

>>> | **Edito**

Building the new centre of the Bordeaux conurbation with the help of Europe.

Thanks to the **Urban2/Unicités** programme, the new centre of the Bordeaux conurbation is emerging on both sides of the Garonne River in Bordeaux, Cenon and Floirac. Our three towns are working hand in hand in this programme to support innovative projects aimed at developing the area and improving your quality of life.

This newsletter n°1 presents the first projects supported by Urban2/Unicités. Future issues will provide you with more details about the evolution of this programme.

We promise to keep you informed about the achievements of **Urban2/Unicités** until 2006.

You will see that Europe is at the heart of our city. This is a great opportunity that we must all seize together!



Alain Juppé,
MP and Mayor
of Bordeaux

Conchita Lacuey,
MP and Mayor
of Floirac



Alain David,
Mayor of Cenon

>>> | **URBAN2/Unicités**

Europe at the heart of our city

Urban2/Unicités is a European programme promoting the urban, economic and social development of the districts lying at the very heart of the Bordeaux conurbation. This concerns you!

Renovation of a day-care centre in Bordeaux, restructuring of a square in Cenon, a development study in Floirac... Thanks to Europe, local projects are coming to fruition. **Urban2/Unicités** provides financial support for local initiatives aimed at increasing the competitiveness and appeal of the centre of the conurbation, while safeguarding and strengthening the identity of the target districts. These projects are being managed by associations or local authorities.

For a new city centre

In total, 52,000 inhabitants in Bordeaux, Cenon and Floirac are directly concerned by this European programme in the districts lying on either side of the Garonne (see map overleaf).

In the current context of major development works, the aim of this

programme is to unite the districts on either side of the Garonne River and to build a new centre for the Bordeaux conurbation. It is a great challenge – one that is essential to the reputation and future development of our city.

URBAN2, what for and who for ?

This European programme aims to promote economic development, job creation, equal opportunities for men and women, protection of the environment, and new information and communication technologies. Operational until 2006, Urban2 concerns 70 sites in Europe, 9 of which are in France. This programme is being implemented on the territory of Bordeaux, Cenon and Floirac, and has been baptised Unicités.

“Increasing the competitiveness and appeal of the centre of the conurbation, while safeguarding and strengthening the identity of the target districts”.

URBAN2/Unicités en chiffres

The total cost of the **Urban2/Unicités** programme devoted to the development of your districts amounts to € 26 million:

37% funded by Europe (representing
€9.66 million from the ERDF)

12% funded by the State

46% funded by the local authorities:
**Bordeaux, Cenon, Floirac,
CUB, Conseil général,
Conseil régional**

5% funded by the private sector and
associations

>>> Interview

"Keep in tune"



Urban2/Unités brings local projects to fruition.

A concrete example with the recent opening of the Espace Culture Multimédia Barbey of the Association Parallèles Attitudes Diffusion in Barbey. We met its Director, Eric Roux.

"Your project has been selected as part of **Urban2/Unités**. What is it, and what is the interest of this multimedia centre for local inhabitants?"

Eric Roux : "It is a space dedicated to discovering and raising awareness of the New Information and Communication Technologies, centred on amplified music, our particular speciality. The workshops are open to the general public, schools and associations and we are supporting innovative projects set up

by teachers and their pupils which will now be possible thanks to the new equipment we have acquired. A "musical laboratory" has also been created. It has more sophisticated software and targets more experienced artists.

There is another point to the project: it brings together populations from different cultures and backgrounds".

"How did **Urban2/Unités** help you to achieve your project?"

Eric Roux : "**Urban2/Unités**

enabled us to develop our project more quickly and under better conditions. It provided joint funding to the tune of 50 % of the total cost, which represents over €40,000 (262,000 FRF). The subsidy we received was devoted entirely to buying the latest in computer hardware as well as adapted software for Computer-Assisted Music and for creating websites".

>>> Zoom on a project

Port Bastide and the Yves Parlier landing stage: all aboard...



It had already served as the venue for the homecoming of yachtsman Yves Parlier, "The Extraterrestrial" as he is known... In late November, the Yves

Parlier landing stage, already used by the river-bus services and the Burdigala excursion boats, was extended to twice its initial size to play host to the Fleur de Lampaul, the boat of SOS Planète Eau, over the winter. The Nicolas Hulot Fondation pour la Nature et l'Homme, the only officially-recognised foundation in the field of environmental education in France, will be organising practical work until February. Invited onboard the Fleur de Lampaul, primary school pupils and youngsters from day centres will have

a real-life opportunity to find out how to improve the protection of aquatic environments.

Scheduled are a test of their knowledge about water, and an introduction to life on the Garonne River and the history of the port. It should be noted that the Fleur de Lampaul drew large numbers of visitors on the weekends of 23 - 24 November and 7 - 8 December.

Thanks to **Urban2/Unités**, which financed 35% of the cost of extending the Yves Parlier landing stage, this is your opportunity to embark on the Fleur de Lampaul! In the same spirit, a few metres away the sea scouts and professional fishermen will also be discovering their new home port thanks to the backing of **Urban2/Unités**:



Port Bastide. Inaugurated on 8 November, it will also provide amateur yachtsmen with the long-awaited opportunity to launch their boats and sail off along the Garonne.

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> For further information about **URBAN2/Unités** visit our web site : www.urban-unicites.com