

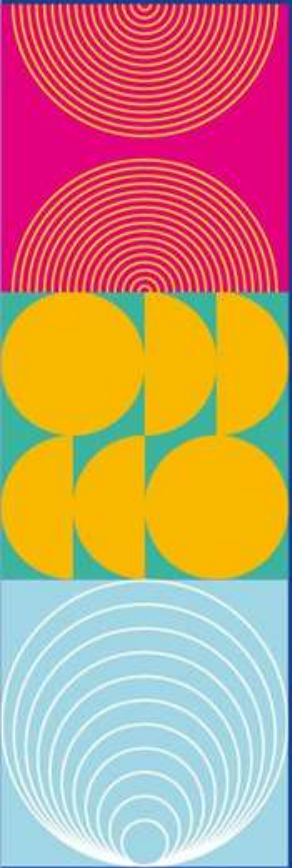
**GRENOBLE**  
*winner 2022*



**EUROPEAN  
GREEN CAPITAL**

An initiative of the  
European Commission



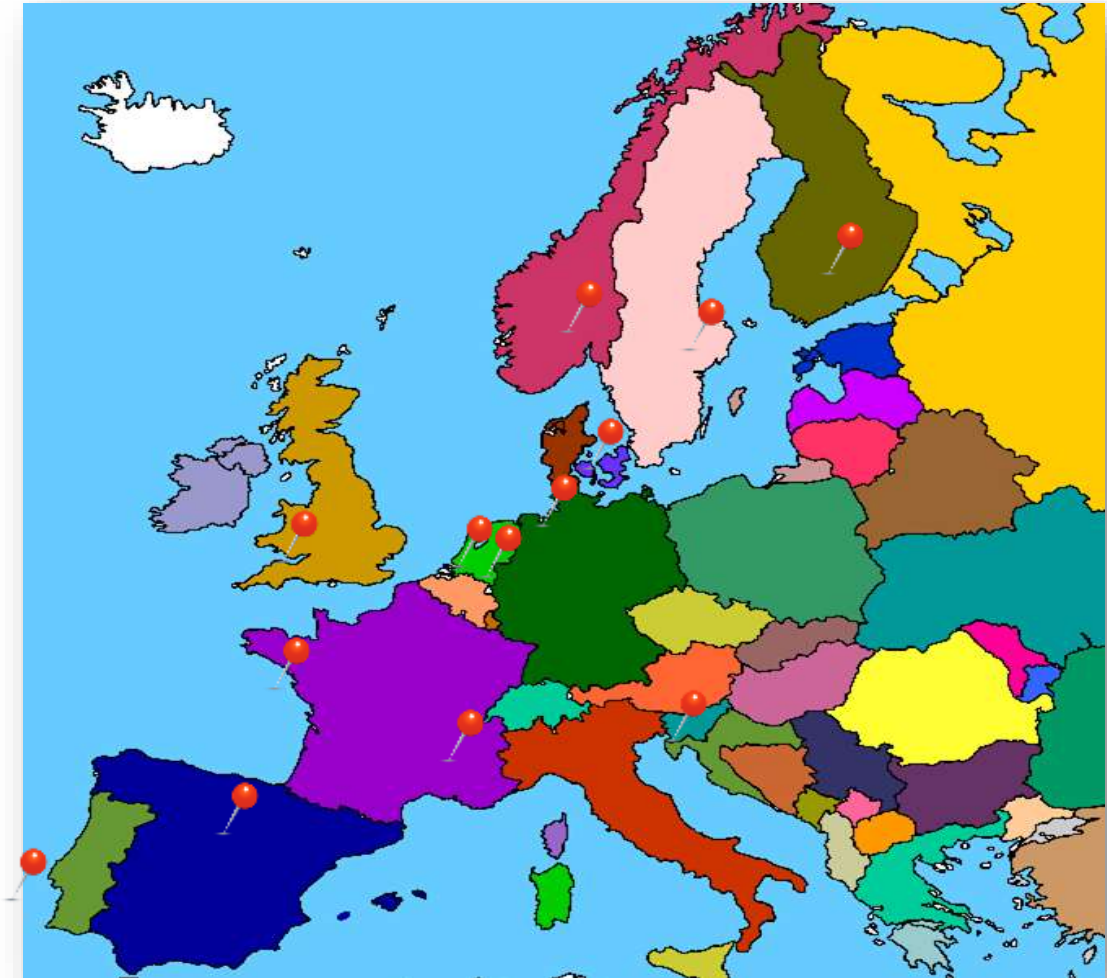


# From a city title to a territory project

# THE EUROPEAN GREEN CAPITAL TITLE : A EUROPEAN COMPETITION

*Organized by the European Commission since 2010*

- 2024 : Valencia (Spain)
- 2023 : Tallinn (Estonia)
- 2022 : Grenoble (France)
- 2021 : Lahti (Finland)
- 2020 : Lisbon (Portugal)
- 2019 : Oslo (Norway)
- 2018 : Nijmegen (The Netherlands)
- 2017 : Essen (Germany)
- 2016 : Ljubljana (Slovenia)
- 2015 : Bristol (United Kingdom)
- 2014 : Copenhagen (Denmark)
- 2013 : Nantes (France)
- 2012 : Vitoria-Gasteiz (Spain)
- 2011 : Hamburg (Germany)
- 2010 : Stockholm (Sweden)





# THE EUROPEAN GREEN CAPITAL TITLE : A EUROPEAN COMPETITION

Candidates were evaluated on the basis of 12 themes, presenting past and present efforts as well as future ambitions:

1. Climate change: Mitigation
2. Climate Change: Adaptation
3. Sustainable Urban Mobility
4. Sustainable Land Use
5. Nature and biodiversity
6. Air quality
7. Noise pollution
8. Waste
9. Water
10. Green growth and eco-innovation
11. Energy performance
12. Governance



Late 1960s: start of pedestrianisation of the city centre streets

1987: 2nd most modern tramway in France goes into service

2004: Launch of Métrovélo, which has since become the leading public bicycle rental service in France (fleet of 9,000 bikes!)

**2005: Implementation of the first climate plan in France at local level (extended to air quality in 2012, then climate air energy plan in 2016)**

**2009: Caserne de Bonne, France's first eco-district (award-winning)**

**2016: first major city in France to introduce a 30 km/h speed limit, and the largest “ZFE” (Low Emissions Zone) in France (27 municipalities in the metropolis)**



Some  
**KEY**  
dates



## 2017: first tracks of the Chronovélo network

*(Today, a network of  
49 km and almost  
500 km of cycle paths,  
the leading cycling city  
in France according to  
the Federation  
of Bicycle Users)*

Some  
**KEY**  
dates



**2019 : launch of  
an ambitious food  
waste composting  
plan**

*(the first of this scale in a  
metropolis)  
(Compost first, and also  
Biogas since 2021)*





*But also... Greening of schoolyards,  
tree planting, canopy plan....*





*Outstanding buildings: Hautbois (High-boe – Oboe), ABC....*





*Production of green energy (Gaz et Electricité de Grenoble -GEG,  
Participatory democracy (Participatory Budget,  
Citizen's Climate Convention)*





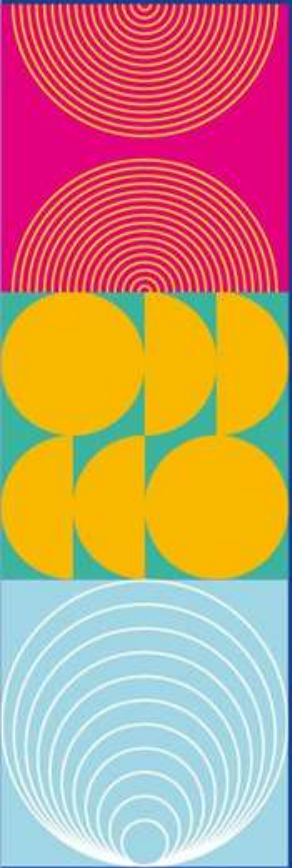
# A TERRITORIAL PROJECT

A project supported by 3 local authorities and the French State



**AGENCE**  
GRENOBLE  
CAPITALE VERTE  
EUROPÉENNE  
2022





**In a nutshell :**

**3 pillars,**

**1 goal**

A group of young men in black t-shirts and shorts are playing drums in a town square. They are surrounded by a crowd of people, and mountains are visible in the background. A large yellow text overlay reads "TOGETHER".

**TOGETHER**



# THE TRIPTYCH OF THE YEAR

1. Science

2. Culture

3. Citizen  
Participation

**JE PENSE**

**JE RÊVE**

**J'AGIS**

**I THINK,**

**I DREAM,**

**THEREFORE I ACT**

**#doncjagis**

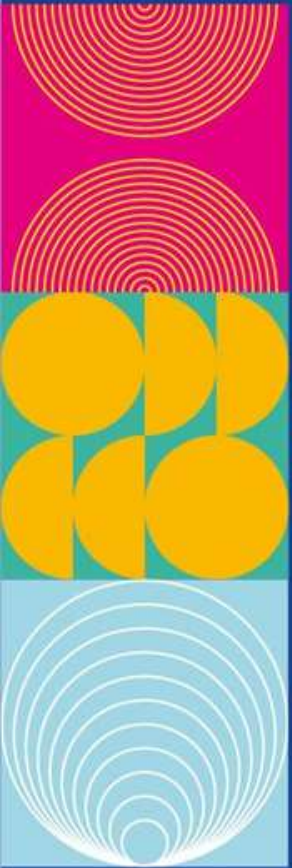
## TO MEET 1 GOAL

### 2022 GOAL

Accelerate environmental and social transitions in the region by mobilizing all local players:

Companies, non-profit organizations, institutions, and citizens.





**How do we speed up the  
transitions?**



# 1- EVENTS PROGRAMMING



**+700 EVENTS ORGANIZED TO PUNCTUATE THE YEAR**

**JE PENSE** **JE RÊVE** **J'AGIS**



## 2 – EUROPEAN GREEN CAPITAL CHALLENGES

Faced with the challenges of climate change, it means **taking concrete action** on one of the 12 European Green Capital themes.

**1 year, 12 themes, 54 challenges!**



## 2 – EXAMPLES OF CHALLENGES CARRIED OUT ON THE TERRITORY



- **Challenge 1.1. – Get Informed and aware**  
Organisation of a Climate Fresco for employees  
By Bouygues, Air Liquide, SNCF, GRDF



- **Défi 3.3 – I switch to renewable energy**  
Replacement of 2 oil-fired boilers with 2 wood pellet boilers for the heating of municipal buildings  
By the City of Saint-Martin-d'Hères



## 2 – EXAMPLES OF CHALLENGES CARRIED OUT ON THE TERRITORY



- **Challenge 4.1. – Let's protect biodiversity**  
Development of a forest garden on a 7000m<sup>2</sup> plot in Saint-Martin-d'Hères  
By Alma (IT company)



### 3 – THE GREEN BOOST FUND (COUP DE POUCE VERT)

- **Cultural associations**

€590,000

114 projects supported

(€4,000 on average per project)

- **Youth and Education**

€80,000

66 projects supported

(between €200 to €1,000 per project)

*Funded by the French Government,  
The City of Grenoble,  
The County of Isère  
and 2 private companies  
(Bouygues Energies et services & La Poste)*





## 4 - LE COMITE DES PARTENAIRES

10 committees (every 3 months from 2021)

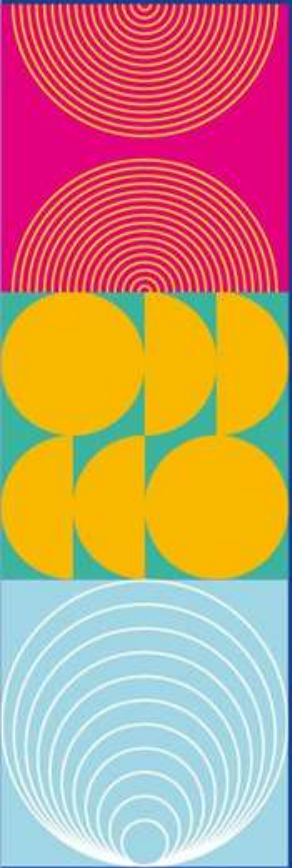
600 partners

250 to 500 participants for each committee



With Rob Hopkins





In 2023?



## **3 ASSIGNMENTS FOR THE SEQUEL...**

**Commissioned until December 31, 2023:**

- 1. Continue to mobilize and connect local players, in particular via the Partners Committee**
- 2. Create educational tools and workshops to encourage citizens to take action**
- 3. Continue to support education with a second round of the Coup de Pouce Vert Education program**



# GREENGRENOBLE2022.eu



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