

Webinar: Development and Evolution of a Sustainable City and Community

*Shaping more liveable cities with
our community*

Mr. Andrew Tsui

CEO & Co-Founder, Rooftop Republic Urban Farming

Remarks: This material/event is funded by the Professional Services Advancement Support Scheme of the Government of the Hong Kong Special Administrative Region. Any opinions, findings, conclusions or recommendations expressed in this material/any event organised under this project do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Professional Services Advancement Support Scheme.



ROOFTOP 雲耕一族
REPUBLIC

**SHAPING MORE LIVEABLE CITIES
With COMMUNITIES... through
THE URBAN FARMING LIFESTYLE**



Confidentiality Note

This proposal contains copyright materials and customised solutions. Kindly understand that by reading this proposal, you have also agreed not to disclose any of its contents and to be subject to a non-compete in relation to the proposed content. Without prior written notice and the permission from our company, you shall not disclose, forward or communicate any of the information to any third party (including parent company, sister companies under the parent company or its subsidiaries or divisions and their employees) that may be in conflict of interest in regards to our products and service offerings.

If you have any questions, please kindly contact our company staff directly.

Thank you once again for your support!

保密協定

基於本提案內容包含了我司的創作版權及商業秘密，因此請 貴司諒解在接受本提案及內容的同時,亦已經同意並向本公司承諾遵守保密約定。在未經書面通知及本司的許可下，不得將有關本案任的何部分，特別是由我方原創設計提供的內容，向第三方（包括母公司、同屬在母公司下的另一間公司或旗下子公司及人員）作任何方式的轉發、透露或溝通，同時也不得進行任何修改或在內容的基礎上進行二次創作。

如有任何疑問,敬請貴司向我們公司項目人員直接查詢。再次衷心感謝貴司對我們的支持!

GLOBAL PROBLEM

WE ARE ALREADY IN FOOD RESILIENCE CRISIS

CNN World Africa Americas Asia Australia China Europe India Middle East United Kingdom

The coronavirus pandemic could threaten global food supply, UN warns

By **Jessie Yeung**, CNN
Updated 0136 GMT (0936 HKT) April 13, 2020

NOW PLAYING
Global food supply chain at risk due to pandemic
CNN



News & buzz

- Trump goes on tweetstorm to disprove Fauci testimony
- The way these states handled coronavirus India's vast...

USDA let millions of pounds of food rot while food-bank demand soared

State officials and growers say Trump's Agriculture Department has been woefully slow to respond to farm crisis caused by coronavirus.



By HELENA BOTTEMILLER EVICH
04/26/2020 07:00 AM EDT



A tractor pushes cabbage into the ground shown April 23 near Belle Glade, Fla. | M. Scott

Tens of millions of pounds of American-grown produce is rotting in fields as food banks across the country scramble to meet a massive surge in demand, a two-pronged disaster that has deprived farmers of billions of dollars in revenue while millions of newly jobless Americans struggle to feed their families.

PRESSING GLOBAL PROBLEM

WE NEED TO RETHINK AND ACT FAST!

70%

OF PEOPLE WILL BE LIVING IN URBAN CITIES BY 2050

→ MORE DISCONNECTION

FULLY DEDICATED LEADERSHIP TEAM WITH MATCHING SKILLS & EXPERIENCE



ANDREW TSUI
CEO

15+ years of Business Development
Operations and Asset Management
Military Supply Chain (SAF)
Social Entrepreneurship
Civil Engineering, EMBA



MICHELLE HONG
CMO

15+ years of Marketing, Digital
Advertising & Project Management
Global Campaigns at 4A Agencies
Social Entrepreneurship
Marketing, Communications



POL FÀBREGA
COO

10+ years of Development Work,
NGO management and Fundraising
Social Entrepreneurship
International Relations



KENDY LEE
CFO

10+ years' experience in finance for
Financial Institutions
Pre IPO / Startup Fundraising
CFA, EMBA





識種 = 適種

(knowing how to grow and when to grow)

識食 = 惜食

(Knowing about food and treasuring food)

DOWN TO EARTH SOLUTIONS

HEALTH

Healthy Soil Microbes, Healthy People

The microbial community in the ground is as important as the one in our guts.

MIKE AMARANTHUS AND BRUCE ALLYN JUNE 11, 2013

... and Healthy Planet



rhizosphere
根際

MARKET LEADER WITH EXTENSIVE TRACK RECORD

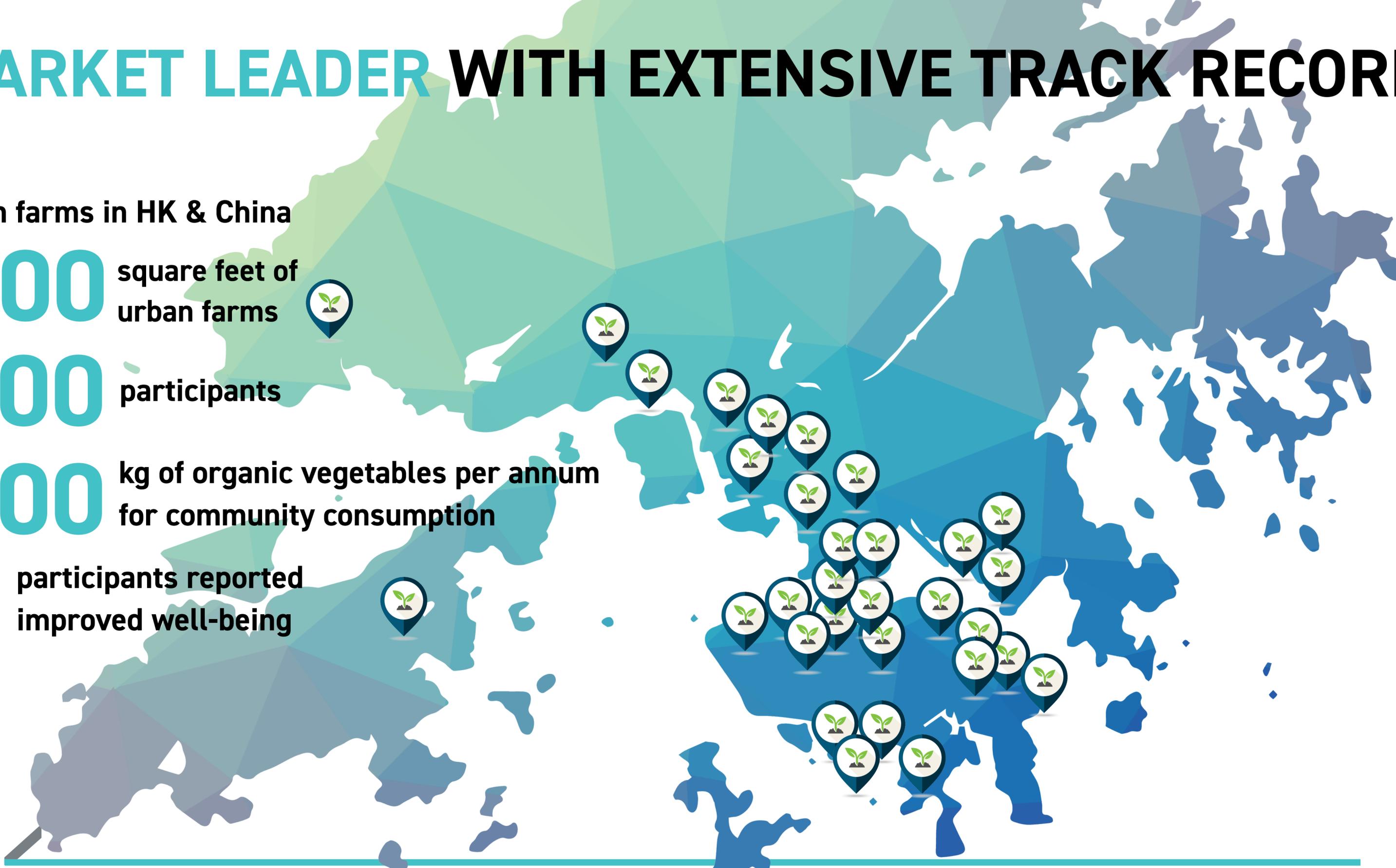
63 urban farms in HK & China

71,000 square feet of urban farms

16,000 participants

20,000 kg of organic vegetables per annum for community consumption

70% participants reported improved well-being



OUR TRACK RECORD

MAJOR REAL ESTATE COMPANIES



INTERNATIONAL COMPANIES



F&B/ HOSPITALITY



SCHOOLS



OUR AWARDS & RECOGNITION



Thank You For Your Support! 感謝一路支持!
Outstanding Social Enterprise - Meritorious Award 傑出社企獎-優異獎
Outstanding Innovation Award 傑出創意思維獎



bbc.com

South China
Morning Post

THE
NEW YORKER



HONG KONG FREE PRESS



EL PAÍS

BBC
RADIO

EMPLOYEE ENGAGEMENT THROUGH URBAN FARMING



The rooftop farm at Cathay City serves as a platform for long-term employee engagement and has their urban farmers participating in programmes of 3-4 months each. Not only have we run urban farming workshops, events such as salad cookouts, cooking demos led by their staff team - have been organised, bringing the experience to a wider group.

VIRTUAL LUNCH & LEARN

RECONNECT WITH FOOD SYSTEM



BENEFICIARIES



**Active retirees &
Local Farmers**

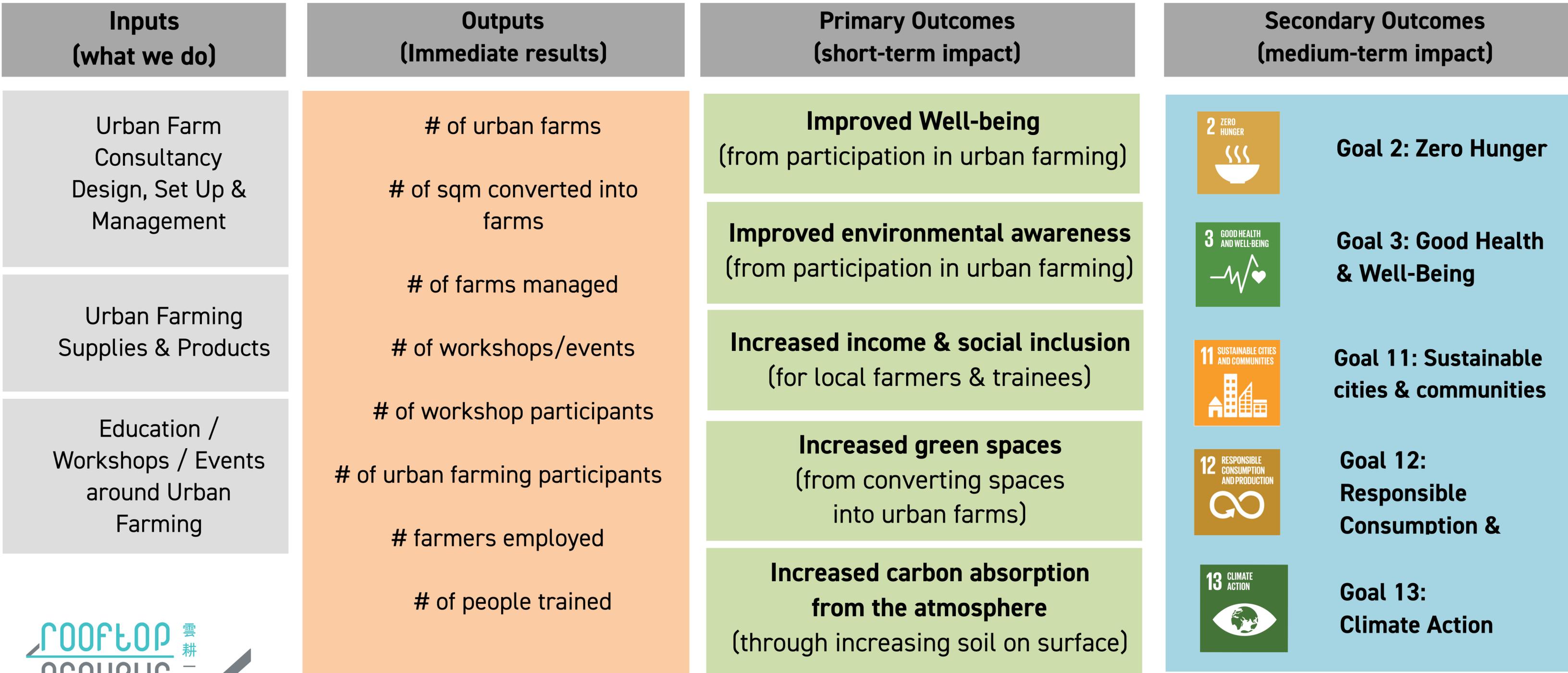


**Low Income Groups &
People with disabilities**



**Future generations of
global citizens**

SOCIAL IMPACT VALUE CHAIN



CALL FOR COMMUNITY COLLABORATIONS

THE PROBLEM

Hong Kong Food Waste
going to Landfill Per Day:

3600 Ton = 200 x



Hong Kong Veggie
Consumption Per Day:

2000 Ton

Local Veggie Self Resilience:

Only 2% (98% IMPORTED)

FOOD GO TO LANDFILL > VEGGIE CONSUMED PER DAY!!!

THE CENTRALISED FOOD WASTE CHAIN

A linear model

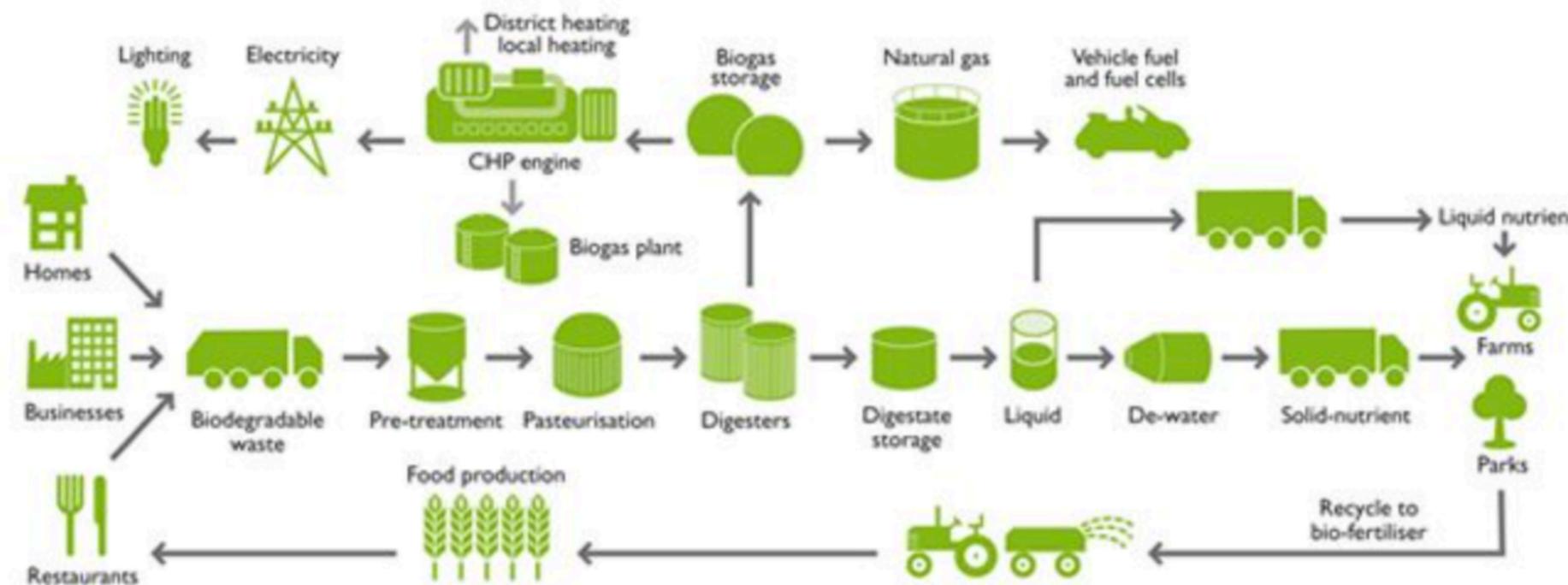
INDUSTRIAL
FOOD WASTE
COLLECTOR

COLLECT → TRANSPORT →

CENTRAL
FACILITIES

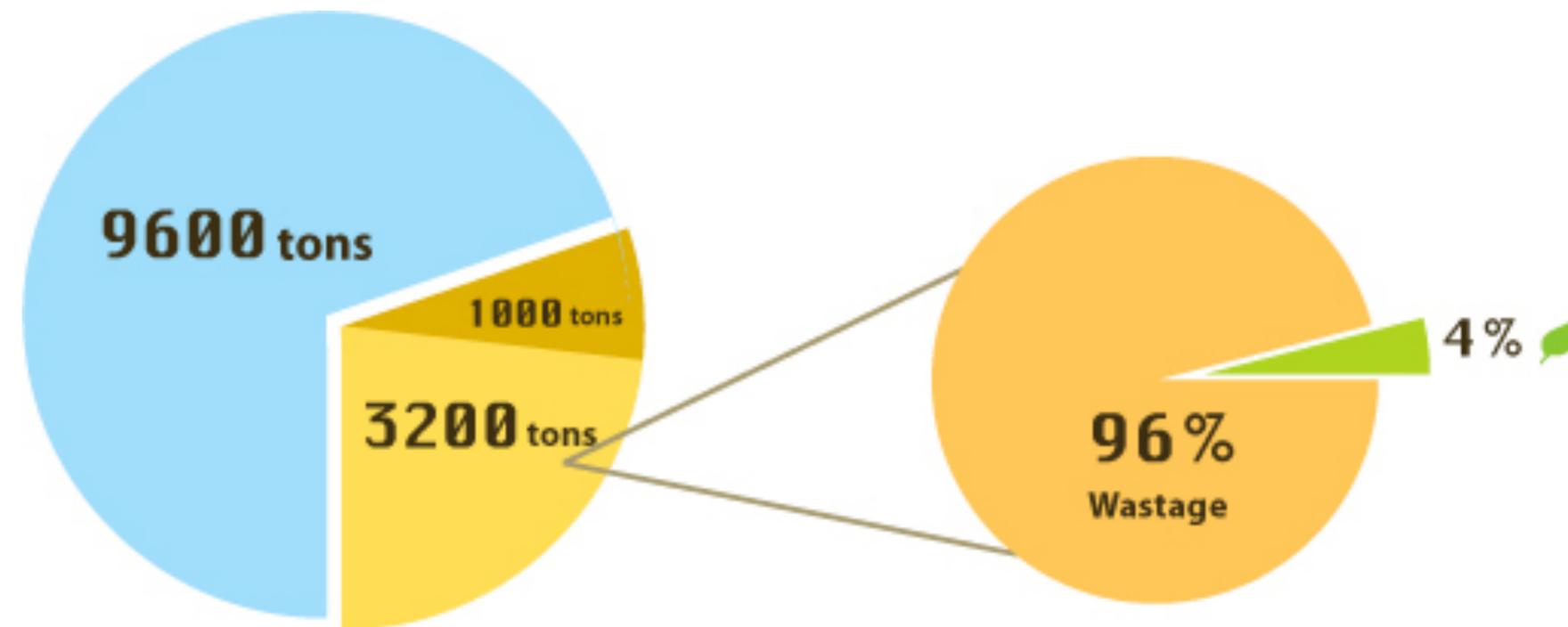
END POINT:
ENERGY
PRODUCTION

EXTENTION:
Bio-compost
DEPENDS ON
QUALITY AND COST
(usually for cities
GDPs with high
agriculture %)



THE INDUSTRY PAIN POINTS

(CENTRALISED FOOD WASTE FACILITIES)



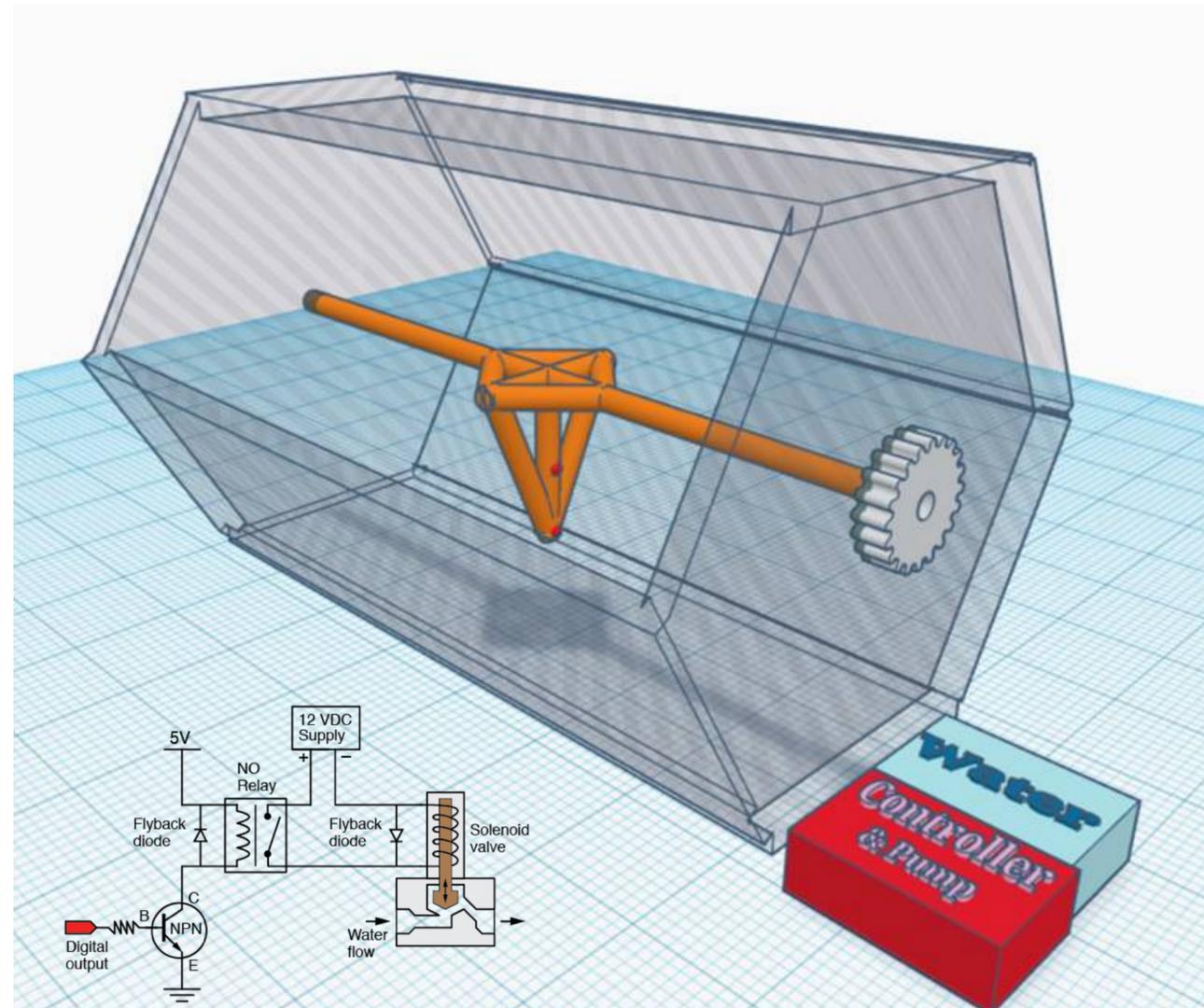
(Daily)

- non-Organic Wastes
- Food Wastes
- other Organic Wastes

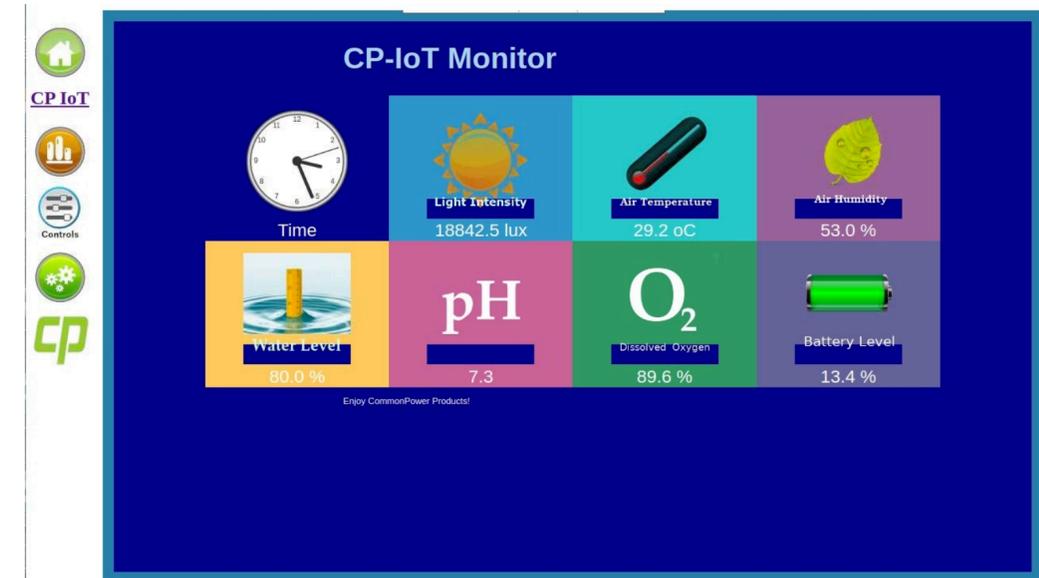
- Industrial, Commercial and Domestic food Wastes
- Recycled Food Wastes

Source: HKOWRC

THE DECENTRALISED SOLUTION (RTR SMART COMPOSTING SYSTEM)



(PATENT PENDING)



AWARDED:



Communities Support Development

即時新聞

2017年03月17

請選擇



【空中農圃】引入耕田機械人 搵港大 生改良縮細版

3,763

讚 46

建立時間 (HKT): 0317 18:10



CALL FOR COMMUNITY COLLABORATIONS 2



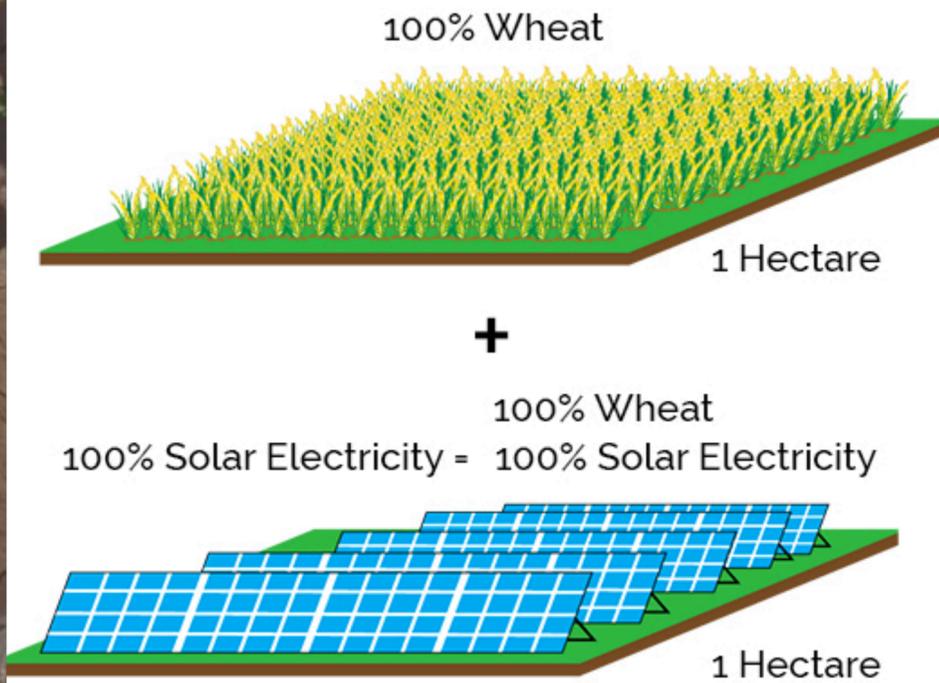
6 百萬 m^2 ~ 1 人改變 $< 1 m^2$



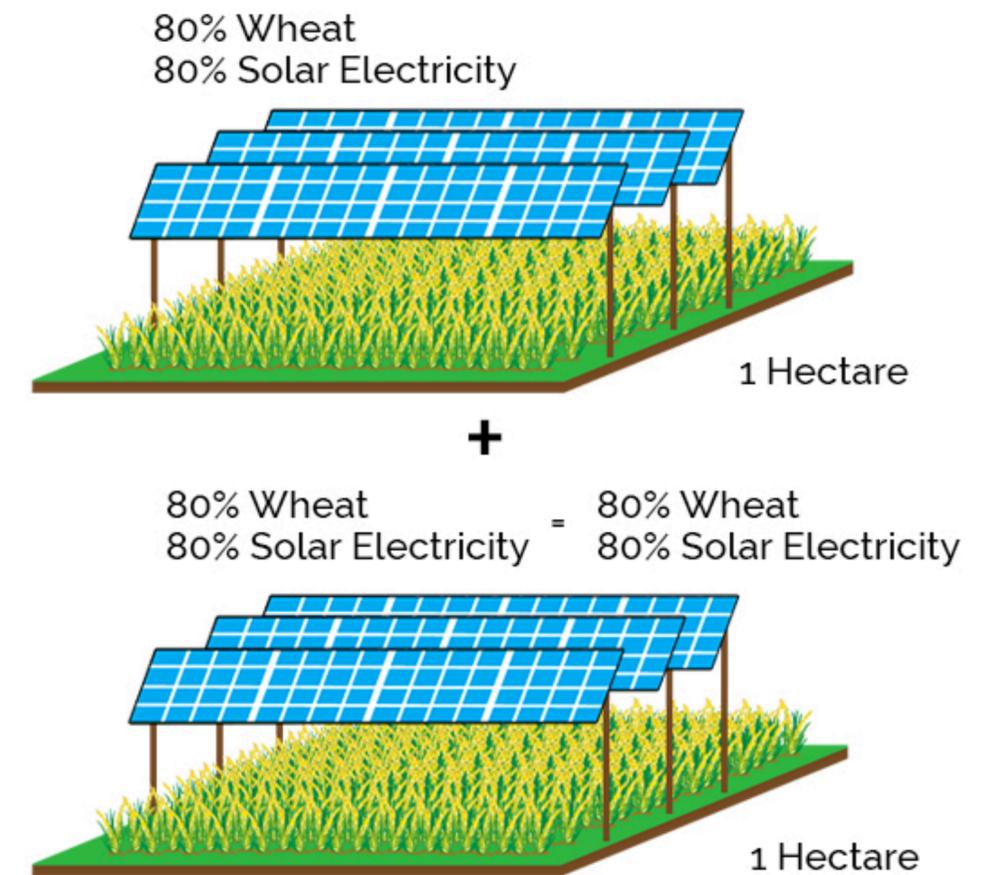
AgriVoltaic (Co-Exist SYSTEM)



Separate Land Use On 2 Hectare Cropland



Combined Land Use On 2 Hectare Cropland:
Efficiency Increases Over 60%



CALL FOR COMMUNITY COLLABORATIONS 3

2 Fresh meat
Fresh fish
Bacon & sausages





THANK YOU!





GET IN TOUCH!



www.rooftoprepublic.com



andrew@rooftoprepublic.com



Rooftop Republic Urban Farming



[@rooftop_republic](https://www.instagram.com/rooftop_republic)