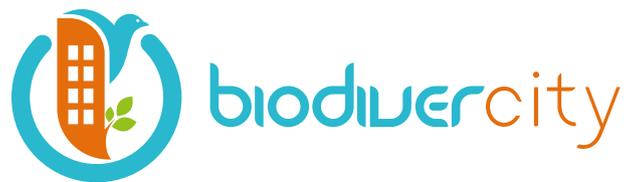




**BiodiverCity®**,  
the first international label for biodiversity in  
construction and renovation projects





Evaluate and  
promote building projects that  
incorporate biodiversity  
to improve the well-being  
of users





In France, 7 out of 10 people choose where to live based on proximity to green spaces \*

## THE MORE WE **CONNECT** WITH NATURE, THE MORE WE **CONSIDER** IT

Integrating biodiversity into building complexes is a major issue for the environment and well-being. It satisfies the increasing demand for urban nature and supports commitments made by elected officials.

**The new BiodiverCity® label is an innovative tool for assessing how well building projects incorporate biodiversity and for encouraging such practices.**

This approach has long been awaited by industry actors (developers, builders, land corporations, ecologists, landscapers, users and architects), who also see the label as a relevant, visible new standard that will bring added value to buildings.



In France, 93% of people consider contact with trees, plants and gardens an important part of a balanced lifestyle (Unep-Ipsos, 2009)

\* (Unep, 2014)



# THE VALUE OF GREEN ... VISIBLY

In a way similar to energy labels, BiodiverCity® evaluates and indicates the ecological performance of buildings based on four main pillars:

- pillars 1 and 2 address **the commitment** and **measures implemented, respectively**,
- pillars 3 and 4 evaluate **the ecological benefits** and the **benefits to users**.

Each pillar is assessed independently and given a grade between «A» and «E», where «A» means the criteria in that pillar were met to an excellent standard.

To earn the label, at least one pillar must receive a grade of «A» and no pillar can be assessed at «D» or «E» level.



A work environment that fosters some sort of connection with nature can reduce absenteeism by up to 10% («Daylighting-Bias and Biophilia: Quantifying the Impacts of Daylight on Occupants Health» I. Elzeyadi - University of Oregon, 2011)



# A LABEL FOR ALL BUILDING PROJECTS



Pillar 1:

## COMMITMENT/ DEVELOPER

Follow a biodiversity approach tailored to the building project:

- Thoroughly understand the site's biodiversity
- Implement a plan and specifications
- Share your commitment and knowledge



Pillar 2:

## PROJECT/ CONTRACTORS (ARCHITECTS AND DESIGNERS)

Create an ecological architecture design:

- Define an «ecological scheme» suitable for the context
- Design layouts that favor the inclusion of living things



Pillar 3:

## ECOLOGICAL POTENTIAL/ ECOLOGIST

Optimize the project's ecological potential given its urban/peri-urban/rural location:

- Maximize the preservation of existing natural elements within the project and on the site
- Maximize useful biotopes and ecological functionalities



Pillar 4:

## USE/USERS

Develop services provided for the well-being of users:

- Highlight the site's biodiversity
- Make nature services available to building users
- Optimize services delivered

# A LABEL BACKED BY THE BUILDING INDUSTRY



The label is backed by a multi-stakeholder association, the International Biodiversity & Property Council (IBPC). The group aims to promote best urban biodiversity practices during building planning, design and construction phases, around the world.

IBPC was founded by Bolloré Logistics, Les Jardins de Gally, Caisse des Dépôts, Gecina, the Ligue pour la Protection des Oiseaux, Bouygues Construction and Elan.

It is also supported by the Natural Heritage Department of the French National Museum of Natural History (MNHN), Natureparif (a local agency for the protection of nature and biodiversity in the greater Paris region), the HQE-GBC alliance and Orée.

## THE IBPC IS DIVIDED INTO 8 COUNCILS:

8  
Companies involved in landscaping or processes related to biodiversity

1  
Urban planners, real estate developers, building companies

2  
Non-profit organizations which act in biodiversity's interest

3  
Local governments and public institutions

4  
Real Estate investors and investment funds, lessors

5  
Architects, landscape designers, engineering companies

6  
End users, property & facility managers

7  
Consulting firms with accredited BiodiverCity assessors

**cibi**  
Conseil International Biodiversité et Immobilier

# GET YOUR PROJECT LABELLED

The developer backing a construction or renovation project...

THE PROJECT

EVALUATES THE PROJECT  
CALCULATES THE LABEL

...calls on an appraiser accredited by the IBPC to compile evidence that the project complies with the standard. Appraisers become accredited by successfully completing training and passing an exam.



OWNS THE MARK  
AWARDS  
THE LABEL

The compliance report is sent to the IBPC, which then certifies the project.

THE IBPC DELIVERS  
THE LABEL AT THE DESIGN  
PHASE AND  
UPON DELIVERY.

THE IBPC

THE APPRAISER

APPROVES COMPLIANCE

The auditor is an independent organization. It verifies compliance of the report and the evaluation.

THE AUDITOR



Urban biodiversity is the diversity of living organisms and their habitats within a city. It is also the wealth of gardens, terraces and «biotope» walls, through which buildings are able to support life... It is urban nature accessible, functional, enjoyable both desired and adopted by city dwellers.

## IBPC (CIBI)

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