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BOUYGUES IMMOBILIER'S INDIVIDUAL COMMITMENTS IN *act4nature*

For many years Bouygues Immobilier has been committed to protecting biodiversity and integrating wildlife into its urban development projects.

This is mainly to cope with the major environmental challenge posed by urban development, which has been pinpointed as a major factor behind the loss of greenfield sites and the erosion in biodiversity, which are both closely related to climate change. But this is also to satisfy the growing demand for more nature in the city, which is seen as a source of revitalisation, well-being and quality of life by urban populations, particularly via its contribution to strengthening social ties and reducing the urban heat island effect and noise pollution.

A structured and binding initiative

Bouygues Immobilier has put together an initiative that factors in biodiversity at every stage of a property development, based on a "life-cycle" approach. The initiative is divided into 13 different actions, whereby operational staff can address biodiversity-related issues during each one of the phases of our developments, from the design stage to the operational one, in order to:

- assess the chosen site by carrying out upstream diagnostics with ecological engineers
- prevent and mitigate the impact of developments and structures on biodiversity
- design spaces that are favourable to biodiversity and the formation of natural habitats
- draft specifications and guides intended for building users

This initiative can identify all the opportunities available to Bouygues Immobilier to factor in biodiversity and thus help reduce the direct and indirect impacts of a property development project on the existing eco-system.

Expertise recognised by a label

Of course, there are many environmental certifications (BREEAM®, LEED® and HQE®) used by Bouygues Immobilier that address the issue of biodiversity, but these do not specifically assess it. Bouygues Immobilier has pioneered the roll out of the BiodiverCity® label in its property developments.

In the same way as an energy label, BiodiverCity® assesses and displays the performance of buildings in terms of biodiversity according to four major themes: the commitment shown by the project owner, the project, the ecological

potential shown by the plot as assessed by an ecological engineer, and the services provided by nature and the benefits.

Based on a set of precise technical specifications and backed by the International Biodiversity and Property Council (IBPC), it recognises those property developments that best factor in and promote biodiversity within their areas, for the benefit of local residents.

Bouygues Immobilier, which systematically factors the protection of biodiversity into its property development projects, was one of the first sector players to actively roll out this label following its creation in 2014.

At 1 October 2017, 8,224 housing units, either being built or already handed over, were in the process of obtaining the BiodiverCity® label - this figure exceeds the company's initially set target.

Furthermore, in 2017, Bouygues Immobilier was officially awarded three of the first 24 label certificates given by IBPC for the design of its residential units in the Font Pré eco-neighbourhood in Toulon and in Néo-C in Créteil, as well as for its office property project Green Office® Enjoy in Paris Batignolles. This is a great recognition, which bolsters even further a tangible initiative for integrating biodiversity into its projects.

As an active member of IBPC, Bouygues Immobilier also actively participated in the launch of the "BiodiverCity® Aménagement" label, which is being trialled on its Nanterre Cœur Université development.

Finally, in order to encourage the local deployment of actions in favour of biodiversity, and to guide operational staff towards the most suitable solutions, Bouygues Immobilier has signed a nationwide agreement with the French bird protection league (LPO).

Raising awareness about nature in the city

Protecting biodiversity is also achieved by raising awareness about it and encouraging people to assimilate an issue that currently receives eight times less media coverage than climate change. As a result, Bouygues Immobilier has recently renewed its commitment to integrate wildlife into its urban projects and to promote nature in the city experiences by becoming a signatory, from its launch in May 2018, of the Charter for 10 actions in favour of Urban Biodiversity, which is backed by a group of players under the aegis of IBPC.

■ An enlightened approach to urban agriculture

In addition, Bouygues Immobilier has subsidised a major initiative at the Paris Institute of technology for life, food and environmental sciences (AgroParisTech) which aims to provide support to students, over more than one year, for the design and roll-out of an Urban Agriculture strategy. Implemented by agronomy students, under the supervision of recognised research engineers, this initiative has enabled Bouygues Immobilier create a decision-support tool to help integrate urban agriculture (in the widest possible sense) into its property development projects.

Disseminated in 2018 throughout the whole company, this operational guide helps staff choose the most suitable solution according to technical and economic constraints and to the sought-after eco-systemical services.

The creation of this guide has also enabled Bouygues Immobilier to dialogue with many "nature in the city" stakeholders: specialist start-ups, scientists, representatives from the agricultural world and users, in order to design an ever more holistic approach capable of creating solutions for the benefit of all.