



Issy-les-Moulineaux Preliminary market consultation

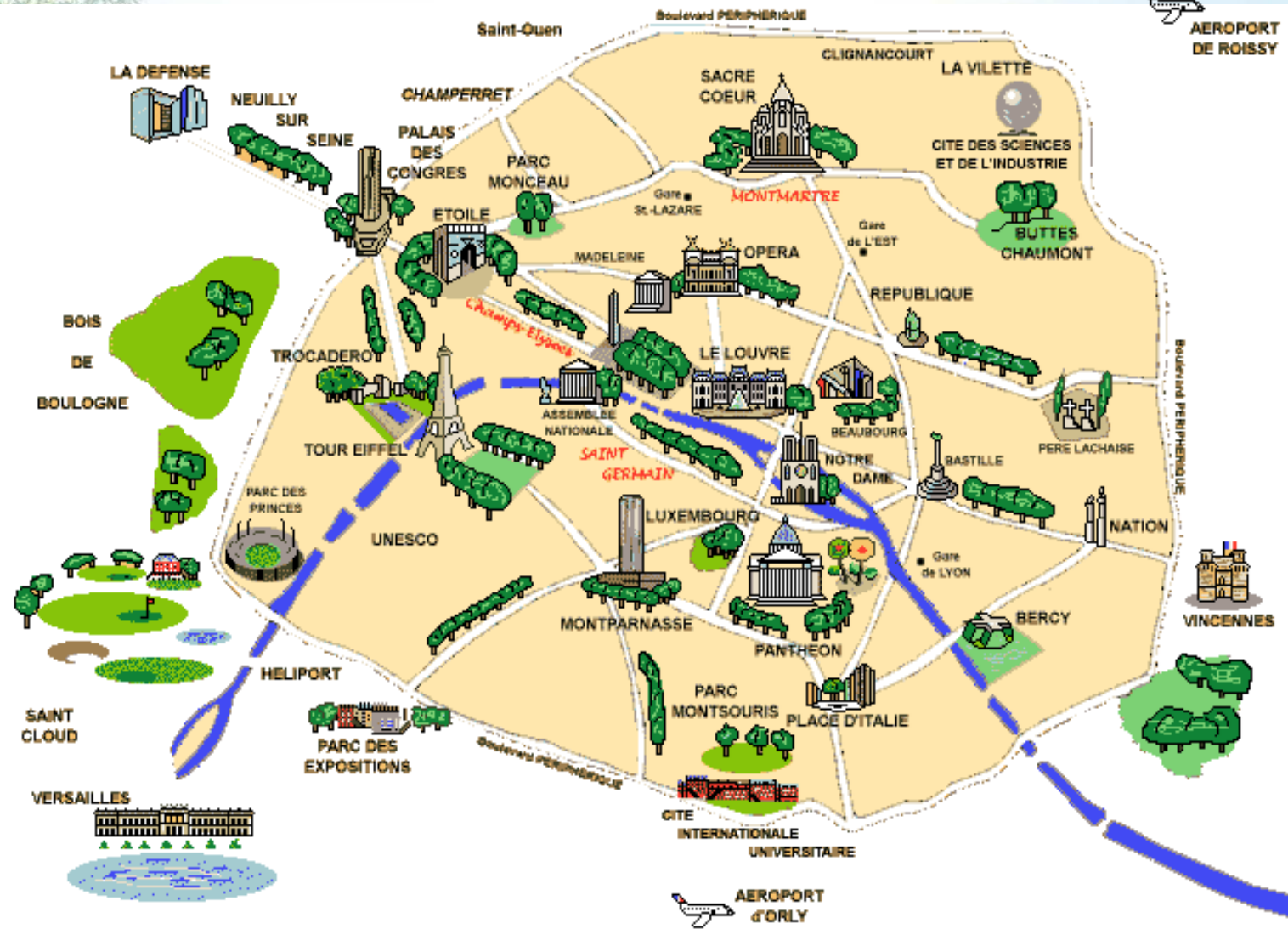
Issy-les-Moulineaux
23/01/2025



Co-funded by
the European Union

Issy is one of the major hubs of the Greater Paris Innovation field

ICT is the economical driving force of the city : about 50% of employees and of companies, including Capgemini, China Telecom, Microsoft, Orange, Qualcomm; Eutelsat, Canal+, France 24, RFI, Withings...



AGIR POUR LE CLIMAT

ÇA
COMMENCE
PAR ISSY

2021 : The 1st french climate budget

- **A pragmatic approach:** moving forward step by step rather than on the distant horizon
- **A new approach in France:** learning by advancing through data aggregation
- **An exemplary approach:** the notion of budget marks a strong political will
- **A collective approach:** involving all of the City's players, public and private, and going beyond the green budget

An approach inspired by the climate budget of the city of Oslo

Zero Carbon Challenge

ZÉRO CARBONE

RELEVEZ LE DÉFI !

Des ateliers ludiques vers un mode de vie plus respectueux du vivant !



5 MOIS
D'ATELIERS
GRATUITS
POUR RÉDUIRE SON
EMPREINTE CARBONE
ET DIMINUER SES DÉCHETS

Inscriptions jusque fin 2024 et planning prévisionnel
sur www.issy.com/defizero carbone

Issy-les-Moulineaux



Tiphaine BONNIER
Maire-Adjoint déléguée au Développement durable
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André SANTINI
Ancien Maire
Maire d'Issy-les-Moulineaux
Vice-président de la Métropole du Grand Paris

- **A new way to involve the citizens :** Bringing together the citizens about a common goal, fighting against climate change
- **Duration of the challenge :** 6 months
- **Goal :** Reduce the carbon footprint by 10% and waste by 20%
- **What is in it ? :** Workshops on sustainable food, waste reduction, site visits, responsible digital, carbon

Challenges faced : Climate budget

- Accumulation of data rather than real-time
- Old datasets
- Part of the data needed for an extended climate budget is missing
- Problems in the collection of data
- More a carbon footprint of the city than a climate budget



Challenges faced : Zero Carbon Challenge

- Low number of participants : 500 since the launch of the challenge, representing less than 1% of the population
- Limitation of the size of the workshops
- No data collected during the workshops for improvement
- Maintain engagement once



Ideas to solve the challenges : Climate budget

- Create a new comparative tool between cities to have a better overview of the missing data
- Identify and collect the most relevant data
- Develop a **real-time climate dashboard** to track emissions, energy use, and climate investments dynamically.
- Collaborate with utility companies, transportation networks, and industries for **live data sharing**.
- Use **machine learning** to analyze trends and fill in missing historical data.
- Standardize data collection formats to ensure

Ideas to solve the challenges : Zero Carbon Challenge

- Create a cross-cities challenge with incentives for participants coming from Issy-les-Moulineaux
- Creation of a platform for people from different cities to interact and follow their successes in real-time
- Organization of physical encounters between participants from different cities for common workshops



Ideas to solve the challenges : Zero Carbon Challenge

Digitalizing the Challenge :

- Online platform: Allow residents to participate remotely, track their progress, and exchange tips.
- Webinars and videos: Offer online sessions to complement or replace physical workshops.
- Discussion groups on social media (WhatsApp, Facebook, Discord) to facilitate interaction and continuous learning.





Thanks for your attention!

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