



## Press Release

Friday, November 5, 2021

### **Paris' 15<sup>th</sup> *arrondissement* and Colas report positive feedback for the innovative Flowell solution**

**In the 15<sup>th</sup> arrondissement of Paris, the initial results from a trial involving Flowell, an active light-emitting road marking solution, show that user safety has improved on the high-traffic section of crosswalk where it was installed. Overall, driver behavior has improved and pedestrians feel safer.**

#### *Better user safety*

Comprised of panels with LEDs encapsulated in a substrate that are then glued to the roadway, the solution has been installed on a dangerous crosswalk over an access ramp to the Paris ring road at the Porte de Sèvres.

Since the trial began, 94% of vehicles have yielded to allow pedestrians to cross, a 27-point increase compared to figures prior to the installation of Flowell. And 55% of those vehicles stop at least 2 meters before the crosswalk, also an increase of 27 points.

As for the pedestrians themselves, 87% said they felt safe or safer when crossing thanks to Flowell, compared to 59% before the trial. And people with disabilities reported that it felt safer to have a clearer delimitation of the crossing area and increased vigilance thanks to the light-emitting stripes.

These results are based on quantitative and qualitative studies carried out by independent private companies, analyzed with Cerema (Centre d'études et d'expertise sur les risques, l'environnement, la mobilité et l'aménagement).

#### *The 15<sup>th</sup> arrondissement and Colas: a joint project*

The Porte de Sèvres trial is part of a more global approach to prepare for Flowell to fit with current regulations, prior to commercialization. The aim of these experiments is to test Flowell in different environments (rural roads, towns, complex intersections in big cities), to propose a made to measure solution that improves user safety and better city living.

Flowell is an innovative solution developed by Colas in partnership with CEA Tech. It is based on an upgradeable light-emitting signaling system that is easy to install and can bear all types of traffic, making it possible to adapt streets and roads for every type of mobility at any moment.

This project was three years in the making, and was co-financed by the 15<sup>th</sup> arrondissement and Colas. It is testing one of the most complex Parisian intersections in terms of traffic management, sharing of public space and safety.

*"The 15<sup>th</sup> arrondissement is open to experiments that help make for better city living for the people who work there and the people who live there. We hope that this first trial with Flowell will reinforce the impact of traffic lights to help improve safety for all users of public spaces",* declares Philippe Goujon, Mayor of the 15<sup>th</sup> arrondissement of Paris.

*"Flowell provides multiple services to communities. In the 15<sup>th</sup> arrondissement of Paris, the innovative solution is proving its worth by fostering better compliance with traffic regulations and improving road safety",* underlines Thierry Méline, Managing Director of Colas France, French Overseas and the Indian Ocean.

## About the 15<sup>th</sup> Arrondissement

### The 15<sup>th</sup> arrondissement, the beating heart of innovation in Paris

In just a few years, the 15<sup>th</sup> arrondissement has gone from being a family-oriented district to a business hub, popular with investors and economic players, thanks to the hard work of development teams at city hall. This is where the nickname of the southern part of the 15<sup>th</sup> arrondissement "Silicon Alley" comes from, with the recent arrivals of Colas, Nestlé, La Poste, Softbank and the Ministry of Armed Forces, as well as the "Golden Media Triangle" with newcomers like the Altice group, Lagardère Active and LVMH-Médias, in addition to other media groups already present, such as France Télévisions and Le Point. The 15<sup>th</sup> arrondissement is also involved in a number of urban development projects, such as the Parc des Expositions, which will be under construction until 2023, Porte Brancion and 49 Quai d'Issy as part of the *Inventons la Métropole du Grand Paris* project, which will be designed for innovative uses (urban logistics, incubators, etc.), and the Pong building on rue Cambronne, which has been transformed into a co-living and co-working space and the first European e-sports center.

In just a few years' time, the 15<sup>th</sup> arrondissement has also become a district for students, whose numbers have increased from 14,000 to 32,000 (and 40,000 by 2022), prompting the 15<sup>th</sup> arrondissement to offer solutions tailor-made for students (student housing, prevention, health and job-dating initiatives, etc.).

Finally, the 15<sup>th</sup> arrondissement is open to experiments, with urban logistics, smart-lighting (one hundred sensors were installed for the first time in Paris) and a noise-reducing, anti-heat island asphalt mix was applied on rue Lecourbe and rue Frémicourt.

## About Colas

Colas, a subsidiary of the Bouygues Group, has one mission: to imagine, build and maintain sustainable transport infrastructure. Backed by a network of 800 construction business units and 3,000 material production units in more than 50 countries on five continents, the Group's 55,000 employees act locally to connect communities and foster exchanges for today and tomorrow. Colas' ambition is to be the world leader in innovative, sustainable mobility solutions.

In 2020, consolidated revenue at Colas totaled €12.3 billion (55% outside of France).

## Press contact: Mayor's office, 15<sup>th</sup> arrondissement of Paris

Aurélia JUBLIN – Press Officer

## Colas Press contacts

Fabienne BOULOC: [fabienne.bouloc@colas.com](mailto:fabienne.bouloc@colas.com) / +33 6 67 06 90 21

Agathe DUCELLIER : [agathe.ducellier@colas.com](mailto:agathe.ducellier@colas.com) / +33 7 62 12 58 69

## Colas Investors contact

Marine ALLEMANDOU : +33 1 47 61 74 52 - Mélodie LAMIAUX : +33 1 47 61 75 61

[contact-investors@colas.fr](mailto:contact-investors@colas.fr)