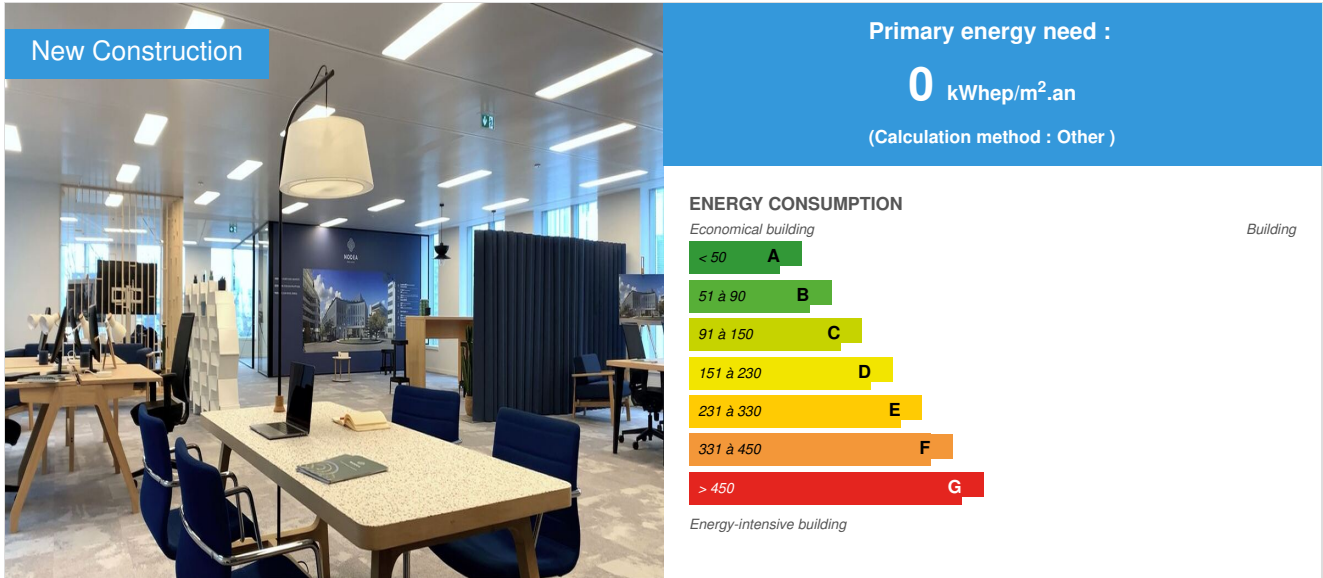


# Nodéa - a marketing suite based on circular economy

by Constant Bary / © 2022-04-19 00:00:00 / France / © 2102 / FR



**Building Type** : Office building < 28m  
**Construction Year** : 2022  
**Delivery year** : 2022  
**Address 1 - street** : 3 place Louis Renault 92500 RUEIL MALMAISON, France  
**Climate zone** : [Cfb] Marine Mild Winter, warm summer, no dry season.

**Net Floor Area** : 238 m<sup>2</sup>  
**Construction/refurbishment cost** : 56 600 €  
**Cost/m2** : 237.82 €/m<sup>2</sup>

**Certifications :**



## General information

As part of the marketing of one of its office buildings in Rueil-Malmaison, BNP PARIBAS Real Estate created a Marketing Suite.

In line with its environmental commitments linked to the construction of this building, **a low-carbon approach was favoured by excluding new furniture from the project.**

This is why the BNP PARIBAS REAL ESTATE CSR team embarked on this project, accompanied by Square Solution and Kataba, to equip the Marketing Suite with furniture: --> reused --> recycled --> upcycled --> eco-designed. We are proud today to have a Marketing Suite with a greatly reduced carbon footprint in line with our environmental values.



Located in Rueil-Malmaison, NODEA is a central element of a privileged district at the foot of the RER A. The building is located in the heart of this new district which links central Paris, the La Défense business district and the western suburbs of Paris, near the banks of the Seine and the Ile des Impressionnistes.

NODEA is an **innovative project where modernism is combined with nature**. Vegetation is inherent to the project and places serenity, comfort and harmony at the very heart of the building concept. Its silhouette and general volumetry give it the appearance of an urban cocoon.



## Photo credit

Vincent Janssens

## Stakeholders

### Contractor

**Name** : BNP PARIBAS Real Estate - SNC RUEIL LA ROTONDE

**Contact** : Constant.Bary[a]realestate.bnpparibas

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

### Construction Manager

**Name** : BNP Paribas Real Estate

**Contact** : Constant Bary - Constant.Bary[a]realestate.bnpparibas

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

### Stakeholders

**Function** : Others

KATABA

Florent Sedeno : f.sedeno[a]kataba.fr

<https://kataba.fr/>

Furnishing of the Marketing Suite

**Function** : Others

Square solutions

Julie Salord : j.salord[a]squaresolutions.fr

<https://www.squaresolutions.paris/>

Development of the Marketing Suite

Function : Others

Tricycle

Anne DERBÈS : anne.berbès[at]tri-cycle.fr

<https://tricycle-environnement.fr/>

Marketing Suite furnishings

---

Function : Others

Atelier Emmaüs

Guillaume POIGNON : contact[at]atelier-emmaus.org

<https://www.emmaus-paris.fr/>

Marketing Suite furnishings

---

Function : Others

Gepetto

Vianney SAUVAGE

Manufacture of custom furniture

---

Function : Others

Dizy

Vianney SAUVAGE : vianney[at]dizydesign.com

<https://dizydesign.com/>

Development of the Marketing Suite

---

Function : Environmental consultancy

Evolpes

Erwan Baron : erwan.evolpes[at]gmail.com

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

Manufacture of the platform

---

## Contracting method

General Contractor

## Type of market

Realization

## Energy

## Energy consumption

Calculation method : Other

## Environment

## Urban environment

Land plot area : 3 216,00 m<sup>2</sup>

Built-up area : 33,00 %

Green space : 1 610,00

This Marketing Suite is located on the 3rd floor of the NODEA building in Rueil Malmaison (92500), located in the business district near the Seine and Nanterre.

## Products

## Product

Roland Garros chair

KATABA

<https://kataba.fr/>

Product category :

6 chairs from the center court recovered during the rehabilitation of Roland Garros



## Costs

### Construction and exploitation costs

Total cost of the building : 55 860 €

Additional information on costs :

This is the total cost of building the Marketing Suite.

## Circular Economy

### Reuse : same function or different function

Batches concerned by reuse :

- others...

For each batch : Reused Materials / Products / Equipments :

**Reuse:**

- 9 chairs on wheels: Tricycle Office (belongs to the Tricycle Environnement group)



- 4 fixed leg chairs: Office Tricycle



- 2 refurbished TV screens: BackMarket



- 1 "locker" piece of furniture: Office Tricycle



- 6 Roland Garros meeting chairs



**Reused:**

- A platform and its screen: Evolpes



- 2 high tables: Atelier Emmaüs



- A "T01" table: Kataba



- Block of 3 offices: Atelier Emmaüs



- Tea cupboard and sorting bins: Gepetto (Tricycle Environnement Group)



- "Banvilles" pendant lights: Kataba



**Recycled/recyclable materials:**

- A sofa, an armchair with armrests and tablet, 2 simple armchairs: Kataba



- 2 coffee tables: Dizy x Compo Plume



Field of use and material origin :

## Environmental assessment

Impacts avoided : water, waste, CO2 :

	CO2 évité (kg)	Consommation Eau évité (m <sup>3</sup> )	Déchets évités (kg)
<b>TOTAL</b>	<b>910,9086744</b>	<b>1075,171087</b>	<b>558,5596461</b>
	km en petite voiture	Nb de Baignoires rectangulaires	nb d'années de déchets ménagers d'un français
<b>Equivalent</b>	<b>7287</b>	<b>7168</b>	<b>1</b>
<b>Equivalent trajet Paris- Nice</b>	<b>8,0</b>		

The reuse economy saved the equivalent of 7287 km traveled by a small car, ie 8 Paris-Nice journeys, 7168 rectangular bathtubs filled with water and 1 year of French household waste.

This table shows the savings made for:

- 17 chairs
- 2 coffee tables
- 2 armchairs
- 2 lights

Those made for: a sofa, a wardrobe, 2 TV screens, a platform, 1 tea cupboard, 4 sorting bins are missing. In addition, among the 8 coffee tables, 6 are normal tables.

- 1 sofa
- 1 cabinet
- 2 TV screens
- 1 stage
- 1 tea cupboard
- 4 sorting bins
- 6 tables

## Economic assessment

Total cost of reuse : 52 800 €

Cost of reuse in percentage of the operation : 72 %

## Social economy

Social economy and professional integration :

An integration workshop at 93 called Initiative Solidaire is in charge of finishing the meeting table.

The island of 3 desks and the 2 high tables located in the cafeteria area, made by the Emmaus workshop, were assembled in Villeurbanne by people in professional integration.

Five people in professional integration worked on the tea cupboard made by Gepetto in Gennevilliers.

Within the circular ecosystem presented above, some players are also part of the social and solidarity economy:

- Solidarity Initiatives
- Emmaus workshop

- Gepetto
- Tricycle

## Contest

### Reasons for participating in the competition(s)

- Un projet innovant qui introduit le réemploi dans les marketing suite.
- La preuve que l'ont peut donner envie avec du mobilier de réemploi, upcyclé, recyclé !

### Building candidate in the category



Prix du public



Date Export : 20230328185302