



# 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...

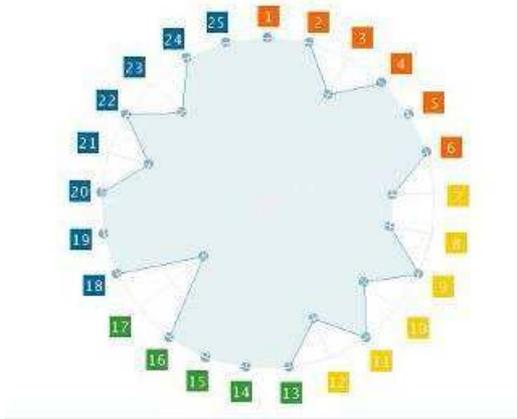
Use the RFSC with the citizens in the context of the Agenda 21 for the monitoring of the local action plan



# 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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