







## **CITIZEN DIALOGUE IN NANTES:** INNOVATION **BY AND FOR ALL**

Over recent decades, citizens' trust in representative democracy has weakened as shown in abstention in polls all over Europe. At the same time, urban challenges are more acute and cannot be solved only by public sector interventions any more.

Nantes Metropole responded to these new democratic aspirations and major urban transitions issues (democratic, energy, ageing, digital, social inclusion) by developing new ways of building the city based on citizen participation and innovation by all and for all.

Convinced that solutions can only be found and implemented with the commitment of all stakeholders and especially citizens, Nantes has developed a vision and a practice of open governance to ingrain citizen dialogue and collaboration between stakeholders firmly in its public policies.

Many different citizen participation formats have been tested such as the Great Debate on energy transition which involved over 50.000 participants and resulted in 2018 in a shared roadmap on energy transition with 33 ambitious commitments, monitored by an independent Commission composed of citizens and local stakeholders.

Nantes also supports innovation in the private, non profit and academics sectors through collaborative approaches and innovative mechanisms: "Creative factory" for cultural and creative industries, "French Tech Capital" for the digital ecosystem, "Ecossolies" for social economy, "COTE" for energy transition actors, are examples of hubs for innovation. Innovative projects are boosted through initiatives such as **eco-innovation** and social economy "factories" or Nantes City Lab which facilitates the test of new solutions in real life. A dense network of incubators, research, industrial and academics centres as well as the many events organised make Nantes attractive for innovators.

Nantes Metropole is strongly involved in European and international networks which will help to share and disseminate its innovative experiences and know-how linked with citizen engagement and innovation.

Convinced that cities are where innovative solutions to the biggest challenges can be found, Nantes has been working since 2014 to give its inhabitants the means to be more involved and made citizen dialogue the cornerstone of its action. By focusing on the intelligence and strength of collective action, Nantes aims to tangibly improve public policies and urban processes through citizen-driven innovation. For each decision, from the renovation of a square to the definition of a strategy for the energy transition, we onboard the expertise of all users. Nantes participation culture aims to create a tailored and innovative city that is conceived by and for its residents, along with their needs, their uses and their solutions.

### Open governance for better public policies

Early childhood, food and agriculture, foreign citizens, universal access to public spaces, community life, etc. Half of Nantes' municipal and metropolitain public policies are brought to life in an open and collaborative mode through a continuous dialogue and are developed in collaboration with citizens, associations and/ or experts brought together regularly in dedicated committees moderated by the City.

A wide range of innovative methods are used in those committees: citizen assessment, public hearings, nudge workshops, etc. but they all aim at implementing actions towards objectives that are discussed and shared. The public interest is built on the back of the wide range of viewpoints and in a continuous dialogue between elected officials, stakeholders, technical experts and citizens.

#### Focus **FROM PARTICIPATORY ASSESSMENT TO CITIZEN ASSESSORS**

Nantes is committed to develop participatory assessments and provide volunteer citizens with the tools, methods, data and resources needed to become assessors. This method enables the city's experts to reexamine users needs and expectations (including non-users) on specific topics/ public policies, to confirm or rebut their views and strategic options and to report results with transparency. The citizen assessment process

on mobility at night was identified by the **French Parliament** in 2018 as one of six successful and innovative cases of public policy assessment.

# 2 Great Debates to collectively tackle major societal issues

Made in Nantes, the Great Debate is an ambitious participatory approach implemented for strategic issues at the metropolitan level. It enables to raise a major topic of transition at the top of the agenda, to produce a shared forward-looking vision and roadmap for the future, with co-responsibility. Three Great Debates have been organized since 2014: «Nantes, the Loire and us», «Energy transition is up to us!» and «Longevity, let's open up the possibilities for all».

### Focus

#### THE GREAT DEBATE «ENERGY TRANSITION IS UP TO US!»

This second **Great Debate on energy transition** included an **unprecedented and innovative participation method called «the action debate»**. It aimed at responding to the democratic challenges of a greater citizen ownership of local energy issues. Citizens had highlighted that the climate challenge was not enough in itself to prompt action, that there was a need to instill a desire to act by clearly communicating the weight of experience and examples, in a practical and targeted way, but also and above all through human contact. Nantes wanted them to have the opportunity to have a direct hand in behavioural changes and solutions. To do this, a number of citizen groups received direct guidance in order to take action on their individual and collective "pathways". **In practical terms, 6 communities were formed (volunteer appeal, random draws etc.) offering 500 citizens the opportunity to experience transition for themselves.** 

This Great Debate resulted in a **shared roadmap on energy transition signed by the Metropolitain council in 2018**, that sets up Nantes collective ambition based on three unique features: an energy transition that benefits 100% to citizens, that makes use of 100% of local renewable resources and that is 100% citizenled. These commitments are now monitored by an **independent commission for energy transition**, **the COTE**, set up by Nantes Metropole after the debate. The commission is made of 30 volunteers (citizens, experts, NGO members etc.), along with two elected officials responsible for the roadmap. They meet every two months and are responsible for the development of independant metrics of success.

The first results of the shared roadmap include an ambitious 100M€ plan for thermic renovation of social and private buildings, the doubling of renovation projects to tackle fuel poverty, one billion investment planned to reduce by 30 % car use by 2030, the creation of « the Office of the Earth» to support the development of 500 new projects by 2025, the involvement each year of 500 citizens in energy transition challenges (energy, waste, food). For example, Nantes Metropole supported a citizen investment project of a 500 kWp PV plant opened in 2019 financed thanks to the funding of 600 citizens

The whole process provided major opportunities for citizens and stakeholders to innovate and improve the resilience and sustainability of Nantes.



# User experience as the starting point of urban planning

#### > Tenders procedure involving citizens

25 citizens were selected at random to form an independent panel associated to the tender procedures for two flagship projects for urban centrality in Nantes - the «Ile de Nantes» and «Loire au coeur». After a year of competitive dialogue with elected officials, services, qualified individuals and the panel of citizens, international teams were able to develop responses that took into account the sensitive, pragmatic and non-expert view of citizens, offering officials the benefit of additional reasoned and impartial.



## CITIZENS ARE INVOLVED IN MAJOR URBAN RENEWAL PROJECTS

such as "Island of Nantes" district. Leading a global approach of experimentation, SAMOA, the public agency responsible for the urban project has put in place innovative ways to imagine with citizens the future of this district. This approach is also supported by the Creative Factory which animates a very innovative ecosystem of cultural and creative industries by providing a full range of services: support, accelerators, real estate activities.

#### > New ways to design public facilities with citizens

The label "High Civic Value Investment" identifies structural investments for districts, whether they be facilities for sport, associations, culture or public spaces. These projects require close collaboration with residents and future users, from the drafting of the project to its delivery. Along with project management and ownership, this method also establishes citizen management of use. Since 2014, an initial series of 7 facilities, located in every district of the city, have been designed following this highly integrated participative projects, upstream of planning with the future users and city employees.

## A public service mission

Public policies that are constructed collaboratively with all stakeholders are more innovative, effective, fit-for-purpose and less costly. Citizen dialogue is therefore considered as an investment and a public service mission with dedicated resources: an internal team of 12 citizen dialogue experts; a budget for citizen participation in each project; 100 city employees trained in citizen dialogue each year and a new contributive online platform.

Some figures

200
CITIZEN DIALOGUE
PROCESSES

100 CIVIL SERVANTS TRAINED EACH YEAR A WIDE RANGE
OF INNOVATIVE
CITIZEN
ENGAGEMENT
METHODOLOGIES

World cafe (My city Tomorrow, Nantes 2030), Word wide view (Great Debate Loire, «citizen's day» 260 citizens on 5 sites in partnership with the Danish Board of Technology), Mutual qualification, theatre forum (Dialogue for all, Voices of the Voiceless), Consensus conference (antenna relay), Urban walks (landscape and heritage plan, public lighting...), digital cartoparty (nocturnal mobility), kamashibaï (children's point of view, evaluation of school rhythms reforms...), service design and prototyping, user journeys (Municipal equipments, approach "acting together with associations"...)

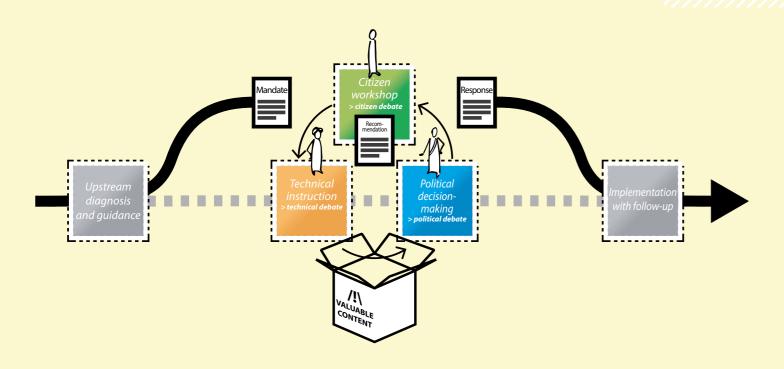


## A tailored-made process to build a culture of participation and innovation

#### Citizen dialogue is considered as a political innovation

in itself, and was implemented in Nantes according to a tailored-made process, where the rules of the game are clearly established and guaranteed. The public policy sets the course, creates the conditions for debate and encourages the diversity of opinion according to clear and transparent rules. The elected officials make the final decision and commit to reporting on the proposals made by the citizens.





## A shared culture of dialogue and innovation

The culture of dialogue is spreading to every corner of the city, and results in strong and innovative local communities that the city contributes to nurture and facilitate, through dedicated spaces, events and activities, such as Ecossolies and the Solilab for the social economy or French tech Capital and la Cantine for digital sector. Supporting this collective dynamic, the City organised "Complètement Nantes", the first-ever festival about Nantes possible futures which gathered 74.000 participants in spring 2018.

### **NANTES** METROPOLE, AN INNOVATIVE HUB





**ECOSSOLIES GATHERS** 

WHO COOPERATE TO DEVELOP AND PROMOTE THE SOCIAL AND **SOLIDARITY ECONOMY (ESS)** 

NANTES CAPITALE FRENCH TECH **BRINGS TOGETHER ALL DIGITAL AND TECH PLAYERS** THE MOST VIBRANT **AND INSPIRING ECOSYSTEMS** IN EUROPE BY 2025.

**NAONEDIA** THE COLLECTIVE **ARTIFICIAL INTELLIGENCE** FOR ALL EMBARKS

## 80 ACTORS

TO PROMOTE AN AI "ETHICAL, **RESPONSIBLE** AND POPULAR" **ALTERNATIVE IN NANTES.** 

> The inspiration through culture, particularly in public spaces. Enabling citizens to ride on a mechanical elephant or walk through a massive work of art opens the mind. People realise that amazing things are possible in Nantes. This strong cultural attractiveness is strengthened through the "Voyage à Nantes", an innovative route which allows visitors to explore the city following a 12km long green line on the floor and discover dedicated artistic works on open public spaces.





from creative frictions.

> Playing together: the "jeu à la nantaise". It's an expression

encounters, Nantes supports the initiatives of ecosystem

coming from Nantes football team to define the specific way all

football team. In order to activate the creativity made of unlikely

stakeholders, especially those where people coming from various environments can meet. Nantes is convinced that creativity comes

stakeholders are involved in projects, like in a very cooperative

## A dynamic, collaborative and supporting environment for excellence

Nantes, with the support of technological, specialised and businesses clusters, promotes innovation to attract companies as well as researchers and project leaders. Such an innovative ecosystem offers citizens, students and specialists in cuttingedge fields many opportunities for developing their capacities.

#### AN TERRITORY OF INNOVATION

#### **ACADEMIC FORCES 59 000 STUDENTS** + 2200 RESEARCHERS

#### 9 great engineering and economic schools

Centrale Nantes, IMT Atlantique, polytech, Ecole du design, Ecole supérieur du Bois, ENSA, AUDENCIA, ENSM, I.E.A, ICAM...

#### /ALORISATION STRUCTURES:

Atlanpole SATT Ouest valorisation CEA Tech CAPACITE (Université de Nantes affiliate)

Centrale Innovation

### **PUBLIC INCUBATORS**

1 innovation / technologic park / State incubator 3 Academic incubators 4 Specific programs: 3 factories, Maïa Mater

Jules Verne technological Institute Industrial wind tunnel of the CSTB, IFSTTAR geological centrifuge, wave and tow tank of Centrale Nantes. **SEMREV** (multitechnolgy test siteprototype for flowting offshore wind power and wave energy, **ONIRIS** food technological hall...

#### **BASED ON A VERY RICH AND DIVERSIFIED ECOSYSTEM**

### **FACILITIES TO SUPPORT**

8 private accelerators 4 business incubator sites 10 business hotels 30 co working spaces 8 fablabs

#### MANY INVOLVED AND COLLABORATING CLUSTERS

Industry: Néopolia, Sailing: NINA Building: Novabuild Digital: La Cantine, ADNouest, Drones cluster, Atlanpole enterprises CCI: Creative Factory

### 8 TECHNOLOGICAL CLUSTERS EMC2 (manufacturing)

Images & Réseaux (digital) Atlanpole Biothérapie (Biotech) Mer Bretagne Atlantique (sea) VALORIAL (food) Vegepolys (vegetal) S2E2 (electronic) ID4CAR (mobility)

**121 M€ FUNDS RAISED IN 2018 FOR STARTUPS** 

BIOTECH, DIGITAL, HEALTH

Talents are also be supported by academic and private incubators: Imagination Machine, Off7, start-up palace or Maia Mater an original and unique training camp for first-time entrepreneurs, with a «Doers» profile: designers, developers...

Accompanied by coaches, future entrepreneurs are housed, fed and supported to develop their business, during four intense months.

## Technological platforms and test sites

contributes to make of Nantes Metropole an innovative area to live and work, and therefore attracts innovative project holders. Some examples below:

> Technocampus is a set of mutualised technological research platforms dedicated to advanced manufacturing on strategic sectors (Technocampus Composites, Technocampus Ocean and Technocampus Smart Factory).

Inaugurated in February 2018, the latest Technocampus food brings together a set of skills, equipment and regional resources on the theme of food to facilitate innovation

> SEM- REV is the first European multi-technology offshore testing site connected to the grid which have tested the first offshore wind turbine in France since April 2018

> ARRONAX is a particle accelerator (cyclotron) for research in radiochemistry and oncology.



## Attracting talents

The "house of foreign researchers", association accredited Euraxess Local Point by the European Commission, offers a unique reception desk for foreign researchers to support research structures on a daily basis to welcome their international colleagues as effectively as possible in their settlement in Nantes.

The "Institute of Advanced Studies" brings together each year a community of scientists whose intellectual and cultural background is very different, but whose projects have enough contact points to give rise to extremely fruitful exchanges.

## **Events**

The metropolitan area hosts to over 200 congresses every year with more than 20 international big events per year. For example in 2018 and 2019, the International Conference on Research Challenges in Information Science, the World Conference on Titanium, the European Symposium on Food Safety, the Euroheat and Power Congress and soon the World conference of worldwide network of science parks and areas of innovation.

#### **Recurring events**

Nantes Digital Week brings together all digital cultures, attracts more than 80,000 professional and general public participants. More than 200 contributors animate the Nantes Digital Week (associations, companies, laboratories, universities, schools, collectives or local authorities) in the metropolis, but also in the national territory.

Web2day is the festival for professionals and enthusiasts of new technologies who want to be inspired, learn and network in a relaxed and offbeat atmosphere. This event is as well a stage in the French-speaking digital journey, with the Semaine Numérique de Québec, the Africa Web Festival in Côte d'Ivoire and the Kikk Festival in Namur, whose objectives are to consolidate digital professional networks throughout the Frenchspeaking world and to contribute to the development of the skills of young experts.

And also: Motion Motion (the only French festival of motion graphics / motion design), Digital Change (the reference event on the digital transformation of companies), Nantes Maker Campus (a major popular and science festival), DevFest Nantes (the developer festival organised by developers).

All of theses events and congress bring people to learn about the city of Nantes, from its quality of life, its dynamism to its innovative side.





### **Nantes City Lab**

#### **EXPERIMENTING IN REAL LIFE**







Innovation A solution not yet tested



Territory With public facilities on the metropolitan area



Methodology With hypothesis



mobility ... todays' transitions for a more liveable city

Energy, food,



**Duration** Up to 12 months



Playground Find out the best



Partnership Bringing together



Citizen engagement by and for citizen





Experimentation follow-up regulatory support project managment,



Evaluation



## **A METROPOLITAN** AREA **THAT EMPOWERS EVERYONE**

One of the main added value of innovative citizen engagement processes described previously is to bring inhabitants to work together, reinforce social cohesion and help people's innovative ideas to come into life. Innovation range from simple day-to-day improvements of citizen life to more complex or technological projects. A number of intitiatives are implemented to support citizens and stakeholders empowerment.

## Nantes City Lab

emerged from the conviction that the city has to be built in a new way, test by test, in association with citizens. Nantes City Lab organises experimentations considering the metropolitan area as a full-scale playground. Based on open governance, it enables various stakeholders of the city - startup, big companies, professional networks, associations, academics, users and citizen associations to meet and select experimentation projects. Citizen involvement is guaranted in each project. The ctizen can either be a tester, an evaluator or an embedded participant in the experimentation.

Nantes City Lab has shown great results with 16 projects labeled integrating social and/or technological innovation with the participation of citizens such as:

- > Yhnova project to lower the cost of social housing thanks to 3D-printing construction.
- > Light on the bowl lighting solution for a street sports area designed with more than 10 users associations and the inhabitants of the area.
- > Farmbot: a community of citizens proposed to use an opensource robot designed to make a vegetable garden autonomous

Nantes innovative city by and for all

## Factories of innovation

- > With ESS Nantes Factory, project leaders in the social and solidarity economy can apply for funding to support the creation or development of their activity. It is now about supporting people with projects at all stages of their journey, from the idea to the opportunity analysis and then to the development of the activity. Selection committees are held three times a year. Projects must offer an innovative solution to a societal need, create employment, provide social and/or environmental added value and engage in a collective or participatory approach. Since 2017, 51 projects were supported and each year, the Nantes Prize for Social Innovation rewards and financially supports a socially innovative project related to transitions (ecological, longevity, food).
- The main mission of Creative Factory is to promote, support and develop the economic sectors of the creative and cultural industries (CCI). The Creative Factory Selection is a support system to accelerate economics projects concerning CCI structured in four thematics: Media, Care, City and Design. Projects are supported for 6 months. administrative, economic, communication, legal... with professionals, experts coaches and and create group dynamics during and between the workshops. In 2018, 6 projects have been selected.
- The eco-innovation factory identifies, selects and supports 5-6 projects each year with a positive impact for society, for the environment and based on sustainable business model



## The "15 places to be reinvented" project

gave citizens the opportunity to propose new uses for 15 vacant buildings and undeveloped plots owned by the City of Nantes. Visits were organised with citizens and 585 "inspirations" were sent by postcards or on Nantes' citizen dialogue website. Creative workshops were then organised to build a common vision. 81 projects were submitted to the City, and 41 submitted to citizens' votes. Imagined and carried by collectives of citizens, associations or actors of the social and solidarity economy, they have been designed to ensure that they meet both technical specifications and citizen inspirations for each place. Among the 41 projects, 14 were selected in 2018 through the votes of over 7000 citizens, for example:

- 1. An unused chapel will become an urban mushrooms farm, where shiitakes grow on used coffee grounds and are sold in short circuits.
- 2. In a former school art gallery, a collective of inhabitants will develop a zero-waste reference place for citizens to learn and
- 3. In a former restaurant, the creation of a solidarity canteen, bringing people together by preparing meals.









11 project offices

were created, one in each district of Nantes, to guide and support citizen initiatives that bring life to public spaces, contribute to the ecological transition and nurture solidarity among residents. Project Offices are run by a Committee consisting of volunteer citizens and a local elected representative which provides guidance and comes to a consensus decision on whether the City should support them (financially, technically or logistically). The supported projects must be the result of a collective approach, carried out by and for the residents. In 2018, Project Offices have supported around 100 citizen initiatives which often combine social and civic practices in public spaces, ecological transition and local solidarity: a nomadic place for meetings and social mediation between inhabitants, small neighbourhood squares around donation boxes, composters and book trees, DIY workshops or self-repair collective places, sharing of tools, a workshop in the manufacture-customisation of furniture...

Since 2016

+350000

The citizen dialogue

**CITIZEN DIALOGUE PROCESSES** 

Digital tools to reach a larger audience

> Nantes provides digital tools to facilitate their contribution to the renewal of the city such as:

- > The citizen dialogue platform launched in 2019 to facilitate citizens' online contributions to projects.
- > Cartoquartiers, a collaborative map of local services, developed by the city of Nantes, the metropolitan area, associations and residents.
- > Nantes Patrimonia, an open contributory platform to share knowledge about the city of Nantes (architectural history... but also lifestyle, art, cuisine...).
- > The official website of Nantes Métropole, launched in spring 2019, was also co-constructed with the citizens.

**SINCE LAUCHING** (JANUARY 2019)



## 6 Nantes is strongly committed to promote

gender equality with special "Negotraining" workshops are organised to help women to negotiate their salaries and conditions of work in collaboration with Audencia bussiness school and Nantes Métropole's platform for Corporate Social Responsibility.

### NANTES, **AN INSPIRING TERRITORY** IN THE EUROPEAN UNION

### Strong involvement in networks

Nantes is able to disseminate innovative concept, tools and ideas to other cities.

Nantes is a leading member of **EUROCITIES**, the network of major European cities (140 cities of +250.000 inhabitants) for exchanging and influencing EU policies. Nantes presided EUROCITIES in 2014-2016, is a member of the Executive Committee since 2007, and is now specifically involved as:

- > Chair of the Economic Development Forum for 2 years (October 2018 - October 2020) where cities share and strengthen their policies for innovation, attractiveness, long-term investment, corporate social responsibility, and new forms of economies (circular economy, sharing economy, social economy...).
- > Chair of the Creative Citizenship working group which promotes citizen participation in urban policies as well as the sense of belonging to Europe and European citizenship.

#### Nantes is also:

- > Chair of the Innovative Cities Committee and board member of the International Association of Francophone Mayors) http://www.aimf.asso.fr/
- > Board member of the Council of European Municipalities and Regions (CEMR) and its French branch (AFCCRE), board member and spokesperson for Climate of United Cities and Local Government (UCLG); signatory of the Covenant of Mayor; host of the first Climate Chance summit of nonstate actors for climate in 2016; member of **Energy Cities**, the European Association of local authorities in energy transition and ACR+ the Association of Cities and Regions for sustainable Resource management.









that contribute to the inspiration of other cities:

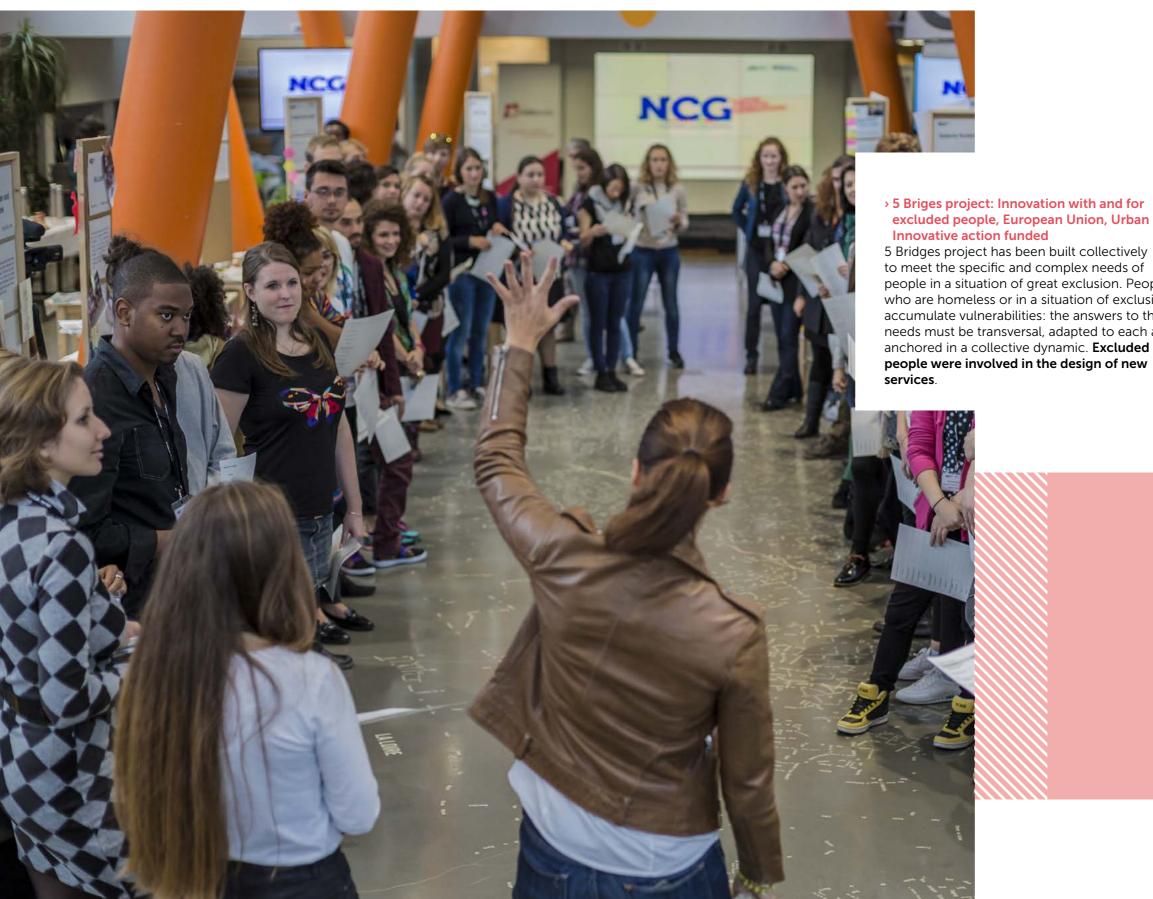
> mySMARTLife project: urban transition with smart solutions. European union, Horizon 2020 funded

For a period of 5 years (2016-2020), in collaboration with the cities of Hamburg and Helsinki, the H2020 mySMARTLife project focuses on the implementation of innovative solutions in the fields of mobility, digital and energy. All 27partners from 6 countries are collaborating to make sustainable cities with smart people and a smart economy a reality.



Unique in Europe, 22 eBusway XXL will be operational by the end of 2019: these large capacity electric buses on a bus rapid transit (BRT) line (24m, 150 passengers, up to 55 000 passengers/day) are equipped with a smart energy management system (opportunity charging). The buses recharge quickly on passenger exchange time at a bus station (2 seconds for connection to the grid, about 20 seconds for charging) and at the terminus (a few minutes) with a power of 600 Kva.

• P.25



5 Bridges project has been built collectively to meet the specific and complex needs of people in a situation of great exclusion. People who are homeless or in a situation of exclusion accumulate vulnerabilities: the answers to their needs must be transversal, adapted to each and anchored in a collective dynamic. Excluded people were involved in the design of new

#### > Nantes Creative Generations

Nantes Creative Generations (NCG) promotes civic and innovative initiatives and encourages young people from Nantes and Europe to meet and open up to Europe. Innovative in its content, Nantes Creative Generations is also innovative in its design and format. It involves civil society and a network of associations in Nantes in its construction, implementation and evaluation. Each year, 75 participants come to Nantes to present their own project.

### "Nantes, an innovative city by and for all"

invites its citizens, its stakeholders but also everyone interested in the city's possible futures, wherever he or she comes from, to onboard this collective adventure to build a new city. A city that is more innovative, open, democratic, inclusive and sustainable for the benefit of all. The spirit of Jules Verne, the famous writer from Nantes, with its visionary approach of the world based on facts and fantasies is still alive.

Nantes' journey has just started!



iCapital is an annual prize, given to the European city with more than 100,000 inhabitants that best promotes innovation in its communities. In particular, cities that:

- > contribute to open and dynamic innovation ecosystems
- > involve citizens in governance and decision-making
- > use innovation to improve the resilience and sustainability of their cities The selection is made by an independent jury.

The «European Capital of Innovation» city gets a prize of one million euros and the 5 other finalist cities have a prize of 100,000 euros.

After Barcelone (2014), Amsterdam (2016), Paris (2017) and Athens (2018), Nantes has become the European Capital of Innovation in 2019.



«Nantes was winner of the European Capital of Innovation Award 2019 from the European Union's Horizon 2020 research and innovation programme».

metropole.nantes.fr/capitale-innovation

#NantesiCapitalawards #iCapitalawards





