

A photograph of three people from behind, standing on a rooftop or balcony at sunset. They have their arms raised in the air, with one person making a peace sign. The sun is low on the horizon, creating a warm, golden glow and long shadows. The background shows a cityscape with buildings and trees.

CityPlay

PLAY YOUR PART IN YOUR CITY!

**BOUYGUES
CONSTRUCTION**

Shared **innovation**

City.Play

**Get involved
in each stage
of your project!**



Intro- duction



Half

of the world's population lives in urban areas with cities as the backdrop to all the major societal, ecological, political and technological changes of our time. When many contemporary megacities are undergoing exponential development, we believe that it is, in fact, now more important to focus on transforming an area's actual make-up into being a human and collective place.

We created **City.Play**
to tackle this huge challenge:
to plan ahead for tomorrow's challenges.

This new approach to urban development, which includes a wide range of tools and innovative solutions, such as games, brainstorming, digital resources and face-to-face interaction, brings local stakeholders, residents, businesses and users together to co-construct their neighbourhood.

A successful building project or urban-development must mean something to the community, particularly to its end users. Creating meaning lies at the heart of City.Play's collaborative approach. Giving citizens the floor allows them to work collaboratively, sparking engagement in bringing about the transformation of their own district.

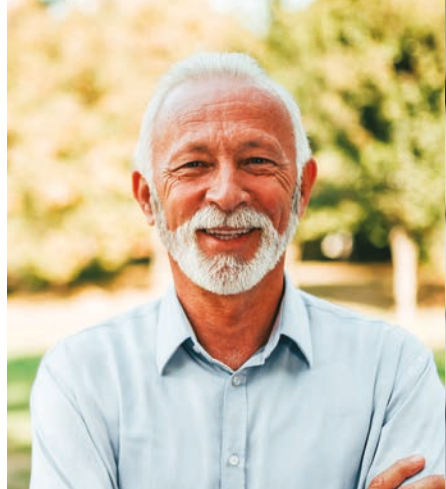
Transitioning towards a more inclusive, more vibrant, greener, more mutually supportive and more sustainable hybrid city is no longer possible without its inhabitants playing an active role. **We also firmly believe that this process must strengthen social bonds to bring a sense of fun to our communal lives.** City.Play covers the entire project life cycle, involving not only the creative citizens behind projects and the stakeholders, but also the residents involved in managing their living environments or their work and leisure spaces.

City.Play is a simple concept that has already been rolled out for a number of projects and has been pivotal to creating wonderful developments, bringing some magic back to urban spaces. ●



**Build to
suit
common
interests**

**Bring together
citizens who
sometimes have
conflicting
interests
around shared
ambitions**



**Establish
suitable
responses to
the region's
challenges**



**Breathe
new life**



**Rediscover
a sense
of pleasure:
pleasure in living
together as a
community and
in discovering
your area**

Innovate



DIALOGUE

Citizens are **INFORMED** about the project details and challenges

PUBLIC MEETINGS, VISITS AND DISCUSSIONS with project leaders

Providing **TWO-WAY COMMUNICATION** throughout the process



CO-CONSTRUCTION

INVOLVED citizens who co-construct their city

A **SIDE-BY-SIDE** relationship with project leaders

Dreams, **PROPOSALS** and tangible projects

Participants with backgrounds in **REPRESENTATION**



COMMUNICATION

LEARN about projects and put forward their own ideas

FOSTER CONNECTIONS between project leaders and end users

Residents **INVOLVED** in the life of their neighbourhood





For the citizens doing the creating behind the scenes

Through tools such as regional workshops to discuss potential landscaping, online surveys, serious games and public exhibitions, we can come together around local challenges and rethink uses to improve the daily life of future communities: residents, businesses and professionals.

*Better
understanding
of how
to dream up*





Looking to the future

The Bouygues Construction Horizon-Scanning Lab

This is a lively and collaborative strategy which combines forward planning and local needs to analyse how an area is used and viewed.

The lab's missions:

- + Produce research and analysis via thematic explorations on social issues linked to cities and regions,
- + Observe and document uses in order to anticipate end-user needs,
- + Deliver agile and multi-faceted support for projects, by providing forward-looking insight on request.

This support is intended for projects and regions.

They've done it!



For the second consecutive year, Bouygues Construction UK are funding a large national competition to challenge schools in the United Kingdom to put forward their ideas about future cities. The Future Cities Challenge was launched in 2018 as an innovative method of engaging with schools in neighbourhoods where the company has its offices, by providing an appealing route for young people to explore the world of STEM (sciences, technology, engineering and maths) and giving them a glimpse into construction roles.

For this second round, in partnership with Minecraft, school pupils worked on problems linked to air pollution and zero plastic, overseen by Bouygues Construction UK members. The final was held at the Manufacturing Institute at the University of Cambridge with a panel of judges from construction, engineering and digital technology. The jury was very impressed by the high-quality presentations and the pupils' level of reflection on future societies' needs and on sustainable construction methods!

Imagining what cities will be like in 100 years' time with school pupils from the United Kingdom

Senior citizens and dependence: a challenge for Smart Regions - Strengthen relationships with ALL citizens

In 25 years' time, almost a third of the urban population will be over 60 years old! How will Smart Regions adapt to address our elderly citizens' needs so that they can continue to feel connected to the city and their loved ones? To answer this question, teams from Bouygues Energies & Services, with support from usage experts, have been holding specialist workshops, where carers, patients and families have come together to discuss needs of senior citizens within their region. A lot of useful lessons were learned from these conversations provided a basis on which to start building an inclusive city for senior citizens!

"I don't really know who I should be talking to when I don't want bother my children with a problem or manage to deal with it on my own."

Francine - 85 years old

"There really needed to be more thought about relationships, being able to send messages to family members on a digital screen, or a fun alerts system for meal times, for example."

Julie - Geriatric nurse



Focus on...

Trend forecasts

Trend forecasts are the outcome of annual wide-ranging collaborative horizon-scanning brainstorming with a large panel of stakeholders, run by our Horizon-Scanning Lab. These open-research approaches to a given area involve multiple stakeholder partnerships and provide a platform to look into trends and uses, analyse challenges and offer potential courses of action. All of these trend forecasts feature inspirational initiatives which are evidence of the ongoing changes and show that shifts are coming.

DES TERRITOIRES
FAVORABLES
AU BIEN-ÊTRE
ET À LA SANTÉ

#8




[Cliquez pour consulter](#)

LES TERRITOIRES
FACE À LA
CRISE SANITAIRE

#8

Supplément COVID-19
juillet 2020





Coming together to solve challenges

City.Play workshops

These workshops bring together local parties, citizens and stakeholders to investigate issues in your region in order to:

- + Assess the emerging dynamics for the region and the needs and expectations of your citizens,
- + Lay the foundation for dialogue with stakeholders,
- + Identify opportunities and mechanisms for action; determine objectives and initiatives for a chosen future.



They've done it!

The residential building of tomorrow

Aix-en-Provence
(France)

What if you were looking to harness collective intelligence to devise a family's dream city and bring life back into an ageing city centre? You'd get the project developed by residents in Aix-en-Provence, where Linkcity, working alongside the AUPA (the local city-planning agency), held a series of fun workshops focussing on homes of tomorrow. Four themed sessions brought together industry stakeholders, residents, occupational therapists, elected representatives and student representatives. The result is a very appealing intergenerational-housing concept led by local stakeholders!



Epron (France)

A city under development

Teams from Linkcity Grand Ouest, owners of a plot in the Hélios joint development zone, alongside Normandie Aménagement (the local urban development agency), held an open brainstorming on the future of the commune, which was set to double in size with the creation of this 60-hectare zone. Residents, stakeholders and urban planners attended two workshops which focused on what they wished to see in the area, so that specific projects, mostly for mixed use and designed to foster a sense of community, could emerge. These successful events clearly show that residents have a desire to play a role in the future of their milieu.



Citizens by Design Residents of Nîmes (France) provide their views on smart cities

Smart regions cannot break away from history, heritage or DNA. So how do Nîmes' residents and the entire local ecosystem picture a more connected, sustainable and human future?

Bouygues Energies & Services went to ask residents within Nîmes' city walls that very question to find out what it's like to live in their city and to get an idea of their expectations for smart regions in four key public policy areas: energy (street lighting, public buildings, energy savings), the environment (flooding, heatwaves), transportation (parking, signage and traffic, public transport) and security. These twenty-minute discussions built trusting relationships with residents and established major trends in building the smart region of tomorrow.

Addressing social challenges

Lyon,
Grenoble
(France)

Prevention is better than cure! So how do you design, construct or redevelop a city, a neighbourhood or a building in a way that favours our health and well-being? Two inclusive workshops with people from different backgrounds focused on this idea.

+ **In Grenoble**, the workshop participants included urban planners, medical experts, geographers, researchers, sociologists, architects and more. They set out to combine their expertise, establish a methodological and scientific framework and dream up specific solutions for city and regional planning.

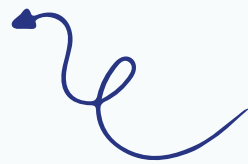
+ **In Lyon**, the Tube à Expérimentations Urbaines (TUBÁ) urban laboratory, the I-Care Lab and the Ville & Aménagement Durable environmental group jointly organised the workshop, bringing together multidisciplinary teams, with statements from project leaders, an overview of innovative health-driven urban sites and a “Créathon” session, where participants sketched the outlines of the neighbourhoods of tomorrow.



After these workshops, a trend forecast “Good regions for health and well-being” was published, followed by an additional document in July 2020 on the effect of the health crisis on our cities and regions. This forecast explores the mechanisms provided by regional organisations, the buildings, the idea of an inclusive city and sites and services linked to new medical practices that can overcome these challenges, and puts forward inspiring initiatives that can deliver them.



They've
done
it!



Urban assessment with Elan, our specialist building-consultancy subsidiary

Urban analysis helps people identify specific characteristics and challenges of different regions. This assessment makes it easier to position projects within their environments and shape planning and design choice.

In short, it helps to define:

- + Regional dynamics and local sectors of interest,
- + Local strengths, weaknesses and opportunities,
- + Pioneering and exciting stakeholders, as well as their expectations and needs,
- + Promising projects with potential synergies worth exploring.

They've
done
it!

Innovating towards sustainable models

Campus Agropôle
(Switzerland)



The high-tech farming demonstration model of tomorrow set out to play a sustainable and transformational role in its region. Teams from Elan analysed the region and its ecosystem based around three areas: resources, biodiversity and energy. This assessment identified specific regional challenges and assisted with establishing an environmental strategy for the project. The analysis also made it easier to find solutions and get inspiration from local stakeholders, get feedback on a nationwide level and even create trend forecasts. The interior aesthetic at Agropôle will take its cue from reclaimed materials from the region, with the majority of the fixtures and fittings made out of recycled materials with short supply chains.

Aquatic Centre,
Saint-Denis (France)

A circular-economy strategy

Our teams' urban assessment most notably revealed a strong interest in the circular economy among the public stakeholders (such as Plaine Commune, the Greater Paris Metropolitan Area and Solideo). An analysis of the local operator ecosystem identified opportunities for collaboration with young companies active in the circular economy. Bouygues Bâtiment Ile-de-France and Elan contacted SASMinimum, who then developed a chair model for the stands using their "Le Pavé" recycled-plastic material. Within a matter of months, SASMinimum partnered with a manufacturer to create recycled seating for the future aquatic centre and the Saint Denis pedestrian/cyclist crossover. These seats will also be installed in the future Porte de la Chapelle Arena.



Mixcity

Born out of a scientific approach led by the sociologist Alain Bourdin, Mixcity is a referral tool used for designing neighbourhoods that embrace urban diversity. It establishes a qualitative and quantitative sociological breakdown of the residents of new neighbourhoods and determines their aspirations and outlooks on housing and/or neighbourhoods based around 8 pre-determined profiles: public facilities, interactions, nature (or lack of), the level of technophilia, security and more.



Mixcity brings together the interests of future residents, the community and regional characteristics.

A neighbourhood tailored to its residents' needs

Morge Eglantine
(Switzerland)

How can diversity be incorporated into the making of this new mixed-use community in an intelligent and engaging way? Working with Mixcity and teams from Losinger Marazzi, our Swiss subsidiary, we identified different sections of the population that could be attracted to this concept of an 'urban countryside'. Taking their residential aspirations into consideration, they shaped the programme around building requirements and social needs, and structured the neighbourhood to cover economic, sociological, cultural and emotional aspects. Community halls, types of housing, rent/pricing levels, a range of outdoor spaces suitable for public interaction, such as public courtyards and squares, leisure parks, facilities, shops and services were all taken into account to promote the diversity of the project. The process resulted in an incredibly specific plan of action, which was used as a guide by the four architects working on the project.

An initial workshop on the future La Distillerie neighbourhood

Villeneuve d'Ascq (France)

Is the outlook towards cities forward-thinking or is it more traditional? Will residents embrace the new technology or will they shy away from it? Teams from Linkcity Nord-Est launched this initial Mixcity workshop with property owners, landscapers and architects, along with Alain Bourdin and his team. This exciting day featured an educational session, discussions with regional experts to observe behaviour and reassess profiles, brainstorming and case studies, to ensure that the La Distillerie neighbourhood reflects its future residents' aspirations!



They've
done
it!



*Dreaming,
Imagining,
Living*

Planning projects together



A powerful mechanism to ensure future residents play a long-term role in the life of their neighbourhood!

The City.Play inclusive approach

City.Play is an opportunity to work together to innovate and create new ways of living in the city. It creates projects that closely meet future residents' needs and that fit into their urban environment.

Our co-construction approach is structured around:

- + digital tools (dialogue, BIM)
- + holding physical workshops (collaborative mapping, dream walls, role plays and collaborative prototyping) with some or all stakeholders,
- + tailored support from experienced specialists as necessary, such as sociologists, doctors, ethnologists and biodiversity experts.

1. FOR THE CREATIVE CITIZENS BEHIND PROJECTS

A new neighbourhood that has been creating social bonds

On a former industrial estate in a rapidly changing neighbourhood in the community of Crissier in Switzerland (on the outskirts of Lausanne), Losinger Marazzi wanted to adopt an inclusive approach to involve different stakeholders in co-constructing a project. Local residents, businesses, workers, students and neighbourhood visitors gave their views, then two collective intelligence workshops were held to collectively dream up and co-construct the future project. More than thirty participants shared their vision during the workshops which included design thinking, an inspiration wall, collaborative pitches and prototyping, to come up with proposals to make this neighbourhood, lying between Northern and Southern Crissier, a focal point that met the needs of local residents' and filled the community with life.

Crissier (Switzerland)



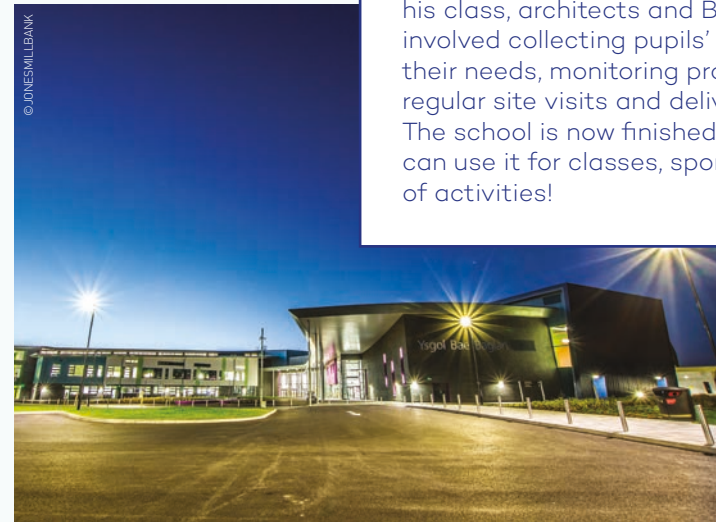
Young construction ambassadors!

Ysgol Bae Baglan School in Port Talbot (Wales)

It's more than a building,
It's a community.
We meet our friends here,
and we're going to grow up here.

Leigh H. – Member of the construction team

Along with 11 of his fellow pupils aged 3 to 16 years old, Leigh was named as a "construction ambassador" for a major redevelopment and construction project creating the school of the future. Working as the liaison between his class, architects and Bouygues UK, his role involved collecting pupils' opinions and identifying their needs, monitoring project progress through regular site visits and delivering reports to his class. The school is now finished and the entire community can use it for classes, sport and a wide range of activities!



How will the renovated Palais Rameau in be used?

Lille (France)

Located right in the heart of Lille, this 19th century building will soon make us look to the future! In two years' time, the Palais Rameau will become a prototype for urban agriculture and fountain of ideas and unique experiences, led by Yncréa Hauts-de-France, the leading associative body for private engineering schools in France. Teams from Elan, our specialist building-advice subsidiary, working with the architectural firm 9.81, oversaw co-design workshops with future site users, particularly researchers. The objective? To support Yncréa in establishing the future purpose of the palace. These workshops helped teams to design usage pathways within the building, identify user needs, and to then create a space-by-space programme.



Promoting the value of local heritage through the connection tunnels on the WestConnex motorway in Sydney

Australia

They've
done
it!

How can these connection tunnels be harmoniously integrated and embraced into Sydney's urban landscape? Bouygues Construction Australia is opting to focus on art and local heritage. Teams considered the site's historic and cultural heritage and its links to aboriginal tradition. The project's urban planning has been put together as part of tight collaboration with Cultural Capital and famous local aboriginal artists, who, from the initial sketches right up to prototypes being assembled on site, have been closely involved in the project. Motorists arriving from Sydney airport will pass under the colourful work of art to get to the city centre. This unconventional and impressive development will become one of the defining iconic sites of Sydney!

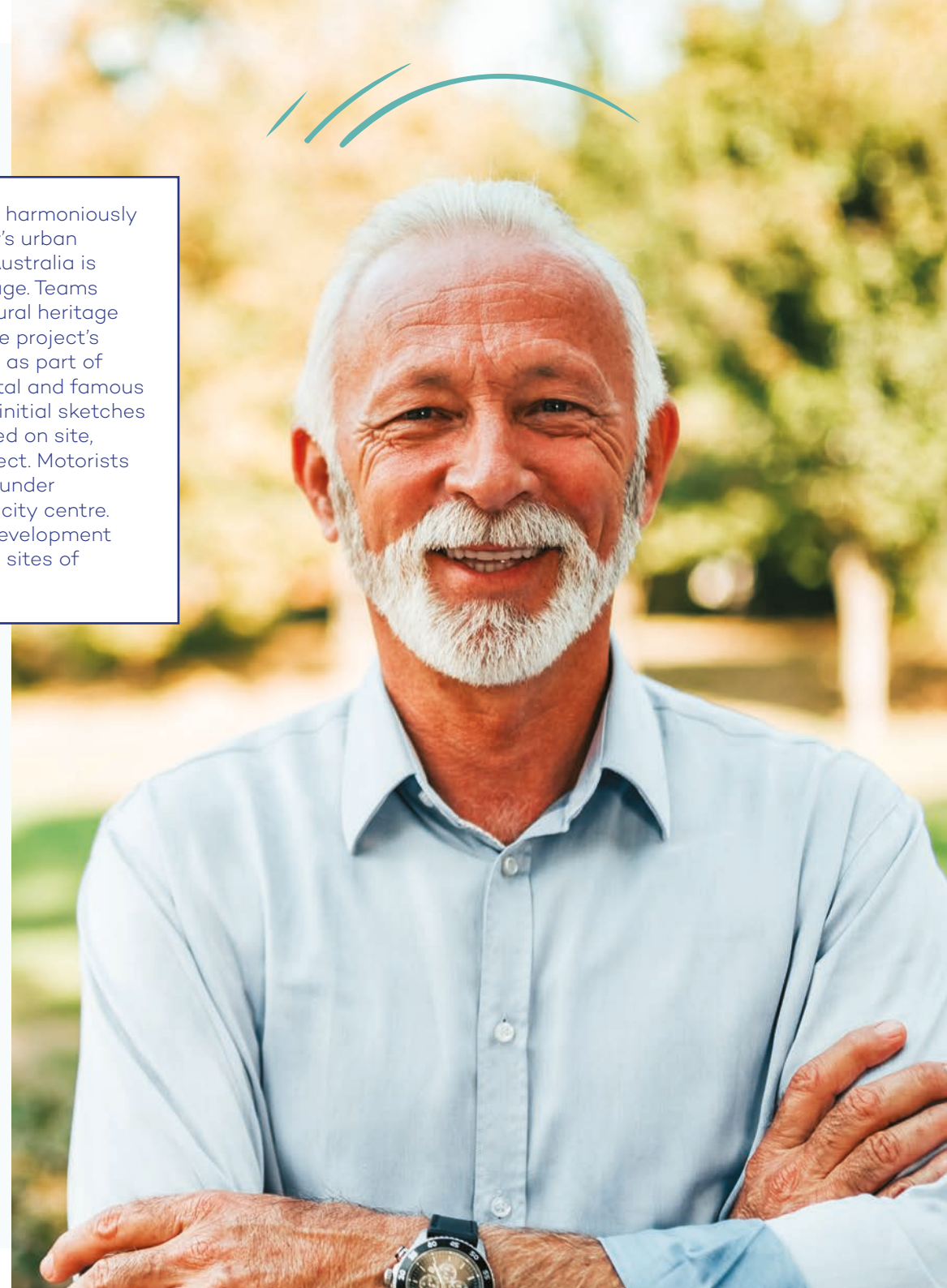


Tours (France)



In January 2020, Linkcity was awarded the Saint-Sauveur site in Tours, one of 8 sites featured in the "Devenir Tours" call for innovative proposals. The project challenge involved breathing new life into this 15,900m2 site of the former Gaury metalworks plant, which was at that point a street art laboratory. SHARE emerged from a collective intelligence strategy, with workshop days bringing the entire team together. Starting from the tender preparation phase, the project teams went to talk to residents and local stakeholders. They put forward their expectations and vision for the neighbourhood after field work and a "CityPlay" workshop. As a result, they were able to introduce programme and urban development components into the project, such as a medical centre, direct pedestrian access to the centre of the block which also inspired the "hill" approach for the car park, and even an exhibition space. This is a wonderful example of shared city planning!

Share, the creator behind Tours' future infrastructure



They've
done
it!



Philia, an actively inclusive intergenerational housing building

Caen (France)



Selected in advance by the “Caen La Mer Habitat” housing authority, twenty future residents attended co-creation workshops regularly over the course of a year prior to moving in so that they could define what communal life would be like. Launched in April 2018, the first 3 workshops were led by teams from the Prospective Lab and Bouygues Bâtiment Grand Ouest.

How did they envision how the communal areas would be used? How would they be managed and how would you pump life into them? In response to these questions, plans were put in place for a 70m² communal space on the ground floor, intended for hosting tenant activities, such as yoga, cooking and sewing, as well as a composting area. The shared gardens, a shed and various garages will be managed in rotation by owners, helping to create neighbourly bonds. a dynamic level of interaction was already evident even before the first residents moved in at the end of 2019. This wonderful feature fits in perfectly with Caen La Mer Habitat’s collaborative innovation approach, known as Hab’ility.

The Data Challenge OnDijon #1 for coming up with public services for the city of tomorrow

Dijon (France)

In 2019, Dijon Metropolitan Area introduced a new and unique smart city project in France, which uses a central control mast to manage all urban facilities within the city’s 23 municipal districts remotely and places open data at the heart of the project.

Launched during the Vivattech event with the aim of developing new solutions more quickly, the Data Challenge OnDijon #1 brings together Dijon Metropolitan Area, major partner groups (Bouygues Energie & Services, Citelum, Suez, Capgemini and Keolis) and local start-ups, who are going to develop and test innovative and specific solutions to urban challenges. Chosen projects will receive a grant and support for 6 months. Through this open innovation programme, the Dijon region is becoming a “trailing region” for testing and establishing services which will then be rolled out on a large scale!



Dreaming up a child-friendly neighbourhood

Mont-Saint-Aignan (France)

Co-constructing a family-friendly neighbourhood where everyone can grow up and enjoy their lives required nothing less than dialogue about traffic problems, third places and indoor and outdoor play areas. A piece of cake! A winning strategy emerged, with a series of workshops devised for both young and old to support a daring urban project which has flown the flag for co-constructing with young people.



That little
extra thoughtful
touch

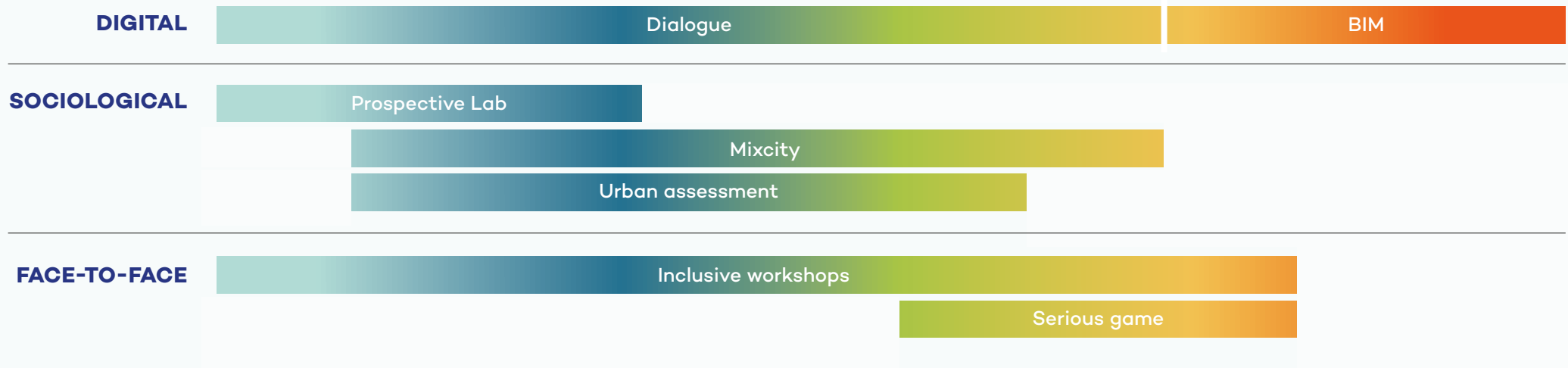
Focus on...

The City.Play: a serious game

Born out of the Group's R&D strategy, this urban co-creation tool helps to bring together all urban-project stakeholders as part of a roleplay approach, to collectively define a future project's ambitions, share their concerns and devise specific solutions to address these challenges.



Using the right tools at the right time





2.

For stakeholder users

What if we are looking to establish a sense of community a neighbourhood right from the construction phase? Innovative planning, rethinking project centres and support for project managers are just some of the options available. We make every effort to ensure that there is a sense of momentum throughout the programme development process.



Creating connections

Reaching out to future users of the future line 1 of Abidjan metro

Côte d'Ivoire

In 2017, to great fanfare, the ground was broken on the future line 1 of Abidjan metro by Ivorian President Alassane Ouattara and his French counterpart Emmanuel Macron. This line will span 38 kilometres and will link the commune of Anyama, north of Abidjan, to Port-Bouët, south of the city, in 50 minutes, stopping at 20 stations. A key issue is how do you engage with the large numbers of people in areas affected by this phased project, which spreads across 7 of Abidjan's 9 communes? One solution has been to do away with the traditional project centre in favour of meeting future users and local residents and increasing outreach. Discussion workshops and resident and stakeholder events were held almost every weekend for a year and a half. This inclusive approach was seen not only as very positive, but essential. The project's success, which is a first in a number of areas (the first metro in sub-Saharan Africa, the largest project in the Ivory Coast's history and France's largest investment in a foreign project), depends heavily on local people embracing and supporting it.

Completely rethinking project centres

Project centres can help to facilitate discussions during projects and may come in surprising and friendly forms.

- + More creativity,
- + More bonds,
- + More discussions.

When art comes together with construction

Lyon (France)

At the initiative of the City of Lyon, Linkcity Sud-Est and the Galerie Tator have launched an artists' residence on the Les Massues construction site in Lyon. For this pilot stage, a photographer, David Desaleux, took over the walls. The guiding premise was to take the time to talk to each worker on the site, and to illustrate these conversations photographically. This wooden module for nomadic arts is set to travel throughout the whole of the south-east and beyond. Such conversations or workshops with artists are opening up the gates to construction sites and creating opportunities for dialogue with local stakeholders and future residents.



They've
done
it!



Promoting social inclusion

As an urban stakeholder, we contribute by working with local communities through dialogue and powerful joint action.

Making a meaningful contribution and creating that buzz



Providing coaching to troubled teens as part of the Calais port extension project (France)

For three years, the group (for which Bouygues Travaux Publics is the contractor) supported troubled teens in Calais, working alongside the SAS Coluche local authority service. The aim was to create connections and build self-confidence. Our teams were responsible for approximately fifteen teens and got them involved in life on the construction site: during 3 open days, they helped to create posters and led workshops with visitors - welcoming them, giving safety quizzes and handing out PPE. They also wrote a regular newsletter, with updates on developments on the construction site. This initiative has the full backing of project teams and the city hall. Thanks to the trusting environment created throughout the weekly meetings, the teens have made enormous progress and are looking more towards their futures.



Construction: a growing sector for women

Tower Hamlet
London (UK)

In early March 2019, Bouygues UK hosted the Women's Construction Skills Academy, which highlighted different career opportunities for women in the construction industry. Working in partnership with Tower Hamlets Council, Mount Anvil, Endeavour UK and Women into Construction, five days of tailored training sessions were specifically aimed at women from the area. In addition to theoretical and practical teaching, they also had the opportunity to hear speeches from more than 20 women from Bouygues Construction UK, Mount Anvil, Women into Construction and Keltbray about their professional careers in the construction and engineering sectors, which helped them to get an idea of the wide range of available career opportunities.



They've
done
it!

Creating a community for end users

The City.Play urban prefiguration process

Working in partnership with local stakeholders, often from the voluntary or social-assistance sectors, we come and set up transitional urban projects before works even start. This collaborative process aims to prefigure and test out different uses so that all residents can take ownership of the future neighbourhood or project.



Porte de Vanves,
Paris (France)

«Colorful Kidz»: introductory street-art workshop

How do you improve the well-being of young people while redeveloping 420 homes on an occupied site? Working in partnership with the Little Metropole group and Paris Habitat, teams from Bouygues Bâtiment Ile-de-France held introductory street-art workshops for children living there. These workshops included mural creations, courses on different street-art techniques, opportunities to meet the artists Kaldea Sitou and Money, and an exhibition.



A microcosm of the future La Maillerie neighbourhood

Villeneuve d'Ascq
and Croix (France)

A “Project Centre” like no other was devised in La Maillerie to bring together current and future residents around a redevelopment project at the 3 Suisses logistics site. This site is a fully-fledged microcosm of the future neighbourhood and combines regular or one-off trial initiatives, activities and events, such as yoga classes, zero-waste workshops and themed evenings. It may be a living space, but it is also an area for work, leisure and socialising, with a bar and spaces for social-assistance bodies and associations, a resource centre and a Repair Cafe. Several thousand visitors to this temporary space have already glimpsed the future atmosphere at La Maillerie.

A living environment in the Hotel-Dieu urban project

Rennes (France)

How do you breathe new life into this historic site that is currently being completely renovated? Following extensive dialogue, teams from Linkcity Grand Ouest, working with The Roof Rennes and Origines, created a temporary space at Hôtel Dieu. This former hospital's historic building is now home to a climbing wall, a microbrewery and artistic and cultural events. With these shared spaces now open, Rennes residents can once again enjoy its cloisters and its garden. A new unconventional yet very popular destination!



They've
done
it!

Facilitating new initiatives within the community



City.Play entrepreneurship

The preliminary stages of an urban project are particularly fertile ground for integrating other original local projects. Through partnerships and discussions with the local ecosystem, we are committed to bringing together and supporting city users in developing their projects, which are benefit a collective and adapted to the region's needs (for example third places, community food centres and recycling facilities)



Bold, local
and sustainable!

Marseille (France)

Creative craftworkers helping to drive the local economy forward in the Fabriques neighbourhood

Before works even started, an urban plant and a community of creators, who have enthusiastically adopted the DIY approach and sharing-economy principles in their work, had set up in the heart of Fabriques, a future eco-neighbourhood in Euroméditerranée, with support from Linkcity and UrbanEra, the project operators. Traditional craftworkers, start-ups and designers share production and manufacturing tools for working with wood, metal, fabric, leather and ceramic, as well as digital tools and 3D printers. Spanning 3,500 m², this “makerspace”, known as “Ici Marseille” is the largest communal workshop in France!



MARSEILLE

They've
done
it!



Lyon Confluence (France)

Moving beyond dialogue, what if citizens wanted to become involved in how their neighbourhood operates in the future? The principle behind this idea was based around a call for specific proposals, focusing on two areas jointly identified by the TUBA group and the Confluence neighbourhood planning body: the circular economy and well-being in cities. In the end, 29 proposals were submitted, 3 projects were chosen and an innovative project was recognised. A committee made up of members of the Eurêka Confluence consortium, which included Linkcity (naturally), Kiss Kiss Bank Bank, community members and elected representatives guided the project.

Eurêka Club, an example of how a building project can help to mobilise citizens' initiatives

3.

For the involved residents

And what about after completion? We make sure that promises are kept, Cooperative community-oriented enterprises (SCICs) and creating neighbourhood programmes and associations. We support residents wishing to take charge of their neighbourhood and encourage them to play a long-term role!

*Project facilitator
Mobilising stakeholders*



Remaining involved in the neighbourhood's management

Dynamic management in La Maillerie neighbourhood

Villeneuve d'Ascq and Croix (France)

One of our promises involves creating alliances between inhabitants of this new hybrid neighbourhood, with a more collaborative and shared management structure. This is being put in place with the creation of the Maillerie Services SCIC.

Each developer put forward 30m² to give the SCIC a 400m² estate which will be home to innovative businesses, local initiatives, a third multipurpose space and even the neighbourhood port authority office, with reduced rent in return for providing services to the community. The future neighbourhood is under development and already boasts two food outlets that occasionally hire out their space as a multifunctional venue, a recycling facility for the Abej homeless charity and the Repair Cafe which hosts vulnerable people and volunteers every 4th Tuesday of the month. A new circular-economy pharmacy store concept is now embracing the community ethos of the neighbourhood. Stay tuned for further developments...

Cooperative community-oriented enterprises (SCICs)

An alternative to a co-owners' association, this group is a company made up of stakeholders (such as businesses, residents, bodies and developers) who produce goods and services with a collective benefit or social value that meets neighbourhood needs. It is also a type of cooperative management structure (1 person = 1 vote) which means users can play a greater role in neighbourhood life.



They've
done
it!



Educational workshops

Working in partnership with residents, we are holding themed collaborative workshops to encourage environmentally friendly choices based around good citizenship, such as *“How can I reduce my energy consumption?”*, *“Good measures for managing shared gardens”* and *“Home automation is becoming popular... but how does it work?”*.

Through these simple initiatives, we help residents to take ownership of their housing and their new environment.



*Living together better
as a community*

Residents pioneering a new vision for housing at the ABC residential building

Grenoble (France)

How can you successfully live together as a community whilst also in harmony with the environment?

That's the challenge for the ABC building! This 62-unit residential building aims to have a 70% self-sufficient energy and water supply, and will boast 500m² of shared spaces (gardens, a library and furnished halls), a roof terrace with solar panels, bike storage facilities with 1 bike space per resident and a neighbourhood hall. Working with their partners, Grenoble Habitat and Atelier Pop-Corn, teams from Linkcity Sud-Est have provided tailored support to new arrivals. Starting from the construction phase, we held educational sessions in our 50m² showroom, where future residents have been able to learn more about their home's technical innovations and how they work. The first workshops started in October with awareness-raising workshops, a presentation on the digital energy-consumption app and management of shared gardens. A WhatsApp group will also be set up so that the old hands will be able to show the new arrivals the ropes. Bouygues Construction will monitor and analyse how ABC operates and how its residents use it for 5 years.



Making daily life easier for electric vehicle drivers by discussing their needs with them!

Supporting electric vehicle drivers, making their daily lives easier and considering their different perspectives is an important approach to have when working towards this new method of transport. Bouygues Energies & Services is taking to the streets to meet electric vehicle owners and discuss their needs with them. The idea is to get a feel for their usage patterns and when they charge their vehicles, as well as understanding their motivation behind choosing such a vehicle and any irritations they might have with this more environmentally friendly way of getting around. We can increase electric vehicle driver satisfaction with easy-to-operate electric charging points, charging point availability and clear pricing. A lot of useful lessons have emerged from these conversations which helps our offer to continuously evolve to meet our customers' needs and uses.



Focus on...



Bouygues Construction and WWF France, partners in "Reinventing cities and regions"

Bouygues Construction is supporting the WWF France "Reinventing cities and regions" initiative, which aims to bring together companies and bodies around more sustainable urban lifestyles. The approach is based on a whole-system strategy broken down into 10 sustainability principles, with end users at the centre. Operational support is in place for specific projects, providing assistance from the preliminary stages up to on-site outreach with residents, using tools and campaign material from WWF.

Playing a role in building a neighbourhood community



Community associations

These groups foster a sense of community with tangible projects and fun events. They are also there to present residents' points of view, at the same time as maintaining good relations with others in the neighbourhood and local elected representatives.





Switzerland

Neighbourhood life is flourishing in Eikenøtt

This first eco-neighbourhood in Swiss Romandy was developed by a large panel of local stakeholders, including associations, residents and experts, were brought together during the preliminary phase by Losinger Marazzi who were all involved in the project's development and construction phases.

How can you keep this momentum going once the project has been completed and the residents take over? Our teams hired a neighbourhood leader for 18 months, whose role was to organise welcome activities and raise awareness about possible initiatives in Eikenøtt, but also to identify influential residents who were interested in setting up a neighbourhood association to entrench the neighbourhood's ecological identity. AQEnøtt was born! ... five years later, it is a dynamic association with a continuing relationship with Losinger Marazzi, which puts on unmissable events for both the young and old: Easter egg hunts, Neighbourhood Day celebrations, hyper local flea markets and more.



They've
done
it!



Going
further

Losinger Marazzi, working in partnership with Blockchain Partner, is currently developing a digital neighbourhood voting tool with Blockchain Technology, so that neighbourhood associations can elicit the opinions of all residents using a tamper-proof process (no counting involved.) This means they will be able to make credible decisions whilst bringing the Community together. This tool will ready in the Morge Eglantine neighbourhood by late 2021.

Neighbourhood apps

Neighbourhood apps providing instant interaction can really help the process of creating connections. They feature content such as posts about neighbourhood life and events, discussion forums, information on housing and households, involvement in citizen projects and social networks.



The starting point for a successful model

Switzerland

The Allthings Home software for smartphones, tablets and PCs, as well as its “Erlenapp”, were presented to the international press during the Barcelona Mobile World Congress in 2015. Developed by Losinger Marazzi and our Swiss subsidiary, Allthings Technologies AG, this app encourages discussion between residents.

It also gives them practical information on their home, the building complex and the neighbourhood to build a community, make daily life easier and create connections. The app enables the eco-neighbourhood's residents to check their energy consumption and compare it to the neighbourhood average to reduce it, if necessary.

In the weeks following its initial roll-out in the eco-neighbourhood of Erlenmatt West in Basel, the app was already being used by approximately 1000 residents in this innovative eco-neighbourhood!

They've
done
it!

A tailored development partnership

Bouygues Bâtiment France Europe also established a partnership with Smiile to create an active sustainable community app. This app plays a positive role in supporting redevelopment through a neighbourhood network, helping people to pool local resources and live better together as a community.

In 2019:

- +80 projects involved Smiile in the Wizom-Redevelopment service
- +25 projects involving Smiile are in progress or will be starting
- +125 staff members have been trained to use Smiile digital tools and are involved in this partnership

Following this successful partnership, we are finalising services specifically aimed at every regional stakeholder to create an increasingly bespoke app!





Break the ice!

Feed- back

Erlenmatt, Im Lenz and Greencity are 3 Swiss neighbourhoods that have been using the neighbourhood app to give feedback.

There has been a long-term average usage rate of 60% among residents, making it a major success.

It's a social network more than anything. The discussion wall is the most used feature on the app, closely followed by the market place, where residents can buy and sell items.

Leaders in urban transformation



Advises and inspires
real estate projects and strategies



Creates links between
all urban stakeholders



Constructs the projects of tomorrow,
and enhancing and transforming
what already exists



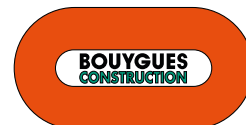
Creates public facilities,
private commercial structures,
housing and industrial engineering



Performs major civil engineering
projects and engineering structures



Promotes energy, digital
and industrial transition



Shared **innovation**