



# NEWSLETTER

**N°25 – April 2011**

**This is the Newsletter edited by the  
“International Cooperation Club”  
of the FNAU network.**

**FNAU is the non-profit association of the  
French public urban planning agencies**

We started 5 years ago to publish and e-mail this quarterly Newsletter of the Fnau International Club. We have been able to give reviews of more than thirty books about the urban development - in fact much more were available to be reviewed, but we have only 2 pages in this Letter !..

On another hand we have now 17 « International » correspondents within as many agencies: most probably, this will provide us much more information than before about their international activities.

G.Antier & P.Berger

## News from the Club

More than 50 professionals (international backers, public officers, urban planning agencies, etc..) attended **our last meeting in Lyon on Feb.9**; It was divided in two parts :

i) a morning session about **the backers' urban strategies** within emerging & developing cities, and their related policies in terms of calls for tenders.

ii) And an afternoon session about the **commercial activities of the urban agencies abroad**, notably regarding the international calls for tenders, and the partnerships to be studied between agencies and consultants. This debate also gave the opportunity to emphasize the need to encourage the other agencies to start working abroad and later to submit proposals in reply to calls.

The day before, on Feb.8, the AdP association had also organized a **dinner-debate about “The future of the Chinese cities”**. E.Cellier & P.Berger (Lyon agency) first gave their rather optimistic comments after the Shanghai Expo' 2010. Such a vision was discussed by G.Antier (IAU IdF) et N.Douay (Univ. Paris 7), both wondering themselves about the other side of the Chinese cities and the durability of this (supposed) lab of a future “harmonious” urban society.



**Lyon Vice-Mayor H.Julien-Laferrière** first set up the double challenge for the cooperation by French local communities: extending this field to the urban planning matters, and minding about concerted programs with the backers, as they drive a growing « territorial » approach through their various strategies. Then **M.Belliot (Fnau)** has shown how the world trend towards urbanization strengthened it as a main engine for economic development, inciting thus the backers to readjust their own strategies in the field of urban development.

Hand over afterwards to **M.Arnaud**, consultant, who emphasized how the 2009 WDB Report has initiated a significant change in the field of urban planning within developing cities: far away from a restrictive control of the rural migrations and of the urban growth, WB seems to consider today, through a very free-market vision of the development, to enhance the urban and economic concentration in order to favour a better integration of the territories to the markets.

**O.Lavinal (WB)** did illustrate this through the « 3D vision»: reinforcing **density**, shortening **distances**, and reducing **division** by an economic opening policy.



Hanoi - DR

These “3 D’s” would be the best booster both for the economic, human or social development, and for a good governance of the cities. He also introduced the « *Marseille Center for Mediterranean Integration* » (CMI), a partnership between backers such as WB, EBI, BM, AFD & Caisse des dépôts).

This was precised by **P.Chabrilat**, when showing how the **Caisse des Dépôts** plans to strengthen its international development strategy, this through the « Long-term Investors Club » and towards the Mediterranean area.

Urban development is clearly a strategic and cross - functional issue, which needs to involve many partners. **E.Maehara** mentioned there how the strategy of the Min.of Foreign Affairs (**MAEE**) is based upon the democratic urban governance and will involve the upcoming *French Partnership for Cities & Territories*” (PFVT).

On its own, **Mai Linh Cam (AFD)** described the strategy driven by AfD in the field of the urban development. It is focusing (i) over a kind of widespread use of the decentralization process and the transfer of competences to the local authorities, and (ii) with reference to a global strategy, beyond the context of the project.

As a conclusion of this morning session, **P.Berger (Lyon)** spoke about the ADB, showing that, beyond the « classical » topics such as the improvement of slums and infrastructures, are now added the sustainable development, the urban greening and the development of compact cities based upon public transportation. UN-Habitat pays a specific attention to the socially weak groups (women, youth,...), to the land and housing securing policy, and to the reinforcement of the local authorities.



*Phnom Penh - PM Tricaud*

When introducing the afternoon session, he later emphasized the need to encourage the other agencies to start working as consultants in association with private partners, this in order to better mutualize their competences.

For **C.Tribouillard (Urbaconsulting)**, such an association with a private consultant helps the urban planning agencies within the tender processes. It is also a way for them to take benefit from its experience into a certain field of activity or a geographical area. On its own, the consultant does appreciate the know-how of the agencies within several fields and their diversity of profiles.

**P.M.Delpeuch (Egis/Workshop « Cities & Landscapes »)** illustrated various kinds of projects (Morocco, China, India, Egypt, Madagascar...): landscape approach within economic or touristic areas, public spaces, or transportation poles and linear infrastructures.

**A.M.Bourlon (Apur)** considered that a key-point of the agencies is their daily practice of working at various levels with the communities and their councilors. He agreed that the consultancies abroad mean for an agency to have some good funds reserves (due to the payments delays).

**G.Antier (IAU-IdF)** stressed the need to evaluate the projects (report in terms of finance and quality) in order to develop the agency's strategy, to add technical references. He argued that the association within a temporary group of companies also liberates the agency from the financial and logistical matters of a project management.

**J.P.Lestang (FIT / Memoris)** notes that it is sometimes difficult for the agencies to respect their calendar and financial constraints. This means that it might be better to associate them as short-term experts.

Though admitting some problems of deadline and of availability, **A.Jehanno (Systra)** stressed their strategic & cross - functional vision, as their know-how in terms of regulatory documents. Her conclusion: the strong relationship of complementarity (more than competition) between public agencies and private engineering, particularly in the field of planning documents and transportation plans.

## Books Review



**Un monde de villes (« A world of cities »)**, P.Noisette & F.Vallerugo, ESSEC / Ed.de l'Aube, coll. « Villes & Territoires », 2010.



Back again to the urban marketing: the authors propose now to link it to the strategic development, in order to build up a global management of methods and organization.

The idea is to reach public tasks while looking for an optimized answer to the needs of people and operators.

Chapters about « Image and Positioning », « Strategy and Marketing », « Tourism and Events » are quite representative of a book proposing its specific answer to the social, political and economic complexity of the city.

## Save the dates



The 35th **INTA** Urban Development World Congress will be held in France / Lyon & Grenoble next Nov. 6-10. Main topic : "Exit, Voice, Loyalty "Development Strategies and Alliances of Regional Metropolis.

More information on [www.inta-aijn.org](http://www.inta-aijn.org)

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