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Mr Emmanuel MACRON  
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Métropole  
du Grand Paris



# 3<sup>RD</sup> EUROPEAN FORUM ON CITY CENTERS



Maison de la Chimie Paris,  
Thursday 6<sup>th</sup> & Friday 7<sup>th</sup> November 2025



# CITY CENTRES : THE HEART OF EUROPE

THURSDAY NOVEMBER 6<sup>th</sup>

MAISON DE LA CHIMIE (28<sup>BIS</sup> 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**, Former Minister, 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.

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

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

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

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

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

Introduction by : **Carmen CUREU**, Director of Studies - Geopost - 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)

**David CARDOSO**, Municipal councillor in charge of commerce, Sucy-en-Brie

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

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

## 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\*  
**Clémentine GRAVIER**, Head of Unit Networks & Capacity-Building at 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**, Scientific Director at Chaire ETI - IAE Paris 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)  
**Mohamed GNABALY**, Mayor of L'Ile-Saint-Denis (France)  
**Matija KOVAC**, Mayor of Celje (Slovenia)  
**Frédérique MACAREZ**, Mayor of Saint-Quentin, Co-rapporteur of the national mission on local commerce (France)  
**Birgit Mooser NIEFANGER**, Mayor of Freising (Germany)

## 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.

**Ivan RADIC**, Mayor of Osijek (Croatia) - Urban renewal in the city center  
**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"  
**Florent MONTILLOT**, Deputy Mayor of Orléans (France)

## 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.

**Nadjoua BELHADEF**, Deputy Mayor of Dijon (France)  
**Anne-Gaëlle LEYDIER**, Metropolitan Councillor for Culture and Heritage  
**Giorgia MACRELLI**, Councillor for European Projects, Cesena (Italy)  
**Marje TOEMAE**, Head of Culture Unit, Tallinn (Estonia)

## 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

# FRIDAY NOVEMBER 7<sup>th</sup>

# FIELD VISITS

## LOGISTICS - SEGRO LES Gobelins (PARIS 13TH)

Explore a sustainable 75,000 m<sup>2</sup> urban logistics site in the heart of the capital.

## SOCIAL ECONOMY - LES CANAUX, WITH CARTON PLEIN AND LEMON TRI (PARIS 19TH)

Discover concrete initiatives within the Greater Paris Metropolis.

## CRAFTSMANSHIP AND CREATION - POP-UP ARTISANS' BOUTIQUE (PARIS 4TH)

Discover a creative hub fostering synergies between artisans and local territories.

## THIRD PLACES & SOCIAL AND SOLIDARITY ECONOMY - MALAKOFF (92)

Understand how third places are becoming key drivers of local transformation.

## COMMERCIAL REVITALISATION - CHARENTON-LE-PONT (94)

Observe a reinvented city centre supported by the Centres-Villes Vivants program.

## URBAN TRANSITIONS - AUBERVILLIERS (93)

Discover a metropolitan area in full transition.

## PEDESTRIANISATION AND PROPERTY MANAGEMENT - SCEAUX (92)

Explore an exemplary city centre where the municipality repurchased ground-floor units through a public property company.

## OLYMPIC LEGACY - OLYMPIC VILLAGE (93)

Understand the transformation of an Olympic site into a new residential district.

## CYCLE LOGISTICS - (PARIS 15TH)

Discover the organisation of urban delivery rounds by cargo bikes.

## MIN RUNGIS INTERNATIONAL - RUNGIS (94)

Discover the largest fresh produce market in the world.

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