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## How to keep the holiday spirit in Geneva? Marie Barbey-Chappuis, administrative advisor of the City of Geneva and Vincent Subilia, general manager of the CCIG P1



**This week in Let's Talk Economy, we are discussing several themes related to public-private partnerships and their advantages for carrying out several projects.**

We get first Marie Barbey-Chappuis, administrative advisor of the City of Geneva, Vincent Subilia, director of the CCIG and Fabrice Eggly, communication director of M3 Groupe to talk about the initiative carried out to revitalize the city center during this holiday season and attract consumers to businesses after a period of closure.

In the second part of our show, we ask ourselves how to make our city smarter in the company of Patrick Poutier, SmartCity Manager at the State of Geneva. Finally, we look at the challenge of soft mobility with Eric Simanin, project manager at the political department of the CCIG and Yann Grand, director of Genève Roule. Our guests talk to us about the challenges of the partnership between the CCIG, Donkey Republic and Geneva Rolls to promote soft mobility.

### **3 minutes to understand: Support our businesses and develop the attractiveness of the city center during the holiday season.**

After the closure in November due to the health situation in Geneva, Geneva businesses are in a very complicated situation. In this context, the city of Geneva as well as the CCIG wanted to provide their help and support to traders by accompanying them in their reopening. For this, an initiative to develop the attractiveness of the city center was carried out. Thus, the city was illuminated and adorned with a magnificent Christmas tree, Place du Molard, to bring light and the spirit of the holidays.

Our three guests, Marie Barbey-Chappuis, administrative advisor of the city of Geneva, Vincent Subilia, director of the CCIG and Fabrice Eggly, communication director of M3 Groupe explain to us how they worked together to create this attractiveness and provide support to traders.

### **Geneva on the move for the planet: How to create a smarter city?**

Among the topics frequently raised in 2020, that of the transition to smarter and greener cities is at the center of all debates. Our guest, Patrick Poutier, SmartCity Manager at the State of Geneva, explains the problem that cities must solve and which revolves around two major aspects:

- massive urbanization involving pollution, resource and mobility issues
- the issue of global warming

Faced with these two challenges, the project *Smart Geneva* aims to unite local actors and their initiatives to transform the territory in an intelligent way.

Many experiments exist in Geneva such as that of the company *GeniLac* which uses geothermal energy to cool buildings in summer and cool them in winter, that of TPGs and their connected stops to facilitate mobility or even that of Geneva, which equips self-service bicycles with sensors to measure pollution.

Our guest tells us more about it.

### **Geneva innovates: Soft mobility in Geneva.**

To close this show, we receive [Eric Simanin](#), project manager at the political department of the [CCIG](#) and Yann Grand, director of *Genève Roule* to present the recent partnership between the [CCIG](#) and the company *Donkey Republic* which offers a self-service bicycle service in Geneva.



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With this partnership, the [CCIG](#) will sponsor self-service bicycles but also offer its employees an internal mobility plan. For the [CCIG](#), mobility plans are today an issue for companies and this is why the chamber offers a webinar for any company that wishes it.

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