or green wall news hound, make sure you stay on top of the green roof world with Greenroofs.com.

