

Case Studies

Cities & Municipalities



Texas Business Park Recruits Innovative Companies Using SmartFlowers



Henderson Innovation Park, Henderson, Texas

From its inception, Henderson Texas Economic Development (EDC) envisioned Henderson Innovation Park as a visible, working symbol of innovation. It chose SmartFlower to strengthen its reputation as a sustainable brand in the community and attract businesses that embrace sustainability.

With five SmartFlowers, the park is an iconic landmark and supportive ecosystem for new businesses to innovate and expand. The SmartFlowers “anchor the park’s identity as a clean-tech, future ready space and help us recruit tenants who value sustainability,” stated Henderson Texas EDC’s Executive Director Bret Gardella. He continued saying, “The SmartFlowers immediately signal that Henderson is serious about next generation infrastructure and is a partner for companies building sustainable operations.”



The SmartFlowers embody its commitment to clean energy, innovation and economic development to potential businesses:

- Sustainability in Action: The SmartFlowers generate clean energy onsite, supporting Henderson's broader effort to reduce emissions and operating costs.
- Community Engagement: SmartFlower is a living demonstration of advanced solar technology with features which the park can leverage for tours, STEM partnerships, and new projects.
- Economic Development: The SmartFlowers helps recruit innovative companies that share the park's sustainability vision.



For Henderson Innovation Park, SmartFlower represents more than solar power. It's a bold expression of innovation, education, and environmental leadership for attracting partners and businesses to the park. By integrating SmartFlower into its park, Henderson has created an iconic gateway to a more sustainable and innovative future.

First Ward Park Combines Air and Sun with Smartflower

Mecklenburg County in North Carolina believes in leading by example when it comes to environmental sustainability. Its Environmental Leadership Policy, passed in 2004, states that they will “conserve and protect our air, water and land resources, become a model of environmental stewardship for local governments, business and industry in our region, and use and apply the County's existing and future resources wisely for the benefit of its citizens.” That is exactly why a Smartflower was installed at First Ward Park, a public 4-acre park operated in Charlotte, NC by Mecklenburg County. The Smartflower is connected to First Ward Park’s general electrical system, meaning that the energy it produces will offset park lighting, restrooms, its upcoming Air Quality Learning Station (AQLS), and all other electrical uses.



Smartflower was first introduced to Mecklenburg County Air Quality (MCAQ) by a vendor at the beginning stages of designing their Air Quality Learning Station, a public air quality outreach and education piece that is now installed at First Ward Park. The solar flower turned out to be a great complement to both the Air Quality Learning Station and the goals of the County, so how could they say no?



“We needed a visually appealing and engaging solar energy source to accompany the educational side of the Air Quality Learning Station. The Smartflower’s bright color and eye-catching aesthetics provide just what we needed to attract the public’s attention and get them interested,” said PJ McKenzie, Air Quality Specialist at Mecklenburg County Air Quality.

Attention is definitely what the First Ward Park Smartflower attracts. Passersby and members of the community are drawn to the Smartflower, often approaching Mecklenburg County Air Quality staff (including PJ himself!) to learn more about the solar system and the Air Quality equipment. Interest in the Smartflower is sure to skyrocket when the Air Quality Learning Station is officially unveiled in the next few months, and staff are eager to include it in all future education and outreach events at the park. “It’s exciting and rewarding to know that our citizens are so interested in air quality and environmental issues,” said PJ.

Combining the Air Quality Learning Station with the Smartflower makes Mecklenburg County’s air quality project unique, elevating it from beyond a sensor station to something completely iconic. It connects the importance of good air quality to the need for renewable energy and encourages visitors to think about how they can contribute to mitigating climate change.

According to PJ, “We at Mecklenburg County Air Quality are committed to reducing air pollution through multiple avenues that engage public and private entities. This includes the County’s policy to reduce its carbon emissions. We believe that the Smartflower is a great way to communicate the importance of green, sustainable energy sources and the importance of reducing air pollution through cleaner energy production. The Smartflower synchronizes perfectly with the County’s goals to reduce our environmental impact.”



88 Black Falcon Pier Makes Waves with Smartflower

With its ocean sunsets, rich maritime history and unique blend of longstanding waterfront-dependent industrial users, next-generation lab, life science, and office spaces, 88 Black Falcon Pier provides a unique working environment for both marine industrial and leading innovation economy tenants in Boston, Massachusetts. Located in Boston's bustling Seaport District, the building is a fascinating mix of history, art, and innovation— it is surrounded by the hottest new restaurants, residential and retail destinations, and unique art installations throughout the neighborhood. Is it really a surprise, then, that 88 Black Falcon Pier has chosen to make waves by installing its very own Smartflower?



A Smartflower sits at the very top of 88 Black Falcon Pier, framed by the ocean waves of the Boston Harbor. Jonathan Davis, the CEO & Founder of The Davis Companies (the real estate developer behind the building), was intentional in the positioning of the Smartflower, the world's first integrated dual-axis tracking solar system. The Smartflower's maximum energy production and carbon reduction were important factors to him, but he also wanted its iconic design and function to inspire his tenants,



visitors, and the many cruise ship passengers that sail by the building. The Smartflower would greet the cruise ship passengers as they left and entered Boston, showcasing an optimal solar energy solution for urban environments.

Davis expanded on his motivations for installing the Smartflower, saying that “Boston is a low-lying coastal community that is at significant risk from the impacts of climate change. The Davis Companies has a responsibility to do all we can to join in the urgent fight to mitigate climate change. We employ best practices to reduce our consumption of fossil fuels and carbon emissions to meet the requirements set by the communities in which we operate. Many of our sustainability measures are difficult to see on top of a building’s roof, in the basement, or a mechanical room. The Smartflower is a sustainability measure that we can proudly display to inspire, educate, and start a conversation on how we can all chip in and transition to a more sustainable future.”

As the recipient of the Boston Preservation Alliance’s *President’s Award for Excellence*, Jonathan Davis understands the importance of preserving Boston’s historic resources, using history as a foundation to build upon with innovation. Now, 88 Black Falcon Pier has chosen to showcase the building’s commitment to sustainability with its very own Smartflower, signaling to tenants, staff, and even traveling passengers that it truly welcomes the new wave towards a better energy and environmental future.



Denmark's First Publicly Owned Smartflower Blooms on 100% Renewable Samsø Island



Samsø Island, Denmark

Denmark's first publicly owned Smartflower was installed on Samsø Island earlier this year in May and has been blooming ever since. The Smartflower was installed right in front of the office of the Mayor of Samsø Island, Marcel Meijer, and provides power to the island. Given Samsø Island's reputation as a model renewable energy island, Smartflower is proud to help the island in achieving its goal of creating a greater sustainable future for its inhabitants.

A local innovative electrician was the one who introduced the Smartflower to Samsø Island. It was a great hit with the Samsø Municipality, who wanted to experiment with implementing tracking solar panels in an area with plenty of space on their island. Given the Smartflower's dual-axis tracking capabilities, as well as its aesthetic appeal as a work of solar art, it is no wonder that the project was a success!

While Samsø Island used to be entirely dependent on oil, everything changed when it won a government competition in 1997 to become a model renewable energy community. The island became 100% powered by renewable energy ten years later in 2007 and has now set its sights on becoming 100% fossil fuel-free by 2030. The Smartflower is but one piece of a bigger puzzle to make sure that the island achieves its goal. "The municipality has an obligation to 'walk the talk' and demonstrate sustainable transition in action," said Mayor Marcel Meijer when asked why they chose



Smartflower. Wind turbines and solar panels aside, the island has also implemented other initiatives such as energy-optimized lighting, electric vehicle charging stations, sustainable golf courses, and even hosts an annual sustainability festival (which has unfortunately been canceled this year).

While not many have had a chance to spot the Smartflower at Samsø Island due to the current pandemic, we expect that the solar flower will be received positively by the Samsø community as they have been at other Smartflower installations. We look forward to watching the island expand its sustainable initiatives and wish them the best of luck with becoming completely fossil-fuel free by 2030.

City of LaGrange – LaGrange Housing Authority



LaGrange Housing Authority, USA

“It sparks innovation.”

“The reason why I like [the Smartflower] is it sparks innovation. We talk about what it can give as far as kilowatts and saving money. I am looking beyond that. I want these children to wake up every morning and see innovation, so they know that crazy idea that is rolling around in their head, that idea that they think can't work – I want them to know that it can work.”

– Nathan Gaskin, LaGrange City Council Member



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