

# NYC'S BIODIVERSITY DISTRICT

## A WIN FOR BUSINESSES, COMMUNITIES, AND ENVIRONMENT



Javits Center green roof (c) NYC Bird Alliance

### 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](mailto: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](http://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.



Avenues



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# NYC Biodiversity District - Planning Stakeholders