



# Project: building a unified and resilient region

## Purpose



To define a regional identity and create a 10-year infrastructure plan

## Structure



Agenda of themes agreed by officials, and projects formulated by citizens

## CONTEXT

The region of Auvergne-Rhône-Alpes was formed in 2016 following an initiative from the national government. The government in the region is mapping strategic urban planning challenges and targets for the next decade, as well as developing a unified identity for a landmass that includes pristine nature, tiny hamlets and huge cities.

## AIMS

- To create a unified identity between three historically different territories: the Alps, the Rhone and Auvergne.
- To produce a SRADDET (regional scheme for urban planning, sustainable development and equality of territories) with aims, timeline and targets.
- To involve all key stakeholders in the development of the SRADDET, as well as to engage citizens from across the entire region, in order to make them co-responsible for the region's development.



## PROCESS

Ahead of opening the citizen-led discussions, Auvergne-Rhône-Alpes hosted 11 meetings with key actors (city and regional representatives, and key associations and councils) in the spaces of change management, urban planning and sustainable development, in order to responsibly scope the consultation topic areas.

Once these areas were defined, official discussions were launched on the subjects to bring citizens into the process of formulating projects and policies that will constitute the SRADDET.

## CIVOCRACY RECOMMENDATIONS

To ensure a strong start to the 10-year project, our experts suggested the following 3 things to increase engagement and quality of outcomes:

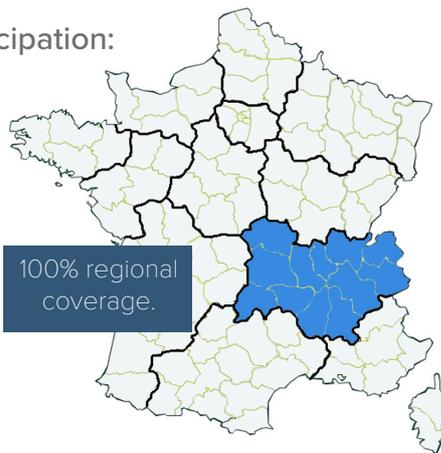
- Messaging needs tailoring based on audience, desired call to action, and on medium, but should be unified in tone and vision.



- In order to amplify impact and increase discussion engagement, the project managers should leverage their institutional partners (associations, corporates, NGOs) by identifying ambassadors to drive discussion engagement.
- Always add discussion results and timelines to the platform to maintain complete project transparency.

## RESULTS

### Participation:



**60+** expert and specialist stakeholders added their visions and strategy proposals to the SRADET outline.

Including from:  
**Social and Economic Council**  
**Chamber of Commerce**  
**National Office of Forestry**

To date, over 1,000 inhabitants have contributed to discussion on a range of themes, including:



Landscape preservation



Potential of rivers



Air pollution



Innovation and technology



Future of commuting



Economic development

## IMPACT AND OUTCOMES

There has been a high level of innovative ideas from citizens. Some of the most supported ideas include:

- Encouraging people to produce their own energy through financial help schemes
- Providing waste compacting machines in residences
- Developing improved insulation regulations for new buildings
- Utilising existing infrastructures more cleverly (eg. temporality converting seasonally-operational train stations into co-working spaces during summer)

2019

Q1

Consultation finalisation.  
Drafting of the SRADET.

Q2

Public survey on the final project.

Q3

SRADET voted on by Region Assembly.

Q4

Submission to the Prefect.  
Project implementation.