

# The Var Valley National Interest Project



# Eco-Valley in Europe



# A development strategy

## A metropolitan area with strong international potential

- Extensive coverage (East Var to Genova, **3.5 million inhabitants**)
- Sophia Antipolis, tourism, airport

## A flagship project for a new development era

- Embark on a new phase in the development of the Côte d'Azur (objective to create 50 000 jobs)
- Base this development on **respect for natural balance**, a high level of **quality of life** and renewed economic attractiveness

## Eco-Valley, a new concept in urban planning

- 9700 Ha, 116000 inhabitants, 60000 jobs
- Granted « **National Interest Project** » status
- Create a reference model, a show case for french and international know-how in **urban sustainable development**

# ● Eco-Valley, Business features

## 1- Improve the economic activity of the Nice urban area

- in technologies, especially for green economy and health sector
- trough endogenous development and management of the innovation chain
- in tourism business

## 2 - Significantly strengthen training and research

## 3 - Build an integrated development strategy for the targeted sectors with specific areas for industry, headquarters or R & D

## Environment :

- Create and animate a large scale “test stand” for environmental policies
  - In a territory which focuses environmental issues (risks, water, biodiversity, waste management, energy, transportation infrastructure)
- Aim at an « energy self sufficient valley »
- Establish a new relationship with the river and water (valleys and channels)

## Sustainable urban planning :

- “Mix” the natural areas and agricultural development areas with urban sites on both sides of river
- Organize the valley according to the principles of functional and social diversity
- Organize the urbanization in the south of the valley around major urban equipment and an ambitious transportation network

## Protection of the Var valley against flooding

### A development zone with a high degree of accessibility

- New tramway lines 2 and 3 (North-South, East-West)
- Nice-Saint Augustin-Airport multimodal station
- Provence railways : increase frequency to every 15 minutes
- Multimodal stations : Saint Laurent, Lingostière, Saint Martin du Var
- Creation or reclassification of major roads to priority areas

### Implementation of structural facilities

- Large scale exhibition and events centre
- Mediterranean Institute of Environmental Risk and Sustainable Development
- Innovation Platform
- Large scale sports stadium
- Distribution platform for agri-food and horticultural products

# Building the area for green growth

## An ecosystem for innovation

- Mediterranean Institute of Environmental Risk and Sustainable Development (University, 15M€ part of the « campus prometteur » project)
- Innovation Platform (technological facilities, business incubator, business service area, BIC,...)
- Head of the « sustainable solutions for coastal cities » center
- Links with Sophia Antipolis and international innovative companies or organisation located in the french riviera (IBM, TI, ADEME, CSTB,...)
- Implementation of large scale smart grids testing :
  - Nice grid (erdf, edf, Areva T&D,...)
  - Reflex (Veolia, ...)

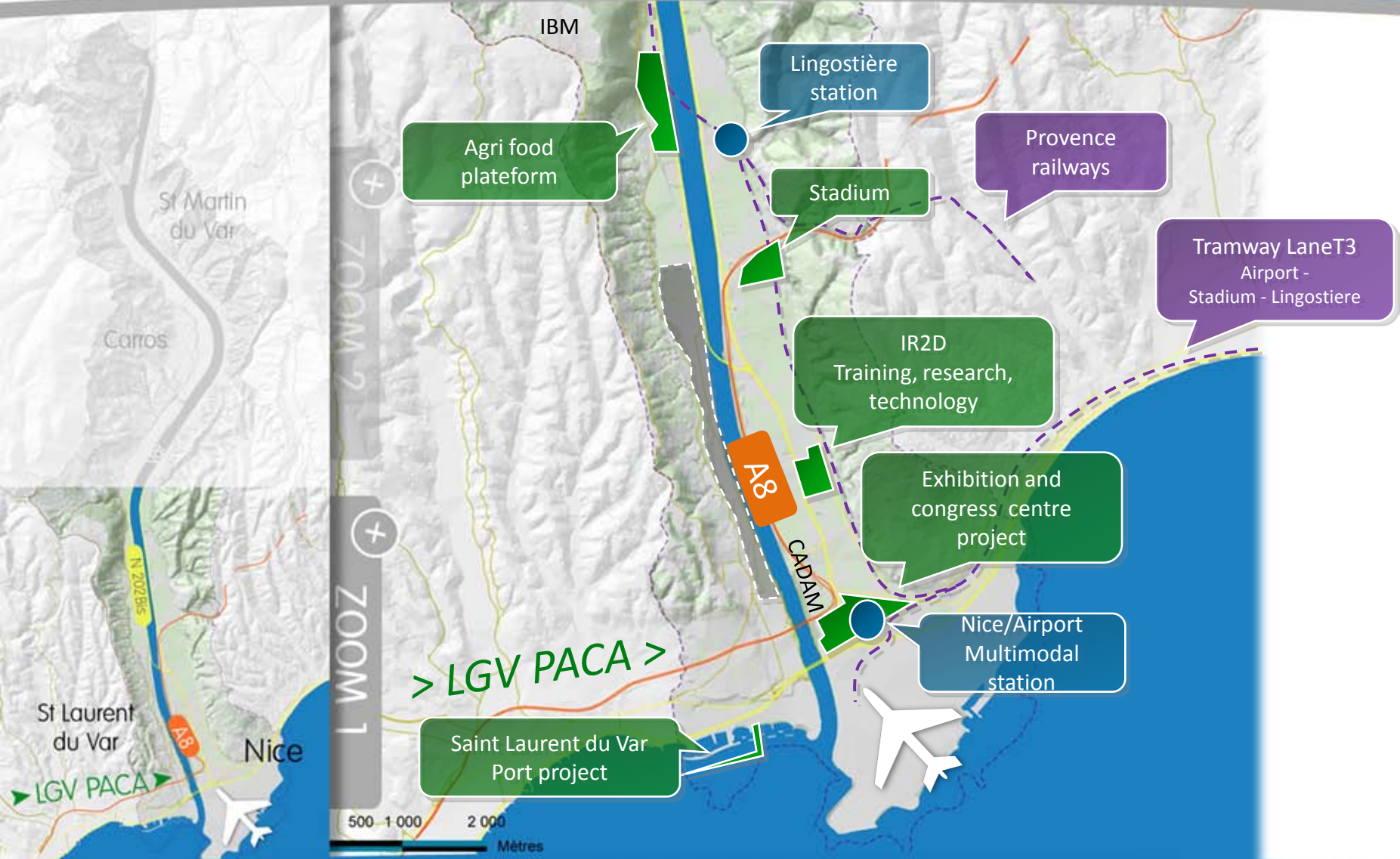
## International visibility

- Capitalise on “National Interest project” status
- Use the Côte d’Azur as a show case destination of know how to attract international decision makers

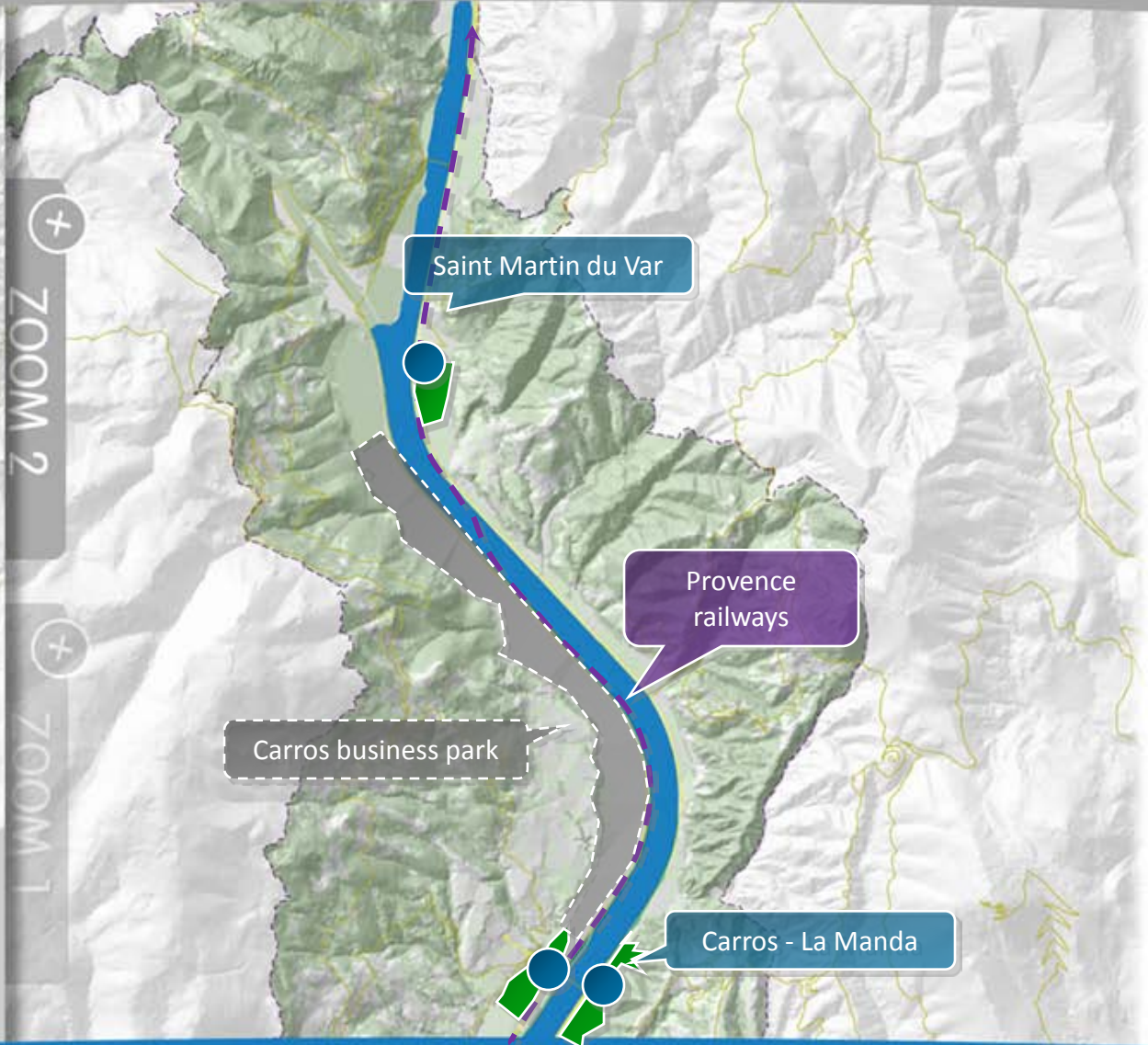
## Dynamic local markets

- Size of the project (between 2,000,000 and 3,000,000 m2 net floor area created)
- Ambitious environmental objectives

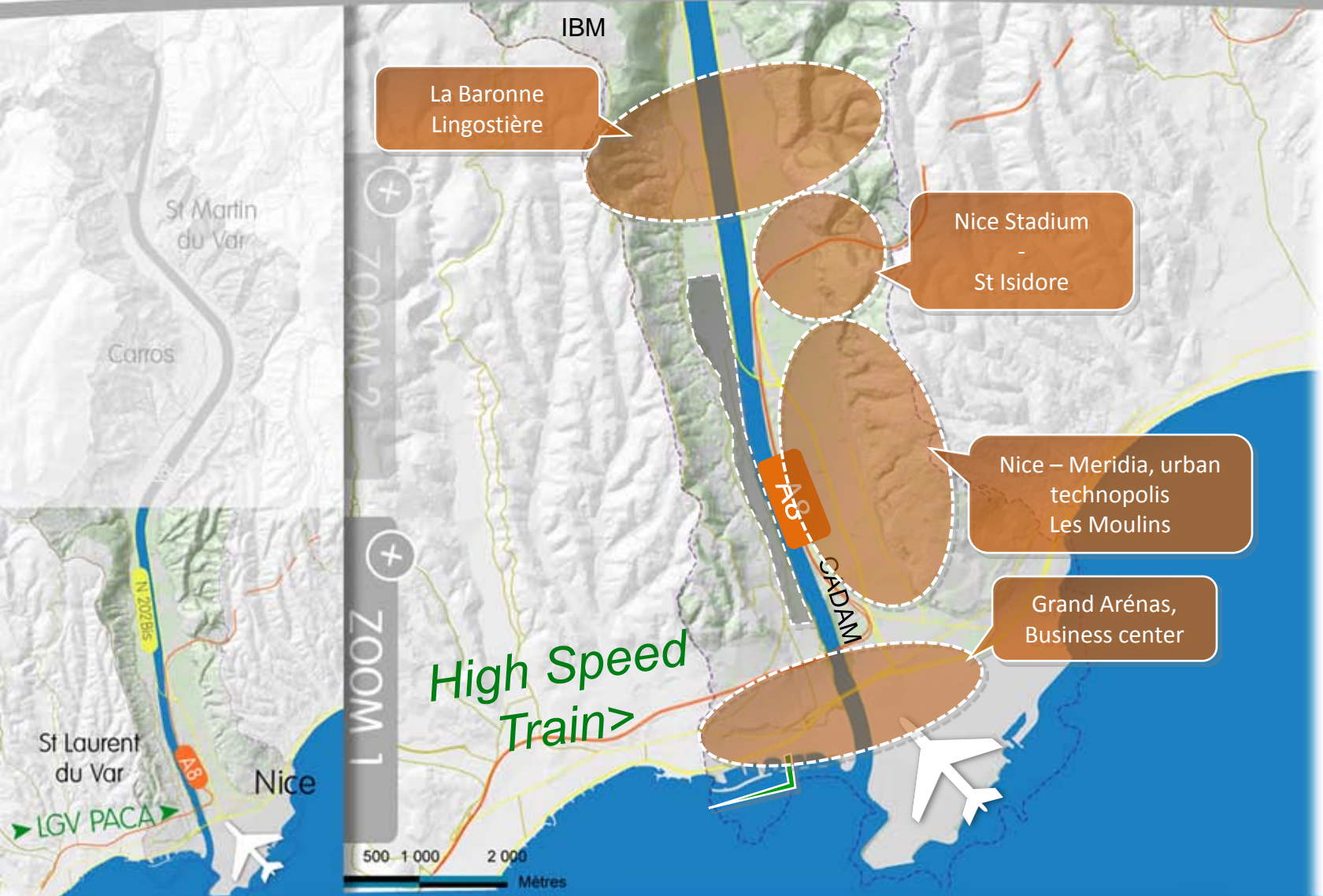
# Investment for the future



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# Major urban development areas









Thank you for your attention

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