



**soGreen**  
SECTOR ORGANIZATION  GLOBAL GREEN

# FROM BIODIVERSITY TO BIOPHILIA:

from necessity to valuable trends for outdoor  
and interior landscaping.

**EILO**



# CLIMATE, BIODIVERSITY: GLOBAL ISSUES, LOCAL SOLUTIONS

# CLIMATE GLOBAL WARMING



**+ 9°C à + 15°C**  
in cities by 2100

**50°C**  
in Paris by 2050

SOURCE: GIEC & JEAN JOUZEL 2018



# BIODIVERSITY LOSS SPECIES THREATENED WITH EXTINCTION



**1 MILLION OF  
SPECIES  
THREATENED TO  
DISAPPEAR, OUT OF  
8 MILLIONS!**

SOURCE: IPBES, 2019



# BIODIVERSITY LOSS AND NUMBERS ARE DECREASING



**-67% :**  
**LOSS OF BIOMASS**  
**OF INVERTEBRATES**  
**IN 10 YEARS, IN**  
**GERMANY.**

SOURCE: NATURE, OCTOBER 2019



# BIODIVERSITY VS CLIMATE AN OUTSTANDING SCORE

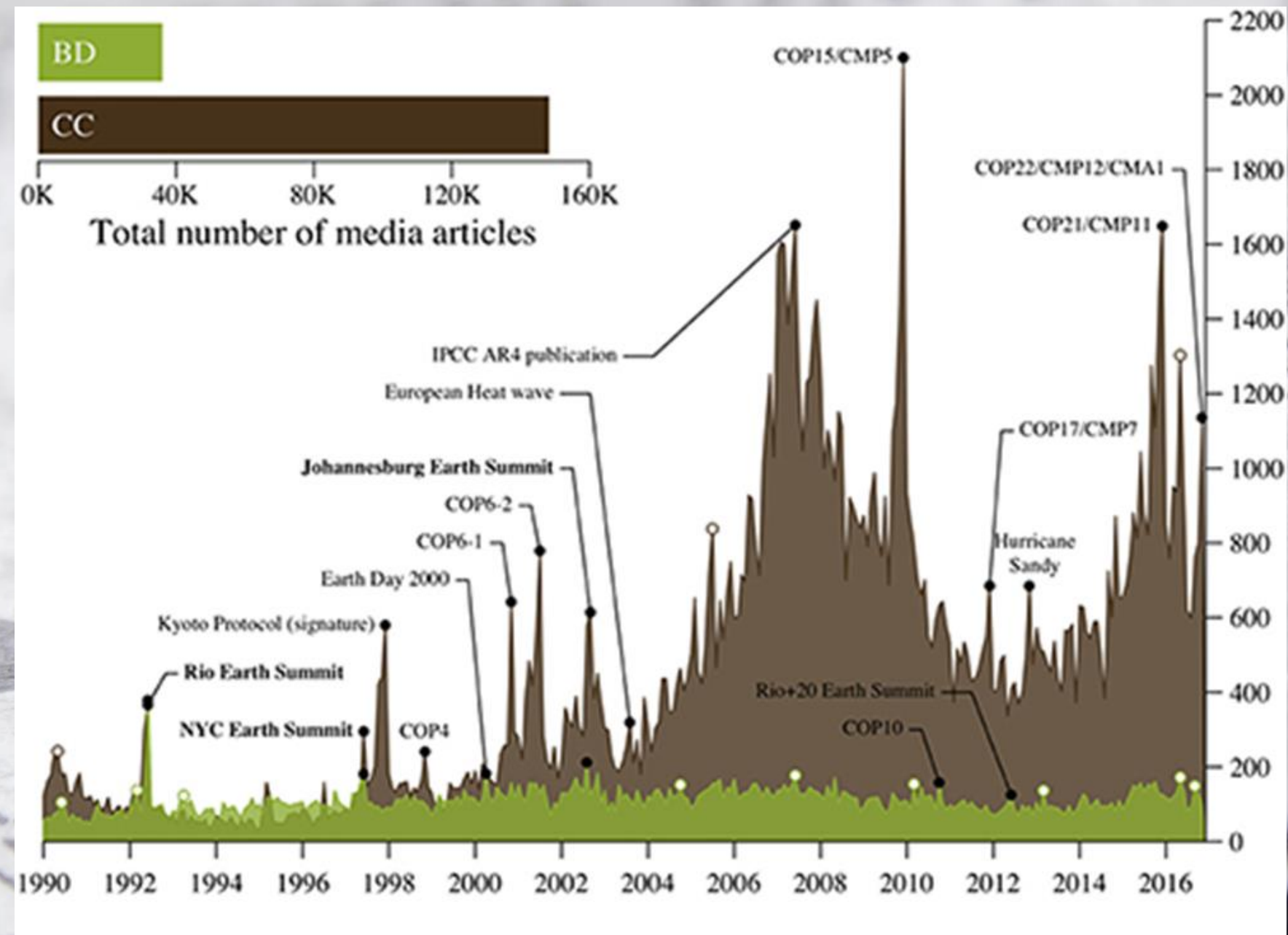
8 X +

MEDIA COVERAGE OF CLIMATE CHANGE IS UP TO EIGHT TIMES THAT OF BIODIVERSITY LOSS, DESPITE A SMALL DIFFERENCE IN SCIENTIFIC LITERATURE PRODUCTION AND RESEARCH FUNDING.

Source: Frontiers in Ecology and Evolution, 2018



# BIODIVERSITY VS CLIMATE



Source: Frontiers in Ecology and Evolution, 2018



# BIODIVERSITY X CLIMATE NATURE BASED SOLUTIONS

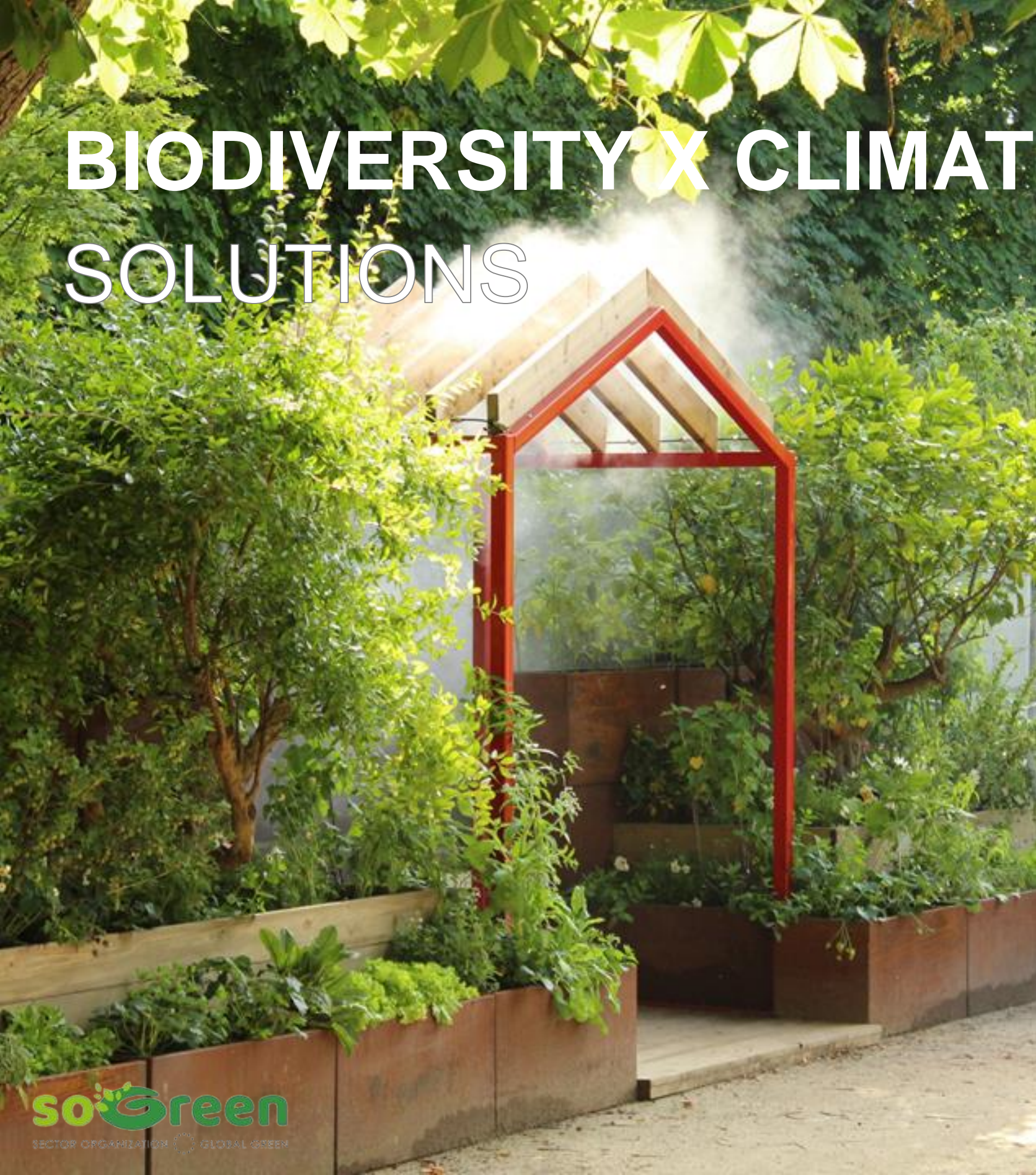


**-4°C to -8°C**  
in a green area inside a  
city.

SOURCE: APUR



# BIODIVERSITY X CLIMATE SOLUTIONS



## La brumisation

Les fines gouttelettes d'eau diffusées vont capter la chaleur de l'air pour s'évaporer et rafraîchir le lieu.



Fraîcheur fertile, a freshness place, Jardins, Jardin, aux Tuileries, 2019, Paris



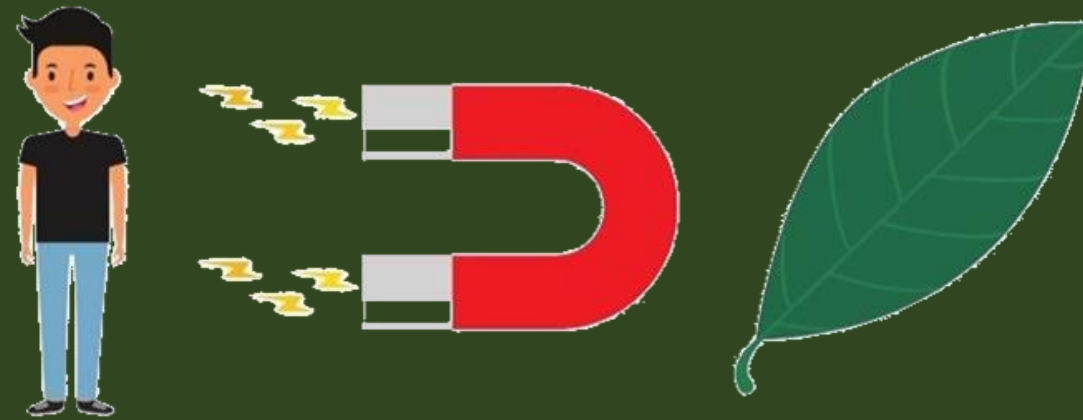
# PLEA FOR PLANTS, PLEA FOR LIFE



WHY?

*"An innate and genetically determined affinity of human beings with the natural world."*

*Biophilia, E.O. Wilson, 1984*

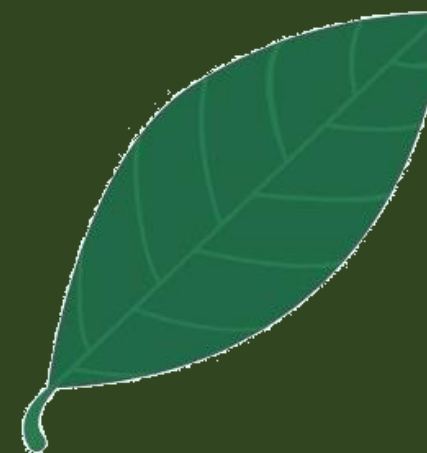
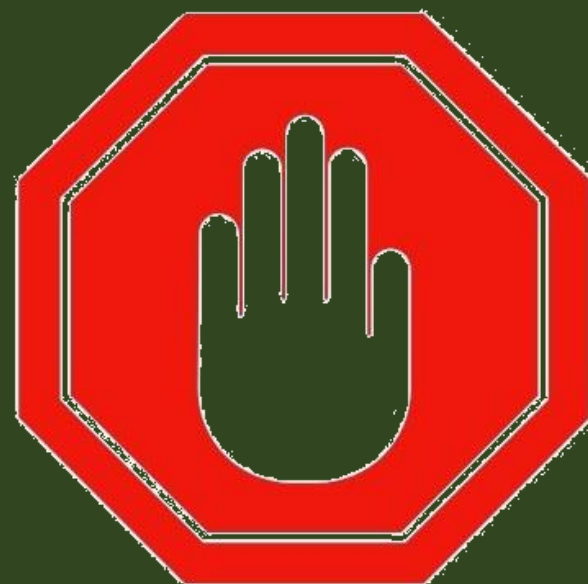




# ISSUE

The extinction of experiences of nature

Robert Pyle, 1993





## ACTION

Greening the buildings surroundings

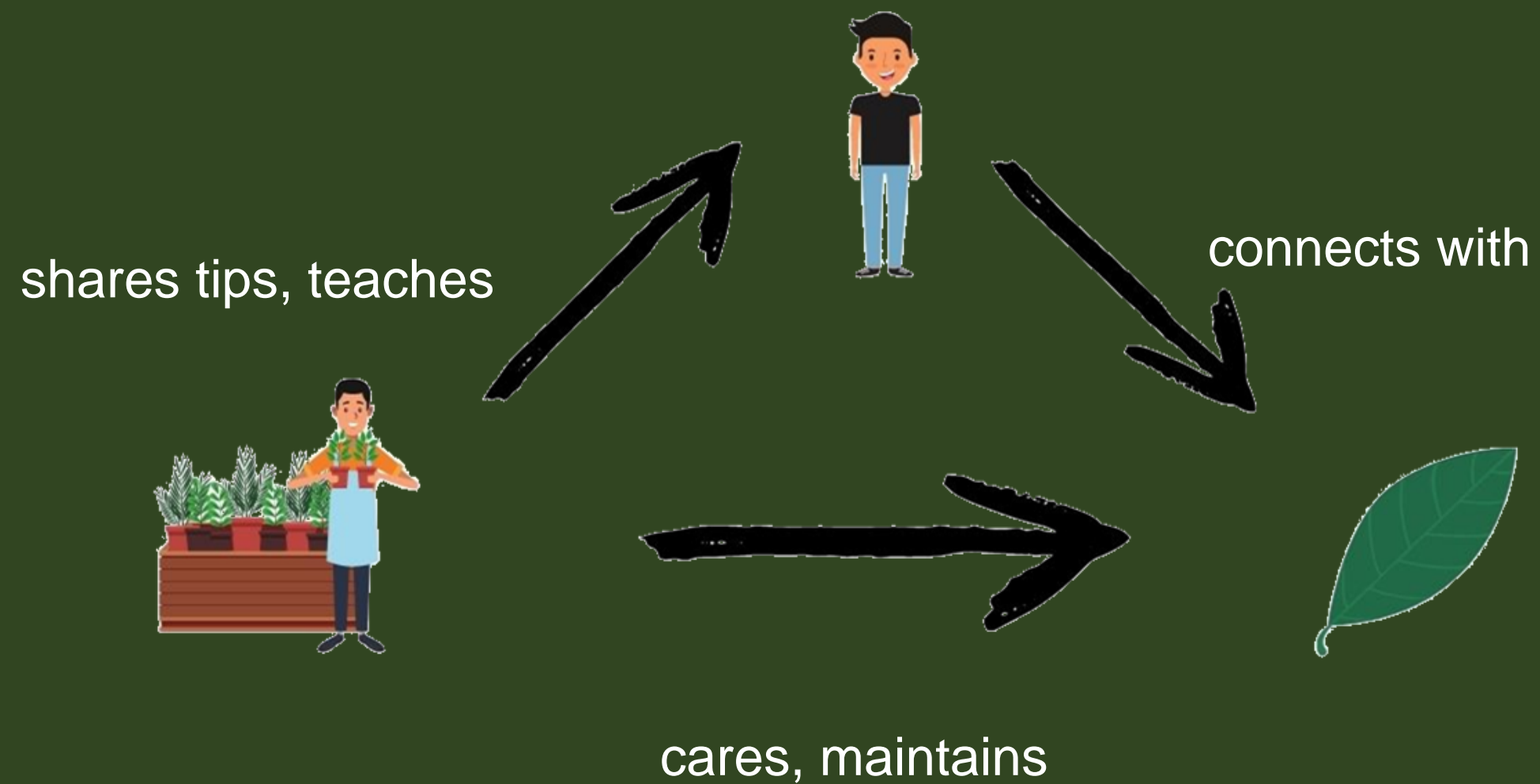


**80%**  
of time spent  
inside the  
buildings!



## ACTION

The gardener, a strong link, a mediator between human and nature.







Gardeners promote the link between plants and city dwellers such as employees, through  
**MAINTENANCE**, ie CARE

Les Jardins de Gally



## EFFECTS

# *social link*







Gardeners teach technical gestures which enable people to connect with the living through WORKSHOPS

Les Jardins de Gally



## BENEFITS

# health

"a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity" (World Health organization, 1946)





# INDOOR - OUTDOOR: A CONTINUUM







INDOOR



OUTDOOR





INDOOR



OUTDOOR





INDOOR



EILO Awards



OUTDOOR





INDOOR



OUTDOOR





INDOOR



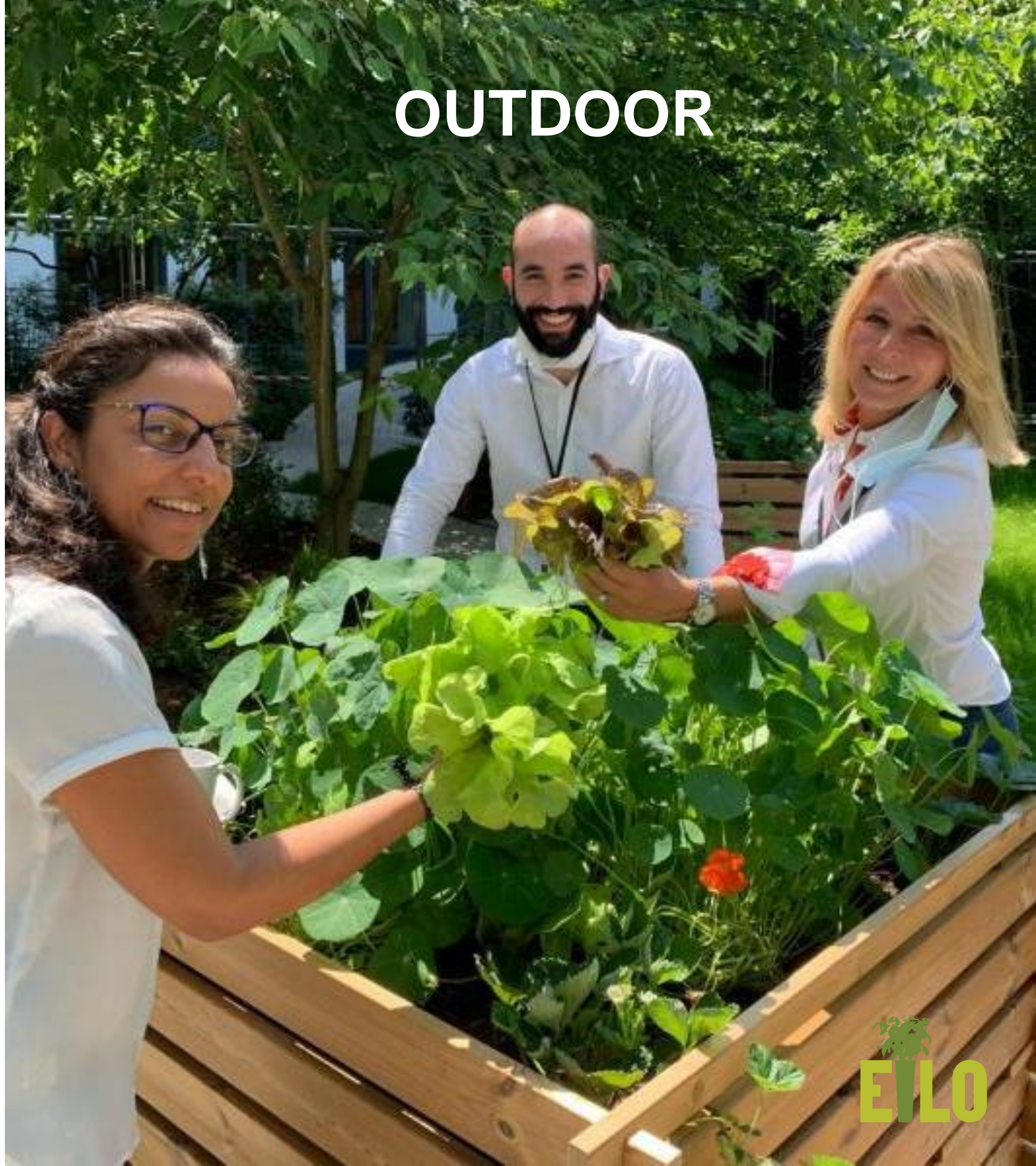
EILO Awards



soGreen

SECTOR ORGANIZATION FOR SUSTAINABLE BUSINESS

OUTDOOR





INDOOR



OUTDOOR





INDOOR



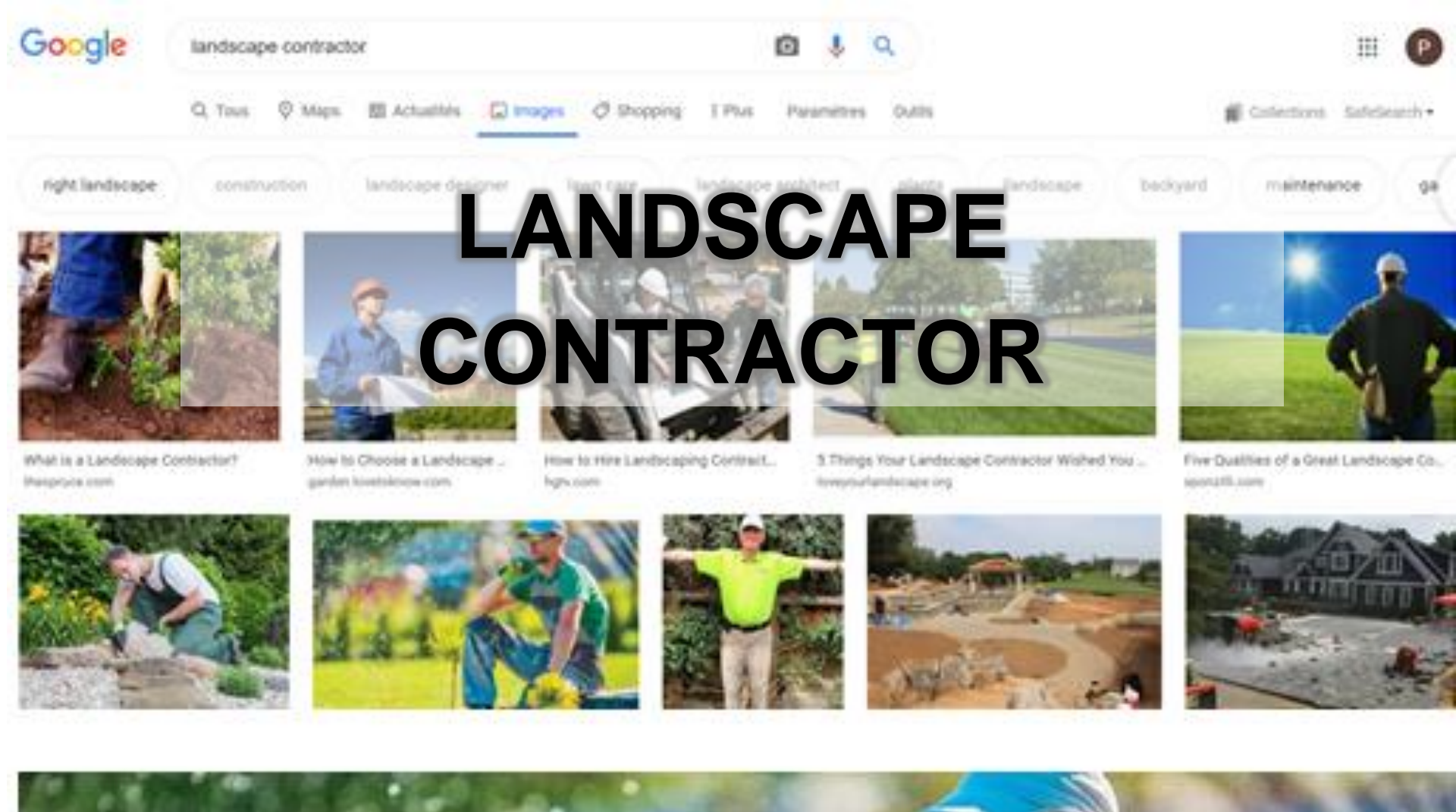
OUTDOOR





# FROM LANDSCAPERS TO PROMOTORS: A NEW SECTOR !







# A WAY TO MOBILIZE





# A TOOL TO MANAGE PROJECTS

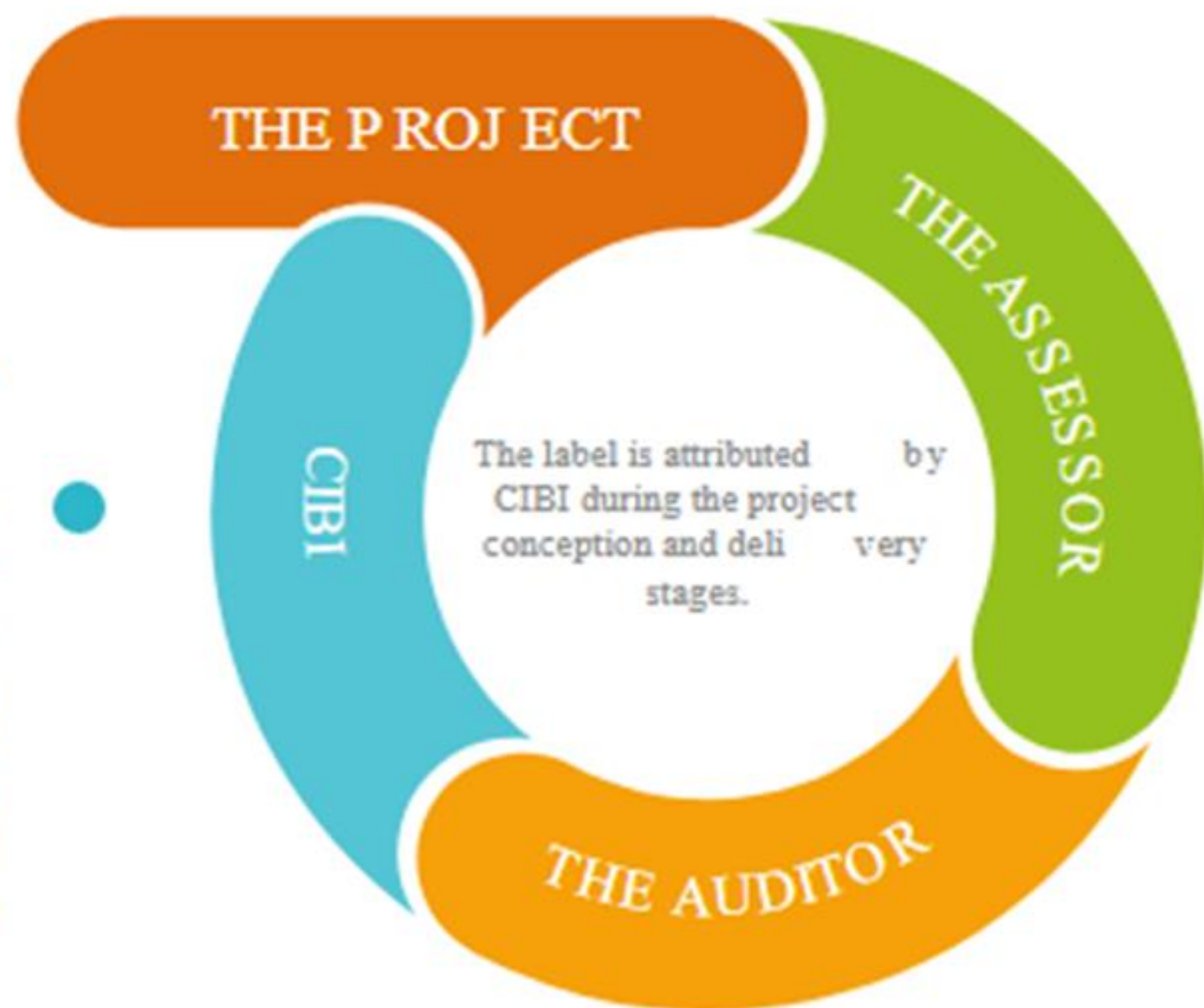
The project

A project manager with a construction or renovation project submits their project



Evaluates the project, calculates score.

The project manager calls upon a IBPC-certified assessor, whose role is to gather evidence of compliance of the operation with label indicators. The status of assessor is achieved through training and successful exams.



Approve:  
The audit independent confirms the assessment

Brand owner, attributes the tag.  
The compliant report is sent IBPC, which in turn attributes a IBPC certificate for the project.





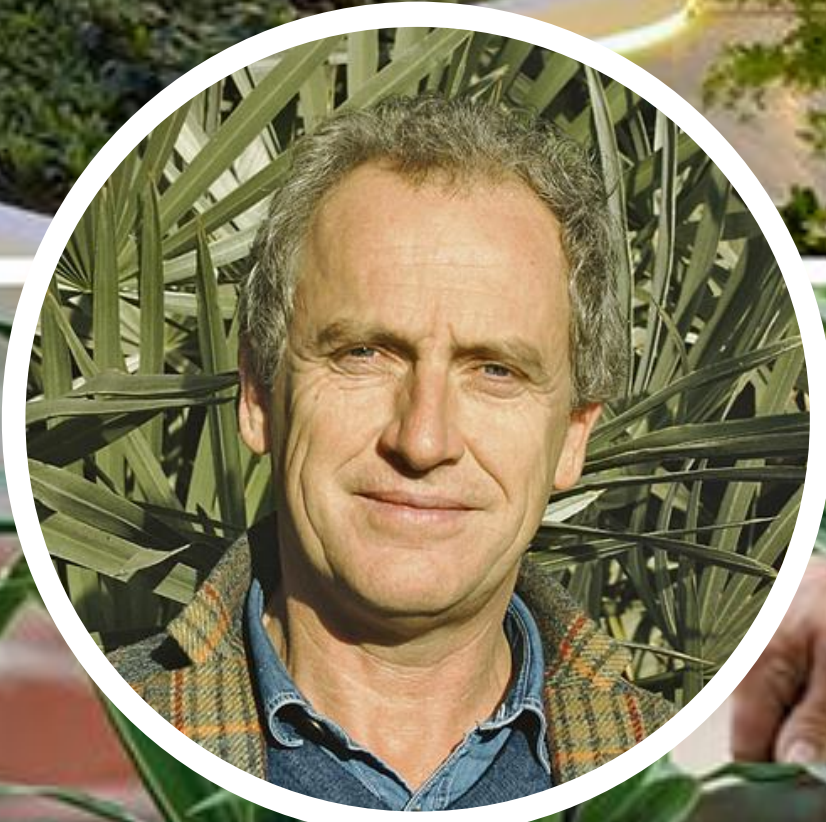
# LABELLED PROJECTS





**EILO**





Benoît Pelleriaux,  
chairman

PROFESSIONALS FOR A NATURAL INDOOR SPACE





# LES JARDINS DE GALLY



# LES JARDINS DE GALLY

“Everyone should be able to benefit from the benefits of nature”

**550**  
employees

**45**  
professions

**19**  
agencies

**55 M€**  
turnover

Interior landscaping, creation and maintenance. La Felicita, Station F, Paris



# Thank you!



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