





BORDEAUX

Florence Forzy-Raffard, Deputy Mayor for European Affairs & International Economic Affairs My city in our Europe / Bucharest 3 Oct 2016









- > Population: 750.000 (88.700 students)
- > Over 11.000 researchers
- > International airport with 5,2 million passengers (+120% in 6 years for international traffic)
- > High speed rail station with 12 million passengers (20 million expected from 2017)

Bordeaux 20 years ago













- > A city lagging behind
- > A dirty place with dark facades
- > A city centre choked cars
- A huge wasteland by the river due to the harbour moving downstream
- > Not a city to live in...
- > « The sleeping beauty »





- To breathe again!
- > To re-unite both banks of the river
- To make the river a link rather than a frontier, the backbone of the city
- > To make the city attractive again
- To give a new chance to the historical centre
- > To boost the economy and attract talents



• • • The integrated approach

- New Mayor, new team, new strategy
- > Taking into account all componants
- > Based on clear policies:
 - > The urban project « Bordeaux 2030 »
 - > The social cohesion project
 - > Agenda 21 + Climate energy plan
 - > Towards a Smarter City: new services, eco-friendly, digital agenda, etc.



Bordeaux's revival

- > Based on 4 pillars
 - > The new tram network
 - > The quays on the left bank (4.5 km)
 - > The revitalisation of the historical centre
 - > The right bank: towards a new beginning



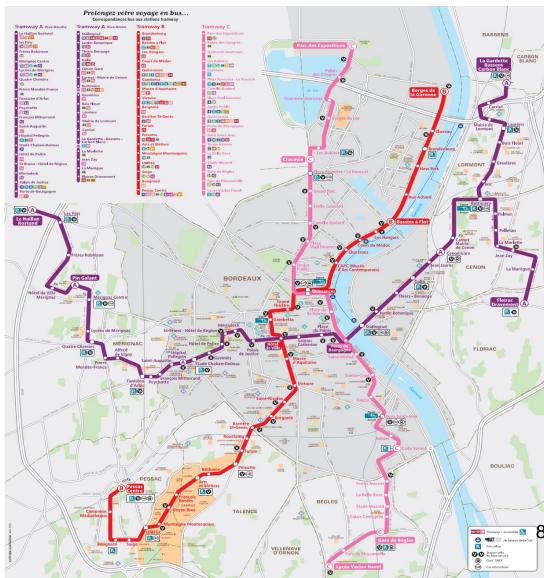






• • 1. The new tram network







• • • A sustainable transport network







- > Free rental bikes 13 uses/day
- > River shuttles
- > Car-sharing (70 cars, 30 stations)
- > Electric vehicles (200 available)
- > Fully integrated, one ticket, one operator



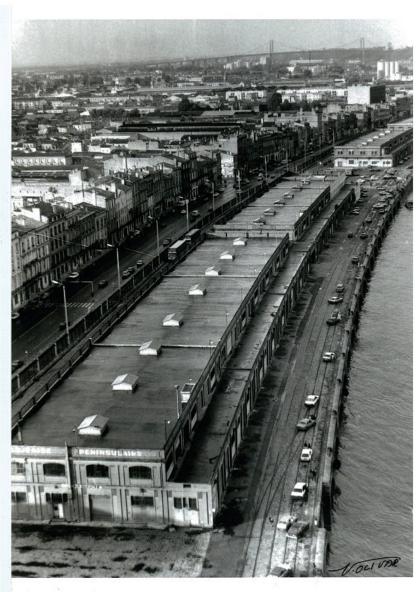




• • • From harbour wasteland...















• To popular public space

















Ideal for festivals and events



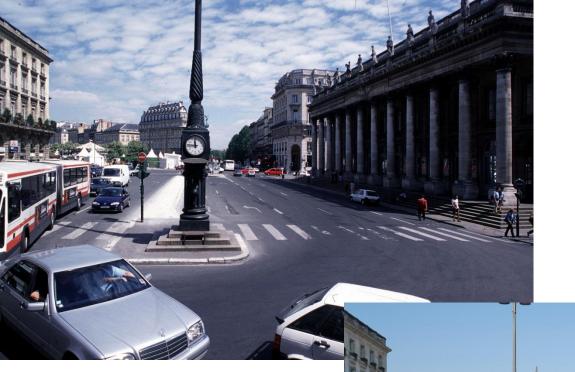




3. The revitalisation of the historical centre

- > Enhancing quality of life
 - > Streets and squares renovated, facelift of buildings, restricted access to the centre, lighting plan...
- > Reconciling good living conditions and the protection of our heritage
 - > Increase volume and diversity of housing





Public spaces remodeled



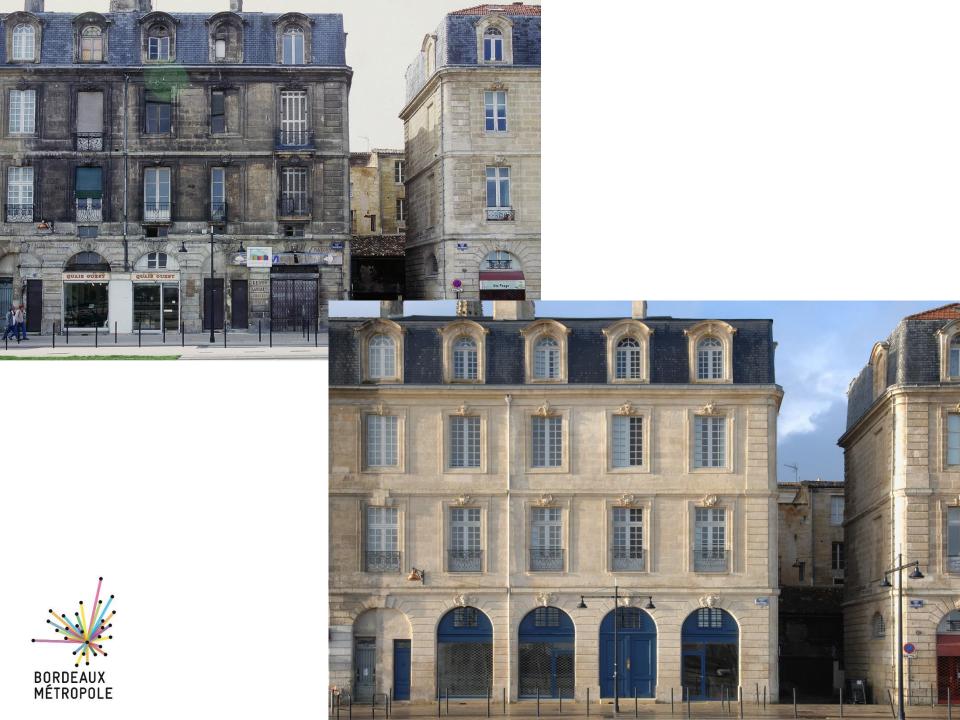


















1,800 ha

Périmètre du site inscrit sur la liste du patrimoine mondial

Périmètre de la zone tampon

Bordeaux DNA Heritage & modernity





















• • • The Cité du Vin (2016)





• • • EU financial contribution (1)

- > The Urban Pilot Project « Bordeaux les 2 rives » 1997-2000 (22 actions, 3 M€ ERDF)
- > The URBAN2 initiative (2000-2006) backing up the revitalisation of the centre with an integrated approach (105 actions, 10 M€ ERDF)
- > The « mainstream » programmes (1994-1999) (2000-2006) (2007-2013) supporting investments for growth and urban regeneration



• • • EU financial contribution (2)

- Many projects were supported by these programmes, in urban renovation, economic, social and cultural development, such as:
 - New congress centre (23% ERDF)
 - Social centre in a deprived district (30%)
 - > Economic incubator (35%)
 - > New hall in exhibition centre (17%)
 - > New botanical gardens (29%)
 - > Cité du vin (14%)



• • • EU added value

- > A strong added value in the process:
 - Do better (innovation, integrated approach) and faster (thanks to financial subsidies)
 - > Robust and reliable governance model
 - > Rigorous evaluation process (now part of all public policies)
 - > Benchmarking





- > A clear vision
- > Comprehensive strategy
- > Time for consultation, time for decision making
- > Steady delivery
- > Political courage: build for next generation, not next election!



