

Ginko is awarded France's "ÉcoQuartier" label: This is the first time the label has been given to an operation developed by a private developer for a public sector client

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Place Jean Cayrol © François-Xavier Lemoine

Tram station © Richard Bonnet

Parc Denis & Eugène Bühler © Richard Bonnet



On 18 December 2014, Sylvia Pinel, France's housing minister, officially awarded Ginko, the Bordeaux Lake neighbourhood, the "ÉcoQuartier" label: an endorsement of Bouygues Immobilier's solid commitment to creating sustainable, attractive urban communities. One year after receiving the 'Committed to label recognition' from the EcoQuartier body, Ginko has today become a perfect example of Bouygues Immobilier's expertise in urban planning and sustainable construction. The comprehensive approach used for

creating Ginko has fashioned an eco-neighbourhood with strong environmental and architectural credentials. As well as proving popular with its own residents, Ginko has also improved links to and from previously isolated neighbourhoods. Furthermore, it promotes soft mobility in the form of a tram network, cycle trails and nature paths. Biodiversity features prominently, and renewable energy has not been forgotten as the neighbourhood has its own wood-fired biomass plant.

Inaugurated in September 2013, the Ginko eco-neighbourhood can be reached by tram in less than 30 minutes from the Bordeaux St-Jean main railway station and in 15 minutes from the city centre. Two tram stops serve the eco-neighbourhood directly. Ginko currently has nearly 2,500 inhabitants, who enjoy the benefits of a 4-5-hectare park, green alleyways and a socially-responsible concierge service. They are also served by convenience stores and public amenities such as the Vaclav Havel school complex and the Sarah Bernhardt community centre.

François Bertière, Chairman and CEO of Bouygues Immobilier, had the following to say: "The granting of the "ÉcoQuartier" label to our symbolic Ginko development is paving the way for new innovative practices for managing towns and cities, with private companies and public authorities working side by side on major urban development projects".

KEY DATES AND FIGURES:

- 2010: construction work begins
- September 2012: the first residents move in; Vaclav Havel school complex opens
- February 2014: the first neighbourhood tram stop opens
- January 2015: over 1,000 units handed over; inhabitants number close to 2,500
- 24 January 2015: the second tram stop, called "40 journaux", opens
- Summer 2015: nursery school inaugurated
- September 2015: "Plein soleil" nursing home opens
- 4.5-hectare park, 1 hectare of nature trails and shared garden projects
- Socially-responsible concierge service
- Convenience stores: bakery, chemist, greengrocer, newsagent, key-cutting service and hairdresser
- Public amenities: community centre, games library, nursery

To find out more about Ginko, go to www.ecoquartier-ginko.fr or find us on [Facebook](#)

About Bouygues Immobilier

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,558 employees at 31 December 2013 and sales of €2,510 million in 2013. With 35 branches in France, two elsewhere in Europe, and one in Morocco, the company has over 50 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction. Bouygues Immobilier was the first property developer in France to achieve ISO 9001 certification. On 1 July 2010, it initiated a systematic approach to obtaining BBC-effinergie® certification for all of its residential properties, more than two and a half years ahead of schedule.

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