


Nodéa - a marketing suite based on circular economy

by Constant Bary / © 2022-04-19 00:00:00 / France / © 2028 / FR

New Construction



Primary energy need :

0 kWhep/m².an

(Calculation method : Other)

ENERGY CONSUMPTION

Economical building *Building*

< 50	A
51 à 90	B
91 à 150	C
151 à 230	D
231 à 330	E
331 à 450	F
> 450	G

Energy-intensive building

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 m² Autre type de surface nette
Construction/refurbishment cost : 56 600 €
Cost/m2 : 237.82 €/m²

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

Type of market

Realization

Energy

Energy consumption

Calculation method : Other

Environment

Urban environment

Land plot area : 3 216,00 m²

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

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



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