

LAUNCH OF THE FIRST BIODIVERSITY AND PROPERTY LABEL

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Press kit



Launching of the first biodiversity label for property at the SIMI event

On the occasion of the recent Property Trade Fair held in Paris (SIMI), the International & Property Council (CIBI) launched the BiodiverCity™ label, first international label taking into account biodiversity in construction and renovation property projects.

This label, backed by technical specifications, intends to evaluate and promote property operations which develop and maximize biodiversity in built-up areas, for the benefit of city-dwellers.

Just like any comparable energy standard, this label measures and publishes the ecological performance of buildings, according to four major axes:

1. **The commitment:** knowledge and understanding of biodiversity on and around the future construction site. It will help the contracting authority to work methodically and professionally, therefore gathering the appropriate expertise through a biodiversity-oriented management system.
2. **The project:** the project management will seek an ecological architecture maximizing the biological technology and the living species. The overall site plan will incorporate the local ecological continuity, living façades and roofs, as well as an optimized indoor-to-outdoor ratio.
3. **The ecological potential of the land :** an ecologist expert will measure the scientific factors adding ecologic value to the project :
4. **Added services and amenities:** the advantages for the future users and residents of the site, in terms of well-being, beauty and learning about nature.

With the world's population including 80% of urban communities by year 2050, a move to promote the urban biodiversity in the context of built developments will be a challenge for environment and well-being of city-dwellers. It also represents a new immaterial added-value for the buildings and a formidable economic challenge for a broadening real-estate sector and also for players in the ecological and natural sectors.

Today, an increasing number of property projects are measured and maximized according to the international environmental certifications (BREEAM®, LEED® et HQE®). These certifications have begun to take account of biodiversity in the property projects, but still lack an in-depth evaluation.

The new BiodiverCity™ label responds to the need for biodiversity evaluation and rewards the best operations. This need is expressed by the players in the property sector (contracting authorities, contractors, owners, ecological experts, landscape architects, etc..) for whom this new label is a visible and relevant criterion for the valuation of real-estate.

The technical specification, on which the BiodiverCity™ is awarded, is copyright-free and available on the Internet. It was tested on the first trial operations such as the renovation of Challenger, Bouygues Construction head-office in Guyancourt, near Paris (France). An independent third party is appointed to carry out the compliance of the building project with the label.

The label is created and supported by the CIBI, a non-profit organization whose members come from various sectors: investors, property developers, property owners, consulting engineers, contractors, suppliers in equipment and green spaces.

The founding members of the CIBI are Bolloré Logistics, Les Jardins de Gally, the Caisse des Dépôts group, Gecina, the Bird Protection League, Bouygues Construction and Elan.

About the CIBI / IBPC

The objective of the "Conseil International Biodiversité & Immobilier" (CIBI) is to promote the urban biodiversity in the property and building sector, and to raise the public interest to these issues. The name of the organization in English is "International Biodiversity and Property Council" (IBPC).

With the BiodiverCity™ label and the support of its members, IBPC enhances the best practice in terms of urban biodiversity in the planning, conception and commercialization of buildings, in France and world-wide.

To reach these objectives, IBPC develops and promotes:

- The technical specifications linked to the BiodiverCity™ label, asserting that a project or a set of projects are in compliance with the criteria retained in the specifications ;
- A course of studies for the evaluators and judges of the project, as well as advices
- An internet website available to all, disclosing presentation aids by IBPC as well as case studies and displaying all the operations and evaluation consultants whose expertise has been checked.

The initiative launched by CIBI / IBPC is also supported by the Museum National d'Histoire Naturelle, by Natureparif (regional agency for the nature and biodiversity in the Paris region), the HQE association and the Orée association.

Mr. Luc Monteil, Real-Estate Director of Bolloré Logistics, has been appointed President of CIBI.

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A word from the founding members of IBPC

Bolloré Logistics

Bolloré Logistics is one of the Transport and Logistics Divisions of the Bolloré Group. Through a network of brands, mainly SDV and SAGA, Bolloré Logistics is a European leader in freight forwarding, ranging among the world leaders of the industry. In 2012 the Division achieved a turnover of over 3 billion Euros with a staff of more than 10 000 employees on the 5 continents.

Bolloré Logistics took a leading and proactive part in the creation of the International Biodiversity and Property Council" (IBPC), through its Sustainable Development Direction and Real-Estate Direction. This participation is fully consistent with the strategic objectives of the Division, in line with the practical Biodiversity and Sustainable construction axes. The company is primarily focusing on the contribution of the label to the quality of life for the projects of new construction sites.

The construction of a site capitalizing on all biodiversity technology will have a positive impact internally. It will also position Bolloré Logistics, and hence Bolloré, as a responsible player in the building environment.

www.bollore-logistics.com.com

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Bouygues Construction

A global player in construction and civil works, energy and services, Bouygues Construction is a lead contractor and operates on the whole added-value chain of projects, from financing, conception, construction, operation and maintenance. The Group and its 55,400 employees on the 5 continents imagine and implement solutions to help shaping a better life and improving the daily environment. In 2012, Bouygues Construction had a turnover of €10.6 billion.

Sustainable construction is one of the central development axes of the Group, and biodiversity is an integral part of it. Bouygues Construction promotes biodiversity in its property projects and contributes to the creation of ecological continuities designed to improve the environment of the city dwellers. The increasing demand for urban nature in buildings, balconies, roofs and terraces needs to be met.

Contractors need new tools and resources and Bouygues Construction supports the creation of Biodiversity[™], a new label dedicated to the evaluation and measurement of biodiversity in building operations. In the long range, this label will point-out the added-value brought by biodiversity to a property project, in the same fashion as the energetic labels not so long ago.

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Caisse des Dépôts Group

The Caisse des Dépôts and subsidiaries is a public group, a long term investor serving general interest and the economic development of the territories. Its mission was reaffirmed by the law on the modernization of economy of Aug. 4, 2008.

A major challenge for the XXIst century, the ecological and energetic transition is a genuine strategic priority for the Group. As a public group serving general interest and economic development, Caisse des Dépôts is also historically committed to housing and sustainable real-estate.

The Caisse des Dépôts group and the label share the same vision of the city as an ideal space to create innovative and ecological solutions in order to promote a sustainable city. Historically, city was negatively opposed to nature. However, opposing the protection of biodiversity and the need for housing only hampers today's environmental issues to build the cities of tomorrow. Thus, as a founding member of the Effinergy Association while constantly encouraging energy improvement to buildings, the Group naturally supports the first international label for "biodiversity and property".

www.caissedesdepots.fr

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Elan

ELAN is a consultancy company, specialized in the management of construction trade projects. Since 2003, ELAN specializes in real-estate consulting and prime contracting assistance for sustainable construction with the BREEAM, LEED, HQE environment certifications.

Ecology experts were recruited in 2009, with the objective to strengthen and mainstream biodiversity into sustainable construction projects. In this respect ELAN developed an innovative service offer combining sustainable projects management and integrating nature in the city.

The strong experience of ELAN in this area keeps demonstrating that the success of biodiversity depends on the willingness of the contractors, on the knowledge of the prime contracting and on the expertise and pedagogy of the ecologists and green contractors. So far this biodiversity issue was missing the correct frame to conduct feasibility studies with the customers.

This multi-stakeholders' approach generated the content of the BiodiverCity™ label.

For ELAN, the BiodiverCity™ label amends the conception and quality of projects by taking into account the topology. It calls for the creativity of architects towards the nature in the city and generates new jobs as well as the innovative concept of "green value".

www.elan-france.com

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Gecina

GECINA owns, manages and develops property holdings worth €11 billion at June 30, 2013, with 90% located in the Paris region. This real-estate company's business is built around an economic division, including France's largest office portfolio and a demographic division with residential assets, student residences and healthcare facilities. GECINA has put sustainable innovation in the heart of its strategy to create value, anticipate its customers' expectations and respect the environment thanks to the dedication and expertise of its staff.

GECINA has incorporated biodiversity into its sustainable development strategy and its ambition to develop a responsible portfolio. The voluntary commitment of GECINA to the "National biodiversity strategy for 2011-2012" has been recognized by the French Ministry for Ecology, Sustainable Development and Energy.

GECINA is a French real-estate investment trust (SIIC) listed on Euronext Paris and is part of the FTSE Good and Dow Jones Sustainability Indexes (DJSI) Stoxx Global ESG Leaders and ASPI Eurozone indices. In line with its commitments to the community, GECINA has created a company foundation, focusing on the protection of the environment and supporting all forms of disability.

www.gecina.fr

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Les Jardins de Gally

Experts in agriculture and gardening since 1746, Les Jardins de Gally are today an innovative landscape company offering their services to the real-estate businesses: offices, commercial centers, public access buildings, hotels and restaurants. They specialize in growing nature at the heart of the city, among the buildings: indoor landscape, gardens, terraces, green walls and roofs, beehives, insect hotels..

The company offers a wide range of complementary services: consulting, conception and engineering with a design department; design, maintenance and animation.

Les Jardins de Gally combine urban ecology and vegetable gardens to create a real "urban nature", i.e. ecosystems adapted to the urban environment, aiming to foster the well-being of dwellers and the development of urban biodiversity. The "Eco-contracts", first project of ecological maintenance of company gardens, won an Enterprise and Environment Prize, awarded by the Ministry of Ecology and Sustainable development, and received the Trophy from the French Association of Corporate Services Managers (ARSEG). Over the past 10 years, the expertise developed by Les Jardins de Gally has gained public recognition for their green walls and roofs. They coordinated the draft of a good practice guide on the subject, sponsored by "Le Vivant et la Ville" (Urban nature), which will be released early 2014.

A recent survey conducted by the BVA institute for Les Jardins de Gally shows that French people are very interested in the urban nature: more than 80% express the wish that public access buildings would be more "green". The creation of the "International Biodiversity and Property Council" (IBPC) represents a formidable opportunity to speed up the implementation of this request. It will help to conceive projects anticipating the upstream management of green spaces as well as creating new systems associating building and nature.

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The Bird Protection League

The Bird Protection League has 46 000 members, 5 000 active volunteers and 400 employees in France with a reactive network of local associations in 77 departments, which makes it a leading French nature and environment protection association. Committed to the protection of birds, the league is today one of the leading associations in France focusing on nature preservation and biodiversity. Celebrating in 2012 its hundredth anniversary, the Bird Protection League was created in 1912 and recognized since 1986 as a charitable association serving public interest. Its activity is centered around 3 main pillars, namely save species, conserve sites and habitats and enable positive change through people.

The Bird Protection League is representing in France Birdlife International, a worldwide network of more than 100 partners advocating for and protecting the environment and nature (2,3 billion members worldwide).

Deeply convinced that no improvement in the urban biodiversity can be done without the involvement of businesses, the Bird Protection League launched a U2B club to promote the development of new urban economy and eco-conception concepts.

<http://www.lpo.fr/>

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Testimonials of organizations supporting the IBPC

HQE and OREE Associations promote and support IBPC

The HQE association praises the « International Biodiversity and Property Council » (IBPC) for their dynamic approach and lobbying of biodiversity which calls for more visibility. The technical standards set by IBPC are a comprehensive assessment tool to measure biodiversity in construction and property renovation projects, in terms of ecological performance or customers' appreciation. IBPC is a member of the "Building and Biodiversity" think tank created by HQE and OREE associations. The precious input brought by IBPC will enlighten the views of this think tank, working on the HQE performance. Undoubtedly it will enrich the advancement of these topics.

The National Heritage Center of the National Museum of Natural History, a true stakeholder of the Scientific and Technical Committee of IBPC

The National Heritage Center (SPN) enhances the mission entrusted to the National Museum of Natural History regarding the knowledge and conservation of nature. It shares with the IBPC a common vision on urban biodiversity with several issues:

- To promote welfare in urban areas, which will soon gather 80% of the population,
- And to maintain or restore an interest between city dwellers and nature, which directly impacts the protection of endangered areas.

Introducing biodiversity within the real-estate issues is a powerful tool to bring vegetal into the cities, otherwise mostly mineral. Furthermore the BiodiverCity™ label rewards the best realizations and contributes to increase the implementation of nature in the city.

The National Heritage Center of the National Museum of Natural History sees IBPC as an opportunity to gather the real-estate, ecological and landscape stakeholders in order to speed up the implementation of operational solutions. As a member of the Scientific and Technical committee of IBPC, the National Heritage Center provides an in-depth look on the label standards to make it grow along the evolution of the knowledge and the concrete projects.

Natureparif

Natureparif, the agency for Nature and Biodiversity in the Greater Paris area, assists the stakeholders concerned by urban planning, construction and development new models. The Agency promotes innovative solutions oriented toward biodiversity, such as the BiodiverCity™ label, which is an effective tool to initialize global changes in the real-estate field.



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