

Washington Plaza, Paris

华盛顿广场，巴黎



ABOUT THE BUILDING

Washington Plaza is an office building of 47,097 sq.m (GLA), located 42 rue Washington 75008 Paris, off the "Champs-Élysées" and five minute walk from the "Place de l'Etoile". SFL acquired it in 2000 through a joint venture with Credit Agricole Assurances, and SFL and moved its head office there (1,800 sq.m) in May 2011. The site is under SFL's management.

KEY BREEAM FACTS

The building has been certified BREEAM In-Use International with the following ratings:

- Part 1 - Asset Rating: EXCELLENT 74%
- Part 2 - Building Management: OUTSTANDING 88 %
- Part 3 - Occupier's Management: OUTSTANDING 85 %

大厦信息

华盛顿广场是一栋办公楼，面积为47,097 m²（总租赁面积）。地处42 rue Washington 75008 Paris，临近香榭丽舍大街，步行至Place de l' Etoile仅需5分钟。2000年SFL通过与Credit Agricole Assurances的合营公司将其收购。2011年5月，SFL将其总部迁至该处（1,800 m²）。该大厦现由SFL管理。

关键事实

该建筑已经获得BREEAM IN-USE国际版认证，其评级如下：

- 第1部分-资产评级：优异 74%
- 第2部分-建筑管理：杰出 88%
- 第3部分-使用人的管理：杰出 85%



GREEN STRATEGY

SFL's property portfolio is comprised solely of Paris properties that all have the low-carbon advantage of being within easy reach of public transport, while contributing to urban heritage conservation. This is consistent with SFL's environmental strategy, which is based on the strong belief that offering properties with the market's smallest environmental footprint is a way of demonstrating commitment to ensuring the quality of life for present and future generations.

绿色策略

SFL的资产组合仅由巴黎的房地产组成。其房地产均具有交通便利的低碳优势以及对城市遗产保护的贡献。这与SFL的环境保护策略是一致的。这一切都基于SFL坚定的信仰，即通过提供对环境影响最小的房地产来展示其致力于保证当代和后代生活质量的承诺。

Policy

Reflecting this belief, our environmental strategy is built around certain core objectives:

- Reduce energy and carbon footprint.
- Improve users' well-being and healthfulness and manage risks.
- Re-introduce biodiversity.
- Protect non-renewable resources.
- Reduce and recycle waste.
- Mitigate the impact of redevelopment and renovations.
- Earn certification for the entire portfolio.

To further this ambition, SFL are constantly reinventing the portfolio in response to clients' CSR expectations and their need to comply with both "the Grenelle II" environmental recommendations (French national law made with engagements on ecological and sustainable development issues) and international standards. To this end, renovations are carefully planned to ensure that buildings:

- Have a small carbon footprint and meet the market's highest emissions standards.
- Improve users' health and wellbeing.
- Meet high energy efficiency building standards and comply now with future building HVAC regulations.
- Provide work spaces that meet the criteria and objectives of the Grenelle II and Global Reporting Initiative (GRI/CRESS) international guidelines and the recommendations of the European Public Real Estate Association (EPRA).
- Deliver lasting technical and energy performance.
- Re-introduce biodiversity to the urban landscape.
- Limit the use of non-renewable resources.
- Provide waste sorting and recycling solutions.

政策

作为这种信仰的反映，我们围绕某些核心目标制定环境保护策略：

- 减少能源消耗和碳排放
- 提高用户的幸福和健康程度，并管理风险
- 重新引入生物多样性
- 保护不可再生资源
- 减少和回收废弃物
- 降低再开发和翻修的影响
- 使整个组合获得认证

为了深化该愿景，SFL不断改造其组合以回应客户的期望以及他们对符合《格纳勒格法案二》环保建议（法国针对生态和可持续发展问题制定的国家法律）以及国际标准的需求。为此，翻修均经过精心规划以确保建筑：

- 具有低碳排放并满足市场最高排放标准。
- 提高用户的健康和幸福度
- 满足高能效建筑标准并遵循未来建筑暖通规范
- 提供符合《格纳勒格法案二》的条件和目标，和全球报告倡议组织(GRI/CRESS)国际指南以及欧洲公共房地产协会建议的工作空间
- 带来长期的技术和能源性能提高
- 将生物多样性重新引入城市景观
- 限制不可再生资源的使用
- 提供废弃物分类和回收的解决方案



SFL 100 % certificated

In 2012, SFL decided to seek BREEAM certification for buildings under renovation or in use. It has been integrated in its CSR policy. This ambitious commitment has been met. SFL is proud to be the first real estate company to have implemented a certification process encompassing the entire portfolio:

All buildings undergoing redevelopment are certified BREEAM New Construction/Refurbishment.

All buildings in use are certified BREEAM In-Use International.

Objectives:

Improve the ratings whenever it is possible

No "Pass rating"

Client participation in the process with the BREEAM In-Use Part 3 certification.

SFL's client partners are also being gradually involved in continuous improvement programs, with shared work guidelines for addressing such issues as green leases, environmental addenda, "green" committees, integration into their greenhouse gas emissions reduction plans, certification and training in eco-practices. Such collaboration is designed to share with all stakeholders the soundness of this strategy, which has positioned SFL's portfolio among the best in Europe in terms of the environmental impact of property use by clients. To effectively deploy this strategy, SFL identified in 2011 a number of sustainable development issues requiring priority attention. In 2014, they continued to deploy and add to the policies and enabling tools introduced to track the relevant pre-defined indicators and thereby reduce our environmental footprint.

SFL 100%认证

2012年，SFL决定为改建或使用中的建筑申请BREEAM认证。这已经被纳入其CSR政策。这个承诺现在已经实现。SFL为其成为首家对旗下全部资产组合执行认证的房地产公司而感到自豪。

所有经过再开发的建筑均经过了BREEAM新建/改造认证

所有使用中的建筑均经过了BREEAM IN-USE国际认证

目标：

尽一切可能提高评级

所有评级均高于“合格”水平

客户参与BREEAM IN-USE 第3部分的认证流程

通过共享工作指南以解决诸如绿色租赁、环境保护补充意见、“绿色”委员会、温室气体减排计划、认证和生态实践培训等问题，SFL的客户合伙人也逐渐参与到改善计划中。此协作旨在与所有利益相关方全面分享该策略。这使得SFL的资产在客户使用时环境影响方面成为欧洲最好的典范。为了有效的落实该策略，SFL在2011年确定了一些需要重点关注的可持续发展问题。2014年，他们继续推进，新增政策并启用了用于追踪相关预定指标的工具从而减少对环境的影响。



MAJOR ENVIRONMENTAL FEATURES

Washington Plaza excelled in BREEAM categories such as Health and Wellbeing, Energy and Pollution. With the momentum provided by its BREEAM OUTSTANDING certification, SFL developed a program called "Réinvention du Washington Plaza" with a view to improving its performance. Green spaces, lounge-style spaces, as well as work spaces have been designed to improve access, use and circulation of people, thus creating alternative areas for socializing.

These components contribute highly to the value of the place.

A monitoring system has been deployed to provide precise and detailed measurements of the electrical consumption and this equipment enables the breakdown of consumption by use (IT, lighting, heating/cooling etc).

主要环境特征

华盛顿广场在BREEAM的多个类别均表现出众，如健康和舒适、能源和污染。借着其“杰出”认证的势头，SFL发起了一个名为“Réinvention du Washington Plaza”的活动，为的是提高其性能。绿色空间、休闲风格空间以及工作空间均围绕提高便利性、使用率和人员流动性来设计，从而创造一个便于沟通社交的多样空间。这些组成部分都大大提升了这个空间的价值。

为了提供精确和详细的对电力消耗的数据，安装了一套监控系统。该设备可按用途（IT、照明、供热/制冷等）对电力消耗进行分项计量。



Green wall

The ecological potential of the site has been increased significantly by planting many trees and plants, and creating a spectacular green wall 80 meters long and 7 meters high. Watering green spaces is undertaken by a rainwater harvesting system comprising four 5,000 litre tanks.

绿色植物墙

通过种植大量的树和植物，制作80米长和7米高的绿色植物墙，该地块的生态质量显著增加。绿地的灌溉用水由一个雨水收集系统提供，该系统由4个5,000升的水箱构成。

LESSONS LEARNED AND FUTURE PLANS

The SFL Washington Plaza headquarters building is truly a showcase of SFL's knowhow. SFL aim to share their experience with clients in order to replicate our strategy with other tenants at Washington Plaza (Lagardère Resources), and on other sites (Zurich Insurances on 112 Wagram, Natixis on Rives de Seine). SFL supports its customers in their practices and customs. For this we deploy tools like the employee handbook ("Livret d'accueil"), and have established the ServicesbySFL web application (You can try it on the following link: <http://wp.servicesbysfl.com/>). The company continuously analyse and work to understand the needs and expectations of building users. To help with that, they conduct satisfaction surveys every two years.

经验教训和远景规划

SFL华盛顿广场总部建筑是SFL专项技术的真实展示。SFL旨在与客户分享其经验，以通过华盛顿广场(Lagardère Resources)和其他现场(Zurich Insurances on 112 Wagram, Natixis on Rives de Seine)的其他租户将我们的策略进行复制。SFL可为其客户在实践中提供支持。为此，我们提供诸如职工手册（“Livret d'accueil”）等工具，并建立了ServicesbySFL网页应用（您可以尝试下述连接<http://wp.servicesbysfl.com/>）。本公司不断分析和研究以了解建筑用户的需求和期望。为此，他们还开展了每两年一次的满意度调查。



PROJECT TEAM DETAILS

- Client: SFL Sustainability Team
- Architect: DTACC
- Facility Management: Crédit Agricole Immobilier
- Energy Maintenance: Sodexo Energie et Maintenance (certified ISO 9001)
- BREEAM Assessor: Dalkia (EDF Group)
- BREEAM Auditor: ARP–Astrance

WHAT BENEFITS DOES BREEAM CERTIFICATION OFFER?

“The green value of a building is about more than just energy consumption, it is about how well the building serves its users.” SFL Annual Report 2013. SFL selected BREEAM for the following reasons :

- Worldwide visibility of the certification, in line with the international customers of SFL
- Continuous improvement initiative and action plan
- Promotion of alternative transportation (public transport)
- Fast and responsive : SFL portfolio of certification in one year
- Pragmatic and well thought through
- Economically suitable
- In the present national context, where acknowledgement of architectural and real estate innovation is rare, BREEAM showcases and provided a true understanding of the most avant-garde buildings of world capital cities, such as Washington Plaza in Paris.

项目组信息

- 客户：SFL可持续性小组
- 建筑师：DTACC
- 设施管理：Crédit Agricole Immobilier
- 能源维护：Sodexo Energie et Maintenance (ISO 9001 认证)
- BREEAM 评估人：Dalkia (EDF 集团)
- BREEAM 审核人：ARP – Astrance

BREEAM 认证有什么益处？

“建筑的绿色价值远不止是关于能源消耗，而是关于建筑为其使用者提供的服务怎样。” SFL 2013 年度报告。SFL 选择 BREEAM 的原因如下：

- 世界知名认证，符合 SFL 的国际客户的需求
- 持续改善计划和行动方案
- 替代交通（公共交通）的推广
- 反应迅速：SFL 组合的认证一年内完成
- 全面、切实、深入的考虑
- 经济适用性
- 在现有国内环境下，对建筑和房地产创新的认可十分少，BREEAM 的范例体现了对世界资本城市最前卫建筑的理解，正如位于巴黎的华盛顿广场。

FINAL THOUGHTS

Future value creation was supported by an investment of €18 million in the project “Réinvention du Washington Plaza”, which is intended to transform the image and functionality of this complex and turn it into one of the most attractive asset of the Paris Central Business District. The design of this was led by DTACC. In order to encourage innovation and creativity, this building is an open office (a space to inspire, meet, listen and connect), a quiet office (a space to express, reflect, create and concentrate), and a social office (a place to gather, cooperate, live and create meaning), all at the same time.

Laurent PEDO, Managing Director Misys France says: “Washington Plaza has proved to be a good compromise between accessibility, particularly for the majority of our employees who are based in western Paris, a prestigious address that we share with some of our clients, organizational efficiency, and the potential to absorb future growth. Now that we have been here for several months, I consider that it is a real success. We felt that SFL was seeking to move upmarket and add value to its portfolio. I would not have signed for nine years if I hadn't been convinced by this strategy of investing in quality. There is enormous value in having everyone in the same space; I only have good things to say about the relocation. Although I cannot quantify it, there is no doubt that both productivity and employee well-being have increased. Feedback from our clients is also very positive and contributes to our excellent brand image. I can safely say that this has been a successful choice and that the return on investment is already tangible.”

结语

对投资金额达1,800万欧元的” Réinvention du Washington Plaza “项目为未来价值创造提供了支持。该项目旨在对该综合大楼的外观和功能进行改造，并将其变成巴黎中心商业区最具吸引力的资产。该项目由DTACC设计。为了鼓励创新和创造，该建筑是一栋开放式办公楼（一个寻找灵感、会谈、聆听和交流的空间），也是一栋安静的办公楼（一个表达、反映、创造和关注的空间），同时更是一栋社交办公楼（一个聚集、合作、生活和创造意义的地方）。

Laurent PEDO，Misys France的总经理说到：“华盛顿广场是综合考虑交通便利性、组织效率和未来发展潜能的优质项目，特别是对于我们大部分生活在巴黎西部的员工来说，这是一个我们与客户分享的重要地方。现在我们已入驻几个月，我认为这是一次真正的成功。我觉得SFL是想转向高端市场并为其资产增值。如果不是被投资质量的策略征服，我不可能在九年前签字。将所有人聚在一个空间是可以创造巨大价值的。我只知道这次迁址有很多好处。虽然我不能将其量化，但毫无疑问，公司的生产力和员工幸福度都提高了。来自我们客户的反馈非常积极，并为我们塑造了极好的品牌形象。我可以保守的说，这是一次成功的选择，投资的回报也已经是显而易见的。”



Further details on the BREEAM criteria can be found in the relevant scheme manuals. Copies of the manuals can be downloaded free of charge from www.breeam.com



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