

VIA University College  
Business and Design  
Herning, Denmark



# Imagineering

Elective Course

## **HORSENS Green Roof**

- *Made circular* -

Group 12

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10.04.2019

## Case 1

Project Name: **HORSENS Green Rooftop**

### Give a brief introduction of your concept

In this project, we have done research into Horsens. What people think of this city and what they miss. Something has to change for Bytorv Horsens. They want to attract more audiences. Both people outside Horsens, but also within Horsens. It must be inclusive and accessible to all people. In the following questions, we will go deeper into how we regard Bytorv Horsens as a new 'look' and 'feel' about the rooftop. This will have to become a green and sustainable rooftop that deals with a circular economy system.

### What problem(s) are you solving and how are you creating value and for whom?

After analysing data from desk and field research, both quantitative and qualitative, the group could get a better understanding what problems are there to be solved with the idea of the concept. Moreover, how chosen solution creates value for our target group, and who does it include.

Problems for Horsens citizens are:

- lack of pleasant cafés, restaurants to go,
- lack of places to meet with friends,
- need of place to relax,
- need of place to meet with your friends,
- need of a place that will hold interesting events.

Problems for Bytorv HORSENS:

- How to encourage potential customers to visit the mall and come back?
- How to create a well recognisable place on the map of Horsens?
- How to design a green roof top with circular economy?

Our Target Group is all citizens of Horsens and its visitors, people in all ages, from kids to elderly. We want to make people feel comfortable being around each other. By providing the Target Group green experience on the HORSENS Green Roof the purpose is to give people example of how can one live a circular life, be eco-aware

and live in connection with nature. The aim is also to provide people feeling of freedom, happiness and relaxation while experiencing the Green Roof. Moreover, create personal memories of each individual that together will create a strong value of community for Bytorv HORSENS.

### **What are the main challenges with regards to implementation?**

It is very difficult to look at the financial picture. In this project, we do not know what Bytorv Horsens can spend. That is why we really went out of our way without a budget.

When seeing Bytorv Horsens, it has not escaped the notice that the mall itself needs a big makeover to attract people. This is the first point of view that people see. A lot of advertising will have to be made for the rooftop.

We had to do a lot of research to find out what people are going for and what they are stopping.

One of the major challenges is that most of the people we have researched do not think Horsens is a challenging city to visit. We want to change this perspective by implementing the Green Rooftop. Other challenges are that we have to do research about the different kind of plants that are able to grow on the rooftop

### **What are the next steps for this project?**

Our tasks finish on the stage of prototyping. We need to see, if the idea would work in the real life, if it's feasible, and make sure there is a demand for the described place on the map of Horsens.

Therefore, after having prototyped our idea, the next step would be to **prototype** suggested in the project solutions. Next step would be to create **budgeting** for the concept to have a clear understanding of a scale of the project, amount of work, and how many resources would be needed. After setting the budget clear, the architectonic sketches need to be done, the building contractor needs to be chosen and, finally, the idea can be **executed**.