LYON'S INTERNATIONAL ACTION

ADDICTED TO LYON
EIGHT STRATEGIC PRIORITIES

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Throughout this document, the City of Lyon and La Métropole de Lyon are both covered by the term “Lyon.”

“The destiny of Lyon depends on logical approaches of considerable scope, on complicity from the outside. The fairies who favour it are foreign.”

These are the words used by one of the greatest historians in France, Fernand BRAUDEL, to describe the past of our city. And rightly so! Lyon is a city which more than any other has built its cultural, economic and urban development on the basis of rich international connections. The economic prosperity of Lyon during the Renaissance? It was largely the result of the commercial activity of Italian merchants who came to trade along the Rhône and the Saône rivers. The success of our textile industry in the 19th century? It would not have been possible without the special relationship cultivated by Lyon’s silk industry with Asia – which helped relaunch “La Fabrique” in a time of crisis. Openness to the world is thus firmly rooted in the DNA of Lyon. And it is this genetic capital which, by the policy we have adopted for some fifteen years now, we are resolved to bring to fruition.

Our approach: through close collaboration. Public and private stakeholders. Academic, cultural and economic players. Working together to raise the profile of Lyon in a context of increasing competition between territories.

This is how we can unite our strengths to convince investors and talents from abroad to join Lyon. And every year, more and more do just that. We also work closely together to support entrepreneurs and universities in their efforts to conquer new markets and new horizons.

At the centre of our action is the development of cultural exchanges, that is to say: human exchanges. To forge irreplaceable bonds of friendship without which no true ambition is possible. This is what really drives our resolve to build on the historic partnerships Lyon has with cities all over the world. These relationship are an opportunity to invent the future.
A city’s international openness is an essential component of its development. International exchanges inspire our public policies, and enrich a territory’s economic and cultural activities. In Lyon, the presence of international institutions, the organisation of major events, the presence of international companies, the dense fabric of associations with an international focus, as well as cooperation between cities and universities worldwide form a collective dynamic which the City and the Lyon Métropole encourage and support.

For over fifteen years, the international relations of our local authorities have developed and become more organised. One ambition: to give Lyon a worldwide reputation and to welcome women, men and ideas from elsewhere. One objective: the openness of Lyon and the global commitment of its people.

The implementation of its international strategy and 8 priorities are the responsibility of a political and technical team. These priorities are: Lyon as a territory of confluence, its icons, humanism, urban innovations, Europe, economic diplomacy, knowledge and Francophonie.

This team is key in the building of joint projects and the innovation of public policies: major urban projects, sport, culture, education, public lighting, economic development, the smart and sustainable city, and inclusion all benefit from its expertise in European policies and relationships with other countries.

The international relations department acts in conjunction with the attractiveness department of Lyon Métropole and the operational team of the ONLYLYON* brand to serve this strategy and thus to pursue the internationalisation of our territory.

*AONLYLYON: 13 founding partners: Lyon Métropole - City of Lyon - Invest in Lyon (ADERLY) - Chamber of Commerce & Industry - Rhône County - Eurexpo Exhibition Centre - University of Lyon - Lyon Convention Centre - Onlylyon Tourism & conventions - Chamber of Skilled Trade - CGPM Rhône - Lyon Airports - Medef Rhône (employers’ association).
Metropolis of the world

Demonstrating our openness to the world draws the world to Lyon. In Lyon, businesses, institutions, associations, cultural players and foreign communities are all forces which contribute to the dynamism and cosmopolitanism of our territory. With one objective: to allow as many as possible to benefit from the international action developed and implemented by the City and Lyon Métropole.

Federating energies means generating numerous opportunities serving the development of Lyon, its reputation, its growth and its special identity in a time of fierce global competition. Our action relies on all these players, bringing them together, uniting them…

A potential to be developed

To reinforce its international profile, Lyon is cultivating its many strengths:

• a historic site, recognised by its UNESCO world heritage classification,
• its geographical location and its topographical profile making this city of confluence a city of influence.
• its values of solidarity, a culture of “working together” combined with icons such as light, silk, gastronomy and cinema.
• the dynamism of all the local players who contribute to Lyon’s “internationality”.

By stimulating exchanges between stakeholders and disciplines, the city strives to make this fertile international potential blossom, and to place itself in the top rank of leading European and global cities.

An opportunity for Lyon

As a direct result of an ambitious strategy, Lyon today enjoys an excellent international reputation. Our public policies, our sectors of excellence and the numerous urban innovations in Lyon attract local authorities from across the globe. More than 100 delegations from all over the world are welcomed here every year by the international relations team, enriching its metropolitan action with inspiration and knowledge from European and international good practices in the field of local urban policies.

The levers of internationalisation

In a globalised world characterised by increasing inter-urban competition, Lyon is making its voice heard. By affirming on the international stage the success of its model for urban development but also by strengthening the economic, diplomatic and cultural awareness of France globally. In this context, Lyon is engaged in 27 partnerships with cities from all over the world: in Europe, Asia, Africa and America. The quest for internationalisation is also reflected by Lyon’s membership of international city networks:

United Cities and Local Governments, EUROCITIES (the network of major European cities), LUCI (the international network of cities on urban lighting), OVPM (the network of world heritage cities) and Délîce (the worldwide network of gastronomic cities).
1

Lyon: territory of confluence

Lyon’s geographical location has historically favoured an openness to the world and made it a crossroads of external influences.

Today, this remains an exceptional asset. It is also a fertile ground for international action with flourishing foreign communities where international tourism can develop, and where global economic, cultural and sports events support its international vibrancy and development.

2

Icons

Silk, gastronomy, cinema, light: all iconic elements that affirm Lyon’s specific identity and contribute to its international visibility. They are driving forces in attracting tourists, talents and international investors.

The international success of events associated with these landmarks, such as the SIRHA (the world hospitality and food service event) and the Lyon Festival of Lights, confirm the ambition and need to promote these areas of excellence internationally.

3

Humanism and solidarity

Lyon’s tradition of social humanism and the part it has played in medical history worldwide have given rise to prominent NGO’s. From Bioforce to Handicap International, from Forum Réfugiés to Triangle Génération Humanitaire, 50% of French NGO’s in the field of solidarity are based in Lyon. On the firm foundation of its values of solidarity, Lyon has, for 20 years now, been helping to strengthen local authorities in developing countries. Either by mobilising its expertise to help partner municipalities, or through direct support to local international solidarity stakeholders.
Urban innovation

Lyon has stimulated innovation in its traditional industrial sectors and is now a key player in the construction of the city of tomorrow by the implementation of an ambitious smart-city policy. Innovative practices and cutting-edge technologies serving urban development are at the heart of cooperation with city partners such as Barcelona, Montreal, Yokohama, Boston and others. By working with and drawing inspiration from the know-how and experimental work of others, cities are reorganising themselves to deal with energy and economic transitions.

Lyon, a European city

The urban agenda is increasingly gaining recognition within European institutions and holds a special place in the Europe 2020 Strategy for smart, sustainable and inclusive growth. Lyon’s visibility on the European stage strengthens its attractiveness. Indeed, European funding and networks help improve local projects, for example in the areas of innovation, mobility, inclusion and culture. This attachment to Europe is also reflected by the presence of a representation office in Brussels, the very hub of European institutions and networks.

Economic diplomacy:
bringing international markets to Lyon

Numerous official missions are conducted every year by Lyon’s elected officials to territories strategic to Lyon’s reach and development.

The objective: to meet economic decision-makers, to “open doors” by political relationships, and to promote cooperation with and investment in Lyon.

Managers of large, medium-sized and small businesses, and start-ups – for the most part in the areas of life sciences, cleantechs, and digital – have participated in delegations to China, Japan and the United States, and more recently to partner cities on the African continent: Algeria, Ethiopia and Burkina Faso.
Metropolis of knowledge

Lyon’s universities enjoy an excellent reputation and provide opportunities for 144,500 students (10% from abroad) and 13,300 researchers*. Lyon is also the location of prominent organisations in the field of international research (International Agency for Research on Cancer, International Centre for Infectiology Research, etc.). Altogether, a strength for the territory’s appeal and the attraction of new talents. The challenge is to:

- continue our work to further reinforce the excellence of our universities and our international educational establishments (from kindergarten through to higher education),
- foster the international mobility of students and researchers,
- support the policy of welcoming foreign students by facilitating their stay in Lyon and by creating links with the local business world.

* Data from the University of Lyon, 2015

Key territory in the French-speaking world

Today, the global economy is built around communities – places of exchange and cooperation – reaching beyond national borders. France can benefit from its linguistic advantage by defining a road to sustainable growth: estimated at 220 million in 2010, the number of French-speakers is expected to rise to 700 million worldwide by 2050*.

Lyon’s objective is to hold a special place in this context, based on its cooperation with the French-speaking and Francophile territories throughout the world, on its sectors of excellence, on its university and on associations embracing the values of Francophonie.

The aim is to position Lyon as a key territory in the French-speaking world, to generate new business opportunities, and to share its values of solidarity and humanism around the principles of human rights, peace and democracy.

* Data from the International Organisation of La Francophonie.
PARTNER CITIES:
GLOBAL REACH
The International Relations Department is organised around three areas of action: international projects and partnerships, development cooperation, and European affairs.

IN ASIA

Lyon and Japan together building the city of the future

A long-standing relationship with Japan led to the signature in 2010 of a cooperation agreement with the Japanese public innovation agency, NEDO. This agreement formed the basis for the Hikari project, the first energy-positive mixed-use building complex in France. Designed by the famous Japanese architect Kengo Kuma, this project is an integral part of the “Lyon Smart Community” in the Confluence district. It includes a fleet of shared electric vehicles, energy-monitoring tablets available to the housing units and a data-analysis system for the building’s energy consumption and production. It is one of the most iconic sustainable urban development projects in Lyon’s Confluence district.
The Franco-Chinese Institute: a symbol of strong relationships between Lyon and China

The creation in 1921 of the Franco-Chinese Institute arose from China’s policy of openness to occidental studies in the early 19th century. The institute was the first Chinese university outside China and from 1921 to 1946, it welcomed 473 students, including 52 women.

The New Franco-Chinese Institute, inaugurated in March 2014 by the President of the People’s Republic of China, Mr Xi Jinping, today plays an important role in relations between France and China. Located in Lyon’s 5th arrondissement, this venue is a historic site and a place of exchange and culture, where artistic projects are promoted. In addition, it is a platform for higher and secondary education for Chinese and French businesses while also bringing together the Franco-Chinese associations in Lyon.

IN EUROPE

Turin and Lyon united

In 2012, Turin and Lyon renewed their partnership agreement, with a strong cultural focus. In 2014, Lyon Métropole supported the initiative carried by the Biennale de la Danse, which is developing its collaboration with the Torino-Danza festival. For the tenth anniversary of the Biennale procession, 872 amateur dancers from the metropolitan area of Lyon and from Turin paraded through the streets of the two cities under the direction of the choreographers Denis Piassard and Elena Rolla. This was a project combining an artistic dimension with citizen participation. And the experience is set to be repeated in 2016, with 200 amateur dancers and musicians from Turin welcomed to Lyon for the Biennale parade.

IN NORTH AMERICA

A new alliance between Lyon and Boston

After a 2-year exploratory period, an agreement was signed in 2016 with the city of Boston, the capital of Massachusetts. This partnership was developed in order to support stakeholders from Lyon in their international development. Boston is renowned for its eco-system which stimulates innovation, entrepreneurship and technology transfer in a framework of prestigious academic and cultural institutions, namely Harvard and the MIT.

And thus the Big Booster project was born - a project which provides support to start-ups in their quest for internationalisation by connecting them to a network of French and international companies, experts and investors. Big Booster targets entrepreneurs in the areas of biotechnology, cleantech and the digital sector, reflecting Boston’s and Lyon’s sectors of excellence.

Lyon and Leipzig: a partnership of Art and Culture

In 2009 and 2014, artistic teams from Lyon produced light creations on two iconic buildings in Leipzig to commemorate the peaceful revolution by the citizens of the former GDR in late 1989, which led to the fall of the Berlin Wall.

In recent years, the National Fine Art School of Lyon, the Leipzig Academy of Visual Arts (HGB), the regional conservatory, the Johann Sebastian Bach Music School, the Biennial of Contemporary Art, the Baumwollspinnerei Gallery, the Lyon Municipal Library and the Leipzig Museum of Printing have regularly collaborated on joint artistic projects presented to the public in both cities.
OUAGADOUGOU / BURKINA FASO

Modernising urban services

Since 1993, Lyon has been working with the Burkinabe capital to assist its municipal services in addressing urban management and development challenges. Jointly funded by the French Development Agency (AFD) and the Ministry for Foreign Affairs, Lyon supports Ouagadougou in implementing the main urban public services, such as waste management, safety, roads, planning and urban mobility. This cooperation has allowed solid and sustainable links to be forged between the two cities’ technical services. In the area of culture, the street theatre festival held in Ouagadougou has benefitted from the support of the Frappaz studios (the Metropolitan Street Arts Centre, based in Villeurbanne).

RABAT / MOROCCO

Serving urban mobility

The City and Lyon Métropole together with their partners (SYTRAL, the Joint Public Transport Authority for the Rhone and Greater Lyon, the Centre of Studies and Expertise on Risk, Environment, Mobility and Development, and the Urban Development Agency of the Lyon Metropolitan Area) have been present in Rabat-Salé since 2007. They provided funding from the French Development Agency for the Rabat Salé Tramway Company when it was bringing the tramway into operation. This cooperation is set to continue in 2017 with support for the Rabat-Salé agglomeration’s implementation of its urban transport plan.

TINCA / ROMANIA

Towards greater social inclusion

Lyon Métropole supports the association “Cities in Transition” in its mission to improve the living conditions of disadvantaged populations in the city of Tinca, Romania. The project has been implemented through a number of initiatives:

- a 300 m² multi-functional centre to facilitate the population’s access to basic hygiene services (toilets and laundry).
- a social action programme (childcare centre, support for schools, assistance in social projects). In parallel, the provision of an electricity supply to a Roma district has helped improve daily life.
Funding for projects and public policies

The “Europe 2020” strategy, adopted in March 2010 by the European Commission, aims to stimulate innovative, inclusive and sustainable growth for all European territories. Funding programmes therefore support a large number of local public policies (social and territorial cohesion, the environment and sustainable development, mobility, culture etc.). Thus, in 2015, these various funding programmes supported the projects of the City and Lyon Métropole with more than 5 million euros. Numerous areas are concerned such as culture (joint “Autoportraits” exhibition of Lyon, Edinburgh and Karlsruhe, at the Museum of Fine Art), mobility (traffic control in the city), innovation (Internet of Things and urban development) and energy transition (development of the Confluence district).

Stimulating collaboration

European funding is a strong incentive for the development of local and European partnerships by mobilising public and private partners. Lyon Métropole is focussing on the European dimension of its structural projects by, for example, developing the Confluence district, which has received 7 million euros from the Horizon 2020 programme.

Smarter together

Smarter Together unites Lyon, Munich and Vienna in a project selected by the European Commission in the context of the Horizon 2020 “Smart Cities and Communities” programme. This project brings together 30 partners from 9 countries (local authorities, research centres, industry, design and engineering offices, universities) and will receive 24 million euros from the European Union. The aim is to accelerate the implementation of innovative solutions in the area of renewable energy production and distribution, the thermal renovation of housing, sustainable mobility and the smart management of energy consumption. In Lyon, this project will be developed in the Confluence district over a 5-year period.

> www.smartertogether.eu
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