Reinventing Retail

to foster green & thriving neighbourhoods

Webinar - 18 May 2021
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to foster green & thriving neighbourhoods

Hélène Chartier
Head of Zero Carbon Development

Costanza De Stefani
Reinventing Cities Project Officer
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.
Agenda

**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’
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**IKEA | Remco Hempenius, Expansion Development Manager at IKEA Retail (Ingka Group)** 10’
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**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’
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**Q&A | 30’**
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Q&A | 30’
**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.
OUR MISSION

Preserving local shops and craft activities

Encouraging innovative, ethical and sustainable initiatives

Improving the quality of life in Parisian neighborhoods
659 shops managed by Semaest

1751 local jobs created

429 shops and workshops set up and managed directly by Semaest

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

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

80% survival rate of local shops installed by Semaest
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’Impromptu – Bookshop - 48 rue Sedaine (11e)

Florian Mésère - chocolate maker – 18 rue de la Jonqui ère (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)
Supporting bookshops and cultural businesses

- A hundred or so cultural shops established

- 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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<th>Skill</th>
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<tr>
<td>Ameublement / Décoration</td>
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<td>Papier / Graphisme / Impression</td>
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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)
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
Support program for shopkeepers and craftsmen

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

- **1500** members
- **350** trained shopkeepers and craftsmen
- **2019** > launch of the new platform [www.costo.paris](http://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
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Reinventing Retail to foster green and thriving neighbourhoods
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
Our world is rapidly changing

- Climate change
- Consumption
- Inequality
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.
The Ingka Group Sustainability Strategy

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

By 2030, our ambition is to become climate positive and regenerate resources while growing the IKEA business
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.
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
We decided to change everything, almost!

- Expanding into cities
- New formats / sizes
- Fulfillment and services
- Seamless customer experience
Wien, Westbahnhof
Sustainable flagship with mixed use

Verticale park
Meeting place
Low emission
Wien, Westbahnhof
Sustainable flagship with mixed use

Open terrace
Eat, meet, play
London, Hammersmith
Part of a commercial- and cultural center

Heart of the borough
Create value
London, Hammersmith
Part of a commercial- and cultural center

Reuse existing
New jobs
Positive impact
New York area
Zero emission delivery zone

Positive impact
Healthy living
Grow together with the city
Taking the lead in developing neighborhoods

From standardised solutions
To thriving neighbourhoods
#bettertogether

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

REMCO HEMPENIUS
Development Manager
IKEA Retail (Ingka Group)

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Q&A | 30’
DEMAIN MONTREAL
THE DE LA COMMUNE PROJECT
TRANSFERABLE
MODEL
TO CREATE A MASSIVE CARBON IMPACT
CARBON STRATEGY IN QUÉBEC
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
RADICALLY TOGETHER
WE CALL IT THE SOUK
PARTNERSHIPS
A CHARTER
A COMMITMENT
SIGNED BY ALL
FARM IN THE PARKING
COMMERCIAL CIRCULAR ECONOMY HUB
FOOD
IN CANADA WE LOSE 60% OF ALL THE FOOD WE PRODUCE!
MATERIALS
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

LA PLACE DE LA BIODIVERSITÉ
- Plantation dense et diversifiée
- Voies éducatives
- Aire de jeux libres

LE PARVIS
- Stationnement pour vélos
- Connexion canal / piste cyclable
- Zone partagée

LE COEUR NOURRICIER
- Jardins communautaires
- Verger
- Tables communes

LE JARDIN DES POLLINISEURS
- Permaculture
- plantation de type prairie

LA PLACE HISTORIQUE
- Mise en valeur des vestiges du moulin
- Seuil partagé cyclistes / piétons
- Bande végétalisée longeant la rampe

LE SOUK DES FESTIVITÉS
- Kiosques extérieurs
- Terrasses avec mobilier amovible

LA COEUR ACTIVE
- Panier de basketball
- Petits équipements de jeux pour enfants
- Entraînement et escalade
ACCESSIBLE COMMONS
THE FUTURE IS NOW
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Thank you!

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