

LA RUE COM- -MUNE

Designing ordinary metropolitan streets
for the 21st century together

About

The consortium behind Rue Commune

Rue Commune (“shared street”) is an approach championed by a consortium recognised nationally and internationally for its expertise in urban planning, landscaping and architecture (Richez_Associés), design and environmental engineering (Franck Boutté Consultants), as well as innovative construction and urban development methods (Leonard, VINCI’s foresight and innovation platform).

Richez_Associés

Richez_Associés is an architectural, landscaping and urban planning firm that employs over 120 people and takes an interdisciplinary and multidisciplinary approach to responding to areas’ environmental and social transition challenges. Its sensitive, practical, aesthetic and ethical approach has seen it become a major player in the design of urban spaces combining active travel, usability and environmental performance..

richezassociés.com

Franck Boutté Consultants

Franck Boutté Consultants is an engineering and environmental co-design workshop that works with property and local stakeholders (architects, urban planners, developers and decision-makers, etc.) to develop innovative solutions and strategies at all project levels. Its mission is to help create spaces that are liveable, distinct, inspiring and resilient, while taking account of increasingly fast-paced social and environmental changes.

franck-boutte.com

LEONARD

Leonard is the innovation and foresight platform set up by VINCI, a global player in concessions, construction and energy. Leonard identifies the long-term objectives and challenges of construction, mobility and energy business lines and markets, identifies new growth drivers for the Group and runs incubation and acceleration programmes open to Group employees and startups with innovative projects.

leonard.vinci.com

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Transforming ordinary metropolitan streets

Almost 20 million people in more than 20 French metropolises have the word “rue” (street) in their address. What if, one day, these streets underwent a Rue Commune transformation?

A resilient city can be designed in one of two ways – either using a “top-down” approach, centred around urban planning, or a “bottom-up” approach, underpinned by a co-construction process enabling public decision-makers, private stakeholders, development professionals and users to sit at the same table. As proponents of the second approach, we firmly believe that streets – the greatest shared asset in cities – are where we can build post-Covid, post-car and post-carbon cities by combining environmental quality with urban qualities.

Three priorities of the environmental and social transition:

• Shifting to low-carbon forms of mobility

Metropolises’ ongoing shift to sustainable and active forms of transport makes it possible to anticipate a reduction in their carbon footprint and, more importantly, free up ordinary space on streets dominated by cars, resulting in a greater sense of freedom and a calmer atmosphere. The Rue Commune approach inevitably re-examines developments that date from the reign of cars and have, since the 19th century, formed the basis for the very structure of a street – a roadway, pavements and parking.

• Transforming soils to respond to environmental challenges

In line with the subsoil as well as the bedrock and, more generally, the built environment, the transformation of soil must enable the emergence of purposive nature consistent with a bioclimatic approach to urban cooling, a source of biodiversity.

• Expanding the uses of streets to improve well-being in cities

Streets whose appearance and shape suit all contexts – and the uses of these streets – can change depending on the time of day, the week or the season, through civic and collective initiatives. They need to offer everybody well-being and meeting spaces that are accessible on a daily basis, aesthetically pleasing, adaptable, peaceful and comfortable and provide access to nature.

One of the first projects selected by ADEME following the “Résilience des territoires” Call for Commons for an innovative approach.

In March 2021, ADEME – France’s ecological transition agency – initiated a new commons creation process. The goal of this Call for Commons was to unite all interested parties to create open resources – commons – that would be shared to boost local resilience from a climate change adaptation perspective. In today’s digital era, resilience stakeholders need to work together to build shared resources, focusing on technological platforms, open data, free software, knowledge, feedback, protocols and testing areas.

How can the transformation of ordinary streets contribute to local resilience?

Climate, social and environmental challenges are a call to action. Ordinary streets can serve as excellent testing grounds for an adaptation strategy designed to help cities resist and/or anticipate disturbance-related risks. Working with empty space and not just filled space (the built environment), with these places shared by all, while integrating mobility, soil transformation and street use priorities – those are the pillars that enable the Rue Commune approach to respond to two key issues, namely resilience and sociability.

La Rue Commune

Inventons la rue métropolitaine ordinaire du XXI^e siècle

→ available in bookshops from 8 November 2023

Following the success of the Rue Commune methodological guide released in spring 2023 and intended for use by local authorities, the Rue Commune consortium – comprising Leonard, Franck Boutté Consultants and Richez_Associés and supported by ADEME – announced the publication – by Éditions Apogée – of an advocacy book to accelerate the adaptation of metropolitan streets to the climate and social emergency.

The book in question makes this new vision of metropolitan streets accessible to everyone, including members of the public and professionals in cities.

Order
the book



CONTENTS

Preface by the deputy chief executive officer of ADEME, Baptiste Perrissin Fabert

Introduction

- Conceiving resilient and re-enchanted cities: a collective challenge
- Why Rue Commune?
- One ambition: to take action
- A publication to convince people and encourage the transformation of streets throughout France
- Companies committed to the Rue Commune approach

Ordinary metropolitan streets: a model that needs rethinking

- Streets returned to people during the pandemic
- Heatwaves, flooding, dry spells: streets amid climate disruption
- Streets shaped by private cars, an obsolete model in today's world
- French citizens and urban priorities: a large-scale consultation

Exploration of a new approach: Rue Commune

- An approach responding to three major priorities
- Levers for action
- Transformation and recovery of streets: a few emblematic international examples
- Objectives and guiding principles of the Rue Commune approach
- Identifying shared streets of the future

Building projects around streets: an overview of the Rue Commune method

- An inclusive and interdisciplinary process

A roadmap for elected representatives

- Prepare: prerequisite
Identify streets eligible to take part
The Rue Commune hallmark: mobilisation of all street stakeholders
- Understand: assessment
Streets, places offering sensory experiences
Mobility, environmental protection, uses: understanding the unique characteristics of streets
Rooting the strategy to transform streets in the sensitive and technical analysis thereof
- Organise: action plan
Choosing appropriate solutions to street-related challenges
One keyword: frugality
- Act: implementation
The test-and-learn approach, key to a successful and long-lasting project
After testing, the deployment phase

A Rue Commune scenario: rue Liandier in Marseille

Local transformations, a broad vision

Appendices

Vocabulary relevant to shared streets
The Rue Commune community
Bibliography and references
Credits and acknowledgements



Designing streets for residents

A public consultation like no other

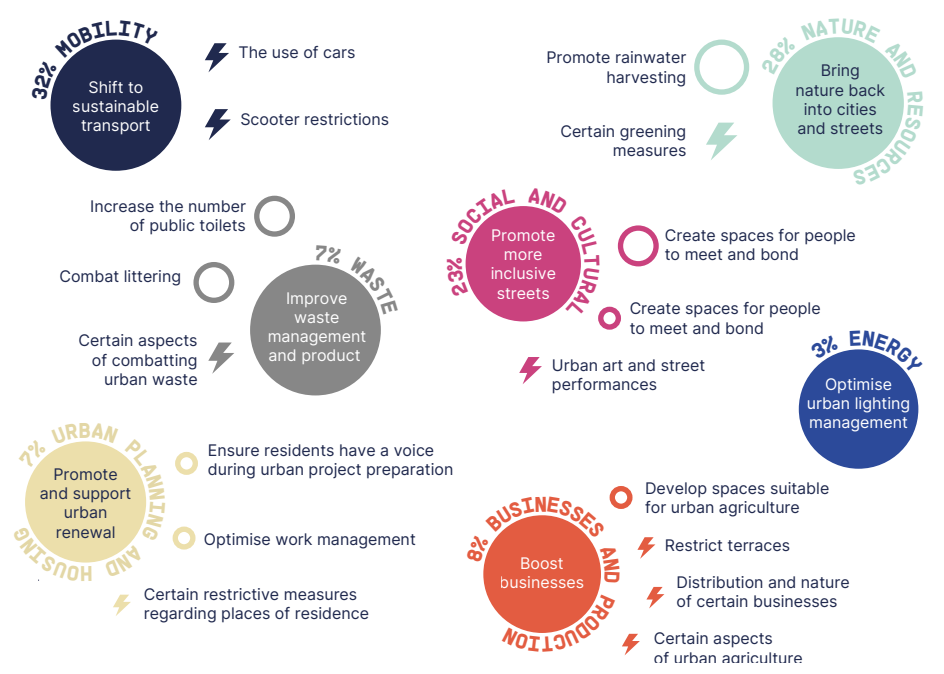
An online public consultation was held from 28 March 2022 to the end of June 2022 via **the platform** make.org to invite submissions from urban residents and street users in response to the following question: **“Together, how can we transform streets in large cities to rise to the challenges of the 21st century?”**. This consultation mobilised over 25,000 participants, who made nearly 800 submissions and cast more than 200,000 votes.

The make.org platform’s consultation methodology consists in identifying the most widely supported ideas by asking members of the public a single open-ended question. The system has been specifically designed to prevent individuals and interest groups from skewing the results.



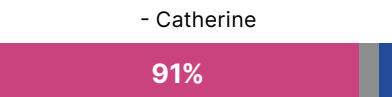
Strong demand for environmental protection coupled with a desire to reclaim streets

Fifteen popular ideas and nine controversial ideas revealed the public’s expectations for streets of the future. **Environmental protection was the main topic** mentioned by consultation participants, who, unanimously, called for greener streets **as well as the development of public transport and sustainable mobility**. The use of private cars remains a divisive topic within metropolises. **Residents also called for new uses of streets, with spaces for togetherness and sharing, local businesses and inclusive streets** featuring among their priorities to restore a sense of social bonding and solidarity in cities. For more information, visit transformslarue.make.org.

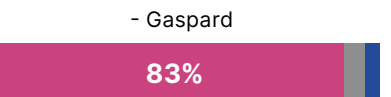


Very strong demand for greening...

More green spaces should be created in all neighbourhoods and greening of public spaces should be promoted to reduce urban temperatures.

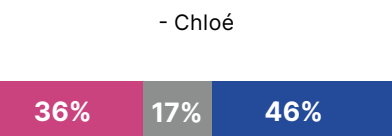


Small natural or semi-natural spaces should be created in urban environments. These would act as ecological corridors for fauna.

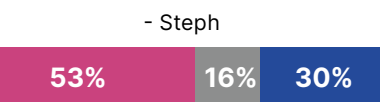


...but reservations about certain aspects thereof

Public parking should be relocated to buildings and other facilities and replaced by trees and plants.

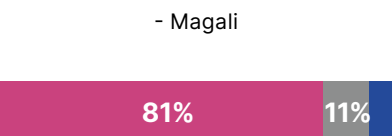


The excessive tarmacking needs to stop. Why not cover pavements with grass or put down paving stones that allow vegetation to grow around them?

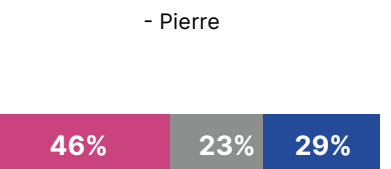


New spaces for new uses

Cities should be “designed” to provide shaded spaces for people to enjoy, benches, games for children and adults, chess, boules, etc.

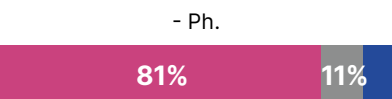


There should be spaces for street artists to create and showcase their work.

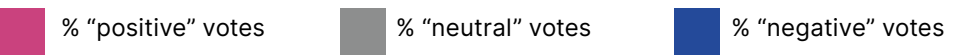
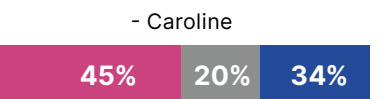


Developing and improving alternatives to private cars but without imposing restrictions on such vehicles

People should be allowed to drive around in cars, but other forms of transport need to be made much more appealing in every way.



Straight city centre streets for cars should be turned into greenways for cyclists and pedestrians.



Rue Commune

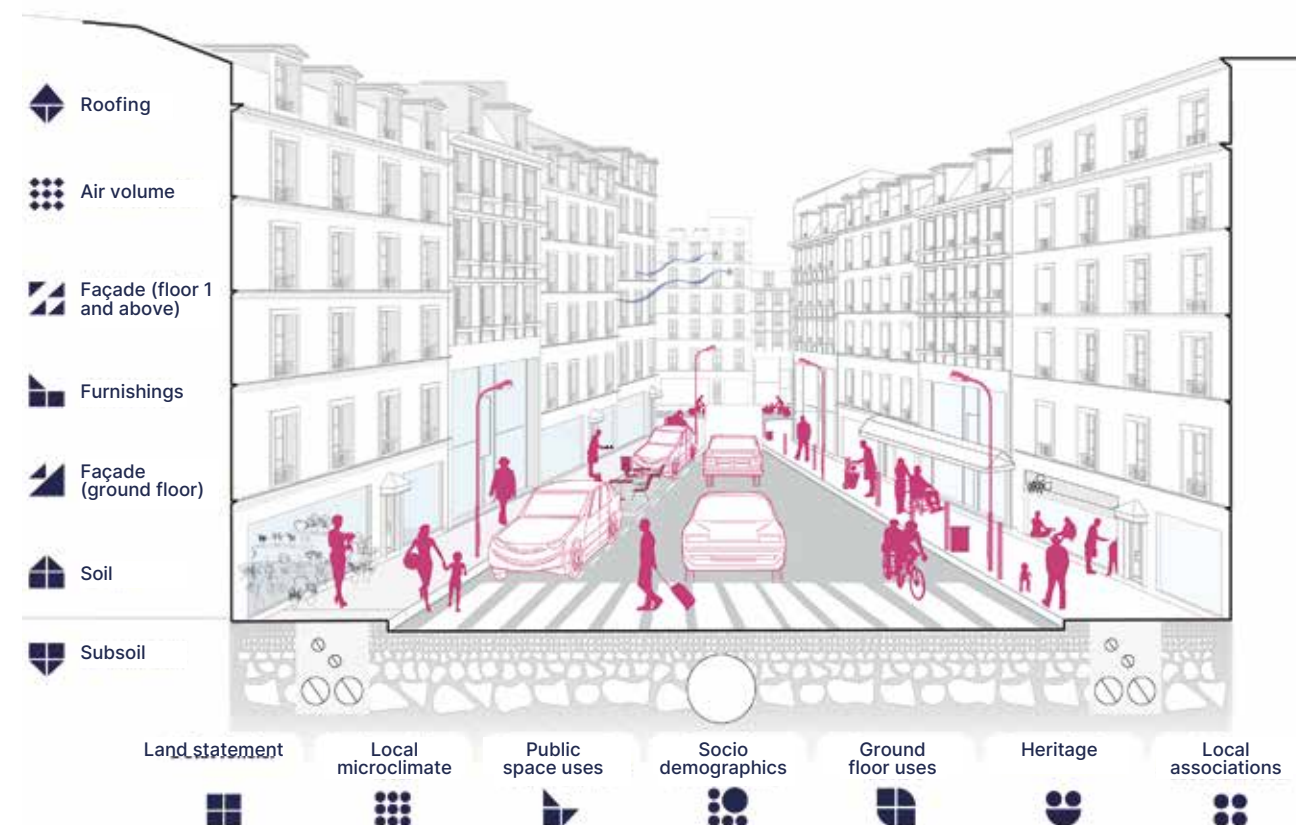
Ordinary metropolitan streets are carriers of history, reflecting norms that emerged over time. To bring about lasting change, the approach proposes identifying existing development opportunities and turning them into levers for action:

Scales and temporalities

The proposed approach makes it possible to conduct assessments on the one hand and take action and give directions on the other. In both cases, this approach focuses on different scales – assessing a street's performance, against (urban or local) regulatory objectives or objectives of another nature, to define the transformation project, as well as taking action at street level to generate benefits at local level.

Meanwhile, time in all its manifestations is taken into account. Time in the broadest sense of the word, i.e. time spans that correspond to seasons and the changes they bring. Time spans that correspond to different points of the day where the street serves different functions. Time spans that correspond to different activity levels. Lastly, time spans that correspond to transformation. The idea is to initiate a gradual series of actions while keeping pace with areas and the financial resources available as well as acceptance among users, with transitional, reversible and evolving phases.

→ Components of ordinary metropolitan streets



Street components

→ Tangible components

These components shape users' first impressions and overall experience. They are resources that can be mobilised to initiate a transformation project. They should be considered not as isolated elements but as building blocks that can be combined within a comprehensive system.

→ Intangible components

These components are key determinants of the effective functioning, vitality and transformation of streets. They are transverse to all the tangible components.

Below is a summary of the different components and parameters that can be played around with to respond to the mobility, environmental protection and use priorities of Rue Commune and improve users' well-being in the long run.

Clear objectives for an environmental and social transformation

To ensure the proposed changes can be assessed at each stage, the work is based on clear objectives:

- Set up a **shared, flexible and evolutive space** to support sociability
- Give priority to pedestrians for a healthy and **peaceful city**
- **Amplify biodiversity** and the presence of living things
- **Cool the city down** with, for instance, trees
- **Put rainwater to use** as part of a natural cycle

5 key overarching principles, markers of Rue Commune

The street's transformation must deliver at least the following:

- Completely level **ground**, without any separation between urban functions
- Conditional stopping for motor **vehicles** along with a no-parking policy
- A largely permeable surface to allow as much **water** as possible to pass through
- **Vegetation** providing structure as well as continuous shade and cooling
- Street **regulations** supporting non-transport uses, which can change spatially and temporally

→ Rue Commune principles



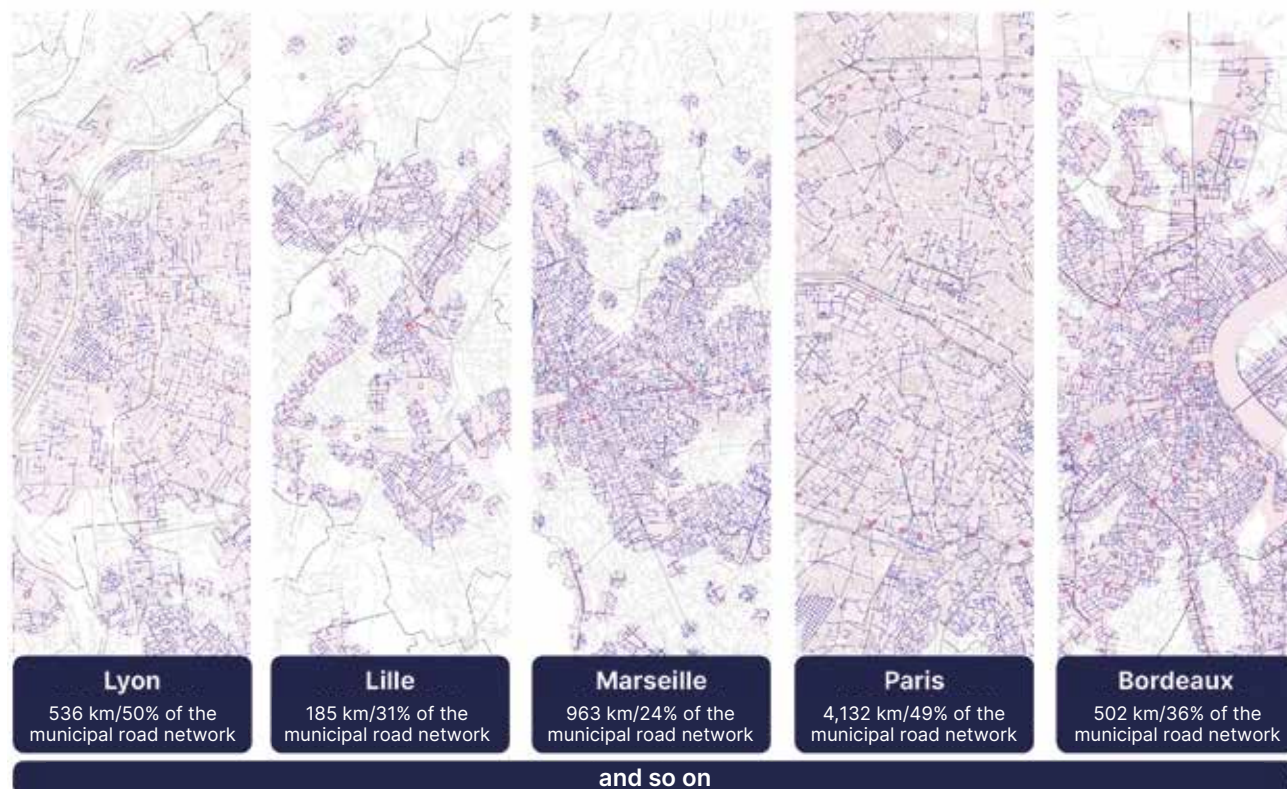
ELIGIBILITY CRITERIA

There are many ordinary streets. The transformation process therefore cannot begin until another stage is complete – the identification of eligible streets. A street is deemed eligible to undergo a Rue Commune transformation if it meets the following three criteria:

- **It is a secondary street** that is not a key route for the metropolis. It must be a distribution and service street ranked 4 or 5 on a scale ranking metropolitan streets from 1 to 6 based on their traffic levels. It must not include a key cycle lane or bus route.
- **It is well served by and/or located near public transport links.** This means it must be located within a 200- to 800-metre radius of the city's key public transport stops, which represents no more than a 10-minute walk.
- **It can undergo work upon approval from the local authority.** This means that streets where work has been carried out within the past five years should not be transformed for the time being.

This initial stage requires close collaboration with the local authority to determine as precisely as possible the scope of streets that could be transformed.

This process can be updated every five to 10 years to ensure seamless integration with city-led projects.



**analysis based on BD TOPO – IGN data*



→ Strasbourg: rue Charles Grad – July 2022 | 3.10 p.m. ©LEZuluaga



→ Lille: rue Duhem – April 2022 | 11.30 a.m. ©PFRrunner



→ Paris: rue Moreau – April 2022 | 11.40 a.m. ©PFRrunner



→ Marseille: rue de Village – May 2022 | 3.40 p.m. ©PFRrunner

Methodology

Rue Commune is a comprehensive approach underpinned by collaborative design between project leaders, final users and managers. It involves **four stages** rooted in stakeholder mobilisation. Furthermore, the **three levers** described earlier (scales, temporalities and tangible and intangible components) are activated at each stage of the transformation.

The Rue Commune guide does not offer a one-size-fits-all approach but a bespoke and contextualised methodology, constantly enriched by the participation of users, to ensure its viability.

Prerequisite | Prepare

A Rue Commune project cannot be launched before an eligibility study is conducted and local stakeholders (authorities, public and private partners, associations, etc.) are activated – a phase that helps determine the suitability of such an undertaking.

The eligibility study helps define a scope satisfying the basic requirements for a Rue Commune transformation project.

Stakeholder mobilisation is rooted in a holistic vision that invites people to understand everyone's role and responsibilities as well as their needs, expectations and preconceptions with a view to defining and implementing a strategy that makes it possible to overcome vested interests to create streets that are a real shared asset. It is therefore the foundation of the approach.

Assessment | Understand

The first assessment and analysis stage makes it possible to understand the needs of local authorities and users and highlight the unrealised potential of the street under consideration.

An initial assessment – known as a “sensitive” assessment – seeks to identify the expectations of members of the public and stakeholders. Digital and direct participation tools are used to this end. The results are then put into perspective with a “technical” study structured around assessment criteria. The design objectives for each street are therefore defined with respect to its specific characteristics.

The combined analysis of the expectations held by members of the public and the potential identified by experts results in the identification and characterisation of one or more scenarios for the street under consideration. The idea is to highlight the spirit of the place and reconstruct an image of the street shared by all. A broad vision for the desired future street is developed in this way, integrating its physical developments, possible uses and sensory experience.

Action plan | Organise

The second stage enables the development of a transformation plan in accordance with a given programme. The approach offers lists of initiatives linked to key street components. For each Rue Commune project, the technical solution needs to be adapted to local needs and circumstances.

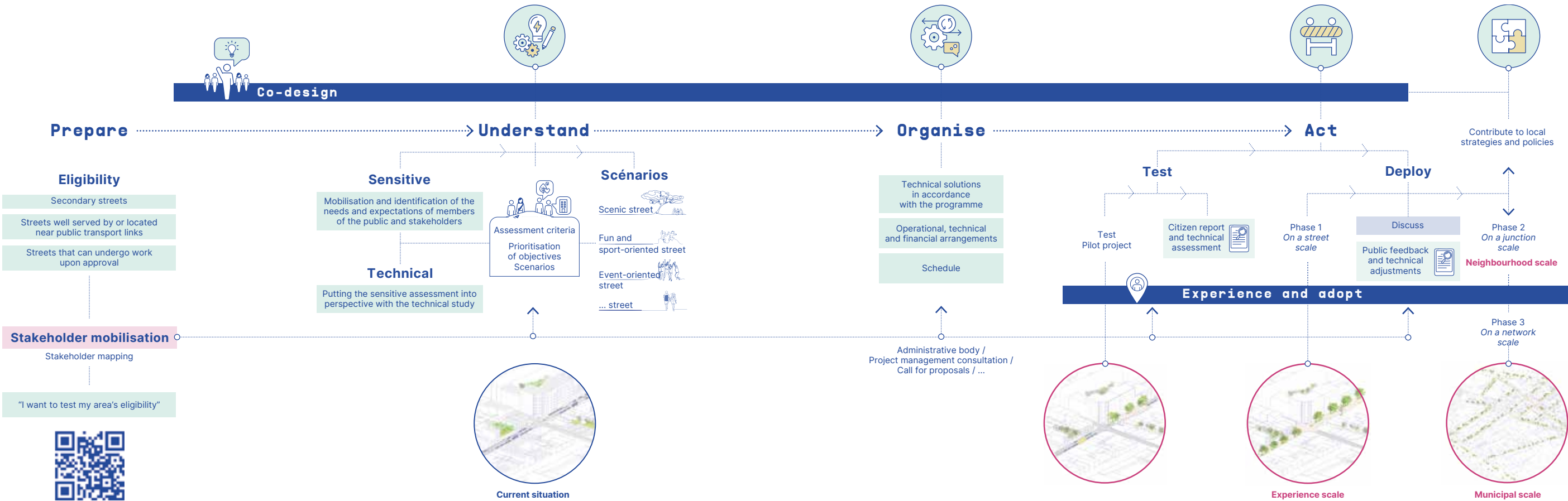
A roadmap is then developed, compiling the operational and financial arrangements and a specific work schedule. The project ambitions and schedule are adapted in accordance with the funding opportunities identified (government grants, funding from local authorities that wish to contribute and the private sector, etc.).

Implementation | Act

The implementation begins with a testing phase, which involves running a pilot project on a street section. This project, which takes the form of a “low-tech” development or a temporary urban planning project, acts as a demonstrator of possibilities and then becomes the focus of a technical assessment based on the assessment criteria defined during the assessment phase. Meanwhile, the level of support received from and active participation observed among users is also assessed. The pilot project lasts at least a year so its impact can be measured in all four seasons.

The total duration of the undertaking, from assessment to testing, ranges from 12 to 18 months.

If the outcome of the assessment is positive, the project is consolidated by a deployment phase covering the entire street or an even broader area. A new citizen report and technical assessment stage then begins. The street is thus the focus of a continuous cycle of questioning and development to respond to the challenges of mobility, environmental protection and changing uses over time.



Avenues for the future

Local transformations, a broad vision

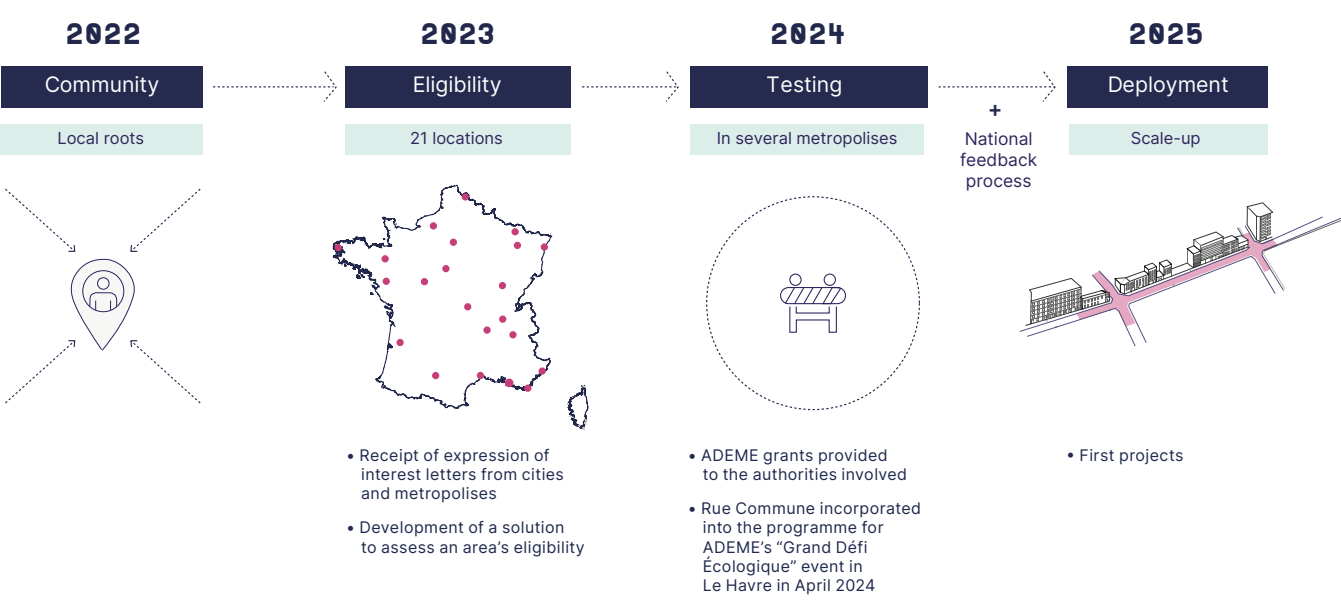
The Rue Commune approach is a dynamic strategy. Once it has been implemented on a street scale, the impact is measured and successes are generalised. The deployment first takes places on a neighbourhood scale, **at the junctions between shared streets**, then is extended to a municipal scale, resulting in the formation of a **consolidated network of shared streets** within the metropolis. The benefits of this network increase exponentially, continually enhancing mobility, uses and environmental protection in the city of the future.

Ultimately, urban policies, regulations and municipal public strategies are bound to evolve as existing local charters or policies are updated and new ones are created. Local strategies, digital mapping or databases also stand to benefit from this work, as it ensures they have a list that is regularly updated, freely accessible and complementary to future projects. It is precisely coconstruction, rigorous assessment and adoption by all members of the public that will ensure urban policies change and evolve in a useful direction.

The Rue Commune guide was released in spring 2023 and can be downloaded for free at ruecommune.com. The release of the book published by Éditions Apogée ensures public actors are equipped with a vital tool for the transition to the testing phase.

NEXT STAGES

In the short term with French cities and metropolises:



Commons as a principle for action

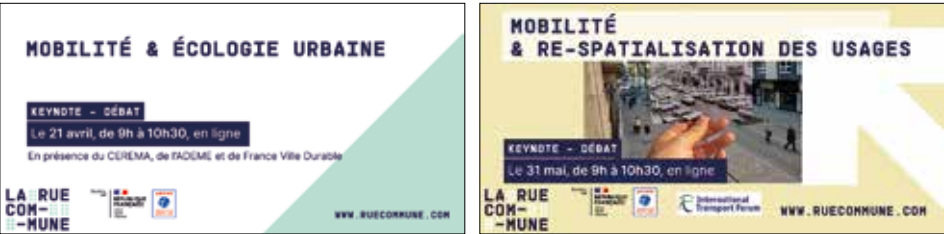
New questions are being raised about urban planning as a form of public action promoting spatial organisation, human well-being and social equity and placing greater emphasis on commons.

Urban planning, as a discipline, can contribute by building interconnections between spatial, political and social approaches. Commons sharing can support local-level organisation or even planning.

To help fulfil this ambition, we developed a plan to mobilise a learning community comprising users, public decision-makers and experts.

Community mobilisation plan

- **A manifesto:** This reference text, seen as the starting point of the Rue Commune initiative and made public in September 2021, has been consulted over 8,000 times on the Construction21 website.
- **A website, www.ruecommune.com:** This online interface, developed to make community resources accessible and provide progress updates, centralises all work relating to the creation of commons.
- **Radio:** We wanted to use a diverse range of channels to reach people, given that the subject is not reserved for experts. Our consortium therefore participated in radio shows for the general public (on Sud Radio, BFM Business, Batiradio and SMART IMPACT).
- **Schools:** As part of the Audencia Business School master's programme in marketing, design and creation, a fictional design study was conducted on the theme of Rue Commune. Additionally, the Sciences Po journalism school conducted street interviews in Grenoble, Le Havre, Paris and Poitiers.
- **A public consultation:** This consultation, conducted via Make.org, helped improve the representativeness of public input data, receiving contributions from 25,000 participants all over France.
- **Case studies and interviews with experts:** Construction21 conducted four case studies around the world (in Belgium, Canada, Italy and Spain) as well as 12 joint interviews with experts. This content is available at www.ruecommune.com.
- **Workshops at Leonard:** Two mornings of exploration and work were organised (one on 21 April 2022 and the other on 31 May 2022), bringing together more than 80 participants, experts and representatives from associations, institutions and local authorities.



Project partners



La Fabrique de la Cité

La Fabrique de la Cité is an urban foresight think tank created by the VINCI Group, its sponsor, in 2010. It enables French and international urban stakeholders to work together on new ways of building and rebuilding cities.



Club des villes et territoires cyclables et marchables

Club des villes et territoires cyclables et marchables or CVTCM (formerly Club des villes cyclables or CVC, then Club des villes et territoires cyclables or CVTC), created in 1989 by eight cities, brings together more than 1,500 local authorities – municipalities, conurbations, departments and regions – representing over 40 million residents. It promotes active travel and urban development policies.



Make.org

Make.org is a neutral and independent organisation whose mission is to engage the public and mobilise civil society as a whole to make positive social changes.



Audencia

Audencia Business School has been offering a master's degree programme in marketing, design and creation for more than 10 years, preparing future creation professionals to continuously adapt, work with other disciplines and assume strategic management roles. Its co-accreditation with École Centrale de Nantes and partnership with École de Design Nantes Atlantique ensure future graduates are exposed to the most advanced tools and techniques.



Construction21

Construction21 is both a collaborative platform and an information portal available to professionals active in the construction and city sectors and interested in sustainability. It is designed to help develop new construction and renovation methods, accelerating the transition to a green building economy.



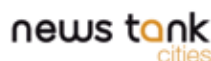
Rue de l'Avenir

Rue de l'Avenir, a non-profit founded in 1988, campaigns to make cities, towns and villages safer, more united and more liveable by reducing motor vehicle use and speeds, supporting walking and cycling, ensuring vulnerable people are taken into account and enhancing the quality of public spaces.



Junior Consulting Sciences Po

Junior Consulting Sciences Po, a junior enterprise created in 1980, has been meeting client requirements and giving students the opportunity to put their learning into practice for more than 40 years. Its areas of expertise are public affairs, finance, communication, consulting, public and international policy, infrastructure, the environmental transition, journalism and human resources.



News Tank Cities

News Tank provides management teams with independent, neutral, factual, accurate, concise, easy-to-read and quickly published information. News Tank relies on teams of permanent writers, experts in their fields, whose competence and professionalism enable them to establish trust-based relationships with their contacts.

Project contributors

We would like to thank all the experts who contributed to the project for the time they invested and the quality of the discussions we had.



VINCI Construction

VINCI Construction is a world leader in construction work related to transport infrastructure and urban development. Its daily focus is transport infrastructure – an asset critical to areas' economic development, social cohesion and industry and tourism appeal.



VINCI Energies

In a world undergoing constant change, VINCI Energies focuses on connections, performance, energy efficiency and data to fast-track the rollout of new technologies and support two major changes: the digital transformation and the energy transition. Citeos improves the performance of urban facilities, enhances the appeal of cities and boosts comfort for the public – from engineering through to operation. As an integrator, Omexom continuously looks for the best technological options and deploys the most suitable solutions for its clients' needs with complete autonomy from its suppliers.



TRANSITEC

TRANSITEC is an independent engineering consultancy firm specialised in mobility since its foundation in 1954, covering all themes and stages of reflection in this field. Its work is characterised by a desire to address issues in a comprehensive, methodical and attentive manner. Solutions are developed in an objective, partnership-oriented and responsible way. The idea is to “do more and better with less” by prioritising the optimisation of existing multimodal services before expanding them. This pragmatism is coupled with a constant push for innovation.



ALGOÉ

Algoé is a management consulting and coaching firm specialised in projects, organisation, development and human resources.

Experts who participated in the workshops, joint interviews and round tables

Jérémie Almosni – ADEME

Marc Aurel – Aurel design urbain

Émeline Bailly – CSTB

Isabelle Baraud-Serfaty – ibicity

Nadhéra Beletreche – Ville de Paris

Michel Benard – INFRA Services

Mathieu Bernard – Ville de Bordeaux

Gilles Betis – ESTP

Christelle Bortolini – ADEME

Léna Bouzemberg – Collectif(s) Créatif(s)
des Territoires

Elodie Briche – ADEME

Jean-Christophe Chadanson – Agence d'urbanisme
Bordeaux Aquitaine

Sylvain Chapon – ENGIE

Alphonse Coulot – La Fabrique de la Cité

Cécile Cren – VINCI's Environment Department

Céline Crestin – Paris La Défense

Lionel d'Allard – VINCI Construction

Marie Defay – ESSEC urban economics chair

Frédérique Dequiedt – Plaine Commune

Ivan Drouadaine – Eurovia

Florent Dubois – Lafarge

Anne Faure – Rue de l'Avenir

Ramy Fischler – RF Studio

Romain Fraigneau – SNCF

Catherine Goniot – Métropole Rouen Normandie

Stéphanie Gourdon – JCDecaux

Sylvain Grandpierre – JCDecaux

Sylvain Grisot – dixit.net

Alain Grisval – Citeos (VINCI Energies)

Elisabeth Grosdhomme – Paradigmes et caetera

Marion Guiet – Mairie de Paris

Bernadette Guyon-Benoite – Algoé

Djamel Hamadou – Grand Paris Grand Est

Philippe Hermet – EpaMarne

Nicolas Hiroux – Eurovia

Xavier Janc – Mairie de Paris

Thomas Jouannot – Cerema

Sandra Jover – IMMO Mousquetaires

Roddy Laroche – La 27e Région

Michèle Larüe-Charlus – Ville de Bordeaux
and Bordeaux Métropole (in the past)

Sonia Lavadinho – Bfluid

Eloïse Lombard – Rêve de scènes urbaines

Aurélie Loste – Colas

Sébastien Maire – France Ville Durable

Nicolas Maisetti – POPSU Métropoles

Bertrand Malet – Groupe Saint-Leonard

David Marchal – ADEME

Thierry Marsick – Ville de Lyon

Mireille Masson – Algoé

Georgina Mendes – Société du Grand Paris

Ghislain Mercier – Paris & Métropole Aménagement

Nicolas Minvielle – Making Tomorrow

Pierre Musseau – Mairie de Paris

Marion Nader-Burck – Paris & Métropole
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Patrick Noel – Blue Bike Innovation

Hélène Peskine – PUCA

Catherine Pilon – Club des villes et territoires
cyclables et marchables

Marie-Christine Prémartin – Rue de l'Avenir

Perrine Prigent – Mairie de Marseille

John Pritchard – International Transport Forum (ITF)

Sylvain Rotillon – French Ministry of Ecological
Transition

Antoine Simon – VINCI's Environment Department

Sébastien Simonnet – TRANSITEC

Patrick Supiot – VINCI Immobilier

Maud Tarnot – Lafarge

Khadija Tighanimine – Omexom (VINCI Energies)

Alexis Tillie – Citeos (VINCI Energies)

Arthur Tullou – Urbalia (VINCI Construction)

Anne Vial – Cerema

Laurent Vigneau – Artelia

Camille Vignotte – Resallience (VINCI Construction)

Emma Vilarem – [S]City

Solenne Villain – Urbalia (VINCI Construction)

Michèle Zaoui – Mairie de Paris



→ Expert workshops organised at Leonard:Paris

