

# THE “SUSTAINABLE-CITY PROMOTER”

AN EVOLUTION OF TRAIN STATIONS TO MAKE SMART & SUSTAINABLE CITIES WHILE INCREASING BUSINESS OF COMPANIES AND CREATING NEW JOBS

In the context of Shift2Rail’s topic #10  
“Stations and smart city mobility”

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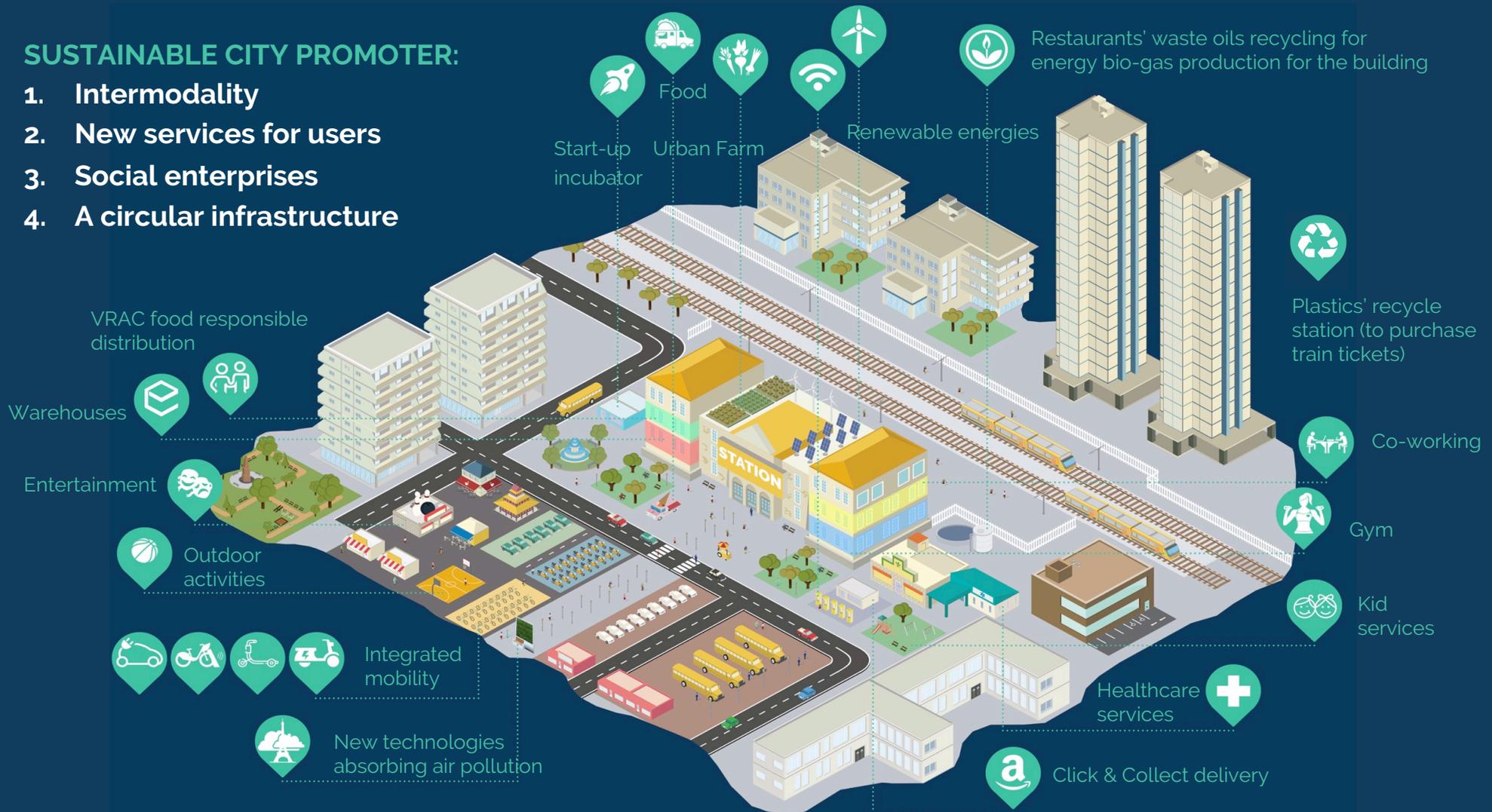
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# Train Station as a hub of mobility & services for citizens and as an energy-efficient & circular infrastructure

## SUSTAINABLE CITY PROMOTER:

1. Intermodality
2. New services for users
3. Social enterprises
4. A circular infrastructure



**Technology** is improving sectors and **Social Enterprises** are revolutionizing the way to make business producing profit while developing communities and protecting the environment.

# The Sustainable City Promoter fosters mobility for all, social inclusion and city's decarbonization.

## Before : car-based



## Effects



## After : train-based

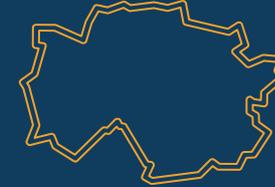


## Effects



# Methodology to design a business case for the SCP

## PHASE 1 CONTEXT ANALYSIS



### ANALYSIS OF THE POPULATION POOL

Analysis of the usual clients' needs + analysis of new potential clients' needs. Analysis must be done for services, commerce and mobility modes.

### CITY ASSESSMENT

Analysis of the KPIs of a sustainable smart city (based on the UNECE protocol) + evaluation of which SDGs the city aims to achieve.

## PHASE 2 BUSINESS MODEL



A business model based on the "**client experience**" that takes in account the User value, Emotion, Ethics, Environment, Social aspect and determines the **offer** for users, clients and citizens.

A business model for the "**circular infrastructure**" using the **Natural Capital** for its functioning and optimizing consumption through the **digitalization** of the facility management.

Using the **Nudge** to change users' routine : a concept in behavioral science and economics that proposes positive reinforcement to **influence the behavior** and decision making of groups.

# Stakeholders engagement



**RAILWAY COMPANIES** Design the business model and manage pilot projects all around Europe. Advocate the concept.



**CITIZENS** Through surveys, action involvement and campaigns & Nudge practice.



**PRIVATE PARTNERS** Invest in projects and participate to the business model design.



**LOCAL INSTITUTIONS** Subvention projects and participate to the business model design in order to integrate the “city assessment” and KPIs for a smart sustainable city to achieve their SDGs.

**These partners could be:**

- Energy providers
- Free floating companies
- Promoters



**EUROPEAN COMMISSION** Through instruments and funding, H2020, ERDF & others.

## Outcomes & impacts

### UN AGENDA 2030



### EU AGENDA & STRATEGY

#### Common Transport Policy

“Placing people at the heart of transport policy”.

#### Urban Agenda

Urban mobility, Air quality, Digital & Energy transition, Climate adaptation, Circular economy, Jobs, Inclusion, Public procurement.

### VALUE CREATION

#### Business for stakeholders



#### Wellness & Sustainability

