

ESPI INTERNATIONAL REAL ESTATE CONFERENCE 2024

S16: Sustainable real estate

Abstract:

Sustainable real estate and socio-spatial inequalities: quantifying the impact of ‘ÉcoQuartiers’ on segregation dynamics in the Paris Metropolitan Region

In the context of climate change, the residential production has increasingly faced the imperative of ecological transition and sustainability. This has led, in France, to the development of eco-neighbourhoods, encouraged by national policies. Since 2012, a state label ‘ÉcoQuartier’ has been institutionalized, rewarding exemplary eco-projects following twenty commitments. Proving its success, more than 500 operations have been labelled as ‘ÉcoQuartier’ in France. However, studies have pointed out the effects of green labelling on socio-economic inequalities, resulting in land value appreciation, or ‘green premium’ (Machline *et al.*, 2020), and filtered access to this market for certain households (Valegeas, 2016; Piganiol, 2021). Therefore, ‘ÉcoQuartiers’ could lead to increased socio-spatial disparities in access to more sustainable housing. While research has studied this issue primarily using qualitative methodologies, quantified evidence is lacking to highlight the dynamics of this particular housing market.

Thus, the purpose of this contribution is to explore the hypothesis of green segregation in French ‘ÉcoQuartiers’ through quantitative methods, drawing on the works of land and real estate market geography (Le Goix *et al.*, 2021), crossed with ecourbanism and housing studies. We focus on the case study of the Paris metropolitan region, using a database on ‘ÉcoQuartiers’ combined with two main datasets: real estate transaction data (BIEN, Chambre des Notaires) and census files (RP, Insee). We investigate this residential production through its financing, housing typology, operators and investors. Transaction data help characterize buying households, revealing two main profiles: a patrimonial class investing, and an underclass of purchasers. Census data specify the socio-demographic change induced over a decade at a fine geographic scale (IRIS). This demonstrates different access to ownership in green neighbourhoods, and shows how it can lead to contrasting and more nuanced segregation dynamics.

[280 words]

Bibliography:

Le Goix, R., Casanova Enault, L., Bonneval, L., *et al.* (2021). ‘Housing (In)Equity and the Spatial Dynamics of Homeownership in France: A Research Agenda’, *Tijdschrift Voor Economische En Sociale Geografie*, 112(1), pp. 62–80. <https://doi.org/10.1111/tesg.12460>

Machline, E., Pearlmutter, D., Schwartz, M., & Pech, P. (2020). *Green Neighbourhoods and Ecogentrification: A Tale of Two Countries*, Springer International Publishing. <https://doi.org/10.1007/978-3-030-38036-6>

Piganiol, M. (2021). ‘Le charme discret de la mixité. Comment attirer des ménages bourgeois dans les écoquartiers’, *Actes de la recherche en sciences sociales*, 238(3), pp. 56–81. <https://doi.org/10.3917/arss.238.0056>

Valegeas, F. (2016). ‘Les quartiers durables français à l’épreuve de la mixité sociale: De la diversité de l’habitat aux normes d’habiter écologiques’, *Lien social et Politiques*, 77, pp. 62–84. <https://doi.org/10.7202/1037902ar>