



UNIVERSITÉ PARIS 1 PANTHÉON SORBONNE
CHAIRE ETI
ENTREPRENEURIAT TERRITOIRE INNOVATION
IAE PARIS SORBONNE BUSINESS SCHOOL

ENTREPRENEURSHIP, TERRITORY, INNOVATION

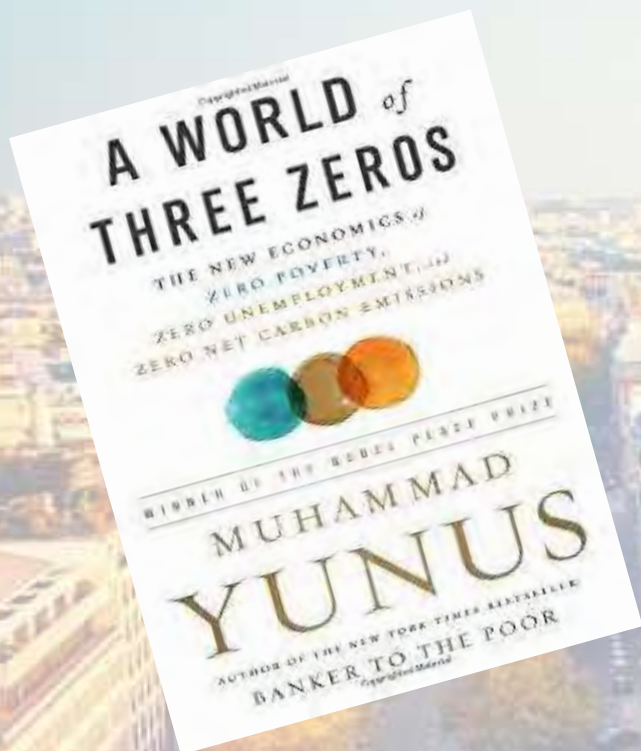
Carlos Moreno

**Professeur at Paris Sorbonne University – IAE
The Mayor of Paris' Special Envoy for Smart Cities**

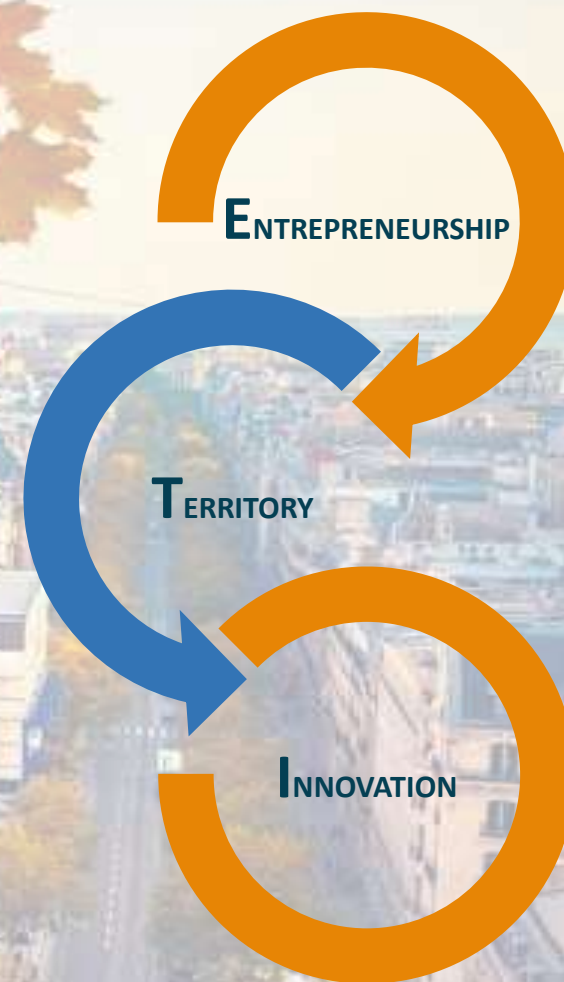




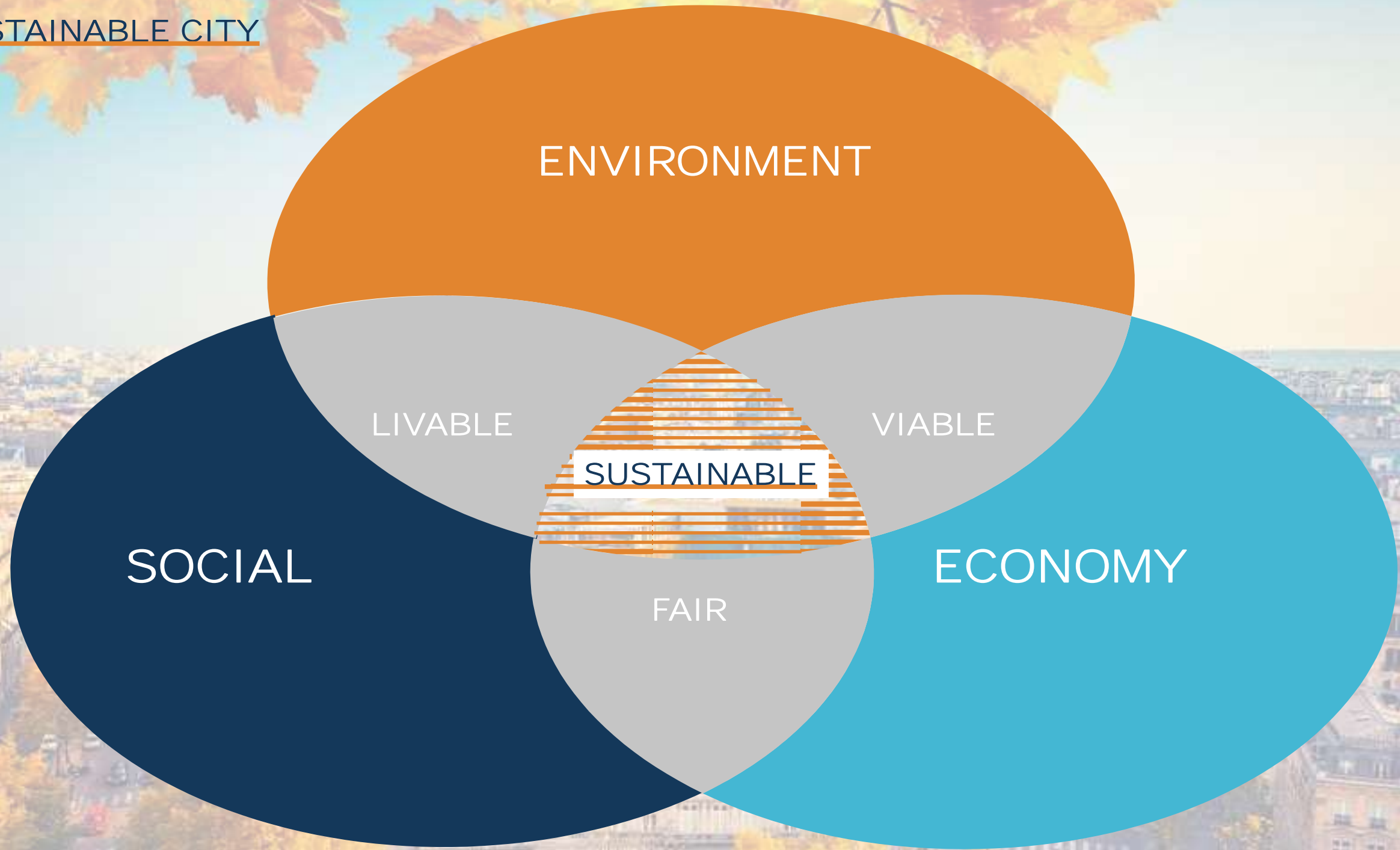
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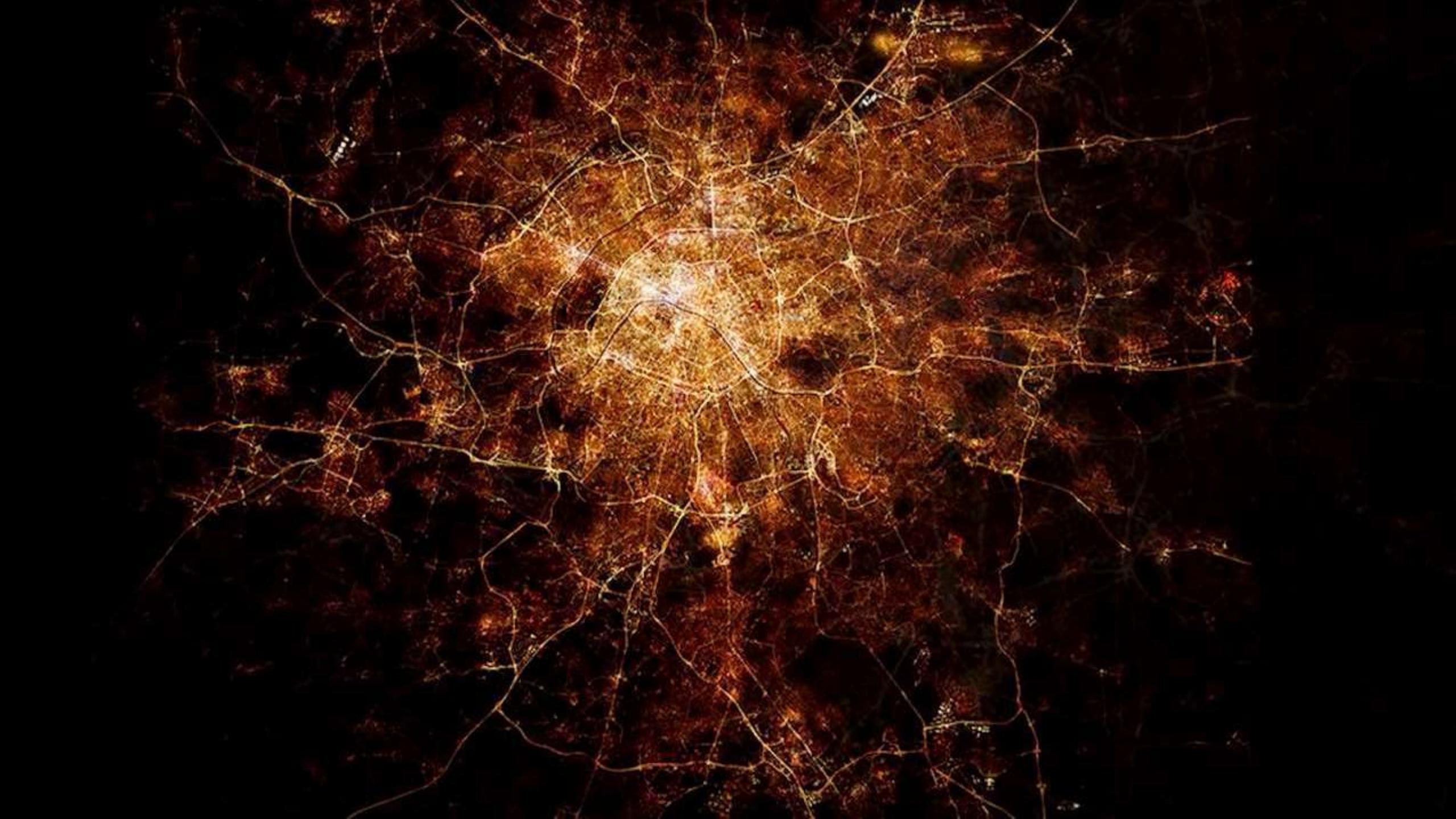


Paris, City Hall, May 22 - 2017



SUSTAINABLE CITY







Why do WE move on city?



To satisfy SIX essential social urban functions



LIVING



WORKING



SUPPLYING



CARING



LEARNING

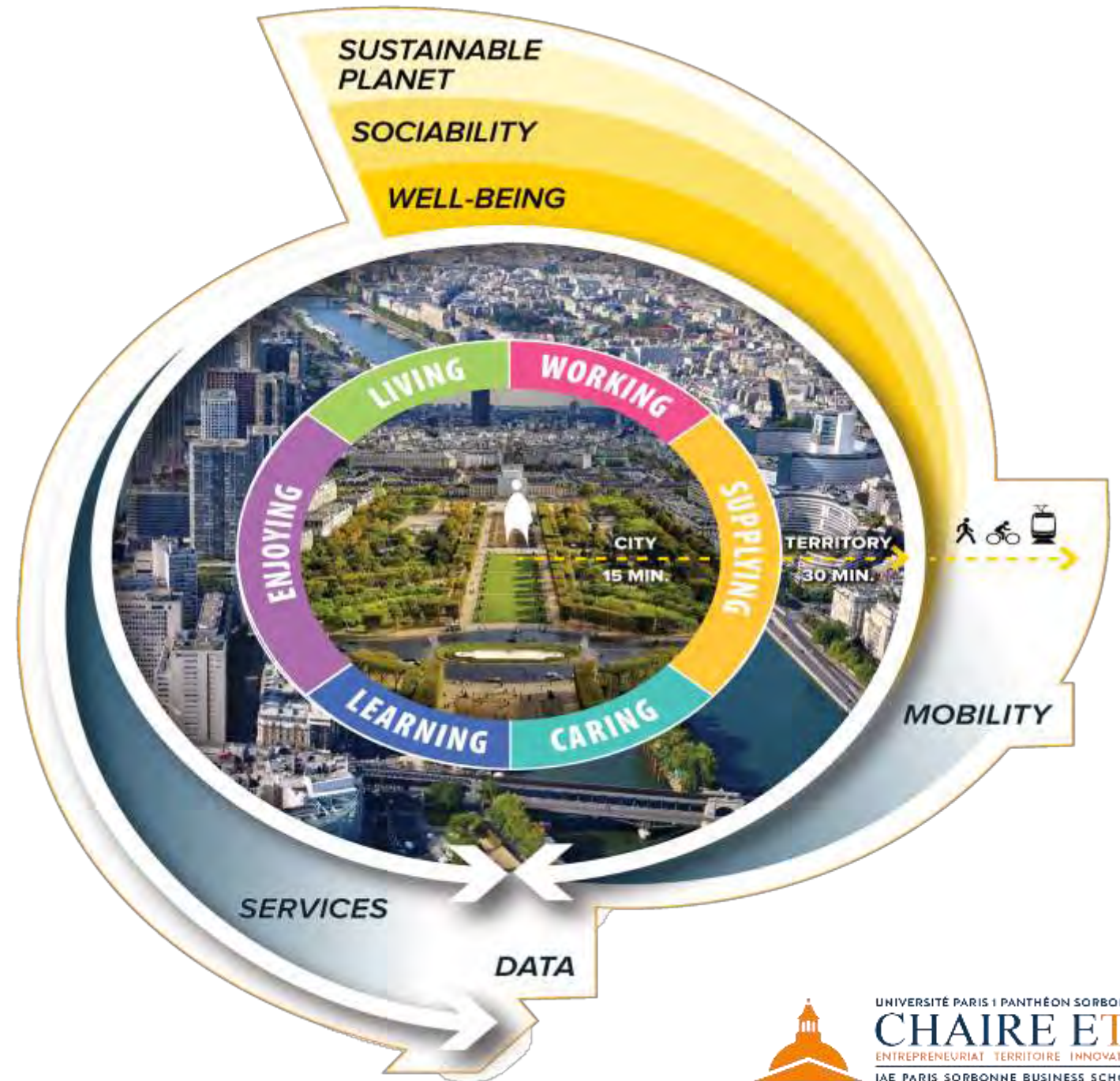


ENJOYING

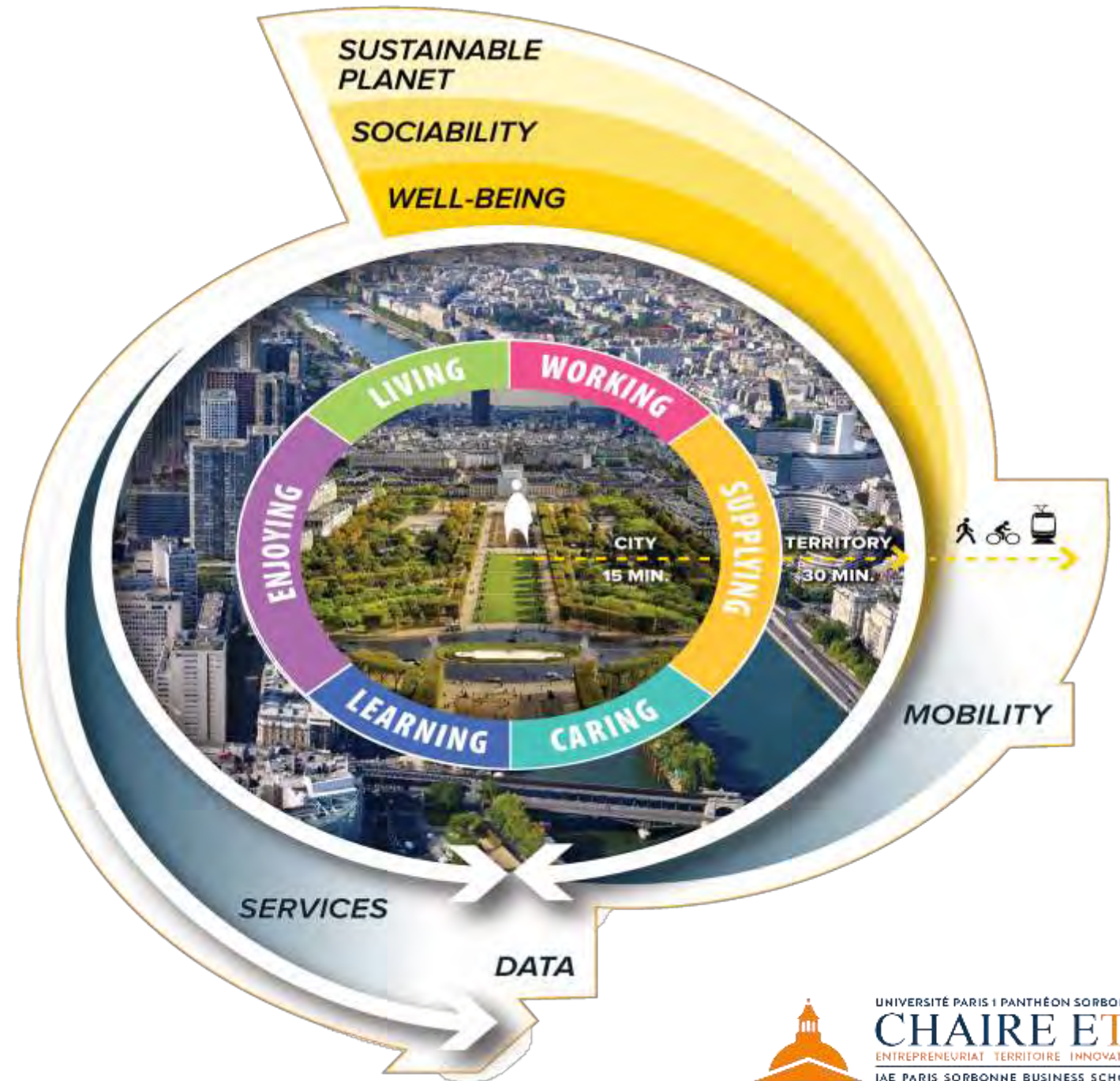


Immobility as answer?

- Better ME
- Better WE
- Better WORLD



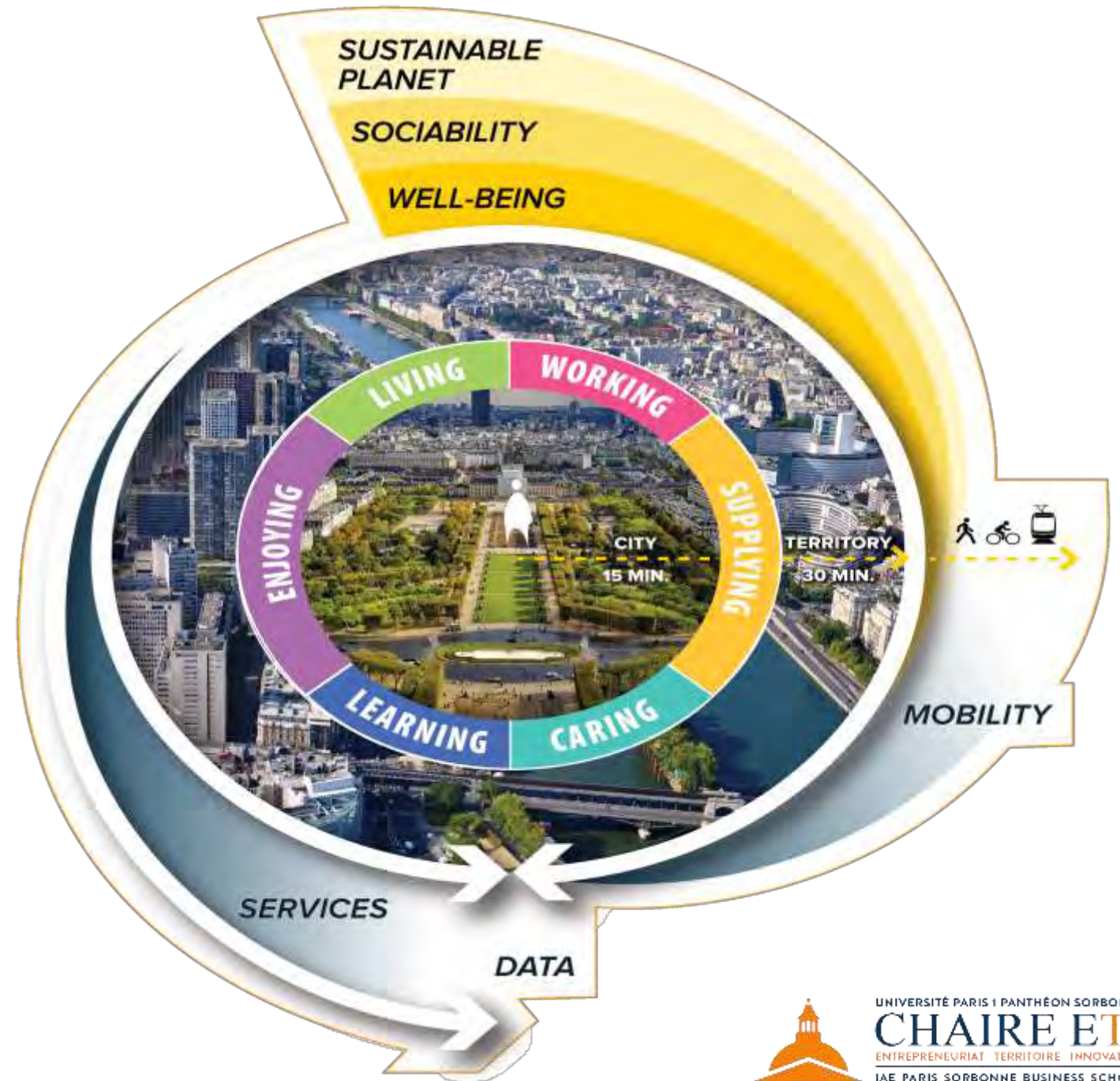
Let us
reinvent the
proximity!

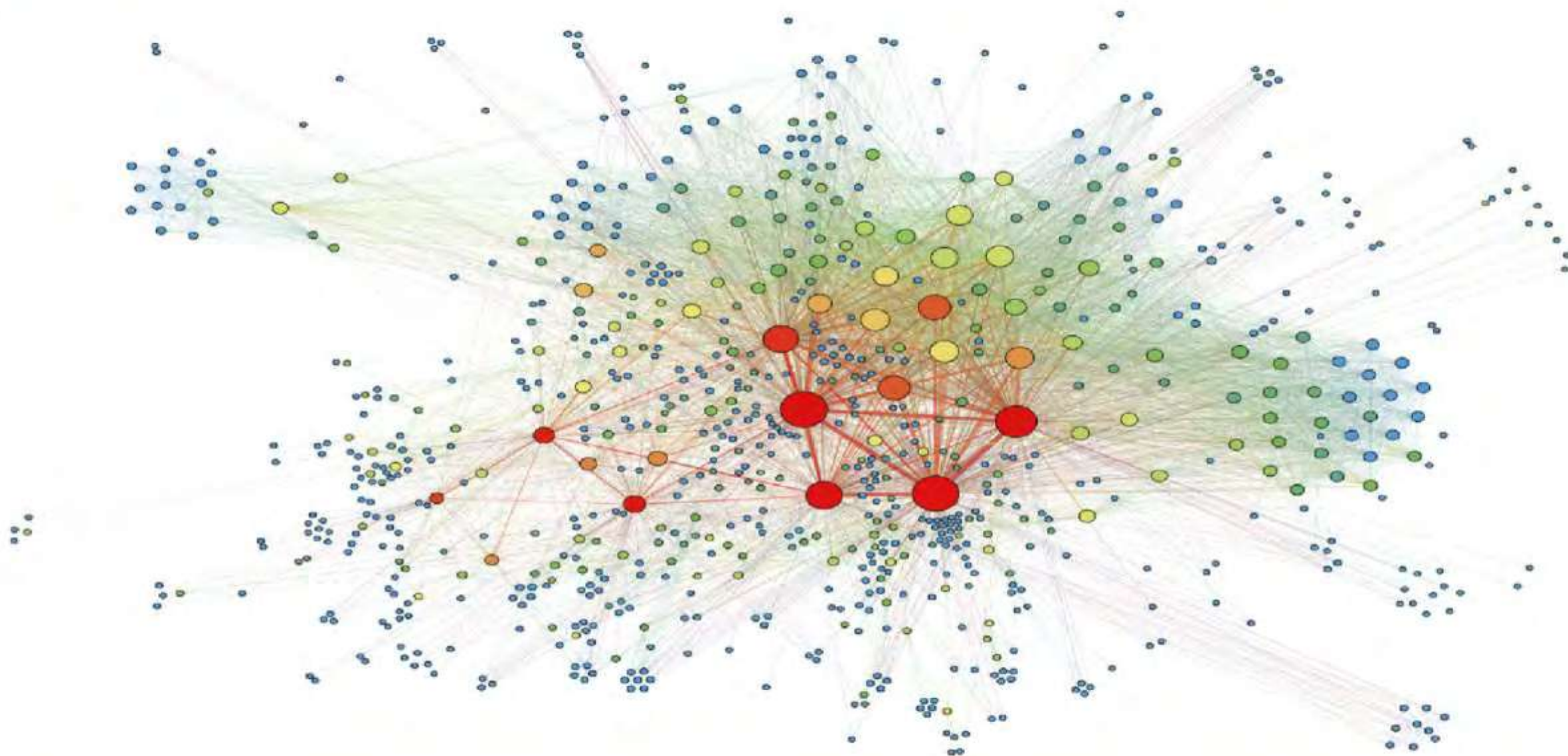


The city of short distances!

The city of 15-minutes

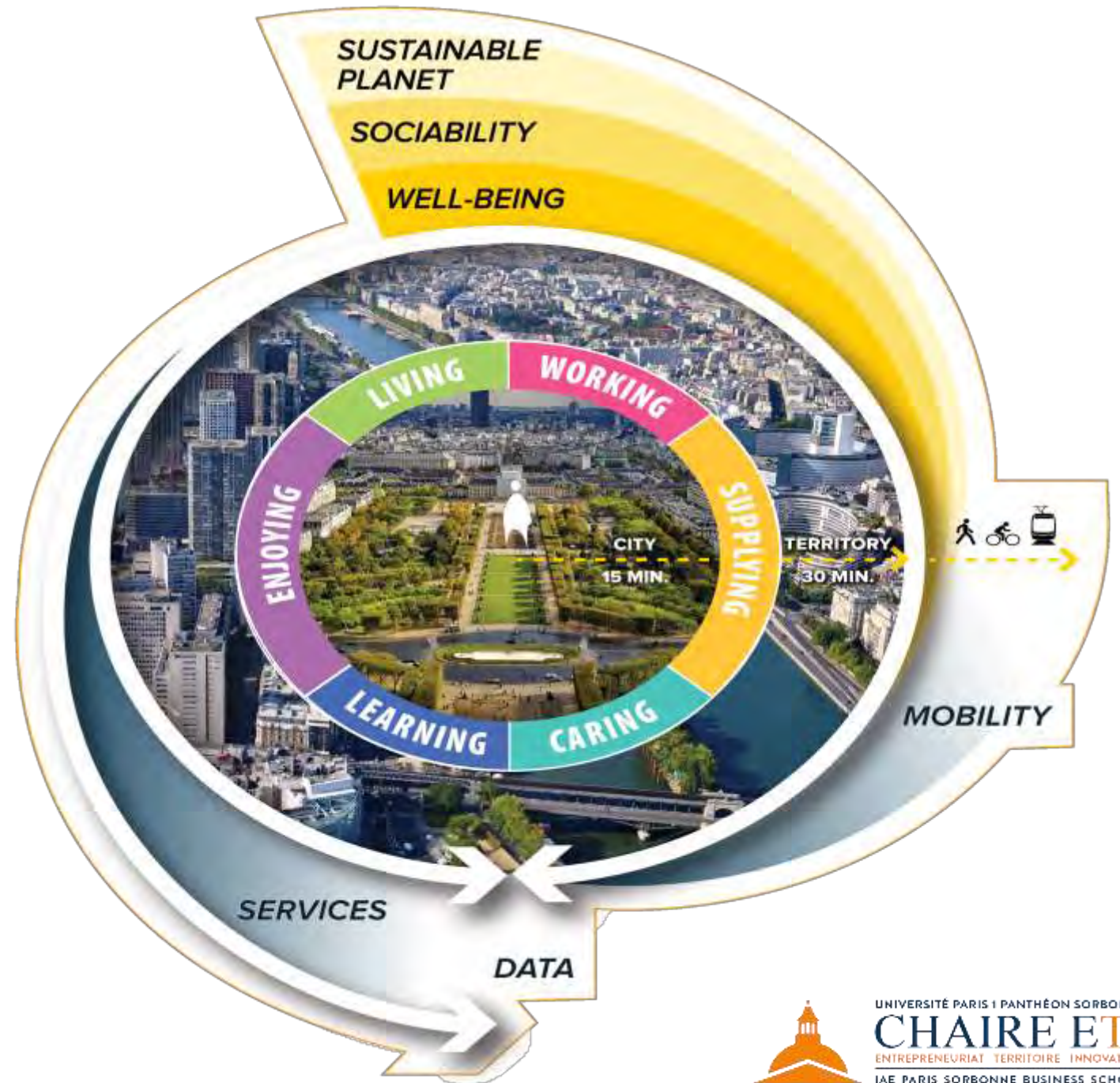
The Territory of 30-minutes





Conception :
GFI

High Quality Societal Living – HQSL matrix deployment



Project **PARIS NORTHGATES**

A Smart Territory Data Plateform use case

15' city
30' territory



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HÉTIC
HAUTES ÉTUDES DU NUMÉRIQUE

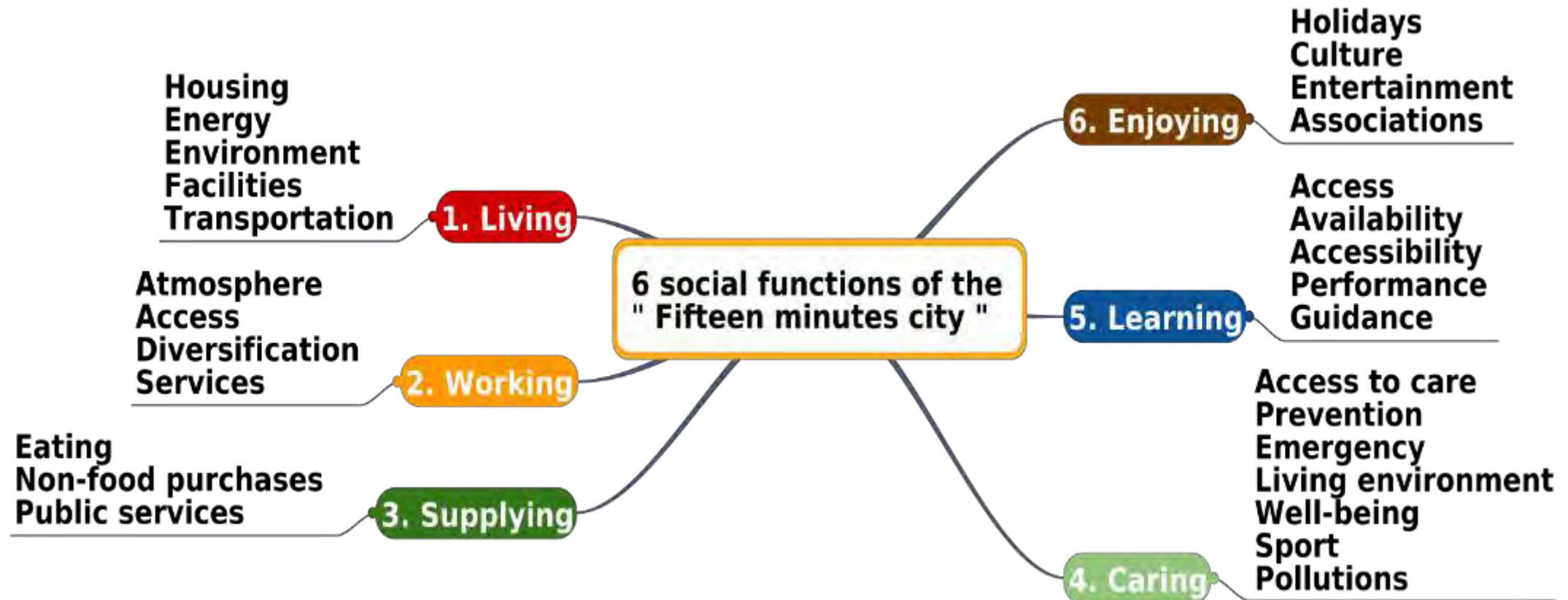


**L'ÉCOLE DE
DESIGN**
Nantes Atlantique



An urban ontology

6 social functions categories



High Quality Societal Live index

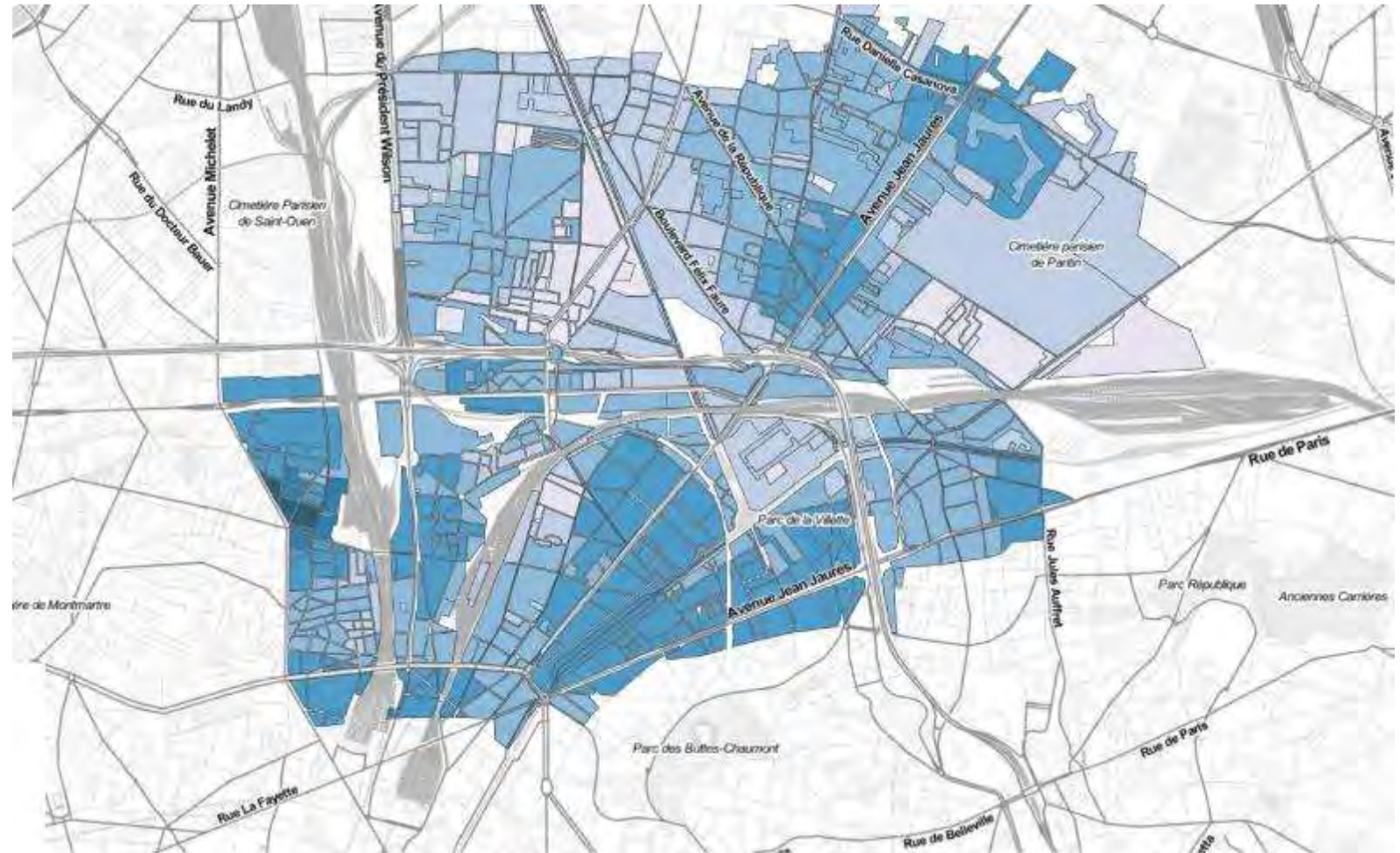
$$HQSL =$$

					
LIVING	WORKING	SUPPLYING	CARING	LEARNING	ENJOYING

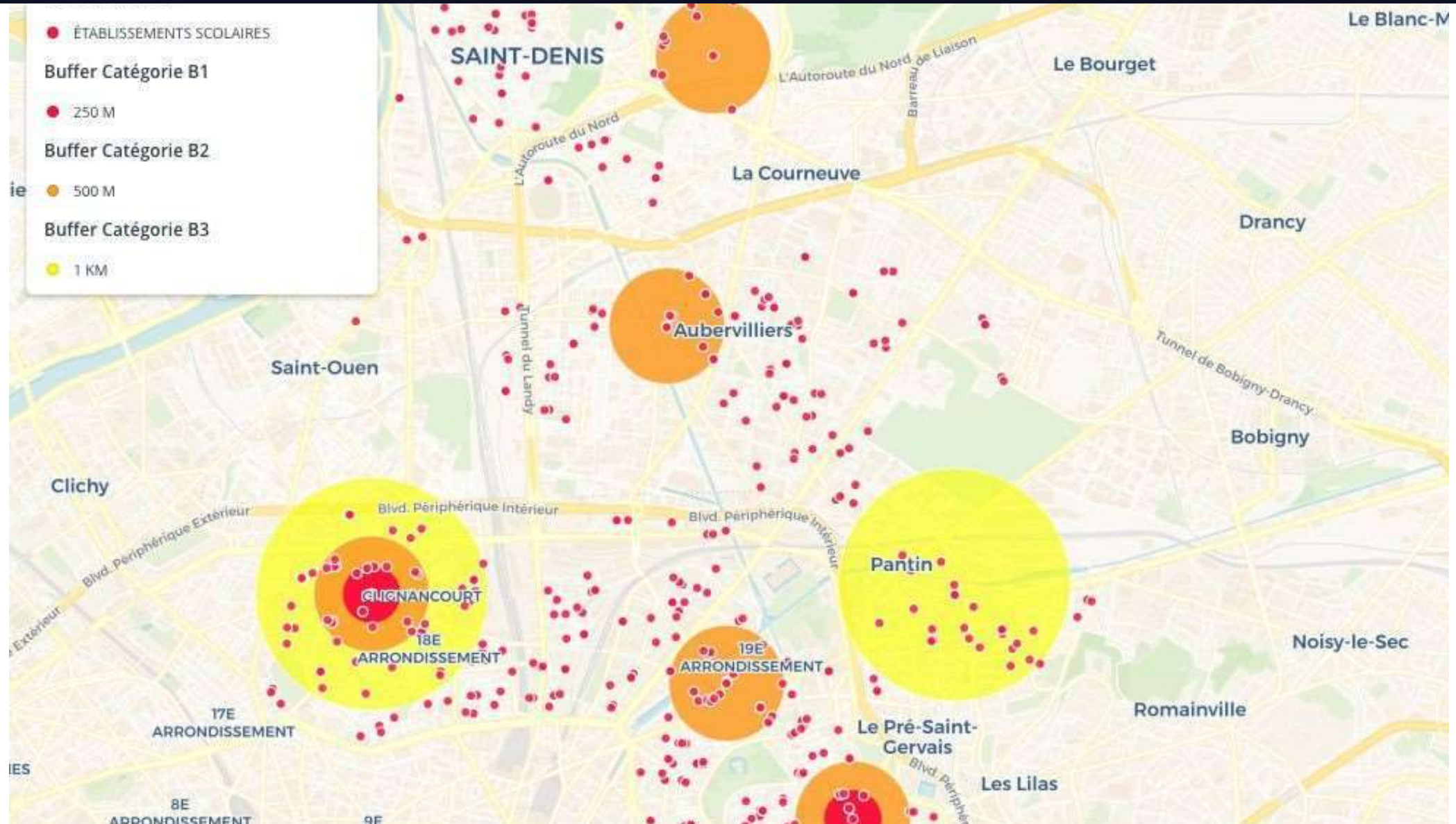
Experimentation territory

An experimentation territory that extends over an area including part of the following cities, on both sides of natural barriers (highway, peripheral, railways, canal)

Saint-Denis
Aubervilliers
Pantin
Paris 18^e
Paris 19^e



Verbatim



TERRITORY



AREA

20,5 KM²

NUMBER OF INHABITANTS

 **317 624**

POPULATION CHARACTERISTICS

TOP 3 AGE GROUPS

- 1 25-29 YEARS OLD
- 2 0-4 YEARS OLD
- 3 30-34 YEARS OLD

TOP 3 SOCIO-PROFESSIONAL GROUPS

- 1 SENIOR MANAGERS
- 2 RETIREES
- 3 EMPLOYEES AND WORKERS

ACTIVITY RATE

75,1 %

VS. 78 % IN PARIS

UNEMPLOYMENT RATE

18,9 %

VS. 12,1 % IN PARIS


THE 18TH DISTRICT SCOPE



AREA

3,27 KM²

NUMBER OF INHABITANTS

 79 236

TOP 3 AGE GROUPS

1

25-29 YEARS OLD

2

30-34 YEARS OLD

3

35-39 YEARS OLD



+ 206 600 M² OF HOUSING



+ 101 800 M² OF OFFICES



+ 4600 M² OF SHOPS

ACTIVITY RATE

79,8 %

VS. 78 % IN PARIS

UNEMPLOYMENT RATE

13,3 %

VS. 12,1 % IN PARIS

TOP 3 SOCIO-PROFESSIONAL GROUPS

1

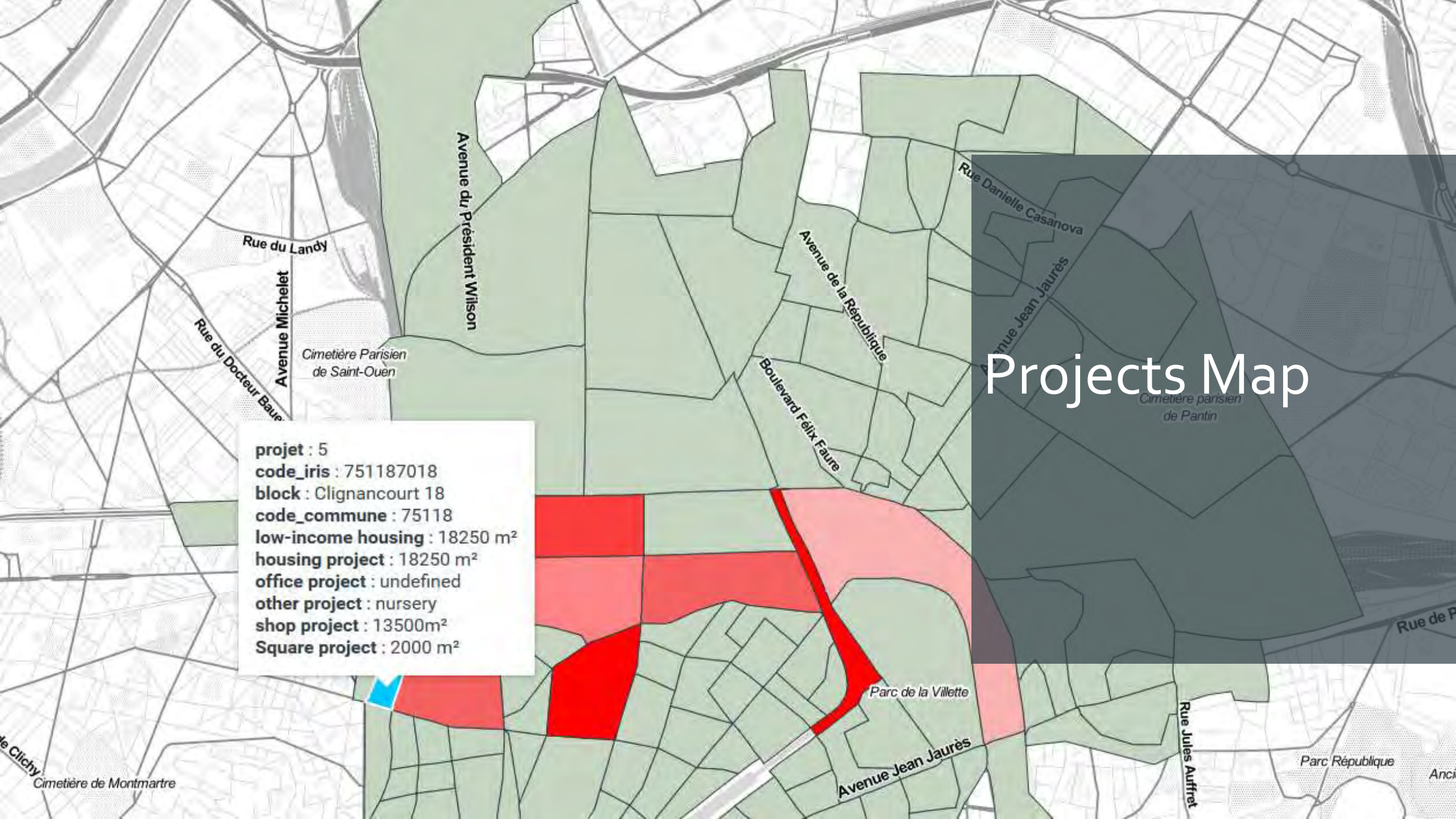
SENIOR MANAGERS

2

RETIREES

3

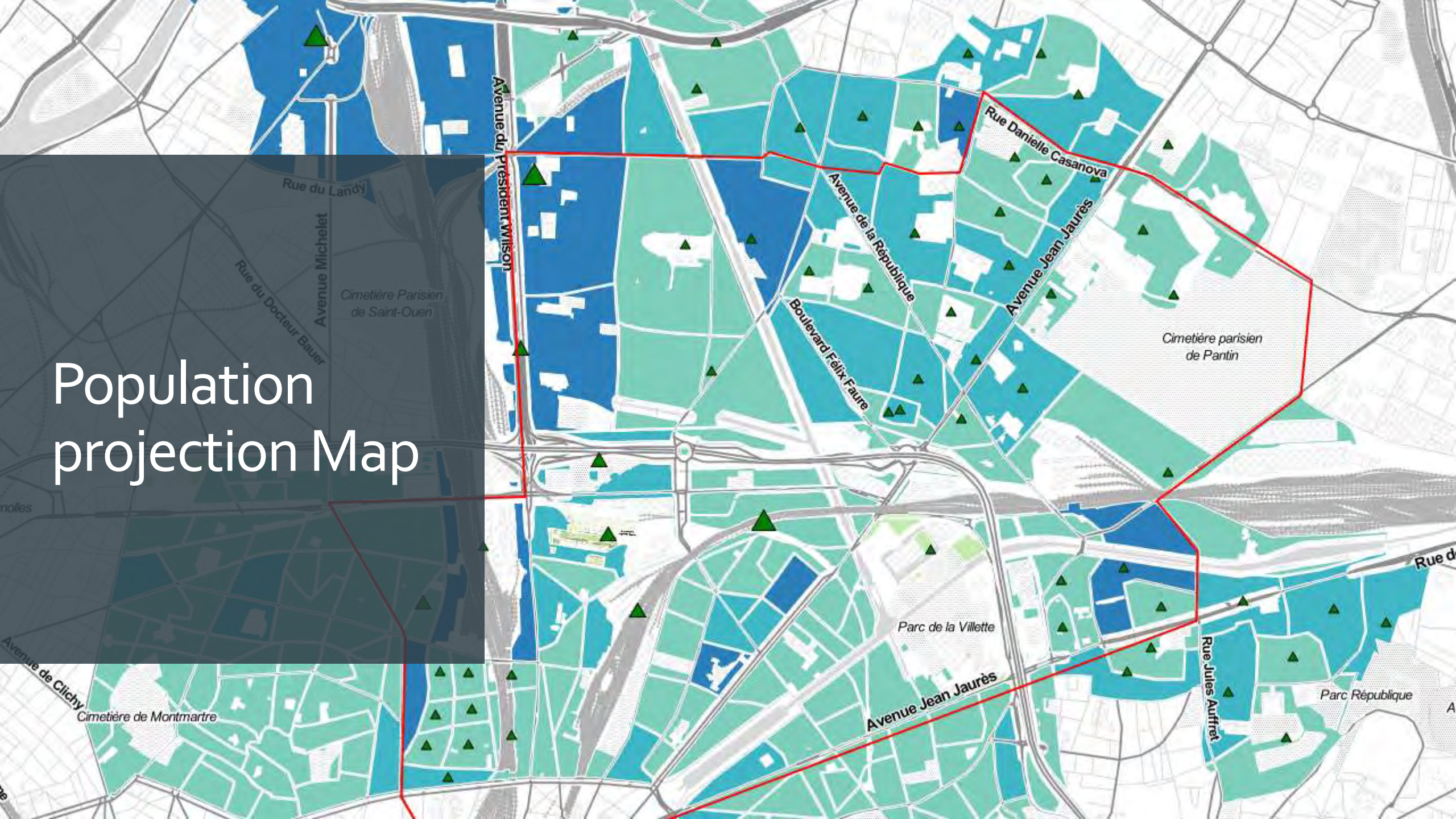
INTERMEDIATE PROFESSIONS



Projects Map

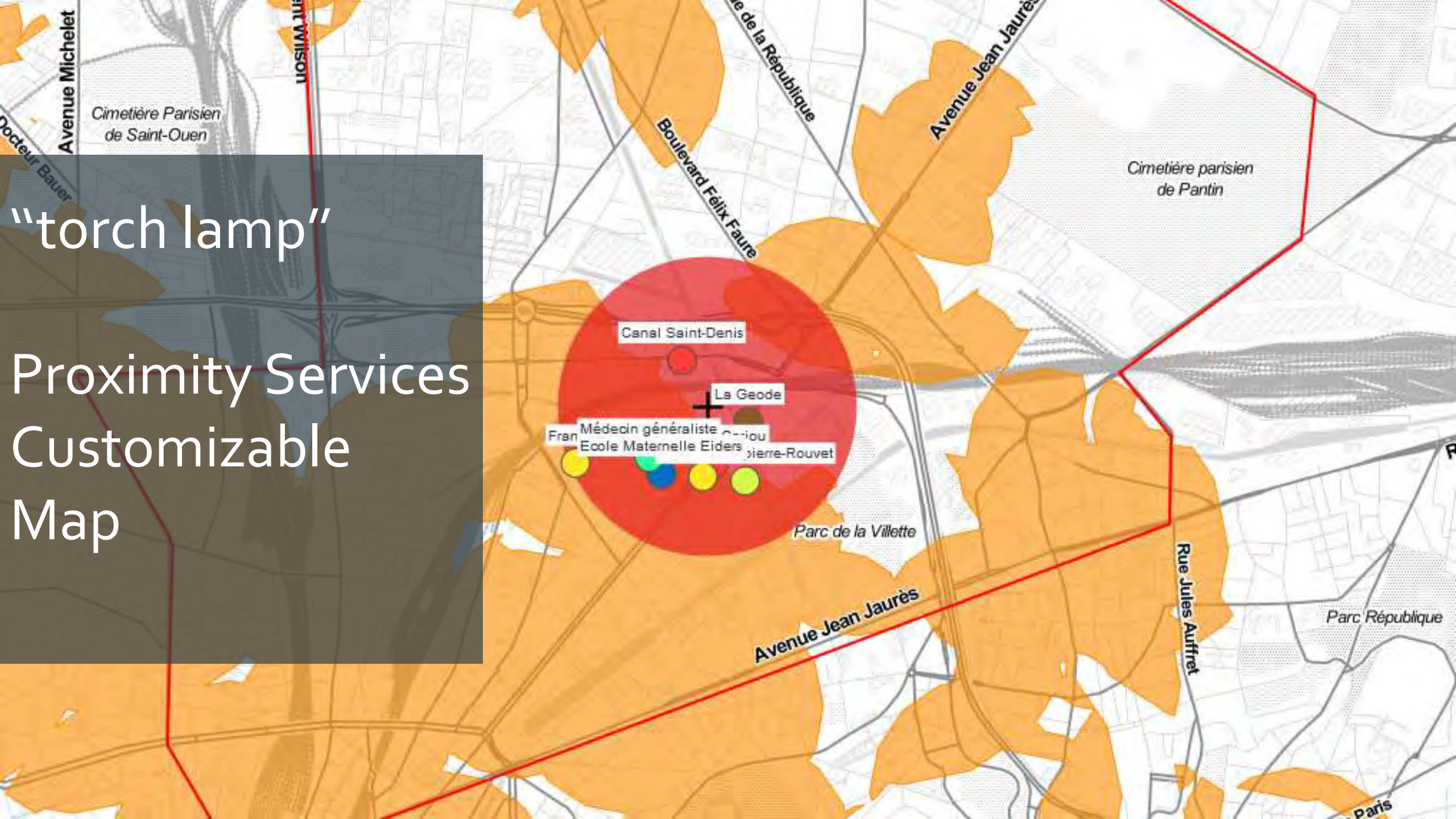
projet : 5
code_iris : 751187018
block : Clignancourt 18
code_commune : 75118
low-income housing : 18250 m²
housing project : 18250 m²
office project : undefined
other project : nursery
shop project : 13500m²
Square project : 2000 m²

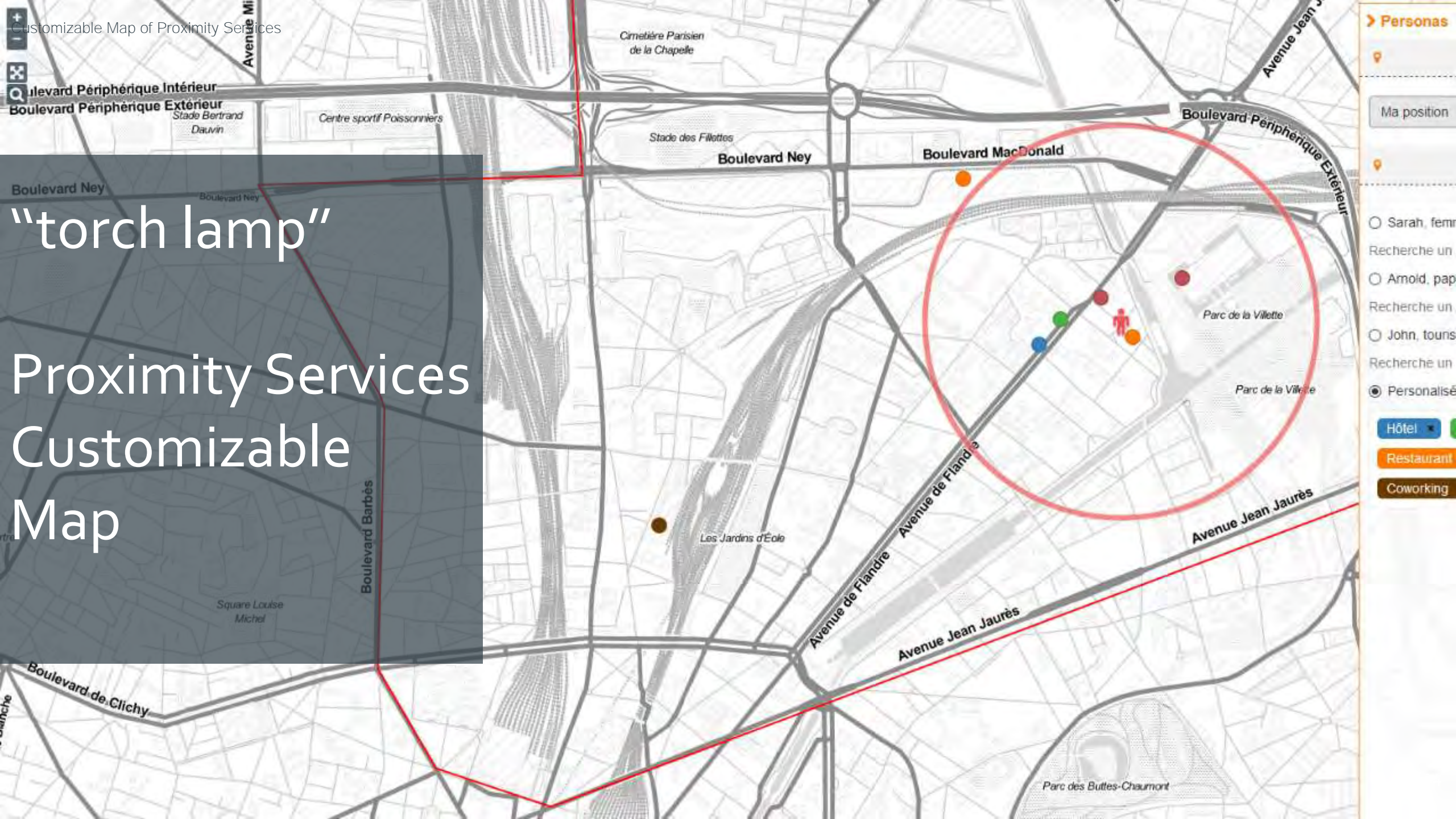
Population projection Map



“torch lamp”

Proximity Services
Customizable
Map





Customizable Map of Proximity Services

Boulevard Périphérique Intérieur
Boulevard Périphérique Extérieur
Stade Bertrand
Dauvin
Centre sportif Poissonniers

“torch lamp”

Proximity Services
Customizable
Map

Personas

Ma position

Sarah, femme

Recherche un

Arnold, papa

Recherche un

John, touns

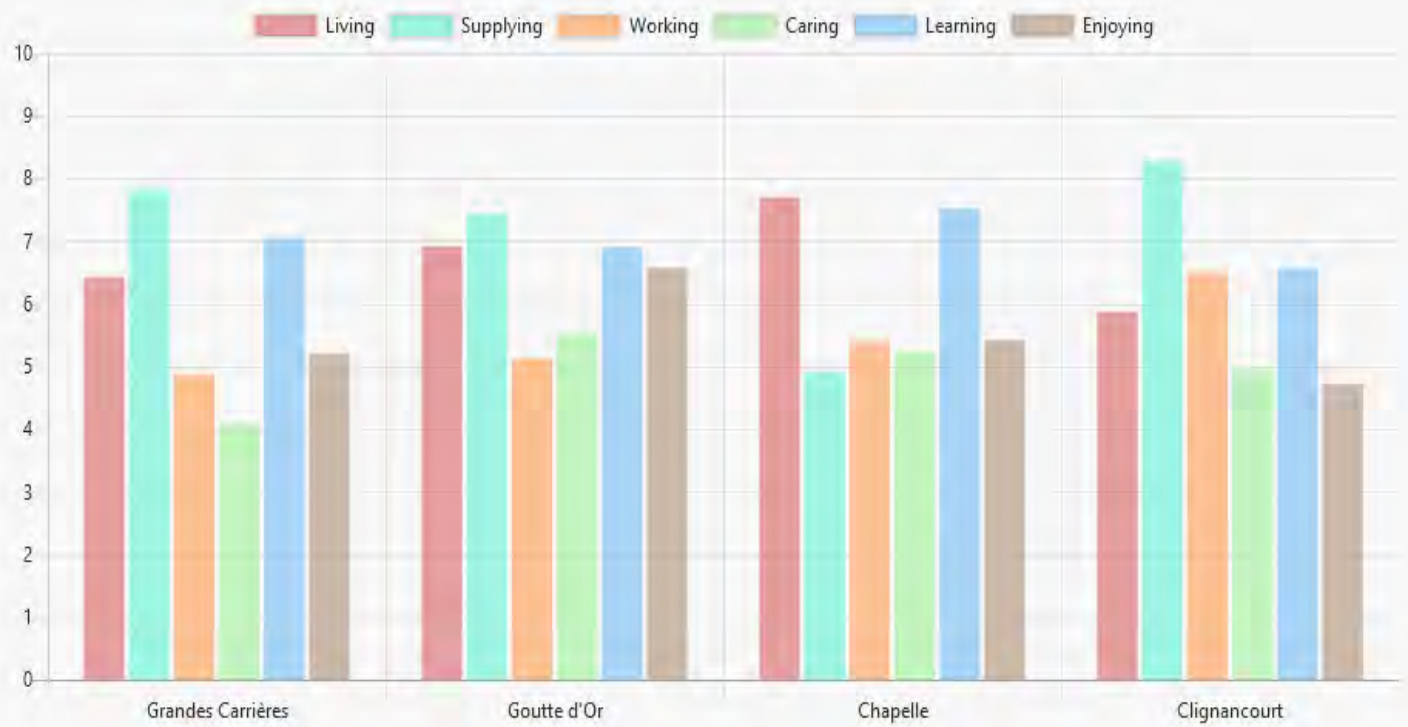
Recherche un

Personnalisé

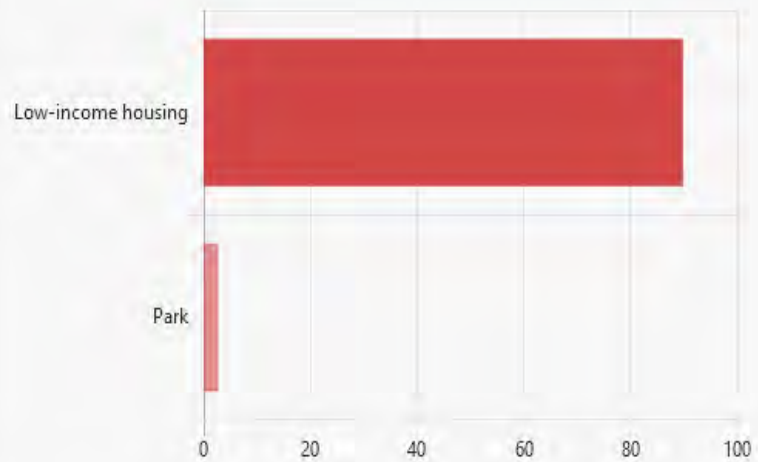
Hôtel

Restaurant

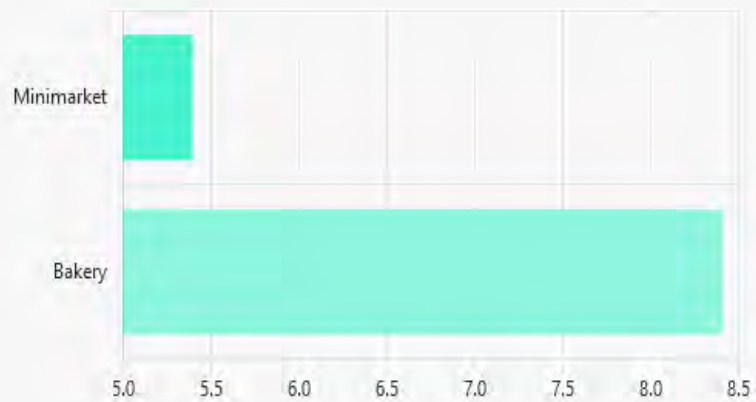
Coworking



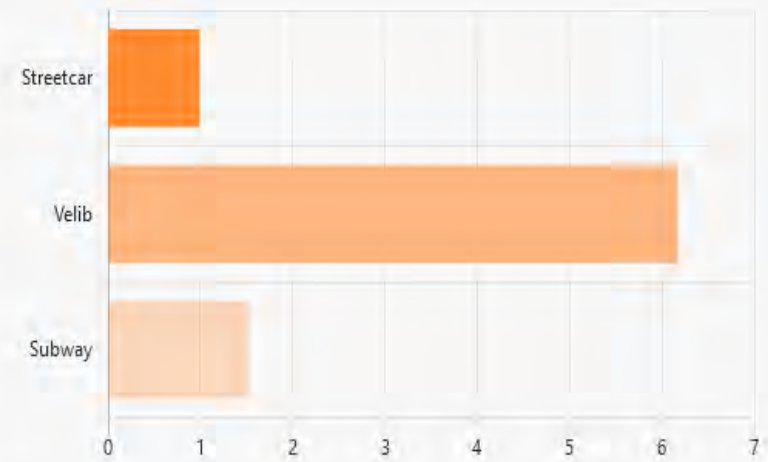
Living



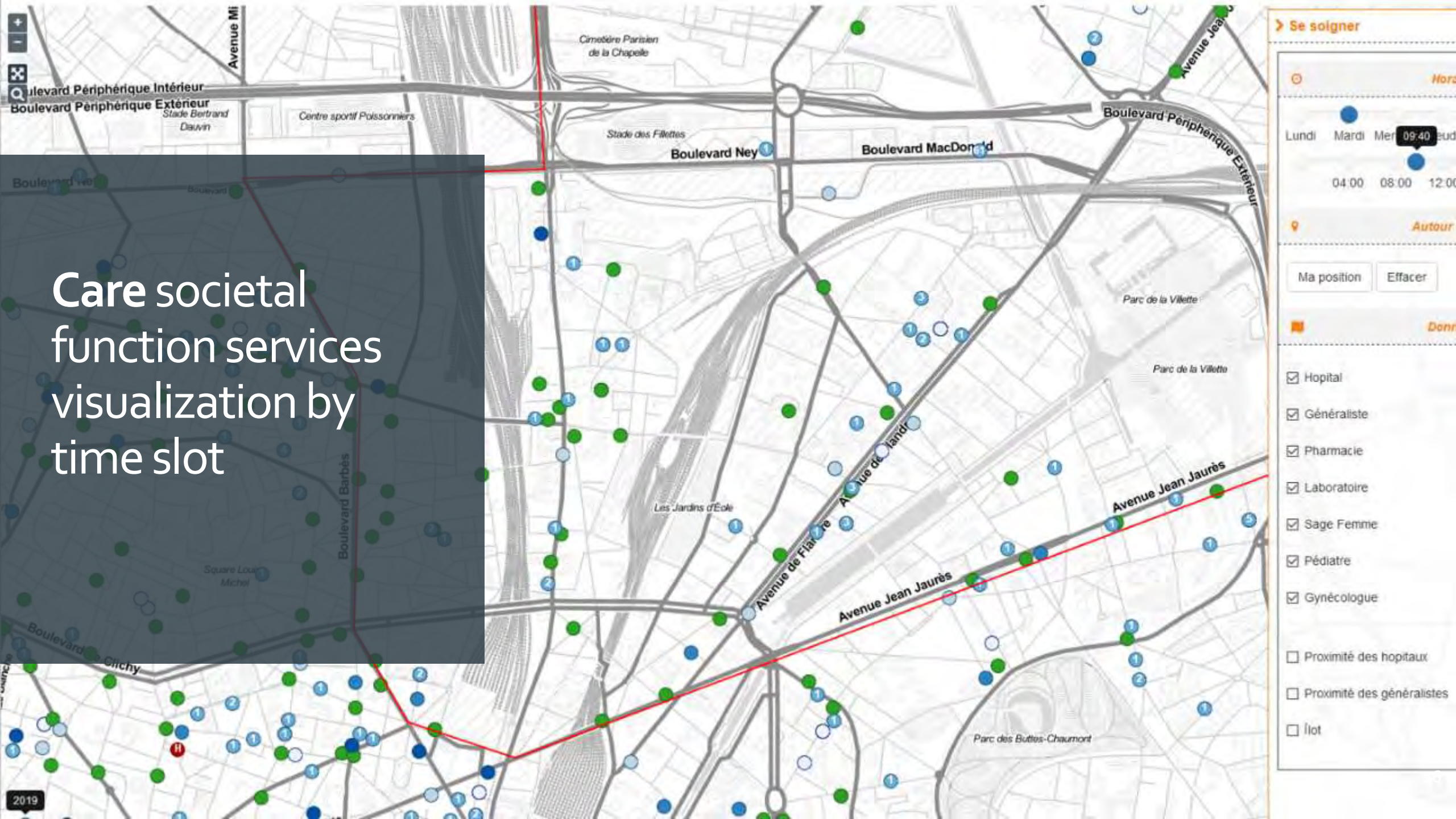
Supplying

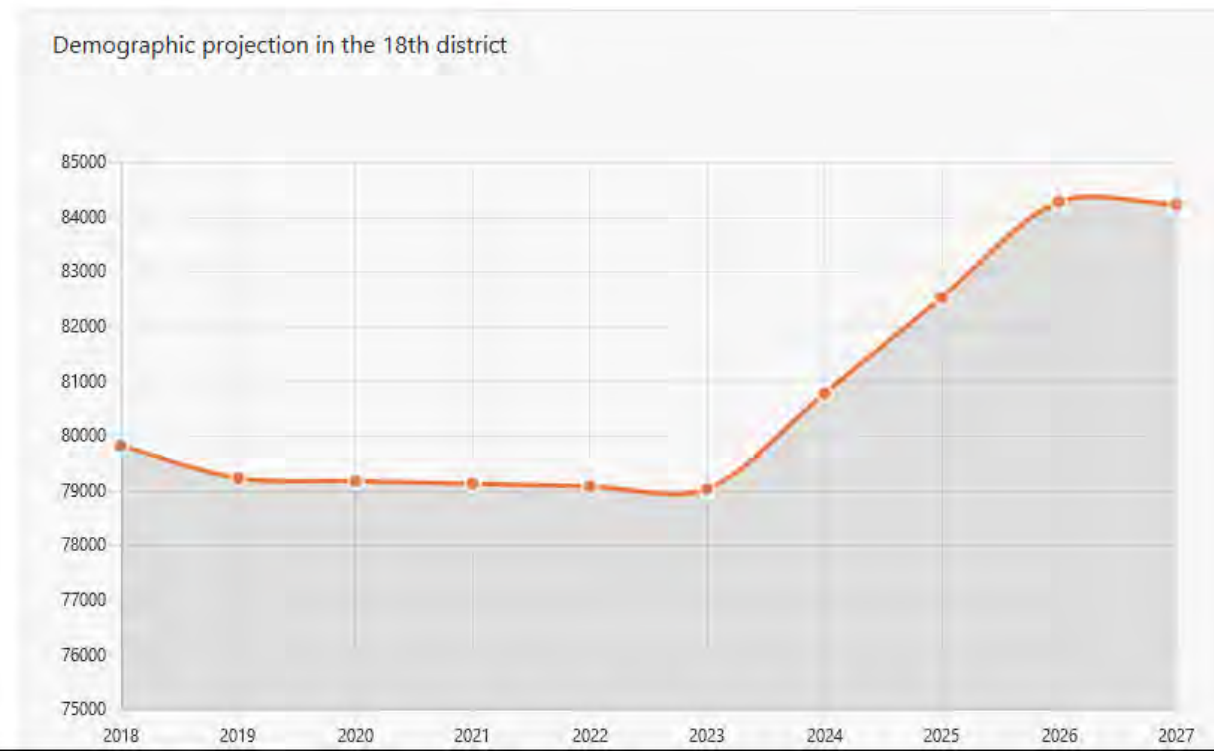
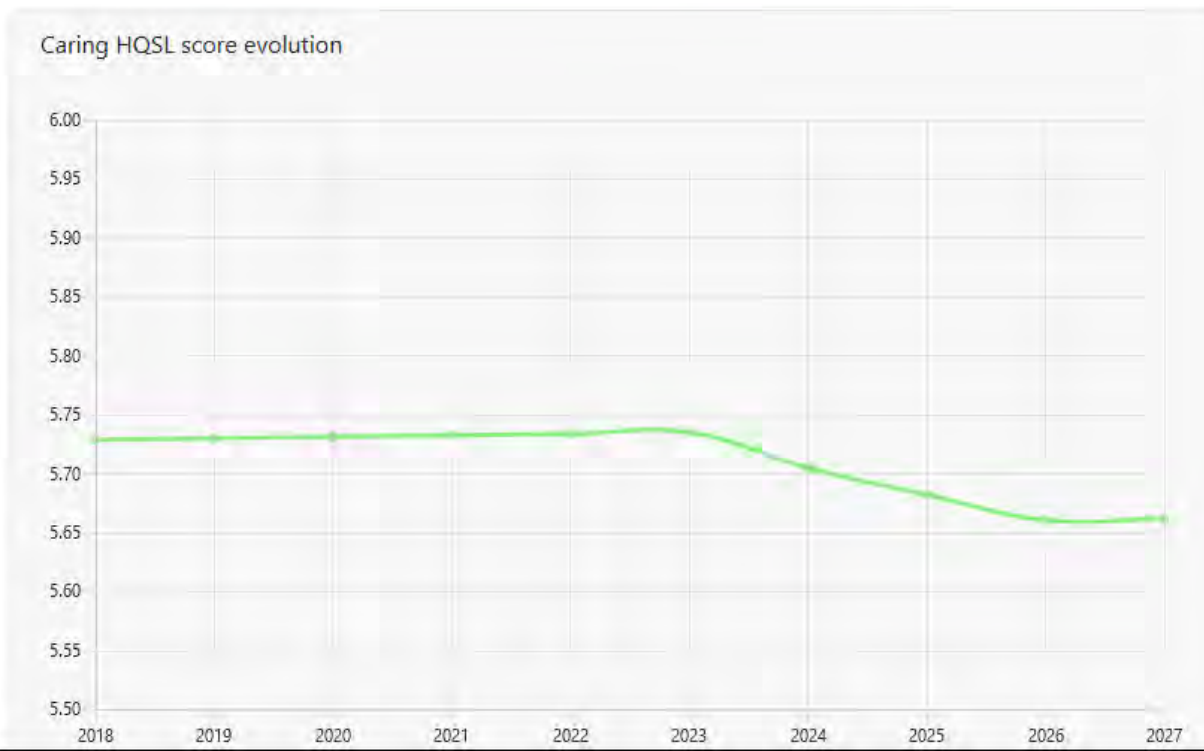
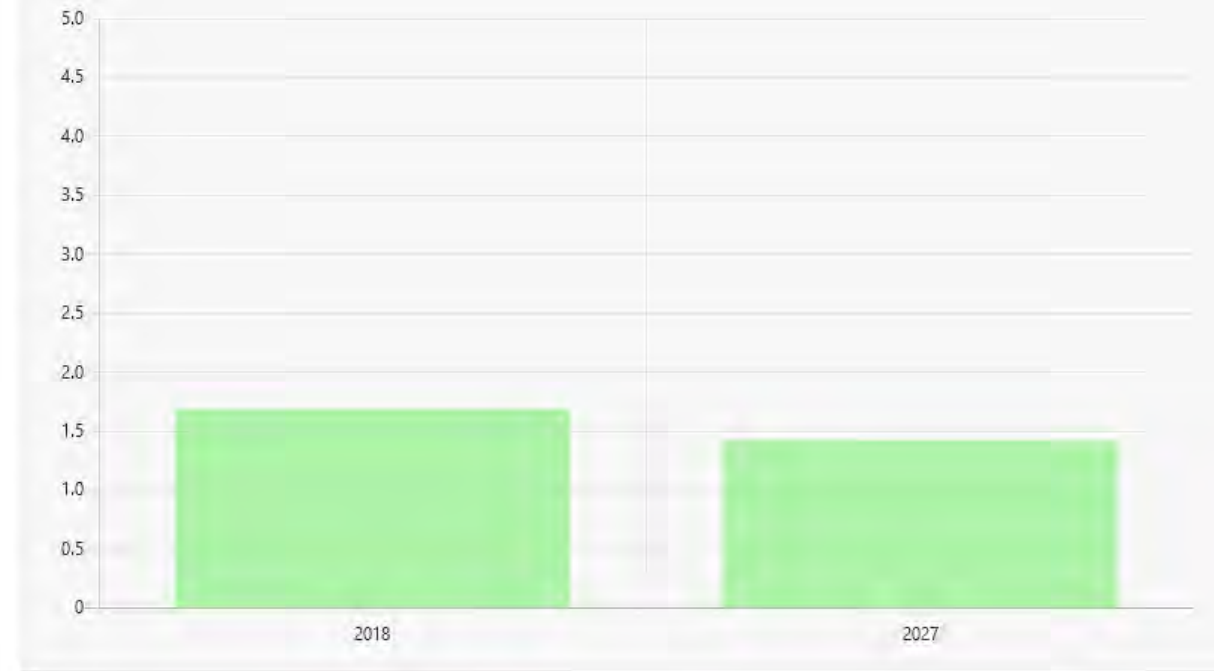
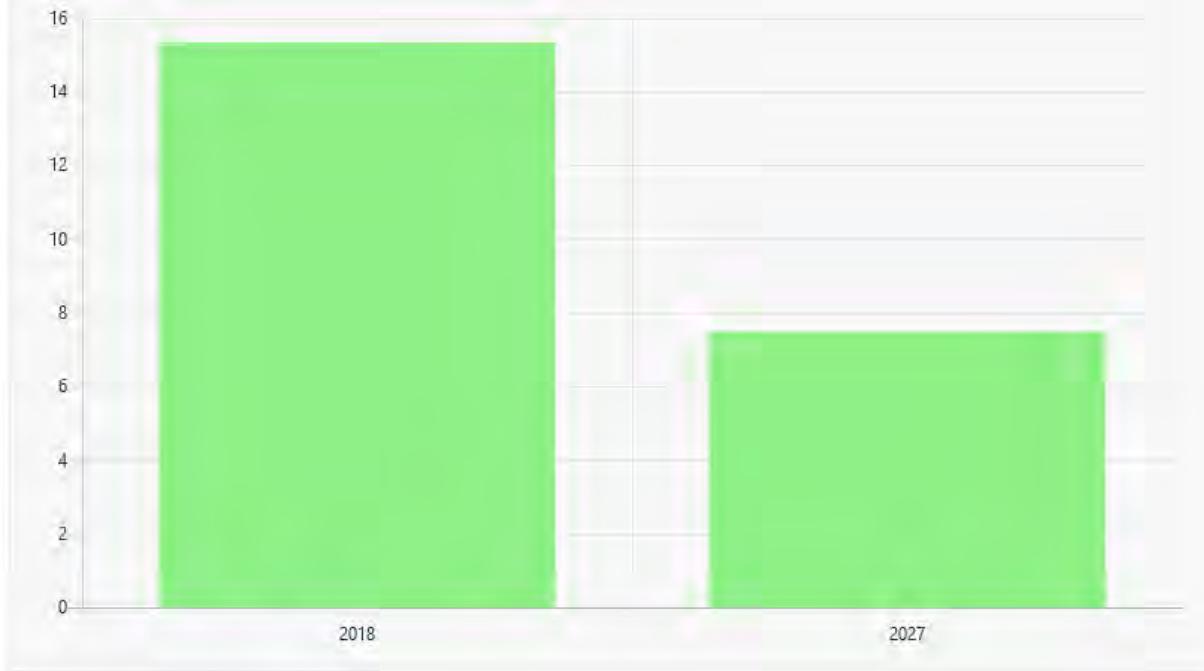


Working



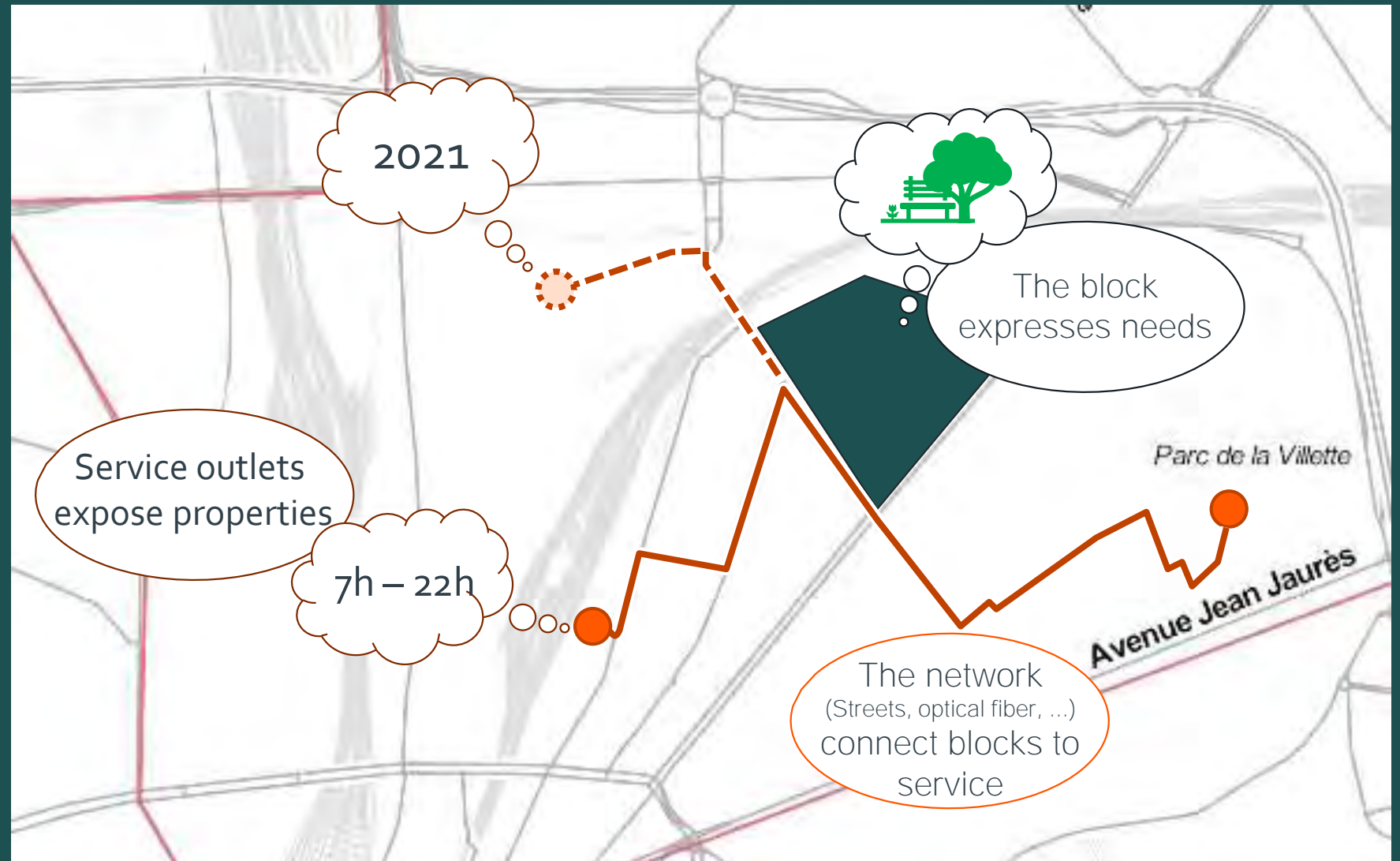
Care societal function services visualization by time slot



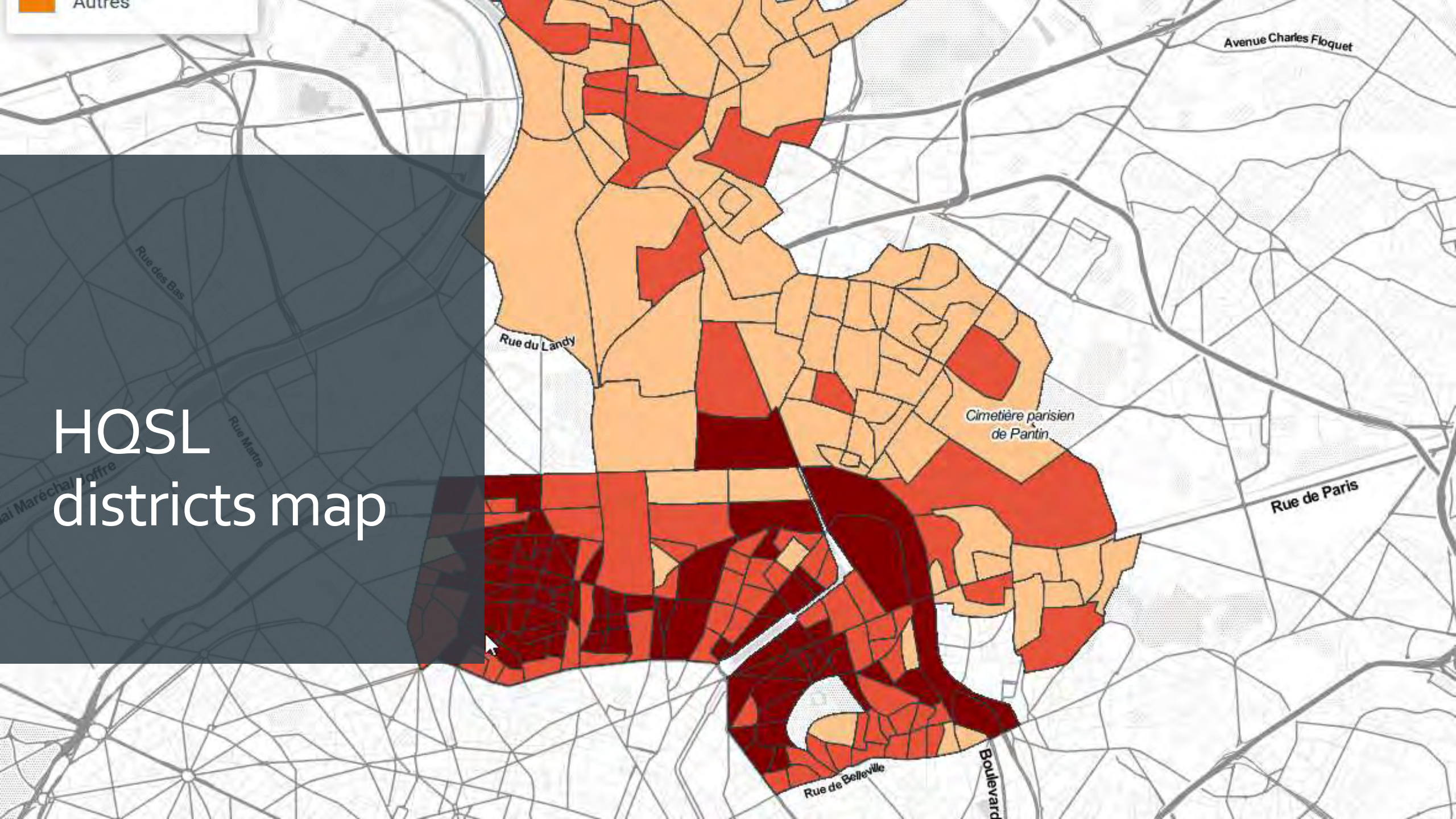
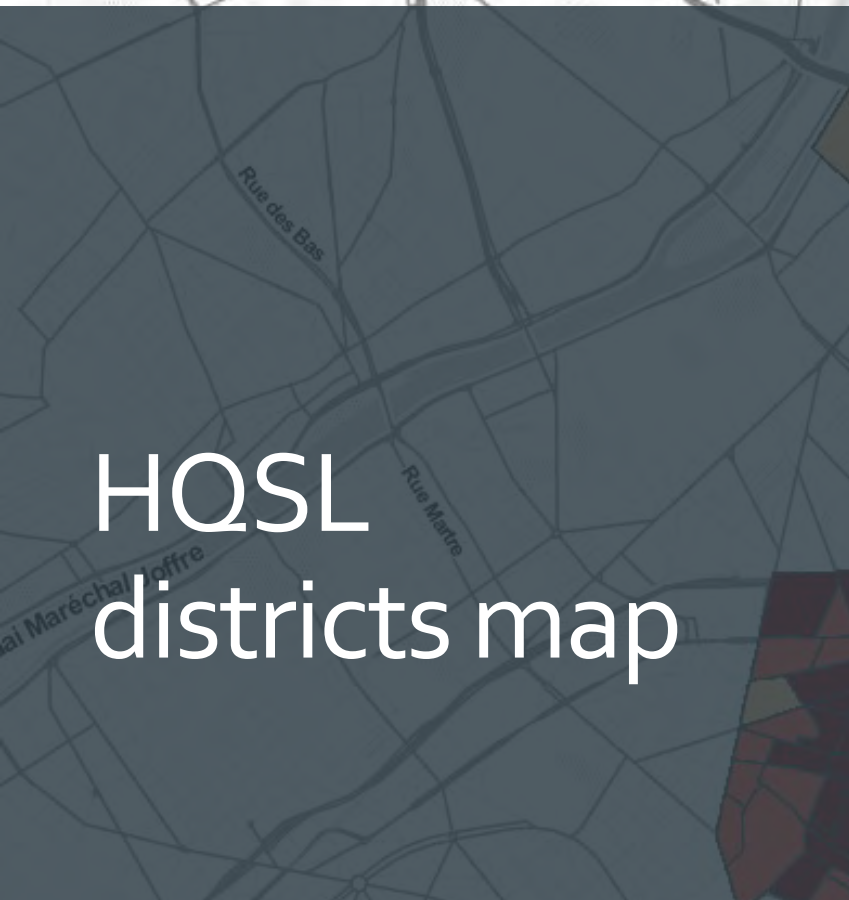


Data Model

Data model conceptualization that can support project logic and service design

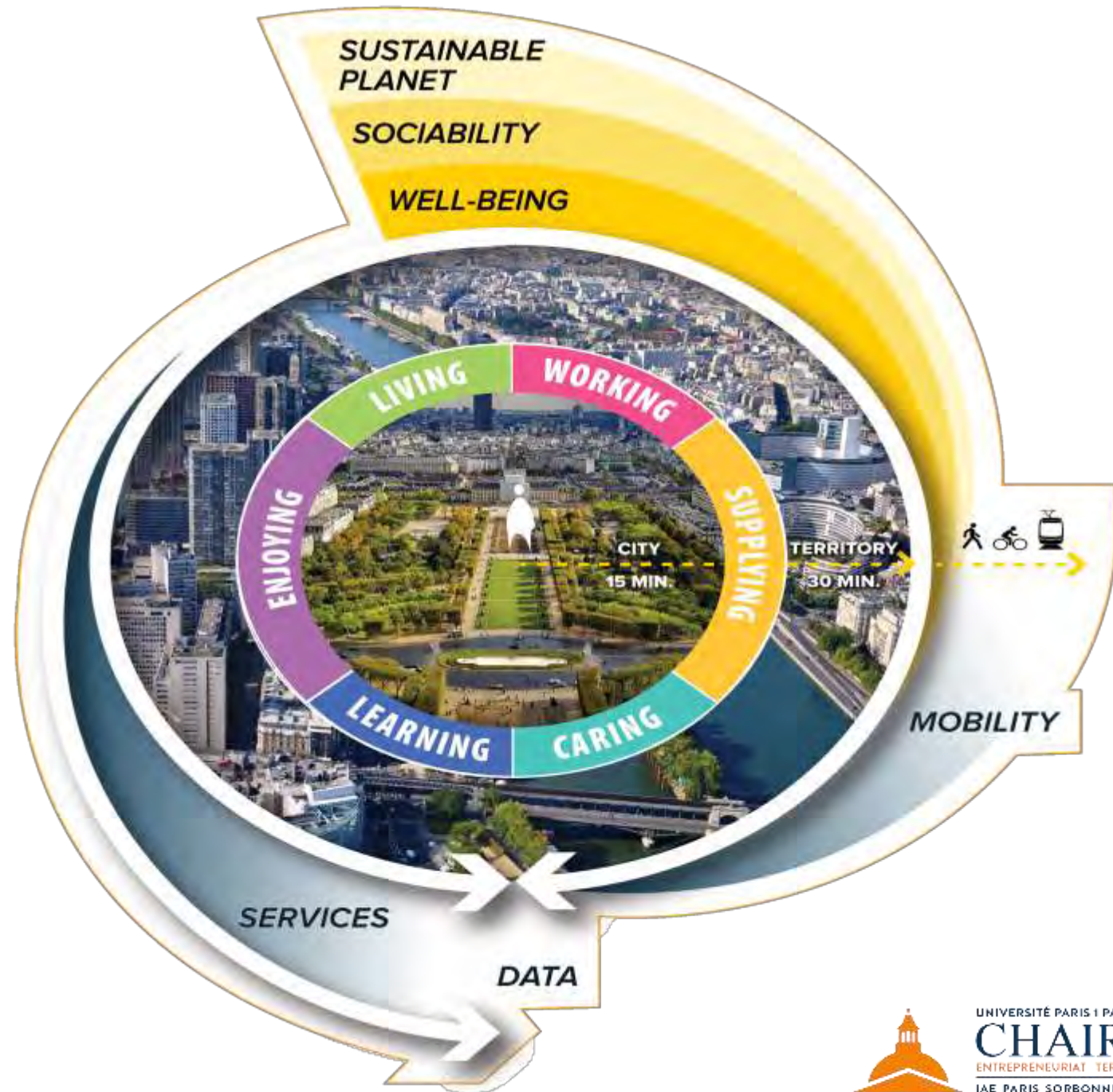


Autres



High Quality Societal Living – HQSL Index

- Better ME
- Better WE
- Better WORLD



Thank you

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www.chaire-eti.org



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