

NYC'S BIODIVERSITY DISTRICT

A WIN FOR BUSINESSES, COMMUNITIES, AND ENVIRONMENT



ABOUT “THE DISTRICT”

NYC Bird Alliance invites you to be part of a pioneering effort to make Manhattan’s Lower West Side a model for sustainability and biodiversity. This initiative unites corporate, nonprofit, and public-sector leaders to take practical actions that benefit businesses, New Yorkers, and the environment.

WHY IT MATTERS

Urban biodiversity – the local variety of plants and animals – boosts human well-being, attracts visitors and customers, and strengthens climate resilience. Simple local actions by businesses and residents, such as green roofs and landscaping, can support wildlife and inspire broader environmental action.

HOW IT WORKS

Launching in 2025, New York City’s first biodiversity district will unite businesses, developers, and community leaders to implement meaningful but achievable ecological actions such as:

- Planting native species to support birds and pollinator species
- Encouraging the use of green roofs and terraces, and bird-friendly building design
- Engaging employees and tenants in biodiversity monitoring and conservation efforts

GET INVOLVED

To participate or learn more, contact NYC Bird Alliance. **Email us at district@nycbirdalliance.org**

NYC BIRD ALLIANCE (formerly NYC Audubon) is a nonprofit organization that protects wild birds and urban habitats to make NYC a healthier, greener city for all.

www.nycbirdalliance.org

BECOME A DISTRICT PARTNER

Corporate, nonprofit, and public partners will help shape this vision and launch New York City’s first neighborhood biodiversity district. Participants will:

- gather for two meetings in 2025
- provide recommendations for this model
- discuss shared goals about local actions

No financial commitment is required.

WHY PARTICIPATE?

➔ ENHANCE YOUR BRAND

Align with a visible, high-impact sustainability initiative. Partners will be recognized in press and public-facing communications.

➔ IMPROVE EMPLOYEE & TENANT EXPERIENCE

Green spaces boost well-being, productivity, and engagement.

➔ TELL YOUR SUSTAINABILITY STORY

Urban biodiversity helps mitigate heat, flooding, and pollution. Report on your contributions for climate resilience and sustainability.

➔ STRENGTHEN COMMUNITY CONNECTIONS

Join other leading organizations helping to shape a healthier, greener future for NYC.



