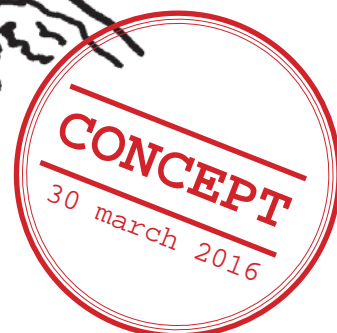


ROOFdinner

le sfide delle città
city challenges
stedelijke uitdagingen



ROOFdinner is selected
by the Dutch Embassy and the Consulate-General in Milan as 'Urban Challenges 2016'.

mediapartner

ARCHITETTO.info

LINK 2
ITALY

thanks to

LE FONDERIE
OZANAM

dinner sponsors

GREEN BRICKS

Harpo
verdepensile

CONFEDERATIVE
FEDERABITAZIONE
Lombardia

Innodak

TH COLLECTION
TORNICINI - PIAZZA - CASALIUM

patronage

in
arch

partner



Kingdom of the Netherlands



ORDINE DEGLI ARCHITETTI,
PIANIFICATORI, PAESAGGISTI E CONSERVATORI
DELLA PROVINCIA DI MILANO



FONDAZIONE DELL'ORDINE DEGLI ARCHITETTI,
PIANIFICATORI, PAESAGGISTI E CONSERVATORI
DELLA PROVINCIA DI MILANO

city opportunities

ROOFdinner

brings into the city curiosity and stimulations for the cultivation and knowledge development related to green, productive rooftops in a scientific, cultural and artistic way.



piuarch Orti fra i cortili

ROOFdinner because change of

climate

After the industrialization, many things have changed. The machines that surround us make life more easy and comfortable. However, over the course of time disadvantages have become visible. The machines we use to make life easier give us pollution in return: summers are getting hotter, periods of rain are scarce but more intense, pollution is increasing.

urban land(e)scape

Nowadays cities are densely populated and concrete is winning the competition from green areas. They lack areas for the citizens to cool down, to relax, to play, improvise and breathe. Next to that, the production of food is moving further out of the cities while the demand within the cities is increasing.

human relations

Living a life hidden behind your smartphone means that you are always in contact with whomever you want, wherever you like. It makes it easier to work in any place that suits you, all over the world, no matter whether it is during office hours or in the weekends. At the same time people are getting more lonely as contact with real people is diminishing. Living by your agenda means there is hardly any time to relax, to reflect on your day, to have the opportunity to have unexpected encounters with neighbours and learn things you would have never thought.

let's make **ROOF**tops

from anonymous to animated

A ROOFtop is an intensive, producing green surface with both energetic and environmental advantages for the building. No matter what the buildings typology or function is. It also becomes an urban space where socio-cultural activities and the creation of (micro-) economies, involving disadvantaged people that need to be supported in their professional development, can add value to the structure and its surroundings, for the users and the neighbourhood.

from closed to open

With the support of local and national policymakers, rooftops that are closed until today, can open up to new functions that contribute to the reduction of energy consumption, help to create new relations between its users and make people see the world – literally – from a surprisingly but beautiful point of view.

from passive to active

A rooftop can be more than just the passive closure of the building that protects its users from the weather influences. With the right investments the rooftop also offers an opportunity to make the building actively communicate with the climate: a green rooftop protects from extreme heats and extreme colds, it can (temporary) collect rainwater, absorb polluted air, and reduce the CO2 emission.

from waste to win

Wasted surfaces (amongst them rooftops) in the densely populated cities turn into winning platforms hosting a dynamic biodiversity that not only include plants and natural life, but also a wide range of cultural and didactic activities and stimulate the social relations between its users, no matter what their background is.

ROOFtops offer opportunities

In a three-day masterclass, called ROOFdinners, experts with different backgrounds get to understand the important potentials of ROOFtops in solving nowadays urban challenges and learn how these potentials can be brought into practice and disseminated to others.

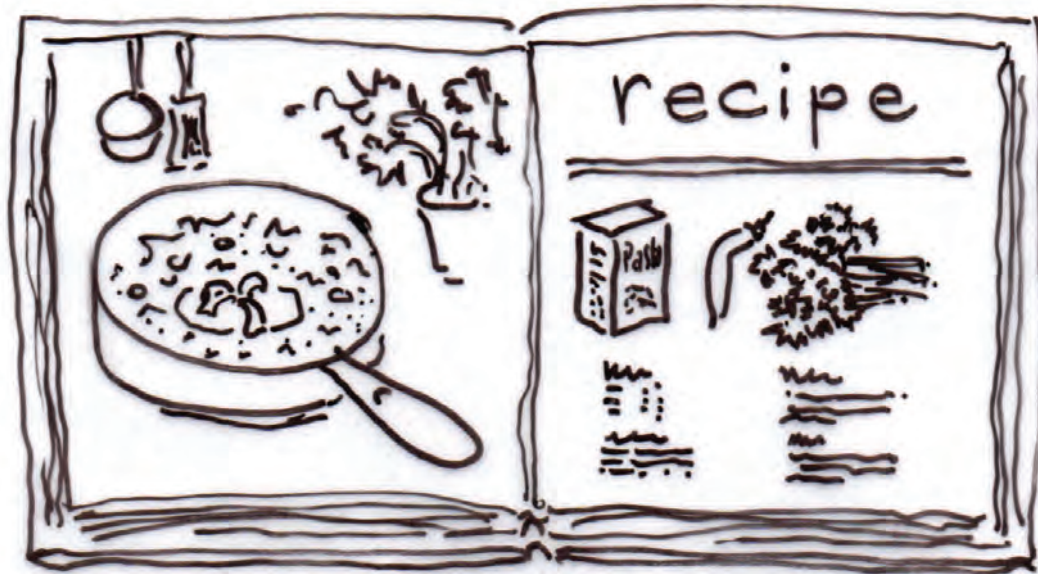
- Understand what are the **current possibilities** and limits for creating these kinds of roofs
- Make the change from 'I want to realise a green roof' to 'I realised a green roof' and **discover how to do so**
- **Bring together** the best knowledge from two countries – both Italy and the Netherlands - and discuss solutions as well as problems in order to make it easier to succeed the next time
- Look for the complements from different experts of both countries and **make the first step towards future commercial activities**
- Expand the already existing and **international network** of experts involved in the realisation of green roofs and start exciting collaborations
- Get different professionals (architects, building engineers, green specialists, policymakers and rooftop owners) together and show them the importance of **collaboration** for the realisation of these architectural typologies: during the three meetings these professionals become students again
- Learn **how to convince** commissioners to do an investment which doesn't only have an financial output
- Create a first **guideline** to share with the world in which the 'what' and 'how' of creating green roofs will be discussed

resulting in

ROOFtips

A manual in which the Italian and Dutch 'ingredients' and tools necessary for creating intensive green roofs will be shared.

Create and improve an international network of different experts involved in the stimulation of the realisation of these ROOFtops.



Proposed contents

- Introduction on the why and what of the manual
- Introduction in both the Dutch and the Italian situation regarding ROOFtop realisations
- Description of the regulations in both countries that support (or not) the realisation of ROOFtops
- Description of the parties involved and their roles
- Description of the technical possibilities and limits for creating ROOFtops
- Description of the investments required and understand the revenues (not only in money) obtained
- Description of the tools that can be used to get people make and use ROOFtops
- Description of biodiversity created on ROOFtops and its advantages (or not)
- Suggestions for improvement, further research, new collaborations

three masterclass **ROOF**dinners

exchange experience

There will be three meetings, each organised around a specific theme. For each meeting both Italian as well as Dutch experts will be invited. They contribute with their knowledge and experience on the topic chosen for the meeting. The experts are selected both on their importance for the field as well as for the relevance of the projects they already realised.

create business opportunities

One of the selection criteria for the experts is whether the lecturers of the specific meeting can also connect to each other, in order to create new synergies between people in the same sector but working in a different country.

Creating a new and improving an existing network is necessary in order to open-up business opportunities for both the participants (or so called 'students') as well as the experts taking part in the masterclass.

dinner guests

The masterclass, consisting out of three ROOFdinners, can host between 16 to 20 participants. The participation fee covers the dinner costs and some part of the organisation.

Ideally, the participants are equally divided in (landscape) architects and urbanists, building engineers, green experts and rooftop owners that have the intention to create a ROOFtop. In order to achieve concrete results, the masterclass will be open to a selected group of participants that are seriously interested in the topic and have realistic opportunities to bring into practise that what they've learned.

dinner moments

The dinners will be organised in the spring of 2016, when plants and flowers help us in the communications of the beauty of green roofs. The meetings of ROOFdinner one and two take place on a green rooftop in Milan and the third in Turin. The experts will share their knowledge and experience in a 20 minutes presentation each.

The meeting continues during the dinner. Each dinner is prepared by a selected chef or caterer, follows the topic of the day and 'feeds' the inspiration and discussion between the professionals present. From each meeting a report will be written (in English) and will be made available on websites and other channels that are relevant to the professionals involved in the creation of ROOFtops.

three masterclass **ROOF**dinners

Milano, Wednesday 20 April

During the first meeting the topics will be **legislations and stakeholders** and we expect to have a keynote speaker who inspires the present policy-makers and researchers present other than the participating students. We imagine a high-up location proposed by the municipality of Milano and enjoy the kitchen of an upcoming chef.

Milano, Thursday 12 May

The meeting to follow is the one about **economic and technique potentials** that green, productive rooftops can offer. On the rooftop of the architecture studio **PIUARCH** architect **Michele De Lucchi** will introduce the theme with his vision of city regeneration. The dinner will be offered by **Innodak**; for wine, some Italian Design for outdoors use, we are talking with a internationally known Italian based furniture design company.

Torino, Friday 13 May

The final masterclass we discuss the theme of **bioversity of plants and people**. It consists of a fieldtrip by train to Torino. Around eleven o'clock we are expected on the roof of Ex-Fonderie Ozanam. Architect **Andreas Kipar**, representing **Green City Italia** will comfort us with new attitudes in our lives. The **Ozanam** association will host us for a sympathetic pic-nic before going to discover other green and productive roofs as the first rooftop of **OrtiAlti**, the rooftop of **Basic Village**, concluding the day with an aperitivo on the green roof of **NH Carlina**.

ROOFdinner one

legislations and stakeholders

- Comparing legislations and the status of techniques used in Italy and The Netherlands
- Regulation instruments that can stimulate the installation of ROOFTops
- Key figures involved in the creation of ROOFTops and their roles

Milano, Wednesday 20 April

Keynote speaker: visionary professional that explains the need of green roofs for nowadays cities

Dinner location: An excellent and inspiring Milanese example of a ROOFTop

Chef: An upcoming chef that doesn't see limits but possibilities

Experts Italy:

City of Milan, Simona Collarini (Spatial Planning Department Director) and Maria Berrini (AMAT, Milano Agency – CEO)

City of Bologna, Ing. Giovanni Fini (Blueap)

City of Bolzano, Dr. Paolo Abram (green services)

Experts NL:

City of Rotterdam, Paul van Roosmalen (project manager for construction projects)

City of Amsterdam, Sacha Stolp (transformations and innovations)



ROOFdinner two

economic and technique potentials

- Comparing current possibilities and their limits
- Safety regulations
- Multi-functionality of technical solutions
- Investments versus revenues

Milano, Thursday 12 May

Keynote speaker: architect Michele De Lucchi (aMDL)

Dinner location: ROOFtop of studio PIUARCH

Chef: A chef that uses technique to create special slow food

Experts Italy:

PIUARCH, Monica Tricario

Green Bricks, Luca Rogora

Experts NL:

Rooflife, Tessa Florence Duste

Optigroen/ Binder groenprojecten, Thod Binder



ROOFdinner three

biodiversity of plants and people

- Biodiversity on green roofs in urban contexts
- Comparing potentials of cultural biodiversity
- Possibilities and potentials of public roofs
- The quality of rooftops over the quality of other green urban spaces

Torino, Friday 13 May

Keynote speaker: architect Andreas Kipar (Green City Italia)

ROOFpic-nic: lunch on the Orti Alti ROOFtop of the Ex-fonderie Ozanam

Chef: Loris from the Ex-fonderie Ozanam kitchen that uses products farmed on the ROOFtop and will be helped by youngsters with difficulties which are supported by the cooperation managing the kitchen

Experts Italy:

OrtiAlti, Emanuela Saporito/ Elena Carmagnani

Harpo, Sergio Andri

Experts NL:

Rotterdams milieucentrum with the 'Dakakker', Wouter Bauman

City of Rotterdam/ GreenGout, Marloes Gout

City of Rotterdam, Eveline Bronsdijk

ROOFtrip:

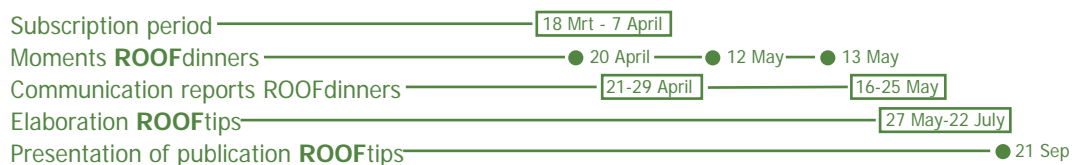
Studio 999, project of OrtiAlti

Basic Village, project of studio Baietto Battiato Bianco

NH Carlina, project of Riccardo De Giuli, conclusion aperitivo



'shouting it from the **ROOFs**'



preparations

Program and subscription methods will be published on different channels used by potential participants from different professional backgrounds (urbanists, (landscape-) architects and, building engineers, green specialists and rooftop owners).

Communications instruments are the (after Expo Milano 2015) contacts of the organisers, partners and experts involved in the masterclass; LinkedIn, websites, newsletters and social websites specific for the target audience. We are defining relations with potential mediapartners.

dinner time

The **ROOF**dinner will take place on 20 April and 12 and 13 May 2016. After each **ROOF**dinner a report and communication will be prepared. This will then be sent to the contacts named above and to relevant press. We will request publications wherever possible from the participants and audience.

digestion

The manual **ROOF**tips, will be published and delivered in PDF and weblink to the participants, the partners and the specialists. Publishing date is planned in autumn 2016. Language will be English. The manual will also be sent to the press as named above, requesting them to publish it.

After the **ROOF**tips we will organise public events to communicate the findings on **ROOF**tips with citizens:

- **ROOF**festivals open to the public (see example Rotterdam)
- Case study Workshops for professionals or in apartment blocks interested in creating **ROOF**tops
- Organisation meetings and related courses commissioned by specific companies or institutes

be a dinnerguest of **ROOF**dinners

partecipate to the masterclass

The masterclass **ROOF**dinners, can host up to 20 professionals as participants to follow all three meetings. **Seriously interested professionals** that have realistic opportunities to bring into practise, ament their knowledge and diffuse that what they've learned. These professionals are for example (landscape) architects or urbanists, building engineers, giornalisti, green experts, agronomists, constructors or real estate owners willing to see opportunities for our cities by using the roof in an intelligent way.

costs and gets

The participation fee for the complete three-day masterclass dinners is 190€ (exclusive 22%VAT). The following program is offered:

- two dinners, one lunch and one aperitivo
- one day-visit to Torino by train (from ca. 9h to 18h)
- access to the **ROOF**dinners network
- one digital version of the **ROOF**tips, to be presented in autumn 2016
- formative credits Ordine degli Architetti of Milano (to be confirmed)

when and how

The subscription period is open until the **7th of April** and will be confirmed by the 14th of April. The first come first served method will be applicated, creating a good balance of different disciplines of professionals (for example four (landscape) architects, four engineers, four professionals from the real estate business). Payment options and invoice methods as well as accreditation of formative credits of the 'Ordine degli Architetti' will be comunicated.

If you are interested to participate, **please write an email** (deboeringe@gmail.com) with the following information:

- name and last name
- email address
- telephone number
- profession
- short curriculum/ link to LinkedIn profile
- short motivation to explain why you like to participate (max. 100 words)

sponsor opportunities

ROOFdinner

Maxi (main sponsor)

Companies and institutes that believe in the opportunities of and/or deliver products or services related to **green, productive rooftops** that have different advantages related to the city and its buildings, the environment and its users. **You are** convinced that being visible during the three masterclass moments will contribute to the growth of brand awareness and reputation of your company and thus **opens-up new business opportunities both in Italy and in the Netherlands**. **You get** amongst others the **chance to meet** other companies and institutes that are on the same level as you are and can demonstrate **your knowledge and experience** to them and the masterclass 'students'. Your logo will be clearly **visible on all communications** and have **access to the network of ROOFdinner**.

Medium (dinner sponsor)

Companies and institutes that want to **feed the mind** (and body) of the hungry **ROOFdinner** participants. These companies are convinced that the promotion and stimulation of green, productive rooftops is **fundamental to city challenges** related to the climate, urban land(e)scape and the human relations. **You are** convinced that being visible during one specific masterclass will contribute to the growth of the brand awareness and reputation of your company and thus **opens-up new business opportunities both in Italy and the Netherlands**. **You get** the chance to meet other companies and institutes **working on similar topics**, can demonstrate your knowledge and experience on that meetings' theme to them and the masterclass 'students' and will be clearly visible on the communication related to that masterclass.

Mini (thanks to)

Companies, institutes and persons **that believe** that this masterclass is fundamental for the promotion and **stimulation of the creation** of green, productive rooftops that become an extension of the urban space. Contributing with your knowledge and experience to one of the three meetings is interesting for both the experts as well as for the 'students'. **You are** convinced that this **small investment** (which can be covering travel and accommodation costs) contributes to the realisation of the goals of the specific ROOFdinner. **You get** the chance to meet other people working on the topic and **share your knowledge and experience** with them.

sponsor opportunities

ROOFdinner

overview

	MAXI	MEDIUM	MINI
logo placed on all communication	V 100% 'main sponsors'	V 75% 'dinner sponsors'	V 50% 'thanks to'
logo placed in ROOFtips, manual with the ROOFdinner results	V colofon 100% front page	V colofon 75%	V colofon 50%
lecture time during 1 masterclass	V	V	V
1 free participant masterclass	V three meetings	V one meeting	V one meeting
discount other participant masterclasses	V 2nd participant	V 2nd participant	-
interview in rooftips	V ca. 1 page	V ca. ½ page	-
free orientation talk with Link2Italy	V 2 slots	V 1 slot	-
access network ROOFdinner	V	-	-

Link2Italy, specialised in the support of foreign companies that wish to start and boost their activities on the Italian or Dutch market, offers the maxi and medium sponsors an orientation talk of respectively 30 and 15 minutes.

Being very grateful to any contribution that makes it possible to organize the **ROOFdinner**, we continue working to create more advantages to those companies, institutes and persons that decide to sponsor the **ROOFdinner**.

ROOFdinner

is a proposal made by Inge de Boer and Denise Houx that wants to continue to realise the goals of the EXPO Milano 2015 theme (Feeding the planet. Energy for life) making use of their knowledge and experience in project management, the green city and architecture. This document is written by Inge and Denise in the occasion of the open call 'city challenges', proposed by the Kingdom of the Netherlands.

December 2015 / updated March 2016

Inge de Boer

Inge is a Dutch architect and since 2008 she has a passion for everything connected with the relation between food, cities and the people that live in it. Since 2012 she works as a freelance project manager in Milan for cultural projects related to these topics, being involved amongst others in the realisation of some orti condominiali and the realisation of the Old Milano Food Tour. She is also business developer at ZUP – the recipe for change and in the last two years she has created the Visitors Experience at Expo Milano 2015.

Denise Houx

Denise works as an architect for more than fifteen years in Milano after she finished her studies in Delft (NL). While the first years she experienced the multidisciplinary of the Milanese studios (PARK associati, Studio De Lucchi), in the last years she had the chance to get involved in urban design projects working for the Jo Coenen Milano studio. During the preparations for the Dutch Pavilion at Expo Milano 2015 she got involved in the World Expo theme and decided to take the opportunity to continue to work for smarter cities.

ROOFdinner

is a masterclass organised by **ROOF**matters, follow us on www.facebook.com/roofmatters/

email denisehoux@gmail.com telephone +393357118106

email deboeringe@gmail.com telephone +393207074221