

EXIMIUS REAL ESTATE ADVISORY

High rise and density / Urban ecovalue

When ecological value becomes real estate value

Global trends · French methods · The Busan opportunity

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What does ecological value actually change for a vertical residential asset?

Its price

Its sales velocity

Its risk

Its operating cost

The life of its residents

Three questions, three answers

01

What the world is doing

Ecological value has entered the financial calculation. Everywhere in the same order: first the public rule, then measurement, then the market.

02

Why it became unavoidable in France

Three pressures converged in under ten years: national law, a binding local planning document in Paris, and investor evidence requirements.

03

How it is done in dense vertical housing

Five design levers, a five-step method and four built references - and who does what, public side and private side.

And, throughout: what it concretely brings to the developer, the investor and the operator.

I come from industry and real estate, not from ecology

1 1987 – 2006

MICHELIN

Nineteen years, six of them heading
logistics real estate for Europe

2 2011 – 2019

**BOLLORÉ TRANSPORT &
LOGISTICS**

Head of real estate,
a group present in 110 countries

3 2019 – 2024

MOTT MACDONALD

Principal advisor to investors
and corporate occupiers

4 since 2024

EXIMIUS REAL ESTATE ADVISORY

Founder. Real estate strategy,
project management, asset value

IBPC/CIBI - International Biodiversity and Property Council

Member since its creation in 2013 · Chairman of the Board for ten years · Honorary President today

[VIDEO · 2 min · English on screen, Korean subtitles]

It took us six centuries to push living nature out of our cities

Today we are doing the opposite. But not in any way.

For fifty years, nature in the city was treated as a constraint.

A regulatory requirement. A cost line. A green space drawn at the end of the project, once everything else had been decided.

Three shifts turned a constraint into an asset

PHYSICAL

Climate and living nature are one and the same subject for a building.

Dense vertical cities store heat.
Sealed ground no longer absorbs heavy rain. A building without shade or natural ventilation consumes more.

SOCIAL

Demand for nature is no longer a marginal preference.

In Europe, seven people out of ten rate proximity to a green space as very important when choosing a home. It shows in prices, in selling times, in tenant loyalty.

FINANCIAL

Biodiversity has entered corporate financial reporting.

EU taxonomy and sustainability reporting. A third pillar alongside energy and carbon. Institutional investors now ask before committing.

rate proximity to a green space as very important
when choosing a home · Unep-Ipsos survey,
2013 (UK, Spain, Germany, France)

7 out of 10

When a subject enters financial reporting, it stops being an opinion. It becomes a line.

And a line is either valued, or written down.

I am not here to sell you a certification. I am here to describe a market mechanism.

The same shift everywhere, in the same order

First the public rule. Then measurement. Then the market.

2022

Kunming-Montreal Global Biodiversity Framework

196 Parties. Two 30% targets: conserve (Target 3) and restore (Target 2). An explicit urban target: green and blue spaces for human well-being (Target 12).

2023

TNFD nature-related financial disclosures

Built on the same four pillars as the climate framework (TCFD) that reshaped our industry in under a decade.

EU

Taxonomy, CSRD and Nature Restoration Law

Taxonomy 2020, CSRD 2023, Nature Restoration Law 2024. Biodiversity entered the sustainability statements of the largest EU companies and their lenders. Scope narrowed in 2026, principle kept: no net loss of urban green space from 2030.

ASIA

Already moving

Singapore: 100% landscape replacement in the dense core (LUSH, since 2009). Japan: built-site biodiversity certifications (JHEP, ABINC). China: the sponge-city model, 80% of urban areas by 2030.

The question is no longer whether ecological value enters the Korean property calculation.
It is who enters first - and takes the advantage.

Why it became unavoidable in France

Not conviction. The convergence of three pressures - and it took all three.

THE RULE

National law

The avoid-reduce-offset sequence applies to every development project and was reinforced by the 2016 biodiversity act.

The 2021 Climate and Resilience act set a net zero land take objective, with an intermediate halving of the artificialisation rate.

Effect: natural land becomes scarce and expensive. Value shifts to the ecological quality of what is already built.

THE LOCAL PLAN

A binding planning document

Paris adopted a local planning document setting, for every scheme, a share of open ground soil, a biotope area factor and planting obligations.

Not a recommendation: a condition for obtaining the building permit.

Many French cities have taken up the mechanism.

THE MARKET

Investor evidence

Institutional investors, social landlords and listed property companies no longer ask for an intention.

They ask for evidence: a measured baseline, a quantified target, third-party verification.

A developer filing without a serious ecological chapter does not lose image. He loses time.

Transferable lesson: a national rule, a binding local document, an investor requirement. Any one of the three, alone, fails.



QUESTION 2 · PARIS

The ecological requirement is written into the building permit

A share of open ground soil

A minimum of the plot kept free of any construction, above and below ground - the single most effective ecological decision.

A biotope area factor

Every surface is weighted by ecological quality: open ground, deep substrate, thin roof, planted wall. The scheme must reach a target score.

Planting obligations

Number and calibre of trees, share of permeable surfaces, continuity with neighbouring plots.

For a developer this is not an image question.

It is a feasibility condition - and a programme decision.

Same location, same size: a home facing real nature sells and lets better

What is new is not the effect. It is that the gap is now measured on tens of thousands of transactions and built into feasibility studies. The closest case to Busan is Hong Kong: high-rise housing in an ultra-dense city, where parks are scarce.

PRICE PREMIUM, NEIGHBOURHOOD PARK, HIGH-RISE HOUSING (HONG KONG)

+16.9%

Hong Kong, 1,471 flats: +14.9% for park availability, +2.0% for the view; harbour view +5.1% (Jim & Chen 2010)

Warsaw, 43,075 sales: +2.8 to 3.1% within 100 m of green space; new build +8 to 8.6% (Trojanek et al. 2018)

Office rents +7% with quality landscaping and large shade trees (Laverne & Winson-Geideman 2003)

Prudent range for a feasibility study: +3 to +9%. Park scarcity in a dense city pushes it towards +15%.

Jim & Chen 2010, Land Use Policy; Trojanek et al. 2018; Laverne & Winson-Geideman 2003 · Level: hedonic, peer-reviewed

Buyers compare identical floor plans. They never compare identical courtyards

On a market where vertical housing supply is highly uniform, the quality of living nature is an immediate differentiator - and buyers pay for access to it, not for the picture of it. Selling faster ties up less capital; that gain is real but, to our knowledge, not yet measured by any published study.

HOME BUYERS RATING NEARBY GREEN SPACE AS IMPORTANT OR VERY IMPORTANT

7 in 10

No published figure quantifies the gain in selling time. Stated as a market observation, not as evidence - this is the weakest link in the deck, and it is labelled as such.

Europe-wide survey: more than 70% of respondents make it a key criterion when choosing a home (Unep-Ipsos 2013, quoted by the French ESEC 2018)

In Hong Kong high-rise, availability of a park is worth seven times its view: +14.9% vs +2.0% (Jim & Chen 2010)

One month saved is one month of carry removed on the whole scheme.

Unep-Ipsos 2013 (survey, grey literature); Jim & Chen 2010, Land Use Policy · Level: survey and hedonic study

Shade, evapotranspiration and infiltration turn straight into euros

Less cooling demand. Smaller stormwater structures. Less exposure to extreme events. In a maritime city facing heavy rainfall, this mechanism is not theoretical - and both sides of it are measured.

COOLING MEASURED AT GROUND LEVEL, URBAN PARK VS BUILT SURROUNDINGS

-0.9 to -1.2 °C

-0.94 °C by day, -1.15 °C at night; parks over 3 ha and tree-covered parks are cooler (Bowler et al. 2010, meta-analysis of 47 studies)

For scale: the Paris woods run 2 to 4 °C cooler than the neighbouring dense districts, up to 8 °C in the 2003 heatwave (Ville de Paris 2021)

Water held by a green roof: 6 l/m² with 3.5 cm of substrate, 532 l/m² with 100 cm (GROOVES, 36 roofs, Paris region 2017-2019)

Substrate depth, not roofed area, is the lever: decided at structure design stage.

Bowler et al. 2010, Landscape and Urban Planning; Ville de Paris, 2021; GROOVES, ARB Île-de-France, 2021 · Level: meta-analysis, field study

We have seen this with energy: value fell when the market learned to measure it

An asset whose ecological performance is documented and verified by a third party is easier to finance, easier to sell, and more resistant to future regulation. In France the take-up curve of the BiodiverCity label shows what a market tipping looks like.



BIODIVERCITY-CERTIFIED PROJECTS IN FRANCE, 2017 TO 2026

24 to 365

24 certified at end 2017. 67 in 2020. 250+ in 2023. 365 in September 2026.

789 projects certified or committed since 2014, in 392 towns; 162 new commitments in 2025, a record year.

Fifteen-fold in nine years. That is what a market tipping looks like.

Business Immo 2017; Batiactu 2020; CIBI ten-year review 2023; CIBI project register, Sept. 2026 (detail on slide 33) · Level: trade press, label operator

Stress, memory, sleep: living nature changes behaviour, and behaviour changes value

+10 trees

street trees per block, about +4% tree density, improves residents' health perception by the equivalent of

+\$10,000 of annual income

or feeling 7 years younger

Kardan et al., 2015, Scientific Reports 5:11610, Toronto, about 31,000 residents · Level: literature

OFFICES

performance

HOUSING

attractiveness

HOSPITALS

convalescence

In housing it reads simply: residents stay longer, look after it better, damage it less.
For a landlord that is lower turnover.

Two hours a week is enough - provided nature is within reach of the front door

The dose question has an answer, and it is a design brief for a vertical asset. Gains start within minutes; the association with good health becomes significant above two hours a week, however they are split. Frequency depends on distance from home. Hence accessible roofs, block gardens and views from the flat - not planting seen from the street.

TIME IN NATURE ASSOCIATED WITH GOOD HEALTH

120 min/week

19,806 adults: good health OR 1.59, high wellbeing OR 1.23 above 120 minutes; plateau at 200 to 300 minutes (White et al. 2019)

Mood and self-esteem improve from 5 minutes of exposure; water adds to the effect (Barton & Pretty 2010, meta-analysis, n = 1,252)

The more frequent the visits, the fewer stress-related illnesses; distance from home and access to a garden are decisive (Grahn & Stigsdotter 2003, n = 953)

40 seconds looking at a green roof restores sustained attention (Lee et al. 2015, 150 students)

White et al. 2019, Scientific Reports; Barton & Pretty 2010; Grahn & Stigsdotter 2003; Lee et al. 2015 · Level: survey, meta-analysis, experiments

In housing the effect lasts for years, lowers conflict, and grows with the number of species

Four results that matter for a vertical residential asset. Two of them come from Chicago high-rise public housing. The gain from moving to a greener home does not fade. Barren surroundings wear residents down. And the benefit rises with plant and bird richness: the case for biodiversity, not merely for green.

REPORTED CRIMES, GREENEST VS BAREST PUBLIC HOUSING BUILDINGS

-52%

98 buildings, Chicago: property crimes -48%, violent crimes -56%; vegetation explains 7 to 8% of the variance (Kuo & Sullivan 2001)

Green view from the apartment, Chicago high-rise: 20% of the variance in girls' self-discipline (Faber Taylor et al. 2002, 169 children)

Mental health improved and sustained over the three years after moving to a greener area (Alcock et al. 2014, 1,064 movers)

Psychological benefit increases with plant and bird species richness (Fuller et al. 2007, 312 users, 15 parks)

Kuo & Sullivan 2001; Faber Taylor et al. 2002, J. Environmental Psychology; Alcock et al. 2014; Fuller et al. 2007 · Level: peer-reviewed, single site to cohort

The 90 / 9 / 1 rule

Life-cycle costs of an office building. A few per cent gained on the health or productivity of occupants outweighs, on its own, all savings on energy, water and waste.

90%

staff costs

9%

property

1%

energy

Office scope. The cost structure of a household is not that of a company: the reasoning transfers, the ratio does not.

World Green Building Council, 2014

WHAT THE STUDIES MEASURE

- Daylight in retail: sales +40% (1999 study); 0 to +6% on average in a second chain (2003)
- View of nature in offices: cognition and memory tests +10 to +25%; calls handled 6 to 12% faster
- Hospital patients discharged 8.5% sooner
- Sick leave 57 vs 68 h a year, best view vs none; plants in a lean office: productivity +15% (peer-reviewed)

WorldGBC 2014; Hescong Mahone 1999, 2003; Ulrich 1984; Elzeyadi 2011; Nieuwenhuis 2014

Kats, 2003: over 20 years, a green building returns about US\$49 to 67 net per square foot - of which US\$36.90 to 55.30 from productivity and health alone, against US\$5.80 for energy, US\$8.50 for operations and US\$0.50 for water. Value is created through people, not through utilities.

Who gains what - and when

WHO	WHEN IT SHOWS	THE CONCRETE GAIN
Developer	Before delivery	Sale price held, faster commercialisation, capital tied up for less time, a differentiator on a market where every floor plan looks alike.
Investor / REIT	On the balance sheet	Easier access to financing, value better defended at valuation, lower exposure to future regulatory tightening.
Manager / landlord	Over the holding period	Lower tenant turnover, less damage, reduced cooling and stormwater management charges.
City / authority	Immediately, at no cost	Cool islands, water retention and social cohesion delivered on land it neither owns nor maintains.

The public authority sets the course and the rule. The private side invests - and captures the value.
Nobody funds this at a loss.

A vegetable garden, and nothing else. Beehives, and nothing else. That is not a strategy.

THE MOST COMMON MISTAKE

Isolated gestures

Catalogue planting is not a habitat.

A single tree on concrete does less
than a tree within a plant community.

What matters is the plant ecosystem
and its ecological potential.

WHAT WORKS

A coherent approach, from the top down

1. A corporate or portfolio strategy
2. Its translation down to each site
3. A framework to measure and prove it

Vertical biodiversity is not decoration. It is a three-dimensional ecological continuity.

- 1 SOIL AND OPEN GROUND AT THE BASE** The most effective lever, and the least spectacular. Decided in programming, not in design: underground parking is the real trade-off.
- 2 VERTICAL CONTINUITIES** An isolated tower hosts nothing. Wildlife does not cross gaps. Ground, intermediate levels and roofs must be linked.
- 3 SKY GARDENS AND ACCESSIBLE ROOFS** Ecological if substrates and species are right, social if residents can actually reach them. Often the only collective outdoor space.
- 4 PLANTED FAÇADES** Real visual value, but irrigation, specialist maintenance, safe access and a funded budget. Consider them only if the management model is funded from day one. Infiltration, retention, reuse. In a port city facing heavy rainfall, the water cycle links ecological performance and building safety.
- 5 WATER**

Il Bosco Verticale, Milan - planting on private balconies is managed as common property of the building.



What a roof can actually host

36 green roofs surveyed in the dense Paris region, 2017-2019

400

plant species
(292 vascular, ~70% spontaneous)

611

invertebrate species
(pollinators, spiders, beetles)

On surfaces that were originally artificial and mineral.

THE WARNING THAT COMES WITH IT

Richness depends far more on design than on area: substrate depth (3 cm to over 1 m) is the first driver of plant richness, and roof area has no effect. Roofs host on average fewer pollinators than open ground.

Design quality outweighs greened square metres.

GROOVES study, ARB Île-de-France and iEES Paris, 2017-2019; Muratet et al., 2024 · Level: field study



Who does what - four levers each

PUBLIC SIDE

- 1** Set a binding rule: share of open ground soil, planting ratio, obligation of continuity between plots.
- 2** Require measurement at permit stage - baseline and target.
- 3** Use public land and land disposal contracts as the laboratory, by writing the ecological requirement into the sale conditions.
- 4** Guarantee ecological continuity at district scale - which no private operator can deliver alone.

PRIVATE SIDE

- 1** Arbitrate at programming stage: decide the open-ground footprint before drawing the site plan, therefore before the basements.
- 2** Embed an urban ecologist in the design team, on a par with structure and services.
- 3** Fund the management model within the scheme budget, not after handover.
- 4** Monetise the effort at sale and letting - still too rarely done, and yet this is where the gain materialises.

**The public side makes it compulsory, measurable and comparable. The private side makes it feasible, profitable and lasting.
In France, every time one of the two advanced alone, it failed.**

Five steps - and the first one decides everything

1

Start at the programming stage

Before design. The only moment when you can still decide where open ground will be.

2

Bring in an urban ecologist

On a par with structure or building services. A recent profession, which we helped create.

3

Measure

Establish the ecological potential of the site before, and project it after. Without measurement there is no defensible value.

4

Organise and fund management

An ecological project is an operations project as much as a construction project. It must be funded.

5

Explain it to residents

Living nature that is not understood is destroyed. Give residents a role.

FRENCH CASE 1 OF 6

A TIMBER OFFICE BLOCK THAT GROWS ITS OWN BIOTOPE

Enjoy, lot O9, ZAC Clichy-Batignolles, Paris 17th

A 3,500 sq m plot in the new Batignolles district, next to the rail tracks, with no open ground at all. Planted terraces at R+1 and R+2: 650 sq m of green space, 37 new species and 1,000 new plants, a biotope area factor raised by 13%, nest boxes for cavity-nesting birds, bat shelters and reptile walls, zero-pesticide management, more than three target species. Ecological potential raised from 1 to 259; label level « Performant ».

No open ground, and still a biotope.

Bouygues Immobilier · be Paris / Baumschlager Eberle architects · LATZ + Partner landscape · Assessor Greenaffair · BiodiverCity Construction 2017, with HQE and BREEAM



FRENCH CASE 2 OF 6

A HEAD OFFICE WITH HABITATS ON EVERY LEVEL

Biotope, Euralille, Lille, Nord

30,000 sq m of offices on seven floors in central Lille, head office of the Métropole Européenne de Lille since 2020. Seven planted roof terraces stepped so that wildlife can move between them, two planted footbridges, 3,000 sq m of green space, a vegetable garden, water points, planted balconies and forecourt; 97% native species, blinds against bird collisions, low-level lighting, and a biodiversity management plan followed in operation. Offices open directly onto the terraces.

« Let's go for a walk on the roofs »: the title of the CIBI project sheet.

Linkcity Nord-Est · Henning Larsen Architects and Keurk Architecture · Paysatech landscape · Le Prieuré Végétal · Assessor ELAN, verifier Deloitte · BiodiverCity Construction 2020 (delivery audit: axes B, A, B, C), with BREEAM Excellent, E+C- and WELL Gold



FRENCH CASE 3 OF 6

HOLDING THE DISTRICT SCALE, NOT THE SINGLE BUILDING

Nanterre Cœur Université, Hauts-de-Seine

76,000 sq m of floor area on a railway wasteland hemmed in by motorways and rail tracks: private and social housing, shops, offices, leisure. Bio-inspired architecture and a planted continuity across the whole district: the « Terrasses de Nanterre » and block-core gardens, former RER tracks turned into a linear garden, 100% of roofs planted, balconies and loggias, a shared garden, and France's first double smart grid. Planting links the shop plinths, the homes and the offices.

Living nature installed on an infrastructure deck, at district scale.

Ville de Nanterre and Paris La Défense Aménagement · Coordinating architect François Leclercq · Landscape Symbiosis, Agence Babylone · Assessor ELAN · BiodiverCity Ready pilot, 2019 (design stage)



FRENCH CASE 4 OF 6

TREATING WATER AT THE SURFACE, NOT IN THE NETWORK

Melun Central Nature, Seine-et-Marne

32,300 sq m of housing on the 5.7 ha site of a former hospital in Melun, south-east of Paris. Open-ground meadow in the block core and a planted swale on a slope, built with soil bioengineering: the ground stays alive, and therefore absorbent. 49% of the plot permeable and in open ground, rainwater handled in linked rain gardens, 1,840 sq m of planted roofs, over 70% native species, a biodiversity reserve and a shared garden handed over to the town.

The most direct lever for a port city facing heavy rainfall.

Altarea Cogedim · DLM Architectes, POSTO29, Daniel Hulak architects · TN+ landscape · Dauchez Payet ecologist · Assessor Deloitte · BiodiverCity Construction, design stage 2020 (B-A-B-C), delivery confirmed 2024



Source: BiodiverCity application file, Melun Central Nature (Dauchez Payet for Altarea Cogedim, 2019-2020); Deloitte delivery review, April 2024. Photos: CIBI 2026 institutional presentation, credit to be confirmed.

FRENCH CASE 5 OF 6

A HIGH-RISE THAT STACKS ITS GARDENS

ZAC Paris Rive Gauche, Austerlitz sector, Paris 13th

Lot B1A1A2: a student residence and housing in a 17-storey tower on a 1,260 sq m plot beside the Seine, with no environmental amenity on site. 730 sq m of green space stacked from ground to roof: a wooded edge at ground level, a shade patio and a planted gable wall with nest boxes at R+5, a shared vegetable garden and a biodiversity garden at R+9, a biotope roof at R+17. Ecological potential raised from 20 to 74.

The fifth façade becomes a habitat: a roof meadow of local species left to grow freely, rather than a mown sedum carpet, completed with beehives.

B1A1A2: Linkcity · Ameller Dubois architects · Atelier Tournesol landscape · Assessor ELAN · BiodiverCity Construction, 2017 | A9A1: Altarea Cogedim · Assessor GRF · 2016



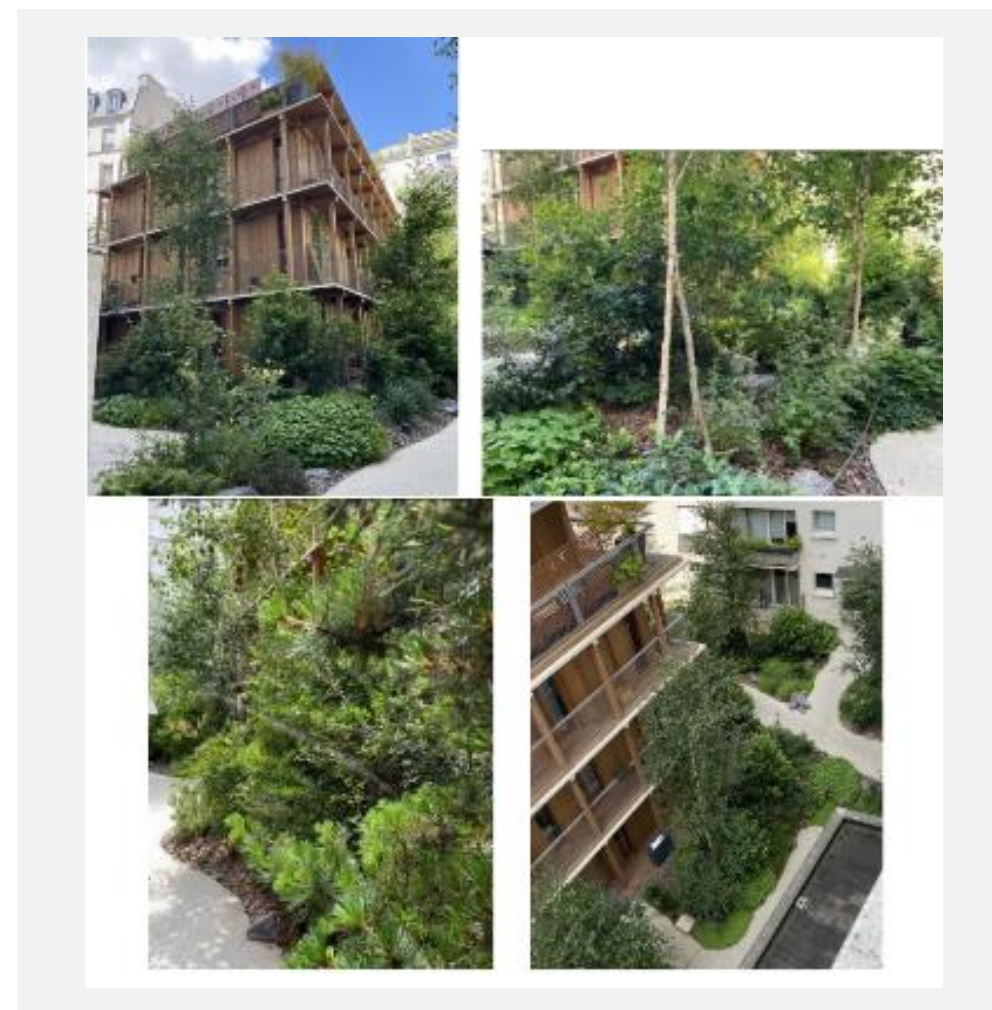
FRENCH CASE 6 OF 6

DENSIFYING WITHOUT STERILISING THE GROUND

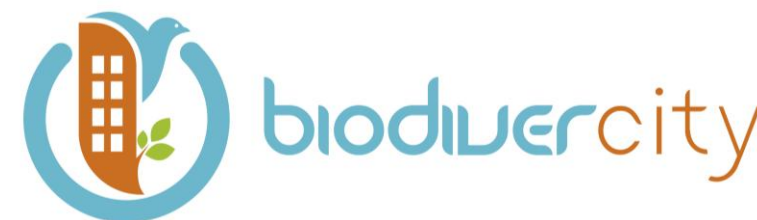
Saint-Mandé, Val-de-Marne

Timber-framed housing in an established urban fabric. The block core is planted in layers, from ground cover to tall trees, at a density rarely seen in a consolidated fabric.

Density and living ground are not opposites.



Not an association of ecologists, nor of developers: a table where all of them sit



Master developers	Property developers and contractors	Local authorities and public bodies	Architects and landscape designers
Ecologists	Building and space managers	Investors and property companies	Landscape firms and associations

A living ecosystem does not fit into a construction standard. We speak of approaches built on frameworks, not of norms.

THREE STANDARDS, THREE SCALES OF DECISION

New build and renovation 2014 · 322 certified, 96 in audit 	Building in use 2022 · 37 certified, 7 in audit 	District scale 2023 · 6 certified, 6 in audit 
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The proof, in numbers

365

projects certified
(September 2026)

474

certified or under audit
(109 audits under way)

789

total projects certified or committed
since 2014, in 392 towns

By standard: 322 new build and renovation · 37 buildings in use · 6 districts · 90 member organisations · a scientific council of ten experts
certified projects in seven other countries (Switzerland, Poland, Singapore, Cuba, Timor-Leste, Belgium, Italy)

TAKE-UP CURVE · 24 certified (end 2017) · 67 (2020) · 250+ (Nov. 2023) · 365 (Sept. 2026) · 162 new commitments in 2025 alone

Sources: Business Immo 2017; Batiactu 2020; UPGE panorama 2022; CIBI ten-year review 2023; CIBI project register, Sept. 2026 (extract, to be confirmed in writing by CIBI).

“Without certification, buildings would never have reached the level of performance they have today.”

Luc Monteil, Marseille, September 2021 - IUCN World Conservation Congress

A biodiversity label certifies a design and commitment process, not an ecological result measured over time. It mandates features whose effect science measures.

A vertical housing stock is an advantage

A MARITIME CITY

Exposed to heat and to heavy rainfall.

A VERTICAL STOCK

Housing overwhelmingly collective and high-rise.

A PORT TO REINVENT

The North Port redevelopment, at district scale.

70%

of the vegetation in the Lyon metropolitan area, outside farmland and forests, is privately owned: block cores, building bases, roofs, the surroundings of residential estates (Métropole de Lyon, Plan Nature).

The key to a living city is not only in the hands of a city council. It is in the hands of those who design, finance, build and manage buildings.

SO I AM SPEAKING TO

- The Mayor and the City of Busan
- Property companies and investors
- The Port Authority and universities
- Developers and contractors
- Architects and landscape designers
- The other Korean cities here

A concentrated lever, in few hands, over very many homes. True in Busan. True across Korea.

A three-step plan - and each step has its owner

1

AN ASSESSMENT FRAMEWORK ADAPTED TO KOREA

Our frameworks are transposable, but climate, species, wildlife, co-ownership law and management practice must be considered locally.

OWNER

The Korean professional community
SVCA, Busan Architects Association, universities
CIBI brings the framework and the experience

2

A PILOT PROJECT

One vertical residential development, assessed from beginning to end with that framework. A pilot is worth ten conferences.

OWNER

A developer or a contractor,
under the eye of the city authority

3

A LASTING COOPERATION FRAMEWORK

A Korean chapter of CIBI, open to every profession, built on the French frameworks. Already under way with Italy, Spain and Portugal.

OWNER

CIBI and Mr Seonghun Kim

Let the first pilot bear the name of Busan.

NEXT STEP

A first working session before the end of January 2027, a pilot scheme identified in the first half of 2027.
Luc Monteil, EXIMIUS Real Estate Advisory and IBPC-CIBI · with Mr Seonghun Kim for the Korean side.

**The closer we live to living nature,
the more we protect it.**

**The closer an asset is to living nature,
the better it holds its value.**

France did not invent nature in the city. It translated ecological value into the language of the real estate market.
That took ten years. We are ready to save you five.

Living among greenery is associated with living longer - and it starts within minutes

Fifty-four studies, verified at the source. The most robust part of the corpus: a cohort of 108,630 people followed for eight years and a meta-analysis of 143 studies. Associations, not causation - but consistent, dose-dependent, and measurable within twenty minutes.

MORTALITY, GREENEST VS LEAST GREEN NEIGHBOURHOODS

-12%

Cancer mortality -13%, respiratory -34% (James et al. 2016, 108,630 women, 8 years)
143 studies: all-cause mortality OR 0.69, type 2 diabetes OR 0.72 (Twohig-Bennett & Jones 2018)

Cortisol -13 to -16%, pulse -4 to -6% after twenty minutes among trees (Park et al. 2010, 280 subjects)

Good health above 120 minutes a week in nature (White et al. 2019, n = 19,806)

James et al. 2016, Environ. Health Perspectives; Twohig-Bennett & Jones 2018, Environ. Research; Park et al. 2010; White et al. 2019, Scientific Reports · Level: cohort, meta-analysis, field experiments

Sources and evidence levels (1 of 2)

A biodiversity label certifies a design and commitment process, not an ecological result measured over time. None of the figures below is an effect of the label: they measure the effect of the features the label makes compulsory.

FIGURE	VALUE	SOURCE	LEVEL
Price premium, quality green space nearby	+2.8 to +3.1% within 100 m, +8 to +8.6% for new build (Warsaw) · +16.9% neighbourhood park, high-rise (Hong Kong)	Trojanek et al., 2018; Jim & Chen, 2010; Chen et al., 2022, Frontiers in Public Health	Literature
Cooling, urban park vs built fabric	-0.94 °C daytime · -1.15 °C at night (meta-analysis, 47 studies)	Bowler et al., 2010, Landscape and Urban Planning	Literature
Reference heat island	Paris woods 2 to 4 °C cooler than nearby dense districts; heat island about 2.5 °C	Ville de Paris / APUR / Météo-France, 2021	Institutional
Carbon, urban trees	1.1 to 3.0 t C/ha/year sequestered (4 to 11 t CO ₂) · ~26 t C/ha stored (~94 t CO ₂)	Jenerette & Herrmann, 2023, Frontiers in Ecology and Evolution	Literature
Residents' health	+10 street trees/block = +\$10,000 income or 7 years younger	Kardan et al., 2015, Scientific Reports 5:11610	Literature
Office life-cycle cost split	~90% staff · 9% property · 1% energy	World Green Building Council, 2014 (after Terrapin 2012)	Literature
Daylight and view of nature	cognition +10 to +25% · calls 6 to 12% faster · hospital stays -8.5% · 10% of absence	Heschong Mahone Group 2003; Ulrich 1984; Elzeyadi 2011	Literature
20-year benefit of a green building	US\$49-67/sq ft net, of which US\$36.90-55.30 from productivity and health	Kats, 2003, Capital E, for the California Sustainable Building Task Force	Literature
Green roofs in the dense Paris region	400 plant species · 611 invertebrate species over 36 roofs	GROOVES, ARB IdF / iEES Paris, 2017-2019; Muratet et al., 2024	Field study
Richness on a certified site	139 plant species · 50 bird species over 36 ha (Challenger)	Published by CIBI	Certified site
De-sealing and greening	Cap 3000: 4,282 m ² de-sealed, 4,450 m ² green roofs	Published by CIBI	Certified site
Label take-up	24 (2017) · 67 (2020) · 250+ of ~500 applications (Nov. 2023) · 365 certified, 109 under audit, 315 committed (Sept. 2026)	Business Immo 2017; Batiactu 2020; CIBI ten-year review 2023; CIBI project register 2026	Published · CIBI register

Sources and evidence levels (2 of 2)

Human-nature studies quoted on slides 16 to 18 and on reserve slide 37. Every figure comes from the original publication, checked online in September 2026; eighteen figures circulating in the sector had to be corrected at the source and none appears in this deck. Full references and caveats in the memorandum « Relation homme-nature », v1.1.

FIGURE	VALUE	SOURCE	LEVEL
Hospital stay, view of trees	-8.5% (7.96 vs 8.70 days), fewer analgesics, n = 46	Ulrich, 1984, Science	Peer-reviewed, small n
Stress physiology, forest vs city	cortisol -13 to -16% · pulse -4 to -6% · parasympathetic +56 to +102%	Park et al., 2010, Environ. Health Prev. Med.	Field experiments
Mortality, greenest neighbourhoods	-12% all-cause · -13% cancer · -34% respiratory, 108,630 women, 8 years	James et al., 2016, Environ. Health Perspectives	Cohort
Greenspace and health, 143 studies	mortality OR 0.69 · diabetes OR 0.72 · heart rate -2.6 bpm · diastolic -2 mmHg	Twohig-Bennett & Jones, 2018, Environ. Research	Meta-analysis
Dose of nature	good health OR 1.59 above 120 min/week, n = 19,806 · gains from 5 min, d = 0.46 to 0.54	White et al., 2019; Barton & Pretty, 2010	Survey · meta-analysis
Biodiversity and wellbeing	benefits increase with plant and bird richness, 312 users · Refuge, Nature, Rich in species	Fuller et al., 2007; Grahn & Stigsdotter, 2010	Peer-reviewed
Moving to a greener area	mental health (GHQ) improved and sustained over 3 years, 1,064 movers	Alcock et al., 2014, Environ. Sci. & Technology	Cohort
Attention and memory	working memory +1.5 digits (~+20%) · ADHD children d = 0.52 to 0.77 after 20 min	Berman et al., 2008; Faber Taylor & Kuo, 2009	Peer-reviewed, small n
Sick leave and task speed	57 vs 68 h/year by view quality · calls 6 to 12% faster · tests +10 to 25%	Elzeyadi, 2011; Hescong Mahone Group, 2003	Conference · commissioned
Plants in offices	productivity +15% on objective tasks · 82% vs 60% content	Nieuwenhuis et al., 2014; Dravigne et al., 2008	Peer-reviewed
Crime and aggression, public housing	crimes -52% (property -48%, violent -56%) · vegetation 7 to 8% of variance	Kuo & Sullivan, 2001, Environment and Behavior	Peer-reviewed, single site
Office rents and landscaping	+7% with quality landscaping and large shade trees · -7.5% if the building is screened	Laverne & Winson-Geideman, 2003	Hedonic, peer-reviewed