



BUSINESS DISTRICTS, PILOT AREAS

- **Business districts: role in sustainable development.**

In terms of exchanges, business districts are a crossroads at several levels: national, local, international. Their economic and strategic importance requires them to be exemplary in terms of sustainable development and environmental protection. Accordingly, drafting a Sustainable Development Agreement is an indispensable step in this process. Along the same lines, their role as a change driver should not be neglected since, if a green innovation is developed in a business district, it will be developed elsewhere. At the same time, as part of economic competition among the various business districts to attract residents, sustainable buildings that optimise energy resources and render the district appealing should be encouraged. Therefore, business districts are faced with a dual challenge, i.e. promoting sustainable development to ensure they to assume their special role while, at the same time, becoming more attractive to investors.

- **A major margin for improvement**

We must optimise the organisation of existing business districts. Accordingly, in La Défense district, all journeys are made on foot or by bicycle. A maximum number of neighbourhood services must be available within districts in order to cut down on journey times and distances.

The Shanghai and Seoul business districts have been designed to remain attractive over the long term and should serve as examples, as they have placed quality of life at the heart of building developments. At La Défense, we could introduce a host of innovations, notably to improve transportation infrastructures or to install wind turbines on the roofs of the district's towers. Business districts have the capability to be pioneers in innovation.