

# Developing low-carbon construction with the Reuse Booster



By launching the "Reuse Booster" initiative, Groupama Immobilier is joining forces with 30 or so project owners to make the reuse of materials standard practice in property and construction.

<b>Starting date of the project</b>	June 2020	
<b>Project Localisation</b> Places of implementation of the project at this stage and targeted geography if replicable.	Project implemented in the Ile de France region. For deployment in France and then Europe, even worldwide.	
<b>Project objectives</b> Type of climate innovation of the project with a description of the problem/issue addressed	<p><b>By launching the "Reuse Booster" initiative, Groupama Immobilier is joining forces with 30 other project owners to <u>make the reuse of materials standard practice in property and construction.</u></b></p> <p>The Reuse Booster will help and support project owners, enabling them to request recycled materials by facilitating discussions between all stakeholders involved in construction or property renovation projects.</p> <p>Reusing materials is an effective way of managing resources, as new materials do not need to be produced. This avoids waste production, cuts CO<sub>2</sub> emissions and reduces consumption of natural resources such as water. It is in line with a circular economy and a low-carbon construction approach.</p>	
<b>Detailed project description</b>	<p>Groupama Immobilier has launched the reuse booster to serve the public interest and to support the pioneering ambitions of a group of partners committed to the circular economy.</p> <p>In order to achieve the aims of the SNBC (France's national low-carbon strategy), all innovations need to be shared if we are to change the practices of the various players involved in the construction industry.</p> <p>This collective initiative sets out to significantly accelerate demand for reuse. Its aim is to demonstrate that this praiseworthy practice is a way of helping to decarbonise construction activities and make the circular economy a reality.</p> <p>Making extensive use of reused materials will ultimately lead to a significant reduction in the environmental footprint of the construction sector.</p> <p>The Reuse Booster initiative will:</p> <ul style="list-style-type: none"> <li>• Increase demand for reused materials and help stakeholders involved in the construction sector to easily recommend reuse,</li> <li>• Use the power of a group of principals to massify the reuse market,</li> <li>• Produce useful and operational information quickly in programming, for technical and purchasing departments,</li> <li>• Support the development of emerging companies involved in reusing materials, in particular those operating in the Social and Solidarity Economy (SSE).</li> <li>• Develop channels in regions throughout France by creating jobs that cannot be transferred to other locations,</li> <li>• Stimulate reuse initiatives by establishing an annual competition for the most effective achievements.</li> </ul>	
<b>Main project's drivers for reducing the greenhouse gas emissions</b>	<b>Reduction levers</b>	<b>Details on the aspects of the project</b>
	<input checked="" type="checkbox"/> Energy and resource efficiency (including behaviour)  <input type="checkbox"/> Energy Decarbonisation	Through reuse, reduce the consumption of new materials and the associated energy and resources.

	<input type="checkbox"/> Energy efficiency improvements <input type="checkbox"/> Improving efficiency in non-energy resources <input type="checkbox"/> Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...) <input type="checkbox"/> Reduction of other greenhouse gases emission		
Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope		<b>Aspects of the project contributing to the reduction of emissions by emission category</b>  <b>Quantification of associated GHG emissions by emission category</b>  <i>Please follow the quantification methodology used in <a href="#">the Afeq guidelines</a>.</i>	
	<b>Reduction of the company's carbon dependency</b>		
	<b>Scope 1</b> <i>Direct emissions generated by the company's activity.</i>		
	<b>Scope 2</b> <i>Indirect emissions associated with the company's electricity and heat consumption.</i>		
	<b>Scope 3</b> <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i>	Reduction in the consumption of new materials for building surface area for which Groupama is the contracting authority or project manager	<p>There are currently eight Groupama Immobilier projects covered by the Reuse Booster, for a total surface area of approximately 180,000m<sup>2</sup>. These include:</p> <ul style="list-style-type: none"> <li>• The Link tower (120,000m<sup>2</sup>)</li> <li>• The headquarters located at 8 rue d'Astorg in Paris.</li> </ul> <p>At this stage it is not possible to evaluate the savings precisely, but as a rough guide:</p> <ul style="list-style-type: none"> <li>• 1000m<sup>2</sup> of false floor means 78.5 tonnes of CO<sub>2</sub>e and 1,000,000 litres of water saved</li> <li>• 1000m<sup>2</sup> of carpeting means 26.2 tonnes of CO<sub>2</sub>e and 640,000 litres of water saved</li> </ul>
	<b>Increase of carbon sinks</b>		
	<b>Emissions Absorption</b> <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i>		
	<b>GHG emissions avoided by the company at third parties</b>		
	<b>Avoided Emissions</b> <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i>		
	<b>Clarification on the calculation or other remarks:</b> For 1000m <sup>2</sup> of office space, the Reuse Booster avoids 67 tonnes of CO <sub>2</sub> e. All types of material are included. However, channels are gradually being developed for materials such as false flooring and carpeting. Groupama Immobilier has 300,000m <sup>2</sup> under management (excluding The Link tower, which is under construction)		
<b>Modality of verification of the quantification.</b>	<b>Calculation standard used (ADEME base, GHG protocol, etc.):</b> The CSTB's database and "FDES" (Environmental and health declaration forms) <b>Verification of the calculation (internal or external):</b> Verification of the calculations is outsourced to partners IFPEB and Carbone 4		
<b>Other environmental and social benefits of the project</b>	In addition to saving energy and reducing greenhouse gas emissions, reusing materials also: <ul style="list-style-type: none"> <li>- Limits the amount of construction/renovation waste (~44 tonnes less waste per 1000m<sup>2</sup> of office space if recycled materials are used instead of new materials)</li> <li>- Saves around 1150m<sup>3</sup> of water for every 1000m<sup>2</sup> of office space if recycled materials are used instead of new ones</li> </ul>		

	This initiative thus contributes to SDG 9 on Industry, Innovation and Infrastructure, SDG 11 on Sustainable Cities and Communities, SDG 12 on Responsible Consumption and Production, and SDG 13 on Climate Action.
<b>Project maturity level</b>	<input type="checkbox"/> Prototype laboratory test (TRL 7) <input checked="" type="checkbox"/> Real life testing (TRL 7-8) <input type="checkbox"/> Pre-commercial prototype (TRL 9) <input type="checkbox"/> Small-scale implementation <input type="checkbox"/> Medium to large scale implementation  <b>Remarks:</b> <a href="#">click here to enter the level of maturity of the project</a>
<b>Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential</b>	<p>This Reuse Booster initiative has a very high potential for replication, especially for massifying the reuse of materials and, more generally, for modifying all of our industrial processes (cars, etc.) in order to phase out the linear economy and replace it with an entirely circular model.</p> <p>For this Booster to be a success, as many project owners as possible need to be involved so that the whole industry adopts the same way of building, massifying the practice of reusing materials.</p>
<b>Amount of investment made (in €)</b>	<p>The Groupama Group sponsored the Techstars accelerator under which this particular project was accelerated from January 2020 to March 2020.</p> <p>Groupama Immobilier has made investments to allow a team of four people to be fully dedicated to this project since December 2019, and it is financing the project's digital platform, built by Fabernovel. The budget is around €410,000, excluding VAT, covering the acceleration of the project, the Looping platform (€140,000, excluding VAT) and three years' worth of contributions to the Reuse Booster (€60,000, excluding VAT).</p>
<b>Economic profitability of the project (ROI)</b>	<input checked="" type="checkbox"/> ST (0-3 years) <input type="checkbox"/> MT (4-10 years) <input type="checkbox"/> LT (> 10 years)  <b>Remarks:</b> Launch of the Reuse Booster in the public interest, for the whole construction sector and above all to enable low-carbon construction in France, construction that saves on natural resources and does not produce waste. It is now estimated that reused materials are approximately and on average 15-20% cheaper than new products, including the additional labour required for careful removal and re-installation of the materials.
<b>Engaged partnerships</b>	<p>More than thirty major project owners are launching the "Reuse Booster", an alliance on an unprecedented scale to promote the reuse of materials in the construction sector.</p> <p>The initiative, the members of which are set to grow rapidly, brings together investors (Agrica, Colliers, Covéa Immobilier, Gecina, Groupama Immobilier, Icade, etc.) and developers (Adim, Altarea, BNP Paribas Real Estate, Bouygues Immobilier, Ceetrus, Crédit Agricole Immobilier, Kaufman &amp; Broad, Spie Batignolles Immobilier, etc.), as well as major users, who are ordering many projects (ENGIE, Orange, etc.).</p> <p>Advanced contacts are also under way with public contractors.</p>
<b>Open comments from the project owner</b>	/
<b>More about the project</b>	
<b>Contact the company carrying the project</b>	Groupama: <a href="mailto:gmaresponsabilitesocialeentreprise@groupama.com">gmaresponsabilitesocialeentreprise@groupama.com</a>
<b>Project URL links</b>	<a href="https://www.groupama-immobilier.fr/communiquede-presse/lancement-du-booster-du-reemploi/">https://www.groupama-immobilier.fr/communiquede-presse/lancement-du-booster-du-reemploi/</a> <a href="http://www.boosterdureemploi.immo/">http://www.boosterdureemploi.immo/</a>
<b>Illustrations of the project</b>	

