

3RD EUROPEAN FORUM ON CITY CENTERS



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



CITY CENTRES : THE BEATING HEART OF EUROPE

THURSDAY 6th

9:15 AM – 9:45 AM / WELCOME COFFEE

9:45 AM – 10:15 AM / OPENING OF THE FORUM

Patrick Ollier,

President of the Greater Paris Metropolis and Mayor of Rueil-Malmaison

Philippe Laurent,

Mayor of Sceaux and President of Centre-Ville en Mouvement

10:15 AM – 11:00 AM / HOW CITIES ARE MAKING THE MOST OF
COLLABORATING WITH THE PRIVATE SECTOR

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 innovative strategies that position commerce as a driver of attractiveness, social cohesion, and local resilience.

11:00 AM – 11:30 AM / 5 PITCHES : CITY CENTERS AS
LIVING LABS

Discover examples of innovation in European cities as well as national programs.



11:30 AM – 12:15 PM / FROM FIRST MILE TO LAST MILE :
SMART MOBILITY AND LOGISTICS FOR CITY CENTERS

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

12:15 PM – 12:30 PM / PRESENTATION OF THE CITIES@HEART PROJECT

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

12:30 PM – 12:50 PM / AWARDS CEREMONY :
HONOURING EUROPEAN CITY CENTRES

12:50 PM – 2:15 PM / LUNCH BREAK



2:15 PM – 2:45 PM : THE 15-MINUTE CITY

Speaker : **Carlos Moreno**

2:45 PM – 3:30 PM / ATTRACTIVE AND PLEASANT CITY-CENTERS

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

3:30 PM – 4:00 PM / 5 PITCHES : VOICES OF EUROPE – INNOVATING IN THE CITY CENTER



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

4:00 PM – 4:45 PM / CULTURE AND HERITAGE AS THE DRIVING FORCES OF AUTHENTIC CITY BRANDING STRATEGIES

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.

4:45 PM – 5:30 PM : CLOSURE : WHAT'S NEXT FOR CITY CENTRES ?

European leaders weigh in



FRIDAY 7th FIELD VISITS

9:00 AM – 1:00PM :

Several field visits will take place in different cities across the Greater Paris Metropolis.

Themes: Commerce, last-mile logistics, sustainable urban development, transitional urbanism, Olympic legacy, and more.



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