

Webinar: Development and Evolution of a Sustainable City and Community

*Shaping more liveable cities with
our community*

Mr. Andrew Tsui

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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
REPUBLIC 雲耕一族

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

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GLOBAL PROBLEM

WE ARE ALREADY IN FOOD RESILIENCE CRISIS

WorldAfricaAmericasAsiaAustraliaChinaEuropeIndiaMiddle EastUnited Kingdom

Edit

The coronavirus pandemic could threaten global food supply, UN warns

CNN

By **Jessie Yeung**, CNN

Updated 0136 GMT (0936 HKT) April 13, 2020

NOW PLAYING

Global food supply chain at risk due to pandemic

CNN

CNN NEWSOURCE

10

10

CORONAVIRUS PANDEMIC

GLOBAL FOOD SUPPLY CHAIN UNDER STRAIN

CNN

00:06 / 02:24

News & buzz

Trump goes on w tweetstorm to dis Fauci testimony

The way these sta handled coronavi 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

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.

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

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

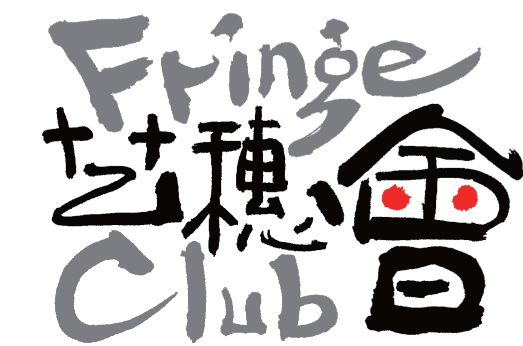
MAJOR REAL ESTATE COMPANIES



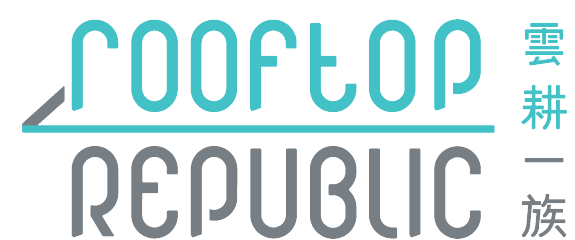
INTERNATIONAL COMPANIES



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

ROOFTOP
REPUBLIC

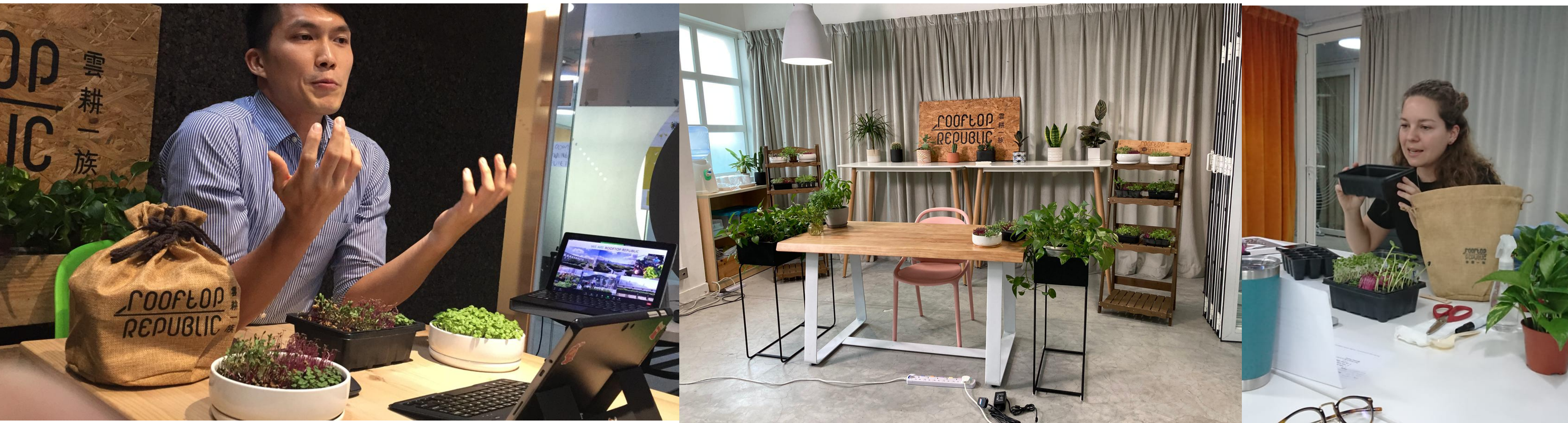


The rooftop farm at Cathay City serves as a platform for long-term employee engagement and has their urban farmers participating in programmes of 3-4 months each. Not only have we run urban farming workshops, events such as salad cookouts, cooking demos led by their staff team - have been organised,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

Inputs (what we do)

Urban Farm
Consultancy
Design, Set Up &
Management

Urban Farming
Supplies & Products

Education /
Workshops / Events
around Urban
Farming

Outputs (Immediate results)

of urban farms

of sqm converted into
farms

of farms managed

of workshops/events

of workshop participants

of urban farming participants

farmers employed

of people trained

Primary Outcomes (short-term impact)

Improved Well-being
(from participation in urban farming)

Improved environmental awareness
(from participation in urban farming)

Increased income & social inclusion
(for local farmers & trainees)

Increased green spaces
(from converting spaces
into urban farms)

**Increased carbon absorption
from the atmosphere**
(through increasing soil on surface)

Secondary Outcomes (medium-term impact)



Goal 2: Zero Hunger



**Goal 3: Good Health
& Well-Being**



**Goal 11: Sustainable
cities & communities**



**Goal 12:
Responsible
Consumption &**




**Goal 13:
Climate Action**

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



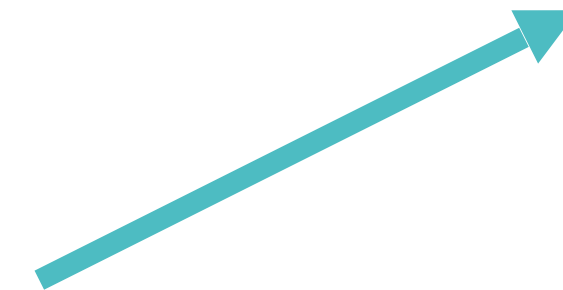
COLLECT



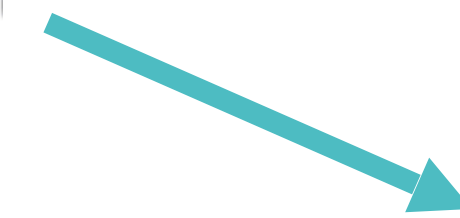
TRANSPORT



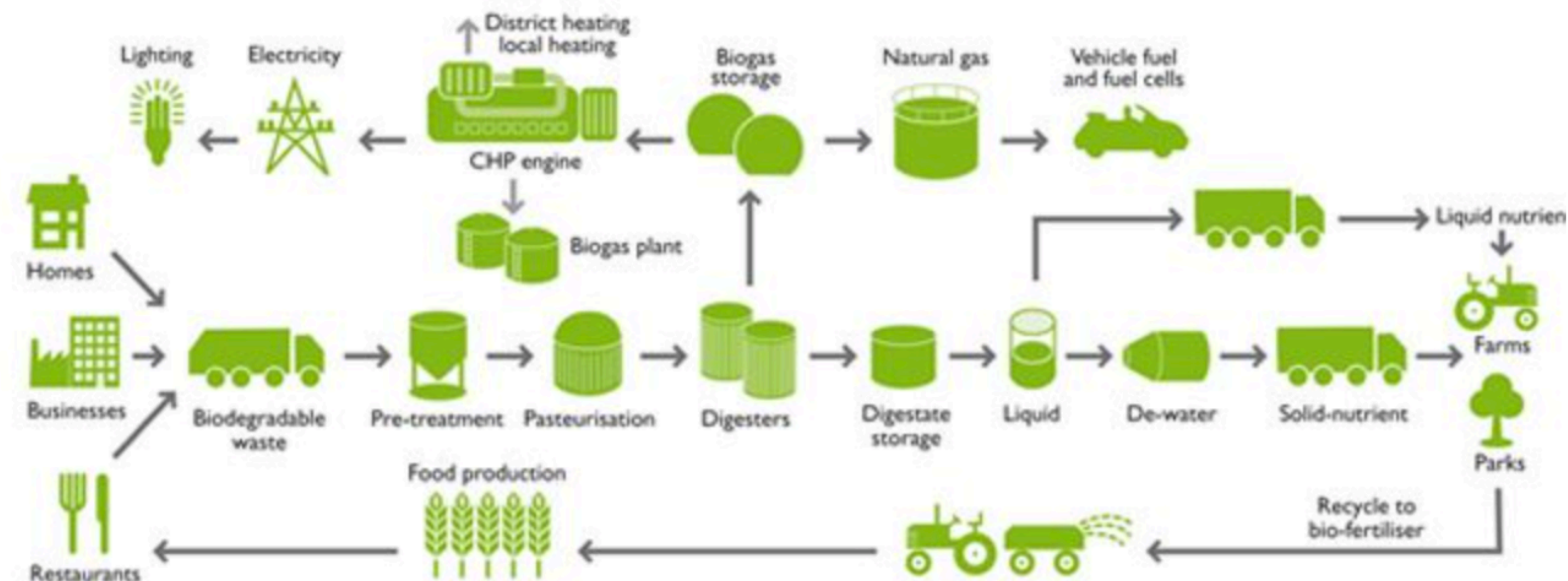
CENTRAL
FACILITIES



END POINT:
ENERGY
PRODUCTION

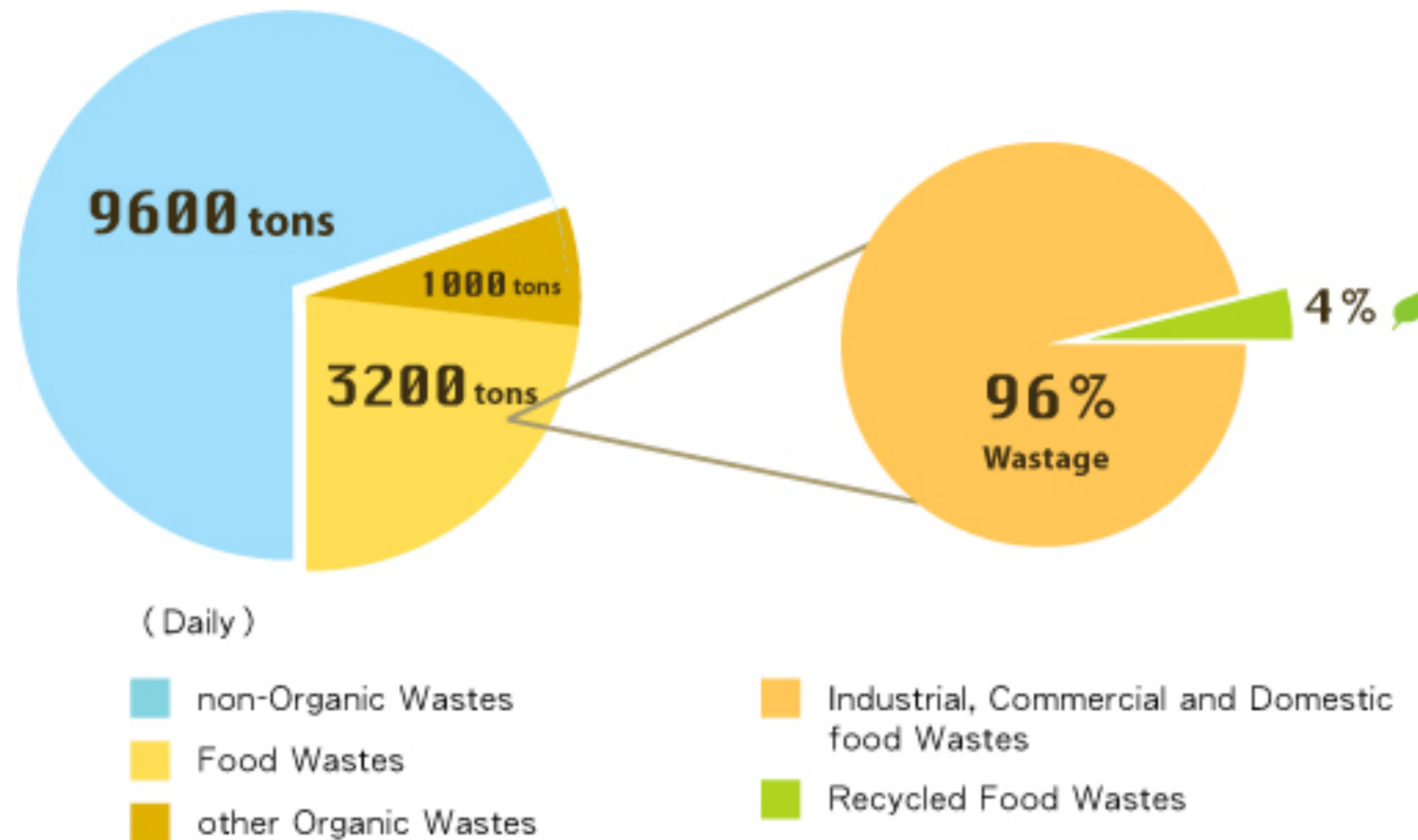


EXTENTION:
Bio-compost
DEPENDS ON
QUALITY AND COST
(usually for cities
GDPs with high
agriculture %)



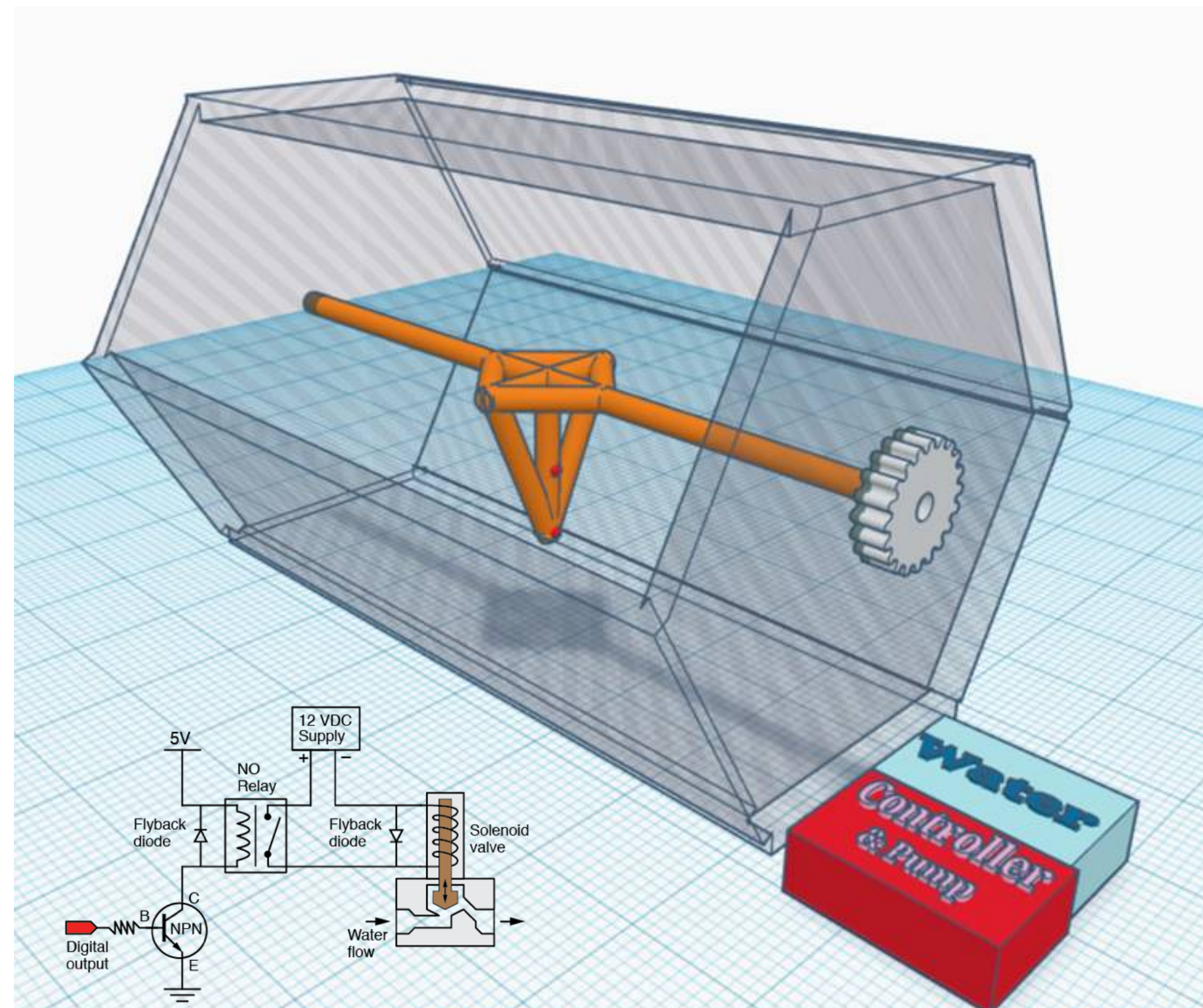
THE INDUSTRY PAIN POINTS

(CENTRALISED FOOD WASTE FACILITIES)

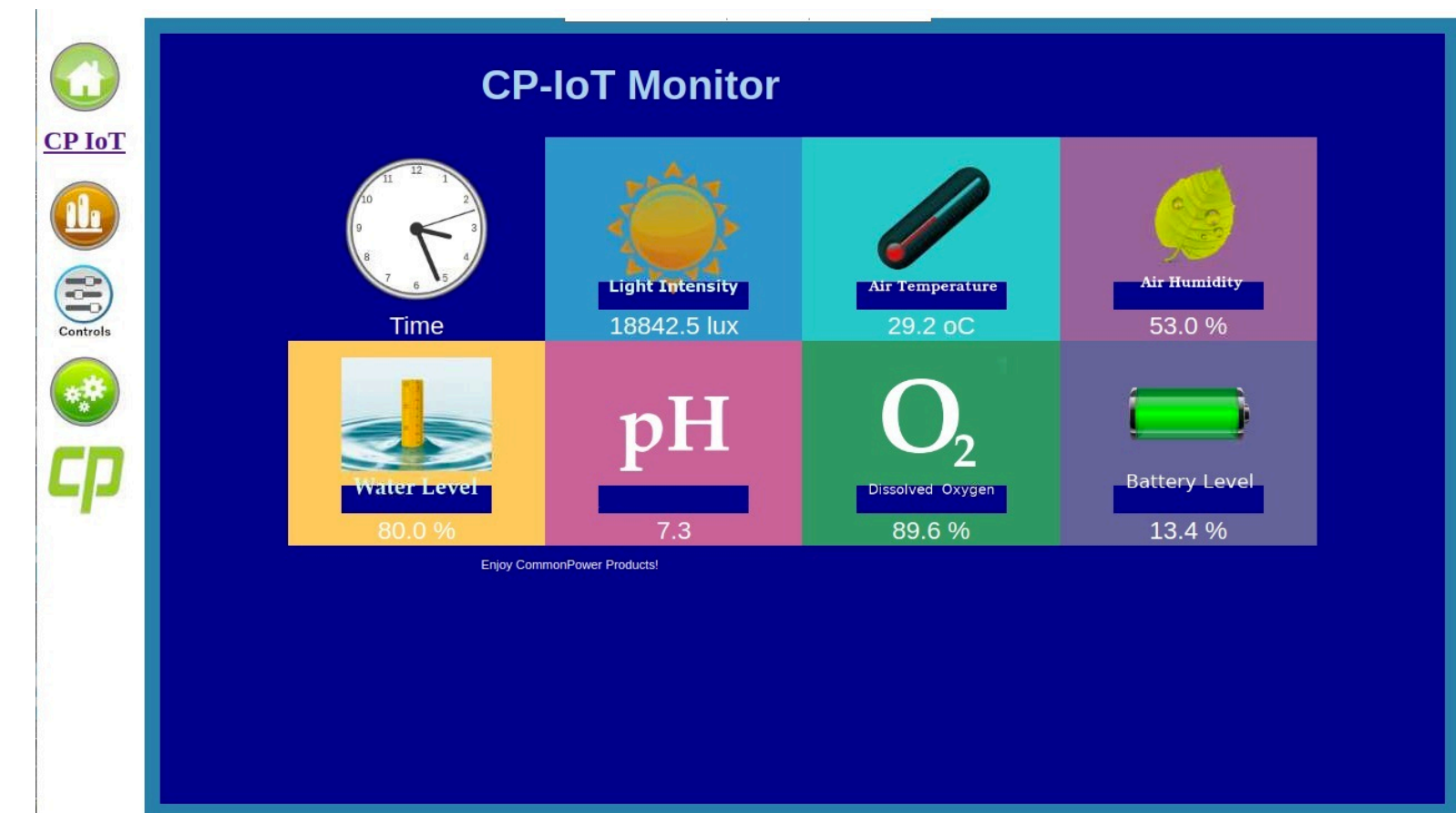


Source: HKOWRC

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



Andrew還找來小學生參與計劃

The image shows a group of students and a man, Andrew, working on a project in a classroom. They are gathered around a table, looking at a laptop and some equipment. The man is pointing at the laptop screen, and the students are looking at it with interest. The room is filled with various items, including a laptop, a printer, and some plants.



CALL FOR COMMUNITY COLLABORATIONS 2



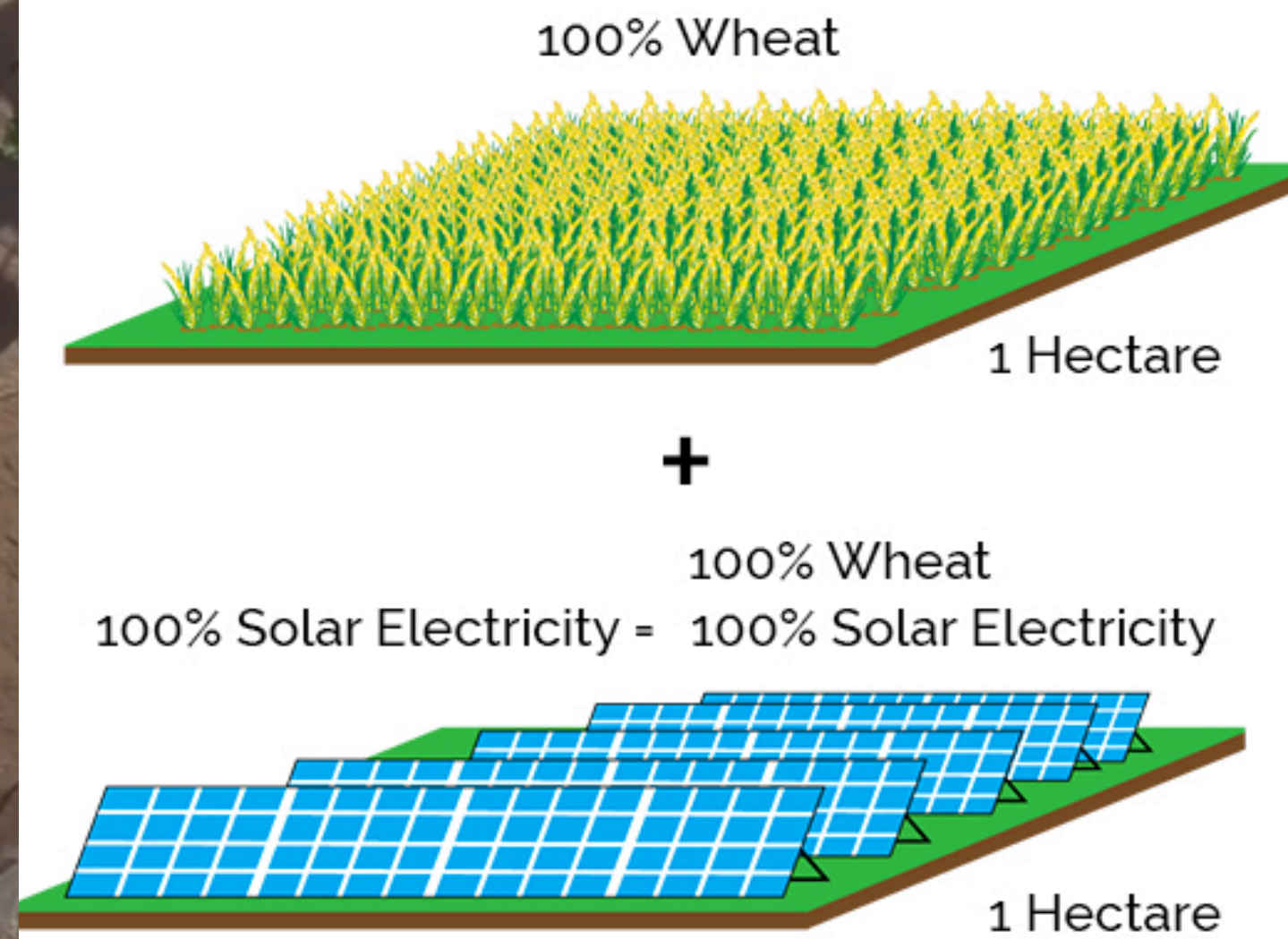
6 百萬 m^2 ~ 1 人改變 $<1m^2$



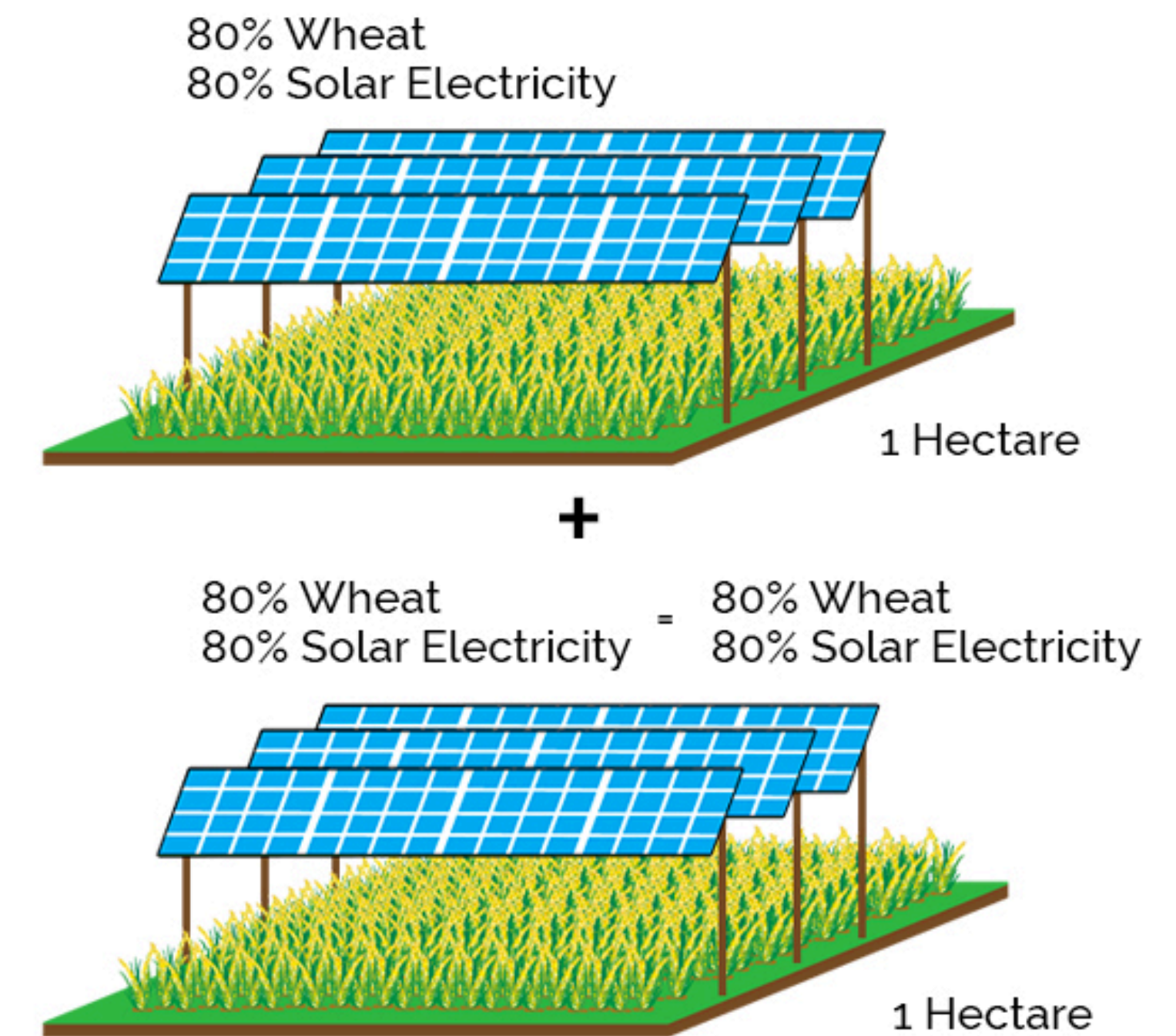
AgriVoltaic (Co-Exist SYSTEM)



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



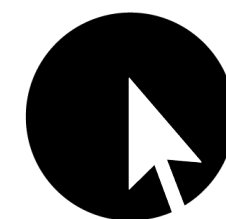


THANK YOU!





GET IN TOUCH!



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Rooftop Republic Urban Farming



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