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## Press Release

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Issy-les-Moulineaux, 20 March 2024

**Green PRAXIS has raised € 1.4 million from Open CNP and AFI Ventures to help operators and infrastructure owners manage their land sustainably**

**Green PRAXIS, a start-up that supports operators and infrastructure owners in the multidimensional management of natural assets thanks in particular to AI, has announced a seed fundraising with Open CNP, the CNP Assurances Corporate Venture fund, AFI Ventures, the Ventech early-stage impact fund, and historical investors. This fundraising will enable the Marseille-based company to take on a new dimension in France and Europe.**

Faced with the many current climate challenges, operators and owners of infrastructure and forests must find a better balance between ecology and economy in their design and operation. Nature – coupled with technology and AI – offers many solutions to address these challenges.

Green PRAXIS offers a service combining expertise and a platform for modelling large-scale nature-based solutions (NbS). The company optimizes the management of natural assets and human infrastructure based on four key dimensions: risk management, cost optimization, biodiversity and carbon footprint. Coupled with the expertise of a team of scientists, it gives decision-makers the means to develop scenarios and adopt optimised strategies.

### **Fundraising to roll out Green PRAXIS in France and Europe**

This fundraising will enable the team to cover a greater number of use cases and accelerate the deployment of the platform in France and Europe.

For Martin Guillaume, Chairman of Green PRAXIS: *"Climate and ecological change is unprecedented in the history of humanity. Environmental engineering combined with data science, modelling and AI is a valuable complement to expert judgement. With our platform, major land operators can better manage their risks and reduce their costs while limiting their impact on biodiversity."*

For Alexandra Pailhes, CEO of Open CNP, the CNP Assurances Corporate Venture fund: *"A responsible investor, infrastructure holder and leading private owner of forests in France, CNP Assurances is proud to support the development of Green PRAXIS in France and Europe via Open CNP, its Corporate Venture fund. The solutions offered by this French start-up are innovative – with an original method for measuring biodiversity by acoustic analysis – and fully in line with our raison d'être for a sustainable society."*

For Charles Fourault, Partner at AFI Ventures: *"The nature-based approach, coupled with technology and AI, won us over at AFI Ventures. Green Praxis defines a new way of thinking about land management and puts an end to the dogma of all things mechanical and chemical. They are in the process of convincing the major infrastructure operator groups and this is very interesting for the future of our natural spaces and our biodiversity."*

Green PRAXIS will be present at the Change NOW trade show at the "RISING STAR" stand in Paris from 25 to 27 March 2024.

## About Green PRAXIS

Green PRAXIS offers data and science-based solutions to sustainably manage natural and human assets. Thanks to our experts, tools and models, organisations that operate infrastructure (transport networks, energy facilities, cities) can reduce both their costs and their impact on the environment. The four areas we model are biodiversity, carbon footprint, costs and risks. [www.greenpraxis.com](http://www.greenpraxis.com)

## About CNP Assurances

Present in 19 countries around the world, the CNP Assurances group is a leading player in the insurance industry with more than 7,000 employees and net profit of €1.550 billion in 2023 (IFRS 17). A subsidiary of La Banque Postale, CNP Assurances is a member of the major public financial group. In France, CNP Assurances is No. 1 in property loan insurance, No. 2 in life insurance\* and, in 2023, will have integrated the property insurance activities of La Banque Postale, making it a comprehensive insurer of property and persons.

It is the 5<sup>th</sup> largest insurer in Europe, particularly in Italy. In Brazil, the Group's 2<sup>nd</sup> largest market after France, it is the No. 3 insurer in savings/pensions and borrower insurance. With its multi-partner model, its solutions are distributed as part of long-term strategic partnerships, or as part of an "open" model. In total, more than 36 million people worldwide are insured by CNP Assurances for personal risk/protection and 14 million for savings and pensions. CNP Assurances is a responsible insurer and investor (€400 billion invested in all sectors of the economy). It works to promote an inclusive and sustainable society by providing solutions that protect and facilitate all life journeys for as many people as possible.

*\*France Assureurs 2022 key data.*

## About AFI Ventures

AFI Ventures is a seed and pre-seed fund that supports impact startups focusing on environmental and social issues. Managed by Ventech and endowed with €31 million, AFI Ventures is committed to supporting the emergence and scaling up of entrepreneurs at the intersection of "for profit" and "for good" and developing, in France and Europe, fairer and more sustainable solutions for all sectors of the economy. [allianceforimpact.com/fr/afi-ventures/](http://allianceforimpact.com/fr/afi-ventures/)

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