

## A EUROPEAN EVENT, ON CITY CENTERS

Our association of elected and deputies Centre-Ville en Mouvement is pleased to give you the new program of the 2nd European Forum on City Center.

For 17 years, we have been organizing the Forum on city center which is now a well-known meeting for mayors, elected and actors of city centers.

This new program is born thanks to our reflections and based on our various trips and discoveries within the European Union Member States. It also takes into account the citizen's expectations regarding their city centers. In the past few years, this attachment has increased. Our annual survey shows that 74% of the 18-24 yo are involved in the future of their city centers. (CSA Institut / Clear Channel)

The obtention of the French Presidency of the Council of the European Union's emblem, clearly shows how city centers have become the main issue for Europe.

Daily, challenges are plural and concern all Europeans. We are talking about commercial vitality, urban planning, cultural animations, soft mobilities, and naturally about the necessity to deal with environmental issues at every step.

We are looking for your participation to debate, exchange, and share innovative topics and projects. Many convivial moments will allow you to share and discover our wonderful welcoming city: Strasbourg!

I wish you all a pleasant and rich moment during this Forum!

**Philippe LAURENT**  
President of Centre-Ville en Mouvement  
President of the French Association of CEMR  
Mayor of Sceaux



Philippe LAURENT in presence of Pierre CREUZET, Founding director, of Centre-Ville en Mouvement

### 27<sup>TH</sup> MONDAY JUNE

#### Pre-opening of European Forum on City Centers

**Hôtel de Région Grand Est 1 place Adrien Zeller, Strasbourg**

Welcoming of the delegates at the Hôtel de Région

**18:00 - 18:10 : Welcoming speech of Jean ROTTNER, President of the Grand Est Region, & Philippe LAURENT, Mayor of Sceaux, President of Centre-Ville en Mouvement, FRANCE, testifier of these exchanges**

**18:10 - 19:10 : Exclusive presentation of the 7th Barometer of the City Center and Businesses**

Presented by **Julie GAILLOT**, Director of the Society division of the CSA Polling Institute

This presentation will be followed by a round table discussion chaired by **Jacques CHANTILLON**, Director of Clear Channel France  
With **Rollon MOUCHEL-BLAISOT**, Prefect, Director of the National Program Action Coeur de Ville and **Jean-Pierre FREMONT**, Director of Territories and Regional Action, EDF  
**Valentine NOURY**, In charge of External Communication, Heineken France.

**19:10 - 20:00 : The importance of our retailers and catering professions for our city centers**  
Chaired by **Joël MAUVIGNEY**, President of the CGAD (General Confederation of Food Retail)

**Dominique ANRACT**, President of the National Confederation of French Bakery and Pastry  
**Jean-François DROUIN**, President of the National Union of Independent Brewers  
**Thierry LALET**, President of the Confederation of Chocolatiers and Confectioners of France  
**Claude MARET**, President of the Federation of French Cheesemakers  
**Jacqueline RIEDINGER**, BALZER, Vice-President of the French Confederation of Butchery, Butchery-Charcuterie, Caterers  
**Christel TEYSSÈDRE**, President of Saveurs Commerce, Union Federation of Greengrocers

**Christian BERAUD**, Mayor of Arpajon

**20:10 : Welcoming of the European delegations by the French elected officials during a cocktail offered by the Professional Federations highlighting local gastronomy**

### 28<sup>TH</sup> TUESDAY JUNE

**8:00 - 10:00 : Welcoming coffee - Guest's entrance into the European Parliament**

**Hemicycle of the European Parliament**

**10:00 - 10:30 : Official opening of the Forum**  
by **Dita CHARANZOVA**, Vice-President of the European Parliament, Czech Deputy

alongside **Jeanne BARSEGHIAN**, Mayor of Strasbourg, FRANCE  
**Philippe LAURENT**, Mayor of Sceaux, President of Centre-Ville en Mouvement, FRANCE  
**Jean ROTTNER**, President of the Grand Est Region



**10:30 - 10:50 : Introduction of Jean-Luc CALONGER, President of the AMCV, BELGIUM**

**10:50 - 11:35 : Our European city centers are on the move!**

Testifier **Philippe LAURENT**, President of the French Association of CEMR  
**Zoltán ERŐ**, Chief architect, City of Budapest, HUNGARY  
**Jean ROTTNER**, President of the Grand Est Region, President of the National Federation of Urban Planning Agencies  
**Alija TURLAJA**, Member of City Council of Riga, LATVIA

What is a city center? Let's have a look at this plural and complex definition of the city center which is very often the soul of our European cities!  
City centers must be attractive. To this end, they must be vibrant, pleasant to live in, accessible with soft mobilities to all!  
These various lines of discussion will be debated during this event. We will see how they are a part of the so-called alchemy of the city center.

Facing the rapid changes we are going through, how can we adapt to these new essential challenges for the city of tomorrow?

**11:35 - 12:30 : City centers and sustainability : turning environmental challenges into a valuable asset !**

Testifier **Philippe LABRO**, Project Manager, Ecologie Urbaine & Citoyenne

**Suzanne BROLLY**, Deputy Mayor in charge of the resilient city, Strasbourg, FRANCE  
**Jürgen HERZING**, Mayor of Aschaffenburg, GERMANY  
**Tanya HRISTOVA**, Mayor of Gabrovo, BULGARIA  
**Lola ORTIZ**, General Director of Planification and Mobility Infrastructure, municipality of Madrid, SPAIN

How to respond to the climate emergency? Fight against heat islands, revegetation, urban agriculture and short circuits, biodiversity, soft mobilities, all these issues are at the heart of the concerns of our European cities and centralities.

Reclaimed by our European citizens, this challenge of the resilient city has become a real political duty commitment.

What kind of concrete innovations has been carried out in recent years in our cities in Europe?

**12:30 - 14:00** Cocktail Reception in the European Parliament

**14:15 - 14:30 : How can positive communication help you ?**

How can we communicate positively while adopting an impactful speech? Our great communicant will help you to conjugate city center management and the pleasure of living it.

**Solenne ROLAND-RICHÉ**, author of the 100 Golden Rules of positive and happy management

**14:30 - 15:20 : Rebuilding the city on the city : how to re-enchant the existent ?**

Testifier **Patrick JARRY**, President of the Federation of elected representatives of Local Public Companies, Mayor of Nanterre, FRANCE  
**Gisèle ROSSAT-MIGNOD**, Director of the network, Banque des Territoires  
**Joosep VIMM**, Deputy Mayor of Tallinn, ESTONIA

View of CANADA: **François LIMOGES**, Mayor Rosemont-La Petite Patrie district, Montreal, CANADA

Reviving the hearts of cities means modernizing and innovating, but without denying their past. The re-enchantment of city centers requires a useful and intelligent enhancement of the old and existing while bringing it up to date.

Wastelands and rehabilitated halls, short-lived uses, rehabilitation of train stations, so many works undertaken by our mayors and officials and which restore all their splendor to our cities!

**15:20 - 16:10 : Urban culture and art, vectors of attractiveness and uniqueness for city centers !**

**Richárd BARABÁS**, Deputy Mayor, Újbuda 11th, Budapest, HUNGARY  
**JORDY CLEMENS**, Alderman for education, culture, heritage, and center development, Municipality of Heerlen, NETHERLANDS  
**MIGUEL FONSECA**, Councillor of the Municipal Executive of Coimbra, PORTUGAL  
**Jean-Baptiste GAGNOUX**, Mayor of Dole, FRANCE  
**Georges MISCHO**, Mayor of Esch-sur-Alzette, deputy, LUXEMBOURG

Town centers come alive by becoming real places of emulation and cultural creation. There are many examples: street art, festivals, open stages, urban planning.

Culture is also proximity, encounters, and the creation of social ties: theatres, cinemas, libraries, heritage. Let's go and meet your European town centers!

**16:10 - 17:00 : Commercial diversity for a renewed dynamism !**

Testifier, **Jean-Luc CALONGER**, President of the AMCV, BELGIUM

**Bertrand BARRAUD**, Mayor of ISSOIRE, President of "AGGLO PAYS DISSOIRE"  
**Christophe BOUILLON**, Mayor of Barentin, President of the French Association of Small Cities, FRANCE  
**Aric DOSOGNE**, Mayor of Huy, BELGIUM  
**Aubin JEANTEUR**, President of the Chamber of Commerce and Industry Ardennes  
**Renaud SORE-LARREGAIN**, President of the City Center Management Observatory

Trade and crafts are real levers for revitalising town centers: arts and crafts, typical products, food shops, it is the mark of a territory that combines with modernity by reinventing itself through numerous concepts: ephemeral shops, concept stores...

### 17:10 - 17:30 : Let's have a walk together and discover Strasbourg !

### 29<sup>TH</sup> WEDNESDAY JUNE

**8:00 - 9:45 : Welcoming coffee - Guest's entrance into the European Parliament**

**Hemicycle of the European Parliament**

**9:30 - 10:00 : Opening speech by Philippe Laurent, mayor of Sceaux, President of Centre-Ville en Mouvement**

**10:00 - 11:00 : Influence and attractiveness of European cities : how to handle private and public partnerships ?**

**Boutaina ARAKI**, President of Clear Channel France  
**Juliette AURICOSTE**, Director of the french program Petites villes de demain  
**Jean-Michel GENESTIER**, Mayor of Raincy, Deputy Councillor of the Greater Paris in charge of logistics  
**Ulrich SIERAU**, former Mayor of Dortmund, GERMANY  
**Philippe WAHL**, President of La Poste group

The dynamism of a city is the product of many factors and the joint work of all the players. Today, the private sector has a role to play by bringing new inputs: proximity, inventiveness, and expertise. This role does not, however, supplant the role of public actors, who retain control over the major operations.

What balance should be struck between regulation and cooperation? How to involve and coordinate all local actors?

**11:00 - 12:00 : Mobility and pedestrianization: how to make our European city centers more accessible and pleasant ?**

Testifier **Rollon MOUCHEL-BLAISOT**, Prefect, Director of the National Program Action Coeur de Ville  
**Miguel ANXO FERNÁNDEZ LORES**, Mayor of Pontevedra, SPAIN  
**Professor Janez KOŽELJ**, Deputy-Mayor of Ljubljana, SLOVENIA  
**Fredrik LJUNGHILL**, 1st Deputy Mayor of Lund, SWEDEN

Should the peaceful city center play with a pedestrian city center?


Many European officials and mayors are taking up the issue and mayors are innovating on many subjects. Pedestrianization has become essential for better accessibility to the city center. Those soft mobilities open a brand new chapter for cities to become more gentle and harmonious.

**12:00 - 12:30 : Testimonies of our European Deputies**

Chaired by **Fabienne KELLER**, MEP, FRANCE  
**Jan OLBRYCHT**, MEP, POLAND

The European Union provides numerous funds available to the local authorities and territories of its Member States. These funds are allocated and addressed to local authorities with "Calls for projects". The regions are identified as privileged interlocutors for the procedures to follow.

Which kind of models and good practices in terms of city center management can we highlight? Let's hear the testimonies of our MEPs!



### 12:30 - 13:00 : Forum's official closing

### 28<sup>TH</sup> WORKSHOPS JUNE

**Committee room**

**11:00 - 12:30 : Workshop - Urban logistic and last mile delivery activities**

Testifier **Danièle PATIER**, Vice President of Centre-Ville en Mouvement, LAET Researcher  
**Luca COIN**, Technician in charge of transport for the city of Padua, ITALY  
**Thibaut GUINÉ**, City Councillor in charge of the 15 minutes city and last-mile logistics at the City of Nantes, FRANCE  
**Kevin JANIN**, Development, deployment, and projects manager, FLUDIS  
**Gilles MANUELLE**, President of FLUDIS, delivery solutions by boat and cargo bikes, FRANCE  
**Andrea RIZZI**, manager at BRT, Padua and Venice area, ITALY  
**Guy-Pierre SACHOT**, Director of Urban Logistics Deployment France, GEOPOST

2021 marked an acceleration in the implementation of measures concerning European climate law aimed at a binding objective of at least 27% of renewable energies in its energy consumption by 2030. Logistics, a particularly targeted area, has become a testing ground for both decision-makers and operators, with the deployment of new tools, new organizations, and new regulations aimed at optimizing, pooling, and consolidating the movement of goods, which this workshop will report on.

**15:30 - 16:45 : Workshop - For a sustainable attractiveness of medium-sized cities**

Chaired by **Rollon MOUCHEL-BLAISOT**, Prefect, Director of the National program Action Coeur de Ville Programme  
Testifier: **Gil AVÉROUS**, Mayor of Châteauroux and President of Châteauroux Métropolis

The National Program Action Coeur de Ville has been launched in 2018 by the French government who engaged 5 billions euros during 5 years. The program has been extending to the year 2026. This program touched 222 cities with more than 20,000 inhabitants.

**3:45 - 4:00 : Attractiveness through the markets in the city center**

**Monique RUBIN**, President of the French Markets Federation  
**Jonathan PRIOLEAUD**, Mayor of Bergerac

**4:00 - 4:15 : Attractiveness through commercial diversity with locomotives**

**Stéphane GIRARD**, Director of Development and Institutional Relations, Mercialis Group  
**Vincent SCHMITT**, 1st Vice-President, Initiative France

**4:15 - 4:30 : Attractiveness through gastronomy**

**Nadjoua BELHADEF**, Deputy Mayor of Dijon, for the City of Gastronomy  
**Frédéric LEVEILLÉ**, Mayor of Argentan

**4:30 - 4:45 : Attractiveness through resettlement policies**

**Éric DELHAYE**, Mayor of Laon  
**Christian BERAUD**, Mayor of Arpajon

**4:45 - 5:00 : Attractivity by a renewed mobility**

**Gil AVÉROUS**, Mayor of Châteauroux  
**Raphaël POLI**, General Manager Retail & Connections at SNCF Gares & Connections

Closing of the workshop

\*This event is not organized by the French government; However we have the permission to use the official emblem of the French presidency to the council of the European Union.

QR code and **PARTENAIRES de nos centres-villes**