

## SRI label

### First certificates for real estate investment funds

#### Novaxia Investissement, Norma Capital and BNP Paribas REIM

**AFNOR Certification issues the first French certificates of the ISR label as revisited this summer by DG Trésor and entered into force on October 23. Three certificates were presented today to three portfolio management companies: Novaxia Investissement, Norma Capital and BNP Paribas REIM.**

Accredited by Cofrac to issue the [ISR label](#)<sup>[1]</sup>, AFNOR Certification has mobilized to meet the expectations of leading companies to obtain the new label on real estate ISR management.

Are concerned :

- the SCPI NEO of Novaxia Investissement;
- the OPCI of BNP Paribas Diversipierre of BNP Paribas REIM;
- the SCPI Fair Invest of Norma Capital.



Launched at the end of 2015 by public authorities, the ISR label allows investors to easily identify savings and investment products which seek to reconcile financial and extra-financial performance by taking into account ESG criteria (environmental, social and governance) in their investment and management processes.

The new version of the ISR label, which came into force on October 23, is part of a growing ISR market, increasingly regulated by European regulations. To meet the demands of real estate asset managers, this revisited framework clarifies the contours of ISR management in real estate and adapts to its specificities. The main challenge being the improvement of the existing park to achieve climatic and ecological objectives.

Funds investing in the most modern and efficient buildings, but also those improving the ESG performance of the buildings in the portfolio, are eligible for the ISR label. Eight reporting indicators must therefore be published by [candidates for the label](#).

---

Mobilized since the launch of the ISR label, AFNOR Certification is amplifying its action in favor of green and responsible finance, to support organizations towards sustainable development of their activities.

