





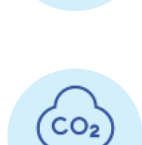
Cooling Down the Neighborhood: The Basics & Benefits of Cool Roofs

What is a Cool Roof?

Cool roofs (also known as white roofs or reflective roofs) are simply roofs designed to reflect more sunlight than a conventional roof. By reflecting more sunlight, the roofs absorb less heat, keeping the building and surrounding area cooler.



Benefits of Cool Roofs:

- **Reduce energy use and save money.**
Cool roofs can reduce the need for air conditioning and fans, leading to savings on energy bills.
- **Preserve roof and rooftop equipment.**
Cool roofs can help preserve roofs and rooftop equipment, like solar panels or HVAC systems, reducing heat stress.
- **Reduce indoor temperature.**
Cool roofs help maintain cooler indoor environments, preventing heat-related illnesses.
- **Cool down the neighborhood.**
Urban areas with dark surfaces and less tree cover are warmer than surrounding areas, cool roofs can help reduce temperatures at the neighborhood level.
- **Reduce carbon emissions.**
By reducing cooling demand on hotter days, we can reduce carbon emissions and air pollutants from fossil fuels.

Types of Cool Roofs

Cool roofs are versatile and available in various colors and types to suit most buildings. They can be applied as reflective paint (**coating**) or installed as specialized roofing materials (**covering**).

Coating: A reflective coating or paint is applied over an existing structure. Cool roof coatings are easy to apply (e.g., acrylic coating can be done with a brush, roller, or spray), versatile, and relatively inexpensive, but may require more maintenance.



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Covering: Coverings are specially designed and typically installed as a replacement for an existing roof. Cool roof coatings are more labor-intensive and require more expensive materials and professional installation but tend to be more durable than coatings.



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For more information, visit
mapc.ma/cool-roofs

or scan the QR code!

