



## Press release

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*Romande Energie continues to expand its services to the property industry*

# Romande Energie investing in start-up Popety.io to strengthen data-processing activities

**As a major force for decarbonisation in Western Switzerland, the Romande Energie Group continues to expand its services to the property industry by investing in Popety.io, a start-up active in the area of property prospecting. This investment will add an extra dimension to Romande Energie's BRM (Building Relationship Management) tool launched in March 2023, which leverages data to help drive renovations in the building stock.**

The rate of renovation for Switzerland's buildings needs to increase dramatically if society is intent on meeting the targets set out in the Energy Strategy 2050 and the Climate Act, which was recently approved by popular referendum. Since between 30% and 40% of greenhouse gas emissions stem from buildings, owners must find meaningful ways to identify what needs to be done and when, with the aim of achieving energy efficiency for every building renovated. Switzerland has hundreds of thousands of buildings that need to be brought up to standard.

## Romande Energie's property services growing strongly

As a major force for decarbonisation, Romande Energie is able to help both residential and commercial customers transition away from fossil fuels. To do this, it has developed the BRM tool to analyse the renovation potential of Switzerland's building stock and plan the work. Data analysis is essential at the current stage in order to make a significant impact on this segment of the property market.

## Data powering the clean energy transition

By investing in Popety.io, a start-up founded in 2019 and based in Plan-les-Ouates (Geneva), Romande Energie is demonstrating the benefits of a data-driven approach. A previous collaboration between Romande Energie and Popety.io resulted in an accurate, detailed map of the existing district heating assets in Switzerland that still have capacity for additional building connections. By investing in this up-and-coming force in data-based property prospecting, Romande Energie is strengthening this business relationship and thereby taking a useful step towards reducing the carbon intensity of the building stock in Western Switzerland.

## Collaboration and investment

Romande Energie SA is acquiring a 6.45% interest in Popety.io, whose founding investors include Vaudoise Assurances, as part of the Group's policy to partner with and support start-ups. Romande Energie Ventures analyses the market on behalf of the Group and invests in start-ups working towards the same goal of reducing carbon intensity in Western Switzerland.



“We’re convinced that data will make reducing building-related carbon emissions easier,” says Géraud de Laval, who oversees Strategy & Innovation – Property at Romande Energie Ventures. “We’re delighted to be moving forward with Popety.io.”

“We’re very excited about this new equity partnership, which will allow us to leverage the expertise of a sustainability-focused energy company like Romande Energie. This will in turn accelerate the renovation of the building stock as we move into our next phase as a start-up,” says Thibault Clément, founder and CEO of Popety.io.

## Contact

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## Romande Energie at a glance

The Romande Energie Group is the leading electricity provider in Western Switzerland with services spanning the energy value chain. It offers a wide range of sustainability solutions to help cut carbon emissions, including tailor-made support for the independent production of clean energy as well as products and services that save energy and encourage smarter energy use.

**Romande Energie aims to make Western Switzerland the first region in the country to be ‘net zero’.** It continues to invest heavily in expanding its network of local renewable assets – solar farms, hydropower and biomass plants, its many district heating networks, and its geothermal and wind projects – with an ever-increasing share of renewable energy supplied to its customers.

Romande Energie is committed to being a trustworthy partner in creating a society that respects the environment and people, and in promoting a sustainable local economy. **Helping customers build this sustainable future is its core purpose.**

For more information, visit [romande-energie.ch](https://romande-energie.ch)

## More about Popety.io

Popety.io is a Real Estate Technology Company registered in October 2019 in Geneva providing real estate professionals with innovations and new technological tools that will support their business of tomorrow.

Popety.io develops a platform that leverages Data Science and Artificial Intelligence (AI) to accelerate prospecting and early stage analysis for real estate development.

For more information : [popety.io](https://popety.io)