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3RD EUROPEAN FORUM ON CITY CENTERS



Maison de la Chimie Paris,
Thursday 6th & Friday 7th November 2025



MINISTÈRE
DE L'EUROPE
ET DES AFFAIRES
ÉTRANGÈRES
*Liberté
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CITY CENTRES : THE HEART OF EUROPE

THURSDAY NOVEMBER 6th

MAISON DE LA CHIMIE (28^{BIS} RUE SAINT-DOMINIQUE, PARIS 7) – AMPHITHÉÂTRE LAVOISIER

9:15 AM – 9:45 AM / WELCOME COFFEE

9:45 AM – 10:15 AM / OPENING SESSION

Philippe Laurent, President of Centre-Ville en Mouvement, Co-President of the Council of European Municipalities and Regions

Patrick Ollier, President of the Greater Paris Metropolis

10:15 AM – 11:00 AM / PERSPECTIVES ON DOWNTOWN GOVERNANCE AND COMMERCE

How can we rethink the relationship between public stakeholders, shopkeepers, and citizens around a shared vision of the common good? With testimonies from European cities, this session will explore initiatives that position commerce as a driver of attractiveness, social cohesion, and local resilience.

Jean-Luc CALONGER, President, Association du Management de Centre-Ville (Belgium)

Glenn CASTANBEIRA, Executive Director at SDC Montréal centre-ville

Dominique CONSILLE, Director of Action Cœur de Ville and Petites Villes de Demain programs, French National Agency for Territorial Cohesion

Finbarr FILAN, Chairman, Business Improvement District, Sligo (Ireland)

Marie-Christine SEGUI, Metropolitan Councillor Delegate, Board member of the Lively Downtown real estate company

11:00 AM – 11:30 AM / DISCOVER EXAMPLES OF INNOVATION IN EUROPEAN CITIES

5 min

What solutions exist for complex challenges in city centers? Placemaking, e-commerce, public-private partnerships, and more... Discover insights from elected officials and local practitioners on inspiring initiatives.

Renata GAWLIK, Mayor of Biskupice, Krakow Metropolitan Area (Poland) - Public-private cooperation at the heart of downtown revitalization

Loïc d'HAeyer, Mayor of Fleurus (Belgium) - Commercial revitalization through Shop'In Fleurus

Dimitrios KYRITSIS, President of Amfiktyonies (Greece) - Innovative pedestrian crossings

Laetitia DABLANC, Professor of Urban Planning, Gustave Eiffel University - Last-mile logistics: good practices in Europe

11:30 AM – 12:15 PM / FROM MOBILITY TO LOGISTICS : GREENER WAYS TO MOVE AROUND CITY CENTRES

Introduction by : **Carmen CUREU**, Director of Studies - Geoposte - European E-commerce Barometer

Between **deliveries, soft mobility, and accessibility, city centers face multiple challenges**. This roundtable will gather European actors to present strategies that reconcile urban logistics, sustainable transport, and quality of life in vibrant and accessible city centers.

Ana AGUDO, Councilor for Mobility and European Funds, Granada (Spain)

David Cardoso, Municipal councillor in charge of commerce, Sucy-en-Brie

Anne-Marie JEAN, Vice-President, Eurometropolis of Strasbourg

Markus PETER, Researcher, EIFER European Institute for Energy Research EDF-KIT EWIV (Germany)

12:15 PM – 12:30 PM / URBACT EUROPEAN PROGRAMME

Ten European cities of all sizes exchange experiences and co-design their sustainable city center roadmap.

Daniel-Georges COURTOIS, Metropolitan Councillor for Cooperation and Territorial Relations*
Mar SANTAMARIA, URBACT Cities@Heart Expert, Urban Planner & Architect

12:50 PM – 2:15 PM / LUNCH BREAK

2:15 PM – 2:45 PM THE 15-MINUTE CITY

Carlos MORENO, Scientific Director at Chaire ETI - IAE Paris Sorbonne

2:45 PM – 3:30 PM / PUBLIC SPACES: DESIGNING ATTRACTIVE, INCLUSIVE, AND WELCOMING CITIES

How can we make city centers attractive places where people enjoy living, strolling, and gathering? This roundtable will showcase actions rethinking public spaces to improve everyday life in our city centers.

Francisco Javier AYALA ORTEGA, Mayor of Fuenlabrada (Spain)
Lamia BENSARSA REDA, Mayor of Juvisy-sur-Orge*
Matija KOVAC, Mayor of Celje (Slovenia)
Frédérique MACAREZ, President of the national mission on local commerce (France)

3:30 PM – 4:00 PM / VOICES OF EUROPE - INNOVATING IN THE CITY CENTER

5 min

What solutions exist for complex challenges in city centers? Placemaking, e-commerce, public-private partnerships, and more...

Discover insights from elected officials and local practitioners on innovative initiatives.

Ivan RADIC, Mayor of Osijek (Croatia) - Urban renewal in the city center
Camille Viros, Head of Unit, Inclusive Growth in Cities, OECD "Retail SMEs and city centres : seizing the opportunities of the green and digital twin transition across the cities of the OECD"
Cecile WALTER, Director, International Division, EURELIA – Overview of Commerce and Retail in Europe

4:00 PM – 4:45 PM / CULTURE AND HERITAGE: THE SOUL OF CITY CENTRES

As vectors of identity, attractiveness, local pride, and vitality, culture and heritage play a key role in the energy of city centers. This roundtable will highlight European initiatives where cultural programming and heritage promotion strengthen local appeal.

Miguel FONSECA, City Councillor, Coimbra (Portugal)*
Anne-Gaëlle LEYDIER, Metropolitan Councillor for Culture and Heritage
Giorgia MACRELLI, Councillor for European Projects, Cesena (Italy)
Marje TOEMAE, Head of Culture Unit, Tallinn (Estonia)

4:45 PM – 5:30 PM: CLOSURE : WHAT FUTURE FOR EUROPEAN CITY CENTRES ?

Teofil GHERCA, Director of URBACT*
Fabienne KELLER, Member of the European Parliament, Board Member of Centre-Ville en Mouvement*

*to confirm

FRIDAY NOVEMBER 7th

FIELD VISITS

LOGISTICS - SEGRO LES Gobelins PARIS (13TH)

Explore a sustainable 75,000 m² urban logistics site in the heart of the capital.

SOCIAL ECONOMY - LES CANAUX, WITH CARTON PLEIN AND LEMON TRI PARIS (19TH)

Discover concrete initiatives within the Greater Paris Metropolis.

CRAFTSMANSHIP AND CREATION - POP-UP ARTISANS' BOUTIQUE PARIS (4TH)

Discover a creative hub fostering synergies between artisans and local territories.

THIRD PLACES & SOCIAL AND SOLIDARITY ECONOMY - MALAKOFF (92)

Understand how third places are becoming key drivers of local transformation.

COMMERCIAL REVITALISATION - CHARENTON-LE-PONT (94)

Observe a reinvented city centre supported by the Centres-Villes Vivants program.

URBAN TRANSITIONS - AUBERVILLIERS (93)

Discover a metropolitan area in full transition.

PEDESTRIANISATION AND PROPERTY MANAGEMENT - SCEAUX (92)

Explore an exemplary city centre where the municipality repurchased ground-floor units through a public property company.

OLYMPIC LEGACY - OLYMPIC VILLAGE (93)

Understand the transformation of an Olympic site into a new residential district.

CYCLE LOGISTICS - PARIS (15TH)

Discover the organisation of urban delivery rounds by cargo bikes.

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