



GRAND LYON NATURE

DEVELOPMENT OF A NATURE TRAIL APP



The application offers a digital information service to a broad audience. Implemented in January 2014, it covers the entire metropolitan Lyon area and targets local residents.

Versions 1 and 2 of the application were deployed, respectively, in June 2014 and June 2015. A third version is currently being designed.

INNOVATIONS

Several types of innovation are expected:

- ▶ new contactless technologies like NFC or QR code will be tested in order to propose services and contextualized information for the public;
- ▶ augmented reality will be used to make the invisible visible and to geolocate nature which is nearby;
- ▶ answers to certain technical questions, such as hosting, URL management and platforms, will be studied.

STAKEHOLDERS

- ▶ Several public groups are involved:
 - the Ecology and Sustainable Development Service acts as the project manager and instigator for the idea of this app;
 - the Lyon Métropole DINSI (Delegation for Digital and IT System Innovation) mission;
 - the Lyon Métropole External Communication Service.
- ▶ There are also private participants:
 - the Micropole company, followed by DINSI for development, maintenance and hosting;
 - the Baltik company for editorial policy and external services for multimedia contents.

KEY DATA

- An app available on Android and IOS (IOS only in later versions)
- 20,030 app downloads since launching
- 7,700 apps installed

IMPLEMENTATION

- Project design and deployment over a three-year period were the object of an appropriately structured bidding process won by Micropole.
- The project includes development, maintenance and data hosting for the duration of the Grand Lyon Nature project.
- After the three-year period, Grand Lyon Nature will be maintained by the DINSI service provider for third-party application maintenance. Lyon Métropole will host data and content management tools internally.

QR CODE: A TYPE OF TWO-DIMENSIONAL BARCODE

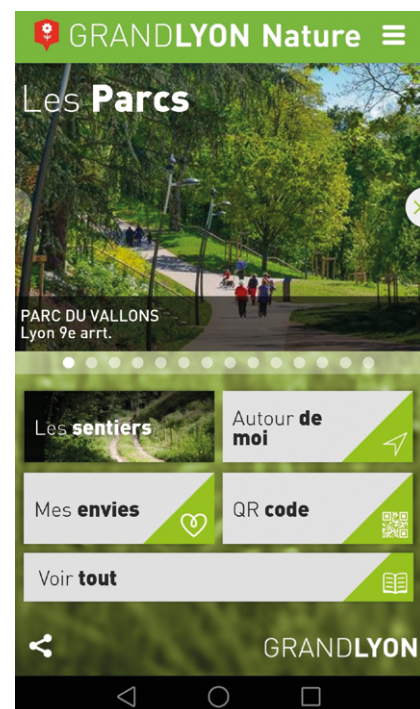


NFC code: "Near Field Communication" is a contactless and short-range communication technology.

→ The first version of the application did not have contactless technologies. Deployment of QR and NFC codes on trails started in the fall of 2015.

RESULTS

- /// The functionalities developed are interesting in several ways since they provide:
 - augmented reality,
 - contextual YouTube interviews,
 - enriched contents that round out printed information and guides,
 - for Lyon Métropole, a technology that is relatively simple to include and implement.
- /// This application introduces the nature trail offer in the metropolitan Lyon area and seeks to promote "well-being", "social cohesion" and "preservation and improvement of the environment" that are part of the ISO 37101 standard.



FINANCIAL SCOPE OF THE OPERATION

- /// The overall cost of the nature trail app is €108,000.

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la métropole