EXPERIMENTING TODAY FOR BETTER CITY LIVING TOMORROW

ADDICTED TO LYON
Today’s cities are facing a major challenge: changing their business models to cope with the dramatic increase in urban populations. In 2050, 70% of the world’s population will live in cities. The impact of this concentration of humanity on the environment, housing, the economy, transportation, and citizen well-being raises many questions.

Greater Lyon has decided to turn these challenges into opportunities with its “Greater Lyon Smart City” plan. This strategy intelligently reconciles growth of tomorrow’s sectors with sustainable development. This means finding new technological, urban, social, and environmental solutions to improve the quality of city life, thereby generating new jobs, new businesses, and new fields. By making people and innovation the beating heart of the Smart City, Greater Lyon is demonstrating its belief in each person’s capacity to become an active stakeholder in the region and provide the tools for researching, inventing, exploring, and testing solutions that will make city life easier, greener, and more enjoyable for us all.

Today, the city stands as a playground for inventive thought, healthy growth, and harmonious living.

Scan the QR codes to learn more about projects and experiments.
A WORLD ON THE MOVE...

...AND INCREASINGLY URBAN

Number of people in the world

<table>
<thead>
<tr>
<th>2013</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.2 billion</td>
<td>9.3 billion</td>
</tr>
</tbody>
</table>

Percentage of people living in cities

<table>
<thead>
<tr>
<th>2013</th>
<th>2050</th>
</tr>
</thead>
<tbody>
<tr>
<td>50%</td>
<td>70%</td>
</tr>
</tbody>
</table>

In 2013

- 300 of the world's biggest cities generated
- 50% of the global GDP

In Greater Lyon

- 15,000 new companies founded each year
- 2,120 patents filed in the Rhône-Alpes Region in 2011
- 550 public and private laboratories
- 150,000 Greater Lyon inhabitants by 2030

LYON: A DYNAMIC, INNOVATIVE METROPOLIS...

- 1.3 million people
- 2 iconic projects
- In innovation for French cities with populations over 500,000
- France's leading university campus (outside the Paris region)

Optimod

1st people and goods mobility platform in the world

First in Europe for traffic predictions up to 1 hour

A € 50 million budget invested by NEDO* in the Lyon Smart Community demonstrator

LYON SMART COMMUNITY

...WITH A FAR-REACHING SMART CITY STRATEGY

4 themes

- NEW MOBILITIES
- DIGITAL SERVICES
- ENERGY - SMART GRIDS
- INNOVATION & INITIATIVES

2 ICONIC PROJECTS

- Optimod
- Lyon Smart Community

* NEDO: Japanese New Energy and Industrial Technology Development Organization

SOURCE: L’ENTREPRISE, OCTOBER 2012

SOURCE: ERNST & YOUNG’S 2012 ATTRACTIVENESS SURVEY
Lyon’s regional development is founded on a solid industrial base. In recent decades, Lyon has remained a step ahead of major shifts in the industrial fabric, from textiles to the film industry, with the Lumière brothers. Further, Lyon has structured networks of excellence – from digital to chemistry, from manufacturing to healthcare – that have since become gold standards worldwide.

Greater Lyon provides entrepreneurs and researchers with an environment that fosters cutting-edge innovation. Major urban projects (like Lyon Confluence, Lyon Part-Dieu, Lyon Gerland, and Carré de Soie) are genuine “life-size” testing grounds for designing and building new ways to live, work, and play in the city, in harmony with other citizens, with everyone taking part in the process.
The La Confluence district is blazing the trail in Europe in implementing Smart City concepts and now serves as an ideal testing ground. This is why NEDO chose to set up its Lyon Smart Community demonstration model there. Hikari, Greater Lyon’s first true positive-energy unit, will be a powerful symbol for this region, one born of an exemplary public-private partnership. Here, on a neighborhood scale, we invent and test the city of the future – one that’s more livable, more energy-efficient, and more sustainable.

Masaki Yamamoto
Director, Smart Community Department
NEDO (Japanese New Energy and Industrial Technology Development Organization)
WHAT PART DOES MOBILITY PLAY IN MAKING THE CITY SMARTER?

The ability to work on ‘traffic data’ is the foundation upon which we’re building tomorrow’s mobility: vehicle counts, average speed, density. The challenge is to know how to continuously capture and analyze these data, to develop near-immediate-forecasting systems that let users decide and act in real time.

WHAT IS YOUR PART IN THE OPTIMOD PROJECT?

Phoenix ISI is involved upstream in forecasting matters. We collect and analyze, in real-time, all the traffic data sourced from more than 500 points. Every six minutes, we generate a forecast, detailing everything that will happen along the network in the sixty minutes to come.

WHAT IS SO UNIQUE ABOUT THE TESTING DONE IN GREATER LYON?

We’ve been broadening our expertise in analysis and forecasting of highway and suburban-area traffic for nearly 20 years. City traffic is more complex and we had to reinvent and reconfigure our tools and algorithms to fit those patterns. It’s a bit like the weather in the plains versus in the mountains: in the mountains, the weather changes very quickly and demands greater responsiveness.

HOW DOES THIS COLLABORATION BENEFIT YOUR COMPANY?

Lyon is a superb site for testing and developing this new tool, which is best-suited to an urban context. This region has all the urban characteristics and alternative forms of transportation (public transport, bicycles, carsharing, carpooling...) needed for our experiments. The Optimod project is the ideal catalyst to make great strides in travel challenges and, once it’s completed, we be able to roll it out elsewhere in France and Europe.

What makes the Optimod project so effective is how it changes each individual’s relationship with in-city travel by embracing all modes of transportation: bicycle, shared electric vehicles, mass transit, etc.

Optimod is a central control system for mobility forecasting unlike any other in the world and has three original components: an integrated approach to passenger and urban freight transport, service development based on ITS (Intelligent Transport Systems), and private-sector partnerships to develop an innovation-focused policy.

Optimod is:

• traffic predictions up to one hour: responsive and practical traffic management information;
• mobile applications: optimized travel time;
• business services: reducing delivery-related costs.

Traffic data is the foundation upon which we’re building tomorrow’s mobility

BORIS DE MAY
PHOENIX ISI DEVELOPMENT DIRECTOR

NEW MOBILITIES

Manage, forecast, and regulate traffic flow and explore new visions of city travel

WHAT IS IT?

Getting around in an urban setting is a social, environmental, and economic challenge that is tackled head-on by the Greater Lyon Smart City strategy. New mobility options need to respond to both population shifts (density, residential zones, economic centers) and stakeholders’ needs to provide travel structures that are truly ergonomic. Greater Lyon favors multimodal travel and is developing shared mobility solutions and tools for traffic prediction, flow management, and optimized urban logistics.

QUALITY OF LIFE ENHANCEMENTS

• Optimal conditions for multimodal travel
• Reduced traffic noise
• Reduced pollution
• Optimized urban logistics, last-mile management

BUSINESS OPPORTUNITIES

• Mobile applications
• Design of new services
• Carsharing systems development

WHAT PART DOES MOBILITY PLAY IN MAKING THE CITY SMARTER?

The ability to work on ‘traffic data’ is the foundation upon which we’re building tomorrow’s mobility: vehicle counts, average speed, density. The challenge is to know how to continuously capture and analyze these data, to develop near-immediate-forecasting systems that let users decide and act in real time.

WHAT IS YOUR PART IN THE OPTIMOD PROJECT?

Phoenix ISI is involved upstream in forecasting matters. We collect and analyze, in real-time, all the traffic data sourced from more than 500 points. Every six minutes, we generate a forecast, detailing everything that will happen along the network in the sixty minutes to come.

WHAT IS SO UNIQUE ABOUT THE TESTING DONE IN GREATER LYON?

We’ve been broadening our expertise in analysis and forecasting of highway and suburban-area traffic for nearly 20 years. City traffic is more complex and we had to reinvent and reconfigure our tools and algorithms to fit these patterns. It’s a bit like the weather in the plains versus in the mountains: in the mountains, the weather changes very quickly and demands greater responsiveness.

HOW DOES THIS COLLABORATION BENEFIT YOUR COMPANY?

Lyon is a superb site for testing and developing this new tool, which is best-suited to an urban context. This region has all the urban characteristics and alternative forms of transportation (public transport, bicycles, carsharing, carpooling...) needed for our experiments. The Optimod project is the ideal catalyst to make great strides in travel challenges and, once it’s completed, we be able to roll it out elsewhere in France and Europe.

”Traffic data is the foundation upon which we’re building tomorrow’s mobility”
CITY AGILITY

CITYLOG & FREILOT
- Urban logistics
- 10 private partners (TNT, Renault Trucks...)
- Optimized transportation plans
- Simplified urban traffic

MOVE IN PURE
- Low-emission and renewable power supply for Greater Lyon’s electric vehicle fleet
- Greater Lyon/Compagnie Nationale du Rhône partnership

NEW MOBILITIES

BLUELY
- Carsharing
  - 100% electric
  - 100% renewable
  - 50 stations

SUNMOOV’ (LYON SMART COMMUNITY)
- 3D shared electric vehicles
- 6 stations
- 9 charging stations, including 3 quick-charge
- Powered by solar panels soon to be installed on future neighborhood buildings
- 100% clean energy

OPTIMOD’LYON
- Central intermodal-travel control station
- Traffic predictions up to 1 hour
- Optimized freight/urban logistics

OPTICITIES
- Optimized (central intermodal-travel control station) concept and services implementing in several European cities
- Greater Lyon cooperation with 23 European communities

NAVIA
- Experimental driverless shuttle
- Carries 8-10 persons

MOVO BY’
- Traffic information

CITYLO n & fReiLoT
• Urban logistics
• 10 private partners (TNT, Renault Trucks...)
• Optimized transportation plans
• Simplified urban traffic

NEW MOBILITIES

BLUELY
• Carsharing
  - 100% electric
  - 100% renewable
  - 50 stations

SUNMOOV’ (LYON SMART COMMUNITY)
• 3D shared electric vehicles
• 6 stations
• 9 charging stations, including 3 quick-charge
• Powered by solar panels soon to be installed on future neighborhood buildings
• 100% clean energy

OPTIMOD’LYON
• Central intermodal-travel control station
• Traffic predictions up to 1 hour
• Optimized freight/urban logistics

OPTICITIES
• Optimized (central intermodal-travel control station) concept and services implementing in several European cities
• Greater Lyon cooperation with 23 European communities

NAVIA
• Experimental driverless shuttle
• Carries 8-10 persons

MOVO BY’
• Traffic information
Data recovery and processing are fundamental to developing a digital Smart City. Greater Lyon provides a public-data platform, Grand Lyon Smart Data, through which operators will ultimately share their own data. This platform is already able to handle real-time data flow – big data – in record time. The data can be used to create new services to make city living more pleasant, easier to visit, easier to work in. Greater Lyon makes residents’ lives easier by offering a range of services that provide one-step access to cultural and visitor information, and, in the future, an entire range of services (mobility, etc.) using contactless technologies.

Quality of Life Enhancements
- Faster, more fluid travel
- Interactive street furniture
- More informative city signage
- Contactless payment
- Individual energy management
- Direct information access using contactless technologies (culture, tourism, mobility, etc.)

Business Opportunities
- Mobile applications
- Design of new urban services
- Housing management software solutions
- Decision-making tools: energy management, traffic forecasting, consumption, etc.
- Detailed analysis of behavioral and societal phenomena

What Is It?

Data Close-Up

Digital data recovery and analysis to invent new services, optimize city management, and boost citizen creativity and participation.

Digital data recovery and analysis to invent new services, optimize city management, and boost citizen creativity and participation.

Data should be viewed as an asset and translated into urban intelligence.

Benoit Grunberg
Founder, la Compagnie des Mobilités
Initiator, Géovélo Project

What was Greater Lyon’s role in the Géovélo project?

Greater Lyon is completely and wisely committed to the open-data revolution, because that’s an absolutely priority for any modern metropolis. It’s one of the cities having the most expertise in gathering and updating data. Above all, the region goes beyond making data available to the market: It has an actual strategy to ensure their use has economic value and serves the greater good. Greater Lyon has positioned itself as true partner and has entered into a long-term relationship with us, introducing us to other market players, providing seminars, and even handling public relations and boosting the project’s exposure.

How does the Géovélo project use regional data?

The Géovélo application is a GPS system for cyclists that uses continuously-updated map data supplied directly by the Grand Lyon Smart Data platform. It was developed in collaboration with Greater Lyon and Open Street Map. Géovélo calculates bike routes for cyclists, taking into account bikeways and user profile data, such as skill level, travel frequency, recreational biking, etc.

Do these data make the city smarter?

To build a metropolis meeting tomorrow’s challenges, and social challenges, data access is quite simply essential. Data should be viewed as an asset and translated into urban intelligence. Data analysis provides a basis for assessing behaviors and anticipating societal shifts to offer new, more ergonomic services better tailored to citizens’ needs.

What is Greater Lyon Smart Data?

Greater Lyon Smart Data is a valuable tool for providing services and information to residents. It allows Greater Lyon to make data available for all stakeholders, including businesses, researchers, and individuals. This platform is already able to handle real-time data flow – big data – in record time. The data can be used to create new services to make city living more pleasant, easier to visit, easier to work in. Greater Lyon makes residents’ lives easier by offering a range of services that provide one-step access to cultural and visitor information, and, in the future, an entire range of services (mobility, etc.) using contactless technologies.
CITY SIMPLICITY

FORCITY (4CT)
- Urban planning decision-making tool: measures effects of each project’s implementation
- District modeling that integrates the urban ecosystem’s various components (transportation, land use, energy, buildings, infrastructure, etc.)
- Experiments in the Gerland district

SMART SPACE
- Intelligent facilities and innovative signage to simplify and streamline public space use in the Lyon Part-Dieu district

INTERACTIVE STREET FURNITURE
- Interactive bus shelters and benches
- Heritage signage

DIGITAL SERVICES

GRIZZLY SENSORS
- Wireless, autonomous sensors
- Road-condition analysis: humidity, air temperature, ground temperature...
- Optimizing winter road maintenance: limiting resource consumption, ensuring maintenance cost control, optimizing human and material resources

CONTACTLESS SERVICES
- NFC® parking meters with contactless payment
- Access to a full range of cultural and visitor services in the city using contactless technologies (Lyon heritage sightseeing routes, museum visits, etc.)

SMART STATION
- Turning the Lyon Part-Dieu train station and multimodal interchange station into a smart, connected hub offering users a wide range of innovative services

URBAN PASS
- Access to all the city’s digital services

SMART ACROSS
- Accessible to all the city’s residents

* NFC: Near Field Communication
What makes this such a smart project is how users are involved in the management of energy resources. The Linky meter is a new step towards smart grids and has been installed in 175,000 Lyon households to date. The concept is to field-test this communicating electricity meter to gather real-time information and tailor network’s management to new uses. Users enjoy simpler, more precise management of their consumption and quicker problem-response times.

greater lyon has been anticipating these issues for more than three years, including being a pilot zone for large-scale implementation of the Linky meter. The purpose is to show that it works, as well as what services it can offer citizens and businesses.

why rethink the networks and switch to smart grids?
the energy transition is based on three major innovations: the massive wave of renewable energy sources, widespread use of electric vehicles, and energy conservation. this means better grid management and streamlined integration of power sourced from renewable energies around the region (wind, solar, hydro, etc.). Smart grids with smart meters are an essential component to this new structure, because they measure grid activity and can anticipate and adapt to needs.

is the subject of energy vital to a smart city?
it’s critical that we rethink how we use power networks; that’s essential to supporting the energy transition. Greater Lyon has been anticipating these issues for more than three years, including being a pilot zone for large-scale implementation of the Linky meter. The purpose is to show that it works, as well as what services it can offer citizens and businesses.

what are Linky’s advantages?
linky means that ERDF and its customers have a clear picture of power consumption. Electricity bills correspond to actual meter readings and we can take readings and work remotely, without disturbing people. and it means we can more effectively incorporate green power sources into the network.

and for the region?
Greater Lyon is an internationally recognized testing ground. Some 40% of French projects are developed here, in partnership with leading manufacturers, generating tens of millions of euros in investments. Companies invest in Lyon because it has a favorable climate and because you can test and implement technologies here that lead to expansion opportunities abroad.

Conserving energy resources, managing consumption

Energy-resource management and distribution are two of the major issues cities will be facing in the decades to come. in greater lyon, smart grids make it possible to empower and guide users in reducing energy consumption. They also take part in the brainstorming process to develop energy’s new economic models.

Quality of Life Enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business Opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services

Companies invest in Lyon because you can test and implement innovative technologies here.

"What is it?"

Quality of life enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services

Energy-resource management and distribution are two of the major issues cities will be facing in the decades to come. in Greater Lyon, smart grids make it possible to empower and guide users in reducing energy consumption. They also take part in the brainstorming process to develop energy’s new economic models.

companies invest in Lyon because you can test and implement innovative technologies here."

"What is it?"

Quality of life enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services

Energy-resource management and distribution are two of the major issues cities will be facing in the decades to come. in Greater Lyon, smart grids make it possible to empower and guide users in reducing energy consumption. They also take part in the brainstorming process to develop energy’s new economic models.

Companies invest in Lyon because you can test and implement innovative technologies here.

"What is it?"

Quality of life enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services

Energy-resource management and distribution are two of the major issues cities will be facing in the decades to come. in Greater Lyon, smart grids make it possible to empower and guide users in reducing energy consumption. They also take part in the brainstorming process to develop energy’s new economic models.

Companies invest in Lyon because you can test and implement innovative technologies here.

"What is it?"

Quality of life enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services

Energy-resource management and distribution are two of the major issues cities will be facing in the decades to come. in Greater Lyon, smart grids make it possible to empower and guide users in reducing energy consumption. They also take part in the brainstorming process to develop energy’s new economic models.

Companies invest in Lyon because you can test and implement innovative technologies here.

"What is it?"

Quality of life enhancements
- Reduced consumption, lower energy bills
- Reduced CO2 emissions
- Intelligent energy-production management
- Reduced problem-response time on networks

Business opportunities
- Energy-management applications
- Accurate analysis of consumption patterns
- Combining different production sources to form new offers
- Information-exchange systems between facilities
- New Linky-compatible products and services
CITY SUSTAINABILITY

WATT & MOI
- Electricity-consumption data-tracking system using a secure website
- Testing done through a panel of 1,000 tenants with Linky meters
- Helping individuals understand and adapt their energy consumption and better manage their energy bills

LINKY
- Smart meter
- Remote services: meter readings, service activations, consumption management, technical problem response, and more.
- 175,000 homes in 12 Greater Lyon municipalities have Linky
- Linky testing in Lyon

SMART ELECTRIC LYON
- 26,000 Greater Lyon households and businesses out of the 175,000 having Linkys
- Large-scale demonstrator project
- Testing innovative services and products to manage and reduce power consumption

GREENLYS
- Test all operations over an entire smart grid
- Integrate renewable energy facilities, electric vehicles, and new Linky meter in consumer studies
- Experiments conducted in Lyon and Grenoble by a consortium of market players: GDF Suez, Grenoble INP, Schneider Electric, GEG, and more

TRANSFORM
- European research and development program
- Establishing an energy-transition process on a community level: Part-Dieu district
- Modeling the region’s future energy needs, building performance analysis, brainstorming on new energy-planning guidelines

LYON SMART COMMUNITY
- Greater Lyon and NEDO* partnership
- Developed in the La Confluence district
- Unit of three positive-energy buildings
- Fleet of 30 electric carshared vehicles
- Touch pads for monitoring personal consumption (electricity, gas, water) – Cité Perrache
- Community Management System: management and storage of energy-related data on a district-wide scale

* NEDO: Japanese New Energy and Industrial Technology Development Organization (see page 9)
**INNOVATION & INITIATIVES**

Innovation is what drives sustainable economic development. Greater Lyon provides local players with the infrastructure and conditions necessary to pursue projects showing great potential: Superfast broadband, true-to-life testing, data access, user panels, personalized support for innovation pursuits (dedicated facilities, coworking spaces, business incubators, etc.). The community weaves together an entire ecosystem around innovation (universities, laboratories) and sector strategies (such as cleantech and digital), innovation strategies, university strategies, start-up support platforms, and more.

**QUALITY OF LIFE ENHANCEMENTS**
- Time saved in innovation development
- Networking key players
- Fast-tracked time-to-market
- Roll-out time calculation for a product or service
- Optimized tailoring of the offer to market demand

**WHAT IS IT?**

Strengthen the innovation capacity of local players

**WHAT IS HIKOB’S SCOPE OF ACTIVITY?**

Hikob was born when three researchers came together, all wanting to take their particular specialty further on the information systems market. We created energy-autonomous sensors to radio-retrieve information. Greater Lyon gave us the wherewithal to test our sensors in real-life conditions, including using existing infrastructures, like the CRITER traffic-light control system.

**TELL US ABOUT THE GRIZZLY PROJECT...**

Greater Lyon wanted to upgrade its winter practicability tools, meaning everything having to do with roadway maintenance in snowy or icy conditions. We supplied our technology by installing temperature sensors and providing environmental data, making it possible to collect information to better manage the impact of bad weather (sanding, driving conditions, etc.). Our eco-innovative project has also been supported by the Rhône-Alpes region through the innovation supporting program INNO’R.

**YOU’RE ALMOST THROUGH WITH THE TESTING PHASE: ARE YOU READY TO ROLL OUT YOUR SOLUTION ELSEWHERE?**

Through the first winter, we were able to compare the collected data with the Météo France forecast data. The challenge this coming winter will be working on the communities actually using that data. After that, we’ll team up with Greater Lyon to do a full assessment of the project’s implementation, then the able to formalize an operational and marketable offer.
SUPERFAST BROADBAND
• Roll-out of very-high-speed fiber optics across Greater Lyon
• High-quality, reliable network
• 100 Mbit/s region-wide
• Three Global Internet Exchange points (GIX) in the region

START-UP PROGRAMS
• Novacité
• Créalys
• BoostInLyon
• Lyon Start-up
• EMLYON Incubator
• AXILEO
• CEGID Foundation

LYON URBAN DATA*
• Large-scale urban laboratory
• Testing ground for innovative products and services
• Public-private partnerships
• To open in the Part-Dieu district (2014)

GRAND LYON SMART DATA
• Platform for accessing the region’s digital data
• www.smartdata.grandlyon.com

INNOVATION & INITIATIVES

INCUBATORS/COWORKING SPACES
• La Cordée
• Rives numériques
• Pixel entreprises
• La Miellerie
• Comprint Éve
• Lucante Mône

GREATER LYON EXPERIMENTATION CELL
• Supporting businesses and project visionaries
• Speeding time-to-market for innovative products and services
GREATER LYON: FAST-TRACKING SMART PROJECTS

Greater Lyon supports entrepreneurs, especially those working on the Smart City theme. We want to grease the tracks for your initiatives and fuel your innovation momentum in this region. And we have three innovative services and platforms to help you move forward, all to stimulate growth and fertilize new markets.

TEST
YOUR IDEAS IN A LIFE-SIZE, REAL-WORLD SETTING

GREATER LYON EXPERIMENTATION CELL
Do you have an innovative project in the pipeline? Take it further with support from the Greater Lyon Experimentation Cell. Once your project has been selected, you can conduct experiments and user tests in real-life conditions in the Lyon region. A streamlined, educational platform that speeds substantiation of your business model.

Facilities:
- Land, equipment, and testing platforms: urban networks, public spaces, buildings, and infrastructures at your disposal for testing products and services on a variety of scales.
- Stakeholder networks, including financiers, business partners, laboratories, and competitiveness clusters to make your dream a reality.
- A support system for your experiment plans, with expert advice and public-relations channels to boost your visibility.

EXPERIMENT
USING PUBLIC DATA

GRAND LYON SMART DATA
Through a dedicated platform, Greater Lyon gives you access to a portion of its unclassified data, as well as data from member municipalities and partners. This maximizes the economic potential of these public data and promotes service development.

www.smartdata.grandlyon.com

Highlights:
- A territorial approach featuring a metropolis-wide platform: participants across the metropolis pool their data, which is prescreened for accessibility and interoperability.
- A data-dissemination strategy that provides all actors optimal conditions for innovation and new undertakings. Different approved-access levels, based on data type, ensures a fair, competitive ecosystem.

Advantages:
- Catalyze the application fields of your innovation with a participatory work environment (coworking, BarCamp, etc.), identify start-ups, enjoy access to university laboratories and research centers.
- Create prototypes and test your new products and services with support from a dedicated team with pooled skills.
- Optimize market roll-outs and ensure a stable, secure business model.
- Make the most of your innovation strategy and enjoy greater visibility.

FAST-TRACK
DEVELOPMENT OF YOUR NEW PRODUCTS AND SERVICES

LYON URBAN DATA*
Lyon Urban Data* is an innovative public-private partnership. It provides you with a platform in Lyon Part-Dieu district for developing new products and services and conducting user tests, as well as technical support for experimentation. It also serves as a meeting, activity, and promotional site for collaborative projects. Access to the city’s public and private data is a central feature, with value-added service to encourage data use.

www.lyonurban-data.com

Highlights:
- A territorial approach featuring a metropolis-wide platform: participants across the metropolis pool their data, which is prescreened for accessibility and interoperability.
- A data-dissemination strategy that provides all actors optimal conditions for innovation and new undertakings. Different approved-access levels, based on data type, ensures a fair, competitive ecosystem.

Advantages:
- Catalyze the application fields of your innovation with a participatory work environment (coworking, BarCamp, etc.), identify start-ups, enjoy access to university laboratories and research centers.
- Create prototypes and test your new products and services with support from a dedicated team with pooled skills.
- Optimize market roll-outs and ensure a stable, secure business model.
- Make the most of your innovation strategy and enjoy greater visibility.

* temporary name