

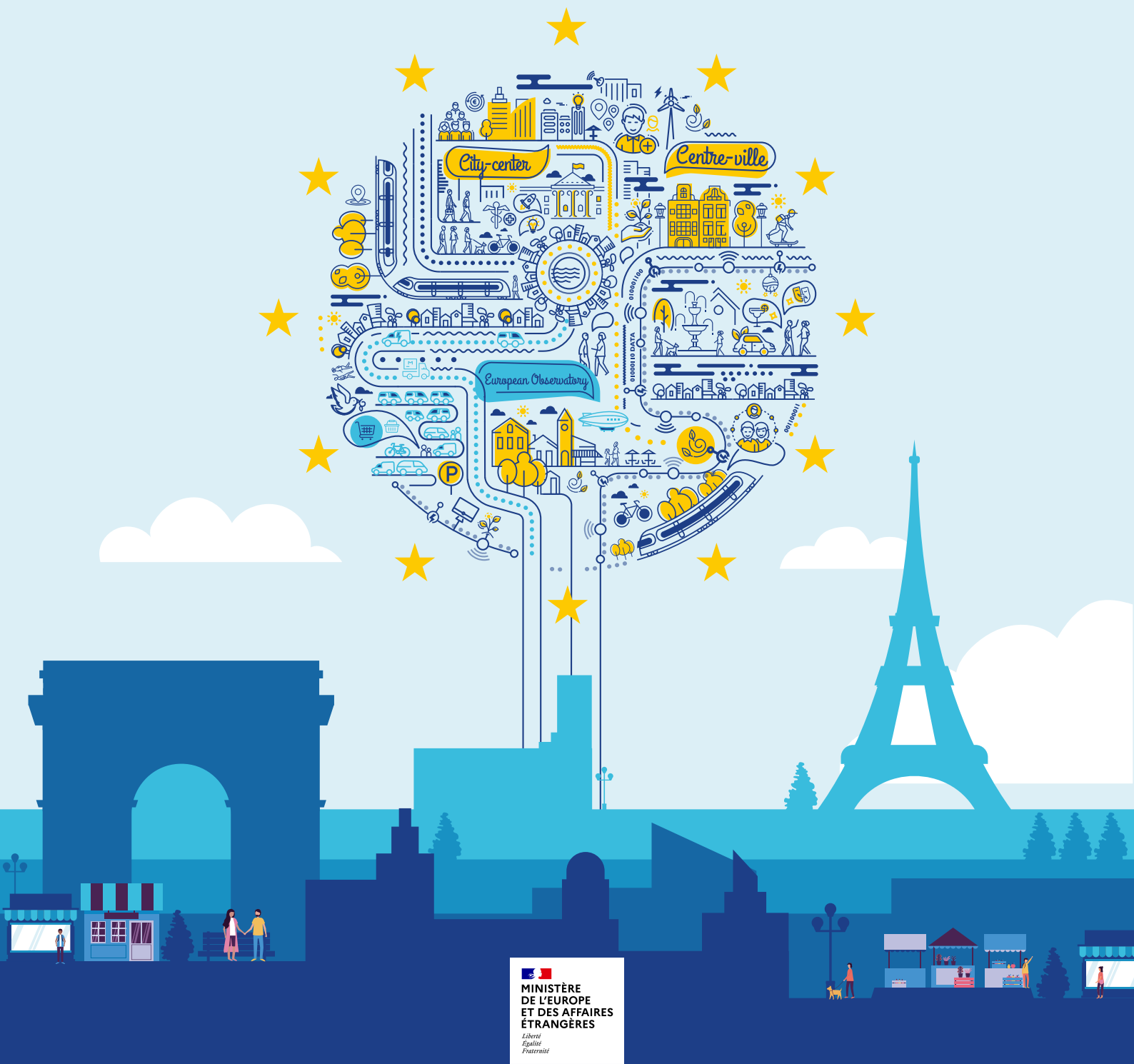
Under the High Patronage of
Mr Emmanuel MACRON
Président of the French Republic



3RD EUROPEAN FORUM ON CITY CENTERS



Maison de la Chimie Paris,
Thursday 6th & Friday 7th November 2025



CITY CENTRES : THE HEART OF EUROPE

THURSDAY 6th

MAISON DE LA CHIMIE (28^{BIS} RUE SAINT-DOMINIQUE, PARIS 7) – AMPHITHÉÂTRE LAVOISIER

9:15 AM – 9:45 AM / WELCOME COFFEE

9:45 AM – 10:15 AM / OPENING SESSION

Philippe Laurent, President of Centre-Ville en Mouvement, Co-President of the Council of European Municipalities and Regions

Patrick Ollier, President of the Greater Paris Metropolis

10:15 AM – 11:00 AM / PERSPECTIVES ON DOWNTOWN GOVERNANCE AND COMMERCE

How can we rethink the relationship between public stakeholders, shopkeepers, and citizens around a shared vision of the common good? With testimonies from European cities, this session will explore initiatives that position commerce as a driver of attractiveness, social cohesion, and local resilience.

Jean-Luc CALONGER, President, Association du Management de Centre-Ville (Belgium)

Glenn CASTANBEIRA, Executive Director at SDC Montréal centre-ville

Dominique CONSILLE, Director of Action Cœur de Ville and Petites Villes de Demain programs, French National Agency for Territorial Cohesion

Finbarr FILAN, Chairman, Business Improvement District, Sligo (Ireland)

Marie-Christine SEGUI, Metropolitan Councillor Delegate, Board member of the Lively Downtown real estate company

11:00 AM – 11:30 AM / DISCOVER EXAMPLES OF INNOVATION IN EUROPEAN CITIES

5 min

What solutions exist for complex challenges in city centers? Placemaking, e-commerce, public-private partnerships, and more... Discover insights from elected officials and local practitioners on inspiring initiatives.

Laetitia DABLANC, Professor of Urban Planning, Gustave Eiffel University – Last-mile logistics: good practices in Europe

Renata GAWLIK, Mayor of Biskupice, Krakow Metropolitan Area (Poland) – Public-private cooperation at the heart of downtown revitalization

Dimitrios KYRITSIS, President of Amfiktyonies (Greece) – Innovative pedestrian crossings

11:30 AM – 12:15 PM / FROM MOBILITY TO LOGISTICS : GREENER WAYS TO MOVE AROUND CITY CENTRES

Introduction by : **Carmen CUREU**, Director of Studies - Geoposte - European E-commerce Barometer

Between **deliveries, soft mobility, and accessibility, city centers face multiple challenges.** This roundtable will gather European actors to present strategies that reconcile urban logistics, sustainable transport, and quality of life in vibrant and accessible city centers.

Ana AGUDO, Councilor for Mobility and European Funds, Granada (Spain)

Anne-Marie JEAN, Vice-President, Eurometropolis of Strasbourg

Markus PETER, Researcher, EIFER European Institute for Energy Research EDF-KIT EWIV (Germany)

Olivier TRAYAUX, Mayor of Sucy-en-Brie

12:15 PM – 12:30 PM / URBACT EUROPEAN PROGRAMME

Ten European cities of all sizes exchange experiences and co-design their sustainable city center roadmap.

Daniel-Georges COURTOIS, Metropolitan Councillor for Cooperation and Territorial Relations*

Teofil GHERCA, Director, URBACT*

Mar SANTAMARIA, URBACT Cities@Heart Expert, Urban Planner & Architect

12:50 PM – 2:15 PM / LUNCH BREAK

2:15 PM – 2:45 PM THE 15-MINUTE CITY

Carlos MORENO, Scientist and researcher at Université Paris 1 Panthéon-Sorbonne

2:45 PM – 3:30 PM / PUBLIC SPACES: DESIGNING ATTRACTIVE, INCLUSIVE, AND WELCOMING CITIES

How can we make city centers attractive places where people enjoy living, strolling, and gathering? This roundtable will showcase actions rethinking public spaces to improve everyday life in our city centers.

Francisco Javier AYALA ORTEGA, Mayor of Fuenlabrada (Spain)

Lamia BENSARSA REDA, Mayor of Juvisy-sur-Orge*

Matija KOVAC, Mayor of Celje (Slovenia)

Frédérique MACAREZ, President of the national mission on local commerce (France)

3:30 PM – 4:00 PM / VOICES OF EUROPE - INNOVATING IN THE CITY CENTER

5 min

What solutions exist for complex challenges in city centers? Placemaking, e-commerce, public-private partnerships, and more... Discover insights from elected officials and local practitioners on innovative initiatives.

Camille Viros, Head of Unit, Inclusive Growth in Cities, OECD "Retail SMEs and city centres : seizing the opportunities of the green and digital twin transition across the cities of the OECD"

Cecile WALTER, Director, International Division, EURELIA – Overview of Commerce and Retail in Europe

Loïc d'HAeyer, Mayor of Fleurus (Belgium) - Commercial revitalization through Shop'In Fleurus

Ivan RADIC, Mayor of Osijek (Croatia) - Urban renewal in the city center

4:00 PM – 4:45 PM / CULTURE AND HERITAGE: THE SOUL OF CITY CENTRES

As vectors of identity, attractiveness, local pride, and vitality, culture and heritage play a key role in the energy of city centers. This roundtable will highlight European initiatives where cultural programming and heritage promotion strengthen local appeal.

Miguel FONSECA, City Councillor, Coimbra (Portugal)*

Anne-Gaëlle LEYDIER, Metropolitan Councillor for Culture and Heritage

Giorgia MACRELLI, Councillor for European Projects, Cesena (Italy)

4:45 PM – 5:30 PM : CLOSURE : WHAT FUTURE FOR EUROPEAN CITY CENTRES ?

Fabienne KELLER, Member of the European Parliament, Board Member of Centre-Ville en Mouvement*

Thomas LYMES, Advocacy Director, Eurocities

*to confirm

FRIDAY 7th FIELD VISITS

9:00 AM – 1:00PM :

Several field visits will take place in different cities across the Greater Paris Metropolis.

Themes : Commerce, last mile, sustainable development, Olympic and Paralympic Games legacy, test shops, arts professions, ecological transition, circular and solidarity economy, commercial land, etc.

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