

SIGNATURE OF A MEMORANDUM OF UNDERSTANDING BETWEEN EUROMEDITERRANÉE AND UN HABITAT

On Wednesday, 16th of March 2022, the French Government owned urban planning agency Euromediterranée signed a Memorandum of Agreement (MoU) with UN-Habitat to support the development of urban sustainable resilient cities.

With the presence of Hugues Parant, CEO of Euromediterranée and Christine Auclair, Head, Advocacy and Campaigns Unit at UN-Habitat.

The collaboration between the two organisations will be implemented with the aim to build a long-term dialogue with local African authorities in order to properly analyse and support their urban needs, expectations and capacities, as well as promoting innovative Public-Private-People Partnerships and investment modalities, in line with their local needs.

The African continent is currently facing an unprecedented demographic growth where urban development needs must urgently be answered. As a solution, urban projects tend to often turn to the 'smart city' model, as seen in northern or Asian cities. Yet, the relevance of this model can be questioned when looking at economic, social and environmental challenges that African cities face. Euromediterranée, on the edge of the Mediterranean, chose to step away from this model and is promoting a sustainable city model that puts the urban uses and habits at the centre of its operations. It aims at finding innovations that are adapted to the local situation and build from local characteristics, allowing the territory to evolve through time while respecting its history.

With the aim to contribute to the global French efforts to promote its urban planning expertise, Euromediterranée undertakes a certain number of international cooperation activities, such as the *MED'INNOVANT Africa* competition or the animation of a network of urban planners across the Mediterranean with Avitem. It is in line with these activities that Euromediterranée partners with UN-Habitat through a three-years MoU that aims to dialogue with African cities about their urban needs. Indeed, Marseille has many characteristics of use, history, climate, that are unique to its territory and which, taken into account, are the key to the development of the sustainable city, adapted to its inhabitants.

About UN-Habitat

UN-Habitat is the United Nations' organ that aims at building inclusive, safe, resilient and sustainable cities and communities. Based in 90 countries, the organisation promotes transformative change in cities and human settlements through knowledge, policy advice, technical assistance and collaborative action. Through the Cities Investment Facility (CIF), UN-Habitat developed a multi-stakeholder initiative that aims at combining partners from the private and public sectors, to catalyse investments that will help achieve the urban dimensions of the Sustainable Development Goals (SDGs). UN-Habitat therefore analyses and selects urban projects according to their relevance, adequacy with the SDGs and eligibility for funding in order to provide them with sustainable operational support.



About **EUROMEDITERRANÉE**

Euromediterranee is the largest urban development project within a city centre in Southern Europe. Created in 1995 by the State and Local Authorities, its aim is to design, develop and build a sustainable city, a 480 hectares' area within Marseille, the second largest city in France. Euromediterranee works and oversees the work of all involved stakeholders, from public and private sectors, on creating a new neighbourhood, in line with inhabitants' incomes and desires.

PRESS CONTACT

EUROMEDITERRANÉE

Juliette Keller

+33 (0)6 77 03 48 20

juliette.keller@euromediterranee.fr