

Gecina launches "The Urban", its new podcast on urban lifestyles and tomorrow's city

To share its key stakes, Gecina is continuing to move into podcast media with the launch of "The Urban", a series of groundbreaking talk shows on urban lifestyles and tomorrow's city.



What could be done to interest stakeholders, clients, employees, influencers in the issues that are central to Gecina's strategic way of thinking today? To answer this question, Gecina has chosen to develop its own podcast, a popular and demanding format.

["The Urban"](#) invites listeners to get to the heart of cross-cutting issues, some of which look beyond Gecina's economic rationale.

Four talk shows engaging dialogue and building a close relationship

This year, Gecina has chosen to create its podcasts based on a radio talk show format, lasting 25 to 35 minutes, inviting leading external guests and stakeholders from within Gecina. Renowned climatologists, business leaders, investors, architects and experts are brought together around four core themes: forms of mobility, office real estate, proptech and the global phenomenon of metropolitanization.

The conversations are moderated by the journalists Marie Misset (presenter of the "Vieille Branche" podcast produced by Nouvelles Ecoutes) and Marjorie Paillon (presenter of Tech 24 on France24).

Episode #1 "Extending the field of mobility" (in French) with:

- Joël Hazan, Partner, Managing Director and researcher with the Bruce Henderson Institute, the Boston Consulting Group's (BCG) strategic think-tank
- Anne de Bagneux, Director of Strategy and Transformation with the Transdev group
- Sabine Desnault, Gecina's Executive Director R&D, Innovation and CSR.

Episode #2 "My office and I, and you and us" (in French) with:

- Julien Eymeri, co-founder of Quartier Libre
- Sylvain Fortier, Chief Investment and Innovation Officer at Ivanhoé Cambridge, Director of Gecina
- Valérie Britay, Gecina's Executive Director Offices

Episode #3 “PropTech’ you said?” (in English) with:

- Brendan Wallace, co-founder and Managing Partner of Fifth Wall
- Stéphane Villecroze, Managing Partner and founder of Demeter Partners
- Thibault Ancely, Gecina’s Executive Director, Investment & Development

Episode #4 “Climate change and Inclusiveness at the age of Metropolitanization” (in English) with:

- Carlo Ratti, Director of MIT’s Senseable City Lab
- Jean Jouzel, Climatologist and Nobel Laureate with the Intergovernmental Panel on Climate Change (IPCC)
- Méka Brunel, Gecina’s CEO

The Urban, following on from the deployment of YouFirst

“Gecina launched its relationship brand YouFirst, focused on the needs of urbanites, in 2018. Creating “The Urban” means creating a media that connects us to YouFirst’s natural audience. The quality of the exchanges and reflections made possible by the podcast, guided by the voices of our presenters and guests, develops a proximity that must become increasingly central to our relationship with our customers and stakeholders”, explains Julien Landfried, Executive Director Communications and Public Affairs.

This communications initiative is being rolled out with the Ausha solution, distributing it across all listening platforms. “The Urban” will also be the first native business podcast announced with a campaign for listeners of two new reference podcasts : “La Story” by *Les Echos* and “Code Source” by *Le Parisien*.

“The Urban” is available from June 19 on all podcast platforms - [Apple Podcasts](#), [Spotify](#), Majelan, Podcast Addict, [Google Podcasts](#), [Deezer](#), [Soundcloud](#), [Stitcher](#) and [TuneIn](#) – and on theurban.gecina.fr.

Editor-in-chief: Gecina

Production: HRCLS

Journalists: Marie Misset and Marjorie Paillon

Consulting and coordination: Havas Paris

Gecina, at the heart of urban life

Gecina owns, manages and develops property holdings worth 19.3 billion euros at end-2018. As a specialist for centrality and uses, the Group is building its business around Europe’s leading office portfolio, with nearly 97% located in the Paris Region, and a diversification division with residential assets and student residences. Gecina has put sustainable innovation at the heart of its strategy to create value and anticipate the expectations of around 100,000 customers and end users, thanks to the dedication and expertise of its staff, who are committed to an understated, fluid and inclusive city. To offer its customers high-quality services and support their changing needs, Gecina has launched YouFirst, its relationship-focused brand.

Gecina is a French real estate investment trust (SIIC) listed on Euronext Paris, and is part of the SBF 120, CAC Next 20, CAC Large 60, Euronext 100, FTSE4Good, DJSI Europe and World, Stoxx Global ESG Leaders and Vigeo indices. In line with its commitments to the community, Gecina has created a company foundation, which is focused on protecting the environment and supporting all forms of disability.

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