

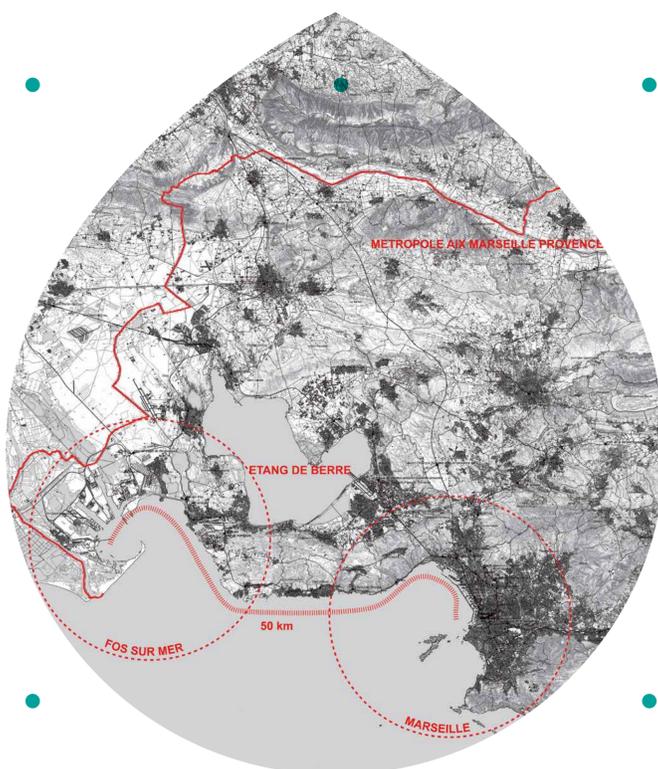
# ON THE WAY TO CREATE A BRAIN PORT COMMUNITY?

## MARSEILLE, FRANCE

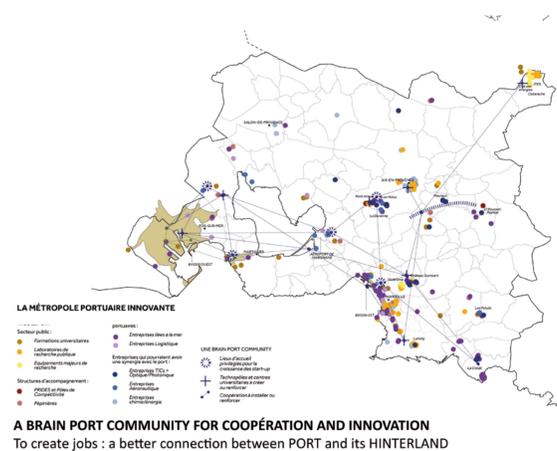
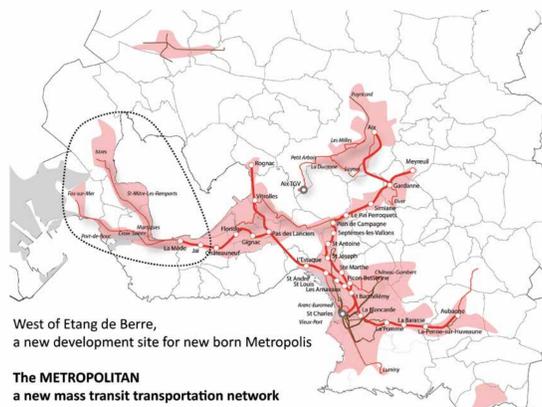
New relations could be weaved, reinforcing the economy of the newborn Metropolis



Hinterland firms should rely much more on the port activity and its new demands



Innovation and cooperation are the basic elements for the creation of a new port-hinterland synergy



- Aix Marseille Provence : a new born metropolis, with strong political opposition between hinterland cities (Aix is one of them) and Marseille, port city.
- A long time dislike between the port, led by the national state, and the city of Marseille, who turns its back to it and is searching economic development elsewhere, mostly seeing disturbance in the port activity ; but a newly reformed port that is ready to begin a new collaboration
- A port in two locations : a urban one at Marseille and an active industrial one close to the Camargue and Rhone delta area at Fos, with an inland industrial sea (Etang de Berre) between the two which is seeking itself, between airplane activities, leisure and nature
- An active economic civil society, due to the lack of political action

**WE MADE THE FOLLOWING STATEMENTS:**

1. besides political opposition between cities, the real thing is a urban sprawl from Aubagne to Fos and Istres, going through Marseille, Vitrolles and Martigues, that has to be considered and equipped (we made some proposals including a new high speed transport system network)
2. hinterland firms should rely much more on the port activity and its new demands due to the evolution in port and transport industry

3. innovation and cooperation are the basic elements for the creation of a new port-hinterland synergy. Based on these two pillars we (Theo) suggested to form a brainport community, as it exists in Rotterdam, which would be more than a smartport : a stimulating and collaborative environment in which potentially innovative actions are shared and discussed on a regular basis between the business community, local authorities, port authority, universities and other stakeholders.
4. development of connections between the port and its hinterland needs to be considered at a large perimeter ; the birth of the metropolis institution could ensure that. But it also needs an integrated design: the transport system, dwellings and firms locations, delimitation of urbanization, cultural construction of the metropolis image.... Have to be designed together ; we made some proposals in all those directions.

**WE BEGAN THE PROCESS OF GATHERING A "BRAINPORT COMMUNITY":**

We gathered 20 individuals from the port authority, local authorities, universities, the local business community from different sectors of industry: transport, naval, energy and others. The round table allowed the participants to exchange information on their innovative projects or their new or ongoing initiatives. It quickly became clear that such an exchange of experiences is the first step of a better cooperation: several participants observed overlaps between the activities of their organisations and agreements were made on further cooperation.

**CONCLUSION: WHAT CAN WE LEARN?**

Whatever the Port or the new Metropolis acts, there could be a displacement of the gravity forces : the City and the port won't be any more the only interlocutors ; new relations could be weaved, reinforcing the economy of the newborn Metropolis, which really needs jobs for its population.

**ACKNOWLEDGEMENTS**

Thanks to all the stakeholders who were committed in the Brainport community birth process and are still working on it, especially the GPMM.

**MORE INFORMATION AND CONTACT:**

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