



**bioviva!**

BRINGING YOU  
**GAMES FULL OF GOODNESS**

for You, for Others,  
for the World!



PRESS KIT 2019



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

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.

...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,

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



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# NEWS...

## PRIDE IN A BRAND



GAMES THAT ARE KIND  
TO YOUNG  
AND OLD ALIKE



RAISING AWARENESS  
ABOUT RESPECTING  
THE PLANET



ECO-DESIGN  
AND SUSTAINABLE  
PRODUCTION



FRENCH  
MANUFACTURING

Did you know?  
Bioviva means :  
«Live life!»



Logo 2004



Logo 2018

## PROUD TO MANUFACTURE IN FRANCE! PROUD OF PROTECTING THE ENVIRONMENT! PROUD OF HELPING OUR CHILDREN GROW UP...

We believe that Bioviva, armed with its values and commitment, helps to generate pride among all those involved:

- children and their families, that discover, learn and progress through themes they hold dear;
- collaborators, suppliers, distributors and all of Bioviva's partners, participating in a meaningful project.

That's why, in a sector that's constantly seeking role models and renewal, it seems important for us to reaffirm our positioning and the values we have stood by since 1996, via:



A new corporate identity and a new tagline:  
“Feel-good games creators”.

This tagline, explaining our mission, is illustrated through a new corporate identity including:

- Visuals that give pride of place to all our ambassadors: children, parents, grandparents, distributors, suppliers, teachers...
- It's through them that this project takes shape. They are happy to form a part of it and hold our values high.
- An unmistakable block made up of our logo, the tagline and pictograms symbolising the brand's mission and its commitments.

This corporate visual identity will be rolled out during 2019 across the whole of our game boxes and promotional tools.



A new e-commerce website offering an even closer relationship with our community!

Available in french since november 2018, **bioviva.com** offers our catalogue online for direct sales. A version of the website will be soon available in english and spanish language.

It's an opportunity to strengthen the link with our community and our clients and to push our values of transparency, monitoring and traceability that we have always stood by even further.





# NEWS...

## BIOVIVA: STARS COVER THE GAMES!

### What are the "Star Toy" stars awarded for?

Organised by Kidexpo, the French Federation of Toy and Childcare Industries (FJP) and the Federation of Businesses specialising in Toys and Products for Children (FCJPE), the Star Toy trophies are awarded to the most innovative games and toys for Christmas 2018 chosen by the media, parents and children.



### "STAR TOY" TROPHY CHOSEN BY THE MEDIA.

Explore the world and marvel at the Earth's incredible richness with "Bioviva Junior"...  
From 2 to 4 players – From age 5



### "STAR TOY" TROPHY CHOSEN BY CHILDREN.

A true playground phenomenon, the star collection "Nature Challenges" has 37 items. Having sold two million copies, over six million children have been able to discover and raise their awareness of endangered species.  
From 2 to 6 players – From age 7

## "BIOVIVA-THE GAME": A 22-YEAR-OLD SUCCESS STORY !

1996



"Bioviva" is born. The game that lends its name to the brand wins 13 first prizes in France and abroad upon its release.

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!

2018



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

4 generations of players!

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

## "NATURE CHALLENGE": IS A CLUB TOO, ALREADY GATHERING 20,000+ MEMBERS!

Sign up via: [www.club-defis-nature.com](http://www.club-defis-nature.com)



I think Nature Challenges are great! You have to join!

Paul, 7 ans  
Little Bioviva Expert



2 magazines gifted per year

Exclusive competition games



The Poster



A "VIP" Membership



The collector cards



# HOT...

It's new!

## SUPERNAT VS MAXIBEURK

The collaborative, family game for Nature's Super heroes and Super heroines

From 2 to 4 players – From age 5



# ...HOT HOT!

Our must-haves

## BIOVIVA

250 incredible questions, 250 places to discover, 250 animals to guess. The essential family game combining quirky question-and-answers on Nature with fun challenges.

From 2 to 6 players – From age 8.



This game is born from a beautiful story...

Adapted from a tool used to solve conflicts in several African countries, this semi-collaborative management game incorporates the 3 axes of sustainable development: society, economy, and environment.

## TERRISTORIES

Manage, negotiate, and cooperate... or not! This mainstream management and negotiation game is developed alongside a scientific research centre!

From 2 to 4 players – From age 12.



This activity has been supported by a State grant generated by the National Research Agency under the title "Investments for the Future" and the reference: ANR-IO-LABX-001-01 Labex Agro and coordinated by the Agropolis Foundation.



## NATURE CHALLENGE - CHRONO

Be the fastest to win the "Chrono" test and challenge the other players thanks to the new dice of strength, speed and camouflage. Will you be able to lead your animals to victory and keep up with the "Chrono Nature Challenge"?

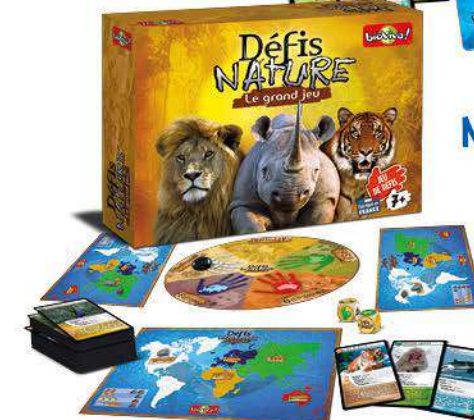
From 2 to 6 players – From age 7.



## NATURE CHALLENGE - THE GAME

With this board game, children can discover animals' incredible diversity and endeavour to protect them across 5 continents. Speed, memory and strategy are the magic words in this game full of twists and surprises.

From 2 to 6 players – From age 7.





# The BioVIVA adventure



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 Challenges". They have now sold over 2 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 20<sup>th</sup> year! In 2017, Bioviva set itself the challenge of giving 1,000,000 games to child refugees all over the world thus pursuing its social mission (see page 18).



FEBRUARY 2018

## WELCOME TO THE CLUB!

The launch of the Nature Challenge Club [www.club-defis-nature.com](http://www.club-defis-nature.com) already tallying over 18,000 members, (see page 7).



NOVEMBER 2018

## PRIDE IN A BRAND

A new tagline, new corporate visual identity, new website, to fly the flag for our values even higher!

## REAPING IN THE REWARDS: THERE'S NO STOPPING BIOVIVA: 14 PRIZES IN 3 YEARS!

2016



4 «Star Toy» trophies at the KidExpo trade fair for «Bioviva – The Game».



PME Bougeons-Nous Trophy RMC – BFMTV.



1<sup>st</sup> Prize RSE Category « Committed to the Environment ».



Grand Prize for Good News from the Territories MMA Foundation.



Eco-products Prize from partners Disney



Marco Polo Export prize from the Foreign Commerce Council of France.



Jury's Special Prize for the « Les lauriers René Maury de l'Entreprise TPE/PME » Trophy.



1<sup>st</sup> Grand Prize for Brands' Social Responsibility (RSM®) in the SMB Consumer Products category organised by the trade fair Produirable and the LinkUp Factory Agency 2018.



Silver Natexpo Innovation Bio trophy for "The Vegetable Gardener Game" in the category "Products and Services for the Home and People".



2 «Star Toys» at the KidExpo trade fair for "Bioviva Junior" and "Nature Challenge Funny Animals".

# FIGURES that MAKE YOU FEEL GOOD



**100%**  
OF OUR GAMES  
are made in France.

**OVER 5 MILLIONS**  
Bioviva games sold since 1996.



**600 000**  
**BIOVIVA GAMES**  
produced in 2018.



**10 JOBS**  
**CREATED IN 2 YEARS**  
6 at the heart of Bioviva  
and 4 at our partnership  
printer's.

**10 000**

is the number of members  
that signed up to **Nature**  
**Challenge Club**  
in the first week  
of its launch !

**f +26 000** Fans

**@ +5 000** Followers

**t +2 900** Followers

## Our business figures

Over 250 %  
increase in  
5 years!



Provisional  
revenue for 2019:

**4M€**



Revenue for 2015:

**1,6 M€**



**55% OF ACTIVE  
CONSUMERS\***  
say they feel more  
"satisfied" after consuming  
products Made in France.

\* Source: Study of "Active consumer profile for products Made in France" - April 2016 FIMIF (Independent Federation for Made in France) available at: [www.fimif.fr](http://www.fimif.fr)



**65%**  
of people surveyed\* say  
they would be more likely to  
buy a toy made in France.

\*According to the Christmas 2015 barometer by Grande Récré-  
(online study comparing 2032 clients - between 22-27/10/2015)



**7%**  
is our market share of French  
games/toys on a national level.

Source: XERFI, study carried out on "the toy and game industry" in France (September 2015).



**3.4 BILLION €**  
is the French market value of  
games/toys (excluding video  
games).

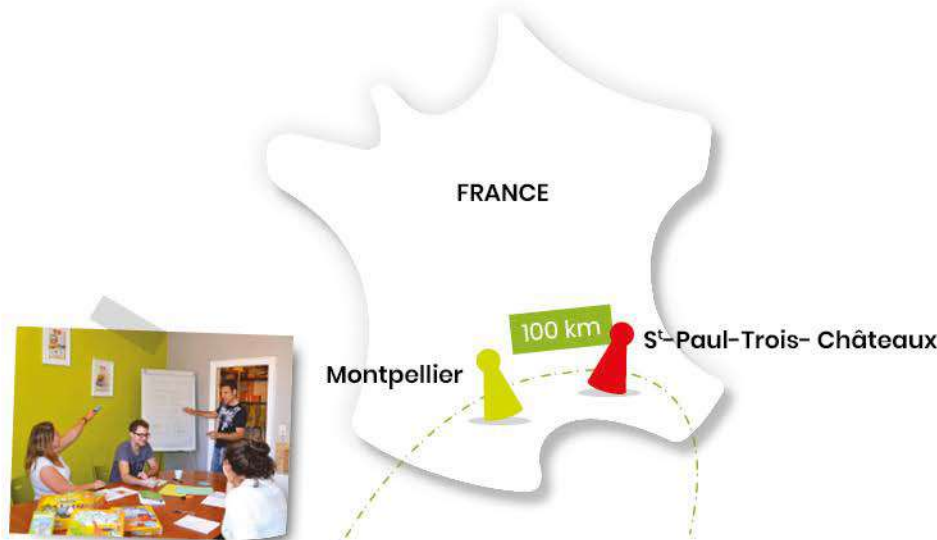
Source: NPD panel 2016.



# Made in France is ALL GOOD!

## SINCE THE BEGINNING

ALL Bioviva games are  
Ecodesigned **AND** Made in France.



### DESIGNED HERE

- Design
- Prototyping
- Writing
- Creation
- Graphics

### PRODUCED THERE !

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



### What does "Made in France" contribute?

Manufacturing in France encourages local distribution, reduced 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 labels FSC and « Guaranteed French Origin ».

\*Source : Association des Créateurs-Fabricants de Jouets Français, [www.acjf.fr](http://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](http://www.fimif.fr)

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

Contact:  
[frederic@bioviva.com](mailto:frederic@bioviva.com)





# SUSTAINABLE GAMES UNDER THE CHRISTMAS TREE

## BIOVIVA: THE ONLY COMPANY IN THE GAME/TOY SECTOR TO HAVE ALL ITS PRODUCTS LABELLED GUARANTEED FRENCH ORIGIN.

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.**



Plant-based inks.



Optimised formats.



### The Labels

#### FSC :

Forest Stewardship Council is an environmental label that ensures that wood or a wood-based product, such as paper or card, comes from sustainably managed forests. The FSC is not only considered an eco-label, but also an ecosciolabel.

#### 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.

## ALL OF BIOVIVA'S GAMES ARE ECODESIGNED

This means:

- ✓ **Using cardboard protective packaging in our boxes** as opposed to plastic polystyrene. This avoids using non-renewable resources.
- ✓ **Printing using plant-based inks**, and using FSC certified paper and card.
- ✓ **Avoid excess packaging** In our game boxes (e.g. Self-adhesive stickers instead of classic outer packaging).
- ✓ **Optimising formats** to reduce waste paper.
- ✓ **Not using batteries.**
- ✓ **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.



Cardboard cushioning inside the boxes.



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



Our pawn are made of wood.



# Viva SOLIDARITY

FONDATION

bioviva!

« ALL THE CHILDREN IN THE WORLD HAVE THE RIGHT TO LEARN AND HAVE FUN... SO TO LEARN WHILST HAVING FUN. »

Jean-Thierry Winstel Founding Director of Bioviva.

Alongside its partners, Bioviva follows its social mission and proposes to give away 1,000,000 educational games to child refugees all over the world!

Out of 25.4 million refugees in the world, half are under 18.



Ghaïs-Victor

Sharing games at Gharsah School in Lebanon

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

- **Games** designed with FSC certified wood from local forests.
- **Concepts** imagined in Montpellier.
- **Production** located in the Drôme area (Provence).
- **Distribution** through charities and French diplomatic networks.

Quelques chiffres de l'opération :

- **50 000 jeux** déjà produits grâce aux dons de particuliers et d'entreprises.
- **12 000 jeux** arrivés en Irak, Jordanie, Syrie et Liban en mars 2018.
- 1 voyage de 14 jours en Syrie et au Liban de Ghaïs-Victor, chargé du projet, en mai 2018 : il a présenté les jeux et formé des encadrants d'ONG pour qu'ils puissent à leur tour expliquer les jeux et jouer avec les enfants.
- **14 entreprises partenaires** mécènes ou de compétence.
- **5 ONG partenaires** et relais de la distribution des jeux.
- **15 parutions** presse écrite / TV / Radio (dont M6 et Europe 1).

**A DONATION OF 1 € =  
A GIFT OF 2 GAMES !**

For further information, visit:  
**[www.biovivaforlife.com](http://www.biovivaforlife.com)**



**BIOVIVA  
TEAM**

1-**Jean-Thierry** : Founding director and an enthusiastic player. / 2-**Annick** : Marketing manager and a dynamic player. / 3-**Frédéric** : Communications manager and an exuberant player / 4-**Rémi** : Social media manager and a connected player / 5-**Julien** : Sales representative and a compulsive player / 6-**Valentin** : Sales representative and a strategic player / 7-**Ghaïs-Victor** : Commercial exports manager and an international player / 8-**Astrid** : Marketing Director and experienced player / 9-**Mélanie** : Administration and Finance Manager and a cheerful player / 10-**Christelle** : Sales Administrator and a resistant player / 11-**Michaël** : Development Director and a tenacious player. / 12-**Elise** : Project Manager and a committed player / 13-**Ève** : Project Manager and a fair player / 14-**Jelena** : Junior Communications Manager and a cautious player / 15-**Emmanuelle** : Sales Assistant and a determined player / 16-**Adrien** : Project Manager and a pixel player / 17-**Corinne** : Graphic designer and an artistic player / 18-**André** : Commercial director and a player on words! / **Emeline & Camille** : Absent in the photo but now back! Respectively they are: Project Manager and an improvised player / Finance/accounts assistant and a childish player **Olivier** : Sales representative and a professional player: just arrived at Bioviva, but he won't be missing on the next photo :)





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Bioviva is a member of



The French Toy Designers and Manufacturers' Association (ACFJF).



French federation of Toy and Childcare Industries



Union of Board Game Publishers