








- Rainwater 
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## Green Roof Investment: new research

As exclusive sponsor of a research paper with the Greater London Authority, into Living Roofs and Walls, Alumasc is at the forefront of the industry's determination to highlight the benefits that living, or green roofs can offer to the building owner and to wider society.

The research, which has led to a change in the London Plan in support of green roofs for developments in the London boroughs, is now stimulating further discussion throughout UK. As a result Alumasc is keen to promote further research into positive policies, which might lead Government to consider incentivising greater investment into green roof technologies throughout the UK.

A new survey is being conducted to gain an appreciation of whether the current market is able to place a value on all the benefits associated with green roofing, both direct and indirect, to understand whether Governments can justify introducing policies to incentivise uptake of this technology. This step is regarded as essential as HM Treasury Procedures stipulate that market failure or fulfilment of a specific Government objective must be proven, prior to any development of corrective policy.

Construction industry professionals are invited to contribute to this important survey, by completing an online questionnaire at:-

<http://www.survey.ljmu.ac.uk/greenroofs/>

Results are anticipated to be published in October of this year.

For more information on green roofs, or to download a copy of the GLA Technical Document:  
Living Roofs and Walls, please visit Alumasc's Website at  
[www.alumasc-exteriors.co.uk/waterproofing](http://www.alumasc-exteriors.co.uk/waterproofing)

URL for Print Ready High Res image;  
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