



**the BIG
Biodiversity
Challenge**
do one thing



BIG Biodiversity Challenge and Awards 2019 Sponsorship Opportunities

www.bigchallenge.info
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BIG Biodiversity Challenge Awards 2018

The BIG Biodiversity Challenge and Awards

The BIG Biodiversity Challenge and Awards continues to be recognised as the number one industry initiative for delivering biodiversity within construction and the built environment. Since its launch in 2013 the challenge has grown considerably and attracts organisations from a wide range of stakeholder groups. In 2018, an impressive 100+ entries were received across nine award categories, with organisations demonstrating how their projects are helping to strengthen biodiversity across the UK. Category sponsorship of the BIG Biodiversity Challenge and Awards gives your organisation unique brand exposure and access to a range of stakeholders working within construction and the built environment.

Past participants of the BIG Biodiversity Challenge include client organisations, consultants, contractors, regulators and academia such as – Aberystwyth University, ABG Geosynthetics, Aecom, Arc Consulting, Arup, Atkins, BAM Construction, Berkeley Group, British Gypsum, Brookfield Multiplex, BSG Ecology, Cemex, Costain, Crossrail, Environment Agency, Gatwick Airport, Interserve, Kier, Marks & Spencer, Ministry of Defence, Morgan Sindall, Murphy, Network Rail, Osborne, Skanska, Sir Robert McAlpine, The Crown Estate, Transport for London, Vinci, VolkerWessels UK, Waitrose and Willmott Dixon.

Award sponsorship opportunities

- **Raise your profile and brand exposure** across a wide range of stakeholders covering both the supply and demand sides of the industry, including clients, contractors, consultants, as well as public sector champions, regulators, academia and Government. Sponsors benefit from significant supported promotion and additional opportunities through relevant CIRIA events, webinars, briefings and online content.
- **Demonstrate leadership and commitment** to championing sustainability and the delivery of biodiversity within construction and the built environment.
- **Position your organisation** at the forefront of good practice in sustainability and be recognised as an industry leader in biodiversity.
- **Meet your CSR and KPI objectives** by supporting good practice and technical excellence across the construction industry to improve environmental and societal impacts of construction.
- **Help key personnel with professional development** through peer to peer learning, demonstrating thought leadership and speaking opportunities.
- **Target a rapidly growing sector**, including key decision makers and biodiversity leaders.

Award category sponsorship

Award category sponsorship gives exclusive partnership of one of the eight categories of the BIG Biodiversity Challenge plus the BIG Biodiversity Champion Award. This opportunity offers your organisation unique brand exposure, helping address specific challenges of implementing biodiversity fully within construction and the built environment.

Award categories investment £6k + VAT per award.

The following award categories are available for sponsorship:



Making Space for Nature, Berkeley Group



Whittriggs Primary School, Morrison Construction & Ayrshire Council



Bourne Business Park Riverside Garden, LaSalle Investment Management



Thurso South Substation, Scottish and Southern Electricity Network

Client –led Award – sponsored by Kier

An enhancement from a client organisation, demonstrating a top down approach to delivering biodiversity on-site. Organisations may range from developers to those responsible for the delivery of energy, transport and water networks. They may be responsible for a range of project scales either as single or collective projects.

Community Engagement Award – sponsored by Grosvenor

An enhancement that demonstrates the importance of engagement with local communities, workers on site and others; raising awareness and championing the importance of biodiversity to the general public and achieving life learning and practical outcomes.

Project of the Year Award – small scale (below 5ha)

Smaller scale enhancements that will exist beyond the construction phase. Examples may include pocket parks, gardens, green roofs, green walls, rain gardens, new habitats eg hibernacula, habitat restoration and soft landscaping.

Project of the Year Award – medium-largescale (5ha and over)

An enhancement that will leave a long term legacy with positive impact on biodiversity after the construction process. Examples may include parks, courtyards, tree and wildflower planting or enhancements associated with infrastructure projects (energy, transport and water), mixed- use development or restoration of land previously used for other purposes such as mineral extraction,

Note this category will actively seek projects that go beyond planning and /or statutory obligations.

Biodiversity legacy Award

An enhancement that demonstrates a long term commitment to improving biodiversity on-site. This may include collation, collection and monitoring of data, the introduction of enhancement management plans and alternative approaches to maintenance schedules and planting policies.



A19 Roadside improvements, Highways England and Sir Robert McAlpine

Pollinator Award – sponsored by Heathrow Airport

An enhancement which safeguards and supports pollinators through the creation and/ or protection of suitable habitat; that demonstrates the importance of pollinators' contributions to biodiversity; that raises awareness of declines in the number, diversity and geographical ranges of pollinators. This award is inspired by DEFRA's National Pollinator Strategy. Examples are pollinator friendly vegetation and habitat creation such as wildflower planting, bee hotels, pollinator awareness raising initiatives etc.



Thurso South Substation, SSEN

Construction Phase Award

A temporary enhancement which takes place during the life of the construction programme. Examples may include a green hoarding, temporary green walls, community/workforce engagement initiative, or single / multiple installations such as bird or bat boxes, bee hives, insect hotels, and alterations to programming or sequencing of work to accommodate wildlife during a project programme.



52 Lime Street, Skanska

Innovation Award – sponsored by Sir Robert Mc Alpine

Successful, innovative and unusual enhancements, that demonstrate application of bespoke products and interventions, data collection, collation and sharing of processes, as well as projects that demonstrate unusual and alternative approaches to the normal. Interventions that demonstrate effective enhancement of biodiversity on construction projects with a lasting legacy that supports continual learning and improvement will be viewed most favourably.



Green Roof Shelters, various London Boroughs, charities, community groups, schools etc

BIG Biodiversity Champion 2019

Those entering schemes to the BIG Biodiversity Challenge Awards are invited to nominate one person involved in their project and / or other projects who has demonstrably goes the extra mile to enrich and enhance biodiversity.



2018 BIG Biodiversity Champion
Jamie Edmonds, Kier Utilities

Additional sponsorship packages

We have developed a limited number of bespoke sponsorship packages to suit different budgets. These include:

- Awards drinks reception - from £2500 +VAT
- Awards catering sponsor - from £4000+VAT
- Awards programme sponsor – from £1500+VAT

Please contact nipa.patel@ciria.org for further information. *Please note, depending on the level of sponsorship, the benefits of sponsorship will also differ.*

Award category sponsorship benefits

Direct benefits of sponsorship

- 4 x complimentary tickets to launch event in February 2019.
- Early acknowledgement and brand exposure at launch event and other related events during the lead up to the awards ceremony.
- Opportunity to present your sponsored award at the 2019 ceremony and obtain promotional photos (taken professionally) of you presenting the award to the award winners.
- Dedicated profile on the BIG Biodiversity Challenge website with a 150 word award sponsor entry about your organisation.
- Inclusion in awards marketing campaign & follow up promotion, press releases, e-communications, website, events calendar, social media activities (see page 6 overleaf).
- Use of BIG Biodiversity Challenge sponsor logo for your marketing materials.
- 4 x complimentary tickets to attend the awards ceremony 2019.
- Extensive brand profile at awards ceremony and follow up promotional activities.
- Display opportunities at awards ceremony 2019.
- Opportunity to host one event/site visit in the relevant biodiversity theme.
- Social media exposure via Twitter, LinkedIn, Blogs etc. throughout the awards campaign and follow up activities (see page 6 overleaf).
- Acknowledgement in all awards related material for 2019.
- Opportunities to contribute to the BIG Biodiversity website content including the development of biodiversity related reports, briefings and other online content.*
- Digital coverage through main CIRIA website (average 63,000 page views per month).

* To be developed and agreed with CIRIA over the sponsorship period and in advance of publication of any promotional materials.

Media reach

The BIG Biodiversity Challenge and awards aims to provide wide exposure through a variety of marketing channels and media outlets. Please refer to the table below as a guide of the type of media exposure afforded through award sponsorship.

	Award Sponsor benefits
Email campaigns	Inclusion in all promotional emails related to the Challenge and awards.
Monthly enews: Highlights	Inclusion in news stories to announce sponsors participation - circulation 45,000 contacts.
Monthly enews: Member news	Inclusion in news stories to announce sponsors participation - circulation 5,000 contacts.
Website: www.bigchallenge.info	Sponsor descriptor added to website with logo and hyperlink. Average monthly page views 2,000+.
Website: www.ciria.org	Inclusion in news stories added to website. Average monthly page views 63,000+.
Evolution magazine	Articles placed in CIRIA magazine – twice yearly. Pdf circulation to over 29,000 contacts.
Social media: Twitter and LinkedIn (@BIGbiodiversity, @CIRIAupdates @CIRIANetwork)	Total followers across Twitter a/c are 6,000+ contacts. LinkedIn followers include 1,600+ followers. Main audiences that follow CIRIA on LinkedIn are senior management from industry.
Press releases	Inclusion in all Challenge and awards related press releases.
Media articles	Sponsors mentioned in any media articles secured.



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Get in touch

To discuss any of these sponsorship options or other potential sponsorship opportunities please contact Nipa Patel at CIRIA **020 7549 3300** or email nipa.patel@ciria.org

Get involved – enter the Challenge

Past participants/sponsors of the BIG Biodiversity Challenge include client organisations, consultants, contractors, regulators and academia such as:

