



# **OUR CITIES ARE NOT FOR SALE!**

# **ELECTED REPRESENTATIVES OUT OF THE MIPIM!**

**INVITATION TO A PRESS CONFERENCE AND GATHERING IN CANNES**  
**TUESDAY, MARCH 14, 2:30 PM IN FRONT OF MIPIM (1 BD DE LA CROISSETTE)**

## **AGAINST THE MIPIM AND ITS WORLD! THE EUROPEAN ACTION COALITION FOR THE RIGHT TO HOUSING AND TO THE CITY DENOUNCES THE MIPIM**

**WE STAND AGAINST FINANCIALISATION AND COMMODIFICATION OF HOUSING AND FOR THAT REASON WE STAND AGAINST THE MIPIM, THE SELF-PROCLAIMED WORLD LARGEST REAL ESTATE FAIR WORLDWIDE.** Each year, Reed Midem organises the MIPIM – the International Market for Real Estate Professionals (le Marché International des Professionnels de l’Immobilier) – where real estate professionals, investors, funds, architects, constructors and local authorities meet to sell off our land, our cities, our homes and make good deals for their wallets. They diversify their portfolio, while they homogenise our cities.

Since 1990, the MIPIM has evolved: housing, as an attractive and not-so-risky asset, has taken a very important part of the discussions and deals that occur during and because of the MIPIM. More and more conferences, events and discussions are taking place for housing, until it became in 2016, one of the main topics. Co-living, affordable housing and “green” construction labels, are the main trends of the 2023 edition but only because they provide guarantees of product flexibility for the former and of fixing the value of fixed assets for the latter.

What we also observe with consternation is that our local authorities are more and more keen to participate to the MIPIM. It is said that if you don’t go there, your reputation in the global real estate market is damaged. Local authorities go there to meet private companies and funds seeking for investments : they are selling our spaces, private and public spaces to investors and companies. Our elected representatives and politicians turned out to be real estate agents! MIPIM is not just an event, it is one of the elements that lead to the commodification and financialization of our homes and cities, it plays a role that has long-term effects on our lives. While almost 30.000 participants pay 3.000€ to enter this event, we are millions to fight out there to pay our rents and credits for houses that are less and less affordable, and more and more unsuitable, to fight against our evictions from our neighbourhoods, the touristification and violent genrification of our cities and even villages.

But democracy is not for sale... our democracies are not for sale. The basic needs of the people are not investment possibilities.

For all these reasons, the members of the European Action Coalition for the Right to Housing and the Right to the City denounce the participation of local elected officials and public sector agents in this event. They demand an end to the financialisation and commodification of housing and spaces and clear measures to stop the effect of financial investments on the right to housing and the right to the city. They also demand the application of a tax on profitable real estate developments for the development of social housing accessible to all people, without discrimination.

The European Action Coalition is a network of 35 grassroots collectives from 20 countries.

**THE GATHERING IS ORGANISED IN COLLABORATION WITH THE DAL (DROIT AU LOGEMENT) FEDERATION, DAL 06, HALEM AND LDH.**

### **FURTHER READING ON OUR CAMPAIGN AGAINST THE MIPIM:**

- [www.housingnotprofit.org/against-the-mipim-and-its-world/](http://www.housingnotprofit.org/against-the-mipim-and-its-world/)
- [www.housingnotprofit.org/stopmipim2023/](http://www.housingnotprofit.org/stopmipim2023/)

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