



Press release

Marseille, 18 November 2015

## Euroméditerranée chooses consortium to develop future eco-neighbourhood

A key milestone has been reached in the Euromed 2 project. On Friday 6 November, the Euroméditerranée public development agency brought together a panel of experts to select the consortium to develop a new eco-neighbourhood that will combine housing, offices, shops and services, with a strong focus on sustainable development and quality of life.

The 14-hectare site, provisionally known as XXL, is located within the newly created Littorale mixed development zone next to the Allar pilot scheme (Smartseille) in order to strengthen the fabric of the future sustainable Mediterranean city that Euroméditerranée has in mind.

The design phase will begin in 2016. Development of the eco-neighbourhood, situated at the heart of the Aix-Marseille-Provence metropolitan area, is planned to take place between 2017 and 2021. Another objective of XXL is defining, in conjunction with its owner, a transformation project for the existing flea market.

## Call for expressions of interest: a novel procedure

Calls for expression of interest, which have not previously been used in urban planning procedures, offer several advantages:

- the procedure can be applied to large sites, such as the 14-hectare XXL;
- it enables project owners to harness the know-how and engineering expertise of industry majors who are experienced in working in complex environments and encourages industry partnerships for innovation;
- it provides quicker responses in terms of economic development, amenities and services so that local economic and social needs can be met, especially in deprived areas.

In this instance, the public development agency Euroméditerranée is selecting a business partner with whom it will sign an agreement stipulating a set of 12-month targets. This leaves a full year for fine-tuning the urban development plan designed by François Leclercq. Once this study period is complete, the way will be clear to award the consortium an initial construction phase covering some 200,000 m<sup>2</sup> in the sector. A framework agreement will then be signed between Euroméditerranée and the selected consortium. The aim is fast transformation, with amenities, streets, buildings and trees in place after five years, which is a realistic timeframe.

## Four candidate consortia made up of industry majors

The largest industry players in France submitted proposals in response to the call for expressions of interest.

Their submissions were analysed by a technical committee who then issued recommendations to the expert panel, which then interviewed the candidate consortia on Friday 6 November at the Euroméditerranée headquarters.

- Nexity -BNP Paribas- Eiffage Immobilier-Cepac
- Constructa-Vinci Construction France/Adim - Vinci Immobilier under the name La Fabrique d'Archimed
- Ametis-Ggl
- Bouygues Immobilier/Cirmad under the name "Marseille Makers"

## Expert panel:

- ✓ Chair of the panel  
Bernard Morel, President of the Euroméditerranée urban development agency (EPAEM)  
- Vice-President of Provence-Alpes-Côte d'Azur region (PACA)
- ✓ Municipality of Marseille  
Gérard Chenoz, in charge of Major attractiveness projects for the Municipality of Marseilles
- ✓ Bouches-du-Rhône departmental council  
Solange Biaggi - Vice-Chair of the Urban planning and communities committee
- ✓ PACA regional council:  
Michèle Trégan, Regional councillor in charge of Employment and the social economy
- ✓ Marseille-Provence metropolitan authority:  
Laure-Agnès Caradec, Vice-President of the Marseille-Provence metropolitan authority,  
in charge of urban planning
- ✓ Jean Claude Gondard  
Director of Health, Municipality of Marseille
- ✓ Dominin Rauscher  
Deputy director, Marseille-Provence metropolitan authority
- ✓ Gilles Servanton  
Director of the Departmental Land and Maritime planning agency
- ✓ Thierry Laffont  
Regional Director of Ademe
- ✓ François Jalinot  
Chief Executive of EPAEM
- ✓ Patricia Ricard – President of the Paul Ricard Oceanography Foundation (Île des Embiez)
- ✓ Philippe de Fontaine Vive - Financial advisor, Senior civil servant, Honorary VP of EIB.
- ✓ Franck Vallerugo – Academic expert – Head of the Urban economics Teaching Chair at  
Essec business school
- ✓ Samia Ghali – Senator for the Bouches-du-Rhône department - Mayor of the 15th and 16th  
arrondissements of Marseille
- ✓ François Leclercq - Architect and urban planner for the Littorale mixed development zone



## Winning consortium

The winning consortium is Bouygues Immobilier/Cirmad with "Marseille Makers"

- The consortium comprises Bouygues Immobilier (lead firm) and Cirmad. Bouygues Immobilier is France's leading private property developer. Cirmad is Bouygues Construction's property development subsidiary, specialising in multi-product, bespoke developments, and can draw on financial engineering and legal expertise. The consortium has proposed creating a joint venture for this project.
- The chosen consortium has numerous developments to its credit, from retail premises and housing, to innovative office buildings such as Green Office® and Nextdoor®. It also has experience in developing eco-neighbourhoods. Its many accolades include the 2014 Pyramide d'Or award (targeting programmes rated top for energy efficiency), the 2012 Marianne d'Or sustainable development award, and the first national ÉcoQuartier label, awarded in 2014. It has a strong track record in the coordination and co-construction of large-scale programmes.
- The consortium proposes rolling out the UrbanEra initiative, based on a cross-cutting approach to the way structures (housing, shops, car parking, offices, hotels, logistics hubs) are built and then used (consultation, biodiversity, energies, water and waste management, mobility, buildings).

## The winning consortium's strengths

Using UrbanEra, the Bouygues group, through subsidiaries Bouygues Immobilier and Cirmad, has marshalled all the operatives required to ensure the success of this Mediterranean eco-neighbourhood, with the shared objective of "living better together". The project is being designed jointly by entities in both the public and private sectors, not-for-profit organisations and residents, supported by an ecosystem of partners including Ora Ito, Exterimmo (a subsidiary of Caisse des Dépôts) and Embix, allowing for a participative and collaborative experience from the design phase onwards.

The neighbourhood's many shops and offices will leverage local economic growth. While preserving the atmosphere of the area and maintaining activities that have forged its identity, such as the flea market, the project will create stable jobs in the locality, in sectors ranging from small craft ventures to digital technology. It will also promote a new training model based on informal, shared, community-sourced learning.

The eco-neighbourhood will offer comfortable, scalable, low-energy housing. There will be plenty of public spaces, aimed at a Mediterranean population used to spending time outdoors – another way of promoting "living together". Spanning the generations, this village within Marseille will boast novel sporting and leisure amenities.

Every resident will be considered a stakeholder and be offered a high level of affordable, accessible-to-all services, from a concierge service to a neighbourhood intranet.

The project takes account of the locality's legacy while fulfilling sustainable development requirements. This is summed up in the name "Marseille Makers", an ethos on which will be built the Mediterranean eco-neighbourhood of the future.

Initial studies will be conducted jointly by Euroméditerranée, its partners, central government, the Municipality of Marseille, the Marseille-Provence metropolitan authority, the Regional authority, the Departmental council and the winning consortium, beginning in early 2016.

Press contact:

Marie-Claude Paoli

Director of Communications

+33 4 91 14 45 12

[mcp@euromediterranee.fr](mailto:mcp@euromediterranee.fr)

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,701 employees at 31 December 2014 and sales of €2,775 million in 2014. With 36 branches in France, two elsewhere in Europe, and one in Morocco, the company has nearly 60 years' experience in developing residential, corporate and commercial projects for customers in more than 230 towns and cities. Embracing an active approach to sustainable development and innovation, Bouygues Immobilier is committed to continuously improving both the technical and architectural quality of its buildings and customer satisfaction.

Bouygues Immobilier is the first developer to be certified ISO 9001 in France and is the only developer to be certified Top Employer France 2015.

Bouygues Immobilier press contact:

Guillaume de la Broïse

Director of Communications

+33 1 55 38 26 09

[g.delabroise@bouygues-immobilier.com](mailto:g.delabroise@bouygues-immobilier.com)

