

Urban Farm - BNP Paribas Real Estate

by [Claire Lenormand](#) / ⌚ 2019-01-25 15:27:43 / France / 👁 6828 / 🇫🇷 FR



Year of commitment : 2018

Biodiversity & Ecosystems : / Shared garden , Green roof /



80 000 €

GENERAL INFORMATION

BNP Paribas Real Estate creates its urban farm with Mugo and Peas & Love!

At the same time laboratory space, demonstrator and place of relaxation for the collaborators, the terraces of the headquarters of BNP Paribas Real Estate in Issy-les-Moulineaux transformed into an urban farm. The objective: to develop an experimentation site aiming to provide a solution to make the city greener and meet the needs of customers, inhabitants and public authorities.

A vegetable garden, laboratory & demonstrator:

BNP Paribas Real Estate, European leader in real estate services, in collaboration with Mugo and Peas & Love, transformed the terraces of its Issy-les-

Moulineaux headquarters, a urban farm on 640 m² of terraces. The company intends to experiment with different forms of urban culture in order to offer a demonstrator space and a new eco-friendly offer for its customers, investors and partners.

The two terraces are arranged in two spaces: one dedicated to the testing of rental plots and the other devoted to research and testing to find the best rooftop vegetable solutions in urban areas.

Each Peas & Love plot of 3m² houses more than 71 varieties of fruits, vegetables, and herbs and can harvest on average 30kg of production per year. This vegetable garden maintained by a "community farmers" offering local, nutritious and seasonal products to a community of subscribed collaborators, as well as an educational approach around the cycles of nature, and the link with what we eat; the fundamentals of Peas & Love. The "community farmer" (agricultural engineer) in charge of the maintenance of the plots also animates workshops of discovery of the cycles of season and maintenance of the kitchen garden, or even cooking workshops to valorize the best the products.

Progress Status

Delivered

Data Reliability

Self-declared

Funding Type

Private

Website Enterprise / Infrastructure

<https://www.realestate.bnpparibas.fr>

<https://www.mugo.fr/>

<https://www.peasandlove.com/>

Sustainable Development

Well Being :

All employees of BNP Paribas Real Estate **have free access to the aromatic squares of the terrass** of building B, during their breaks they can thus make themselves a mint tea or pecking raspberries. On the terrace of building A, tenants of the Peas & Love vegetable gardens can share a convivial moment and harvest their fruits and vegetables together.

Between two meetings, BNP Paribas Real Estate employees can also enjoy a breath of fresh air - breathe the greenery, enjoy a strawberry, or harvest the vegetables they have planted. Since the spring of 2018, twenty-six vegetable gardens have been rented to teams of five to ten employees who come to sow, cultivate and harvest herbs, fruits and vegetables.

Social Cohesion :

The urban farm is a real **collaborative and relaxing place** , which allows BNP Paribas Real Estate to raise awareness and bring together employees around biodiversity, both personally and professionally. The collaborative and participative aspects are essential: it is, along with the experimental laboratory and the demonstrator for our clients and trades, the three key elements of the project's roadmap.

Preservation / Environmental Improvement :

After the signing of the **BiodiverCity Charter** earlier this year, BNP Paribas Real Estate is consolidating its commitment to urban biodiversity, which is part of its Corporate Social Responsibility (CSR) policy. In fact, for several years the company has been integrating biodiversity into its building designs, manages or occupies to contribute to a more sustainable city.

The BNP Paribas Real Estate site's commitment to sustainable development is also reflected in the roof of the building, where **three bee logs** have been installed **since 2007** . Every year, the honey is harvested by a beekeeper and about thirty collaborators, then sold for the benefit of PikPik, association of education to sustainable development. In addition, birdhouses and insect hotels are also installed on the roof of the building.

Resilience :

BNP Paribas Real Estate manages to **combine commercial objectives and CSR** (Social and Environmental Responsibility) by highlighting the importance of projects related to biodiversity. The third aim of its urban farm is indeed to serve as an experimental laboratory and to assist research on urban agriculture alongside rental plots, a space is dedicated to testing, in association with AgroParisTech and Mugo.

Eighteen bins, which contain the same plants, but with lower heights, substrate types and different amounts of watering, make it possible to determine the best vegetable growing conditions in the city.

Responsible use of resources :

To push it even further, BNP Paribas Real Estate is using the food from experimental laboratory for the preparation of meals by its **corporate restaurant** , but also to activate a circular loop "from the roof to the ground floor" and avoid waste. As a result aromatic herbs are particularly used by the RIE to decorate the menus.

Testimony / Feedback

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Governance

CSR Department of BNP Paribas Real Estate / General Management / DET and General Management

Holder Type : Private Company

Business Model :

Sustainable Solutions

Potagers Peas&Love

Description :

Peas & Love works according to the agro-ecological principles of respect for nature and the rhythm of the seasons, in order to make cities greener, more humane and more sustainable. The company is developing the concept of "**renting plots of cultivated vegetable garden**" which is aimed for residents who do not have the time, the knowledge or the space to grow their vegetable garden at home.

Each farm consists of a set of three hundred plots of vegetable gardens maintained by a **Community Farmer** , agronomist training, which are rented to residents customers, urban farmers, through an annual subscription giving access to both the harvest on their nominative plot of local fruits and vegetables, seasonal, grown in organic production mode and sharing of common spaces and experiences through workshops and animations to be in the nature while being in the heart of the city.

Inspired by the principles of permaculture, the crops are grown **organically** and combining vertically and horizontally technique with no pesticides or herbicides. The plants come from local and organic incubators, and fed with water by a balanced ecosystem, with the presence of microorganisms at the root level.

By following the rhythm of the seasons, Peas & Love proposes throughout the year local and gourmet productions.

- Biodiversity :
- Citizen participation
- Proximity services

Company (es) Website :



BNP Paribas Real Estate

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Moulineaux France

<http://www.realestate.bnpparibas.fr/>



Company (es) Website :

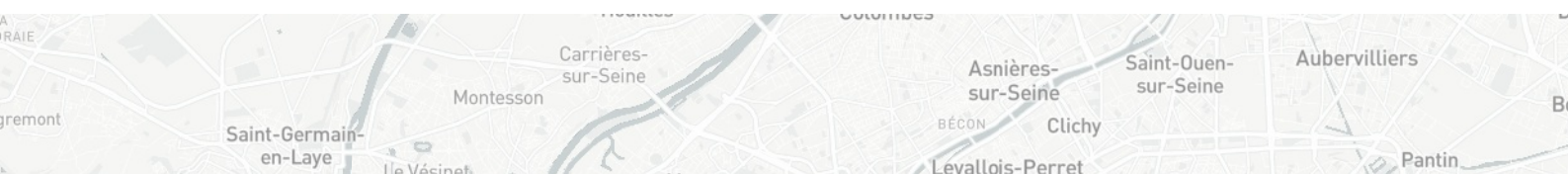
Company (es) Website :

Contest

Building candidate in the category



Grand Prix Infrastructure Durable





Prix du public



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