

Green roof technology



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Green Roof Technology Name Instructor Institution Date The society today lays a lot of emphasis on environmental sustenance. Such an emphasis has evolved from not only consumers but also from businesses and institutions in their effort to change the world to an environmentally conscious planet. Safe for this, there have been campaigns by businesses and institutions to attract more consumers for their environmental consciousness concepts. To this end, many businesses and institutions have embarked on environmentally sustainable projects at the expense of direct economically gainful projects. This paper thus seeks to understand how one of such environmentally conscious concepts, the green roof, has been deemed to have a positive impact in public relations. A green roof is a concept that involves the covering of a manmade building with plants. This concept has been widely accepted in Europe and seemingly gaining popularity by haste in North America (Rowe, and Getter, 2010). The concept however has a rich history racing back to the hanging Gardens of Babylon. Closely related to this concept is the living walls concept (Valauskas, 2004). These two concepts have been known for a number of advantages. They are known to considerably reduce urbanization impacts as well as contribute considerably to efforts towards sustainable ecosystem systems and energy conservations in most urban settings globally. The said benefits however vary with the plants and depth of the growing medium. These benefits may however include factors like; decreasing storm runoff, improving the buildings thermal performance, reducing a building's sound insulation whilst protecting its roof membrane, reducing the urban heat island effect commonly referred to as UHI, improving the quality of air whilst at the same time reducing the airborne particulates, positively sustaining the biodiversity thus being

credited for improving aesthetics, developing recreational green space and lastly improving public relations in today's society as noted by Getter, and Rowe (2006). The impact of these green walls with respect to public relations as highlighted here above cannot be ignored. As earlier noted, many institutions and businesses are incorporating this concept so as to gain public trust and compliance. The Green Grid Company has been claimed that green roofs are a statement of care to the society (Green Grid Company). To this end, businesses and institutions can develop good rapport with the society and ultimately with potential clients through their green wall initiatives. The green walls have also proved by many as having positive impact on retail sales. This has been coupled by high building occupancy rates where the occupancy rates are deemed to be higher for developers who have incorporated these concepts. To this end, most businesses and institutions will thus find economic advantages over their rivals upon the inception of green walls in their buildings. Business promotions can also be geared towards green walls. Many businesses and institutions that have green walls go out of their way to ensure that these facts do not go unmentioned in their promotion endeavours. To many, these are deemed to be selling points and also as topics to engage participants into discussions. This ultimately develops rapport with the participants a significant attribute to any marketer. Safe for the above, green walls are known for their contribution in improving employee satisfaction. The environmental improvements associated with the green roofs have over time noted to improve the employee satisfaction thus improving their productivity (Ulrich, and Parsons, 1992). This has thus been one of the reasons why businesses and institutions have foregone their immediate economic gain so as to

incorporate the green wall technology. Their eventual gain has been the increased productivity of their employees due to the satisfaction they experience out of these concepts. It is thus without doubt that green walls have had a lot of advantages in the world as we know it. Since its medieval usage, the concept has been attributed to its environmental advantages and now they are seen as concepts which develop public relations for businesses and institutions. Though it is not yet a largely adopted concept in Northern America, the noted high level of inception is an assurance that the green walls, is a concept that will be here for a long time (Porteous, 2011).

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