La Rochelle

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La Rochelle Urban Community

An administrative body with extensive competencies

- Town and country planning / Urban policy
- Economic development
- Transport and mobility
- Social balance of housing
- Water production and treatment / Waste collection and management

A medium-sized conurbation

- 64 km of linear coastline
- 18 towns, 146 000 inhabitants (January 2014: 28 towns, 160 000 inhabitants)
- 3 important ports
- A young university, an engineering and a business schools
- An economic vitality

An appealing destination both for tourism and for settlement thanks to a strong and positive image of an “art of living”.

A reality not too far from the picture but important challenges:
- Land pressure
- A deep exposure to natural and technological hazards
Our expectations regarding the RFSC (2011 and today)

A favourable political context

• Initiating its local A21

• New European projects Department

A tool that was addressing many of our needs

• Develop an internal culture / education around sustainable development and make concrete the word of “integration”

• Foster a culture of assessment of the projects developed by the local authority

• Enter a new platform for European exchanges

• Share a strategic common vision and set off a cross-disciplinary dialogue between the departments

In short, a tool for:

• Internal / administrative management

• Political strategic management
The type of projects we use (and will) the RFSC for…

- Great projects rather than small developments.

- Testing phase:
  - Agenda 21
  - Several documents of urban planning
  - An Eco-district project in its preliminary design
  - The Local Habitat Program
  - The Urban Social Cohesion Contract

- Soon:
  - Eco-district
  - Low Carbon area
  - Transport intermodal platform of the train station
  - The Local Inter-municipality Urbanism Plan
How we (will) work with the RFSC

At local scale
Internal meetings / training sessions with key departments:
  ➢ Territory and Prospective
  ➢ Urban Planning
  ➢ Economic Development
  ➢ Environment
  ➢ construction and buildings

Objective: make sure the webtool is understood in its principles and functioning.

At regional scale
Act as an ambassador city: big launching event at the end of October

Objective: introduce the RFSC to other local authorities

In a near future
Enter a “peer-cities” network with the cities of Umea, Sweden and Hradec Kralove, Czech Republic

Preparing for a more distant future...
Use the RFSC with the citizens in the context of the Agenda 21 for the monitoring of the local action plan
Focus on the tool “check the integrated approach”

Our favorite!

• weighting of the importance of an objective
• qualitative assessment of the positive or negative impact of our project on the four pillars of sustainable development
• A clear, explicit vision of the project thanks to the spider diagram

A very useful tool:

• for the monitoring of global, complex and long-term projects (with multiple milestones)
• to identify and manage interdependencies between different actions
• to question the project at every step of its existence
Why we would recommend the RFSC to other cities

• A totally free and didactic process, available to all type of town, whatever its size or its human resources.

• A common ground on sustainable development.

• A very interesting tool in terms of internal management: question / make people work together and have them gain perspective on their project.

• A tool fitted for political strategic management : a very good support for conscious decision-making. Whatever the decision is, it’s still the politician’s responsibility.

• The European, holistic and universal dimensions of the RFSC: a proper tool to position the local authority as regards the European criteria, not a platform with evaluation or judgment of cities.
So... sign up and use it your own way!

Thank you for your attention!

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