

ABC: Activating Biophilic Cities

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Social study on public awareness of the Living Green Wall health benefits

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Abstract

The Living Green Wall (LGW) is a modern and a rightful feature of the Biophilic City towards which mayor urban giants are working to. LGW offers a range of benefits directly linked to health evidenced in early and nowadays study's as well as have been noted to offer indirect benefits to the businesses increasing their sales and hence the income. As part of this work a social survey was carried out on the streets of London in the vicinity of LGW to justify the knowledge and perception of the general public in relation to the LGW. The study took place during Jan 2016 - Mar 2017, where a total number of 308 responses were collected. At Edgware Road Tube Station 61% of samples were collected with 24% and 15% collected at 'Walkie Talkie' building and Mermaid Conference Centre, respectively. The survey would emphasise to explore the public awareness of the benefits the LGW offers and also invited them to propose locations where they would want, if that is the case, the LGW to be installed in the first instance. The survey results have provided quite an interesting insight: 40% of those who took the survey had a slight knowledge of what a LGW is, although at least 67% pass that structure once a week; 90% of the public found that the LGW is appealing and/or aesthetically pleasing, where many subconsciously though it is good for your health; around 80% would choose businesses with the LGW installed and the majority would support the urban greening activates through in-kind contribution. This research has evidenced that the public knowledge of the LWG is limited however once explained they can potentially act as alias in promoting greening in large cities that would lead to health benefit that is yet to be perhaps monetised.

Key Words

Living Green Wall, social survey, health benefit, public knowledge, business benefits

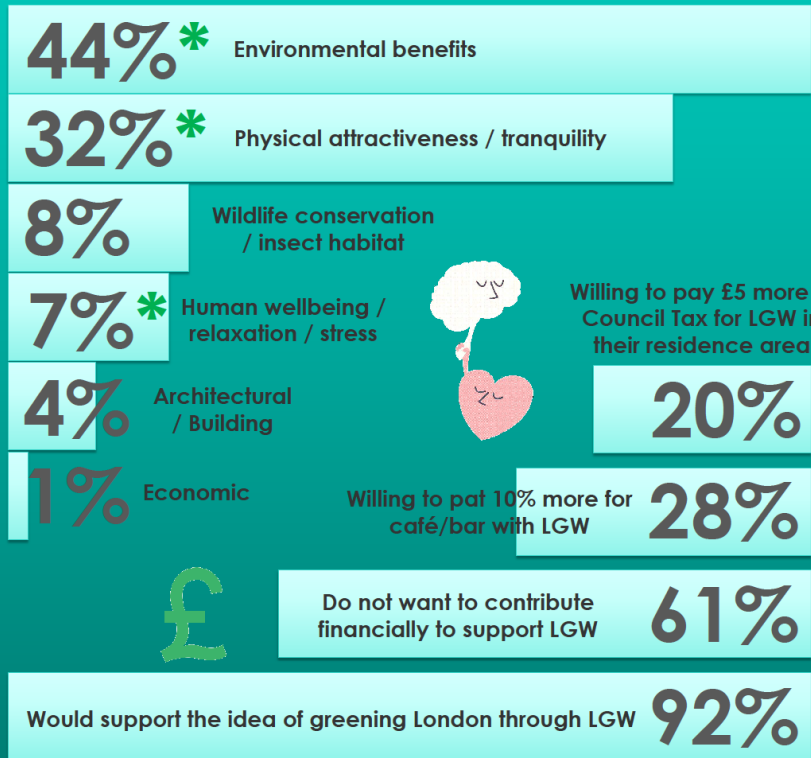
Biography

Dr. Anna V. Romanova is a Senior Lecturer in the Department of Applied Engineering & Management at the University of Greenwich where she investigates noise pollution absorption by a mixture of different soils, substrates and porous materials to be accommodated in the Living Green Wall (LGW) infrastructures. Over the last few years she has received a number of smaller grants to support the research study in the above field. She also supervises a PhD research project that looks into the Supplier Chain Management and overall benefits of the LGW.

The aim of the study was to understand general public awareness of the benefits of the Living Green Walls (LGW).

The survey study with 308 participants took place during Jan 2016 - Mar 2017 in the streets of London.

Stopping passers by in the vicinity of LGW outside **Edgware Road Tube Station [1]**, **Walkie Talkie Building [2]** and **Mermaid Conference Centre [3]**, 61%, 24% and 15% response samples were collected, respectively.



Around 80% would choose businesses with the LGW installed and the over half would support the urban greening activates through in-kind contribution.

This research has evidenced that the public knowledge of the LGW is limited however once explained they can potentially act as alias in promoting greening in large cities that would lead to health benefit that is yet to be perhaps monetised.



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