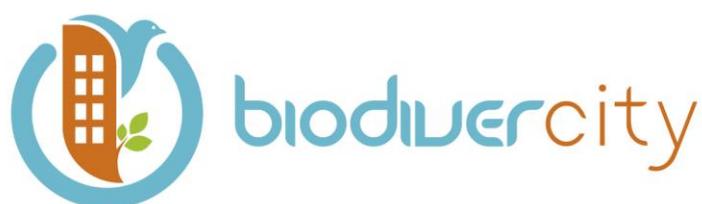


#MakeourplanetGreenagain
BiodiverCity :
International call to action.
Signing the charter to develop biodiversity
in towns and cities

MIPIM – 15 March 2018, Cannes, France

Press communiqué



#Makeourplanetgreenagain : an international appeal from the IBPC to develop urban biodiversity

Mobilisation for biodiversity, in the same way as for climate

Erosion of biodiversity has consequences for humanity at least as serious as those of climate change. The two phenomena are closely linked. Considering that **by 2050 some 80% of the world's population will be urban**, biodiversity in cities is a major challenge, for "*The more we live connected to nature, the more we protect it*".

The demand for more nature within cities is clear: **9 out of 10 French people consider proximity to green space to be an essential part of their life balance**. It is even a factor of attractiveness for companies: **83% of young graduates want to be able to work in ecological greening offices**. The concept of *biophilia* formalises this need for nature.

As a recent study illustrates, **media coverage of biodiversity remains up to eight times lower than that of the climate**, despite the fact that a number of scientific publications are equally concomitant. This is why IBPC signs its international call with **#makeourplanetGREENagain**, a deliberate reference to the keyword used in France by the Elysée and by the ministry in charge of ecology, to mobilise international scientists for the climate.

« *Rather than opposing different causes, IBPC wishes to show the interdependence of environmental issues in order to create strong mobilisation. With a conviction that acting in favour of urban biodiversity, of "everyday" nature, will produce visible effects that are material and therefore motivating for citizens* », says Luc Monteil, President of IBPC.

A charter signed by numbers of renowned civil society actors

A movement of professionals from the city and from nature, under the leadership of the IBPC association, **International Biodiversity & Property Council, as initiator of the BiodiverCity® labels, is launching an international call to integrate biodiversity into cities**. Developers, the real estate professions, users, ecologists, architects, gardeners and landscapers, local authorities and public institutions, as well as associations for protection of nature are joining forces to transmit this call for mobilisation.

A charter comprising 10 key actions, commits signatories to integrate living organisms into any urban project. A first signature session is being organised at MIPIM, the international real estate fair in Cannes, in the presence of the leaders of some forty companies in the sector.

Three major witnesses will bring their vision: Hélène Chartier, advisor at C40 Cities, an international gathering of mayors engaged in climate change in New York, and in charge of the *Reinventing Cities* competition. **Stefano Boeri**, Italian architect, urban planner and protagonist of urban forestry, designer of the « Il Bosco verticale » towers in Milan and currently designing the first "forest city" in China. **Jean-Louis Missika**, Deputy Mayor of Paris in charge of urban planning and the *Grand Paris* plan. Volunteer biodiversity ambassadors, deliberately not biodiversity specialists as such, will show how the issue is cross-cutting the subject, involving those far beyond nature conservation experts.

The charter is intended to be itinerant, signed by various stakeholders at the occasion of several events that will mark the year 2018 (*Pro Durable*, the CSR fair at the start of April; *La fête de la Nature*, at the end of May; National Biodiversity Conferences, in June, but also the Mayors' Fair, next November). This is a way for actors already mobilised to contribute to the ambition set by French minister of State, Nicolas Hulot, who recalled in October that "*biodiversity is a priority of the Ministry of Ecological Transition, just as climate change is a priority*". A welcome confirmation.

BIODIVERSITY: A PRIORITY

Acting for biodiversity, an emergency

« *The 6th mass extinction that our planet is currently experiencing is also the first to implicate the responsibility of a species, the human species. It is the fastest that the planet has ever known* », says Jean-Philippe Sibley, Director of Patrinat, the unit in charge of natural heritage within the French Agency for Biodiversity, the National Museum of Natural History and the CNRS, who also presides the scientific committee of IBPC.

Beyond the threat hanging over certain emblematic species, the significant reduction in the numbers of common species is also a challenge. Do no more than listen to the silence on the streets, from where the numbers of common birds have greatly decreased in recent years. If the action of the state is centred on the conservation of the natural heritage, then « *nature within the city must be fully managed. It is by working with city-dwellers that we can hope for a reversal of the situation. The situation is serious, and we must be frank and honest with the population. Nevertheless, it is still possible to act* » notes Jean-Philippe Sibley.

Urban biodiversity: services and value added

Life in the city in all its forms – fauna, flora, water, soil – provides **ecosystemic services** in scale from the single block to that of entire neighbourhoods. These are ecological (green and blue grids), environmental (mitigating the urban heat island and local climate, permeability of soil and water infiltration, CO2 absorption, etc.), economic (attraction of living spaces, whether buildings or neighbourhoods, development of new trades, maintenance, animation and education) in their effects, but also cultural and societal (solid education in ecology, sense of locality, spaces for shared living, etc.).

Developing experiences of Nature

Beyond the area of green spaces per inhabitant, a criterion subject of regular rankings comparing cities among themselves, the question of connection to nature, it is the **interaction of city dwellers with living** things that is at stake.

To bring populations born in the city, out of all "natural" contact with living things, will requires apprenticeship and mediation. This will **all be about considering the city as a place to raise awareness of nature**. The creation of new trades, of urban gardeners providing a function as nature instructors is essential.

Realising what sociologists and ecologists call "Nature experiences" is at the heart of highly topical current research, such as that of Anne-Caroline Prévot, of the French Natural History Museum and a Research Director at the French National Centre for Scientific Research.

THE CHARTER'S 10 KEY POINTS

1. **Promote** the integration of biodiversity (vegetalisation, wildlife protection, urban agriculture) within all projects, whether newbuild or renovation, and to existing space under management.
2. **Identify** within its portfolio or projects the spaces that can accommodate living organisms, in both existing and planned works.
3. **Integrate** biodiversity, consider vegetalisation upstream, from the first programming phase onward
4. **Associate** themselves with resources and skills dedicated to living organisms (ecologists, landscape designers) to guide development of the project.
5. **Consider** the site, the ecological, landscape and cultural environment in which a project is located.
6. **Promote** implementation of a Biodiversity® type label, aiming for a high level of commitment in the biodiversity component of the environmental certification sought and/or obtained such as BREEAM®, HQE™, LEED® and WELL Building Standard®.
7. **Include** measurement of the evolution in a project's ecological potential, both before and after its implementation by means of projection.
8. **Aim** for interaction between living forms and users (inhabitants for a housing project, employees for a service sector project, consumers for a commercial project) for the benefit of their well-being and the development of 'experiencing Nature'.
9. **Anticipate** and deploy sustainable and environmentally friendly management over time
10. **Share** and explain the presence of living organisms at the delivery stage and throughout the life of the project (information, animations), mobilising all forms of media (physical, digital, etc.), in order to develop experiences of Nature.

THE FIRST SIGNATORIES OF THE CHARTER*

ABA Workshop, Nelly Bussac, Associée Gérante
 Agence Franc, Gabriel Franc, Directeur Général
 AIA Life Designers
 Alliance HQE-GBC, Philippe Van de Maele, Président
 Altarea-Cogedim, Nathalie Bardin, Directrice executive communication et RSE
 ALTO Ingénierie Jean-Pierre Mouillot, Président
 Anthony Bechu, Clémence Bechu, Directrice du développement et Associée.
 Antonini Darmon, Laetitia Antonini & Tom Darmon, Architectes Associés
 Alternativ'Architecture, Guillaume Clin, Architecte Associé Gérant
 Arp-Astrance, Béatrice Moal, Présidente
 Barjane, Léo Barlatier, Président
 Be Nat', Jean-Marie Fournier, Dirigeant & écologue
 Bolloré Logistics, Odile Maarek, Directrice Organisation, Méthodes et RSE de Bolloré Logistics
 BNP Paribas Real Estate, Thierry Laroue-Pont, Président du directoire et Catherine Papillon, Directrice développement durable (Global Head of Sustainability/CSR)
 Bouygues Immobilier, Laurent Tirot, Directeur Général Logement France
 CBRE France – Fabrice Allouche Président
 Cercle Grand Paris de l'Investissement Durable, Nicolas Buchoud
 Certivea, Patrick Nossent, Président de Certivea et Cerway
 Chapman Taylor, Nathalie François, Directrice Adjointe, Chargée du Développement
 Chartier Dalix, Frédéric Chartier et Pascale Dalix, fondateurs et directeurs associés
 Compagnie de Phalsbourg, Philippe Journo, Président
 Concerto ED, Jean-Paul Rival, Directeur Général
 Crédit Agricole Immobilier, Marc Oppenheim, DG et Catherine POULIQUEN, Directrice de la Communication et de la RSE
 Dauchez SA - Jérôme Dauchez, Président du Conseil de surveillance
 Deloitte, Christian Gillet, Principal
 Eiffage Immobilier, Philippe Plaza, Directeur
 Elan, Emilie Palanque, Directeur Général
 EPA Sénart, Aude Debreil, Directrice Générale
 Foncière des Régions, Jean-Eric Fournier, Directeur du Développement Durable
 G-ON, Gwenaél Jan, Associé Fondateur
 Gecina, Meka Brunel, DG, Julien Landfried, Directeur de Cabinet et Affaires Publiques
 Grand Paris Aménagement, Aurélie Cousi, directrice générale adjointe à l'aménagement
 Greenaffair, Sébastien Matrat, Directeur Général Associé
 Green Soluce, Ella Etienne, Directrice Générale
 Groupama Immobilier, Eric Donnet, Directeur général et Anne Keusch, Directeur du Développement Durable et de l'Innovation
 IWBI, Ann-Marie Aguilar
 Jean-Paul Viguiet et Associés, Jean-Paul Viguiet, Président
 KOZ Architectes, Nicolas Ziesel, Architecte DPLG / co-founder KOZ architectes
 Label Ville, Véronique Guillemin, Présidente
 Le Vivant et la Ville, Xavier Laureau, Président
 Les Jardins de Gally, Pierre Darmet, Responsable marketing et innovation
 LinkCity, Martial Desruelles, Directeur Général
 Noé, Arnaud Greth, Président Fondateur
 NR Conseil, Yvan Chaussat, Président
 Plaine Commune, Philippe Monges, Vice-Président de Plaine Commune à l'écologie urbaine
 Plan Bâtiment Durable, Philippe Pelletier, Président
 Prologis, Olivier Barge, Directeur de Projets et Innovations Sud Europe et Cécile Tricault, Country Manager France
 Quartus, Franck Hovorka, Directeur de la Stratégie
 Solideo, Société de Livraison des Ouvrages Olympiques Paris 2024, Céline Terrie-Laurens, Directrice du Pôle Ambitions écologiques et Héritage
 Sopic, Jean-Pascal Gabagnou, Président de SOPIC PARIS
 Stefano Boeri Architeti, Stephano Boeri, Founder and President
 Vertdeco, Olivier Bedouelle, Gérant

*Signatories on March, 15th

About CIBI

The International Biodiversity & Property Council (IBPC / CIBI in French) is a pioneering network for professionals of the new sector combining Biodiversity and Real Estate. The IBPC is represented by actors in town planning, ecology, construction and real estate. Its objective is to promote urban biodiversity and a relation between humans and nature within these sectors, but also to promote living Nature within neighbourhoods and the built environment. Biophilia can play a major role in quality of life of each city-dweller. It is for this reason that awareness-raising actions of the IBPC are aimed both at professional actors and at the general public.

The IPBC promotes best practices in terms of urban biodiversity throughout all phases of the property cycle: during planning, development, maintenance, occupancy and renovation or improvement. Schemes certified under BiodiverCity® adopt a brand initiated by the IBPC, forming major tools and serving a strong purpose by creating environments which accommodate varied spaces of living Nature. These produce a strong justification in terms of economic, sociocultural and functional factors.

In 2018, the IBPC is launching a wide call for action to integrate Nature into cities by the signature of an international Charter on the part of market leaders in real estate, architecture and urban planning.

Données clés :

- IBPC Association, BiodiverCity® labels
- 46 members
- 50 certified projects, 50 under progress
- 1 scientific committee, chaired by Jean-Philippe SIBLET, Director of PATRINAT (AFB, MNHN, CNRS)
- President : Luc MONTEIL, Head of Real Estate, Bolloré Logistics
- Web site : www.ibpc-biodivercity.com

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