

# Abstract

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## **Implementation of Vertical Greening in Cairo: Perceptions and Opinions of Architects**

A rapidly growing literature presents vertical greening as a promising strategy for urban sustainable development with multiple environmental, economic, and psycho-social benefits. To inform and guide eventual future efforts to promote the acceptance and application of vertical greening in Cairo, the objective of the exploratory study reported in this article was to investigate the perceptions of architects about the strategy and their opinions about the perspective of implementing it in the city. A survey questionnaire was administered to 63 male and female architects residing and practicing in the Greater Cairo area. The large majority of participants indicated that they had some form of knowledge about vertical greening prior to the survey. But, at least for most of them, knowledge about the strategy appeared to be rather limited superficial as answers to the questionnaire revealed inaccurate perceptions misconceptions. In particular, there appeared to be excessive concerns about the amount of maintenance that vertical greening would require, about the cost of vertical greening installation, and about the damage that vertical greening could cause to building façades. Inaccurate perceptions were also evident in respondents' characterization of the different vertical greening systems. Despite the various concerns expressed by respondents about the application of vertical greening, there was a clear majority of positive opinions about the suitability of the strategy for the specific context of Cairo. This suggests that, for most participants, the perceived potential benefits of vertical greening outweighed the concerns about its implementation. This is quite encouraging for the prospect of vertical greening implementation in Cairo.