

Sustainable Urban Development

SUMMARY

1. VIVAPOLIS : presentation of the French Brand
2. MEG : Suggestion and debate for a coordinated approach

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1 – VIVAPOLIS : WHY?

- **Are we concious and able to cope with this world challenge ?**
- **The city functions and operation need to be comprehensive and systemic = circular**
- **French actors (public-private) are numerous and competent...but somewhat not well organized...**

Diapositiva 2

K1

KJ1063; 22/06/2014



2 – VIVAPOLIS IN SHORT?

- A collective brand to promote the vision of the sustainable city on the international market
- Started with the COSEI since 2011.
- **Mission: Federate and structure public and private actors of « the city » in order to:**
 - Disseminate the french know-how in terms of sustainable cities
 - Create opportunities for promoting opportunities for global and integrated proposals
 - supported by public decision-makers and by the existing references in France

Diapositiva 3

K2

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3 – THE ACTORS IN VIVAPOLIS

The large family of public and private actors at the national or local sector:

- Six ministries in charge of sustainable development, constructions, urban matters; industries and those in charge of external trade . ***A bit too many...but we are in France***

- Public agencies such as : AFD, Ubifrance, ADEME, la Caisse des dépôts...

- The key professional federations: Syntec ingénierie, AFEX, AFEP, PEXE... and clusters: Advancity ...

- Local bodies and in particular major cities involved in the process

- And directly companies of all sizes and competences

Diapositiva 4

K3

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An ecosystem that is mobilizing and devising synergies to create innovation in urban projects as a response to the challenges of today and the issues of tomorrow.

4 – FEW KEY DRIVERS

- The French vision for sustainable cities acts as a roadmap, inviting all the stakeholders in tomorrow's cities to develop positive synergies:
 - **Human at the core of the City Project**; for a better living, friendly and inclusive for all: health, mobility, activities
 - **Efficiency and competitiveness in terms of natural resources consumption**, hence sober and productive. In particular through an integrated approach of the various city functions. *The intelligence of being smart*
 - **Proper governance of the city** strong and associating all stake holders
 - **Adapting to Local Features**: a replicable model but a process to be adapted to the local context in terms of territory,

5 – SIX ACTION PLANS



Organizing urban growth from a sustainable development perspective



Ensuring the resilience of urban environments



Responding to inhabitants' needs while saving natural resources

5 – SIX ACTION PLANS



Designing sustainable economic models



Developing sustainable mobility,
accessible to all and with a low
environmental impact



Improving city performance by
encouraging innovation and interconnection
of networks and information systems



6 – VIVAPOLIS IN PRACTICE

- **Exchange of information between members**
- **Receiving and driving delegations dedicated to the matter**
- **Participation to seminars forum, fairs**
- **Field actions:**
 - ✓ Promote projects
 - ✓ Follow projects worldwide
 - ✓ Proposing solutions through a joint reflexion with local bodies and firms
- **Present actions :China, Morocco, Turkey, UAE, Brazil, Africa**
- **And an example ...**

Creating operating tools:3D city simulators

Promote French technological know-how in sustainable planning, drawing inspiration from the concept of « French sustainable city ».

Establish a model of entire value chain, upstream to downstream, including all sectors (water, energy, waste , transport...).

Integrate product, service and technological solutions into a visual, interactive, didactic digital tool, in order to facilitate decision-making for cities

2 case studies:

Astana (Kasakhstan)

Santiago (Chili)



END PRESENTATION 1

6 – HOW CAN WE EXPAND WITHIN MEG ?

STATUS :

- **Most MED Firms are concerned by this matter**
- **Heavy Challenge in the Mediterranean, with very diversified needs**
- **Financing is available but not well located**
- **We may offer our combined approaches to public bodies, promoters, contractors**



6 – HOW CAN WE EXPAND WITHIN MEG

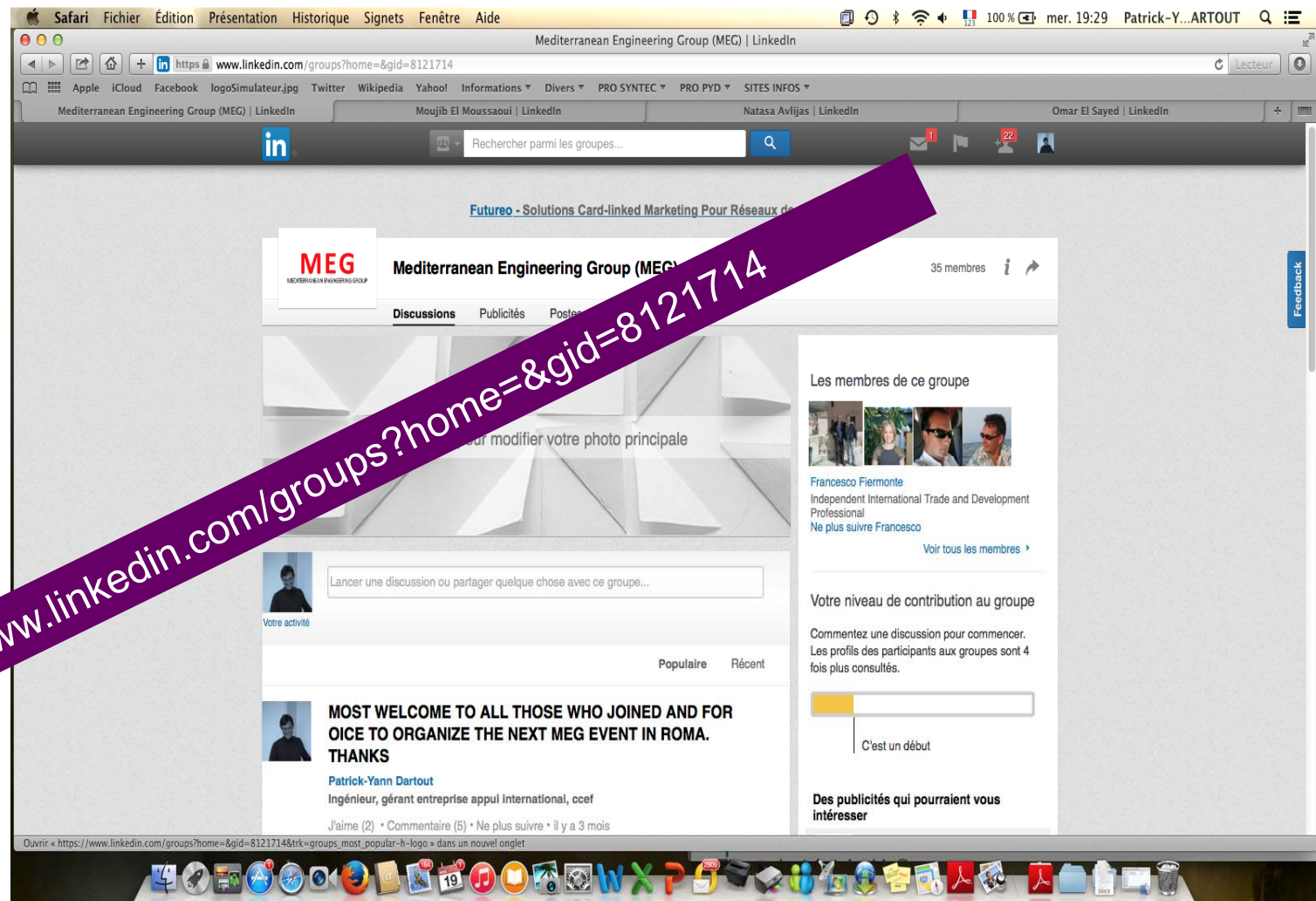
WHAT COULD BE DONE ?

The floor is yours.....



END PRESENTATION 2

AND DO NOT FORGET TO JOIN OUR 35 MEMBERS ON LINKEDIN !





6 – HOW CAN WE EXPAND WITHIN MEG

WHAT COULD BE DONE ?

The floor is yours.....