











9 APRIL 2025

# JOURNEY 3

## DOING BETTER WITH LESS



### Schedule of the day

8h30		Start of the day <i>Townhall - Place du 8 septembre</i>
9h30		Departure - follow the journey referent with a yellow flag  - <i>Townhall</i>
10h00		Site visit - N Building and hôp hop hop
12h30		Lunch
13h30		Testimonial workshop
15h00		Coffee break
15h30		Collective intelligence workshop
17h00		Feedback session
17h30	<b>RELAX</b>	Free time
19h30		Gala dinner (without etiquette) <b>Bring your badge</b> <i>Fine Arts Museum - Place de la Révolution</i>

## Topic

Doing better with less means, for example, encouraging the re-use of materials and developing new training courses, engaging in low-tech, and limiting urban sprawl and massive overbuilding. How are cities integrating this way of thinking into their policies?

**Keywords:** re-use - sufficiency - development of new sectors - emerging jobs - low tech - culture

### Site visit: N Building (a pilot re-use project) & transitory urbanism

The Arsenal site, a former military site that became a School of Medicine and then a School of Literature, has been under renovation since summer 2022. This is the first 'circular economy and reuse' school project launched by the French government. It will be completed in June 2025. The project owner chose to test the circular economy on a large scale and also to create a communication and training tool. The building measures almost 7,000 m<sup>2</sup>.

All the materials, such as the carpentry, woodwork, sanitary facilities, light fittings, furniture, ashlar, rafters, concrete pieces, metal cable trays and door handles, have been reused to rehabilitate this university site. On site, participants will visit the storage centre, where recycled materials are stored.

The Hôp hop hop association was created in 2017 by 5 founding members from complementary professional backgrounds, from architects to urban planners. Its purpose is to take over spaces, temporarily or not, to work, get together, exchange ideas and create collective projects. For the past 8 years, Hôp Hop Hop has been using 2,000 m<sup>2</sup> of the former School of Medicine, donated by the hospital in Besançon.



## Speakers:

- **Sylvain Dousse**, *Building Engineer - University of Franche-Comté Region*
- **Alice Gauthier**, *Hôp hop hop Coordinator*
- **Maxime Joly**, *Founder - Alternatinnov*
- **Dominique Marie**, *Circular economy strategy and action plan project manager - Bourgogne Franche-Comté Region*
- **Annaïck Chauvet**, *Deputy Mayor in charge of energy transition, buildings and technical resources - City of Besançon*
- **Caroline Chalamon**, *Ecological transition officer - Grand Besançon Métropole*

## Testimonial workshop - *Building circular cities, municipal leadership in reuse and sufficiency*

Cities are driving the shift to circular economies by fostering local entrepreneurship, community action and forward-thinking policies. From creating circular hubs to supporting green jobs, municipalities are proving that reuse and sufficiency fuel environmental, social and economic progress. This workshop will showcase practical strategies, real-world examples and tools local governments can use to embed circularity and sufficiency into urban development and sufficiency while addressing urban challenges through circular economy solutions.

### Facilitator:

- **Kinga Kovacs**, *Project Manager - Energy Cities*

### Speakers:

- **Serena Lisai**, *Project Manager - Association of Cities and Regions for Sustainable Resource Management, ACR+, EU*
- **Mélanie Bourgeois**, *EU Policy, Media & Campaigns – Energy Cities, EU*
- **Mirjam Scholtens**, *European funding and collaborations advisor - Municipality of Utrecht, NL*
- **François Dewez**, *Head of the Professional Transition Department (sustainable buildings) – Bruxelles Environnement, BE*
- **Pietro Fracapane**, *Project Manager In charge of the coordination of the Shifting Economy Strategy - Bruxelles Environnement, BE*

## Hold up - a collective intelligence workshop

The session will aim at using collective intelligence from all participants to address challenges or difficulties met by some cities in developing and implementing their projects. The workshop will use the "Hold up" methodology which is based on co-development when participants help each other solve a problem with the help of facilitators.

The group of participants will split into 4 tables (1 challenge/question/concern) by table. Each table will be facilitated by a moderator.

Co-organised with



In partnership with



With the support of

