

bioviva!

BRINGING YOU
GAMES
FULL OF
GOODNESS

for You, for Others,
for the World!



PRESS KIT 2022

OUR MISSION SINCE 1996:



DO GOOD

TO YOURSELF, TO OTHERS,



“Providing playful, positive and benevolent solutions is essential in order to change our relationship with the world and envisage a desirable future for our children and future generations”

Jean-Thierry Winstel
Founding Director
of Bioviva

...TO THE WORLD!

Convinced that respect for the Earth must be part of a global and long-term approach, we have always made sure that our activities have the least possible impact on the environment.

We:

- choose our raw materials carefully (paper, card, wood, inks, dyes, varnishes) as well as their place of origin in order to keep transport distances to a minimum,

Encouraging:

- Personal achievement by conveying the following through our games:
- Notions of companionship, discovery, sharing and fun,
 - Recreational and educational content that's accessible to everyone and allows us to get to grips with issues linked to protecting the environment.

Committed to:

- distributing the greatest number of products whilst guaranteeing the best quality-price-ethics relationship,
- the quality of life and well-being of our working collaborators, for a more human dimension to the company.

- avoid excess packaging in the games' boxes,
- use plant-based inks, cardboard and paper coming from sustainably managed forests.
- create games that are free from petrochemical-derived materials, such as plastics, manufacture in France since 1996.



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THE BIOVIVA ADVENTURE

"BIOVIVA-THE GAME": A SUCCESS STORY FOR MORE



2016
Bioviva is 20 years old: there is still no lack in success for the new version of the game. It takes all the "Star Toy" prizes in the board game category and celebrates the sale of its 200,000th copy!

THAN 25 YEARS



2018
"Bioviva Junior", the version for children aged 5 and upwards wins the "Star Toy" trophy awarded by the media.



3 generations of player!
So, thanks to the innovative teaching methods of the games "Bioviva – The Game" and "Bioviva Junior", three generations of players will have had the pleasure of discovering the planet and its countless riches whilst having fun.



1996

THE ADVENTURE BEGINS

Jean-Thierry Winstel embarks on the mad adventure of designing an educational game, based on Nature of a new and sustainable kind: Bioviva.



1998

FIRST REWARDS

Very soon, the game starts to sell like hotcakes and reap in the benefits: out of 13 competitions, it wins 1st prize 13 times, in France and abroad.



2008

BIRTH OF THE STAR COLLECTION NATURE CHALLENGE®

The team grows and many new games emerge, including the first 3 "Nature Challenge". They have now sold over 3 million copies.



2014

...TODAY, FOR TOMORROW..

Bioviva launches its collection "Help my child to..." heralding the brand's next educational developments for the new generation's achievement.



2016



20 YEARS UNITED!

In 2016, Bioviva celebrated its 20th anniversary! In 2017, Bioviva set itself the challenge of enabling underprivileged children in France and around the world to learn whilst having fun through play (see p. 18).



2019

PUSHING THE LIMITS

2nd Life Cycle Analysis (Nature Challenge coll.) and 2nd Carbon Assessment on the company's activity in order to pursue a clear logic: **eliminate** what is useless, **reduce** what cannot be eliminated, **replace** when alternatives can be found, and **compensate** when you have no other option than to take a plane, for example long distances.



2020

FIRST MISSION-ORIENTED COMPANY IN ITS SECTOR!

Bioviva seals its social commitment and reaffirms its commitments with its new status. (see p. 12).



2021

25 YEARS AND NOT A WRINKLE!

Consumers praise the amusing and educational games as well as the brand's commitments: French production, respecting the environment and a proven commitment to social issues...



BIOVIVA INTERNATIONAL

ÎLO307 in Quebec: the prime example of a long-lasting distribution partnership.

1997



ÎLO307 DISTRIBUTION

The collaboration begins with the first game: Bioviva.

2000



AWARD-WINNING BIOVIVA-THE GAME

Bioviva The Game is awarded the *Seal of Excellence* by the "Protect Yourself" media.

2008



NATURE CHALLENGE REACHES QUEBEC!

From then on they become the bestsellers from the Bioviva range at ÎLO307 in Quebec!

2017

Renaud-Bray

Bioviva's games appear at Renaud-Bray, the biggest chain of French-speaking book shops in North America.

2018



WELCOME TO THE CLUB!

The Nature Challenge Club is launched in Quebec at the same time as in France.

2019



A PERSONALISED NATURE CHALLENGE GAME

36 emblematic animal species of Quebec are to be discovered in this bespoke game. Over 4,000 copies have already been sold!

2021

Bioviva celebrates its 400,000th game sold in Quebec.

FIGURES THAT MAKE YOU FEEL GOOD

In 2021, **French games and toys** grew by 2.4%. They now represent **14% of the French game/toy market**.

Data: NPD 2021



OVER 10 MILLION

Bioviva games sold since 1996.



OVER 20 AWARDS IN 5 YEARS

many of which were awarded for **Bioviva's environmental and social commitment** as well as the **quality** of its **products**.



Turnover 2021

8.2 M€

+155% GROWTH

in five years (2017 to 2021).



7 JOBS CREATED IN 2 YEARS



+35,000 Fans

+15,000 Followers

+3,200 Followers



40,000

is the number of subscribers to the **Nature Challenge Club**, **10,000** signed up within a week of its launch.



BIOVIVA'S figures

BIOVIVA INTERNATIONAL



OVER 1,000 POINTS OF SALE

distribute Bioviva's games all over the world: specialised shops, cultural centres and book shops, gardening centres, health food shops, tourism offices, and supermarkets.



BIOVIVA IS DISTRIBUTED IN 5 COUNTRIES

and **present in over 20 countries** all over the world.



Bioviva games were presented in **3 NEW COUNTRIES** during the past year.



Our games are **translated** into **5 LANGUAGES**.



OUR GAMES

Bioviva offers nearly a hundred of games for young and old.

NATURE CHALLENGE games

Our successful range of cards games for kids. While having tremendous fun, they discover our planet's incredible biodiversity and the need to preserve its richness. A range that brings hope for our future!



CUE ME IN! games

Association, deduction, reflection... 3 illustrations or 5 clues, intelligent hints for guessing the right word. Many different themes to discover and a practical size and shape that you can take anywhere!



BIOVIVA FAMILY

Discover the planet and its innumerable riches while having fun. It's possible with this Bioviva game. Guaranteed good times and laughs!



PRESCHOOL games

Starting at age 3, children become curious about the world around them. With qualitative content, attractive illustrations, and activities essential for their development, our early learning games help children become immersed in nature very easily.



COOPERATIVE games

Listening to and understanding one another, working together to achieve a common goal: these are the solid values to share while playing games. With our cooperative games, respect for others becomes child's play!



POSITIVE PARENTING

Taking care of the planet is first and foremost about taking care of yourself, others, and what's around you...



NATURE CHALLENGE

Card games that raise children's awareness of endangered species!



"My friends and I love Nature Challenge!"

Paul, CMI
Young Bioviva expert

Our "Nature Challenge" range lets children set off on a discovery of our planet's endangered animals, memorise their characteristics with unsettling ease and get to know biodiversity better: an innovative pedagogy through play, approved by parents and teachers!

Children are won over by the collection and take part in choosing the next themes through surveys organised by the Nature Challenge Club.

Nature Challenge games focus on animals but also on volcanoes, space, the wonders of Nature or even trees...
A great way to discover the world.

Nature CHALLENGE videos

Animals like you've never seen before!

Discover an animal studied from every angle, Bioviva style: scientific and fun content, improbable anecdotes, all in the offbeat tone we are famous for!

Discover more on: youtube.com/biovivaeditions



NATURE
CHALLENGE
THE ECOSYSTEM



OVER 5,5 MILLION
GAMES SOLD
AROUND THE WORLD

40,000
MEMBERS REGISTERED
to the Nature Challenge Club



Children that are members of the Club can give their opinion on the new games to be released through surveys, and receive a magazine (twice a year) as well as exclusive preview information!

www.club-defis-nature.com



7TH RANK OF
TOP 50 ITEMS IN FRANCE*
(Total Market in 2021 - In units)
(*Source : NPD 2021).

UNIQUE
EDUCATIONAL
CONTENT*

*The information provided is the result of painstaking reference work aimed at bringing children the best in fun, educational content.



over
1,300
outstanding
photos

Nature
CHALLENGE®
Défis NATURE Desafíos NATURALEZA

+ 50 ITEMS
with 5 board games and
3 games cards for age 5+



PRESENT IN
25 COUNTRIES



Nature Challenge Legendary Creatures: FROM APRIL FOOLS TO BEST-SELLER!



For the 1st of April 2016, we published a fake visual on our social media platforms: "Nature Challenge Legendary Creatures". To our great surprise, our community thought that this "Nature Challenge" was available. We received many messages and calls from private individuals and retail outlets that wanted to get hold of it. Such enthusiasm drove us to create the game... Today it is one of our greatest successes!

From 2 to 8 players - From age 7 - Recommended retail price from: €8.99

BIOVIVA. FIRST MISSION-ORIENTED COMPANY in its sector!



MISSION-ORIENTED COMPANY

What's it all about?

A mission-oriented company incorporates various social and environmental objectives into its statutes. It officially gives itself a mission that aims to go beyond simply gaining financial wealth and works for the greater good. This new french legal status is certified by an independent third-party organisation.*

* <https://www.economie.gouv.fr/cedef/societe-mission>

BIOVIVA REAFFIRMS THE COMMITMENTS IT HAS HELD SINCE 1996 WITH THE OBJECTIVES OF ITS NEW STATUS AS A MISSION -ORIENTED COMPANY

Environmental Objectives

We systematically apply an advanced eco-design approach to all our collections, from the sourcing of raw materials to the delivery of products to consumers. We are constantly improving our production methods and overall workings of the company in order to further reduce our ecological footprint.

And specifically?
see page 16
(Eco-design)



Social Objectives

We believe that a company's greatest wealth lies, above all, in its human capital. We therefore pay close attention to our workforce's quality of life and well-being for a more human dimension within the company.

For this reason, Bioviva is committed to respecting the professional/personal time balance for all its employees, offering a fair pay scheme, favouring listening and social dialogue and even making telework a widespread practice.



What does this mean?
see p. 18
(Bioviva Foundation)



But still?
see p. 14
(Made In France)

Economic Objectives

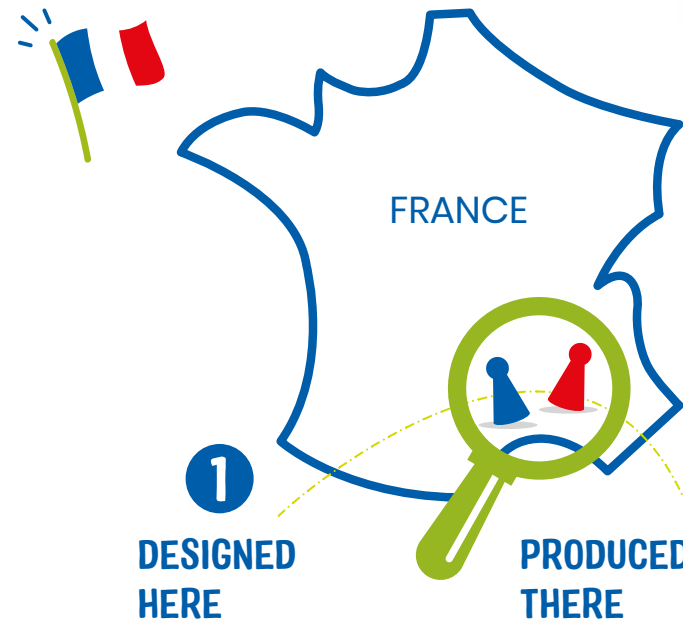
We offer the best quality-price-ethics relationship possible for all our games and contribute to establishing a circular economy.

With this we wish to demonstrate that a company can be a "creator of global wealth" across all its branches of development: offering useful products that promote awareness while reducing our impact on the living worlds and maintaining a positive economic growth.

Social Objectives

As pioneers in and strongly committed to issues concerning social responsibility, through our games and our Foundation's programmes, we offer education to many, and especially to people facing exclusion. Likewise, we participate in Biodiversity conservation programmes.

PROUDLY MADE IN FRANCE



- Design
- Prototyping
- Writing
- Creation
- Graphics

- Ecodesign
- Printing
- Assembly
- Storage
- Logistics...



SINCE THE BEGINNING

All Bioviva games are ecodesigned and made in France.

WHAT DOES “MADE IN FRANCE” CONTRIBUTE?

Manufacturing in France encourages local distribution, reduces transport (less pollution) and **preserves jobs at home.**

The prices of Bioviva games are generally similar to games imported by competitors. So green purchasing is no more expensive!

Bioviva: a UNIQUE economic model poles apart from standard practice within the toy and games sector.

65% of games/toys are manufactured in Asia (source: ACFJF*) where their social and environmental impact is not always regulated. Bioviva goes against the grain by manufacturing their games exclusively in France, under a philosophy of Ecodesign and the label « Guaranteed French Origin ».

*Source : Association des Créateurs-Fabricants de Jouets Français, www.acjf.fr

Perceived as utopian and anachronistic from the outset, now Bioviva is considered to be a pioneering company that has stayed ahead of the game, integrating social issues, for both today and tomorrow.

According to a study* by the FIMIF (Independent Federation for Made In France), titled “Profile for the Active Consumer of Products Made in France”, **78%** of active consumers state they feel “more” or “much more” involved in society after purchasing products Made in France.

* Source: Study “Profile of the active consumer of products Made in France”- April 2016 FIMIF (Independent Federation for Made In France) available at: www.fimif.fr



Want to discover our
behind-the-scenes videos
from our production site?

Contact : frederic@bioviva.com



SUSTAINABLE GAMES

BIOVIVA: FIRST COMPANY IN THE GAMES/TOYS SECTOR WHOSE PRODUCTS ARE ALL CERTIFIED WITH THE FRENCH ORIGIN GUARANTEE LABEL.

Our products have been the subject of an advanced Life Cycle analysis, a unique approach within the publishing sector with the aim of improving production methods and reducing our environmental footprint a little bit further still. Quality is still written into Bioviva's DNA, when it comes to both products and services (post-sales service, advice...).

Our games are offered at competitive prices in order to make them accessible to as many people as possible.

Bioviva guarantees the best quality-price-ethics relationship.



BVCert 6055233



THE LABELS GUARANTEED FRENCH ORIGIN:

This label is awarded by the Pro France association and is certified by the "Bureau Veritas Certification". A token of trust and traceability, it certifies a product's origin – guaranteeing that the manufacturing, assembly or packaging sites are located in France – and that at least half of its added value is produced within the hexagon.



Plant-based inks.



Optimised formats.

ALL OF BIOVIVA'S GAMES ARE ECODESIGNED

This means :

- ✓ **Carefully choosing** our suppliers as well as our raw materials (paper, card, wood, inks, dyes and varnish) along with their place of origin in order to keep transport distances to a minimum.
- ✓ **Printing** using **plant-based inks**, and using cardboard and paper coming from sustainably managed forests
- ✓ **Using cardboard protective packing** in our boxes instead of plastic foam to avoid using non-renewable resources.
- ✓ **Optimising formats** to reduce waste paper.
- ✓ **Not using batteries.**
- ✓ **Avoid excess packaging** In our game boxes (e.g. Self-adhesive stickers instead of classic outer packaging).



Cardboard cushioning inside the boxes.



Our games are sealed with stickers to avoid classic outer packaging.



Our pawns are made of wood.

BIOVIVA FOUNDATION



The Foundation's goal is to enable children in situations of social vulnerability and exclusion to learn whilst having fun, educating themselves through play, in France and around the world.

BIOVIVA FOR LIFE : THE FOUNDATION'S FIRST PROJECT...

Alongside its partners, BioViva pursues its societal mission by offering to educate underprivileged children around the world through play!



...AND MANY OTHER PROJECTS UNDERWAY

In 2022, the Foundation continues the *BioViva For Life* project, co-creating the "Hope & Sport" programme (a programme that aims to support children in their development on a physical, cognitive and social level through sport) with the charity *Baroudeurs de l'Espoir* (*Adventurers of Hope*) and alongside its partners, develops new projects aimed at children in situations of exclusion in France and abroad.

SOME STATISTICS ABOUT THE CAMPAIGN: "BIOVIVA FOR LIFE"

- **50,000 games** already produced thanks to donations from individuals and businesses.
- **12,000 games** reached Iraq, Jordan, Syria and Lebanon in March 2018
- March 2019: operation led by the charity LEM (Les enfants de la Méditerranée) in Lebanon. **36,000 games** distributed to 23 NGO's.
- **14 partner businesses** sponsoring or lending skills
- **28 partner charities** and game distribution representatives.

A project that puts forth French savoir-faire, creativity and responsibility:

- **Games** designed with wood from sustainably managed forests.
- **Concepted** in Montpellier.
- **Production** located in the Drôme area (Provence).
- **Distribution** through charities and French diplomatic networks.

www.fondationbioviva.org

THE BIOVIVA TEAM



From left to right, and top to bottom: **André Blouard**: Sales Director / **Michaël Rambeau**: Development Director / **Emeline Lebouteiller**: Project Supervisor / **Jean-Thierry Winstel**: Founding Director / **Annick Bourelly-Marchandise**: Marketing Director / **Benjamin Dorey**: Client Account Manager / **Stéphanie Hibst**: Client Account Manager / **Frédéric Cérène**: Communications Director / **Christine Fabre**: Assistant Director / **Naïs Michaud-Rochet**: Sales Assistant / **Honorine Moulins**: Project Manager, writer / **Ghaïs-Victor Hadifi**: France & Export account manager / **Corinne Sanrey-Jicquel**: Graphic designer / **Dorian Allais**: Graphic designer Apprentice / **Adeline Chaigneau**: Project Manager / **Julien Catala**: Client Account Manager / **Andrea Rios**: Graphic designer / **Raphaël Chaouat**: Project Manager / **Léa Bonneau**: Social Media Manager / **Jelena Kuhn**: Communications Manager / **Amélie Rebaubier**: Graphic designer / **Alexandra Humbert**: Sales Administration / **Thomas Fournet**: Key Account Manager / **Matthieu Chaleyssin**: Marketing and Events Project Manager / **Igor Davin**: Project Manager / **Mélanie Lopez**: Administration and Finance Director / **Robin Lasnier**: Digital Projects Manager.



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Bioviva is a member of:



Network Bpifrance Excellence



French federation of Toy
and Childcare Industries



Union of Board Game Publishers