

Press release

## **PROPEL BY MIPIM: SUSTAINABILITY AND QUALITY OF LIFE AT THE HEART OF PROPERTY INNOVATION**

**These companies will be exhibiting at Propel by MIPIM: Métropole du Grand Paris, Paris & Co, E.ON, Saint Gobain, Schneider Electric, ArcelorMittal and numerous startups**

**Paris, 6 July, 2020** – Trending strongly at Propel by MIPIM this year, sustainability and quality of life are two aspirations among city-dwellers that the health crisis has underscored recently by calling our lifestyles into question. From biodiversity, energy saving, and vegetalisation to making it easier for users to buy, rent, build, and manage real estate, the exhibitors at Propel by MIPIM will all be proposing solutions tailored to current user preoccupations.

Organized by Reed MIDEM, Propel by MIPIM will be the flagship event of La Week on September 14 and 15. It will take place at the CENTQUATRE in Paris, bringing together the leaders in property, technology and public authorities on the theme of innovation. There will also be an exhibition area, conferences and networking opportunities.

The diversity of innovations proposed by Propel by MIPIM exhibitors as a response to the challenge of sustainability is the key attraction of this event, which brings together both international companies and startups. Innovation is also a central topic among public authorities, with Métropole du Grand Paris attending Propel as an exhibitor along with the incubator Paris & Co. Investors and asset managers will also be present in the exhibition area with Keys AM (France) and PI Labs (UK).

### **Reducing environmental impact**

Innovating to reduce environmental impact is driving companies such as [Accenta](#) (France), which proposes to use renewable energy produced in summer to heat buildings in winter, and [Schneider Electric](#), which uses automation and digitalization to manage energy consumption in a more controlled manner. [BeeOdiversity](#) (Belgium) is developing projects combining bee engineering, technology and the involvement of all stakeholders, while [Up4Green](#) offers expertise in integrating plant life into property projects and the energy company [E.ON](#) (Germany) focuses on smart grids and customer solutions to drive the energy transition in Europe, including major projects such as Citigen in London.

### **Intelligent materials**

Saint Gobain will be exhibiting its new [SageGlass®](#) glazing, which is electronically tinted to adapt to a building's sunlight and ambient temperature. This improves the comfort and

well-being of the occupants while considerably reducing the amount of energy consumed for air conditioning, heating and lighting.

Another international exhibitor, ArcelorMittal will present [Steligence®](#), a radically new concept for using steel in construction to create a more sustainable life cycle for buildings and make them easier to assemble and potentially dismantle.

### **Flexibility, simplicity and comfort**

Making life easier for users is the ambition of [Cubicasa](#) (Finland) which helps design a detailed plan of a residential or office space simply using a smartphone. [Welcomr](#) (France) offers a dematerialized and secure solution for managing remote access to a space or a building. While [Roomhero](#) (Germany) will design and fit out homes and offices using a fully online process.

Several conference sessions at **Paris Real Estate Week**, which includes Propel by MIPIM, will be dedicated to the themes of sustainability and quality of life at work:

#### **Monday, 14 September**

- 10.15 - 10.45 : Change management in action
- 10.45 - 11.30: Why people are the real driving force behind innovation
- 14.30 - 15.00: When real estate is committed to a greener future

#### **Tuesday, 15 September**

- 10.00 - 11.15: Design thinking: circular and collaborative economy
- 13.00 - 13.45: Climate change risks management: new approaches and opportunities
- 15.30 - 16.15: The urban mobility equation: challenge and solutions

#### **Wednesday, 16 September**

- 09.00 - 09.45: Evaluating environmental risks, a scientific approach
- 14.45 - 15.30: Climate emergency: time for a radical change

"This year again, Propel by MIPIM will engage in discussions and suggest solutions which have never before been so relevant. At the end of a major period of uncertainty and questioning, we are pleased to be able to stage an event that will resonate closely with the issues of the weeks, months and years to come. New talents as well as established companies will have their say in jointly building a better urban environment" says Nicolas Kozubek, Director of Propel.

**More information on Propel by MIPIM on [the website](#).**

**Discover the entire [conference programme of Paris Real Estate Week](#).**

**Follow us on Twitter! @PropelbyMIPIM with the hashtag #PropelbyMIPIM**

***Health & Safety** - Reed MIDEM and Reed Exhibitions are pooling their combined experience to establish a robust programme of advanced measures to ensure all events meet the safety requirements set by the relevant local authorities and the benchmarks established by Reed Exhibitions based on the best practices and experience learned from their 500+ events.*

French Government and public health guidelines are being closely followed. In the coming weeks Reed MIDEM will be issuing guidelines for safely gathering and exhibiting in the Palais des Festivals and other event venues. Measures will cover a wide range of protocols including physical distancing, increased medical facilities, as well as enhanced cleaning, sanitation and hygiene.

**About Propel by MIPIM** - Propel by MIPIM Paris (previously known as MIPIM PropTech Europe) and Propel by MIPIM NYC (previously known as MIPIM PropTech NYC), organized in partnership with MetaProp, are events organized by Reed MIDEM that bring together real estate executives, tech experts, innovators, investors, public authorities and thought leaders to develop new business opportunities, discover projects, share ideas and celebrate creativity in the property and urban development sectors. The Propel by MIPIM events are where the game-changers shape a better built environment. In 2020, Propel by MIPIM Paris will take place on the 14th and 15th of September at the CENTQUATRE and Propel by MIPIM NYC, organized in partnership with MetaProp, will take place on the 9th and 10th of November at the Javits Center. [www.propel-mipim.com](http://www.propel-mipim.com)

**About Reed MIDEM** - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – NYC in partnership with MetaProp, Propel by MIPIM - Paris and Propel by MIPIM - Hong Kong for the tech and real estate industry; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happetite in Milan, and MAPIC India in Mumbai for the retail real estate sector. [www.reedmidem.com](http://www.reedmidem.com)

**About Reed Exhibitions** - Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants. Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. Reed Exhibitions is part of RELX, a global provider of information and analytics for professional and business customers across industries. [www.reedexpo.com](http://www.reedexpo.com)

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