

Become Green... become Verde

Verde SW1, Victoria, London

Brookfield Multiplex Construction Europe

BIG Challenge 2015 submission category: Temporary

Project overview

The “Green Cable Drum” and the “Old Hats & Boots” were the winning ideas of the “Become green.. become Verde” Sustainability Challenge at Verde SW1 project.

Verde SW1 is located at the heart of Victoria. The temporary project is located at the entrance of the site and cost about £50.

The Sustainability Challenge was organised in order to raise ecological awareness and engage the people on site with biodiversity.

From the 12 entries of the competition the two were implemented. Ten volunteers from BMCE and contractors that were working at the site at that time helped on the World Environment Day to implement the idea.

What were the biodiversity conditions on site, prior to the enhancement?

The spacious entrance was used as a temporary smoking area. Now, the flowers and the plants are decorating the entrance and have improved the



Photo: Green corridor at site entrance

appearance of the construction site. Cycle ramps have been placed and the hard hats have created a green corridor at the entrance of the site.

Were there any specific conditions that led to you carrying out this work?

Enhancing biodiversity by incorporating ecological habitats in local environments is one of BMCE’s sustainability targets – installing temporary and permanent ecology features across all construction sites.

Verde SW1, is a commercial development at the heart of

Victoria with a wide range of sustainable features , including among others six large roof gardens.

The company’s targets, the nature of the project together with the BREEAM requirements to for waste minimisation and ecological enhancements led to the idea of organising the “Become Green... become Verde” biodiversity competition for everyone on site to get involved.

What were the biodiversity measures taken?

Taking into account the company’s and project’s sustainability and

environmental targets a biodiversity competition was organised in an attempt to minimise waste and engage people on site with biodiversity.

The competition, named “Become Green.. become Verde” was encouraging everyone on site to reuse and recycle by finding materials that would be discarded, take them off the skips in order reuse them as flower and plant pots.

In addition the people were encouraged to propose where the future pots can be located and suggest species of plants and flowers that could be put in the pots, based on the location (indoors or outdoors) and the local species.

The 12 entries for the competition were reviewed by BMCE’s Sustainability Team and the two winners were announced: “the green cable drum” and “old boots and hats”.

An old cable drum, found at the 7th floor of the project was taken to the site entrance. Old hats and a pair of old boots that were found were also taken to the entrance of the site.

At the same time the sustainability advisor of the




Deadline: Thursday 2nd April 2015



Become Green.... become Verde!

Sustainability Competition

Fill in the template for the competition. Include pictures to support your entry!

Name:	
Company:	
Pot:	
Flower / Plant:	
Proposed location:	
Name of your competition entry:	

Photo: Become Green...become Verde poster

project contacted a plant nursery in order to get small plug plants (65mm deep and 55mmx40mm surface area) that could fit in the boots, the hats and the cable drum and sacks of a free draining aggregate/compost blend.

On the 22nd May, a team of volunteers composed from BMCE members and contractors working on site implemented the winning idea of the “Become green.. become Verde” competition in order

to celebrate the World Day for Biological Diversity.

There were 80 small plug plants that were planted in the hard hats, boots and the cable drums, composing of silene dioica, leucathemum vulgare, petrorhagia saxifrage and sedum kamtschaticum. Mix seeds were also added it each pot to increase the species.

How would you best describe the project?

An enhancement.

Further information

The cable drum was found on the 7th floor of the project and the old hard hats and boots in the welfare and they were taken to the site entrance.

The volunteers from the logistics company on site placed the hard hats on spare timber scaffolds and the boots on the cable drum. Some drainage holes were made to ensure that the plants will not hold a big amount of water for too long.

The rest of the volunteers placed the different plug plants in the innovative pots together with the soil. In order to have green plants all year long, the plants from the nursery were ordered in order to include some that are green all year long.

The biodiversity enhancement is in place for two months now and insects and invertebrates have been visiting the plants. The long term benefits include the involvement of the teams into ecology and the improvement of biodiversity and ecological habitats.

What was your personal motivation for carrying out the enhancement?

The personal motivation was to improve the appearance of the site and



Photo: Green cable drum at site entrance



Photo: Green cable drum with old green boots

make it greener and more colourful.

Being challenged by the green roofs of Verde SW1 and taking into account the challenging waste targets the aim was better communication whilst at the

same time increase opportunities for ecological diversity.

The ultimate goal was to engage everyone with ecology, in order to understand that is a crucial aspect of sustainability.