

#LOOKUP

WE NEED A REVOLUTION

We want to improve the places where we live and work by unlocking the potential of our flat roof spaces. We want nature-based solutions to be implemented within all new and retrofit construction projects. We want our urban flat roofs to reconnect with nature, tackle climate change, halt biodiversity loss and improve human health.

It's time to #lookup.



ROOF REVOLUTION MANIFESTO

OUR GOAL

**An initiative bringing together individuals and organisations
who want to revolutionise the way flat roofs are designed,
built, maintained used within our communities.**



**A SHARED CALL
TO ACTION
AND GLOBAL
COLLECTIVE**

There's a brighter future for humanity in our urban environments and the Roof Revolution is going to unlock it.

Advocates of the campaign are encouraged to #lookup and share how their work, ideas and innovations are benefitting the climate and their communities.

Roof Revolution is a resource hub and exhibition space, where we explore our five core aims and seek to inspire our visitors through carefully curated video, news and resources from across the world.

ROOF REVOLUTION MANIFESTO

OUR AIMS

**Roof Revolution has 5 core aims, yet our
ambition and imagination of what can be
achieved is limitless.**

ONE

Improving the health and wellbeing of our communities by creating a network of active roof spaces that reconnect with nature.

TWO

Nurturing urban biodiversity through the restoration and creation of unique ecosystems within the urban roofscape.

THREE

Promoting local fresh food production through urban rooftop agriculture projects, reducing food miles, production costs and packaging.

FOUR

Preventing urban flooding caused by climate change, through the design of blue roof attenuation systems.

FIVE

Reducing the urban heat island effect and its climate-damaging consequences caused by human activities.

ROOF REVOLUTION MANIFESTO

CHAMPIONS

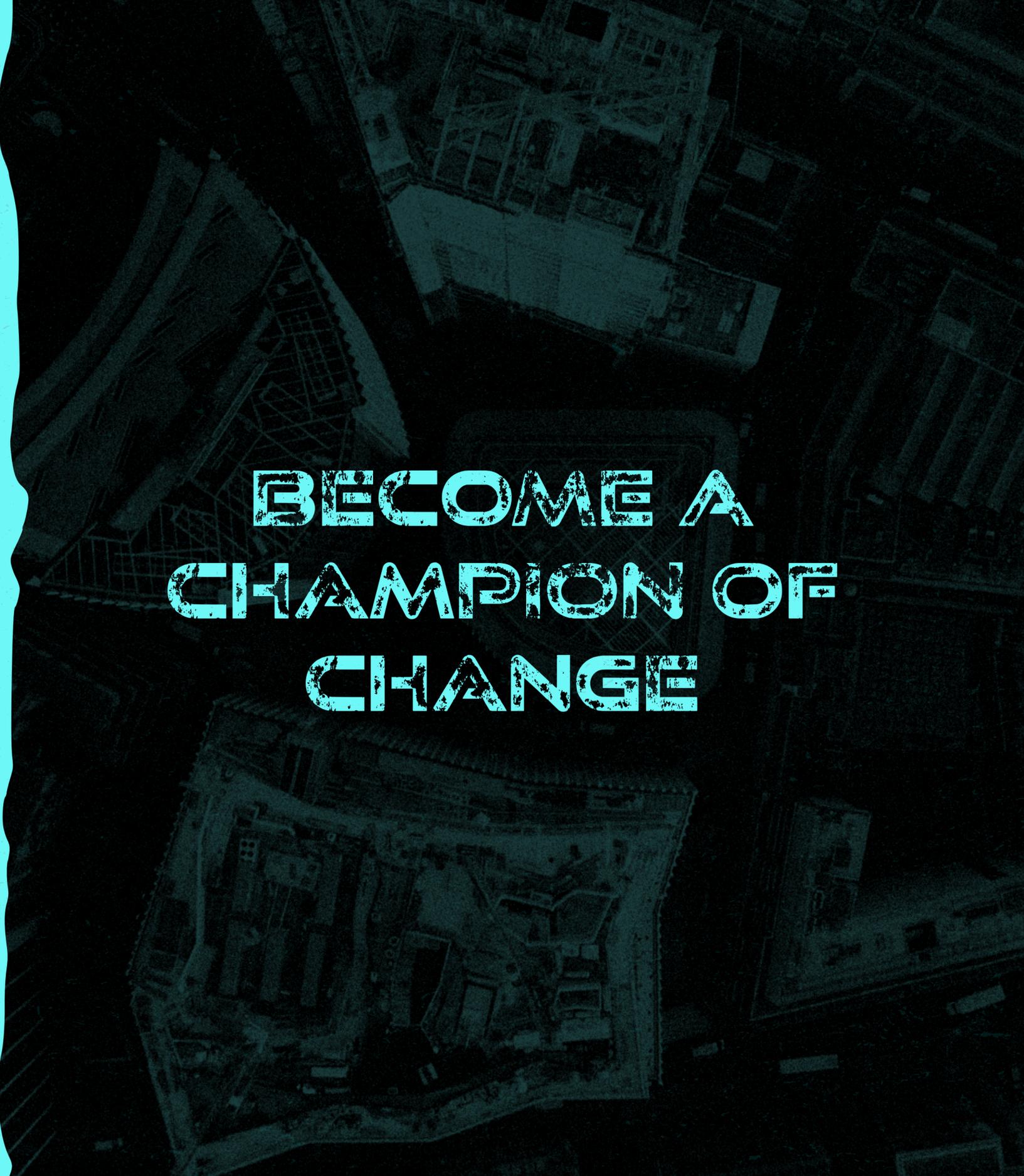
**Companies and organisations whose vision and
values align with our own.**

Our champions #lookup and recognise there are thousands of square metres of unused roof space above our heads.

They know we urgently need solutions to tackle the wellbeing, biodiversity and climate crisis affecting our communities.

Through a shared vision, extensive knowledge and expertise, they believe we can impact change and solve global problems, deployed locally.

If you share our vision, join the Roof Revolution.

An aerial, high-angle photograph of a city street grid, showing a dense pattern of buildings and streets. The image is dark and monochromatic, with a white, distressed, stencil-like font overlaid in the center. The text reads "BECOME A CHAMPION OF CHANGE".

**BECOME A
CHAMPION OF
CHANGE**

A person is sitting on a rooftop at sunset, looking out over a city skyline. The person is in silhouette, and the sky is a mix of orange and blue. The city buildings are visible in the background, some with lights on. The overall mood is contemplative and hopeful.

JOIN THE ROOF REVOLUTION

**There is a new world above our heads. We can
all be part of it.**

**It's time to release the full potential of our
urban roofscape.**

It's time for a Roof Revolution.

It's time to #lookup.

#LOOKUP

Want to learn more, support or join us?

Get in touch.

 roofrevolution.org

 [Roof Revolution](https://www.youtube.com/roofrevolution)

 [@RoofRev](https://twitter.com/RoofRev)

 [Axter Ltd](https://www.linkedin.com/company/axter-ltd)

