



PROVIDE INTERCONNECTING HUBS WITH INNOVATIVE SERVICES



THE SAINT PAUL GARE REMIX PROJECT IS A TEMPORARY INNOVATION LABORATORY FOR DESIGNING SERVICES WITH AND FOR USERS!



What if the places where we interconnect were made for real living and could enable us to choose how to pass the time rather than merely enduring it? How can we encourage people to use the train for travel rather than their car?

These were the goals of the Lyon Saint Paul Gare Remix event that was held in April 2015.

For three days, the Saint Paul station became a "playing field" for users, as well as creative groups, students, designers and digital experts, to enable the emergence of innovative service prototypes.

In addition to encouraging more sustainable travel, the idea was to find new ways to collaborate on open innovation among public and private participants, users and creative groups. The overall goal was to make a city WITH and FOR users.

INNOVATIONS

Seven prototypes for innovative services were produced under a Creative Commons license during the three Remix days:

- ▶ **The Icebreaker:** create a social link among users by discussing over 700 topics using a speech recognition totem.
- ▶ **Watch Out for Bikes:** enjoy sports, recharge your phone and play on a network using two fixed-position bikes that operate side-by-side.
- ▶ **Time Zone:** using an "animated rocket," indicate in a spectacular way which trains are at the quay and the countdown before their departure.
- ▶ **The Sensitive Tunnel:** enter the train station through a tunnel that immerses travelers in a world of images and sounds illustrating their future trip.
- ▶ **Winter Showroom:** fill a big, empty train station waiting room by proposing that users barter with each other.
- ▶ **Compost'TER:** recycle empty drink cans in the Compost'TER in exchange for SNCF vouchers.
- ▶ **Random Shunting:** explore the Saint Paul neighborhood using a speech recognition system and provide descriptions of the daily activity of local merchants.

In addition to these prototypes, there is innovation in the approach and collaborative methods used to redesign a public area.

For more information, visit:
www.garemixsaintpaul.grandlyon.com

KEY FIGURES

- 3 days of creation under a free license
- One call for applications from the creative communities, users and students
- 120 applications for 42 selected, divided into six teams
- 7 prototypes created during Gare Remix

STAKEHOLDERS

► This was an innovative approach based on strong partnerships. Led by Lyon Métropole, participants included the Auvergne - Rhône Alpes Region, the SNCF, the City of Lyon and, of course, the 42 “remixers,” including creative groups, users and local residents.

IMPLEMENTATION

► The method used is particularly innovative and creative, since it promotes collaboration between private and public participants and associates users and creative groups to a “bottom-up” approach. It allows a new approach to building the city in a more agile and flexible way, WITH and FOR users.

► It is based on open innovation and encourages public action in a transversal way through partnerships. This action also brought together a local community of innovators.

► Upstream work to build a partnership approach facilitated obtaining good results.



→ To see a video of the event:
www.garemixsaintpaul.grandlyon.com

RESULTS

- /// In addition to the prototypes described above, an assessment-evaluation of this innovative approach was drawn up (available at www.temps.millenaire3.com).
- /// Outstanding success was noted from the point of view of group emulation, in spite of the large number of participants and resources.
- /// The work methods used for Gare Remix could be adapted to other contexts and goals, attesting to the experimental success of the project.
- /// Currently, two of the seven prototypes - «The Icebreaker» and «Watch Out for Bikes» - may possibly be used by the SNCF at two stations in Lyon.



FINANCIAL SCOPE OF THE OPERATION

- /// Even though it was shared among the partners, the cost of this action was one of the obstacles to its implementation. However, the high cost of the action stemmed from the fact that this was the first time it had been attempted. Economies of scale can be possible on similar actions in the future.

OVERALL BUDGET

→ €102,000
(including a 30% grant from the Auvergne-Rhône-Alpes Region)



Contact:

Lucie VERCHÈRE, Métropole de Lyon, chargée de mission « Temps et Services Innovants », lverchere@grandlyon.com
Emilie GERBAUD, Chef de projet Métropole Intelligente Métropole de Lyon, egerbaud@grandlyon.com