



Promoting biodiversity in Portugal

Europe's biodiversity remains under severe threat from changes in land use, with excessive demands being made on the environment, pollution, invasive species and climate change. In Portugal, we have been actively engaged in several local initiatives to protect biodiversity, including tree-planting projects, protection of reforested areas as well as awareness-raising activities and exhibitions in our shopping centres.

Within the context of the United Nation's International Year of Biodiversity, GuimarãesShopping was challenged by the Municipality of Guimarães to support a project to preserve biodiversity in the city by installing bird nests in the trees of Guimarães' parks. The shopping centre offered 50 bird boxes and 12 open nests. The bird boxes were made from re-used wood and were adapted for birds like the sparrow, goldfinch, nightingale, green linnet and the wren.

"We would like to congratulate GuimarãesShopping's commitment to social and environmental responsibility, as demonstrated through the shopping centre's participation in projects run by the Municipality of Guimarães. This has promoted strong partnership and cooperation between the shopping centre and the city council"
– Amadeu Portilha – Environment Councillor, Guimarães City Council.