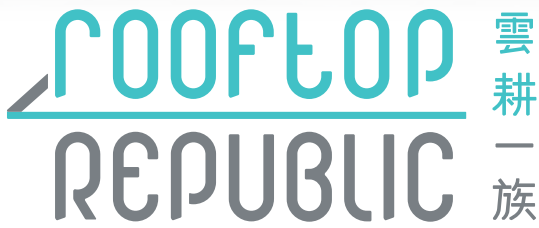


Special Award for Small Enterprises and Start-ups – Rooftop Republic Co. Limited 小型企業及初創企業特別獎 – 雲耕一族城市農業有限公司



Report Summary

Provided by Rooftop Republic Co. Limited

Company Background

Rooftop Republic is an award-winning impact venture that envisions a future of sustainable cities powered by urban farming.

Through our proprietary Urban Farming as a Service model, we bring a one-stop solution to build and manage urban farms that transform under-utilised areas into vibrant spaces, create sources of nutritious organic food, and engage and empower communities to lead a sustainable lifestyle. We provide effective solutions for cities to promote responsible food production and consumption in support of the UNSDGs.

Rooftop Republic continues to take our vision and impact to the next level through greentech innovations and digital transformation by designing and implementing a decentralised food regeneration model for cities. Where each building has capabilities to breathe in carbon, digest food waste and reproduce food to support a resilient and rejuvenated community. Equipped with smart urban farm modules, each square foot we plant nurtures healthy microbe rich soils, diverting quality food waste from landfill and central facilities, minimising food miles and capturing carbon from the atmosphere. We are setting up a blueprint for every city dweller and every building to have a role in making our cities smarter, more sustainable and healthier.



報告摘要

本報告摘要由雲耕一族城市農業有限公司提供

公司背景

雲耕一族是一家屢獲殊榮的創效企業，倡導以都市耕作推動未來可持續發展城市。

運用原創的服務式農耕系統，我們提供一站式解決方案以建設和管理都市農場，轉化閒置空間為充滿活力的農圃，創造營養有機食物來源，並鼓勵社區參與，引領可持續生活方式。我們為城市提供有效方案，以促進負責任消費和生產，響應聯合國可持續發展目標。

憑藉迄今為止累積既經驗，雲耕一族繼續以綠色科技和數字化轉型，設計和實施去中心化城市食物再生模式，將我們的願景和績效提升到另一個境界。每棟建築都有能力減碳、減廢和循環生產食物，構建具療愈力的綠色城市。運用智慧耕作模式，我們將廚餘升級再造成富含微生物的優質土壤，大大縮短食物里程並減少碳排放。我們的發展藍圖是讓每位市民和每棟建築成為構建更智能、更可持續、更健康城市的一份子。

Rooftop Republic creates environmental and social impact through greening our rooftops with healthy organic produce, and engaging communities from all walks of life in growing their own food.

雲耕一族透過種植健康的有機農產品來綠化天台，並讓來自各行各業的社會大眾參與種植自己的食物，從而對環境和社會產生影響。

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Leadership

We drive thought-leadership, innovation, and setting the standards for the urban farming industry, with the mission to build stronger connections between city-dwellers and their food and food system. We believe access to healthy organic food, and wellbeing through interaction with nature and communities should be universal. Hence, our projects reach out to a diverse group of clients, beneficiaries, and participants, including the elderly, people of differences, people with disabilities, students, as well as individuals from all walks of life. Through our projects, we are also able to employ and engage local organic farmers and donate our harvests to those in need.

Our leadership and team are often invited to speak at expert panels on food, the food system as well as social entrepreneurship to share about our experiences, learnings and stories of how urban farming is transforming our city and receive multiple international and local media features profiling our founders as well as Rooftop Republic's achievements.

Strategy

To fulfil the potential of urban farming, our company's strategy is based around five pillars - the 5G Urban Farming principles that guide our everyday work:

- Green our city: Cultivate greener spaces that improve the health of our environment and people.
- Grow food more locally: Empower city-dwellers to grow their own delicious and nutritious food.
- Go circular: Work towards a circular economy around urban farming and food systems.
- Groom the next generation: Professionalise and build the urban farming sector through hands-on training and employment opportunities.
- Generate a new ecosystem: We bring together a community of clients, partners, and farmers to collectively drive change.

Customers

With the rising importance of achieving lower carbon emissions, and meeting Environmental, Social and Governance (ESG) requirements, urban farming meets the needs of our clients through reducing food miles, engaging communities and volunteers.

Our clients are real estate companies, corporates, F&Bs, hotels, schools and individuals, and include Sun Hung Kai Properties, Swire Properties, Sino Group, LINK REIT, Henderson Land, DBS Hong Kong, Hong Kong Jockey Club, local and international schools and more.

領導才能

雲耕一族憑著堅定信念，言其所行，致力為推進都市耕作奉獻綿薄之力，以加強都市人、食物和食品系統的關係為使命。我們相信大家都應有獲得健康有機食品、接觸大自然和融入社區的機會。因此，我們的項目涉及不同群體的客戶、受益者和參與者，包括老年人、特殊群體、殘疾人士、學生以及各行各業的個人客戶。我們還僱傭本地有機農民，讓他們投入到我們的項目，並將我們的收成捐贈給有需要的人。

我們的團隊亦很榮幸獲邀到各城市分享可持續食物連、再生系統和社會創新方面的專題，以及探討都市耕作及智慧城市的發展機遇。團隊創辦人更多次獲國際媒體報道以及社會創新獎項殊榮。

策略

我們的創始團隊進一步提出環源綠色都市的5G策略發展支柱：

- 綠化城市 (Green our city)：創造更多綠化低碳空間，改善我們的環境和健康。
- 本地耕作 (Grow food more locally)：讓城市居民種植本地美味營養食物。
- 循環經濟 (Go circular)：圍繞都市耕作和糧食系統努力實現循環經濟。
- 培育新一代 (Groom the next generation)：提供培訓和就業機會，建設專業化城市農業。
- 生態系統 (Generate a new ecosystem)：我們將客戶、合作夥伴和農民聚集在一起，共同推動變革。

客戶

隨著實現低碳排放和滿足環境、社會和管治 (ESG) 要求的重要性日益增加，都市耕作通過縮短食物里程、吸引社區和志願者來滿足客戶的需求。

我們的客戶涵蓋房地產公司、企業、餐廳、酒店、學校和個人，包括新鴻基地產、太古地產、信和集團、領匯、恆地、星展香港、香港賽馬會、本地和國際學校等。

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Measurement, Analysis, and Knowledge Management

Measurement and data is key to our development and we apply a measurement and review methodology across the organisation. Yearly plans across all departments are developed and reviewed on a quarterly basis, and tools are implemented for our team mates to track, measure and report on their department and individual progress.

Beyond the organisational performance, we actively track the transformation that urban farming to the environment – through the creation of green spaces, reduction of food miles, minimisation of food waste; and positive outcomes of community participation in urban farming such as in well-being, improvement in social engagements, change in consumption behaviour towards more eco-conscious choices.

Workforce

Our team is made up of multidisciplinary talents with a shared passion for urban farming and changing citydwellers' relationship with food. Each team member brings their unique expertise in areas such as engineering, agronomy, sustainability, horticulture therapy, permaculture, hydroponics, composting, marketing, project management, and agricultural-based educational programmes.

Operations

We place our clients at the center of our work, and as our portfolio grows, we have implemented processes and systems as well as relevant training to ensure standardisation of our quality across our service line.

In line with our social mission to support local farming in Hong Kong, we work very closely with organic farmers who serve as our suppliers/contractors to integrate their specific needs and know-how into our service delivery and ensure both a top quality service for our clients and a positive impact on the livelihoods of local farmers.



評估、分析和知識管理

評估和數據是我們發展的關鍵，我們在營運中應用評估和審查方法。我們每季度製定和審查年度計劃，並讓團隊成員運用工具追蹤、評估和報告部門和個人的進展。

除了公司績效外，我們還積極追蹤都市耕作帶來的環境轉變 — 通過創建綠色空間、縮短食物里程、盡量減少食物浪費；以及社區參與都市耕作的積極成果，例如福祉、社會參與的改善、更俱生態意識的消費行為轉變。

工作團隊

我們的團隊成員熱愛耕作，並渴望重新連結都市人和食物的共融關係。他們來自多個專業領域，包括工程、農學、可持續性、園藝治療、永耕、水培、堆肥、營銷、項目管理和農業教育計劃等。

營運

客戶是我們工作的核心，隨著業務增長，我們實施流程管理和系統化及相關培訓，確保整個服務線的質量標準化。

根據我們支持本地農業的社會使命，我們與作為供應商／承包商的有機農民合作，將他們的特定需求和專業知識融入我們的服務中，並確保為客戶提供最優質的服務和保障本地農民生計。

Through our end-to-end urban farming solutions, Rooftop Republic transforms underutilised rooftops into thriving edible landscapes, creating a decentralized city-based food eco-system.

通過我們點對點的都市耕作解決方案，雲耕一族將未充分利用的天台改造成生機勃勃的可食用景觀，創建了一個以城市為基礎的分散式食物生態系統。

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Results

Our achievements since 2015 are:

- Transformed more than 80,000 square feet of idling urban spaces
- Built +70 productive urban farms on commercial office buildings, residential properties, shopping malls, schools, restaurants and more.
- Organised more than 800 workshops and events, and reached more than 20,000 citydwellers through our projects.
- Through our urban farm projects, we have recorded that 70% of the participants reported improved wellbeing and greater connection with their communities.

Our achievements and the impact of our work have been recognised by various accreditation bodies, awards and funding schemes:

- 2017: Meritorious & Most Innovative Social Enterprise recognition, awarded by the HKSAR Government under the Social Enterprise Award.
- 2018 & 2020: DBS Foundation Social Enterprise Awards in 2018 and 2020, supporting the development of the Rooftop Republic Academy and expand our digital offerings during the COVID-19 period through eCommerce and online academy programmes.
- 2019: Received the financial and advisory support of Social Impact Partners to help us in capacity building and to scale up our business and impact.
- 2020: Decentralised smart composting project was awarded the Recycling Fund.
- 2020: As a validation of our continued quest for innovation to meet the needs of our stakeholders, we were accepted in the Impact Kommons Accelerator programme powered by Eureka Nova under the New World Development Company Limited.

業績

自2015年以來，我們：

- 改造了超過80,000平方英尺的閒置城市空間。
- 在寫字樓、住宅物業、商場、學校、餐廳等地建造了超過70個具生產力的農場。
- 組織了800多個工作坊和活動，參加者超過20,000名。
- 錄得70%的都市耕作項目參與者表示幸福感得到了改善，並且與社區的聯繫更加緊密。

我們的成就和影響力得到了各種認證機構、獎項和資助計劃的認可：

- 2017年：香港特別行政區政府頒發傑出社企獎（優異）及傑出創意思維獎。
- 2018年和2020年：得到星展基金會社會企業獎勵計劃支持，協助我們建立雲耕學院以及在COVID-19肆虐期間透過電子商務和線上學院計劃拓展數碼化產品業務。
- 2019年：獲得Social Impact Partners的財務和諮詢服務支持，讓業務發展更上一層樓。
- 2020年：開發中的去中心化智慧堆肥項目獲得環保署回收基金支持。
- 2020年：作為對我們不斷追求創新服務的認可，我們被新世界發展有限公司的Impact Kommons計劃接納。