

SBM LIFE SCIENCE PARTNER OF THE FIRST EDITION OF THE PARIS ROOFTOP DAYS

Ecully, 29 August 2023 - The Paris Rooftop Days will be held from 8 to 10 September. The aim? To showcase the potential of Parisian rooftops, which count for around 30% of the city's horizontal surface area*, to the general public, construction professionals and elected representatives in charge of urban policies.

This is an opportunity for SBM Life Science, whose vision is to reconnect people with nature, to get involved in this event and to promote the greening of rooftops in urban spaces, which fosters social links and well-being while having a positive environmental impact.

Organized by the CSFE (Chambre syndicale française de l'étanchéité), Adivet (Association des Toitures et Façades Végétales) and the start-up Roofscapes, the Paris Rooftop Days, which are due to be repeated every year, will be held in two parts:

- the day of 8 September, reserved for professionals and institutional representatives, will be held on the rooftop of the headquarters of Onepoint, a company specializing in the digital transformation of businesses and organizations. On this occasion, Alexandre Simmler, CEO of SBM Life Science, will speak about SBM's commitment in the presence of guests from the economic, associative and public sectors.

- Over the weekend of 9 and 10 September, events will be organized for the general public on various Parisian rooftops to promote greening and urban agriculture. On the program: visits to green roofs and their vegetable patches, open-air sports, artistic performances, panoramic tours, etc.



As part of these events, Denis Jardel, Technical Director of [SBM Life Science France](#), and Marie de Conihout, co-founder of Lyon-based design composter start-up [Ceercle](#), will be co-hosting a vegetable gardening and balcony composting workshop all day on 10 September at Nature Urbaine, Europe's largest rooftop urban farm, located at Porte de Versailles.

In this 14,000 m² space, where fruit, vegetables and herbs are grown for local restaurants and hotels, as well as a space for renting a vegetable patch, they will be offering visitors



invaluable advice on responsible urban vegetable gardening and indoor and outdoor composting.

This advice can also be found on Seezon.co, a fun, educational website launched by SBM Life Science for all amateur gardeners looking for help on how to better prepare, feed, protect and embellish their plants, as well as on the Ceercle website.

"The Paris Rooftop Days are a unique opportunity for city dwellers to discover the benefits of green roofs and explore the possibilities offered by this 'fifth façade' of urban buildings. The initiative is part of a wider trend towards urban greening, which is gaining in popularity in many European cities. At SBM Life Science, we want to contribute to this approach, which not only helps city dwellers to reconnect with nature, but also helps to recreate social links between people, while having a positive impact on urban climate and biodiversity."

Alexandre Simmler, Managing Director SBM Life Science

* Source: *Roofscapes*

The Paris Rooftop Days
program can be found on the
event website:
<https://parisrooftopdays.com/>

EVENT ORGANIZERS AND PARTNERS :



ABOUT SBM LIFE SCIENCE



SBM Life Science responds to everyone's need to reconnect with nature by putting plants at the heart of our lives.

SBM Life Science is the Home & Garden subsidiary of SBM Company, a French group of nearly 1,000 employees in 31 countries worldwide. SBM was created almost 30 years ago, is 100% independent and family-owned, and is present in a unique way in Europe and North America on the amateur and professional market.

SBM offers its customers and consumers innovative and responsible solutions and services for their plants, gardens and living spaces. The company boasts a full range of products for the protection, care and nutrition of plants, seeds, soil, and lawn seeds, as well as pest and mosquito control solutions. Ultimately, SBM meets the needs of consumers: to nourish, beautify, maintain, and defend.



SBM Life Science has deployed several flagship brands in Europe: Protect Home®, Protect Garden®, Solabiol® and Biogents, a pioneer in natural products in France since 2001. Other successful local brands complete the offer in each European country, such as NutriOne®, Phostrogen® and Stroller®.

In North America, SBM Life Science is a key player in innovation in the garden market and is positioned alongside flagship brands such as BioAdvanced® and Natria®, one of the leading organic brands.

In 2022, SBM Life Science was awarded the Great Place To Work® certification in Europe, which echoes that obtained in the United States in 2021. In France, as part of the JardinPlus® 2022 Trophies, SBM Life Science was elected Supplier of the Year by Purchasing decision-makers from the retail sector.

For more information, please visit our web site <https://sbm-company.com/>

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