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## Low carbon: more than thirty project owners initiate 150 projects, in France's largest collective initiative for the reuse of construction materials

- **More than thirty major French project owners are launching the “Booster du Réemploi” initiative (Reuse Booster), an unprecedented alliance to promote the reuse of materials in the construction industry.**

The initiative brings together investors (Agrica, Colliers, Covéa Immobilier, Gecina, Groupama Immobilier, Icade and others), developers (Adim, Altarea, BNP Paribas Real Estate, Bouygues Immobilier, Ceetrus, Crédit Agricole Immobilier, Kaufman & Broad, Spie Batignolles Immobilier and more), as well as major users that order a great number of sites (such as Engie and Orange). Membership is expected to grow rapidly. Advanced contacts are in progress with public project owners (the City of Paris, regional governments).

- **The signatories pledged that 150 sites** (five per year each) will procure used materials from deconstructed old buildings. Among the first projects undertaken are #Community (Bordeaux); Z5C (Saint Denis); 43-45 avenue d'Iéna (Paris); 92 Wagram (Paris); Ulteam (Paris); WP4 (Nanterre), etc. *(see list at the end of the press release)*.
- **An online platform designed by Fabernovel will enable participants to centralise and standardise needs for reusable materials**, which are currently difficult for suppliers to identify: raised floors, dropped ceilings, doors, lighting, carpeting, locks, partitions, furniture, joinery, plumbing, etc.
- **The Reuse Booster will support each project to facilitate procedures**, including by engaging with stakeholders on reusable materials (project owner representatives, construction site operators, architects, contractors, consultants, control offices, design & engineering firms, etc.)
- **By pooling and organising demand, which is currently nascent and fragmented, the Reuse Booster believes it can help the reuse of materials take off** – from less than 1% of materials used in construction today. This demand will be necessary to achieve the various targets of France's national low-carbon strategy.
- **The Booster method involves organising a pilot group of pioneering companies** that pledge to take action directly in their own projects, helping them create tools and standards and encouraging other market players to join, in a virtuous circle. It is spearheaded by A4MT (Action for Market Transformation) and building performance institute IFPEB, which has been successfully applying it for five years, including to help commercial real estate achieve the energy savings stipulated by France's ELAN law (-40% by 2030).
- **The Booster is giving itself three years to transform the way of prescribing and arbitrating the use of reused materials in the construction industry.** This aspiration involves working in collaboration with the construction sites' "team members" and "designers": committed architects, designers, engineering & design firms, control offices, technical managers, contractors and manufacturers.

Context & figures

**The French construction industry produces 42 million tonnes of waste per year, less than 1% is reused.**

The construction industry produces 42 million tonnes of waste and rubble from demolition or deconstruction every year: three times more than household waste. While an increasing proportion of this waste is recycled, less than 1% is “reused”, i.e. given a new lease of life with little or no further processing. However, a very large amount of materials could be reused after their deconstruction, for all types of works.

**The reuse of materials significantly improves the environmental footprint.**

The use of materials from deconstructed buildings, with little or no transformation, has a very clear impact on buildings' environmental footprint. For every 1,000 sqm of surface area, reuse saves 44 tonnes of waste and 67 tonnes of CO<sub>2</sub> equivalent (and over 1 million litres of water). These performances are in line with the objectives of France's National Low Carbon Strategy.

**A major challenge: the supply of reused materials is well structured... but not demand.** On the supply side, many demolition/deconstruction companies and site cleansers already offer materials on reuse platforms. The challenge lies on the demand side: the possibility of reuse is very rarely integrated in projects, project managers often do not have the flexibility or resources to replace new materials with used ones, while insurance companies do not know how to take the practice on board.

Although France's new Law on the circular economy (February 2020) requires public-sector procurement to “ensure the use of reusable materials”, this injunction is not yet operational and no obligation is yet foreseen for private-sector players.

**The idea of the Reuse Booster is to step change demand and reach critical mass.**

To remove these obstacles, some thirty major project owners have decided to take action together to make demand clear and predictable. Indeed, each member of the Booster immediately pledges several projects to the initiative, in order to group demand for reusable materials and make it visible on a platform especially developed by Fabernovel, which will consolidate the needs (typology, location, supply time, etc.)

## Quotes from the first companies to join the Reuse Booster

### **Cédric Borel, Director of the IFPEB and of A4MT (Action for Market Transformation):**

*"The reuse of materials still faces too many constraints for many real estate stakeholders, even though solutions exist to make these practices simpler. Our mission is to give them the key to all the "boosters" – to truly change our models and have a real impact on our carbon footprint."*

### **Laetitia George, Head of Commercial Real Estate / Groupama Immobilier:**

*"We are all aware that the world we live in needs to move rapidly towards more resource-friendly models. By launching this Booster strategy with major project owners, we are setting in motion a virtuous circle that will – as of tomorrow – enable reuse on a massive scale in the field by making requests to reuse platforms visible and predictable, and by enabling everyone to measure concretely the impact in terms of carbon, water and waste volumes. A building is now a compound of material resources that can be reused without being processed or incinerated. Tomorrow, thanks to A4MT's efficient methodology, every project owners will help each other rise to the challenge throughout the value chain of construction, renovation, fitting out and maintenance."*

### **Méka Brunel, CEO, Gecina:**

*"The circular economy and reuse approach plays a central role in several of our operations, such as the I1ve, the project to restructure the iconic building at 75 avenue de la Grande Armée, in Paris. By pledging to reuse today, we are investing in the future. We welcome the inclusive approach of the initiative, which already brings together all the families of project owners and – in the future – will involve the whole industry."*

### **Jacques Ehrmann, General Manager, Altarea:**

*"We all have a role to play in transforming the city to provide concrete and sustainable solutions to climate change. We believe that the circular economy is one of the answers for a more responsible, frugal real estate sector, limiting our carbon footprint. The Altarea Group, which has long been very active in commercial real estate renovation, was involved in creating the booster. We have already taken a first step towards reusing materials for the future Groupama head office that we are building in Mérignac."*

### **Xavier Thomas, Head of Real Estate, Financial Department / Agrica:**

*"The Reuse Booster is a very concrete illustration of our ESG policy."*

### **Isabelle Clerc, Head of Real Estate Investments / AG2R La Mondiale:**

*"As a responsible investor, AG2R LA MONDIALE pays particular attention to the impact and environmental management of its property portfolio. This commitment is a natural continuation of our policy."*

### **Thierry Laroue-Pont, CEO / BNP Paribas Real Estate:**

*"We immediately joined this innovative initiative, convinced that it is by rallying all the capabilities of real estate players that we will succeed in accelerating and generalising the practice of reuse in real estate. The ultimate goal is to take up the challenge of reducing resource consumption and carbon emissions."*

### **Olivier LABADIE, Deputy CEO in charge of Commercialisation & Partnerships / Kaufman & Broad:**

*"It is with resolution and conviction that Kaufman & Broad has adopted the Booster method to facilitate and accelerate the prescription of reused materials. We have already implemented this method in a number of projects, including the 10,000 sqm Greenoak project of (partly wood) offices in Arcueil, France, which will be delivered in 2021 with a facade cladding made of recycled glass paste. We can already announce that this approach will be applied in our major urban projects at the Gare d'Austerlitz station in Paris, as well as in Reims as part of the Magasins Généraux brownfield redevelopment, as well as in our 12,000 sqm office demolition/reconstruction project due to start very soon in Puteaux, before being extended to all our projects nationwide."*

**Charlotte Lacoste, Investment Director / Covéa Immobilier:**

*"We have a sincere sustainable development policy that goes beyond the energy consumption of our buildings and takes into consideration the carbon footprint of our actions, biodiversity, etc. The Booster will help to stimulate and facilitate the reuse of materials and to install this practice in rehabilitation projects. Together we will go further."*

**Thomas Georgeon, CEO / Société de la Tour Eiffel:**

*"We must stop thinking of the planet as a bottomless reservoir and its resources as consumables that can be thrown out after use. Reuse has three benefits: it preserves these resources, it reduces GHG emissions and it lowers costs."*

**Jérôme Durand, General Manager of Paris Region Promotion, Sogelym Dixence Holding:**

*"Building today to preserve tomorrow."*

**Emmanuelle Baboulin, Services Land Director / Icade:**

*"Two years after launching CycleUP, a digital marketplace for reuse that lists available materials and carries out audits, it is only natural that Icade, convinced of the strong impact of reuse on reducing the carbon footprint of its activities, has joined this initiative and shares its reuse objectives for its new projects, which it hopes will be even more virtuous in terms of carbon impact."*

**Arnaud Broussou, Chairman / Colliers Global Investors:**

*"In the past, we have attentively watched and even participated in several reuse initiatives, which unfortunately were too isolated to be truly successful and serve as an example. We are therefore pleased to take part in this initiative, which embodies the will of the entire real estate industry to come together to coordinate a common action on reuse."*

**Jean-Raphaël Nicolini, Director of Major Projects & Urban Innovations / Care Promotion:**

*"Today, more than ever, the public health and climate crises are convincing us of the crucial role of real estate development in terms of social responsibility. Joining the Booster will enable us to demonstrate the importance of collective action to promote the virtuous evolution of projects, both technically and from the human perspective."*

**Luc Desmouceaux, Unlisted Investments Department, Technical Manager & TEE / CNP:**

*"This initiative to organise the reuse chain will boost the circular economy and demonstrate that the players in the real estate industry are willing and ready to take up the challenge of the fight against climate change."*

**Edward Woods, Technical Department Head and Alexandre Cartier, Design Technique Director / Bouygues Immobilier IE France:**

*"As part of our CSR strategy, Bouygues Immobilier is committed to minimising its environmental footprint and maximising its positive impact on the ground. This translates into three main environmental goals: Reducing the carbon footprint; Limiting soil sealing and developing surfaces that are favourable to nature; Limiting the use of new resources and reusing existing materials. As part of our commitment to systematically design in used materials, the Reuse Booster will enable us to identify materials that can be reused, assess their financial impact, availability, legal and insurance conditions, and procure them. This database involving all stakeholders at the national level is a prerequisite for the implementation of a true connected circular economy deployed via interoperable digital platforms."*

**Clément Alteresco, CEO / Morning:**

*"Morning is more than ever committed to building a more sustainable society. We have a major objective in 2021: to achieve B-corp certification. Whether it's through our projects such as the Hotel de la Marine, which will open in April 2021 and which will include a significant part of reused materials, or our commitments in terms of social inclusion, Morning will have a positive impact on its ecosystem."*

**Stéphanie Bensimon, Head of Real Estate / Ardian:**

*"We are happy to contribute to the evolution of practices in the field of reuse and the circular economy, through a concrete involvement over time. Real estate stakeholders need to take a stand – and we believe in collective action. This approach is anchored in Ardian's sustainable and responsible investment strategy."*

**Assya Guettaf, Positive Impact Leader / Ceetrus:**

*"Ceetrus is proud to participate in this rallying of meaningful action, which addresses the issue of reuse from the perspective of demand rather than supply, in an innovative and collaborative way. In a learning process, we are betting that this joint approach will remove many obstacles and help us to positively transform our projects and increase the positive impact of our achievements."*

**Marc Oppenheim, CEO, Crédit Agricole Immobilier:**

*"There was no question whether Crédit Agricole Immobilier would join this joint initiative: the issue is part of our DNA and reflects our social and environmental commitments. Driven by the desire to be a responsible real estate operator in all geographies, this platform will enable us to speed up our practices' transformation: anticipate needs from the design stage, involve our suppliers in this virtuous approach and stimulate both supply and demand. The end result will be more valuable buildings."*

**Etienne Dupuy, Managing Director, Head of Real Estate AM and Ghislain Tézenas du Montcel, Director, Asset Management / Invesco:**

*"Having made sustainable development an integral part of our asset management practices, we enthusiastically embrace this approach and greatly appreciate this opportunity to transform the design of real estate production. We will be working to include projects of various sizes and types, to help show how such an approach can be applied."*

**Francois Maillard, Chairman / Spie batignolles immobilier:**

*"Reuse, a pillar of the circular economy, contributes to the preservation of resources, which is essential for our societies' sustainable development. With the Booster, we are taking a pragmatic approach to transforming practices and fully integrating reuse into our industry, throughout buildings' lifecycle."*

**Eric Hoviez, Head of Real Estate / Orange:**

*"Orange, as a responsible project owner, has joined the Reuse Booster platform for the pooling of resources and potential savings. Orange is going to undertake pilot projects, including its former head office at place d'Alleray, applying a reuse strategy in line with the CSR commitment of our strategic plan ENGAGE 2025. These pilots will pave the way for systematising this practice."*

List of the first companies to join the Reuse Booster and their participating projects

- **ADIM**
- **ADP**
- **AG2R La Mondiale**
- **Agrica** : 43 avenue d'Iéna (Paris)
- **Altarea**: #Community (Bordeaux Mérignac, 15 000 sqm)
- **Ardian**
- **BNP Paribas Real Estate** : Métropolitan Square (Lille, 87,000 sqm of offices, housing and shops); 17&CO Paris (18,000 sqm of offices, youth hostel); Tribéca (Bordeaux, 3,000 sqm of congress and exhibition centre); Boulevard des Dames (Marseille, 10,000 sqm hotel or offices); Gagarine (Romainville, 98 housing units in two phases); Zellige (Rueil Malmaison, 13,500 sqm of offices)
- **Bouygues Immobilier** : ZC5 (Saint Denis, 33000sqm), Kalifornia (Malakoff, 23500sqm), EDA (Paris 15, 15 000 sqm)
- **Care Promotion** : Le 120 Clignancourt (Paris 18, transformation of a garage into 47 housing units); SY24A (Bussy St Georges, 124 housing units and shops)
- **Ceetrus**
- **CNP Assurances**
- **Colliers Global Investors** : 92 avenue de Wagram (Paris)
- **Covéa immobilier**: 4 place des ailes (Boulogne, 3,450 sqm of offices); 102 rue de Charonne (Paris, 12,000 sqm of offices)
- **Crédit Agricole Immobilier**
- **DTZ Investors**
- **Engie**
- **Gecina** : L1ve (avenue de la Grande Armée Paris, 35 000 sqm)
- **Groupama Immobilier** : 150 Champs Elysées (Paris, 20 000 sqm), 16 avenue de Messine (Paris, 4000 sqm), Ulteam (Paris, 6 000 sqm), Diamant (Puteaux, 15 000 sqm)
- **Hines**
- **Icade** : WP4 in Nanterre
- **Invesco**
- **Kaufman & Broad**
- **Macifimo**
- **Morning** : Hôtel de la Marine (Paris, 6 000 sqm)
- **Nodi**
- **Ogic**
- **Orange**
- **Rabot Dufilleul / Naccarat**
- **SNCF immobilier**
- **Sogéprom**
- **Sogelym Dixence**
- **Spie Batignolles Immobilier**
- **Société de la Tour Eiffel**