



Presentation of Luciline programme to potential investors

Measure by	Local authorities, Rouen Seine Aménagement, France
Coverage	National, City of Rouen, Luciline's district
Measure type(s)	Inform
Contact	contact@rouen-seine.fr



Description and Aim

The measure consisted in a one day conference, where local politicians explained the urban project and informed on the different and complementary scales of implementation (from master plan to the building), the environmental and social issues of the project. The investors could collect a “competition dossier”, necessary to propose a complete methodological and financial offer to realise a construction in the project.

Aim:

Change attitude

The aim is to increase awareness on the project within the investors, and bring them to share its values on order to ease the implementation.

Target group(s), Message, Instruments

Target group(s):

Professionals

The measure targets the investors and property developers.

Message:

Promote the ambitions of the planning operation within the professionals, in order to have qualified and informed developers operating.

Used instruments:

Use facts

Conference, Press pack, Website, Investor's competition dossier, USB Keys

Experiences

Combination with other measure:

As envisaged by the masterplan: structural measures: Green structures; Adapted rain water infrastructure; Renewable energy at “Luciline”

Follow up:

This was the launching of the promoters' competition and about ten offers were deposited.

Good-practice:

Large participation to the conference (150 persons). 91 “competition dossiers” collected. 10 offers received of good quality.

Obstacles:

The measure requires certain organisation delays and costs.

Monitoring of results:

Web site was maintained.

Costs:

The only cost were for the press pack, USB keys, implementation of the website and working time.