

**SMART**  
METROPOLIS

# | STRASBOURG |

THE GREAT EUROPTIMIST



**BNP PARIBAS**  
**REAL ESTATE**

Real Estate  
for a changing  
world

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## WELCOME TO EUROPEAN AND INTERNATIONAL TERRITORY !

The Eurometropolis of Strasbourg is the definition of open-mindedness. Its location on the border with Germany and its proximity to Switzerland, its international environment and its cosmopolitan population combine to shape its identity and are important factors in its strategy for development at the heart of the European markets.

Strasbourg is an international capital, despite not being a state capital and France's second diplomatic city, with 75 diplomatic and consular representations\*. Strasbourg is also home to 20 European institutions and 75 important organisations for international cooperation, the most prominent being the European Council and the European Parliament.

Strengthened by this environment that thinks beyond borders, international alliances are made here and skills, creativity and cooperation are promoted, all of which serve to boost its economics and support innovation across the board. It remains a hub of invention. This hyperactivity also attracts tourism, as do its multiple heritage sites and distinguishes it as one of the world's top ten most romantic, uncrowded cities!\*\*. In Strasbourg, Europtimism is testing limits and breaking down boundaries.

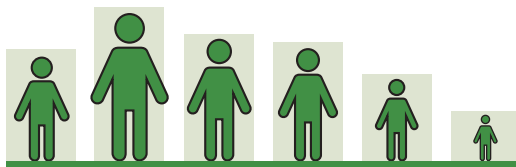
\* Source: strasbourg-europe.eu 2018

\*\* Source: earthTripper.com 2018

# STRASBOURG SMART CITY

## STRASBOURG EUROMETROPOLIS

0-14 years	15-29 years	30-44 years	45-59 years	60-74 years	75 years
17.2 %	23.8 %	19.6 %	18.3 %	13.4 %	7.7 %



Source: INSEE 2015

**33 cities**  
**339.85 km<sup>2</sup>**  
**489,767 inhabitants**

(total population 2013)

Source: The city and Eurometropolis of Strasbourg,  
[www.strasbourg.eu](http://www.strasbourg.eu) 2018

**3<sup>rd</sup> largest agglomeration in France**  
for commercial vitality (outside of Paris)

Source: 2018 ranking PROCOS of the most dynamic town centres

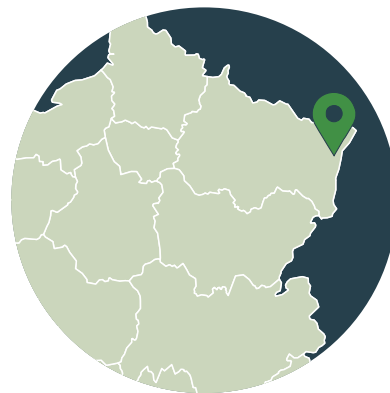
In 2017, the Alsace region benefited from **60 international investment projects**, which have contributed to the creation of **1,250 jobs to date**

Source: [www.lalsace.fr](http://www.lalsace.fr) 2018

**GDP : + 1.2 %**

**Employment : + 0.6 %**

Forecast late 2019 - 2018 - Source: Oxford Economics 2018



**2<sup>nd</sup> most attractive agglomeration**



**between 200,000 and 500,000 inhabitants**

for entrepreneurs and the most dynamic  
in terms of support for businesses

Source: [www.ambassadeurs.alsace](http://www.ambassadeurs.alsace) 2018

**5<sup>th</sup> MOST POPULAR  
CITY**  
in France for professionals

Source: Survey Regionslob, Parislob and Hays cabinet 2018



## Strasbourg, a European hub

**IN THE HEART OF THE UPPER RHINE REGION, HISTORICALLY AN INFLUENTIAL REGION FOR EUROPE AND THE RHINELAND, STRASBOURG IS A TRUE CENTRE FOR PHYSICAL AND IMMATERIAL EXCHANGES.**

Its regional urban system, at the crossroads of many important European corridors, thus connects it with the rest of the world. Its citizens, as economic players, are easily mobile and have access to widespread resources, allowing them to share and collect knowledge. This strategic position at the heart of Europe is a powerful economic asset.

## The five major sectors of the metropolitan economy

### MEDICAL TECHNOLOGIES AND NEW THERAPIES

Strasbourg's excellent reputation for research, care, teaching and technological innovation in the healthcare sector precedes it. Public and private services work together on many projects: The Illkirch innovation park, created in 1983; the Bioparc programme; the Alsace Biovalley competitive hub and soon on the future medical technologies campus NextMed.

### SUSTAINABLE AND INNOVATIVE TRANSPORT

A pioneer in urban transport, Strasbourg is trialling the most innovative and multipurpose solutions in public transport, both individual and logistical and is focusing its knowledge on the competitive hub for developing the Vehicle of the Future

### THE SUPERIOR INTERNATIONAL TERTIARY SECTOR

International collaboration can be found all over Strasbourg, particularly in its offer of services dedicated to business management, international consulting, resources and support.

### THE DIGITAL ECONOMY

In a rich and active ecosystem, combining international leaders, fast-rising start-ups and entrepreneurial associations, the digital sector of Strasbourg possesses a strong capital for research and training, offering multiple solutions for hosting digital companies along with its factory, the Shadok.

### THE CREATIVE INDUSTRIES

The different sectors represent 3000 establishments and 12,000 jobs within the city. The four which have priority for support are: image, arts jobs, design and illustration\*.

\* Source: europe-en-alsace.eu 2015

  
**2<sup>nd</sup>** largest  
French  
financial  
centre

Source: www.alsace.com 2018

France's **4<sup>th</sup>**  
ranked region  
for export

  
**ALSACE**  
More than **1,200**  
international  
businesses

Source: www.em-strasbourg.eu 2018

## GRAND EST: KEY FIGURES

- **France's first region** in terms of cities, with **10 departments**
- A territory **larger than Denmark**, Holland or Belgium
- **800km of borders** (with Germany, Belgium, Luxembourg and Switzerland)
- **The second highest export** rate in France, with over 62.5 billion euros of products sold internationally
- **12% of France's total exports**
- **GDP: 152,170 billion euros** (2015)
- **30.3%** of the regional population is under 25
- **80%** of the region is dedicated to agriculture and forests

Source: CCI Grand Est 2017 – [www.alsace.com](http://www.alsace.com) – [rue89.strasbourg.com](http://rue89.strasbourg.com) 2017

## Strasbourg Eco 2030 : a roadmap for tomorrow

This partnership plan for economic development aims to create 27,000 jobs by 2030 by valuing the singularities and economic fundamentals of the region and favouring a **managing network**.

## French Tech *made in Alsace*

Labelled **an** "Ecosystème thématique remarquable" for its excellence in the fields of MedTech and BioTech. French Tech Alsace is a member of the French Tech network "HealthTech" and "IoT Manufacturing".



Nancy Spann  
@BNP Paribas Real Estate

Strasbourg is surprising. Its quality of life and traditions as well as creativity and ingenuity are appealing. Strasbourg can position itself as a world metropolis thanks to its innovation, its academic research and its economic vitality. The metropolis ensures investors and companies will benefit from engagement, strength and the intelligence of all stakeholders. The office market is stable again. Archipel, the new business district within Wacken, has already attracted companies such as Crédit Mutuel, Adidas and Puma. It will eventually become the nerve centre of Strasbourg's international economy. The Deux-Rives project symbolises Strasbourg's internationalisation. This urbanisation programme reinforces the metropolis' links to the Rhine and Germany. It also offers modern spaces for the companies of tomorrow.

STRASBOURG SMART METROPOLIS

## About BNP Paribas Real Estate

- BNP Paribas Real Estate offers a huge range of real-estate services that include: building, buying, selling, renting, investing, valuing, enhancing, managing and advising
- Present in 32 countries (through its facilities and its alliance network) and 26 cities in France.
- 5,400 employees



the digital industry  
in strasbourg : 8,875 job,  
1,377 business, resulting  
in an increase of 34% since 2008  
**+ 34 %** since 2008

Source: [www.europtimist.eu](http://www.europtimist.eu) 2018

**85** zones of artisanal,  
commercial and industrial  
activity across 26 cities

Source: Strasbourg Eurométropole, Key figures 2017

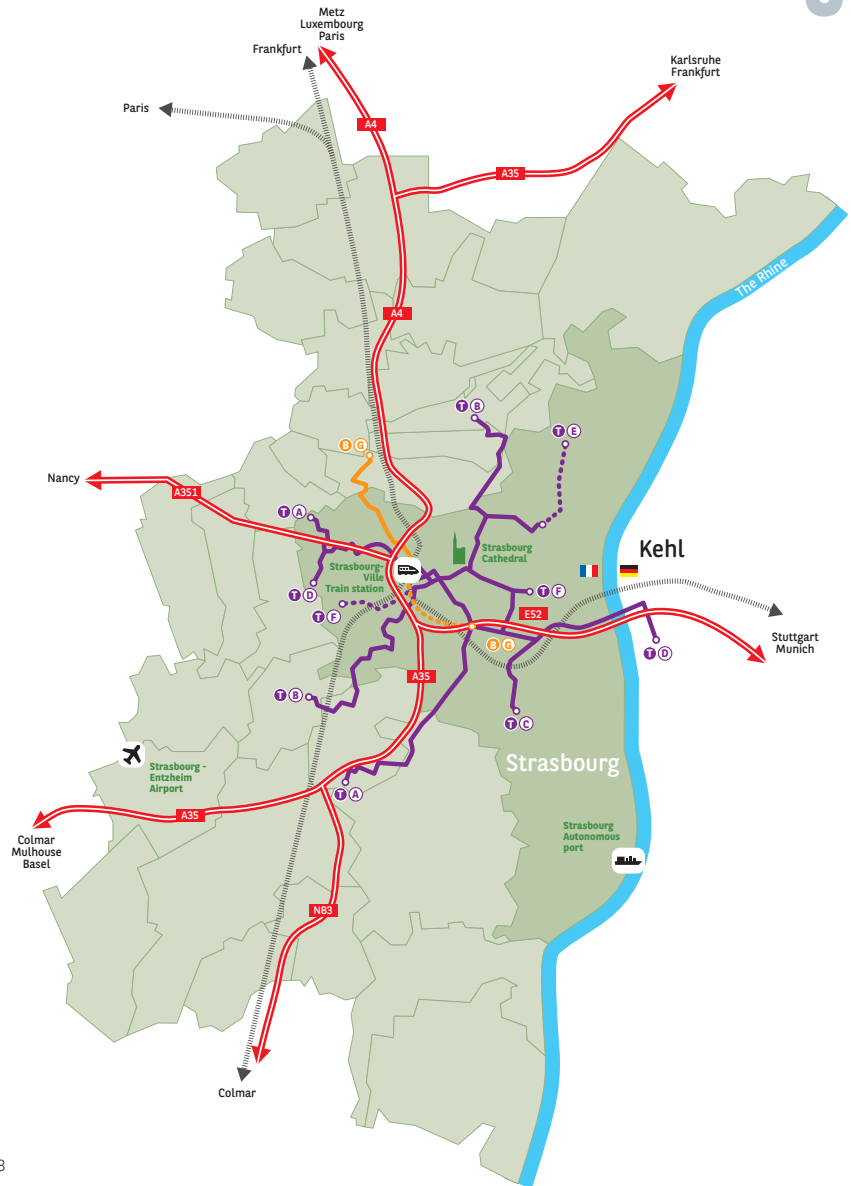


Industry,  
second regional  
employer  
(after services)

Source: Industry Statistics Observatory, CCI Alsace, 2016

The pioneering metropolis that continues to innovate

-  Tramlines
-  Tramlines extension (2020)
-  Bus line G
-  Line G extension (2020)
-  Railways
-  Main roads
-  Train station
-  Airport
-  Port



Source: Obea communication - December 2018

**Autonomous port of Strasbourg :**  
**7,992,720 tonnes of merchandise in 2017**

Source: [www.strasbourg.port.fr](http://www.strasbourg.port.fr) 2018

**2<sup>nd</sup> French river port**  
**4<sup>th</sup> Rhine and European port**

Source: Strasbourg Eurométropole, figures 2017



**Over 1 million passengers**  
per year pass through the international airport, Strasbourg-Entzheim

Source: Strasbourg Eurométropole, figures 2017





## At the heart of a connected region

In addition to the two airports in Alsace, Strasbourg-Entzheim and the EuroAirport Bâle-Mulhouse-Fribourg, the region benefits from a close connection to Paris Charles de Gaulle (2nd European airport\*), Karlsruhe/Baden-Baden and Frankfurt (4th European\*) airports. The TGV line, connected with the German network, the East European line and the Rhine-Rhone line link Strasbourg to Paris in 1 hour and 46 minutes and to Stuttgart in 1 hour and 18 minutes. The Alsatian motorway system covers 300km and is directly linked to the German and Swiss systems

\*Source: Business Insider France, 2017

FOCUS

## The first tram system in France

Strasbourg has modernised the tram's image and reintroduced this mode of transport that was very popular at the end of the 19<sup>th</sup> century. Today, it has the longest network in France with 71.8km of commercial distance, 6 lines and 77 stations. Over 300,000 travellers use the tram system each day. The latest extension to the line D was inaugurated in april 2017, following the bridge across the Rhine to link Strasbourg with Kehl in Germany. This makes the city the first in France to have a cross-border tram system. At the end of 2018 the line was extended to Kehl's town hall. Other possible extensions are being considered and some are already underway.

Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018

## Prioritising innovative transport

Strasbourg has been following an assertive policy for several years regarding sustainable transport, with the aim of encouraging the use of public transport solutions such as trams, buses, bikes and carpooling. Today, its ambition is to become the European reference point for innovation in urban transportation, positioning itself in the domain of ITS (Intelligent Transportation Systems). Among the ongoing

experiments are the CROME project for cross-border transport via electric vehicles, a fleet of 100 hybrid rechargeable vehicles with their urban infrastructure sponsored by TOYOTA and EDF, as well as the CATS-NAVIA project of electric, driverless shuttle buses which create a link between individual vehicles and public transport.

**France's number**  
1 city for cycling,  
**4<sup>th</sup>** in the world

Source: Insee 2017 - Copenhagenize 2016



**Strasbourg won the Smart  
Mobility City Award**  
in 2015

Source: <https://www.strasbourg.eu/label-smart-mobility-city-awards> 2018



**33** urban bus lines

Source: [www.alsaceco.com](http://www.alsaceco.com) « Eurométropole key figures 2017, Strasbourg the europtimist »

1



## The Deux-Rives, an ambitious Franco-German project between L'Ill and the Rhine

This urban project, one of the largest in France, covers 250 hectares of port wasteland\*, spread over 5km between Strasbourg and Kehl in Germany. Begun over 20 years ago, it aims to transform this cross-border space with 900,000 inhabitants into a continuous urban space that opens up Strasbourg to the Rhine and Germany. It includes an EcoCity approach established by the Minister for Ecology. Three major plans will emerge from within this project: the urbanisation of the Starlette island on the German border, the transformation of the COOP Alsace site and the renovation of the port quays in the Citadelle district.

\*Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018

2



## Archipel, an international business district within Wacken

This will soon become the centre of international economy in Strasbourg. A stone's throw from European institutions, the new Music and Congress Palace, the Exhibitions park and the new SIG Arena, the Archipel district will deploy a first phase of 105,000 square metres of living, tertiary and hospitality space across four hectares by 2020.

\*Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018

3



## Nextmed

Nextmed, or the Campus for Medical Technologies, provides a welcome offer for businesses and start-ups in the sectors of medical technologies digital healthcare (see pages 10-11).



07



4



## Restructuring the North business district

In order to upgrade **one of** the largest commercial zones in France, the **lack** of public transport will be improved, the existing brands will be bolstered and new ones put in place. The social diversity and variety of usage will be **developed** and the urban site will be better integrated **with** its environment.

5



## L'Ecoparc Rhénan in Reichstett

The land from an old petrol refinery in the north of Strasbourg has been rehabilitated. Its reconversion into the Rhine EcoParc, a hub of activity spread over 80 hectares is expected to create 2000 jobs and is distinguished by its strong ecological inclinations. Conservational measures for the ecosystem are **expected to be taken** as well as the creation of a **compensation zone** of around 10 hectares.

Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018

## WITH MORE THAN 500,000 INHABITANTS, STRASBOURG EUROMETROPOLIS IS THE NINTH BIGGEST FRENCH METROPOLIS.

Strasbourg continues to reinvent itself in order to remain attractive in a context of peri-urbanisation and transborder competition. The metropolis underwent a strong economic and residential development the last few years, that was especially driven by the construction of Europe. Strasbourg has launched Archipel, a business district within Wacken

in order to reinforce its office stock, 20% of which is dedicated to the European institutions. This new district is meant to become Strasbourg's actual CBD (Central Business District). In fact, it is easily accessible, companies are already willing to settle in and the real estate projects therein are ambitious.

\*Source: Direction Générale des Collectivités Locales (DGCL) 2018

## OFFICE REAL ESTATE

Annual take-up average (five years) :

# 68,300 m<sup>2</sup>

# 183

Annual number of deals average (five years)

Average Lease (€/m <sup>2</sup> )	City centre	Periphery
New build	180	140
Second-hand	135	110

**PRIME YIELD 5.80%** (FORECAST END 2019)  
(Q4 2018) Source: BNP Paribas Real Estate 2018

## Office stock worth more than 3,000,000 m<sup>2</sup>

Source: BNP Paribas Real Estate 2018

## INDUSTRIAL AND LOGISTICS REAL ESTATE

Average leases (Q2 2018)	Industrial*	Logistics*
New build	87	-
Second-hand	64	40-45

Industrial take-up

# 150,000 m<sup>2</sup>

(five years average)



Logistics take-up\*\* :

# 100,650 m<sup>2</sup>

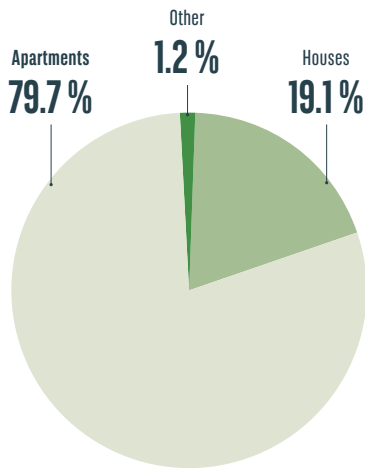
(five years average)



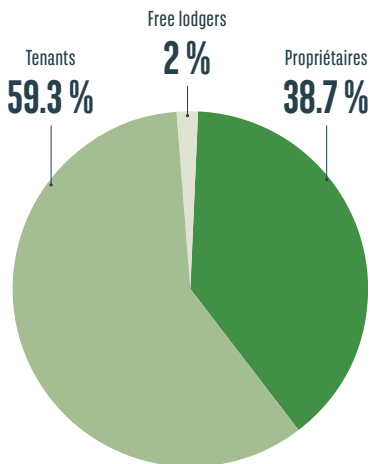
\* Source: BNP Paribas Real Estate 2018 \*\* Source: BNP Paribas Real Estate, Immostat 2018

## RESIDENTIAL REAL ESTATE

## TYPE OF PROPERTY



## OCCUPANCY STATUS



Source: Insee 2015

Annual price variations per m<sup>2</sup> over a year

	Second-hand apartments	New apartments
Strasbourg	+1.2 %	+1 %
Strasbourg Metropolis	+4 %	-3.4 %

Source: LPI Seloger and Notaires Perval – 01.02.2018-01.11.2018

	Rent level	Average duration of occupancy
Strasbourg	12.5 € / m <sup>2</sup> / month	39.8 months
Strasbourg Metropolis	12.1 € / m <sup>2</sup> / month	40.3 months

Source: Clameur – February 2018

**19,271**  
AUTHORISED HOMES

**16,660**  
HOUSING CONSTRUCTION  
PROJECTS INITIATED

Source: Sit@del2 over 2015-nov2018



## Internationally renowned institutions for teaching and research

Strasbourg possesses a connected campus which combines sports and intellectual facilities with an advanced biotechnology and data centre\*. The University of Strasbourg holds a prize position in European and international rankings, thanks to its proactive approach which makes it one of the best universities for business connections. Four Nobel Prize projects are currently in place there: three in chemistry and one in physiological medicine. The Operation Campus, started in 2009, is progressively renovating university sites around the city to make them more green, more lively and more liveable. For example, the energy renovation work and the restoration of the Patio gardens, the landmark building on campus, started in 2018\*\*.

The University merged with Strasbourg Management School, ranked 16th in the Palmarès des Écoles de commerce du Parisien Etudiant 2018 as well as three internal engineering schools: l'École et Observatoire des sciences de la terre (EOST), l'École supérieure de biotechnologie de Strasbourg (ESBS), Telecom Physique Strasbourg. Among the top higher education institutions are: ENGEES, INSA, ENSAS, ECAM Strasbourg Europe, ENSIIE, ENA, Sciences Po Strasbourg, International Space University. The University Hospitals of Strasbourg are home to the IRCAD, the Research Institute against Digestive Cancers, focused on the development of less invasive surgical techniques. 800 international experts teach 5700 surgeons from around the world about these new techniques each year\*\*\*. The IRCAD contributes to France and Strasbourg's scientific influence.

\*Source: Immojeune, Observatory for student life 2018, press release 2018 - \*\* Source: applications.unistra.fr 2018 - \*\*\* Source: www.ircad.fr 2018

### For the category of Chemistry

The University of Strasbourg is the first university to appear in the Shanghai ranking in 2018, a worldwide ranking of academic disciplines, and the 5<sup>th</sup> French University for all subjects combined. On a global scale, the University of Strasbourg ranks between 101<sup>st</sup> and 150<sup>th</sup> worldwide and is best ranked for the sciences (chemistry, biology, physics).



**63,410 students**  
attend higher education in  
the Strasbourg Eurometropolis

Source: Palmarès des villes étudiantes 2018-2019 [www.letudiant.fr](http://www.letudiant.fr)

### The University of Strasbourg

**Over 50,800 students**  
of which 20% are foreigners  
**Over 47 nationalities represented**



# 11

## Four competitive clusters



These economic competition levers bring research and business closer together and create jobs:

- **Alsace Biovalley** - a worldwide competitive cluster. Therapeutic innovations: the principal development of new medicines, x-rays, medical and surgical robotics.
- **Fibres-Energivie**  
Materials for sustainable building.
- **Hydreos**  
Innovative products and services concerning water quality and ecosystems.
- **The Vehicle of the Future**  
Research into solutions for urban and suburban vehicles and transport in accordance with sustainable development.

### NEXTMED, A UNIQUE CAMPUS IN EUROPE IN THE HEART OF THE CITY

The Campus for Medical Technology, renamed Nextmed, combines the Eurometropolis, the University Hospitals, the University of Strasbourg and a number of public and private partners. The Technoparc, on the South West perimetre of the civil hospices of Strasbourg, will welcome industry and start-ups onto its 30,000 m<sup>2</sup> site by 2020, by which time a billion euros will have been invested in the project. The Strasbourg territory plans to create an exceptional environment within the market of medical facilities in order to reinforce its strong economic attraction and confirm its position as a leader in medical technologies and new treatments, which constitutes one of its principal singularities.

\* Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018



Gilles Contesse  
@Mazars



The numerous European institutions that are located in Strasbourg boost its attractiveness, so does its young and cosmopolitan population. The renowned universities of Strasbourg attract many international students who often choose to settle in the city so that they can pursue their research. Consequently, many Nobel prizes recipients originate from these prestigious universities which are part of the worldwide Shanghai ranking. The excellence of innovation is also conveyed through the four Alsatian competitive clusters, which provide a pool of skills and multiple talents.



| STRASBOURG SMART METROPOLIS |

### About Mazars

- One of the world's leaders in audit, accounting and consulting
- 1.6 billion euros of revenue in 201
- MAZARS France certifies the accounts of 11 companies of the CAC40 and offers its consulting service to 18 ones

Source : [mazars.fr](http://mazars.fr) 2018

**72** research units,  
of which 58% are associated with a public  
establishment of scientific or technological  
motivations (CNRS, Inserm, Inra)

Source: [www.unistra.fr](http://www.unistra.fr) 2018



**10**  
**DOCTORAL**  
**SCHOOLS**

The University of Strasbourg  
**ranks 47<sup>th</sup>**  
in the world in terms of the most  
international universities.

Source: Classement Times Higher Education 2017  
(according to [www.europtimist.eu](http://www.europtimist.eu))

## Eco-Strasbourg 2019, putting quality of life at the heart of the smart city

The Strasbourg Eco 2030 roadmap structures the dynamic and the projects of the European Metropolis. The model for the smart city is defined to ensure an agreeable standard of living for the city's inhabitants, to place sustainable development at the heart of services and to generate economic development and jobs.

Strasbourg is already placed third in France for its quality of life\*, a ranking achieved thanks to the quality of life the city, the public transport, the living environment, the security and the price of real estate. There have also been many

advances made in the digitalisation of the city: open data, free and secure wifi zones through the application WifiLib, contactless services for mobile phones with StrasPlus... To make travel easier, the map application StrasMap provides real time updates on traffic, the availability of parking spaces, the bus and tram timetables, available bikes, itineraries, information about exits, sports facilities and the quality of the air.

\* Source: Harris Interactive Inquiry for Guy Hoquet, June 2017



The sites of the Grande-Iles (1988) and the Neustadt (2017) are classified as UNESCO World Heritage sites



Strasbourg is the **3<sup>rd</sup>** French site to be labelled with European heritage



There were **21.5 million** visitors in Alsace in 2017

Source: Observatory for Alsace Tourism, 2018



## On the third largest data axis in the world

Very engaged in the digital transition of its territories, the Grand East Region is acting to ensure that the Very High Speed network is deployed on a large scale. As of the present moment, Alsace has a high level of internet connection with 1000 towns and 200 zones of economic activity linked via fibre optic. The territory is situated on the Paris-Frankfurt axis, the third largest data axis in the world.

Source: [www.alsace.com](http://www.alsace.com) 2018



## The citizen application of the Grand Est Region

Since the beginning of April 2017, the residents of the **Grand Est** have been able to give their opinion on the debates that concern their region via the citizen application *Imagin'Est*. This collaborative tool, which won first prize for digital innovation in 2015, works as an "opinion forecast". Each week the Region asks one or two questions to which the citizens can directly reply via their smartphone, laptop or tablet. They can then follow the results in real time as well as propose suggestions. With *Imagin'Est*, the physical distance is removed and a link between the region and its residents is created whilst allowing them to express themselves as responsible citizens. Launched in 2017, the application has already counted over 70,000 votes\*.

\* Source: [www.grandfest.fr/imaginest-2018](http://www.grandfest.fr/imaginest-2018)

**3<sup>rd</sup>** city in France  
ranked for quality of life



Source: Harris Interactive for Guy Hoquet, June 2017

**1<sup>st</sup>** connected city  
in France  
(with the best 4G connection)



Source: Survey of France's most connected cities and mobile networks 2015

**184 congresses and conferences** at the Palace of Music and Congress



**43 fairs and salons** at  
Strasbourg's Exhibition Park

Source: Strasbourg Events 2016

## Towards an energy transition

Strasbourg adopted its Climate Plan in 2009, aiming at a 30% energy saving, a 30% reduction in greenhouse gases and a 20-30% increase in renewable energy. The Eurometropolis is engaging on all fronts... biomethanisation, the production of biogas from waste, and geothermal energy are all making progress. Over 50,000 homes are now fueled by heat channels from the incineration factory. The thermal performance of buildings is prioritised\*. The city is leading by example by renovating its sports facilities and schools

and building low emissions public buildings. Almost half of the vehicles in the city run on gas, electricity or are hybrid. The municipal agents are educated on eco-driving and advised about carpooling. Public lighting has also developed and now consumes 9% less electricity. By 2020, the goal is to save 25%\*\*.

\*Source: <http://www.europe-grandest.eu>, Bureau Alsace Europe, 2016

\*\*Source: 20 minutes, Strasbourg : how the city will reduce its light pollution 2015

## The Eco-city approach: giving new momentum to policies of sustainable development

Strasbourg Eurometropolis and the city of Kehl, on the German banks of the Rhine, have joined forces enthusiastically to launch an EcoCity approach to the Metropolis of the two riverbanks. Their project is ranked third of nineteen by the Minister for Ecology and is supported by the state under its Program for Investment in the Future.

It aims to reinforce belief in the Metropolis in all its dimensions - European, regional, Rhinean - whilst allowing for a harmonious development of the territory across three axes: effective public transport, valuing water and nature in the city. A cross-border Metropolis open to the Rhine at 360 degrees is under development. The statistics are convincing: 50,000 more residents, 24 fundraising projects, a 20,000 m<sup>2</sup> energy positive island built from bio-sourced wood. Bring on tomorrow!

\*Source: [www.strasbourg.eu](http://www.strasbourg.eu) 2018

**3<sup>rd</sup>** greenest city  
in France

Source: Observatory of green cities, rankings 2017

**Best large city for  
biodiversity  
2017**

Source : [www.strasbourgcapousse.eu](http://www.strasbourgcapousse.eu) 2018



**6** regional  
natural parks



**25** regional natural  
reserves in the Great East  
region



Carpooling network "Citiz":  
**150 vehicles**

Source: Strasbourg Eurométropole, chiffres 2017



## "Life-sized Strasbourg" wants to maintain and reinforce the presence of nature in the city

The result of a conversation with the residents of the Eurometropolis, the "Life-sized Strasbourg" plan 2016-2020 has risen to the challenge of preserving and improving the natural heritage of the territory whilst simultaneously maintaining urban development. The actions have been numerous, particularly regarding water and trees in the city, and allying biodiversity and solidarity, without forgetting the citizens appropriation of the "natural city" from a young age. Elsewhere, Strasbourg is committed to biodiversity, renouncing pesticides (since 2008), and being attentive to fertilisers and animals in the city and restoring its watercourse. At the beginning of 2019, the Robertsau forest could become a natural reserve.



**600 km**  
of cycle paths, the record  
in France

**6 000 Velhop** bicycles

**30%** of daily journeys are made  
by bike

**In 2017, 16%**  
of residents used bicycles  
to get to work

Sources: transports.blog.lemonde.fr et  
Strasbourg Eurométropole, figures 2017



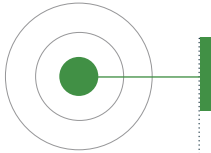
Patrick Viterbo et Nicolas Pfister  
@Brownfields

The economic attractiveness of Strasbourg is linked to its "European capital" status but also to its rich Franco-German employment area and its transborder aspect. The historical pedestrian city centre, the efficiency of the public transportation infrastructures and the desire to safeguard the natural habitats convey the metropolis' commitment regarding the environment and the new urbanism trends. This is something executives are looking for. The plethora of SMBs (Small and Medium Businesses) and company headquarters serves to reassure investors. The efficiency of Strasbourg's governance shines through its ability to gather various stakeholders to work on complex projects. It is also very appealing to the investors. Favouring the convergence of the different stakeholders and pooling the means to "rebuild the city of tomorrow" in a responsible manner is essential in a context of real estate scarcity. In the future, this governance will contribute to develop synergies between France and Germany, and maybe one day, the birth of a binational metropolis.

### About Brownfields

- Real estate investor - environment expert
- Specialist in reconvertng industrial wasteland
- 250 million euros investment capacity

Source: brownfields.fr 2018



## Metropolis



**Strasbourg Town Hall**  
[www.strasbourg.eu/mairie](http://www.strasbourg.eu/mairie)

**Eurometropolis of Strasbourg**  
[www.strasbourg.eu/eurometropole](http://www.strasbourg.eu/eurometropole)

## Department



**Department of Advice, Lower Rhine**  
[www.bas-rhin.fr](http://www.bas-rhin.fr)

## Region



**Great East Region**  
[www.grandest.fr](http://www.grandest.fr)



**Great East Chamber of Commerce and Industry**  
[www.grandest.cci.fr](http://www.grandest.cci.fr) - [www.alsaeco.com](http://www.alsaeco.com)



**Attraction Agency Alsace**  
[www.alsace.com](http://www.alsace.com)



**ADIRA**  
Agency for the Industrial Development of the Alsace Region  
[www.adira.com](http://www.adira.com)

**Alsace Innovation**  
Alsace Innovation Association for local law dedicated to guiding and financing innovative projects by Alsace businesses.  
[www.alsaceinnovation.eu](http://www.alsaceinnovation.eu)



**The Europtimist Club**  
club of entrepreneurs co-run by the CCI of Strasbourg and the Eurometropolis of Strasbourg  
[www.alsaceinnovation.eu](http://www.alsaceinnovation.eu)

## Europe in Strasbourg

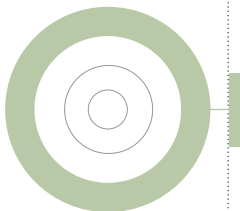
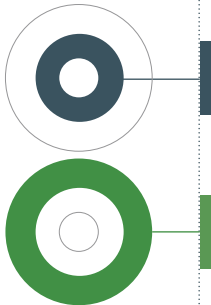


**European Parliament**  
[www.europarl.europa.eu/portal.fr](http://www.europarl.europa.eu/portal.fr)



**European Council**  
[www.coe.int/fr/web/portal/home](http://www.coe.int/fr/web/portal/home)

**European Court of Human Rights**  
[www.echr.coe.int/](http://www.echr.coe.int/)





Catherine Trautmann

@Eurométropole  
de Strasbourg

Strasbourg is not just on the outskirts of two countries, it has an economic, political and cultural influence within Europe. It affirms its leadership inside an intercommunal, a regional, a national and international network. "Europtimist" is the brand that was chosen to express both the geographical benefit of Strasbourg's location and the behaviour of the metropolis' inhabitants who make the city and determine its future. Strasbourg witnesses various phenomena such as the decline of the Rhine. They demonstrate the necessity to fight global warming. The metropolis turns the protection of the environment into a major concern regarding public health, and, far from being a constraint, it becomes a driver of the development of its territory. If urban space will expand, Strasbourg's development will include the preservation of natural habitats and the city's personality.



## About the Eurometropolis of Strasbourg

- Cooperation assembling the 33 cities making up Strasbourg's metropolis
- Three major purposes : the quality of life of its inhabitants, the development of the metropolis' territory, the international reach of Strasbourg



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