

Soil Association Innovation Awards 2014
Bee Brick by Green&Blue

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Biodiversity loss has been highlighted as a key worldwide issue.

In October 2010 over 190 countries around the world reached a historic global agreement to take urgent action to halt the loss of biodiversity.

In response to this Defra's 2020 strategy was created to 'halt overall biodiversity loss, support healthy ecosystems and establish coherent ecological networks'.

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The most serious threat to wildlife includes the degradation and loss of habitats often caused by housing developments. Careful management of the housing strategy and subsequent delivery systems are therefore critical. English Nature 2006

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This is particularly important in light of the Governments plans for additional housing targets, currently set at 240,000 homes per year by 2016. Wilson, 2007

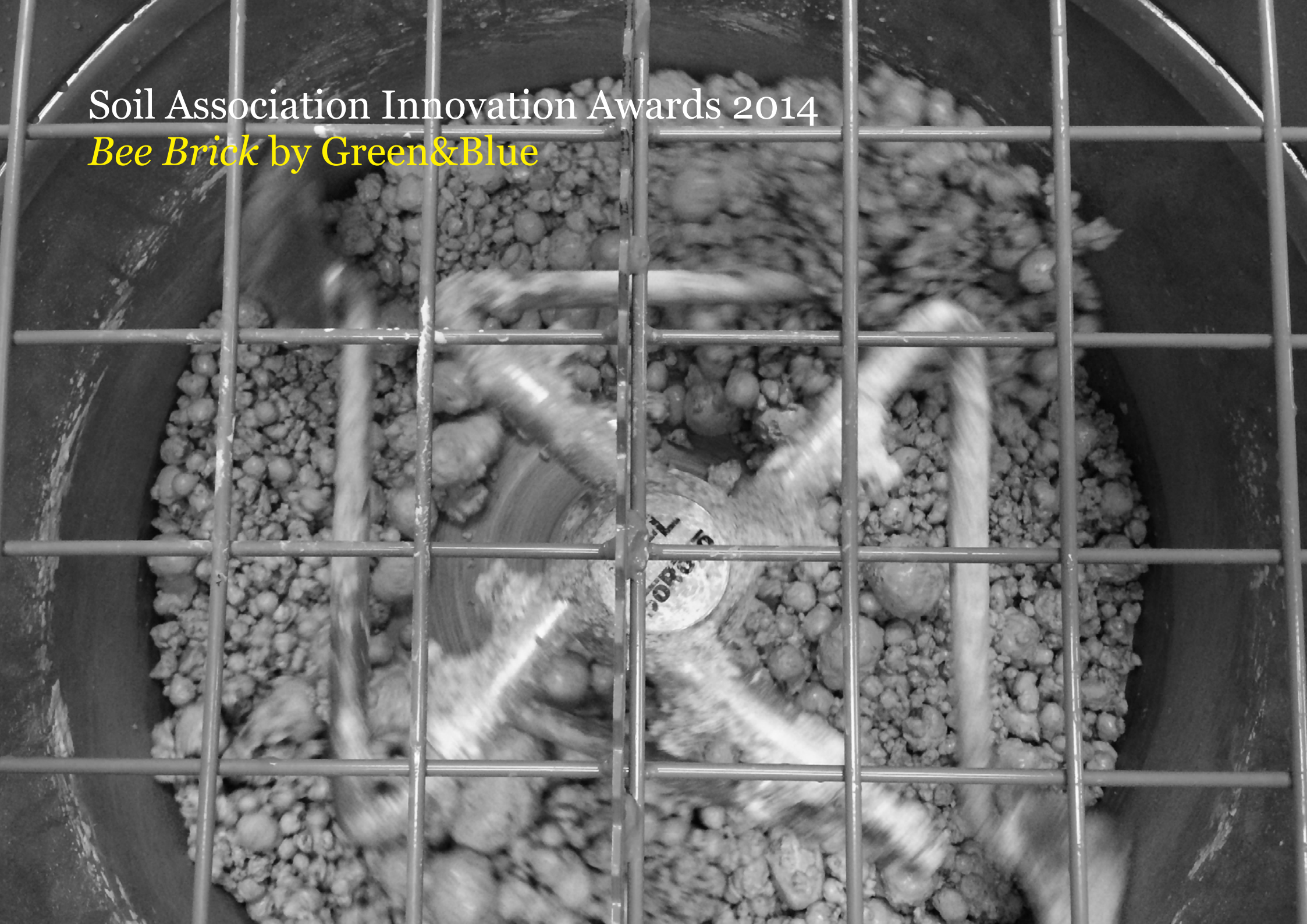
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We believe the construction industry itself is key to safeguarding and enriching biodiversity, importantly on a scale that's needed to see real change.

Main stream construction materials primary function is to perform as structural components within the fabric of new buildings.

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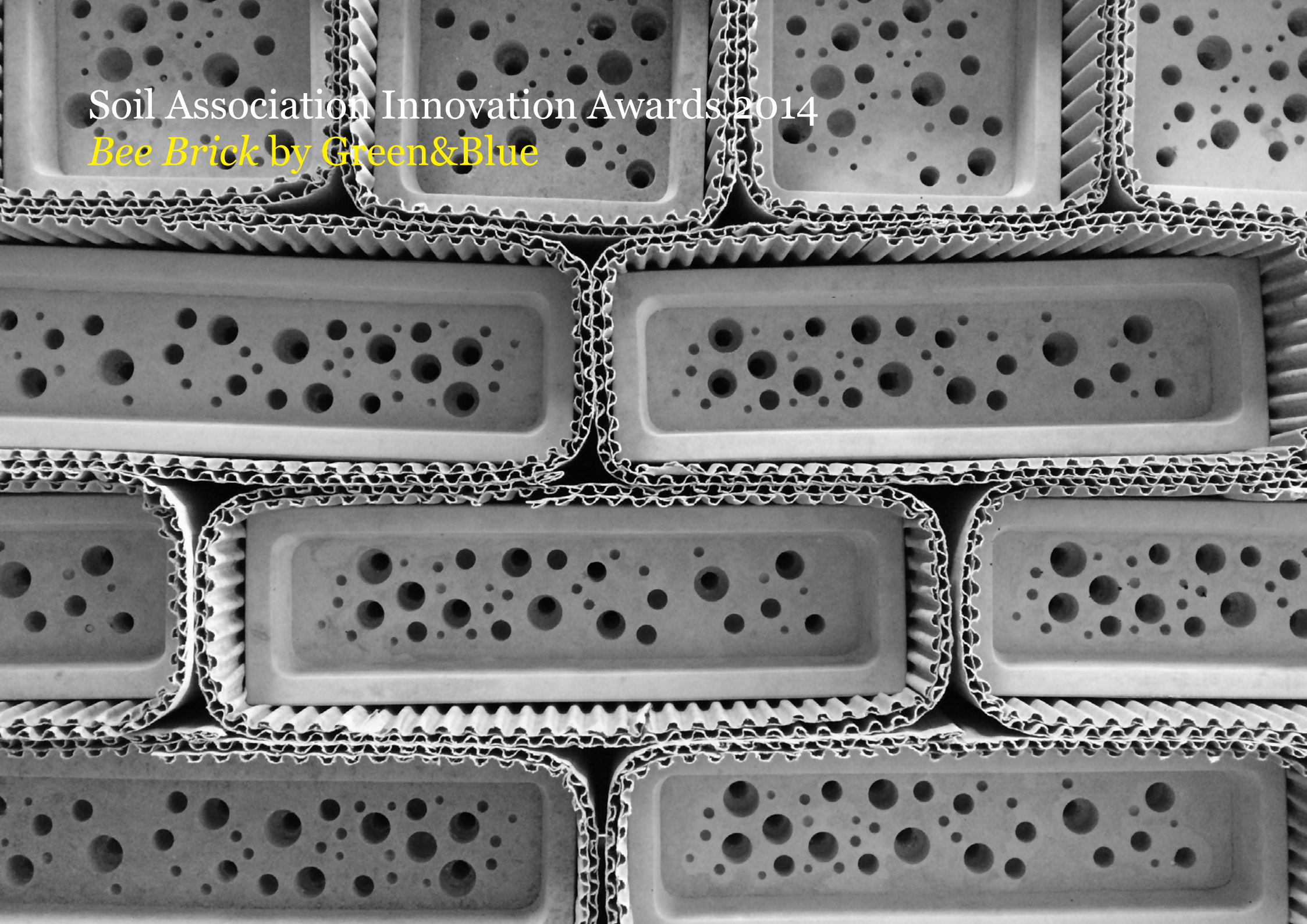


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BEEBRICK

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BEEBRICK

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Providing habitats for the next generation of pollinating bee species is vitally important and the bee brick is our starting point.

Adapting and rethinking how we use existing building components that cater for a variety of species makes implementing these goals viable at a scale necessary to see real change... one brick at a time.