

RULES CALL FOR PROPOSALS

To develop an urban graphic communication project that will encourage residents in the Lille European Metropolis to produce better and less waste



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Launch date

21 november 2018

Deadline

19 december 2018
at 11:59 pm



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CONTEXT

Here in 2018, we find ourselves at the point of convergence between events and circumstantial trends that have encouraged us to launch an ambitious process of reflection on household waste in the Lille European Metropolis (MEL) and all of the stakeholders concerned:

- The roadmap for the circular economy sets out the objectives that require us to expedite change and progress when it comes to sorting and optimising waste.
- **MEL** is paving the way for efforts to draw up a new guideline schema for waste. As well as overhauling the different cycles of waste sorting, collection and optimisation, this is an opportunity to commit the region and its stakeholders to a new over-arching vision of environmental performance.
- The metropolitan area will be World Design Capital (WDC) in 2020. Like other major world cities before it, MEL has sought to use design methodology to challenge its public policies and businesses in the region, thereby maximising its ability to showcase the city as an international metropolis that is both pioneering and attractive.
- The environmental emergency facing the world makes it imperative for every human being on the planet to produce less carbon, reconsider their consumption methods and produce better and less waste generally. As we develop zero-waste families in municipalities across MEL, the commitment of users is essential if we are to respect and optimise the rules for sorting presented in the guideline schema.

All of these dimensions, both within and outside public bodies, together create the ideal conditions to launch a design-based process of reflection on the circular loop of household waste in MEL and the roles of stakeholders.



1 – STRATEGIC INTENTIONS

Waste management is an area in which the Lille agglomeration has historically excelled. Its dimensions and budget make it one of the most important public policies in MEL, alongside water, transport, thoroughfares and energy. These different public policies owe their effectiveness to the combination of a clear political vision, an investment in technical resources that matches our ambitions, and flawless transparency when it comes to the roles and responsibilities of each stakeholder (users, MEL itself, public contractors and representative institutions).

The basis for a design-based process of reflection is to rethink a service or product in line with the vision of its user. WDC 2020 is therefore an opportunity to test MEL's public policies through the lens of design and develop a vision of certain key capacities based on the end users. The capacity in question for the purposes of this call for proposals is waste management. Whether it's services provided directly, through public procurement contracts or delegated to other providers, how can we use design to improve and generate greater public awareness of an MEL public policy?

Once these public policies have been projected forward to reflect a renewed vision based on the premisses of design, we will then have to go further and make visible, i.e. tangible for the greatest number, the intentions of MEL and the interactions it expects of all its waste management stakeholders.

The best way to clarify this design-based vision is to present it visually in public spaces, where it can be seen by all in locations and on mediums that form part of the daily landscape for MEL residents. Giving design thinking a tangible presence through the use of graphic design in this way will enable Lille Métropole to use its dynamics as World Design Capital 2020 to share an understanding of MEL's public policies with the greatest possible number of people.

Using urban spaces to publicly stage the roles and responsibilities we must all take on in the public policies that shape our region is a way to generate a broad understanding of MEL's vision and encouraging each of the city's residents to see how they can contribute to the optimisation of the system's (social-environmental-economic) performance as a whole.

In the context of waste management capacities, it is hoped that this strategic path will:

- Clarify the role of each user in producing better and less waste,
- Explain the steps in waste management, from when users sort it to its final optimisation, thus providing a concrete overview of circular loops (green waste and compost, residual household waste and electricity, fibrous waste and paper, clinker and road surfaces, reuse and reintegration, etc.),
- Clarify the role of each individual with a view to respecting the efficiency fundamentals outlined in the guideline schema and even optimising efficiency by better controlling our waste production,
- Make MEL's environmental performance more visible and attractive together with the different stakeholders,
- Give visibility and clarity to the region's areas of excellence when it comes to waste management, as well as areas in which improvements must be made, whether in terms of adhering to regulations or anticipating the future and initiating a revolution in metropolitan waste management

2 – THE CALL FOR PROPOSALS



“To develop an urban graphic communication project that will encourage residents in the Lille European Metropolis to produce better and less waste”

To pave the way for the design of a waste policy for MEL and its display in urban spaces, esterra, a local business and MEL partner in household waste management, proposes an unprecedented initiative to match major international cities with the highest environmental standards: a call for proposals to develop an urban communication project that will emphasise both individual and collective responsibilities in the waste management cycle in the Lille European Metropolis.

This call for proposals targets French and international designers to generate a shift in our perspective on waste in MEL and support the emergence of the future guideline schema and environmental transition for residents.

The end objective of this call for proposals is to initiate a design-based process of reflection on the ways in which waste is used in MEL and develop a communication campaign to display the environmental objectives on the MEL InfoTri bus and collection vehicles used for residential waste across the metropolis.

3 – SPECIFICATIONS

The outcome of this call for proposals should contribute to the city's response to four major challenges with a view to speeding up the environmental, economic and social transition for MEL's waste management:

- Encourage residents to reduce their waste production by 10%. This is at once an objective of MEL policy, a societal challenge and an environmental imperative.
- Involve each individual and organization concerned by MEL's waste management in the transition from the old guideline schema to the new one. MEL cannot be the only party to establish a clear vision on this issue as all of society throughout the metropolis has a role to play in producing better and less waste.
- Give MEL's partners the desire and courage to embrace a broad territorial ambition and play a lead role in the development of national and European regulations; and go even further with a view to preserving and enhancing our exemplarity and therefore our attractiveness.
- Make tangible and comprehensible the notion of wealth and job creation in the circular economy. If it is to become a major ecosystem in the metropolitan area, the circular economy needs materials that have been conscientiously sorted, converters/recyclers, innovators and clients/purchasers to ensure job opportunities are available.

The four identified stakeholders directly or indirectly involved in the MEL waste economy are:

- Prime contractors (MEL, environmental bodies, the State and its component parts)
- Operators (waste management professionals, innovators, citizen-led initiatives)
- Users
- Intermediaries (representative institutions, higher education, associations, municipalities)

In light of this, candidates are asked:

- to establish a usage scenario with the above four challenges in mind and, for each one, to help people understand the roles and responsibilities of stakeholders, from consumption to optimisation through each stage of the circular economy.**
- for graphic design output that will use MEL's urban environment to communicate this vision of the roles played by the different stakeholders (beginning with users themselves) as well as what goes on behind the scenes in the waste management cycle. The collection vehicles used for MEL's residential waste, as well as the city's InfoTri bus, will serve as the main mediums for this communications content. These waste collection vehicles make their way through 98% of the streets across MEL twice a week, while the InfoTri bus is the tool used by MEL to reach out to residents. These are communication methods able to surprise and be seen by all metropolitan citizens and even beyond. Other features in urban spaces (street furniture, thoroughfares, public or private structures, moving vehicles) could be used in addition to the waste collection vehicles. This urban communications campaign must be easy to read and understand,**

with overall consistency and a graphic and conceptual marker that will serve as a reference and common thread across all the different outputs.

Technical constraints

Technical information relating to the types of trucks to be used and the InfoTri bus, the dimensions of the public spaces, as well as areas to be preserved for compliance with road regulations, will be provided to selected candidates.

4 – **OBJECTIVES FOR ESTERRA AND MEL**

The outcome of the work must enable the following:

- An approach to public waste policy with a different vision of the four challenges identified, with the objective of benefiting from a design-based vision rather than continuing to use previous methods.
- Greater visibility, readability and public access (at local, national and international levels) in communicating this vision and the central role played by humans in a locus of expression that is without limit: public streets. As well as the graphic content to be provided by the designers, MEL and esterra will oversee the promotion of this initiative and make the most of the springboard effect of WDC 2020 to achieve this.
- esterra, as the contractor responsible for residential waste collection

in the region on behalf of MEL, must be able to represent and convey this vision of the responsibilities to be taken on by all parties in our environmental performance.

POC ambition

The ambition underpinning this call for proposals to transform the image of MEL's waste management is twofold. The first ambition is to respond to the four challenges outlined under the strategic intentions above and thereby successfully lead a "waste revolution" in the metropolitan area with the greatest possible number of stakeholders. The success of this call for proposals will be the cornerstone in building a design-based approach to MEL's public policy on waste management.

The second ambition is to turn this initiative into a POC (proof of concept) that will be eligible for selection among the official POCs for WDC 2020.

As well as overseeing the schedule for the call for proposals, esterra will submit the project to the WDC 2020 organising committee for selection. This initiative can be presented as a public-private partnership to the extent that the proposal made by a business will form part of the strategic vision adopted by the local authorities.



5 – ELIGIBLE CANDIDATES



- This call for proposals is open to all candidates: artists, designers, graphic designers, etc., either individually or collectively (in which case a project leader is designated).

- Candidates can be based in France or abroad, regardless of their nationality.

- Access rights for the call for proposals are free of charge, not including costs incurred by candidates.

Applications cannot be accepted from any persons or partners involved in organising, managing or evaluating the call for proposals, or from experts solicited for this purpose, their family members, ascendants, descendants or spouses.

6 – APPLICATION DOSSIER

All application dossiers must include the following:

- Application form correctly completed and signed. (page 20)
- A presentation in A4 format containing the following: curriculum vitae, background and professional references of the candidate and team members, if applicable.
- A letter of intent in A4 format providing an initial strategic reading of the details outlined in the call for proposals (analysis and comprehension), as well as the candidate's intentions in light of the constraints presented herein.
- A selection of emblematic reference projects (with or without effective rollout) that clearly indicates the candidate's work methods and style.

Candidates are requested to submit only one document in French (or in English for non-Francophone candidates) in PDF format including the four items stipulated above.



Application dossiers must be sent by:

**11:59 pm on 19 December 2018 (as per notification of send date).
Any dossiers received after this deadline will be rejected.**

**Dossiers are to be sent by email to esterra with subject title
"Candidature AAP Waste design 2020"
at the following address: waste.design2020@esterra.fr**

**NB: dossiers can only be accepted if complete. Dossiers that
are illegible, improperly completed or not accompanied by the
application form may be eliminated.**



7 – SELECTION PROCESS AND CRITERIA

The call for proposals involves three phases for candidates:

PHASE 1 – PRE-SELECTION

A steering committee will initially select no more than 10 candidates from among the designers who have responded to the call for proposals (see Section 6 – Application dossier).

Selection criteria:

- Project comprehension and analysis: challenges, needs, objectives, etc.
- Relevance and quality of stated intentions in light of constraints outlined
- Quality of work approach and methods
- Candidate profile, pertinence and quality of references

Once candidates have been selected, they will have six weeks to provide the following (see Section 3 – Specifications):

- An overall schema for a usage scenario with the four challenges in mind; for each one, candidates are asked to help people understand the roles and responsibilities of stakeholders, from consumption to optimisation through each stage of the circular economy.
- Drafts of the graphic design output that candidates propose to use

to communicate this vision of the roles played by the different stakeholders (beginning with users themselves) as well as what goes on behind the scenes in the waste management cycle. These drafts must offer a projection of how the final output will appear in MEL's urban environment, and in particular on the waste collection vehicles and InfoTri bus.

During this phase of the call for proposals, selected candidates must provide drafts that lay down their conceptual and graphic foundations.

PHASE 2 – FINALISTS

A jury will then choose two finalists from among the selected candidates.

Criteria for selecting finalists:

- Pertinence and quality of proposed usage scenario
- Strengths and quality of graphic concepts
- Relevance and consistency of overall concept in respect of esterra's image, waste management objectives and MEL's ambition
- Potential, facility and feasibility of development
- Availability of candidate for implementation

The two finalists will then have seven weeks to further develop their usage scenario and elaborate on the urban graphic environment to be put in place.

To develop their scenario and give impetus to the fundamentals of a design-thinking process, designers will have the opportunity to work with a panel of residents and intermediary organizations as part of a dedicated workshop.

They can then build on this preparatory work in continuity with the design initiatives found in the public policies already put in place by MEL. The urban graphic output must draw the attention of users and organizations to the process needed and the responsibilities of all actors to achieve a high level of overall environmental performance.



The drafts can be developed into models and initial tests can be conducted on waste collection vehicles made available.

PHASE 3 – SELECTING THE WINNER

The jury will select a winner and submit its choice to the MEL executive committee for a final decision.

Criteria for selecting the winner:

- Quality of usage scenario development, potential of graphic environment
- Potential for rollout and application to other features in public space
- Technical and economic feasibility and viability of implementation
- Candidate's motivation and capacity to successfully complete project

The winner will then finalise the graphic communication output for display on waste collection vehicles and possibly other features in public urban spaces.

Composition of the Steering Committee (Phase 1)

The call for proposals Steering Committee is made up of representatives from relevant organizations including:

- Technical members representing esterra
- Technical members representing Métropole Européenne de Lille
- Technical members representing lille—design

Composition of the Jury (Phases 2 and 3)

The jury will convene during week 8 in 2019 to select the finalists and week 19 to select the winner. The jury will be made up of qualified members designated by Métropole Européenne de Lille.

The Jury's decision is independent, need not be justified and cannot be appealed.

8 – PRIZES

Phase 1

Pre-selected candidates will be awarded **€1,000** ex tax for their contribution and deliverables.

Phase 2

The two finalists will receive **€2,000** ex tax for their contribution and deliverables.

Phase 3

The winner of this call for proposals will be awarded **€10,000** ex tax for the technical finalisation of the graphic deliverables intended for display on waste collection vehicles and the InfoTri bus (not including production costs).

When the call for proposals comes to an end, due to its specific application, the winner undertakes to grant ESTERRA exclusive rights for use of the graphic output and usage scenario for a duration of 3 years. Given that the call for proposals and related graphic output form part of the household waste collection contract between esterra and MEL, these user rights will also be transferred by extension to MEL.

This exclusive transfer of the user rights will be formalised in a contract that will set out the relevant procedures.



9 – CALENDAR

21 November 2018

Applications open

19 December 2018 (11:59 pm)

Application deadline

PHASE 1 PRE-SELECTION

Week 51 in 2018

The steering committee examines the applications and selects no more than 10 official respondents to the call for proposals

Week 1 in 2019

Selected candidates announced (max. 10)

Candidates produce drafts for their proposals and a usage scenario
Technical information and vehicle dimensions made available (on appointment)

PHASE 2 FINALISTS

Week 8 in 2019

The jury examines the proposals and designates two finalists. This selection process leads to one presentation session per candidate. Any

The schedule for this project targets rollout in the designated urban spaces in September 2019. This target is important as it will give the initiative visibility prior to and during the year when Lille Métropole will be World Design Capital (2020).

costs relating to modelling, scale models or graphic output on a 1:1 scale will be borne by the candidates.

Week 9 in 2019

Two finalists announced

Project concept developed, complete with usage scenario and model. Workshop with a panel of users held between weeks 11 and 13.

PHASE 3 WINNER

Week 19 in 2019

The final Jury hears from the two finalists and chooses the winner.

Week 21

Winner announced

FINAL PHASE

Development and rollout of winning project

May and June 2019

Project implementation on a trial waste collection vehicle and the InfoTri bus.

August to October

Rollout on 120 esterra waste collection vehicles and MEL's InfoTri bus.

10 – OBLIGATIONS OF CANDIDATES, WINNER AND ORGANISERS

Each candidate undertakes to respond to any additional information requests made by the organisers;

Each candidate guarantees the following:

- that they own all of the intellectual property rights for all productions, drafts and sketches contained in the submission made in response to the call for proposals;
- that the productions, drafts and sketches contained in their proposal do not breach the rights of any third party and are not the subject of any legal dispute;
- that esterra will not be subjected to any legal claim relating to the intellectual property of the productions, drafts and sketches contained in the submitted proposal;
- that they have full ownership of the sketches, drafts, graphic output, usage scenario, prototypes and identity proposal drawn up in response to the call for proposals.

Candidates selected as finalists by the jury during phase 2 recognise and accept that all of their sketches and drafts designed for the purpose of this call for proposals will be reproduced and displayed on the waste collection vehicles made available with a view to producing a model in phase 2, as outlined in section 7.

Candidates therefore agree to provide esterra with their sketches, drafts, graphic output and usage scenarios for the sole purpose of reproducing and displaying them as part of this call for proposals under the conditions set out below.

These rights relate to:

- reproduction of the candidates' sketches, drafts, graphic output and usage scenarios, i.e. the right to reproduce and use them for promotional and advertising purposes, whether directly or indirectly using any technical processes and on any medium, whether written, paper, plastic, metal, digital or multimedia and online;
- representation of the candidates' sketches, drafts, graphic output and usage scenarios, i.e. the right to use them for public communication purposes, whether directly or indirectly using any telecommunications process, analogue or digital sounds and images, whether by radio waves, cable or direct or indirect satellite reception, and in particular online and via all of esterra's communication mediums.

These rights are granted worldwide for a duration of 5 years beginning on the submission date of the candidate's proposal.

It is up to each finalist personally to ensure protection of the intellectual property rights for their graphic output and usage scenarios.

Each candidate guarantees that any transferred copyright is not in breach of the rights of third parties or the subject of any legal claim.

The winner guarantees the following:

- that it will personally and actively invest in the successful completion of the proposal submitted (final phase: development and rollout);
- that it owns the intellectual property rights for the proposal submitted and that esterra will not be subjected to any legal claim relating to intellectual property;
- its recognition and acceptance that the winning project can be rolled out across MEL's territory;
- that the procedures for usage of its proposal, and in particular the transfer of the related intellectual property rights, will lead to the signing of a contract with esterra at the end of the call for proposals;
- that the productions, drafts and sketches contained in its proposal do not breach the rights of any third party and are not the subject of any legal claim.

esterra, Métropole Européenne de Lille and lille—design undertake to include the candidate's name on all communication output specifically associated with the call for proposals and on all materials stemming from the winner's project to be produced and installed on vehicles or any other medium across MEL's territory.



11 – INFORMATION AND COMMUNICATIONS

Candidates and the winner authorise the organisers to publish their first names, surnames and non-confidential description of their projects for informational and communicational purposes related to the call for proposals.

12 – PERSONAL DATA

In accordance with EU Regulation 2016/679 of 27 April 2016, and French data protection legislation dated 6 January 1978, as subsequently amended, esterra collects personal data as part of the call for proposals and with a view to selecting the winner thereof.

Participants have the right to access, rectify, recover, limit and delete their personal data. This right can be exercised by writing to the following address: esterra, Fort de Lezennes, Rue de Chanzy, 59260 Lezennes. Requests must be accompanied by a copy of valid ID.



Participants also have the right to oppose the processing of their data for legitimate reasons as well as the right to oppose their data being used for commercial prospection.

No data relating to participants is handed over to third parties other than partners responsible for activities that fall under the call for proposals, i.e. Métropole Européenne de Lille (MEL), lille–design and the official World Design Capital 2020 organising committee.

The organisers take all appropriate measures to ensure the security and confidentiality of data in accordance with the provisions of the above-mentioned legislation.

Collected data are stored by esterra for a maximum duration of one year beginning on the date on which the winner is chosen. Participants can file a claim with the competent monitoring authority at the following address: www.cnil.fr.



13 – CONFIDENTIALITY

The following are considered confidential: information of any nature, and in particular technical, commercial, financial, and legal information, such as but not limited to documents, results, methods, manufacturing processes, expertise, drawings, schematic diagrams, parts or prototypes given by one Party to the other Party at the time of proposal submissions by any means, whether or not these items are presented as confidential and regardless of the medium or format in which they are provided.

The jury undertakes to respect the strict confidentiality of information provided, not to divulge it to third parties without prior written approval from the candidate concerned, to preserve the confidentiality of all confidential information in respect of its personnel and subcontractors, and only to reveal confidential information to those who require knowledge thereof as part of the call for proposals.

This confidentiality obligation is valid for a duration of 2 years following the end of the call for proposals.

14 – WAIVER

All candidates declare they have read these rules and accept the provisions set out herein without reservation.
The organisers reserve the right to annul applications in the event that candidates fail to respect these rules.

15 – MODIFICATIONS

The organisers reserve the right to modify, shorten, extend or cancel this call for proposals and the associated rules should circumstances require them to do so. They cannot be held liable if this eventuality arises.



16 – APPLICABLE LAW

These rules are governed by French law. In the event that they are translated into one or more languages, the French text takes precedence.

17 – DISPUTES

The parties undertake to attempt to find an amicable solution to any dispute resulting from the interpretation or execution of these rules. If such a solution cannot be found, disputes will be brought before a competent French jurisdiction.

esterra has been a service provider for the collection and management of industrial and household waste for more than 100 years in the Nord-Pas de Calais region, and especially in the agglomeration of Lille and the surrounding territory. esterra is a subsidiary of the Veolia group and has been awarded several public procurement contracts by Métropole Européenne de Lille, primarily relating to the door-to-door collection of household waste, bulk refuse removal and oversight of waste collection sites. esterra therefore has first-hand knowledge of the technical and regulatory upheaval of the waste management sector, has direct contact with the societal changes facing residents in the Lille agglomeration, and is directly involved in the objectives targeted by MEL, which is responsible for waste collection and management. Its commitment to issues relating to waste in the metropolitan area and its awareness of the increasing environmental crisis of consciousness we face as the decade draws to a close encouraged esterra to suggest launching this call for proposals to Métropole Européenne de Lille in order to encourage residents to produce better and less waste.

Esterra's key figures:

130 household waste collection vehicles

1,100 employees

Waste collected from 1,200,000 residents



Address

esterra
Fort de Lezennes - Rue Chanzy
59260 LEZENNES - France

Contact

Communication department - Sophie BONIFACIO
Mail : waste.design2020@esterra.fr

18 – THE ORGANISERS

lille–design is a promotional platform for economic development and, since 2011, with the support of Métropole Européenne de Lille and the Hauts de France region, has been working to develop the design sector at metropolitan, regional and Euro-regional levels.

Its priority objectives include promoting design practices in companies, accompanying designers in the metropolitan area and wider region as they develop their activities, putting into practice design-based social innovation experiments, and lastly placing design at the heart of urban development in our towns.

lille–design is actively involved with a wide range of actors in the metropolis, Euro-metropolis and surrounding region with a view to highlighting the many facets of design and adopting them as a driver of development.



Contact

Thomas CHUZEVILLE
Mail : contact@lille-design.com
www.lille-design.com

APPLICATION FORM – CALL FOR PROPOSALS

To develop an urban graphic communication project that will encourage residents in the Lille European Metropolis to produce better and less waste

I, the undersigned

Company name (if applicable)

Surname

First name

Adress

postcode Town/city

Country

Téléphone

Email

hereby respond to the Call for Proposals To develop an urban graphic communication project that will encourage residents in the Lille European Metropolis to produce better and less waste

declare that I have read the rules governing the Call for Proposals To develop an urban graphic communication project that will encourage

residents in the Lille European Metropolis to produce better and less waste

By ticking this box, I do not accept any commercial prospection by post.

By ticking this box I agree to receive commercial prospection by email.

esterra collects personal data for the purposes of processing submissions in response to the Call for Proposals To develop an urban graphic communication project that will encourage residents in the Lille European Metropolis to produce better and less waste. Candidates can exercise their right to access, rectify, limit or delete data, or oppose the processing of said data in accordance with Section 12 of the rules entitled "Personal data".

place date

(mandatory signature)

20– APPENDICES

Lille Metropole



About Métropole Européenne de Lille

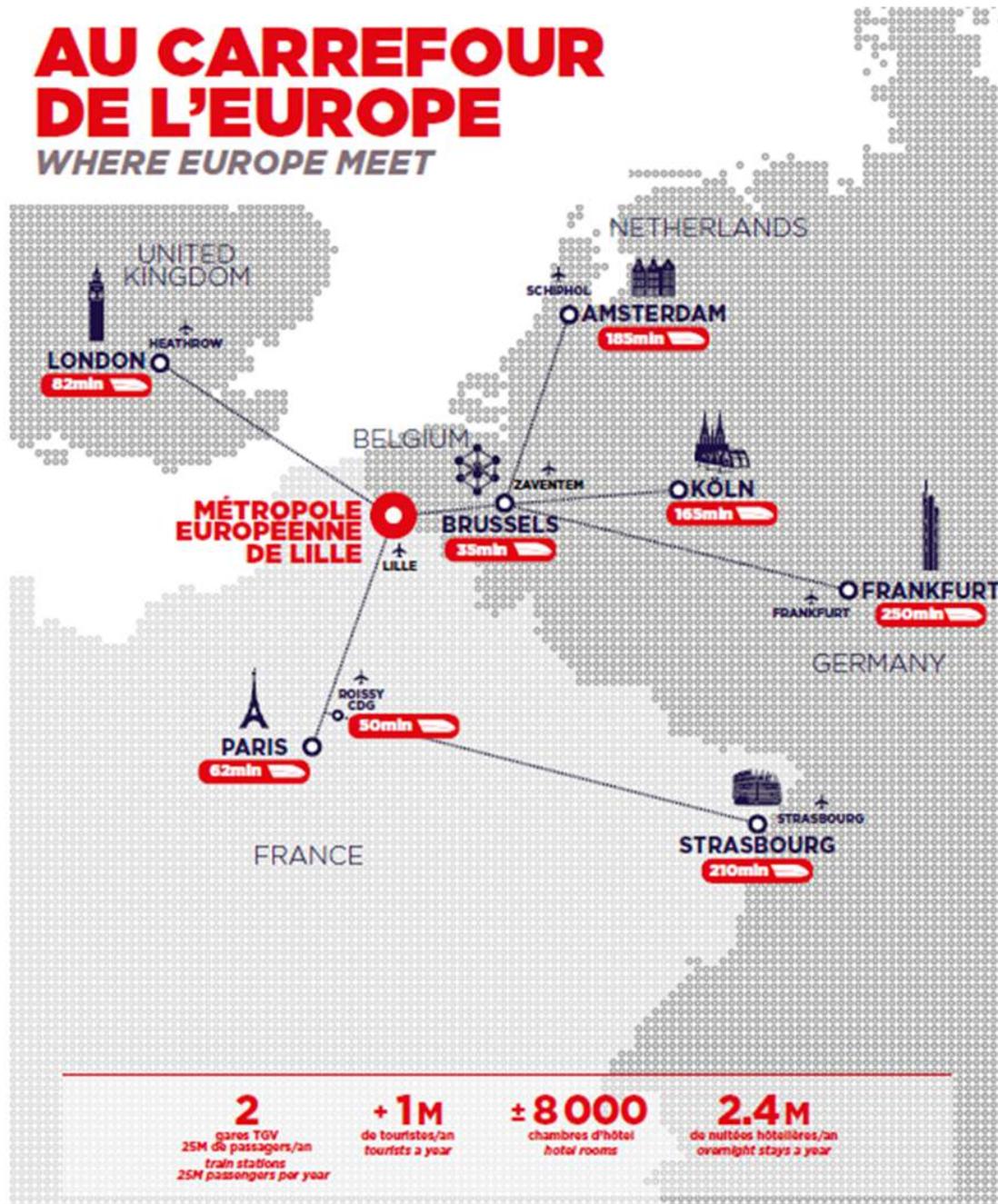
Métropole Européenne de Lille, or Lille Métropole, is situated in the Hauts-de-France region of northern France, on the border with Belgium. It was created in 2015 replacing the previous Communauté urbaine de Lille, and covers the part of the Lille metropolitan area that lies in France. Every day, the Métropole Européenne de Lille works to serve 1.2 million inhabitants from 90 municipalities. It is responsible for the following key areas: transport, energy, housing, economy, public spaces and roads, planning and town planning, city policy, water, living environment, culture, sport, tourism, etc. The Lille Metropole's council, chaired by Damien Castelain since 18 April 2014, comprises 184 members directly elected by the people to serve a mandate of 6 years.

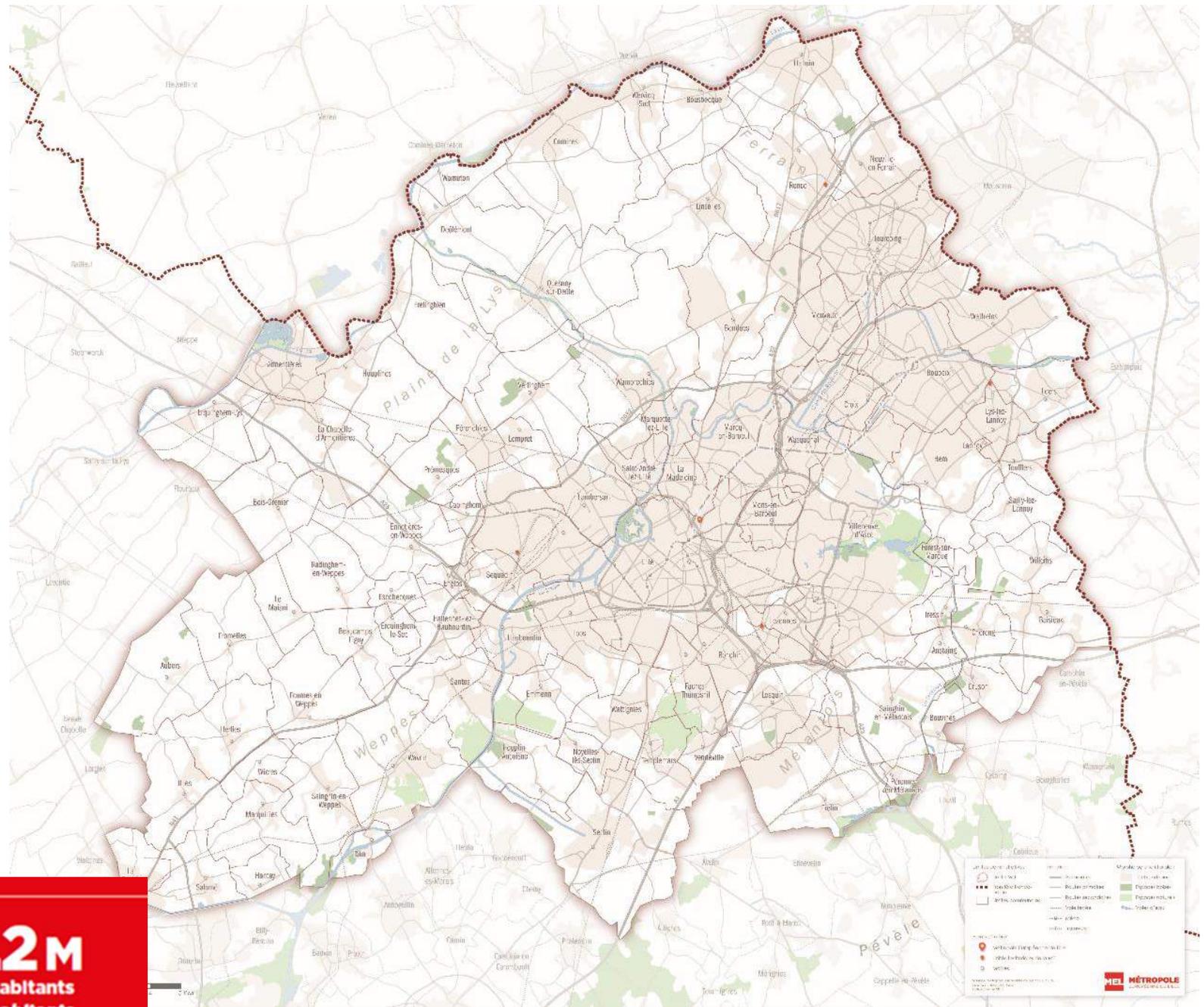
More information

<http://www.lillemetropole.fr>

AU CARREFOUR DE L'EUROPE

WHERE EUROPE MEET





90
communes
towns

1.2M
d'habitants
inhabitants

A metropolitan authority

President, Damien CASTELAIN (elected on April 18th, 2014)

184 elected representatives

European Metropolis of Lille since January 1st, 2015

90 municipalities making up a both rural and urban metropolis

1.2 million inhabitants

2,800 employees providing their skills to citizens and companies: economic development, transport and mobility, town planning, urban environmentalism, culture and sports...

A budget of 1.85 billion euros



Economy and employment



80
sièges d'entreprises
de + 500 salariés
*company headquarters
of more than 500 employees*

350
entreprises
de + 200 salariés
*companies
of more than 200 employees*



2^e
marché de bureaux
en France hors Île-de-France
*office market
in France outside Île-de-France*

213 M€
investis en 2016
dans le marché de bureaux
*Invested in 2016
in the market office*

4^e
région industrielle
de France
*Industrial region
of France*

3500
hectares dédiés
à l'activité économique
*dedicated to economic
activity*

Promote excellence

EuraTechnologies

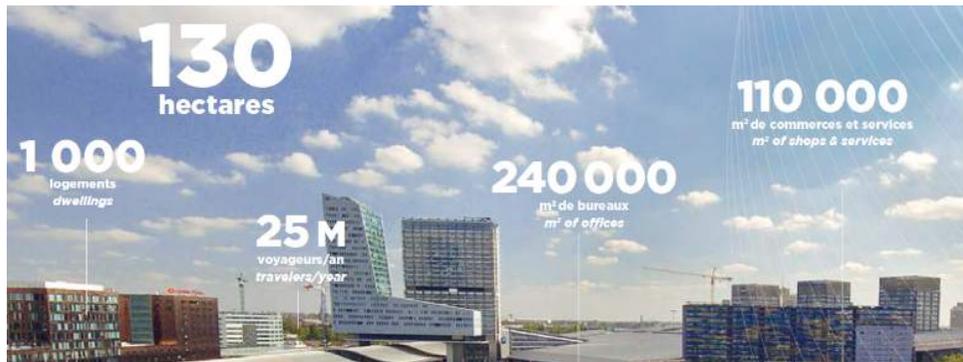
A business accelerator



Loos

Innovation at the service of biology, health and nutrition

Eurasanté



Lille

Euralille

A business district and a thriving service hub



Tourcoing
Roubaix

Plaine Images





#LILLEMETROPOLE2020
world design capital

After Turin, Seoul, Helsinki and Mexico City, Lille European Metropolis become the World Design Capital in 2020.

Place to design...

Lille European Metropolis is constantly moving, resolutely towards tomorrow. In 2020, it will be World Design Capital. A major event for our region, high street, which reinforces touristic attractivity and economic development. And transforms the future, with design as key to this metamorphosis.

Social Innovation and Inclusive Growth



TERRITOIRES
ZÉRO CHÔMEUR
DE LONGUE
DURÉE



Sustainable development



The European Metropolis of Lille aims to be an exemplary territory regarding sustainable and inclusive development.

Energy



The Metropolis organizes the energy supply with its operators (electricity, gas, heat).

Water and sanitation



Ovilléo is the new generation water-treatment plant of the European Metropolis of Lille.

Household waste



Buses run on biogas produced from domestic waste

2

Waste sorting centres

1

Organic recovery centre for bio-waste treatment

1

Waste-to-energy plant

11

Recycling centres

Public transport and mobility



The European Metropolis of Lille intends to meet the citizens' expectations by improving environmental conditions and facilitating travel within the city.

Lille metropolis' subway was the first fully automated driverless metro of any kind in the world

Land planning



The metropolis leads the elaboration of documents which define the town planning of tomorrow, in particular the Schéma de COhérence Territoriale (SCOT) and the Plan Local d'Urbanisme (PLU)

Habitat and housing



The European Metropolis of Lille leads the local policy in terms of housing.

Culture



Thousands of tourists come to the Metropolis each year to visit its many museums. The LaM is a unique spot and the only museum in Europe to present simultaneously the main components of the 20th and 21st centuries art .



Lille was in 2004 the European Capital of Culture

Sport



The Metropolis supports sport through sport facilities and events organization. The Pierre Mauroy stadium is one of the most modern in Europe. In 24 hours, it changes appearance to become an arena ready to host major international events : Davis Cup, European Basketball Cup, World Handball Championship, and more...



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