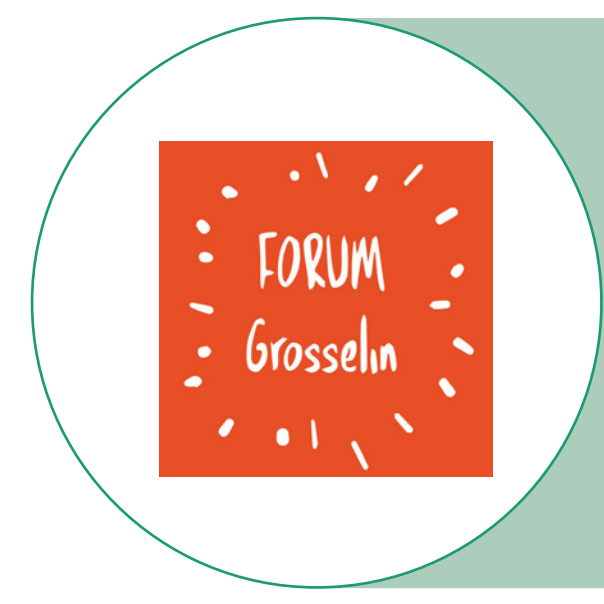


PROGRAMMING NEIGHBOURHOOD SHOPS IS THE KEY TO ECONOMIC TRANSITION



In partnership with the Grosselein Forum

WHAT DEFINES A CITY ?

Which streets, squares or shop windows do you find attractive or, on the other hand, would you prefer to avoid? In your city, where do you prefer to take a stroll?



The relationship between ground floors and public space defines the way we see our cities, surpassing even the importance of monuments. Hence the "street-level" area would greatly benefit from becoming, once again, a continual, collective and popular creation, rather than merely functioning as a lift button.
Jean- Michel Roux, Economist and Urban Planner

3 INGREDIENTS TO DEFINE A CITY

1 PUBLIC SPACE
inviting a stroll

2 SHOP WINDOWS & TERRACES
inviting a pause

3 ACTIVITIES
bringing liveliness



Lancy Pont-Rouge © batidoc.ch

AN OPPORTUNITY NOT TO BE MISSED !

Grosselein is a future district in the heart of Geneva, Switzerland. The area is destined to become "a small town within the town" - **with some 7,000 inhabitants and +100,000 m² for shops and other activities.**

What better opportunity to imagine the world of tomorrow than through the commercial and sociocultural activities of a new city ?



Carouge old town © myschweiz.com

WHAT ABOUT THE GROSSELEIN DISTRICT ?

Recent history of ground floor programming is easily summarized by "let the free market decide", resulting in identical shops and city centers all over the world, with a steep decline in local craftsmanship and knowhow. **This is exactly what we wish to avoid.** Yet free market economy has not always been the main force defining our city centers. Since antiquity to the Industrial Revolution, numerous examples illustrate the importance of carefully designing and occupying ground floors.



In Pompeii, you can easily make out streets adorned with shops and small boutiques built into the houses. These streets have pavements and pedestrian crossings with bollards to moderate the speed of carts; here and there a few thermal baths can be found.

Philippe Panerai, Architect and Town Planner



CITIZENS AND EXPERTS SHARE THEIR VIEWS OF GROUND FLOOR PROGRAMMING

GROUND FLOOR PROGRAMMING IS THE KEY TO ACTIVATING ECOLOGICAL AND SOCIAL TRANSITION, WHICH WON'T HAPPEN WITHOUT ECONOMIC TRANSITION

If programming ground floors becomes a major concern for future neighbourhoods, as it should, it's also a field in which we have little experience. Bearing this in mind, we went on a public and expert consultation.



PUBLIC CONSULTATION DURING GENEVA'S ALTERNATIBA FESTIVAL

What socio-economic activities would you like to find in a future neighbourhood like Grosselin? Dozens of people shared their opinion on a large map of the future district, which was presented and commented on during our kick-off event.

KICK-OFF

with Mrs Fabienne Fischer, Magistrate in charge of the Economy and Mrs Sonja Molinari, Mayor of Carouge

180 people attended the event organized in partnership with Explore, a citizen festival organized by Geneva's Urban Planning Office. The program included conferences and two round tables on the theme: **in response to climate change, what should future neighbourhoods look like?**



QUOTES FROM OUR EXPERTS

Required changes are such that, without some measure of public engagement, they have no chance to succeed.

Passing in front of a coffee shop, stop and say to yourself "something's going on".

Instead of putting parks in cities, let's put cities in parks!

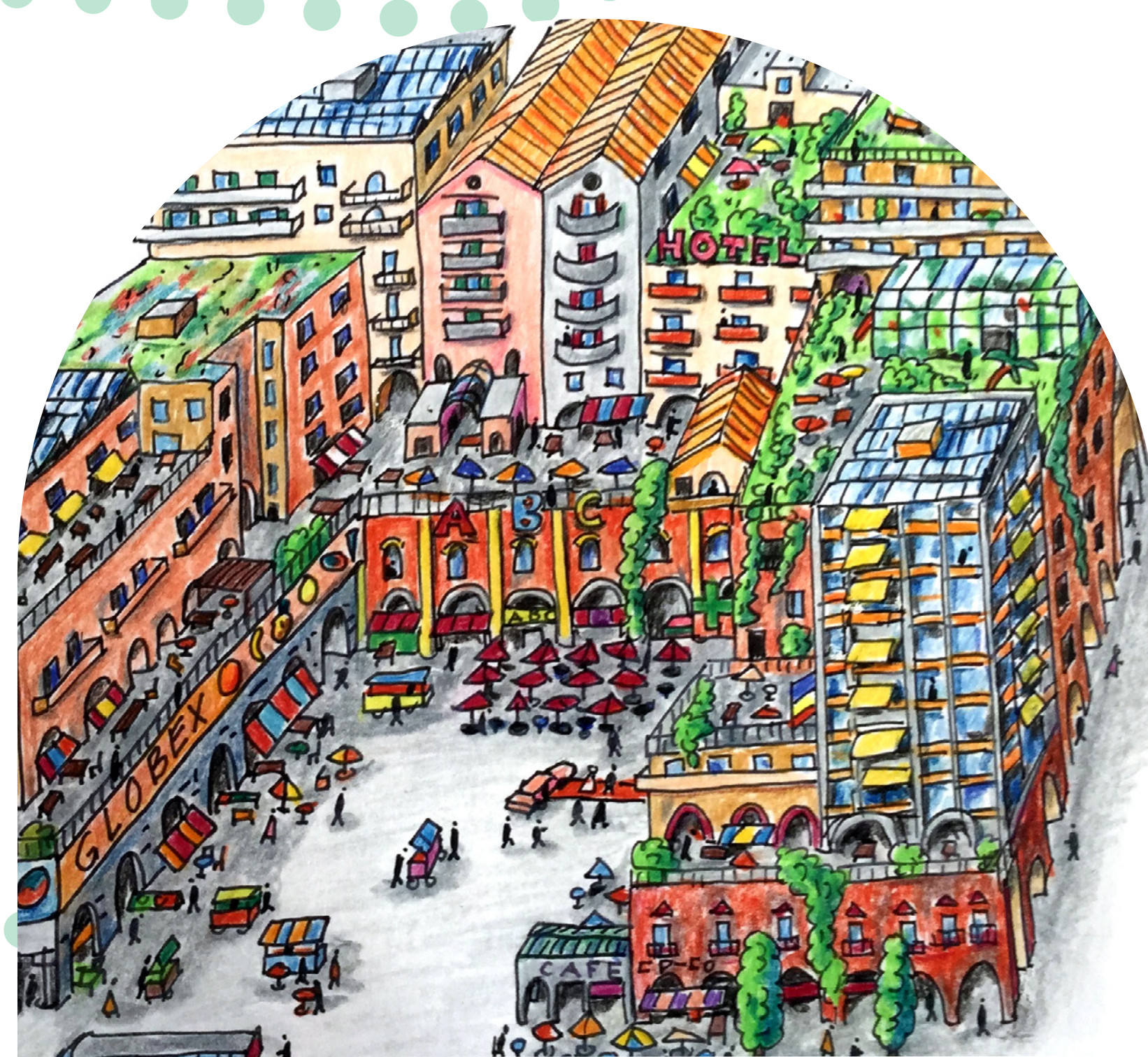
What if companies freed a few working hours for their employees to get involved in neighbourhood life?

If we can do everything online, then one could argue that we could do everything from a prison cell.

WORKSHOP: "FEEDING FUTURE NEIGHBOURHOODS"

with Tom Boothe, founder of La Louve, the 1st participatory supermarket in France. Representing a third of our carbon footprint and more than half our impact on biodiversity and water shortages, it made sense to start with the agri-food sector.

Can we, as citizens, commit ourselves to a different, more local and less industrial, food system that takes care of our health and our planet?



WORKSHOP: "DESIGNING ONE PLANET NEIGHBOURHOODS"

with Hans Widmer, Writer, Sociologist and founder of the movement "Restart Switzerland"

Hans Widmer imagines vibrant neighbourhoods, composed of smaller units where all services are within walking distance and even a bicycle would be unnecessary.

Can we imagine how to implement this vision in future neighbourhoods?

INTERVIEWING & CONSULTING VARIOUS EXPERTS AND STAKEHOLDERS

These include (but are not limited to): Marcos Weil (Urban Planner), Julia Steinberger (Climate Scientist & Ecological Economist), José Gonzalez (Developer), Vinh Dao (FPAV, Director), Valentina Hemmeler & Emmanuel Analdi (Canton of Geneva, Agriculture & Nature), Jean Rossiaud (Sociologist), Philippe Schaller (Doctor), Jacques Python (Architect - Economist), Matthias Solenthaler (Political Scientist), Jonas Raetz (Canton of Geneva, Transport), Christine Serdaly (Social Health), Robert Stitelmann & Cristina Olivotto (MACo), Raeto Cadotsch (Farmer), Hans Widmer (Writer & Sociologist), Eric Rossiaud (CODHA Cooperative Housing, President) & Sonia Lavadinho (Independent Consultant).

LIVING WELL WITHIN PLANETARY BOUNDARIES



In partnership with
Professor Julia Steinberger
(UNIL)

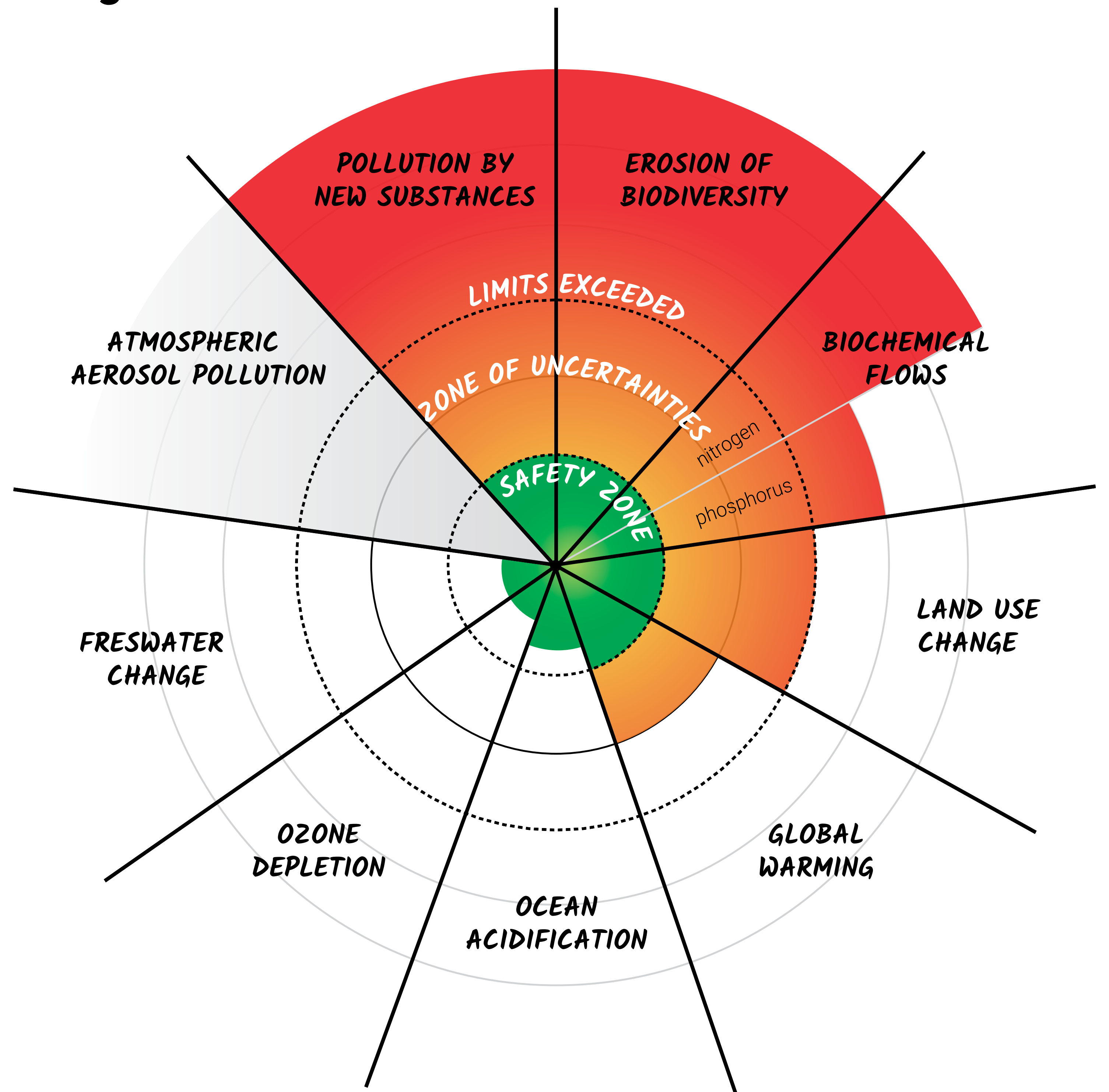
CAN GROUND FLOOR PROGRAMMING HELP US REACH THIS GOAL?

Together, we face the incredible challenge of having to transform our civilization within the span of less than a generation :
by moving from a **globalized, linear economy** towards a **local, circular economy**.

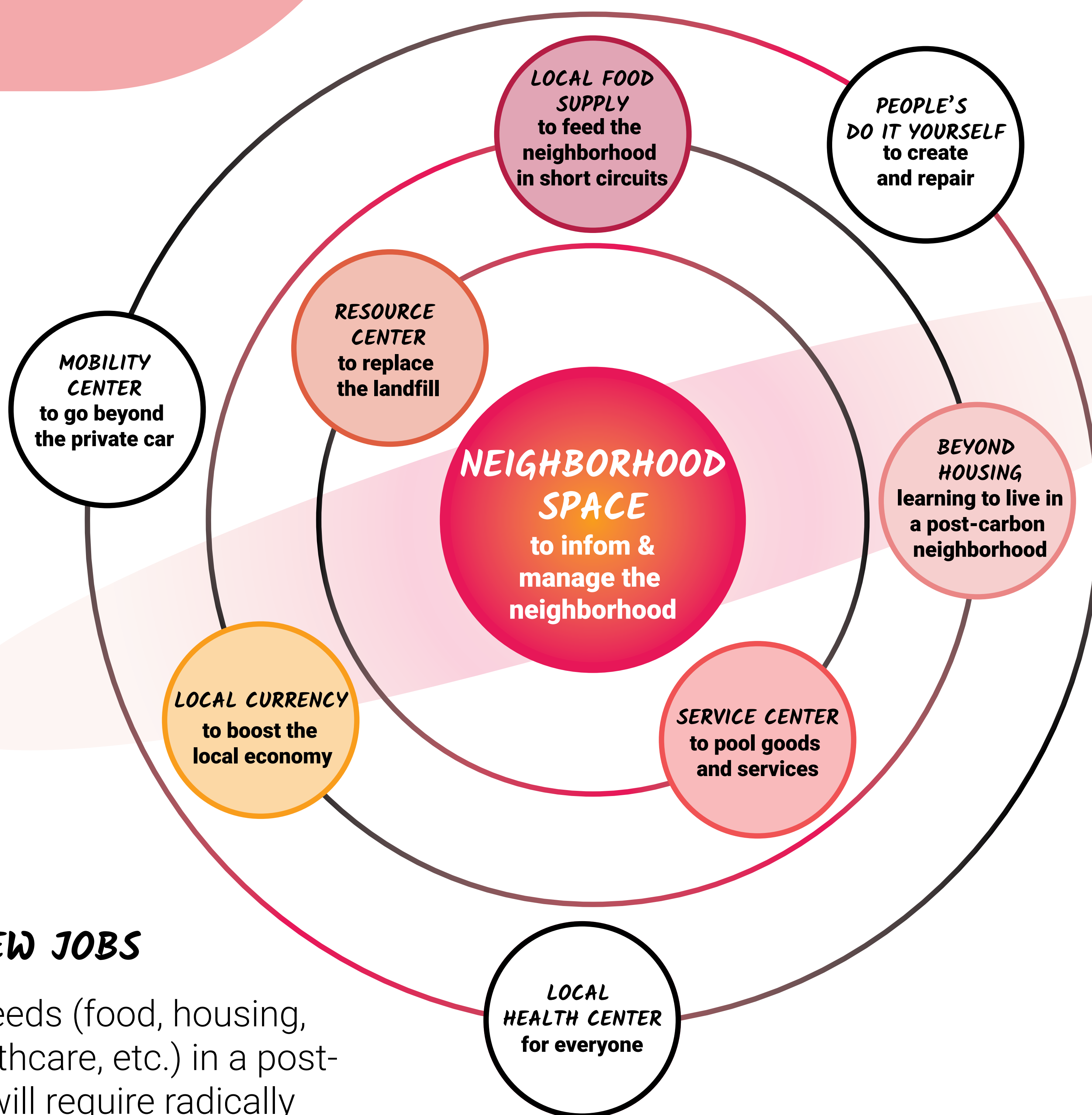
According to scientists, the Earth has nine biophysical thresholds beyond which the environment may not be able to self-regulate anymore. Transgressing one or more planetary boundaries (...) will trigger non-linear, abrupt environmental change within continental-scale to planetary-scale systems¹.

We have already reached the tipping point for at least five of these thresholds. From this perspective, we are the cause of unprecedented changes in the very conditions that make life as we know it possible on earth.

¹ https://en.wikipedia.org/wiki/Planetary_boundaries



Source : Stockholm resilience centre



GROUND FLOOR PROGRAMMING IN A "ONE PLANET NEIGHBOURHOOD"

Planning new shops and other economic activities for a future neighbourhood is a unique opportunity to rethink the way in which we produce, transform, distribute and consume goods.



CREATING NEW JOBS

Meeting our needs (food, housing, transport, healthcare, etc.) in a post-carbon world will require radically new training courses for numerous professions.

EVERYDAY LIFE IN A "ONE PLANET" NEIGHBOURHOOD ?

TODAY, WE LIVE AS IF WE HAD SEVERAL PLANETS AT OUR DISPOSAL. WHAT ABOUT TOMORROW ?

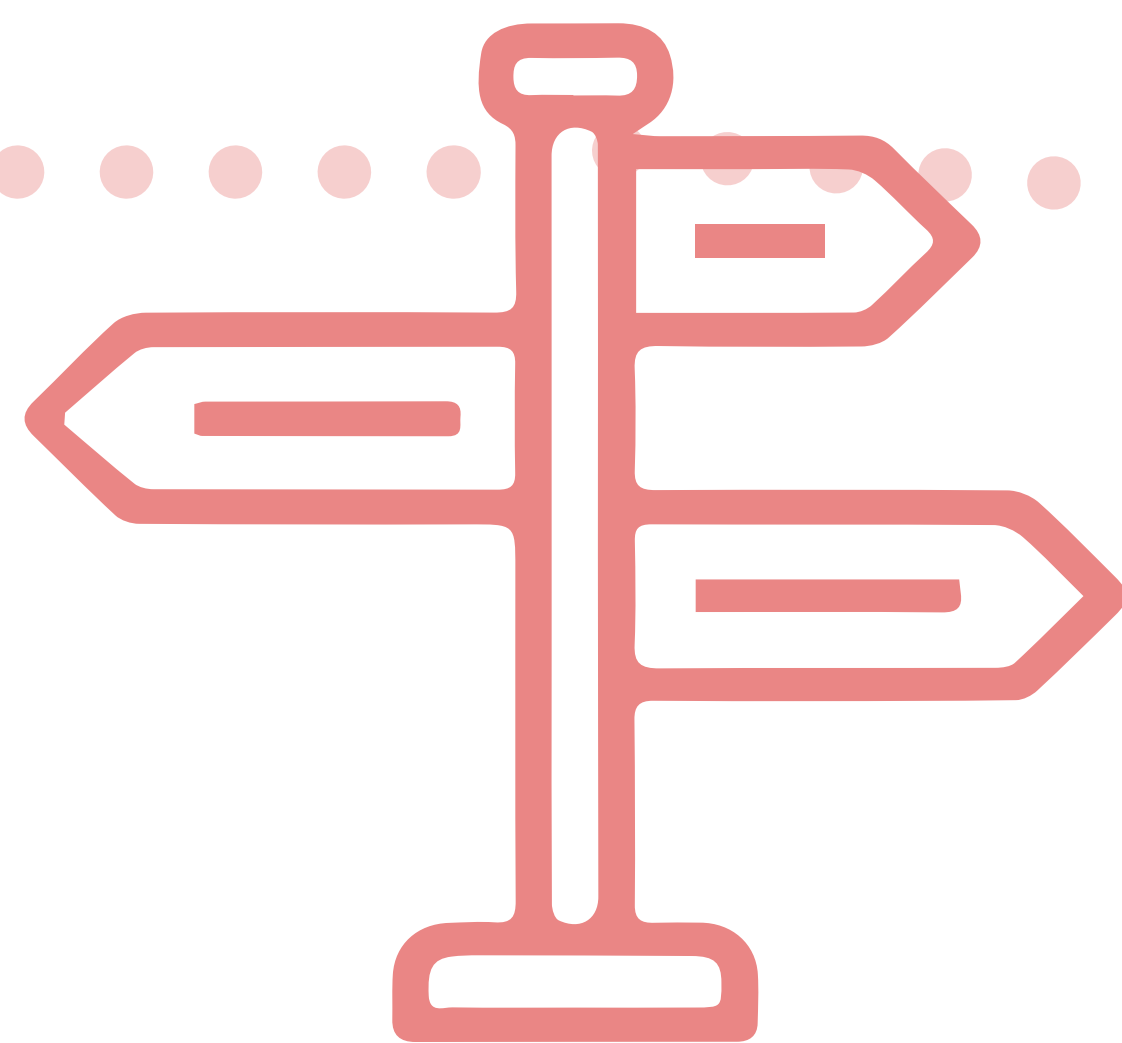
Living a decent life within planetary boundaries requires radical changes at every step of our economic system, from extraction of resources to transformation, distribution, consumption and waste disposal. With this in mind, we invite you to share a day in the life of Sacha and Nico.

Around 8:30am, Sacha leaves her housing cooperative for her job as a repair engineer at the Resource center. Over 500 people are employed in this **vast facility, which has been transformed to repurpose various types of 'waste'**. In fact, the term "waste" is no longer in use; every object is a resource.

At around 12:30pm, Sacha joins her colleagues at the "Seasonal colors" restaurant where food is cooked almost exclusively with unsold produce from a local **Short-Circuit** grocery shop that sells Nico's vegetables. Sacha also does her shopping there. With monthly subscriptions she pays along with her rent, she never needs to use her wallet.

Between 3 and 5pm, Sacha joins the "Repair café", where she works on dysfunctional electronic items, while listening to stories told in exchange for the repair.

Children gather here after school to do their homework, accompanied by parents happy to catch up on the latest local news.



Afternoons, Nico welcomes visitors at the "Neighbourhood Space". Thanks to pedestrian bridges between rooftops, visitors can discover extensive agricultural greenhouses partly covered by solar panels. They then descend to the basement where fertilizer from human excrement is generated for the greenhouses. The highlight of the visit is discovering the taste of local produce at **the "1001 delights"**.

At around 8:30pm, after putting the children to bed (and switching on the intercom), Sacha and Nico head down to the "library café" on the ground floor, where, comfortably ensconced in recycled sofas, they read the newspaper by the fire or catch up with friends over a glass of local wine made from grapes they helped to pick.



In partnership with Geneva's Housing Cooperatives



For his part, Nico drops the children off at the "walk to school train" before heading to "the Urban Farm", a farmers' cooperative building and craftsman hub within the neighbourhood. While the ground floor is home to farmyard animals, the upper floors house a mill, bakery, butcher's workshop, cheese dairy and vegetable workshop. Nico and his colleagues are in charge of public space maintenance where they can produce fruit and vegetables for the neighborhood, in collaboration with other farmers on the city's outskirts.



THE "NEIGHBOURHOOD SPACE" BRINGS PEOPLE TOGETHER

A SPECIAL PLACE TO IMAGINE AND ACTIVATE LOCAL TRANSITION

Some call it a "third place". Hans Widmer, writer and sociologist, calls it "the ABC" for "Anti-Boring Center": a friendly meeting place where collective creativity can be deployed, a place where transition becomes real.

When planning a future district, this is where residents are welcome to discover, imagine and get involved in the making of a one planet neighbourhood.

Later on, this "third place" is where residents and local actors meet to implement change. Throughout the course of a day, it modulates and changes shape to accommodate a wide range of activities and events

This is also where **neighbourhood governance** can be deployed through a multi-stakeholder partnership involving owners, residents and local shops / businesses.



In partnership with "L'ESPACE" – Geneva's meeting point for a social and solidary economy

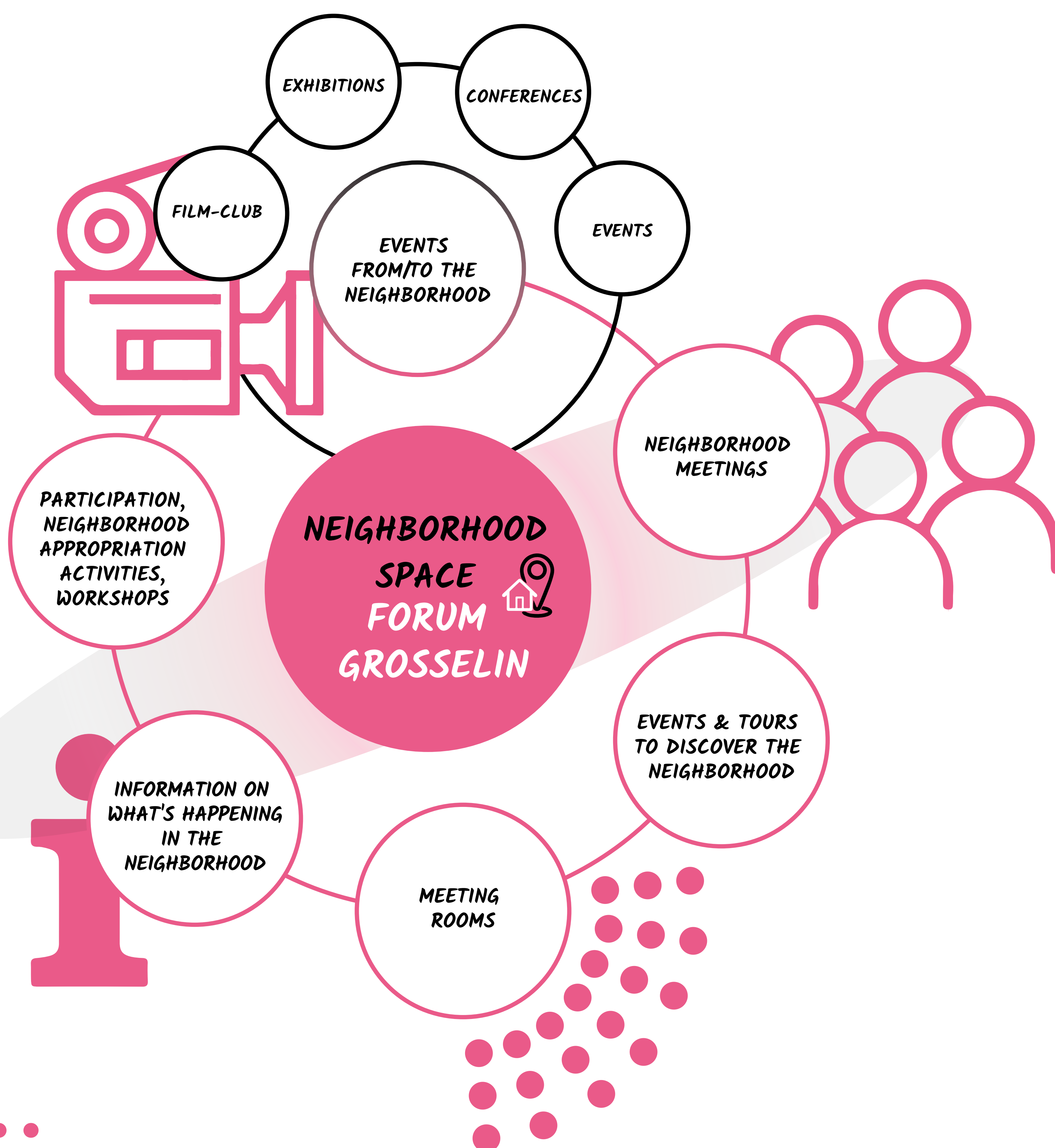


© Hans Widmer

THE NEIGHBOURHOOD'S MEETING PLACE FOR

- Public debates
- Training sessions
- Work sessions
- General meetings & Forums
- Project development
- Urban policy participation
- Festivals & Small concerts
- Film clubs
- Company evenings
- Swaps
- Games, Cultural events etc

A place to meet, awaken our imagination, think out of the box, forge new connections and advance towards economic, ecological and social transition.



© Isabelle Meister

Design : Coraïe Nassi

FEEDING A "ONE-PLANET" NEIGHBOURHOOD

EATING IS OUR SINGLE DAILY ACTIVITY WITH THE GREATEST IMPACT ON CLIMATE, BIODIVERSITY AND OUR HEALTH.

When planning a new district, networks are built in order to provide water, heat, electricity, telecommunications, roads, paths, waste collection...

What about feeding a whole new population ?

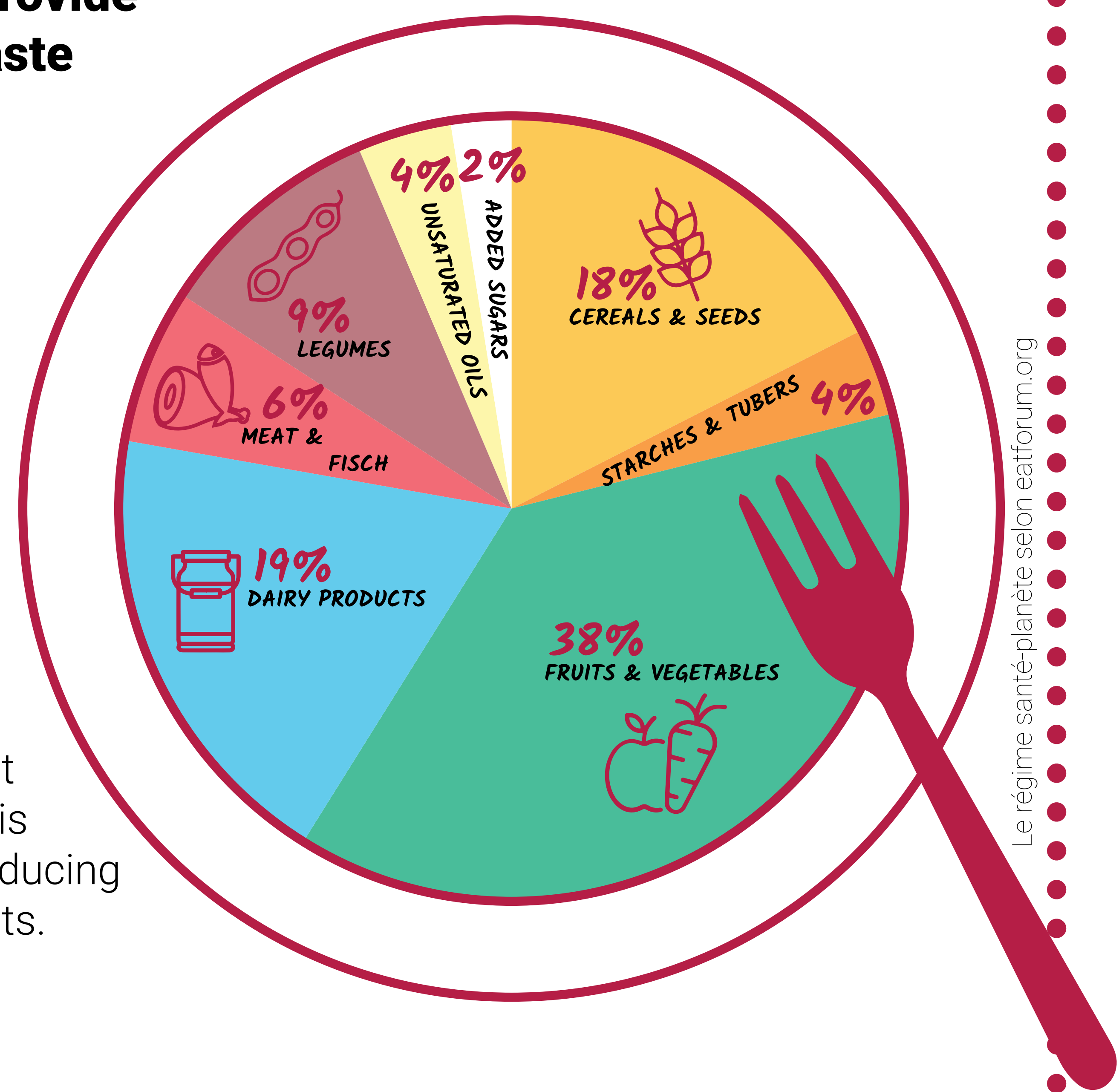
An international group of scientists is sounding the alarm on the fact that our global food system is totally unsustainable. Fortunately, feeding the world population on a diet that is both healthy and sustainable is possible ! (see eatforum.org)

THE PLANETARY HEALTH DIET

Fostering a healthy food environment is biophysically feasible, and the most powerful strategy to improve human and planetary well-being. In Europe, this means eating more vegetables, fruit, seeds and wholegrain cereals while reducing our consumption of meat, fish, dairy products, starchy foods, sugars and fats.



In partnership with "La Fève", representing Meyrin's alternative food project



Le régime santé-planète selon eatforum.org

HOW DO WE FEED A "ONE-PLANET" NEIGHBOURHOOD ?

To supply healthy, minimally processed food, we need to develop new short-circuit food chains in partnership with local farmers and artisans.

Farmers, artisans, distributors, and eaters need to work together, in partnership with local authorities and town planners all sharing the same goal.

Finding land and farmers is a good starting point.

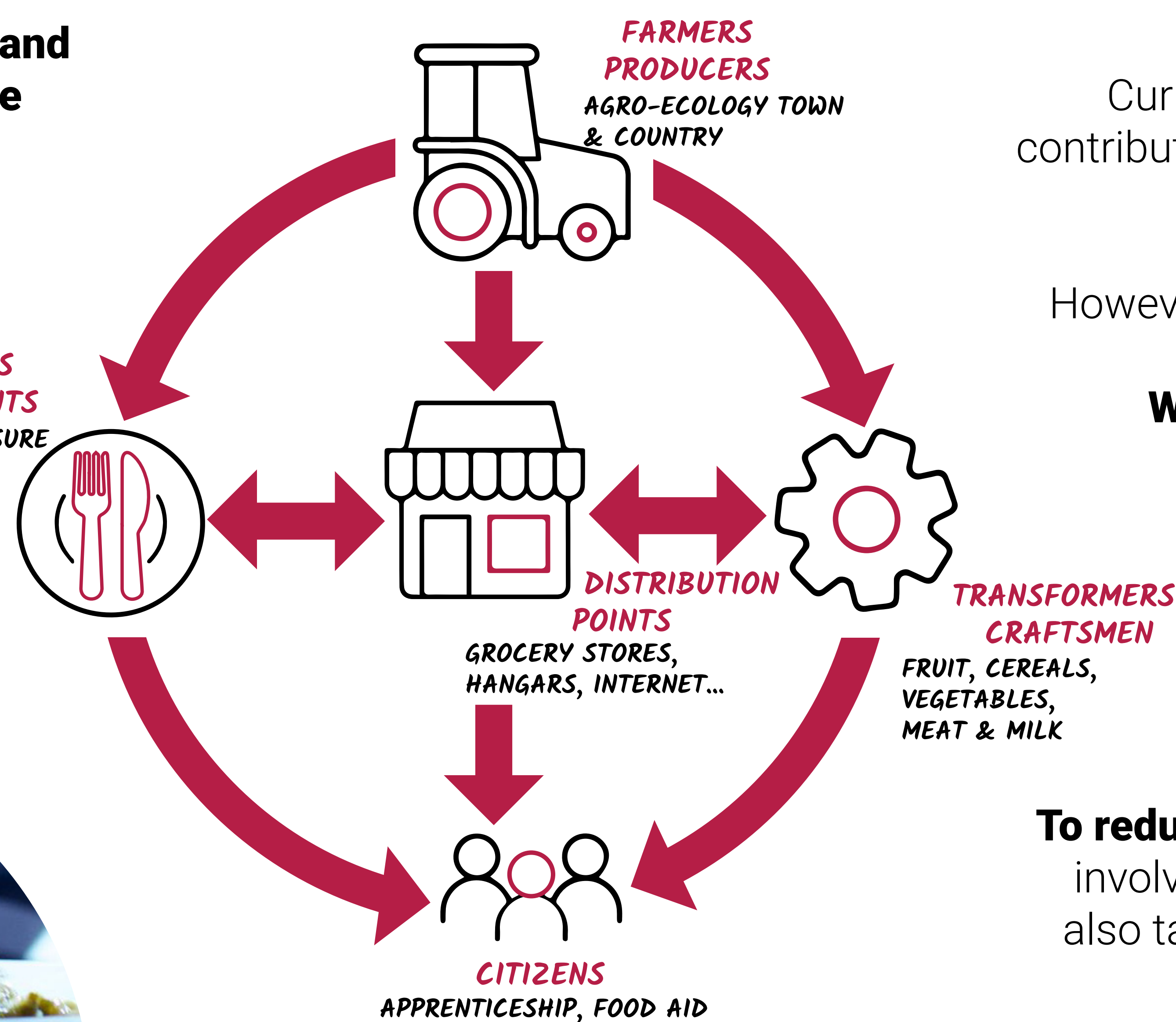
Currently, food produced in Geneva contributes to about **~7.5% of Geneva's food consumption.**

However, Geneva has 10,000 hectares of agricultural land.

With a planetary health diet and short distribution channels, this land could feed **100,000 people** (or 20% of Geneva's food consumption).

To reduce transport and waste, and to involve eaters, food processing must also take place in the neighbourhood.

Restaurants also play a key role in helping us change habits.



Eaters will get involved and take care of this system because it takes care of them.

SHARING GOODS GIVES YOU MORE WHILE OWNING LESS

POOLING OF GOODS AND SERVICES IS THE KEY TO IMPROVING QUALITY OF LIFE WHILE REDUCING OUR IMPACT

Changing our economy from private ownership to “sharing of commons” will foster social ties as well as increase the quality and lifespan of everyday objects. The examples below illustrate how these pooled services can be organised around a “service hub”.

RU

In partnership with Urban Resources



SHARING SPACES

Providing access to **common rooms** (for meetings, music, workshops, libraries, spare bedrooms, etc.) will greatly reduce the need for built surface. On average in Switzerland, owners live on 50m²/person, tenants on 40m²/p and a cooperator on 28m²/p. What better way to reduce our impact while creating social ties?

SHARING VEHICLES

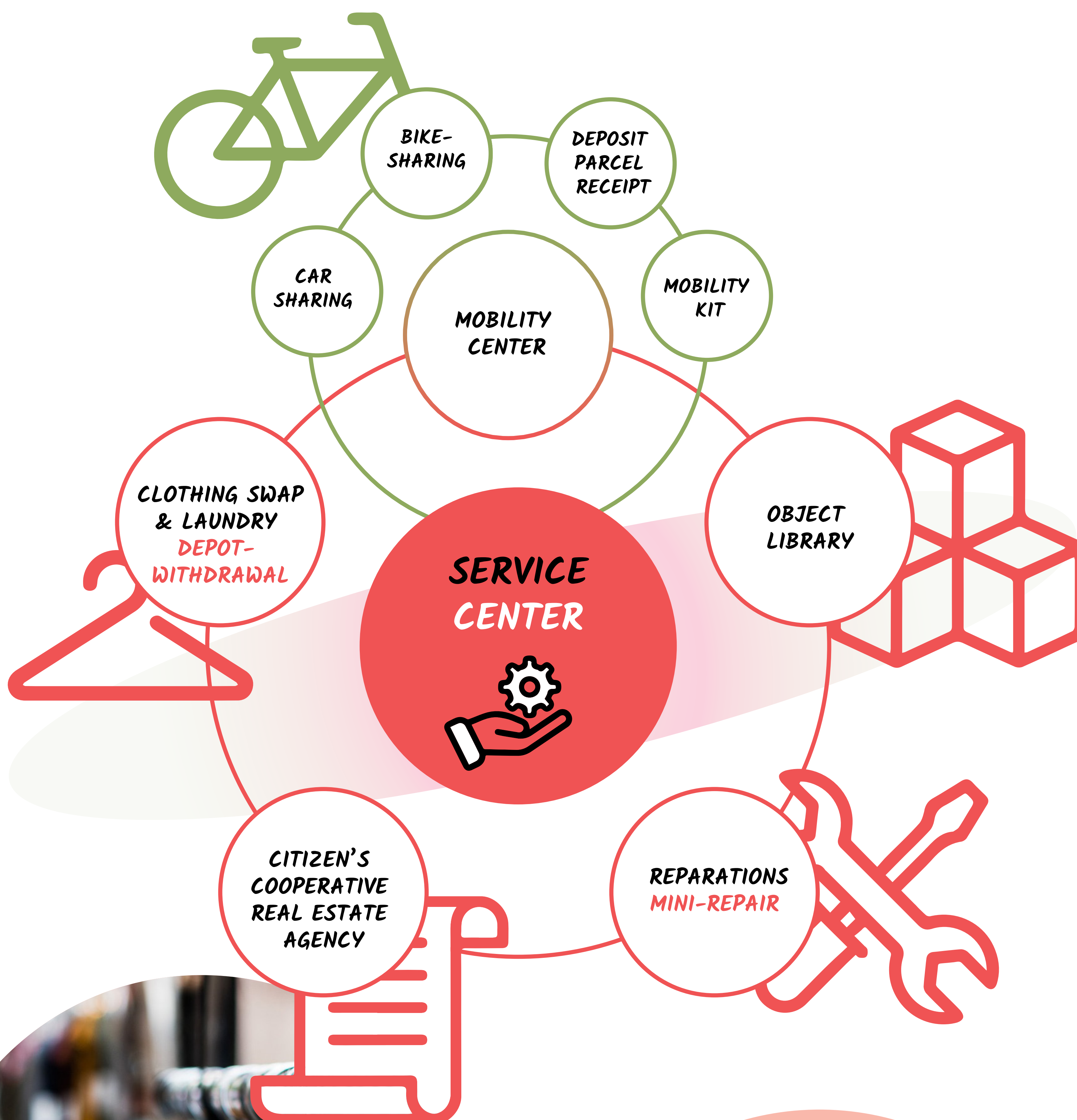
The **Mobility Centre** will provide access to a wide range of services such as car and bike sharing, greatly reducing the need for motorized vehicles while enhancing quality of life (imagine replacing 90% of parking space and 50% of concrete roads with grass and trees!). Plus you'll be able to drive at a much lower cost without having to worry about parking, maintenance, insurance and so on.

SHARED TOOLS & OBJECTS

The **Object Library** will answer most of your needs, providing tools and various leisure equipment (binoculars, sound and light equipment for parties, camping, etc.) at next to zero cost. Thousands of items that won't clutter up your living space while enhancing your creativity.

SHARING WARDROBES

At the **clothing swap**, you can change styles as often as you wish at zero cost. You will be able to buy less but more sustainable, ethical and quality clothing. At the **repair-café**, you will find help to repair your favourite clothes (and other items) while chatting with your neighbours.



The service centre will provide information as well as house the **district's logistics centre**, from where low-carbon deliveries will be organised within the neighbourhood.

THE RESOURCE CENTER TURNS WASTE INTO RESOURCES

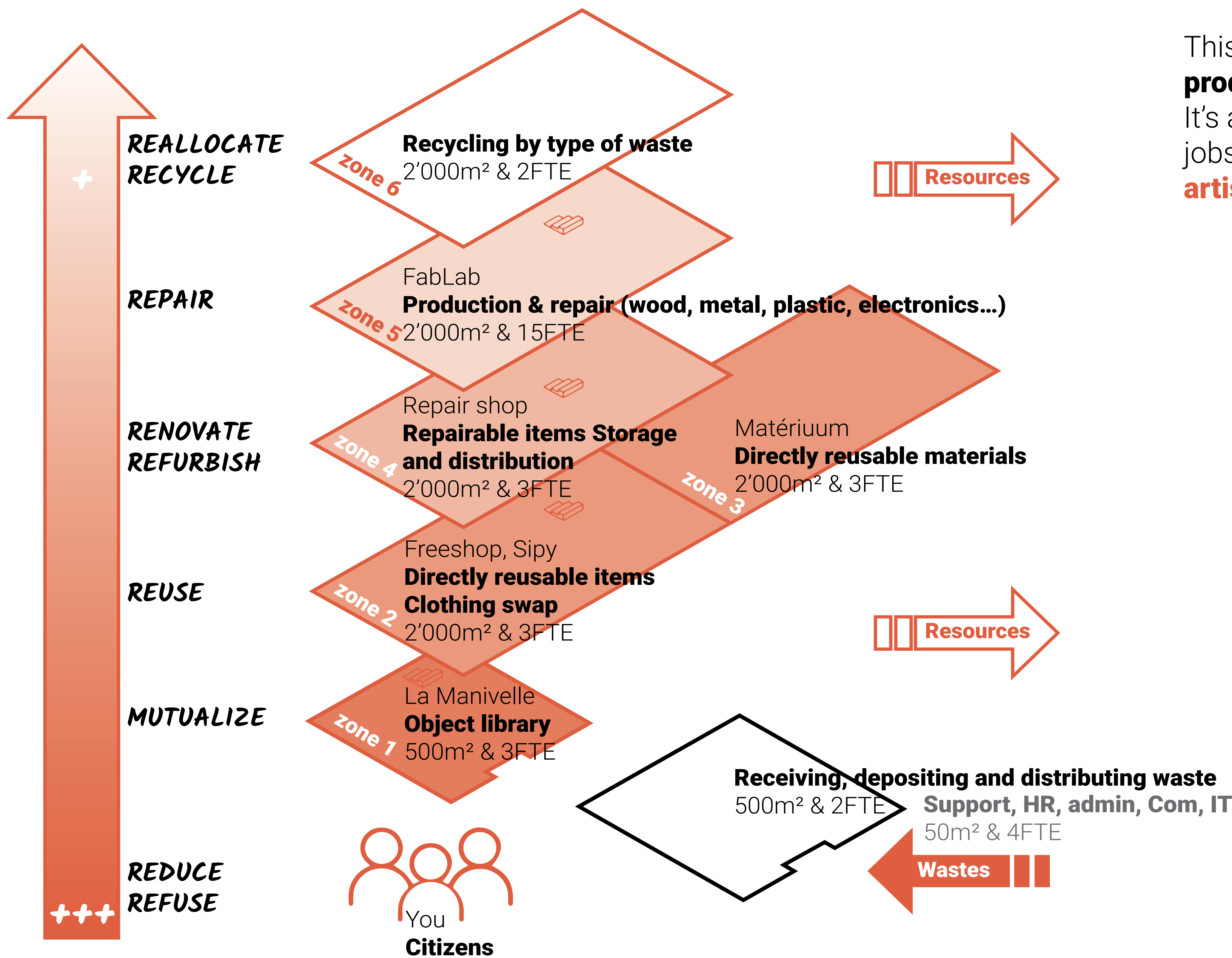
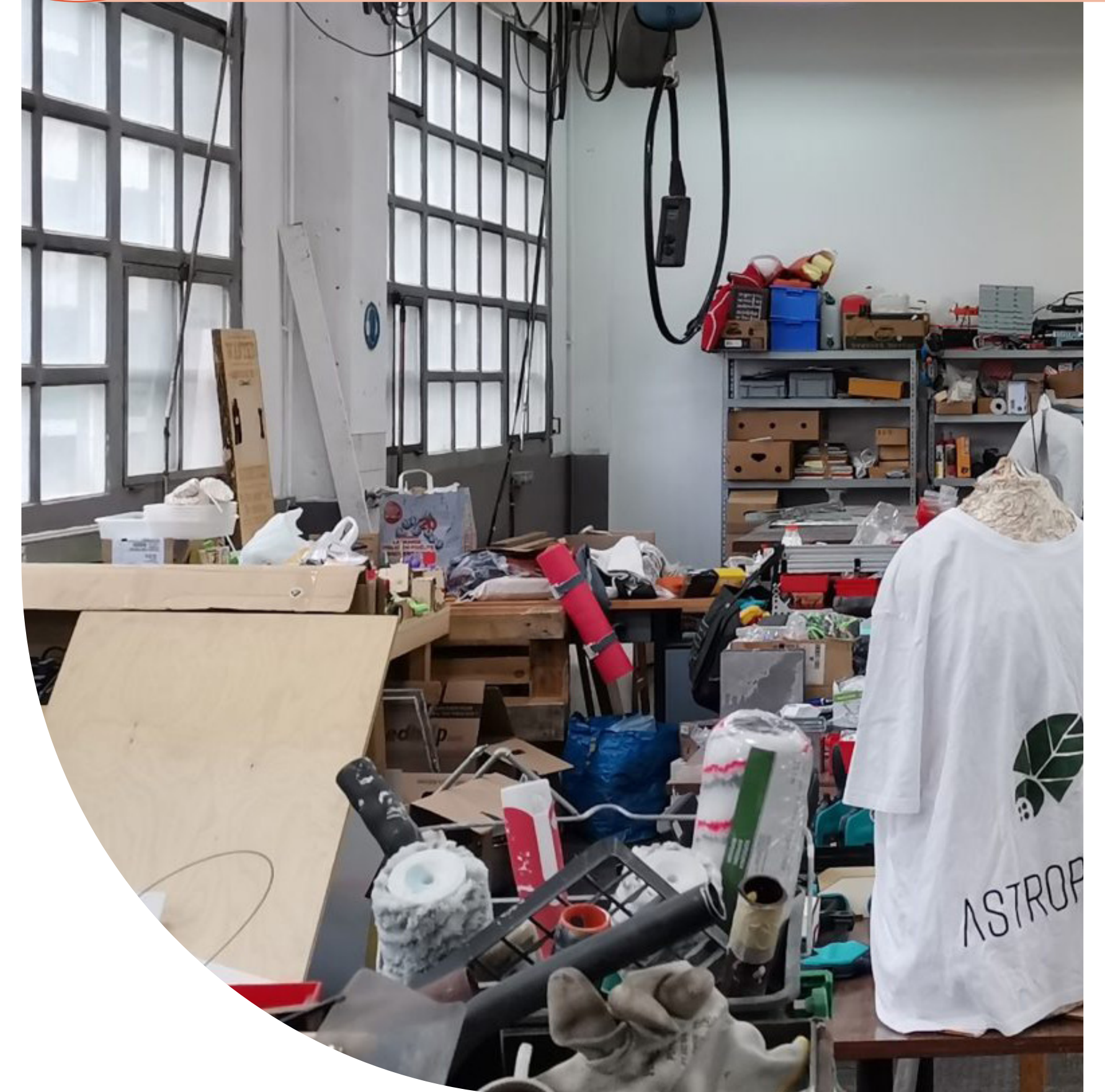
PLANNING A "ZERO WASTE" NEIGHBOURHOOD

Instead of throwing an item away, imagine a place where you can have it transformed, repaired, dismantled, reassembled, reinvented, recycled and reused. A place where you can find, buy or borrow more objects and materials than you will ever need. In short, a place that turns waste into resources. Welcome to the resource center.

Representation of a **resource centre** employing around fifty people (or 35 FTE - full time equivalent) on a +10,000m² site to transform waste into resources



In partnership with "The MACO" - Geneva's first collaborative resource facility for sharing and repairing objects

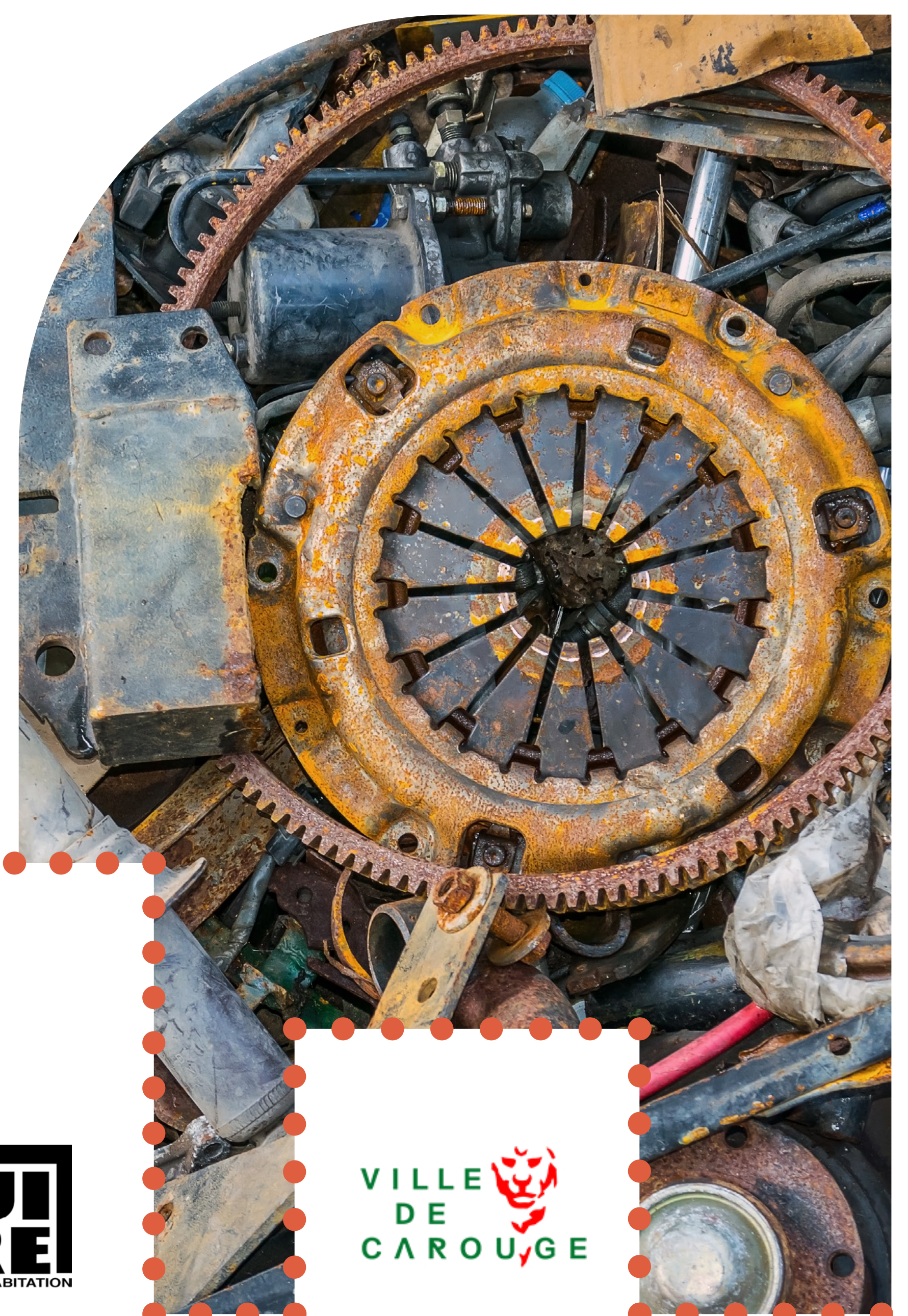


This centre is a local facility that makes **production possible in the city centre**. It's a place where new and meaningful jobs can be created, such as that of **artisan recycler**.



Nothing is lost, nothing is created : everything is recycled !

Demolition of buildings is the main source of waste material in Switzerland. Instead, **we could transform existing buildings into resource centres !**



THE "LEMAN" : A LOCAL CURRENCY TO ACCELERATE TRANSITION

CREATING THE OPPORTUNITY FOR NEW SUPPLY CHAINS OF LOCAL AND SUSTAINABLE GOODS

Complementary local currencies could help us mitigate the multiple impacts of climate, energy, economic and social crises.

WHY A LOCAL CURRENCY?

Only 3% of all money is used in the real economy (circulation of goods and services) whereas the other 97% is used on financial markets in a *speculative economy*.

Inflation makes money more expensive and scarcer. Meanwhile, businesses, citizens and public authorities need liquidity. For a company committed to transition, instead of increasing debt at an always higher cost, the "Leman" provides :

1. **a catalyst for success**, making it is easier to find local suppliers and customers through its network ;
2. **a stepping stone for communication**, promoting local and sustainable goods and services
3. **financial leverage** - access to loans in Leman will increase the capacity of businesses to produce wealth locally.

Local currency boosts a local economy based on short circuits, which are essential to respecting planetary boundaries. Below is an example of how Lemans can boost new local food supply chains.

1 Businesses and local authorities

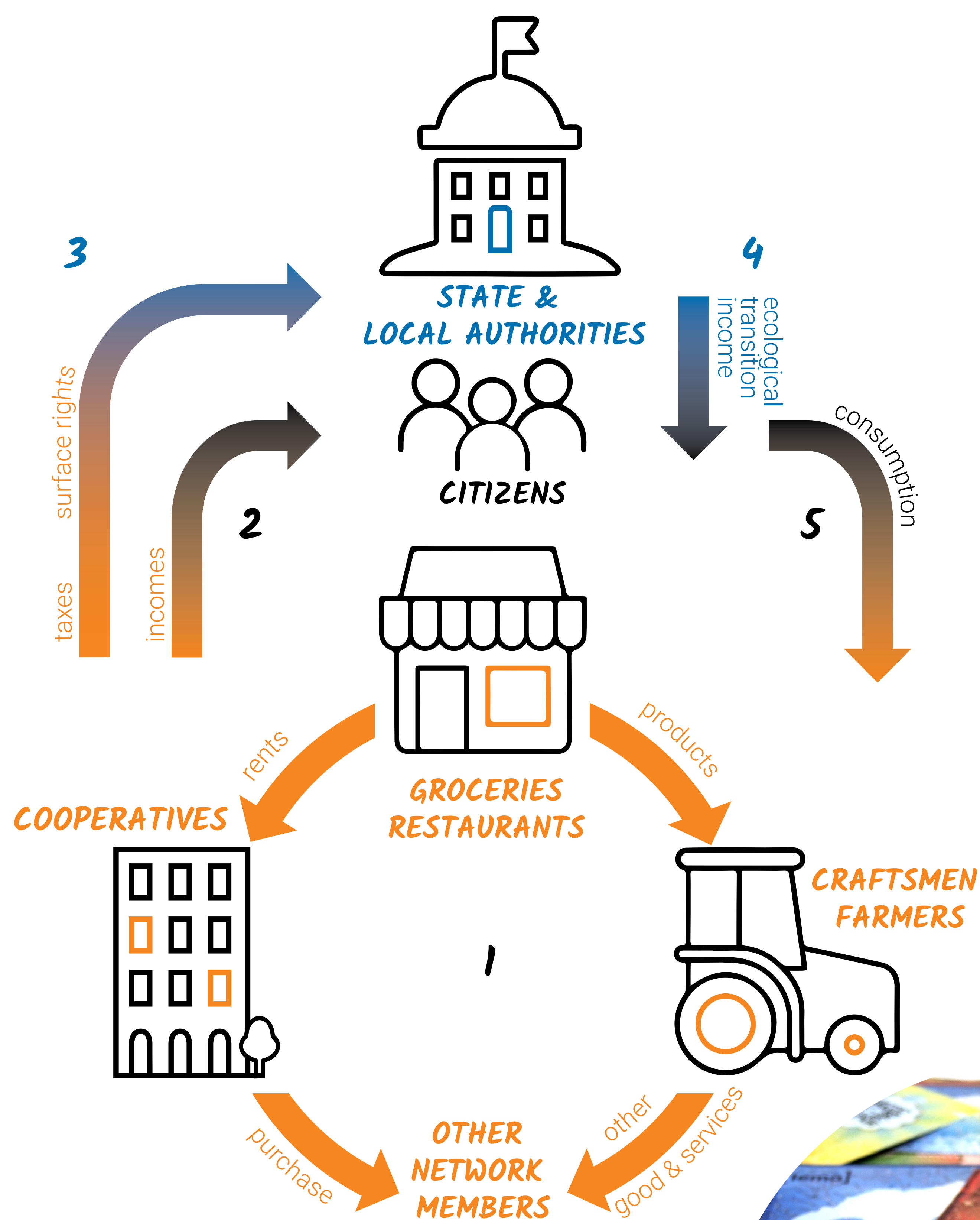
choose partners who accept Lemans, thus being committed to spending them locally ;

2 The employees involved agree to be paid (in part) in Lemans;

3 The State accepts a share of taxes in Lemans, and sees its tax base increase due to the rise in local activity ;

4 The state provides a margin in Lemans to finance transitional income ;

5 Consumers who receive transitional income are encouraged to buy local and sustainable goods and services.



Each Leman in circulation will therefore create wealth locally. That's the multiplier effect of local currency !



In partnership with Monnaie Léman



HOW DOES IT WORK ?

In Geneva, the Leman is both :

-> **a converted currency** : when I buy Lemans, my CHF are invested by an ethical bank.

-> **a mutual currency**, offering loans without interest or deadline.

TOOLS FOR CREATING A "ONE PLANET" NEIGHBOURHOOD



AT GROSSELIN, THERE IS A REAL OPPORTUNITY FOR CHANGE

Programing Grosselin's groundfloor activities represents an unparalleled opportunity to radically transform the way we produce, transform, and consume. To achieve this, we need tools. Here are a few.

THE SWISS CONSTITUTION

sets the framework for an ideal society. Non-binding, it details objectives and civil rights that need to be translated into laws and regulations.

THE ROLLIET NEIGHBOURHOOD

is an inspiring example where a mutualized cooperative real estate agency will manage ground floors at low rent with the aim of deploying transition activities.

GENEVA'S CLIMATE PLAN 2030

sets a target of 60% reduction in greenhouse gas emissions by 2030 (and 90% by 2050!). Alas, while goods and services account for over 50% of emissions, there is no clear (regulatory) path towards reducing their impact.

PUBLIC UTILITY COMPANIES

exist in France, where the legal framework makes it possible for a company to shift from being profit oriented towards public interest. A company's success could then be linked to its capacity to bring positive change rather than economic performance.



THE LAW

is the binding counterpart to the constitution. In Geneva, whereas binding laws determine housing conditions, there are no such laws for groundfloor planning.

URBAN NEIGHBOURHOOD PLANS

fix the location, size and height of buildings, as well as their use. Binding tool for constructors and developers, it is an essential item for the programming of ground floors.

SURFACE RIGHTS

are long-term land leases (up to 100 years). They enable landowners to set clear rules, including for the use of the ground floors.

PUBLIC - PRIVATE CONVENTIONS

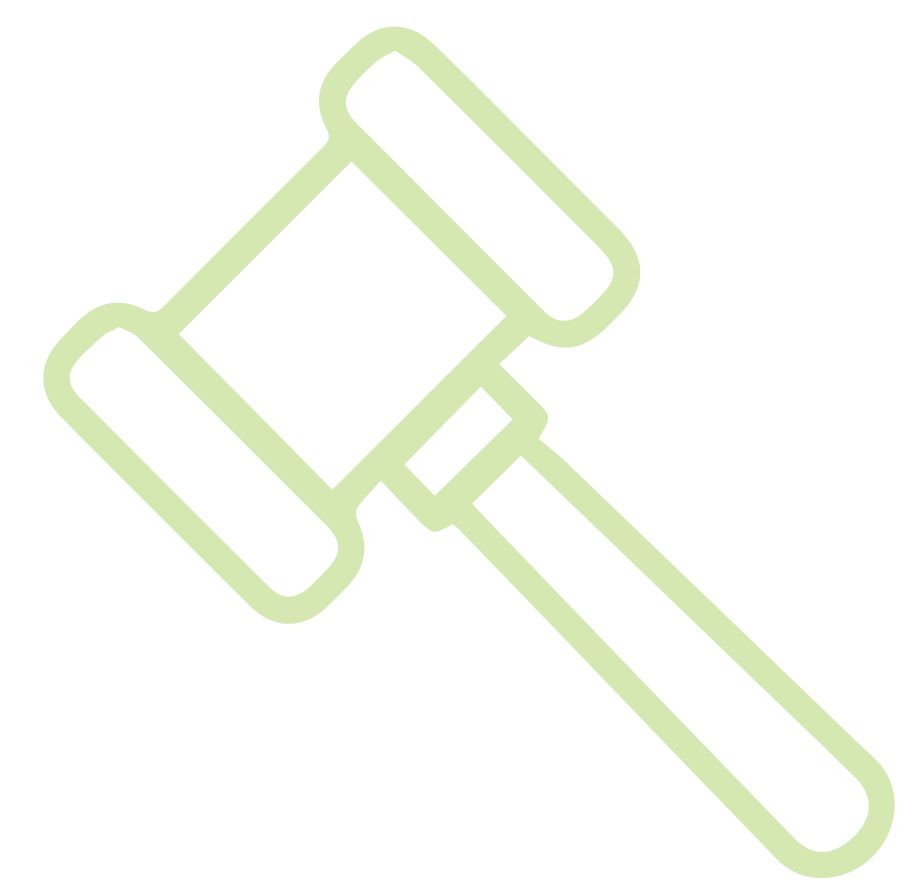
could provide local authorities with a binding tool to influence the making of a neighbourhood. Indeed, a municipality can invite constructors and developers to sign mutual agreements in which actors commit to ecological and social targets.



NON PROFIT REAL ESTATE MANAGEMENT COMPANIES

exist in France, sometimes buying ground floors of entire neighbourhoods for our collective benefit.

This is the best tool we have found to enable new transitional activities and job creation.



CLIMATE SUBSCRIPTIONS

were launched in 2024 by APRÈS (Geneva's association for a social and solidary economy).

For food, subscriptions are in exchange of weekly deliveries of "planetary health" food baskets.

For transport, subscriptions give access to a wide range of shared vehicles.

For DIY, subscriptions give access to a library of tools & equipment.

What better means to bring about necessary behavioral changes ?