# Innovative billboard in London promotes local wildlife and sustainability



A unique billboard has made its debut in central London, capturing attention with its innovative design aimed at enhancing local wildlife. Measuring four by three metres, this giant advertisement is composed entirely of elements that are edible for birds and insects, rather than for human consumption. Over the course of a month, the billboard will gradually be consumed by local fauna, leaving only a frame made from low-carbon concrete and recycled aggregates by the end of April.

The initiative was launched to commemorate the rebranding of construction firm Aggregate Industries to Holcim UK, reflecting the name of its parent company, The Holcim Group. The billboard features a profusion of plants, flowers, and seeds purposely chosen to attract pollinators, as well as nut husk bird feeders designed to draw local wildlife.

Speaking to the Mirror, Lee Sleight, CEO of Holcim UK, expressed the company's commitment to sustainable construction, stating, “Making sustainable construction a reality is at the heart of our UK strategy, so we wanted to launch a campaign that highlights our commitment to this goal, and gets more people talking and thinking about sustainability.” He further added that the billboard not only employs environmentally friendly materials but also encourages biodiversity, underscoring their mission to foster greener communities.

Accompanying this initiative, research commissioned by Holcim UK revealed insights into public perceptions of sustainability. The survey, which involved 2,000 adults, found that while many regard sustainability as important, a quarter of respondents are uncertain about how to incorporate sustainable practices into their everyday lives. A notable 67% expressed a desire to better engage with sustainability, although 18% cited a lack of visible results from their efforts as a barrier.

The survey also indicated that 80% of participants would appreciate more green spaces, yet only 41% believe that urban planning reflects an environmentally friendly approach. Respondents identified several advantages to greener environments, including improved air quality, increased wildlife presence, and benefits to mental and physical wellbeing.

When discussing motivations for adopting a more sustainable lifestyle, financial savings emerged as the primary driver for over a third of those surveyed, closely followed by the desire to reduce environmental footprints and enhance personal health. In terms of responsibility for advancing sustainable living, 56% of participants believe individuals should take charge, whereas a significant 69% believe that government action is necessary. Furthermore, 80% of respondents felt that businesses should be more transparent regarding their sustainability practices, with energy, manufacturing, and fashion industries singled out as sectors needing to enhance their environmental contributions.

Sleight highlighted the significance of these findings, stating, “The research findings prove we need to make sustainability more accessible, practical, and visible for everyone.” He also outlined Holcim UK's ambition to achieve zero emissions by 2050 while empowering individuals and businesses to commit to sustainable practices, emphasising that “every action, no matter how small, will make a difference.”

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.london.gov.uk/sites/default/files/2025-02/London_Urban_Forest_Plan_2025_Actions_Update_REV1.pdf> - This document supports the importance of enhancing urban green spaces and biodiversity in London, aligning with the goals of the billboard initiative to promote sustainability and wildlife presence.
* <https://www.noahwire.com> - This source provides the original article about the innovative billboard in central London, highlighting its design to attract local wildlife and promote sustainability.
* <https://www.holcim.com/en> - The Holcim Group's website would provide information on their commitment to sustainable practices and their rebranding efforts in the UK, reflecting their parent company's name.
* <https://www.aggregate-industries.com/en> - This URL would have previously detailed Aggregate Industries' activities before its rebranding to Holcim UK, though it may now redirect to Holcim's site.
* <https://www.theguardian.com/environment/2023/jun/21/uk-urban-green-spaces-mental-health> - This article discusses the benefits of green spaces in urban areas, including improved mental and physical wellbeing, which aligns with the survey findings mentioned in the article.