Reinventing Retail

to foster green & thriving neighbourhoods



Webinar - 18 May 2021

Reinventing Cities

C40 CITIES

Reinventing Retail

to foster green & thriving neighbourhoods

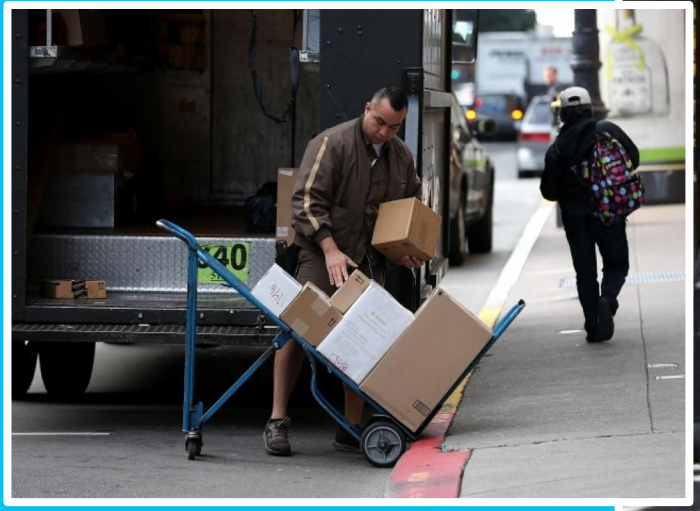
Hélène Chartier
Head of Zero Carbon Development

Costanza De Stefani
Reinventing Cities Project Officer



Reinventing Cities

C40 CITIES

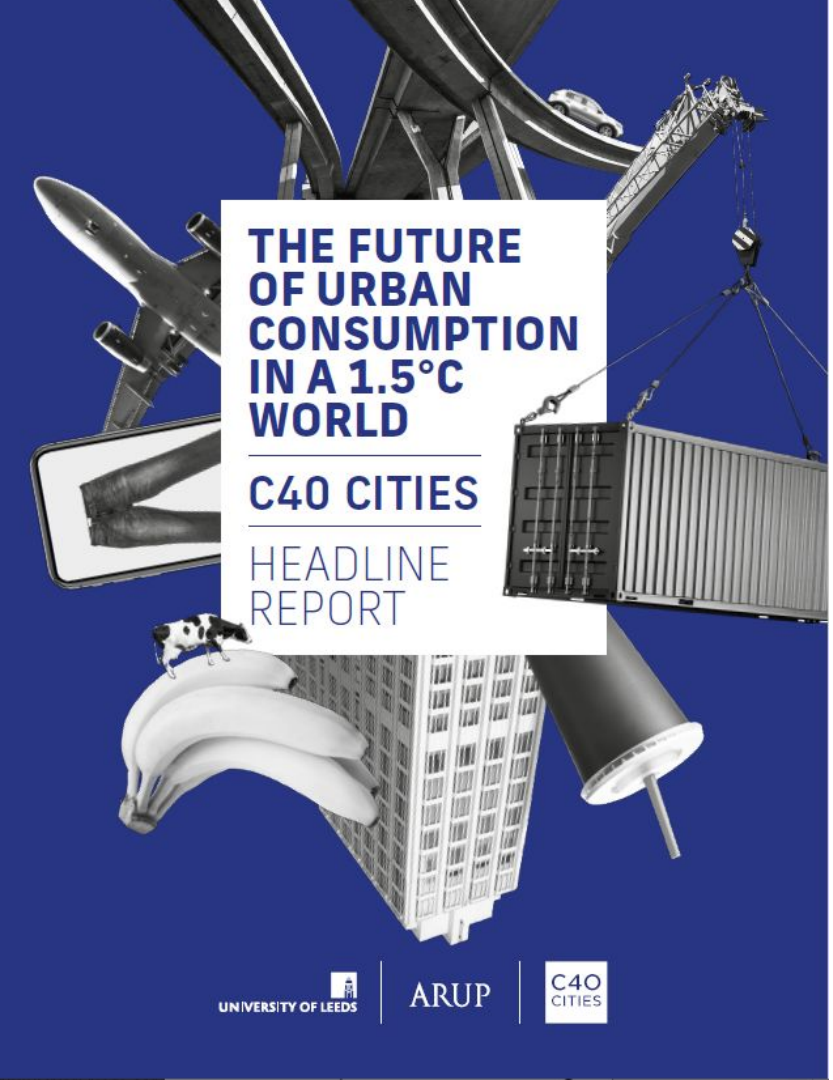



KING 3




15
min





If we include consumption goods, **the carbon footprint of high-income cities increases by around 60%**

85 % of these emissions comes from outside the territory

If no action is taken, **emissions from consumptions will double over the next decade**, while they must be reduced by two thirds

C40 CITIES

Agenda

Please type your questions in the Q&A box as speakers present

Semaest | Emmanuelle Hoss, CEO of Semaest *10'*

City perspective | Clara Fayard, Chief of staff of the Deputy Mayor of Paris in charge of 15-minute city *5'*

IKEA | Remco Hempenius, Expansion Development Manager at IKEA Retail (Ingka Group) *10'*

Demain Montreal | Sudhir Suri, partner at L'OEUF Architects | Stephane Cote, Director of Cogir | Pierre Luc Dumas Vice-Director of Pommerleau *10'*

City perspective | Josée Chiasson, Director at the Economic Development Department of the City of Montreal *5'*

Q&A | *30'*

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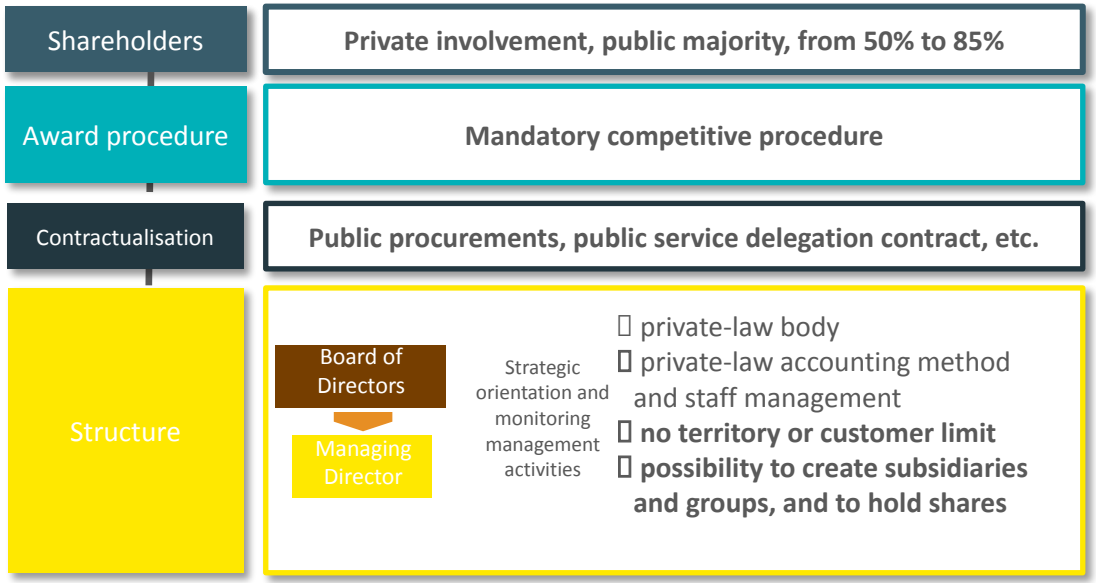
semaest
aménage et anime votre quartier
LES ÉPICIERS
MENUS

Semaest

Semaest : semi-public company

- Semi-public company: serving local authorities, territories and their inhabitants
- Being reactive and efficient in a bigger field of action
- Interacting with powerful actors : the Chamber of Trade and Industry, the Mayor office of Paris…
- Semaest benefits from the prestigious image of Paris.



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OUR MISSION



Preserving local shops and craft activities

Encouraging innovative, ethical and sustainable initiatives

Improving the quality of life in Parisian neighborhoods

KEY FIGURES



659 shops
managed by Semaest

429
shops and workshops set up and managed directly by Semaest

230
protocols signed with private owners to set up proximity activities (Assignment Clause)



1751 local jobs
created



68 000 m²
total surface area of the premises controlled by Semaest



80%
survival rate of local shops installed by Semaest

METHODS OF INTERVENTION

Acquisition of premises, renovation, search for tenants and management: Vital'Quartier and Contrat Paris Commerces operations





Search for tenants and management of premises on behalf of the City of Paris and social housing owners (long term leases)





Search for tenants and management of premises on behalf of Foncière Paris Commerces

Search for tenants on behalf of social housing owners: Caserne de Reuilly, ZAC Beaujon…

EXAMPLES OF SHOPS



L'Impromtu – Bookshop - 48 rue Sedaine (11e)



Florian Mésère - chocolate maker – 18 rue de la Jonquière (17e)



La Textilerie – Place dedicated to eco-responsible textiles - 22 rue du Château Landon (10e)



Saargale - Crafts made in Africa – 47 Avenue Daumesnil (12e)

EXAMPLES OF SHOPS



Ebisu – fish shop - 30 Rue du Chemin Vert (11e)



Comptoir Saudade - Portuguese groceries – 27 rue de la Jonquière (17e)



La Régulière – Bookshop - 43 Rue Myrha (18e)



Maison Château Rouge - clothing brand – 40 rue Myrha (18e)

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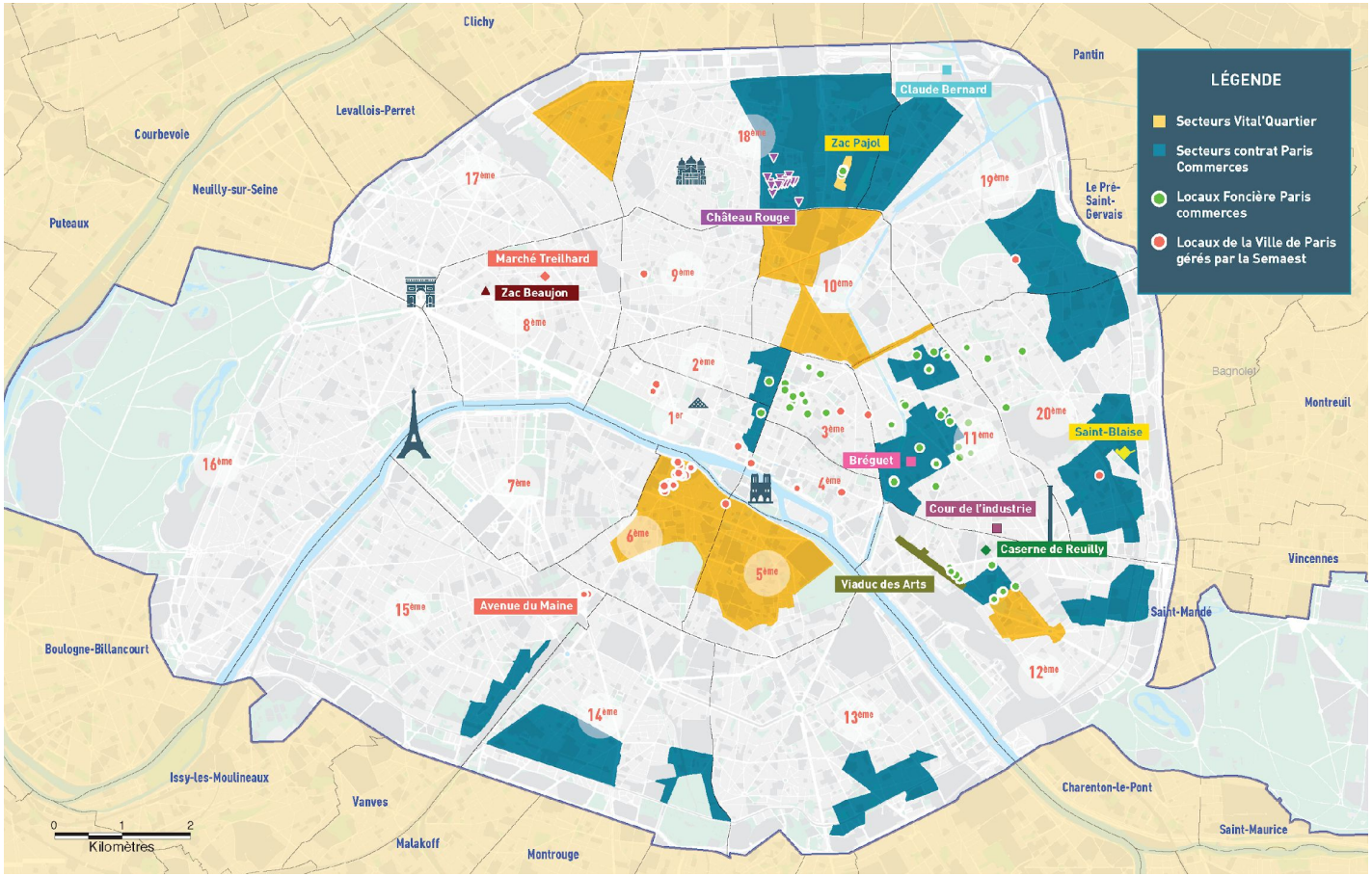
CARTOGRAPHY



CULTURAL SHOPS

Supporting bookshops and cultural businesses

- A hundred or so cultural shops established

32	12	8	32	6	3
Librairies	Librairies / maisons d'édition	Maisons d'édition	Galeries	Lieux culturels / production culturelle	Disquaires

- Specific action in the Latin Quarter to support endangered cultural businesses



EXAMPLES OF BOOKSHOPS



La librairie des PUF – Bookshop - 60 Rue Monsieur le Prince (6e)



La Tête Ailleurs- Bookstore – 42 rue de la Folie Méricourt (11e)



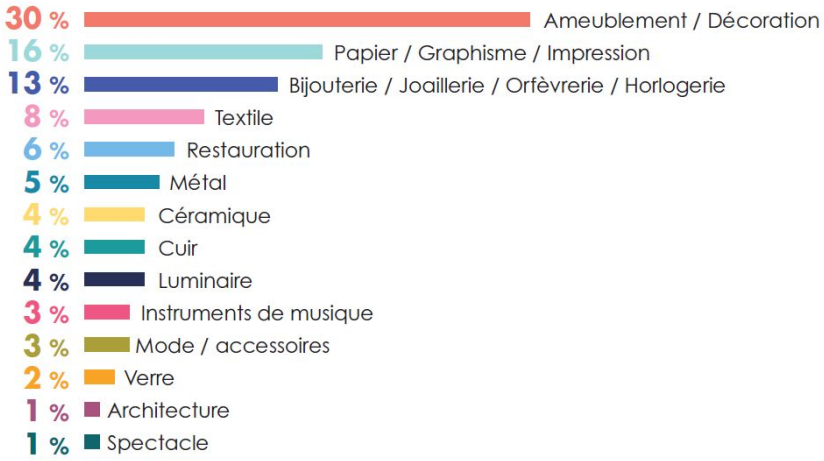
L'Impromptu – Bookshop - 48 rue Sedaine (11e)

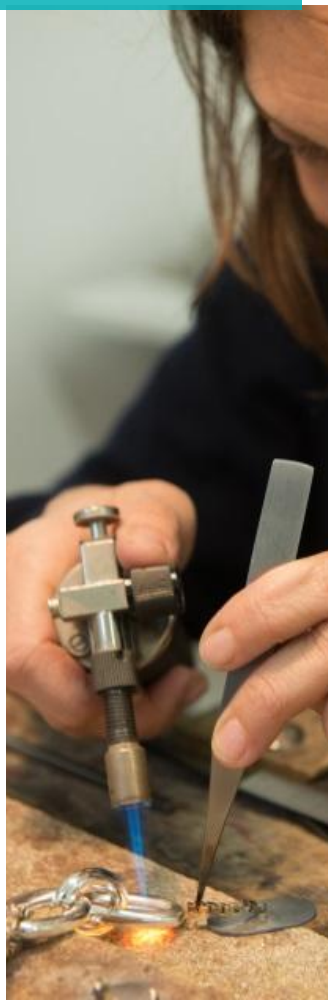


Les Mots - writing school – 4 rue Dante (5e)

Encouraging creation and local manufacturing

- 115 workshops
- 2 emblematic sites: the Viaduc des Arts, the Cour de l'Industrie
- A variety of skills and professions:





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VIADUC DES ARTS & COUR DE L'INDUSTRIE













Supporting responsible projects

- Semaest encourages the installation of activities that respect the environment and human beings: short circuits, local manufacturing, organic products, fair trade products, solidarity projects, circular economy
- **63** ethical, solidarity-based or eco-responsible activities
  - **43** in "classic" shops
  - **20** in the "Testeur de commerce"

EXAMPLES OF SHOPS



Nous Anti Gaspi – anti-waste food shop - 64 rue du Pré Saint-Gervais (19e)



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Le Myrha – Bio/vegan restaurant - 70 Rue Myrha (18e)



Emmaüs - charity shop – 102 Rue de Reuilly (12e)

TESTEUR DE COMMERCE





Incubator for local shops

- Premises to rent from 2 weeks up to 4 months
- To help young business creators to test their business model before signing a long-term lease

2 locations:
- 14 rue du Château d'Eau (10e)
- 67 rue Sedaine (11e)

+50 projects hosted in the Testeur

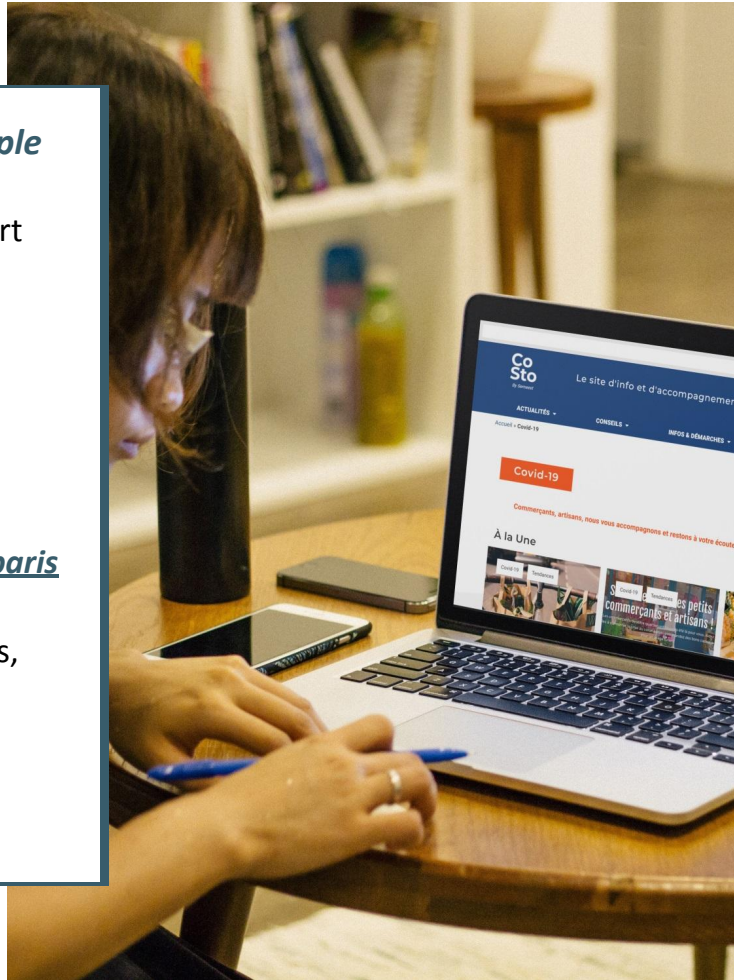
50% have opened a permanent shop afterwards

COSTO – Connected Stores

Support program for shopkeepers and craftspeople

Created in 2015, CoSto (Connected Stores) is a support programme dedicated to Parisian independent shopkeepers and craftspeople.

- **1500** members
- **350** trained shopkeepers and craftsmen
- **2019 >** launch of the new platform ***www.costo.paris***
- **2020 >** enhanced support for COVID19 (webinars, FAQs, dedicated content, advice, etc.)
- **2021 >** digital coaching for small businesses





Solutions to facilitate the renting of premises and reassure entrepreneurs with one or more of the following advantages:

- No entry fee, no door fee, no management fees, no security deposit
- Progressive rent to facilitate the launch of the activity
- No rent to be paid when the lease is signed, as the lease is payable at the end of the month
- Social media communication campaign and CoSto membership offered

www.semaest.fr

semaest

aménage et anime votre quartier

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C40 CITIES



Reinventing Retail to foster green and thriving neighbourhoods

C40 WEBINAR 18 MAY 2021

IKEA

Today in Ingka

- 389 IKEA stores in 32 countries
- Present in 51 of the 97 C40 cities
- 166,000+ colleagues
- 50/50 of our managers are women
- 39 Million products a second life



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Our world is rapidly changing

- Climate change
- Consumption
- Inequality

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We’re optimistic about the future

To become people and planet positive, and to inspire and enable the many people to live a better life within the limits of the planet by 2030.

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The Ingka Group Sustainability Strategy

- Healthy and Sustainable Living
- Circular and Climate Positive
- Fair and Inclusive

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Circular and Climate Positive

By 2030, our ambition is to become climate positive and regenerate resources while growing the IKEA business

Inter IKEA Holding B.V. 202

Reducing our climate footprint

One step at the time







In 2020 The climate footprint of food was reduced by 25.6% in terms of kg CO2 eq per kg food ingredient.

Since 2019 we have increased the share of recycled polyester in textile products and reached 83%

IKEA will be one of the first to use liquefied biogas in heavy duty transportation in Italy, starting from March 2021.



The IKEA vision is our inspiration

To create a better everyday life for the many people.

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With one ambitious goal

To reach and interact with 3 billion people.



The majority are living in global cities

Meet the many people where they live, work and play.



Accelerated by the Covid 19 pandemic

- Physical retail is being redefined
- Growing online demand
- The role of “the home” is changing
- New service expectations

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We decided to change everything, almost!

- Expanding into cities
- New formats / sizes
- Fulfillment and services
- Seamless customer experience

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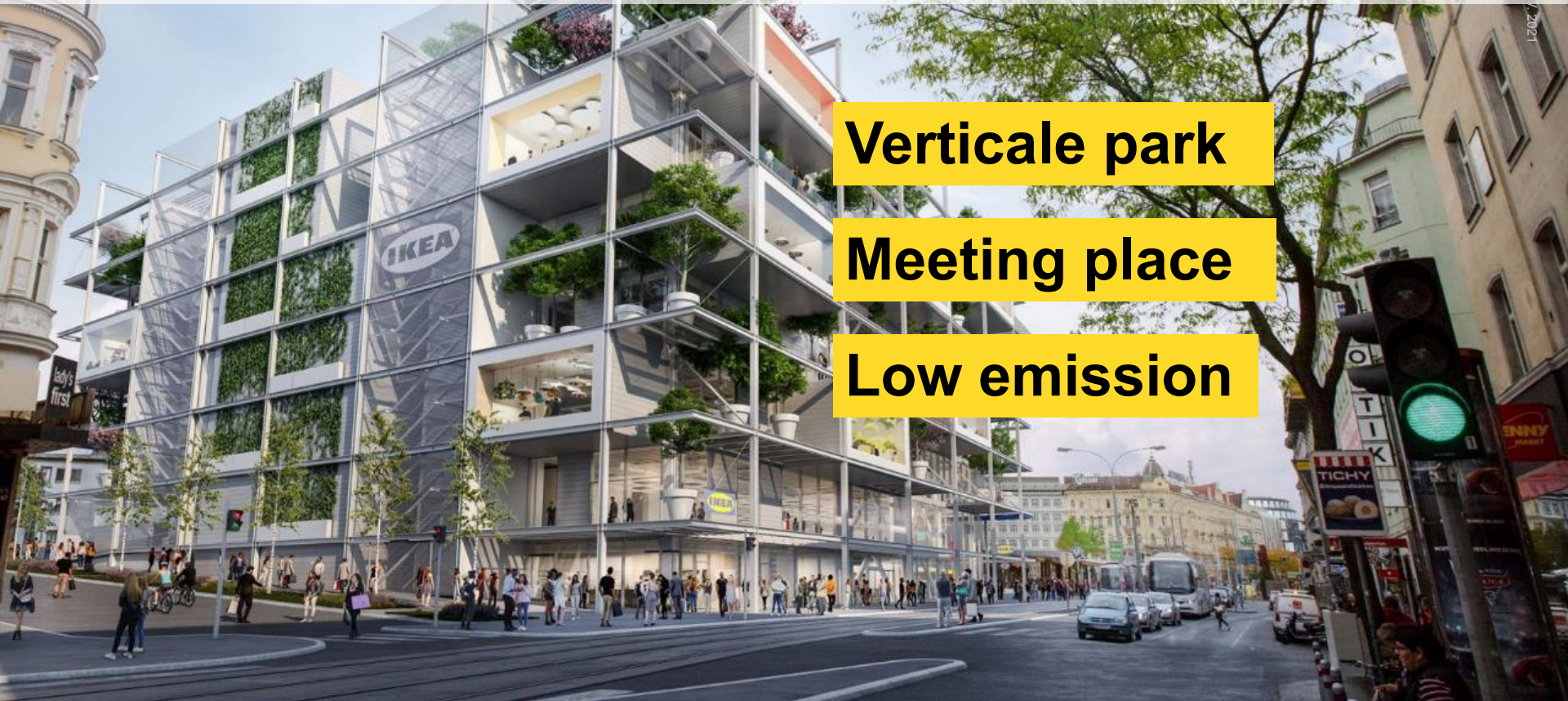
Wien, Westbahnhof

Sustainable flagship with mixed use



Verticale park

Meeting place

Low emission

© Ingka Holding 2021

Wien, Westbahnhof

Sustainable flagship with mixed use



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London, Hammersmith

Part of a commercial- and cultural center



London, Hammersmith

Part of a commercial- and cultural center





Reuse existing

New jobs

Positive impact

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New York area

Zero emission delivery zone





Positive impact

Healthy living

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Grow together with the city

Taking the lead in developing neighborhoods

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From standardised solutions

To thriving neighbourhoods

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#bettertogether

- Inspire people to live sustainable lives
- Reduce climate impact
- Build healthier, greener and more liveable cities

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Thank you

REMCO HEMPENIUS
Development Manager
IKEA Retail (Ingka Group)

Remco.hempenius1@ingka.ikea.com



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DEMAIN MONTREAL
THE DE LA COMMUNE PROJECT


Big Rock
POUTINE

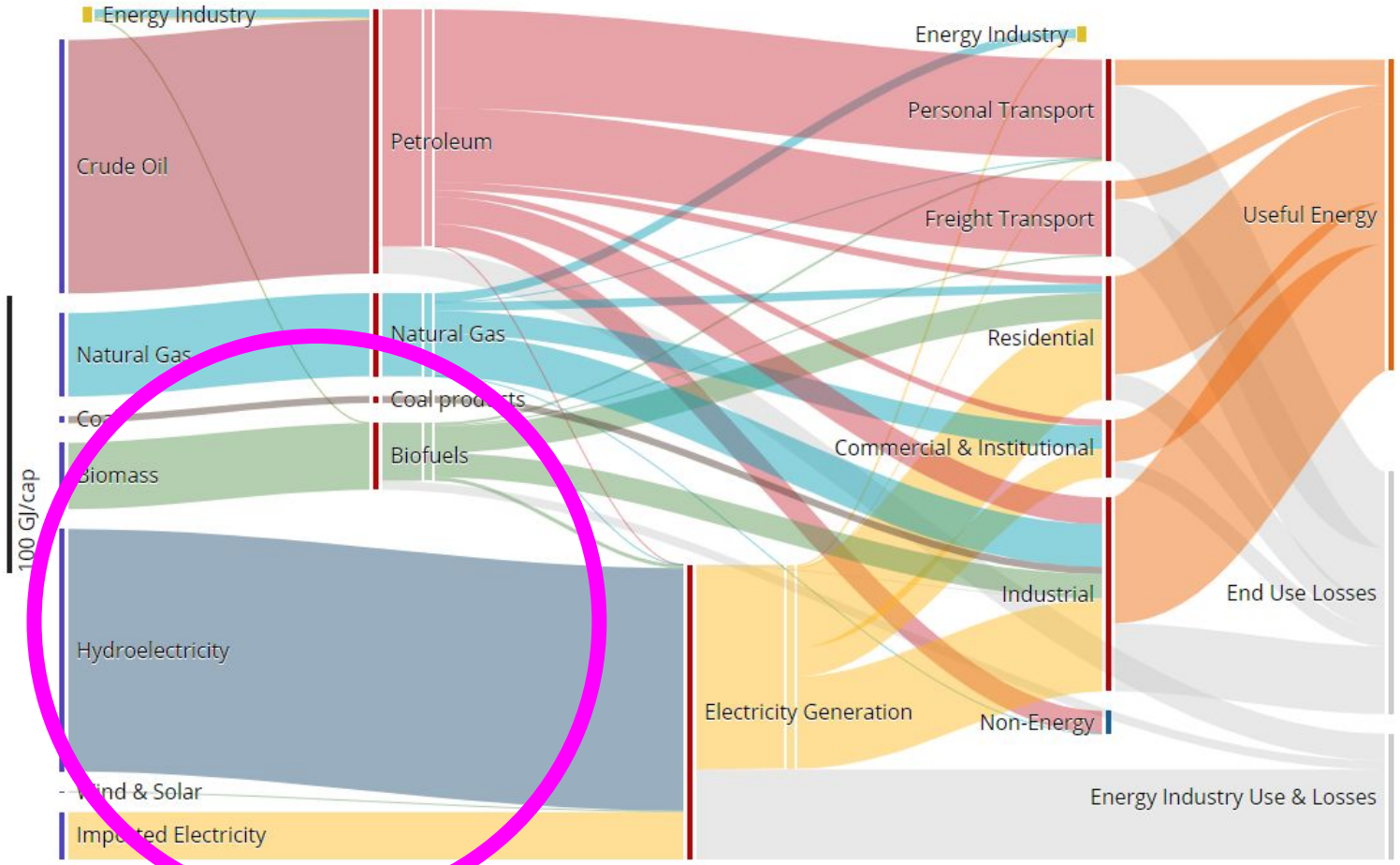
TRANSFERABLE MODEL

TO CREATE A MASSIVE CARBON IMPACT

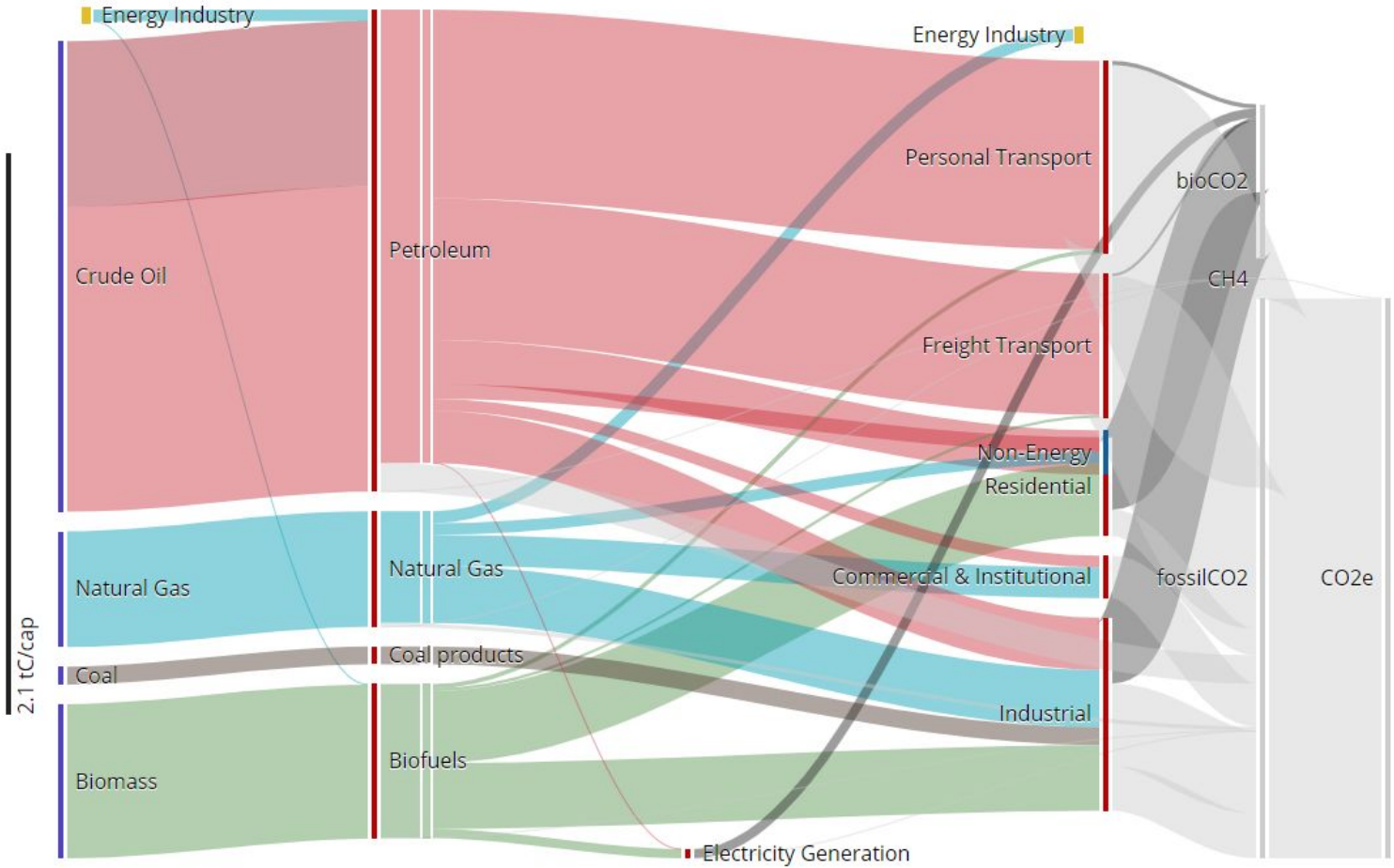
CARBON STRATEGY IN QUÉBEC

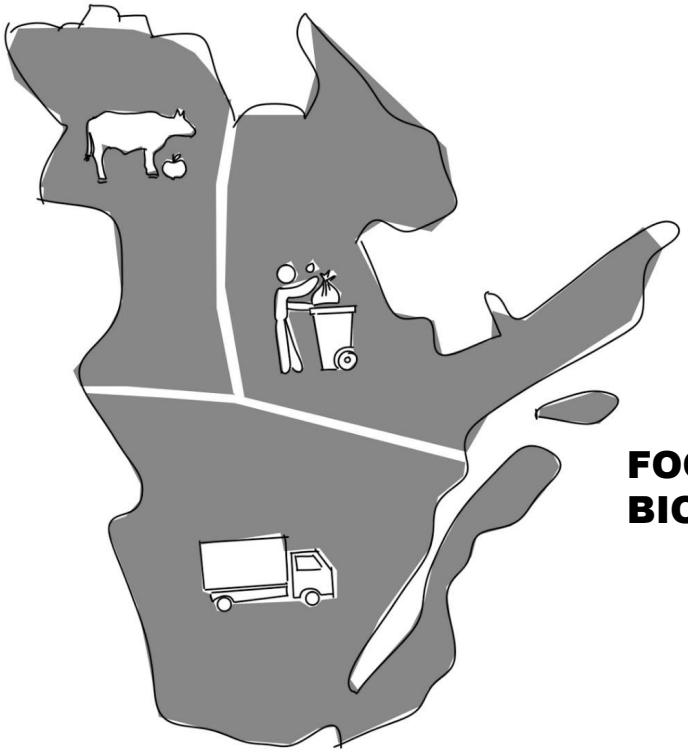
CESAR

Domestic Energy Flows

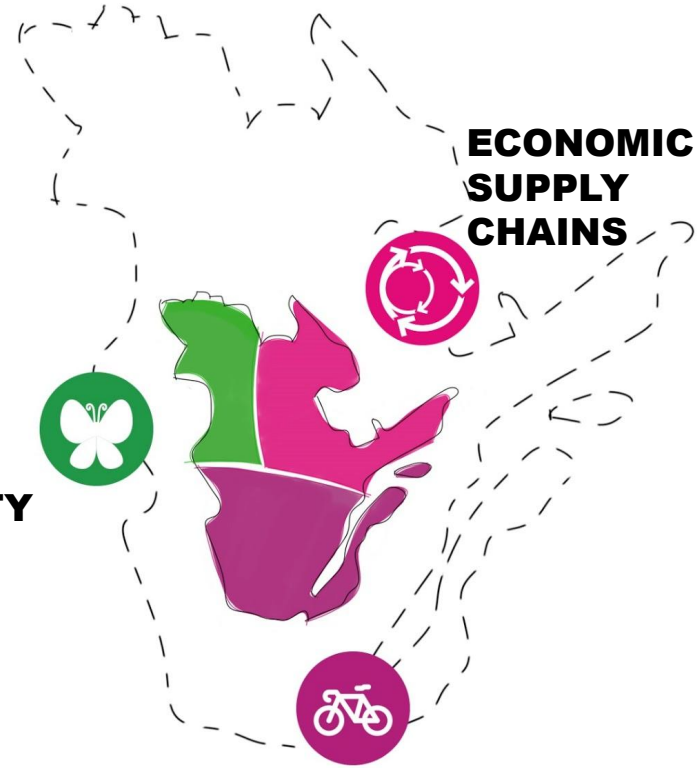


Domestic Carbon Flows





FOOD AND BIODIVERSITY



ECONOMIC SUPPLY CHAINS

PERSONAL TRANSPORT

RADICAL

CONTEXTUALISATION CREATES THE MOST MASSIVE IMPACT

TRANSFORM CONSUMER LIFESTYLE

LOCAL COMMERCE

DESTINATION FOR COMMUNITY EDUCATION AND SERVICES



CARBON EDUCATION THROUGH USER EXPERIENCE

MONITORED FOR 10 YEARS



TOGETHER.

RADICALLY TOGETHER

WE CALL IT THE SOUK


PARTNERSHIPS


A CHARTER

A COMMITMENT SIGNED BY ALL





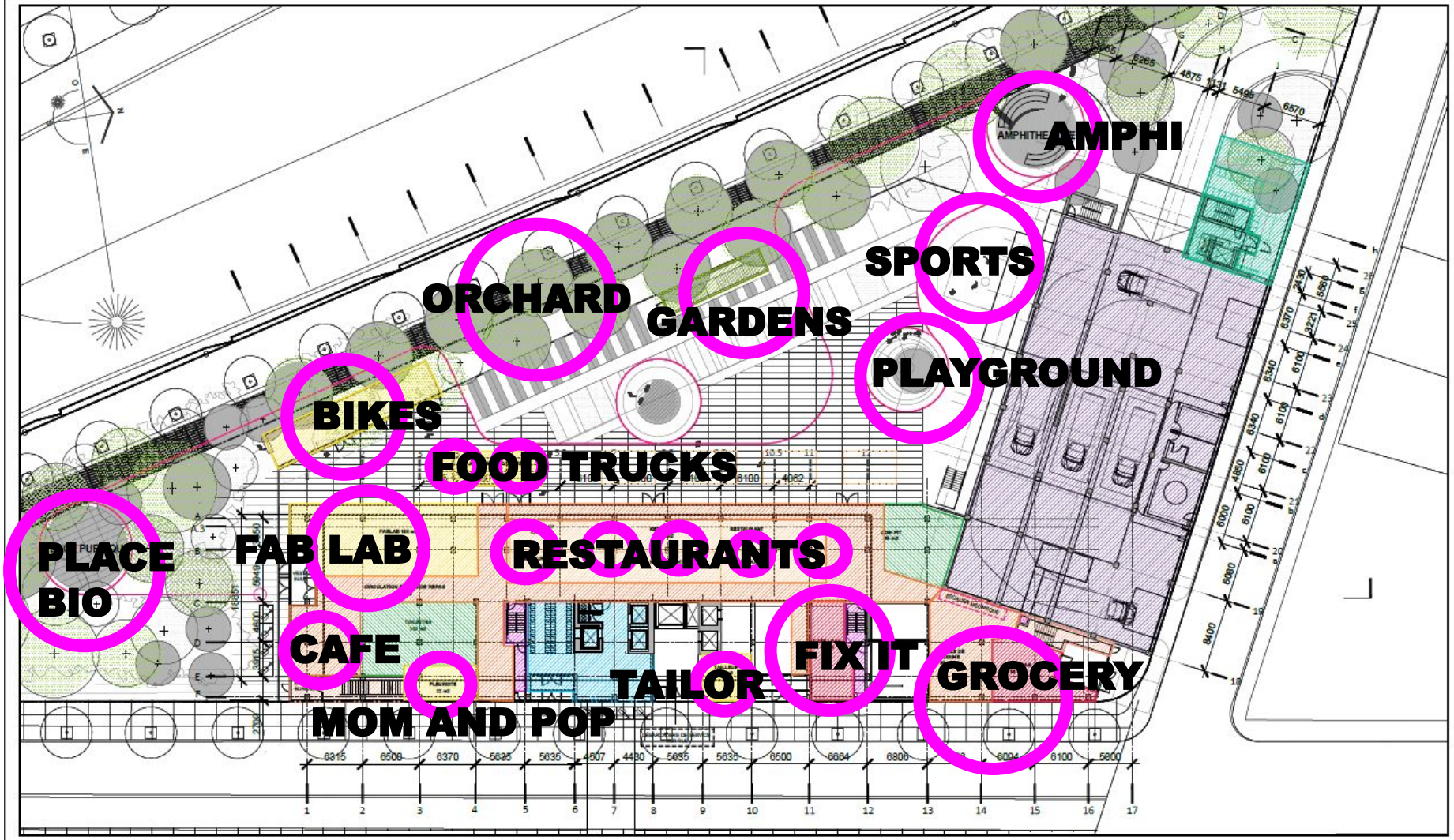




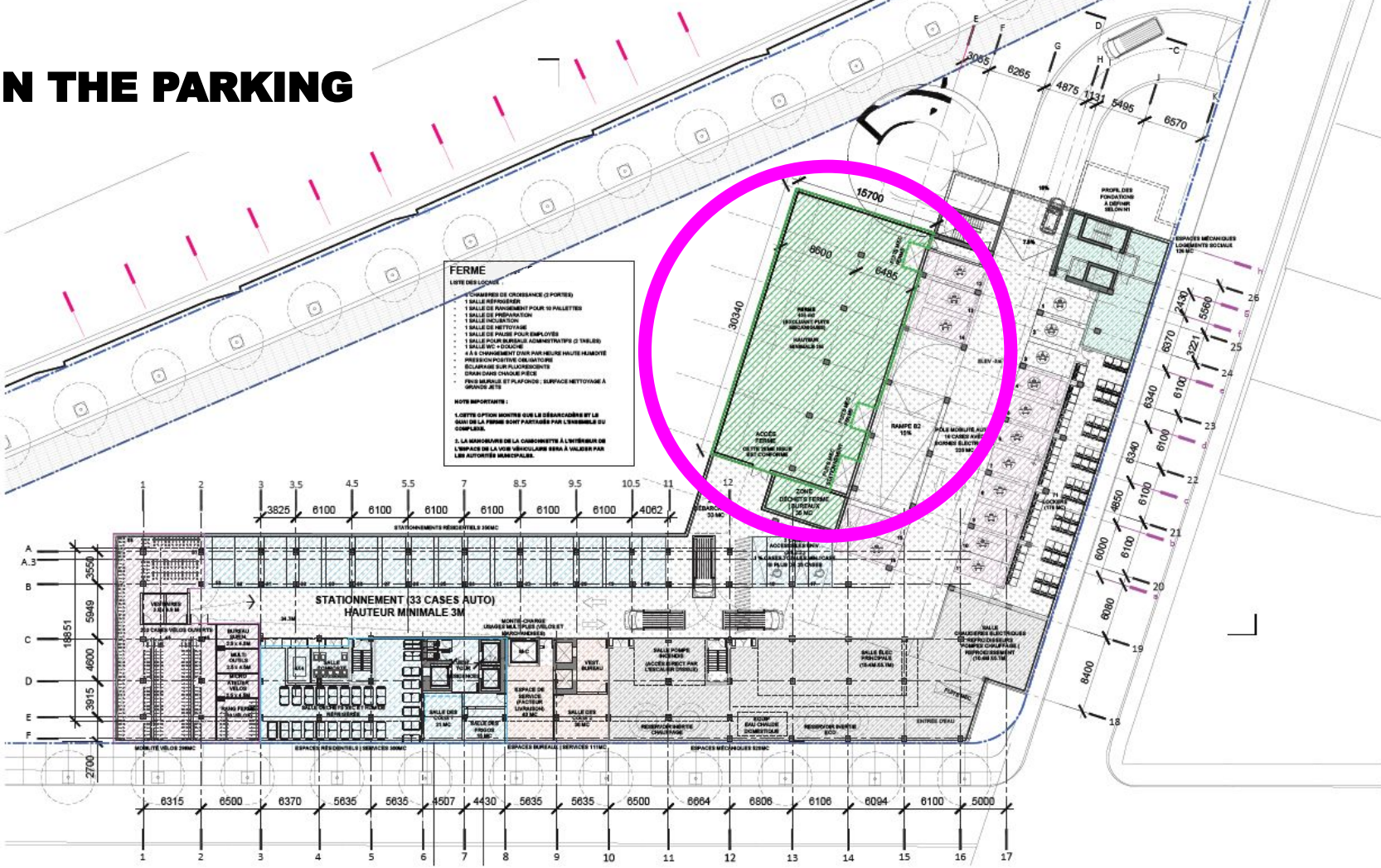





Laboratoire
de création numérique

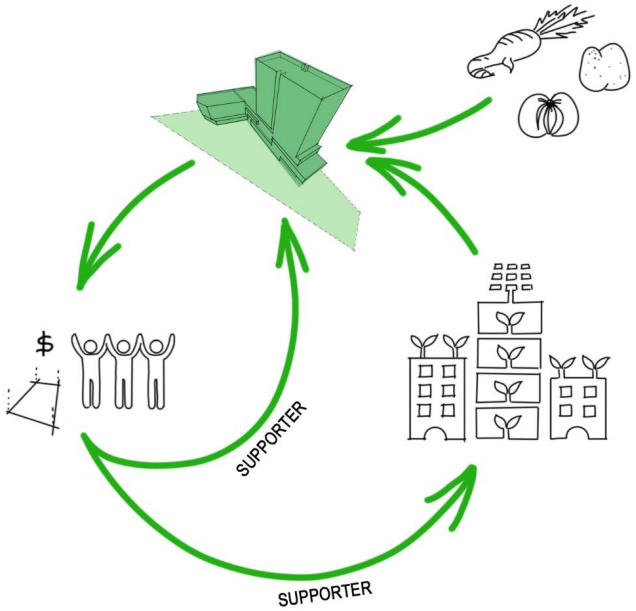

AMPHI
SPORTS
ORCHARD
GARDENS
PLAYGROUND
BIKES
FOOD TRUCKS
PLACE
BIO
FAB LAB
RESTAURANTS
CAFE
FIX IT
TAILOR
GROCERY
MOM AND POP

FARM IN THE PARKING



COMMERCIAL CIRCULAR ECONOMY HUB

FOOD



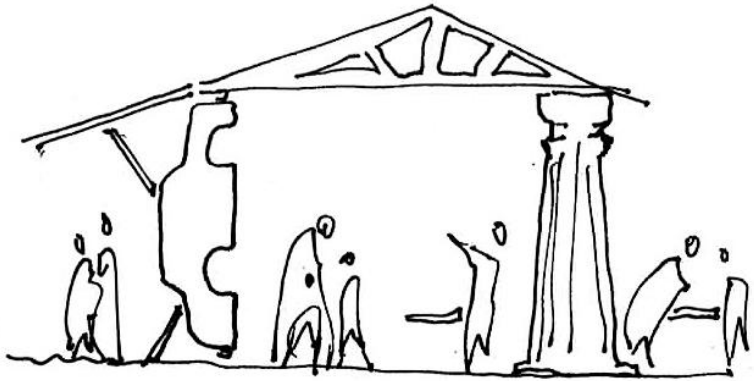


IN CANADA WE LOSE 60% OF ALL THE FOOD WE PRODUCE!


Mrs Lovell's Greengrocer
GREENGROCER

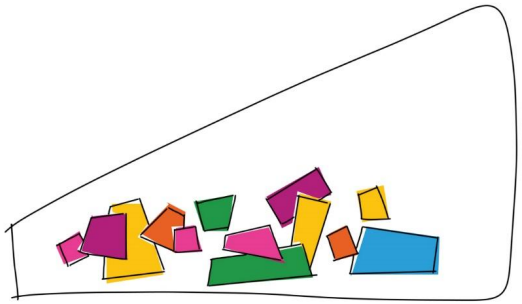
MATERIALS

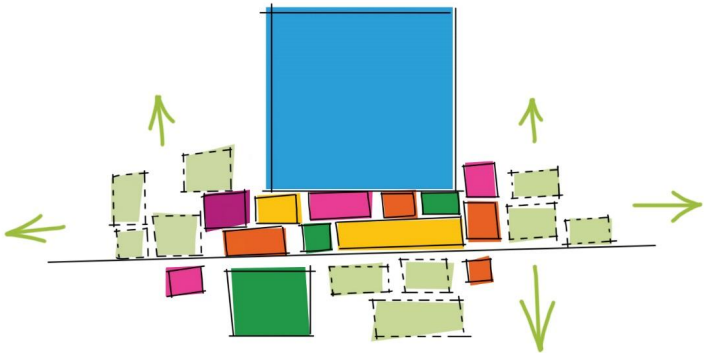




FAB LAB







SOCIAL AND ECONOMIC RESILIENCE

OPPORTUNITIES AND CHALLENGES

WE KNOW WHAT TO DO...

BUT NOW HOW DO WE DO IT?

COST OF LAND AND NEW CONSTRUCTION...
PRICE INFLATION, WHERE WILL IT STOP?

FINANCIAL MODELS...
NOW WHAT CAN WE BASE THEM ON?

MOM AND POP
VS
BLUE CHIP

WHO ARE THE TENANTS NOW?
TRACK RECORD AND CORPORATE GUARANTEES?
WHO PAYS FOR WHAT (BASE BUILDING VS T.I. PACKAGE AND MORE...)?

ARE WE ALONE IN THIS ?

CAN OR SHOULD GOVERNMENTS HELP NOW? (FACILITATION, TAX BREAKS, COMMERCIAL SUBSIDIES, SPECIAL PERMITS...)

THE COMMUNITY REALLY WANTS ALL OF THIS

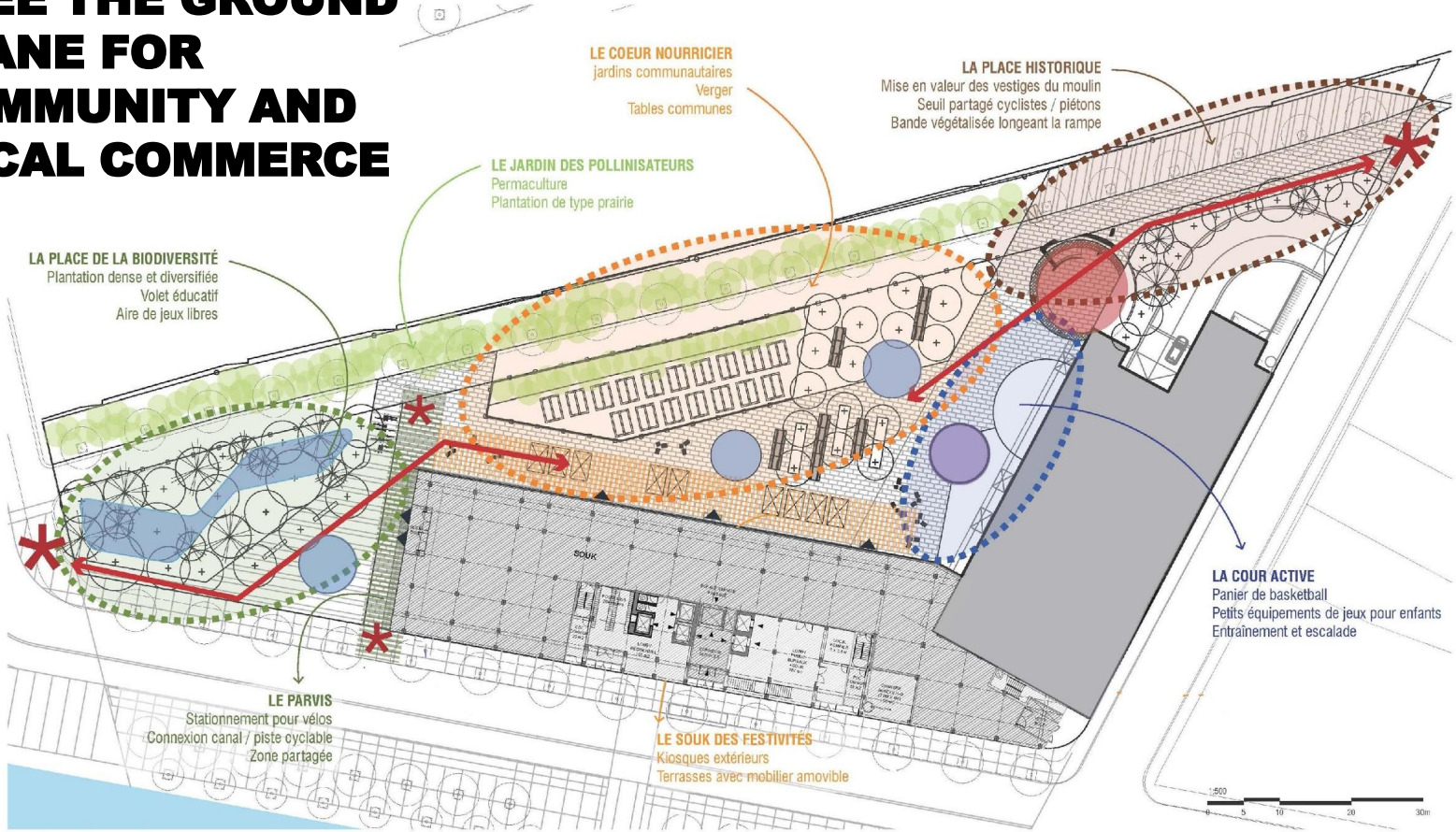
BUT WILL WE GET THE BUY-IN?

RIGHT MIX OF USES



RADICALLY CUT DENSITY

FREE THE GROUND PLANE FOR COMMUNITY AND LOCAL COMMERCE




ACCESSIBLE COMMONS

THE FUTURE IS NOW

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