

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”

Conceptualized by **Alice Lunardon**
Architect & Sustainability Consultant
Independent_France/Italy

www.sustainability-booster.com - alice.lunardon@gmail.com

Collaborations:

Experience-Makers

Strategy & Transformation Consultants
Small-Medium Enterprise_France
www.experience-makers.fr
christophe.chaptal@experience-makers.fr
38 Rue Godefroy Cavaignac 75011 Paris

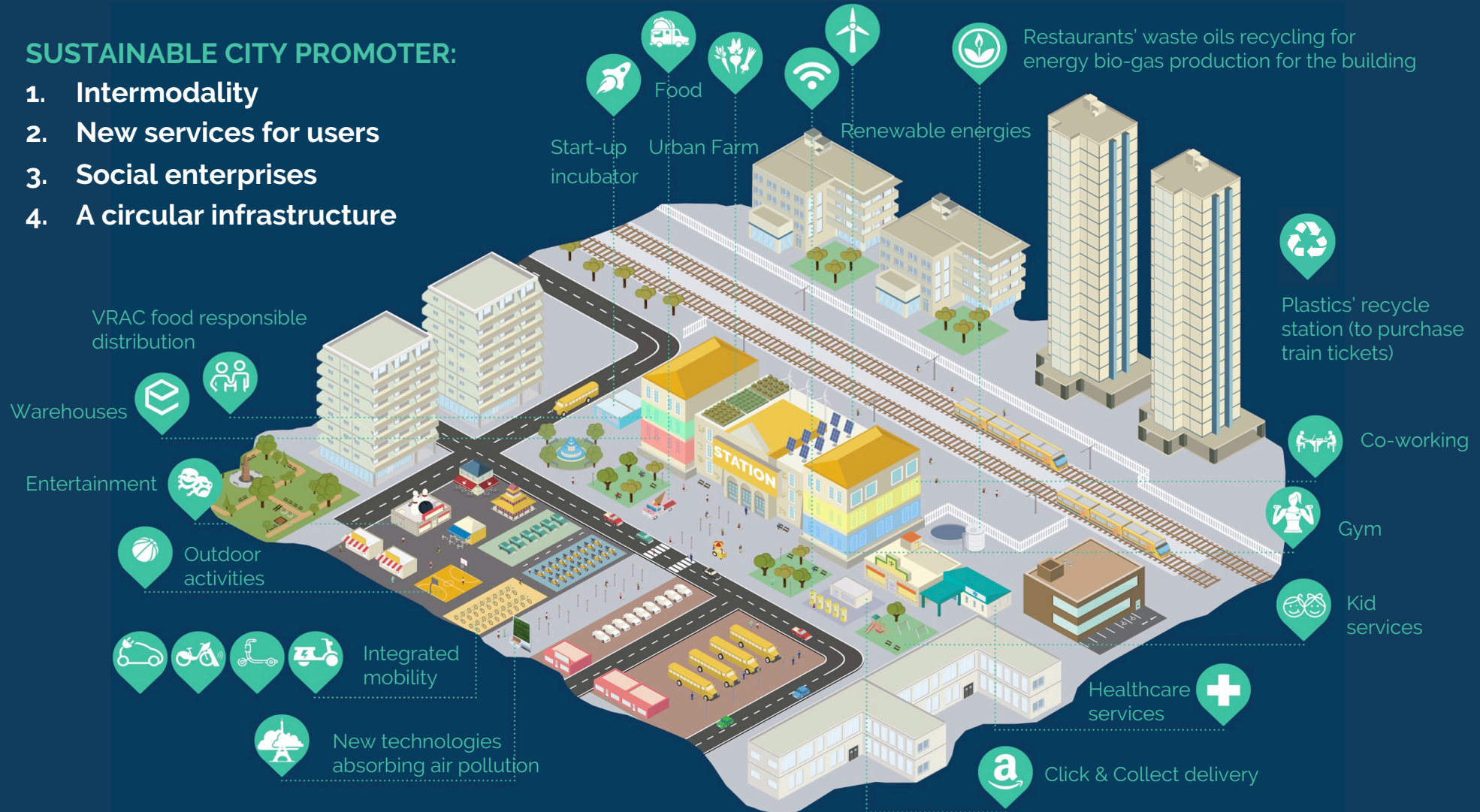
Nicolas Fieulaine

Associate Professor Social Psychology
Université Lumière Lyon 2
[fieulaine.socialpsychology.org/
nf.etudes@gmail.com](http://fieulaine.socialpsychology.org/nf.etudes@gmail.com)
GRePS Université de Lyon

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

SUSTAINABLE CITY PROMOTER:

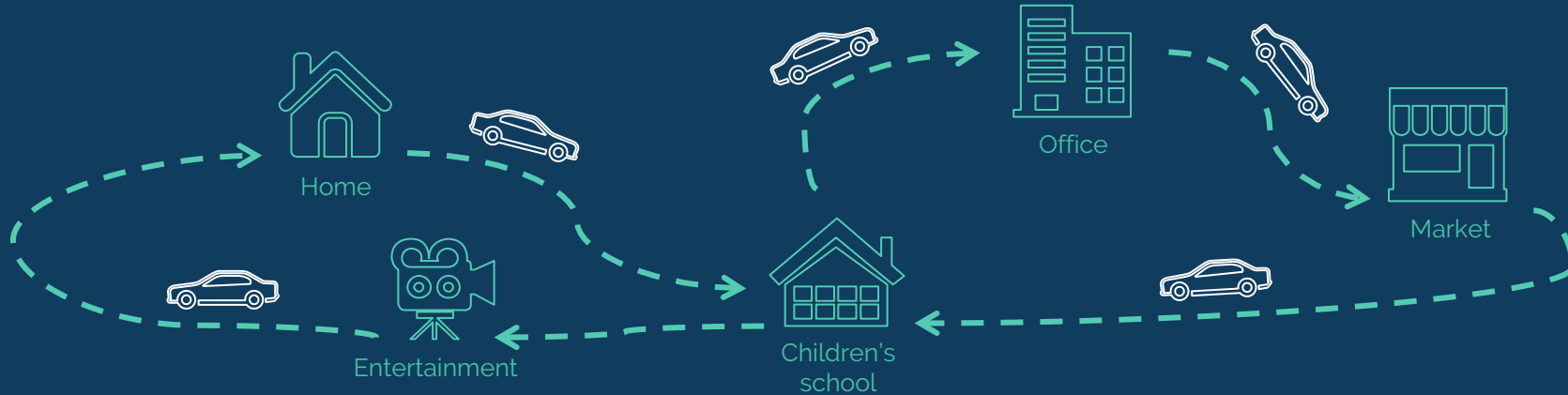
1. Intermodality
2. New services for users
3. Social enterprises
4. A circular infrastructure



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

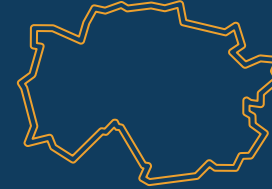


Effects



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.



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

These partners could be:

- Energy providers
- Free floating companies
- Promoters



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



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.



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

