



## ICADE AND THE CITY OF MARSEILLE SHOW THEIR COMMITMENT TO BIODIVERSITY BY SIGNING A PARTNERSHIP AGREEMENT WITH CDC BIODIVERSITÉ

Upon the official opening on January 10 of “Initial Prado”—an urban regeneration project undertaken by Icade, a partner of CDC Biodiversité—Aymeric de Alexandris, Icade’s Regional Director for the Provence area, Marc Abadie, Chairman of CDC Biodiversité and Jean-Claude Gaudin, Mayor of Marseille and honorary Vice-Chairman of the Senate signed a partnership agreement bringing together the City of Marseille, CDC Biodiversité and Icade to promote biodiversity in the area.



### The circular economy lies at the heart of the urban renewal project

“Initial Prado” is an urban renewal project involving the conversion of offices into 113 residential units and the increase of building height by 3 lightweight storeys (wood and steel structure). The project was designed by the architecture firm Atelier du Prado, with special emphasis on reuse, through building materials donated to associations via Cycle Up (a start-up created by Icade and Egis) and Raedificare, which are both involved in the social and solidarity-based economy.



Located on Avenue du Prado, this 9,357-sq.m residential project features 950 sq.m of office space on the ground and first floors, which includes Icade Promotion’s office in Marseille.

## **Icade has made biodiversity one of its top CSR priorities**

On December 12, 2019, as a result of its commitment to preserve and enhance biodiversity, Icade renewed the 10 commitments it made in 2018 upon signing the “Business for Nature – Act4Nature France” manifesto at the French Ministry for Ecological and Inclusive Transition.

As part of this initiative, Icade intends to achieve a net positive impact on biodiversity in 25% of the Property Development Division’s construction projects and 50% of the Office Property Investment Division’s business parks by 2022.

In October 2016, CDC Biodiversité launched the Nature 2050 programme, the first post-COP21 action plan dedicated to adapting regions to climate change through the implementation of nature-based solutions.

By entering into this partnership, Icade and the City of Marseille have both adopted CDC Biodiversité’s Nature 2050 programme for projects undertaken in the area. Examples include CasCioMar 2050, off the coast of Cassis, La Ciotat and Marseille, the first ecological restoration project with the aim of adapting marine environments to climate change.

2020 will be the year of biodiversity. Next June, the City of Marseille will host the World Congress on Nature. The 15<sup>th</sup> Conference of the Parties (COP15) to the Convention on Biological Diversity (CBD) will subsequently be held in China in October to set global targets to be met by 2030.

Icade has independently launched the “Initial Prado” project, designed to have a net positive impact on biodiversity. In addition, it is committed to restoring 1 sq.m of biodiversity for each sq.m of land developed for all its projects in the Marseille area until 2021.

## **PROJECT FACT SHEET**

**Developer:** ICADE PROMOTION

**Architect:** Atelier du Prado

**Completion:** H2 2021

**Building description:** 117 underground parking spaces

10 storeys

950 sq.m of offices and 9,357 sq.m of residential units (net leasable and habitable areas)

## **ABOUT ICADE**

### **Building for every future**

As an investor and a developer, Icade is an integrated real estate player which designs innovative real estate products and services adapted to new urban lifestyles and habits. By placing corporate social responsibility and innovation at the core of its strategy, Icade is closely involved with stakeholders and users in the cities—local authorities and communities, companies and employees, institutions and associations... As an office and healthcare property investor (portfolio value of €11.7bn as of 06/30/19 on a proportionate consolidation basis) and as a property developer (2018 economic revenues of €1,251m), Icade has been able to reinvent the real estate business and foster the emergence of tomorrow’s greener, smarter and more responsible cities. Icade is a significant player in the Greater Paris area and major French cities. Icade is listed on Euronext Paris as a French Listed Real Estate Investment Company (SIIC). Its leading shareholder is the Caisse des dépôts Group.

The text of this press release is available on the Icade website: [www.icable.fr/en/](http://www.icable.fr/en/)

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