

# LAUNCH OF THE FIRST BIODIVERSITY LABEL FOR PROPERTY

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Press kit



## Launch of the first biodiversity label for property at the SIMI

On the occasion of the SIMI commercial property trade fair in Paris, the International Biodiversity and Property Council (IBPC) has launched the BiodiverCity™ label, the first international label to take account of biodiversity in new build and renovation property projects. The aim of the label, which is supported by technical specifications, is to evaluate and promote property operations which take account of and enhance biodiversity in built-up areas, for the benefit of city-dwellers.

As a comparable energy standard would do, the label evaluates and publishes the ecological performance of buildings according to four major aspects:

1. **Commitment:** knowledge and understanding of the biodiversity on and around the future construction site. For the contracting authority, this means finding ways of working on this issue professionally and methodically, seeking out the appropriate competences and employing a biodiversity management system.
2. **The project:** the pursuit by the prime contractor of ecological architecture valuing the biological site and living organisms, with a ground plan incorporating local ecological continuity, living facades and roofs, as well as an optimised indoor-to-outdoor ratio.
3. **The ecological potential of the land:** assessment by the ecologist of the scientific factors that will confirm the ecological value of the project.
4. **Provision of services and amenities:** benefits derived by future users and residents of sites, in terms of well-being, beauty and learning about nature.

With the world's population expected to include 80% of urban residents by 2050, a move to promote urban biodiversity in the context of built developments will be highly beneficial for the environment and the well-being of city-dwellers. It is also a new intangible form of added value for buildings, which gives it an economic interest for the real estate sector but also for players also for players in the ecological and natural sectors.

At the present time, a growing proportion of property projects are evaluated and valued according to international environmental certifications (BREEAM®, LEED® and HQE®). These accreditations have begun to take account of the issue of biodiversity in property projects, but without making it the subject of an in-depth evaluation.

The new BiodiverCity™ label meets the need for biodiversity-specific evaluations, rewarding the best operations. This need is expressed by such players in the sector as contracting authorities, contractors, owners, ecologists, landscape architects, etc., who also see in this label a visible and pertinent new criterion for enhancing the value of real estate.

The technical specifications on the basis of which the BiodiverCity™ label is awarded will be copyright-free and available on the Internet. They have already been used for the first trial operations, such as for the renovation of Challenger, the head office of Bouygues Construction in Guyancourt, to the west of Paris. An evaluation of the building project's compliance with the label will be carried out by an independent third party.

The label will be owned and awarded by the IBPC, a not-for-profit organisation made up of distinct interest groups representing several different sectors: investors, property developers, property owners, consulting engineers, contractors, and suppliers of equipment and green spaces.

The founder members of the IBPC are Bolloré Logistics, Les Jardins de Gally, the Caisse des Dépôts group, Gecina, the Bird Protection League, Bouygues Construction and Elan.



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