

## 4th International Green Roof Congress

20 - 21 April 2015  
ISTANBUL



### **SAVE THE DATE: The 4th International Green Roof Congress in Istanbul, Turkey (20-21 April, 2015) is coming up!**

Where is there room for nature in towns? This is a question, that is increasingly being asked by building experts around the world who are faced with the challenges of urban densification.

Under the motto “Explore nature on rooftops” successful solutions and practical green roof technology will be presented, discussed and taught at the 4<sup>th</sup> International Green Roof Congress in Istanbul on 20-21 April, 2015. The latest achievements in science and technology will also be presented.

The congress, supported by the International Green Roof Association (IGRA), will be held at the Zorlu Center`s new Raffles Hotel in Istanbul, Turkey.

Join us for a top-level program with lectures and interactive practical workshops at the Congress venue Zorlu Center with its 72.000 m<sup>2</sup> of green areas on different levels.

Istanbul has been experiencing a rapid increase in population due to migration. This means a very fast urban transformation process is taking place in the Mediterranean metropolis straddling two continents. One of the main challenges of Istanbul`s green policy is increasing the number of green areas within the whole city.

Desired economic growth and rising land prices on the one hand, and the need for green infrastructure for urban quality of living and sustainable urban development on the other hand have drawn attention to the city`s rooftops.

Investors have long since recognized that rooftop multiuse not only increases the value of a building, but also improves its attractiveness for letting. Because no additional land costs are involved, roof gardens are no more expensive than ground level gardens.

We look forward to seeing you at the 4<sup>th</sup> International Green Roof Congress in Istanbul!

For more Information please visit [www.greenroofworld.com](http://www.greenroofworld.com).

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