

PRESS RELEASE

Paris, October 3, 2024, 7:30 a.m.

Construction begins on the second phase of La Plateforme A conversion/construction project to create a 25,000-sq.m digital campus designed as a 'learning village' in Marseille

Following a demolition and remediation phase at the beginning of the year, construction started on the La Plateforme Campus in Marseille's Euroméditerranée business district in early July, with earthworks completed at the end of September.

Co-founded by entrepreneur Cyril Zimmermann, La Plateforme is a digital and new technology school backed by a number of Marseille-based companies that are members of the Top 20 Club as well as investors such as Aplus Finances and Frojal Education.

This new Campus is sponsored by Meridiam and the co-investment fund of France's urban renewal agency ANRU as well as being supported by Banque des Territoires and Crédit Agricole Alpes Provence. It is unique not only for its size but also for what this higher education institution offers, namely a wide range of IT courses (web, cybersecurity, AI, digital imaging) for bachelor's and master's students.

These courses will be open to all, with no age or diploma requirements for admission, and will offer free tuition to students under a work-study programme (known as a 'sandwich course' in the UK and 'co-op' in the US). La Plateforme aims to accommodate 3,000 students on its campus and welcome young people for cultural and digital awareness activities by the end of 2026.



Credits: Encore Heureux

In addition, social landlord UNICIL has chosen to finance the construction of an adjoining student residence to accommodate students from the campus and other higher education institutions in Marseille.

As a developer chosen for the campus and student residence, Icade considers this project to be fully in line with its 'ReShapE' strategy of building the city of 2050 through large-scale mixed-use projects. It represents revenue of €53 million.

Transforming a former industrial site into a digital campus

In May 2022, La Plateforme and its partners selected Icade to assist in developing its future campus, alongside the Encore Heureux architectural firm and Atelier Kristell Filotico as project manager, with the support of the EPAEM Euroméditerranée urban planning agency. The required permits were obtained one year later and work began on this former port area in Marseille's 15th arrondissement, in the heart of the new Littoral development zone in Euroméditerranée. An additional tram stop will be built close to the campus in 2025.

The 25,000-sq.m La Plateforme Campus has two sections:

1. The six buildings, covering just over 18,000 sq.m of floor space, will house:
 - La Plateforme and other partner schools
 - cultural spaces (cinema, auditorium, exhibition and cultural mediation areas, etc.)
 - local shops and socially responsible services (incubator dedicated to associations, socially responsible grocery shop, café, restaurant, repair and craft workshops, etc.)
 - a cooking school
 - a sports field
 - 33 underground parking spaces

2. Icade and La Plateforme have designed a nearly 5,300-sq.m student residence totalling 220 beds in 175 dorm rooms.

La Plateforme Campus: a "learning village" designed to be energy efficient and environmentally friendly

A company with a social purpose (*'société à mission'*), La Plateforme aims to promote economic and social development through innovations in training, culture and education. Enrolment in the school has risen rapidly with almost 1,000 students attending in September 2024 (five years after its founding) and 3,000 expected in 2026. This led La Plateforme to imagine a Campus that would be able to accommodate its learning community as well as being a place of culture accessible to the general public.

As such, this higher education institution had to draw up a proposal that took the outside community into consideration. A digital centre of excellence needs to be anchored in and open to culture to help people better understand this technology. In order to educate and serve both students and the surrounding community, a place was needed that they could call their own in a close, caring environment.

La Plateforme Campus: a high-impact, inclusive project in a port area undergoing redevelopment

This new La Plateforme Campus has been designed and developed by its partners to be exemplary in terms of its economic, social, urban and environmental impact. It reflects their commitment to low-carbon conversion and construction projects. Four of the six buildings on the campus are being converted from former industrial buildings, thereby reducing the project's overall carbon footprint. The other two buildings are being rebuilt.

Three of the converted buildings aim to obtain 2015 BREEAM RFO certification with a Very Good rating, with the two new buildings targeting 2016 BREEAM NC certification with a Very Good rating. Materials recovered from the demolition of the two buildings will be reused both on- and off-site.

For example, flat roof tiles from the demolished buildings will be used on the future student residence to be built near the site. Any damaged tiles will be used as mulch in the Mediterranean garden. Other examples include benches made from wooden beams from the frame of a demolished building and bicycle racks made from an old metal frame.

Preserving biodiversity is also central to the project. As such, the site will have even more green space than before, with 1,600 sq.m of vegetation being added in the centre of the block. These green spaces and walkways will also be landscaped using recycled materials, providing places to relax and enjoy the outdoors.

This project also illustrates Icade's expertise in terms of accessibility and inclusion, as all the buildings will be accessible to people with limited mobility.

It is thus in line with what Euroméditerranée expects from a sustainable Mediterranean city.

PARTICIPANTS:

- **Project owner:** Société du Développement du Campus de la Plateforme
- **Property developer:** ICADE
- **Investors:** Meridiam, ANRU, Banque des Territoires, Crédit Agricole Alpes Provence
- **Architect / Project Manager:** ENCORE HEUREUX, ATELIER KRISTEL FILOTICO
- **HQE certification consultant:** EODD
- **Inspection company / Health & Safety Coordinator (CSPS):** QUALICONSULT
- **Materials reuse consultant:** Cycle UP
- **Construction contractors:** BEC CONSTRUCTION PROVENCE (buildings) / INTERTRAVAUX (excavation/remediation) / PAYSAGES MEDITERRANEEN (green spaces/civil engineering)

About MERIDIAM

Meridiam was founded in 2005 by Thierry Déau based on the belief that aligning public and private sector interests can provide critical solutions to the collective needs of communities. Meridiam is an independent investment Benefit Corporation and an asset manager. The firm specializes in the development, financing, and long-term management of sustainable public infrastructure in three core sectors: sustainable mobility, critical public services and innovative low carbon solutions. With offices in Addis Ababa, Amman, Dakar, Istanbul, Johannesburg, Libreville, Luxembourg, New York, Paris, Vienna and Washington, Meridiam manages over US\$22 billion and more than 125 projects to date. Meridiam is certified ISO 9001: 2015, Advanced Sustainability Rating by VigeoEiris (Moody's), ISO 37001 Anti-Corruption certification by AFNOR and applies a unique methodology in relation to ESG and impact based on the United Nations Sustainable Development Goals (SDGs).

ABOUT ANRU'S CO-INVESTMENT FUND

The co-investment fund of France's urban renewal agency ANRU is working towards meeting the 'Sustainable and inclusive city' objective of the France 2030 investment plan by contributing to the economic development of the 1,514 priority neighbourhoods identified by the French government.

This fund allows the government to co-invest, alongside private sector partners, in property projects with a strong social and economic impact which meet strict environmental criteria. It supports job creation, the emergence of new services and the expansion of a more diverse business ecosystem in priority neighbourhoods. Its aim is to improve the lives of local residents and make the neighbourhoods more appealing.

ABOUT LA PLATEFORME

La Plateforme is a digital and new technology school co-founded with the Top 20 Club which brings together the major companies in the Aix-Marseille metropolitan area. The school is open to all, with no age or diploma requirements for admission, and offers free tuition to students under a work-study programme (known as a 'sandwich course' in the UK and 'co-op' in the US).

La Plateforme also aims to promote interest in the digital professions through its TUMO and Cyberpark after-school programs aimed at young people.

laplateforme.io

About ICADE

Icade is a full-service real estate company with expertise in both property investment (portfolio worth €6.6bn as of 06/30/2024 – 100% + Group share of joint ventures) and property development (2023 economic revenue of €1.3bn) that operates throughout France. Icade has forged long-term partnerships to respond to emerging trends in the industry. It has made climate issues and the preservation of biodiversity central to its business model to reinvent real estate and contribute to more sustainable cities. It is listed as an "SIIC" on Euronext Paris and its leading shareholder is the Caisse des Dépôts Group.

The text of this press release is available on the Icade website: www.icable.fr/en

About EUROMÉDITERRANÉE

Since 1995, the EPAEM Euroméditerranée urban planning agency has been a key player in transforming Marseille and the Aix-Marseille-Provence metropolitan area.

As an urban planner, EPAEM designs, develops and builds sustainable Mediterranean cities in the Aix-Marseille-Provence metropolitan area.

Designated an 'EcoCité' since 2009, the 480-hectare Euroméditerranée project in Marseille is a veritable testing ground for innovative solutions, services and systems that will become an integral part of the city of tomorrow.

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