

# 1<sup>st</sup> EUROPEAN FORUM on TOWN-CENTER

METZ • THURSDAY 7<sup>TH</sup> AND FRIDAY 8<sup>TH</sup> JUNE 2018



centre-ville  
en mouvement  
[www.centre-ville.org](http://www.centre-ville.org)

centre-ville PILSĒTAS CENTRS  
**TOWN-CENTER**



BYCENTER  
**STADTZENTRUM**

KESKUSTA MĚSTSKÉ  
CENTRUM MIASTA CENTRUM

**ZENTRUM**  
CENTRUM MESTA  
CENTRO DE LA CIUDAD

MESTNO JEDRO  
CENTRU TAL-IBLIET  
CENTRO CITTÀ

**STADSCENTRUM**

CENTRO DA CIDADE LINNAKESKUS  
BAILE LAR CENTER BAILE LAR  
STADSCENTRUM

ГРАДСКИ ЦЕНТЪР

VÁROSKÖZPONT  
**CENTRUL ORASULUI**

1<sup>eres</sup> ASSISES EUROPEENNES du CENTRE-VILLE **METZ**  
JEUDI 7 ET VENDREDI 8 JUIN 2018



**WEDNESDAY  
JUNE 6TH**



**OPENING OF THE EUROPEAN FORUM ON CITY CENTERS AND THE CENTRE-VILLEXPO EXHIBITION**

**18H00**

**PRESENTATION BY CSA INSTITUTE OF THE 3RD BAROMETER CLEAR CHANNEL/ CSA ON CITY CENTERS AND COMMERCE FOLLOWED BY A DEBATE**

**JACQUES CHANTILLON** - DGA CLEAR CHANNEL

**PATRICK VIGNAL** - DÉPUTÉ ET PRÉSIDENT DE CENTRE-VILLE EN MOUVEMENT

**19H-20H**

**CONSTITUTION OF STUDENTS TEAMS WHO WILL BE GIVEN 48 HOURS TO THINK ABOUT CONCRETE PROPOSALS FOR CITY CENTERS RENEWAL**

**8PM**

**COCKTAIL DINNER  
OFFERED BY  
THE CONSULAR  
CHAMBERS**

# EDITORIAL

Welcome in Metz for this 13th edition of the Forum on City Centre (Assises du Centre-Ville), which is also the first European edition!

It will be held this year in Metz, at the heart of Europe. We are proud to have worked with European MPs to prepare this important event, leveraging exchange of experience to revisit Thought Leadership on City Centres. Mayors of European Cities and specialists are going to present their actions for better attractiveness of city centres in various contexts, in order to bring new perspectives. Simultaneous translation will ensure a good understanding and participation in the exchanges.

Metz has transformed its city centre during the past years to remain an attractive city in the centre of its agglomeration. Visits of Metz city centre are planned to see concretely what are the results of the implemented actions.

Highlights of the forum, such as roundtables on broad topics such as commerce, mobility, small cities, and governance of city centre, will be highlighted by reviewing the status of city centres in Europe. During the debates in plenary session, workshops will be held to tackle specific themes on city centres. Finally, a hackathon, dedicated to city centres, will gather six european teams during 48 hours to imagine tomorrow's city centres!

With great enthousiasm, Metz city, CVM Bureau and the team, prepared a forum we wish you the most enlightening for city centres future!

# THURSDAY JUNE 17 MORNING

## 9 AM TO 9.45 AM : **CROSSED-LOOKS**

**Dominique GROS** - Mayor of Metz - **France**

**Olivier CARRÉ** - Mayor of Orléans - **France**

**Patrick VIGNAL** - President of Centre-Ville en Mouvement

**Pierre GOGUET** - President of the French Chamber of Commerce - **France**

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## 9.45 AM TO 10.30 AM : **WHAT GOVERNANCE FOR TOWN CENTRES IN EUROPE ?**

Who assists and supports the mayor in his or her strategy for the city centre? On what actors or structures can the mayor rely on?

**Philippe LAURENT** - Mayor of Sceaux President of the French section of The Council of European Municipalities and Regions - **France**

**Paul LINDVALL** - Deputy-mayor of Linkoping - **Sweden**

**Jean-Luc CALONGER** - President of TOCEMA Worldwide - President of Association of Town Centres Management (AMCV) - **Belgium**

**Shanaaz CARROLL** - Former CEO of the Association Town Centre Management (ATCM) - **UK**

## 10 AM TO 11.15 AM : **PLANING RETAIL IN TOWN CENTRES**

**Cécile HELLE** - Mayor of Avignon - **France**

**Pascal BLANC** - Mayor of Bourges - **France**

**Jean DIONIS DU SÉJOUR** - Mayor of Agen - **France**

**Svenja KRÄMER** - Director of Dinslaken economic development

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## 11.15 AM TO 12.15 PM : **RENEWING RETAIL IN TOWN CENTRES**

Commerce and Trade are changing : creation of new commercial areas outside the city, boom of e-commerce and jobs concentration in metropolises. How to adapt their city centres and on what assets to rely on for this ?

**Laurent HÉNART** - Mayor of Nancy - **France**

**Paolo CALCINARO** - Mayor of Fermo - **Italy**

**Gil AVÉROUS** - Mayor of Châteauroux - **France**

**Sophie LEJEUNE** - Secretary General of the Confederation of tobacconists - **France**

**Antonio ROMÁN JASANADA** - Mayor of Guadalajara - **Spain**

**Claude RISAC** - Director of External Relations - Casino Group

**Anna GALDA** - Executive Department for Strategic Development de Chemnitz - **Germany**

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## 12H15 - 12H30 : **CLOSING OF THE MORNING**

**Jacques MÉZARD** - Minister of Territorial Cohesion

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## 12.50 PM TO 2.15 PM : **LUNCH**



**2.15 PM TO 2.30 PM : PRESENTATION OF CLEAR CHANNEL/CSA INSTITUTE BAROMETER**

Exclusive presentation by Clear Channel of the 3rd barometer ordered to the CSA Institute which shows citizen's expectations about city centres.

Caroline MÉRIAUX - Marketing Director of Clear Channel France

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**2.30 PM TO 3.15 PM : REVITALIZE THE CENTERS OF SMALL AND MEDIUM-SIZED CITIES**

How to adapt centres of towns to attractiveness issues?

Robert POWER - Mayor of Naas - **Ireland**  
José Luís GASPAS - Mayor of Amarante - **Portugal**  
Francis ADOLPHE - Mayor of Carpentras - **France**

**3.15 PM TO 4 PM : HOW TO MAKE THE CENTERS OF SMALL AND MEDIUM-SIZED CITIES MORE ATTRACTIVE ?**

Richard LIOGER - Deputy of Moselle  
Bertrand BARRAUD - Mayor of Issoire - **France**  
Jean-Luc ROLAND - Mayor of Ottignies Louvain la Neuve - **Belgium**  
Hugues COCHET - Mayor of Guise - **France**

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**4 PM TO 4.45 PM : HOW TO VALUE CITY CENTRE'S PUBLIC SPACE ?**

What levers can be used to improve quality of public space of town centres ?

François BAYROU - Mayor of Pau - **France**  
Arnaud ROBINET - Mayor of Reims - **France**  
Bruno FERREIRA - Deputy mayor of Torres Vedras - **Portugal**  
Charles DAYOT - Mayor of Mont-de-Marsan - **France**  
Patricia SALLUSTI - Deputy mayor of Metz - **France**

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**5 PM : FIELD VISITS**

Several visits of Metz city centre proposed by its local representatives





# FRIDAY JUNE 8TH MORNING

## 9 AM TO 9.45 AM: THE IMPORTANCE OF CONSULARS IN A COMPREHENSIVE TOWN CENTRE STRATEGY

What is the role of consulars in the elaboration of dynamisation policies in town centres ?

**Jean-Luc BOHL** - President of Metz Métropole  
**Fabrice GENTER** - President of Chamber of Commerce Moselle Metz Métropole  
**Liliane LIND** - President of the Chamber of Guilds Moselle  
**Antoine HENRION** - President of the Chamber of Agriculture - Moselle

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## 9.45 AM TO 10 AM : PRESENTATION BY AN EXPERT « INNOVATIONS IN MOBILITY AND URBAN LOGISTICS IN EUROPE »

**Laetitia DABLANC** - Scientific researcher in the French Institute of Science of Transports

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## 10 PM TO 10.45 PM : ORGANIZING MOBILITY IN CITY CENTRES : WHAT PLACE FOR PEOPLE ?

**Elke DILZER** - Office for Urban Development and Statistics of Trier - **Germany**  
**Nicolas LANGLOIS** - Mayor of Dieppe - France  
**Miguel Anxo FERNANDEZ LORES** - Mayor of

Pontevedra - **Spain**

**Marie-Anne ISLER-BEGUIN** - Vice-president of Metz Métropole

**Xavier HEULIN** - Director of Transdev Stationnement

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## 10.45 PM - 11.15 PM : RENDERING OF CITY CENTRES HACKATHON

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## 11.15 PM - 12 PM : ORGANIZING MOBILITY IN CITY CENTRES : WHAT PLACE FOR GOODS ?

**Jean-Marie SERMIER** - Député du Jura, Président de la Fédération des Entreprises publiques locales

**Danièle PATIER** - Scientific Researcher in the Laboratory of Transports

**Laetitia DABLANC** - Chercheure à l'Institut français des sciences et technologies des transports, de l'aménagement et des réseaux - Grand Témoin

**Sébastien BALDUZZI** - In charge of urban logistics - Groupe LaPoste

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## 12 PM - 12.15 PM : AWARDS FOR THE HACKATHON

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## 12.15 PM CLOSING SPEECH OF THE FORUM

**Patrick VIGNAL** - Representative of Hérault and President of Centre-Ville en Mouvement

CLOSING  
COCKTAIL



**FIELD VISITS**

**CONVIVIAL MOMENTS IN  
EXCEPTIONAL PLACES**

**EXHIBITION ON  
INNOVATIONS IN CITY  
CENTERS WITH 50  
EXHIBITORS**

**6 TEAMS OF EUROPEAN  
STUDENTS WHO WILL  
THINK DURING 48 HOURS  
ON CITY CENTERS' FUTURE**

**SIMULTANEOUS TRANSLATIONS**

# THANKS TO OUR LOCAL PARTNERS



# THANKS TO OUR PARTNERS WHO SUPPORT US ALL YEAR LONG



A SEULEMENT  
1H24 DE PARIS EN TGV



INSCRIPTION OBLIGATOIRE  
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