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MARSEILLE'S PATH TO A GREENER FUTURE

— SEPTEMBER 2021 —

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BOARDROOM
THE BEST RESOURCE FOR ASSOCIATIONS

Boardroom \ The Best Resource for Associations

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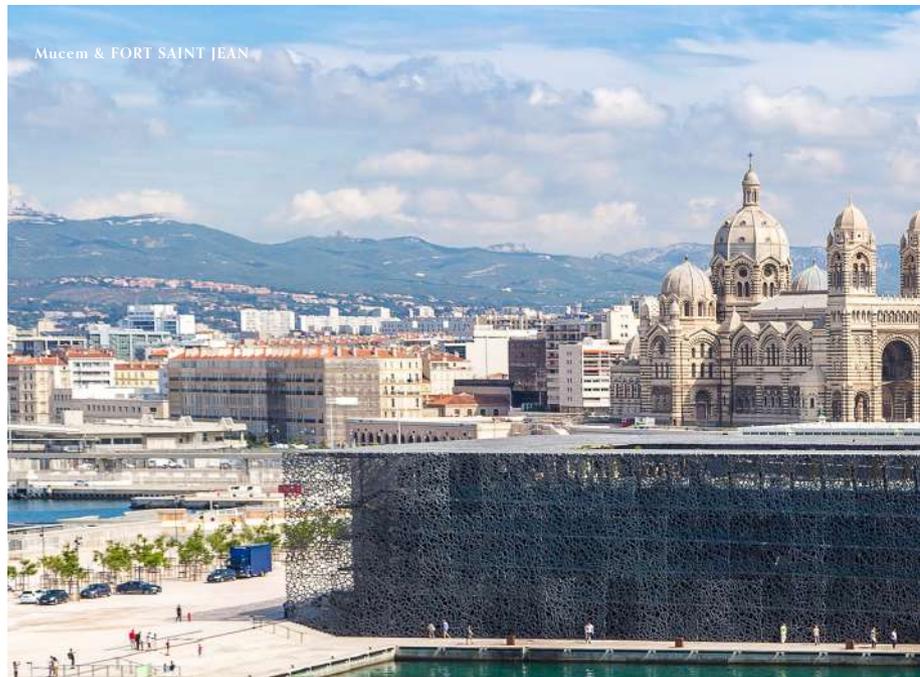
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By placing sustainability at the forefront of the conservation—and congresses—the infamous port city is changing its narrative and offering an environmentally friendly touch.

It all started with the win to host the IUCN World Conservation Congress (*Congrès mondial de la nature*), which will take place as a hybrid event in early September 2021. On this occasion – and because the criteria in the bid book were so strict in terms of sustainability – the professionals of Marseille’s meetings industry realized they had strong cards to play. It might not be what comes automatically to mind when you think about Marseille, but whether it be biodiversity, CSR, green initiatives, smart urbanism and mobility, among many other things, the city has more than a few key assets that make it a strong contender as a sustainable conference destination.

With a size double that of Paris, Marseille is 24,000 ha large, and over 9,000 of these are dedicated to natural areas. The coastline of the city and the surrounding region stretches across 255 km, and there’s an abundance of national parks in the backcountry. However, the so-called Parc National is in the middle of the city and home to a wide variety of plant and animal species unique to the region. Go deeper, and you will find the biodiversity of the city extends far beyond what you would expect: There are 54 parks and gardens in Marseille alone that are eco-garden-certified (meaning no chemical pesticides) and out of the 128,000 trees, you’ll find 8,000 along public roads.

Marseille’s natural richness might be one of its best-kept secrets, but it was also the realization that it could compete with destinations that are maybe better known as sustainable locations that started a change of perception, not only for organizers but for the local stakeholders, too. As Pascale Bigo, manager of the Aix-Marseille Provence

Convention Bureau, worked on the bid to win IUCN, she understood that the key to success was collecting compelling sustainability data and biodiversity assets of the city to showcase a new story.

REGENERATIVE DEVELOPMENT

During a short stay over in Marseille early July, I was lucky enough to be given a grand tour of the many sustainability initiatives currently taking place in the city. In this regard, Euroméditerranée is a very good example of Marseille’s commitment to regenerative development. The largest urban rehabilitation project in Europe, it spans 310 ha in the heart of Marseille, right next door to the Old Port, and is a clear fit for current aspirations—which include making space for nature within the city; supporting easy, calm transportation; the reduction of pollution; addressing health questions; and emphasizing energy and environmental issues, as well as our relationship with work.



As Stéphane Ghio, director of economic development at Euroméditerranée, puts it: *“Marseille as a city must be a driver of environmental innovation. This is the only way to create a sustainable and resilient destination, one with a high environmental performance that is also inclusive, because it supports the common good and meets the basic needs of its residents, which, in turn, will benefit our visitors.”*

To certify the energy efficiency of its buildings, Euroméditerranée has partnered with the Envirobat BDM association, which has certified all of the housing and office buildings in the block as Mediterranean Sustainable Buildings. Thanks to their design, they improve insulation by 30 to 40%. The reduction of the buildings' energy needs is also made possible by the use of a pioneering system: the seawater heating loop, a technology that involves gathering the calories used to supply building heating and cooling system from the ocean. This

innovative process can cover up to 70% of energy needs from renewable sources, improving the thermal results of real estate projects by facilitating wider adoption of positive energy buildings (PEB), among other things.

AS SUSTAINABLE AS POSSIBLE

Sustainability will, of course, be at the core of the conversation at IUCN, as well as an integral part of the organization of the congress itself. As part of the procedures following the ISO 20121 Event Sustainability Management System, IUCN wants to incorporate local resources and initiatives, in addition to operating as sustainably as possible, which includes everything from hotels and transportation to energy and waste management. The aim here is to leave a green legacy from the local to the regional level by encouraging suppliers and partners

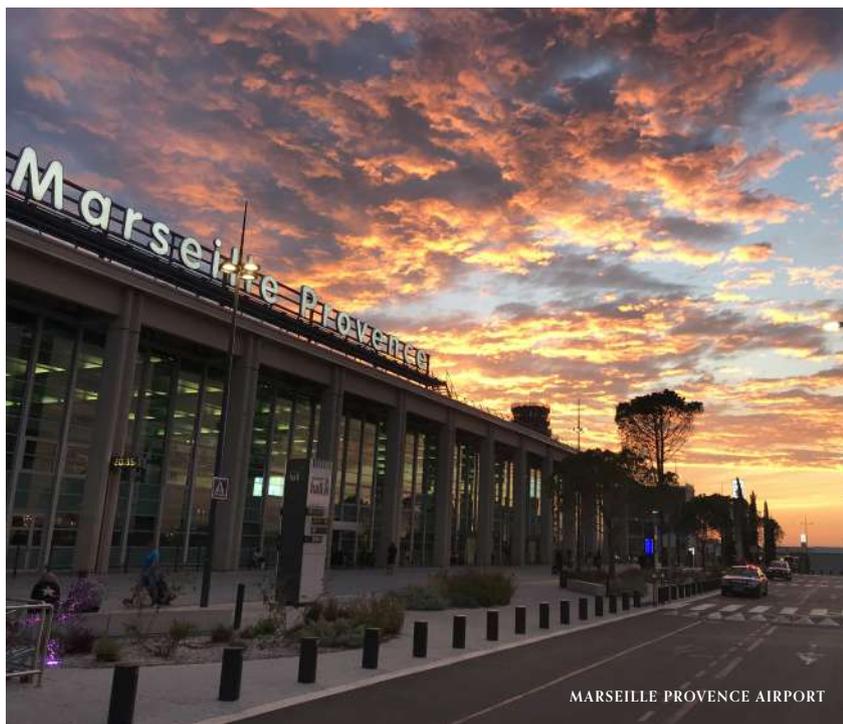
to join in on the congress' sustainability efforts - which are embraced wholly.

Marseille, thanks to its proactive convention bureau and a dedicated strategy, encourages stakeholders in the tourism industry to make sustainability part of their daily practice. For example, the ISO 20121 certification is proof of the Marseille Chanot Convention Center's dedication to this cause, fighting against waste and increasing sustainable mobility. Similarly, the InterContinental Marseille - Hotel Dieu is deeply committed to an ethical approach to environmental sustainability, and the IHG Green Engage system ensures they progress on a daily basis, making it easy to measure and optimize water and energy consumption while reducing waste and improving the hotel's impact on the environment.

In fact, the municipality is dedicating a good part of its budget to sustainable development initiatives, one of which is supporting 60 hotels in their mission to become Green Key-certified in the next few years. Certification is indeed vital to ensuring a destination's auditable track record, and the end goal is to have 60 to 70% of the city's hotels certified with the voluntary eco-label by 2024. As Marc Thépot, chairman of Marseille Metropolitan Tourist and Convention Bureau, explains: *“The emphasis is definitely on a sustainable tourism, which makes all the more sense in these challenging times. The coming months and years will be dedicated to labeling and referencing all the stakeholders who play an active role in making Marseille a sustainable destination. It's time to promote all the virtuous approaches that are taking place in the city and its surrounding region. The image of Marseille is gradually changing - and for the better.”*

ACROSS THE VALUE CHAIN

Marseille is committed to many environmental programs and forward-thinking plans to prioritize the management of



MARSEILLE PROVENCE AIRPORT

natural resources within the shared urban environment. It is the whole value and supply chain that is committed to work and act as responsibly as possible. Corporate Social Responsibility (CSR) is definitely not an empty word. On the contrary, it lies at the core of most of the initiatives that are currently coming to fruition in Marseille and the surrounding region.

Marseille Provence Airport is, in this regard, determined to grow in harmony with its surrounding area and, more broadly, to contribute to the local economy and society while minimizing its environmental footprint. As the region becomes more and more dynamic, it would be unthinkable not to take the challenges of sustainable growth into consideration, and counterproductive not to respect the local population and the environment. Reducing the airport's footprint is a priority as teams at the airport strive in every action to nurture economic growth while curbing the environmental impact of aviation.

The daily operations of the airport and the many on-going renovation and durable projects all bear the hallmark of CSR. Other initiatives include analyses of sound-proofing possibilities in private houses, clearer communication about subsidies for sound-proofing, and the promotion of

sustainable mobility (bike paths, electric vehicles, public transport) to the airport. Similarly, the airport's efforts to reduce its CO₂ emissions have not gone unnoticed. In 2019, it was awarded Level 3 of the Airport Carbon Accreditation program in recognition of its policy to reduce onsite CO₂ emissions. Spurred by France's Energy Transition Law, Marseille Provence Airport, which is ISO 50001 certified, has pledged to reduce its greenhouse gas and pollutant emissions 20% by 2025.

As far as mobility within Marseille is concerned, the Régie des Transports Métropolitains (RTM, the local public transportation system) is clearly demonstrating a commitment to sustainability as well: 52% of all public transport is made possible thanks to electricity (this percentage is targeted to be 100% by 2037), new RTM-managed buildings are constructed according to the highest possible sustainable standards (Silver level of the Bâtiment Durable Méditerranée certification), and a strong waste management system has been put in place. In addition, RTM has implemented an ambitious plan to make the use of individual cars outdated by facilitating intermodal connections between networks and is promoting bike-, car- and scooter-sharing systems.

Marseille Key Figures

- 2nd largest city in France
- N°1 leading French port and the 4th largest in the Mediterranean
- 2nd most popular city as a filming location in France
- 9,500 hotel rooms
- Among the world's Top 100 Best Conference Destinations in the ICCA rankings
- 982 events in 2019 alone
- 5 million tourists a year



CALANQUES

ALL ABOUT THE PEOPLE

From a human capital perspective, Marseille was also in the position to give something very special to the organizers of IUCN. In 2013, the city was awarded the European Capital of Culture title and the team of volunteers who were active then will work in the same fashion for the IUCN congress to show participants the city's undiscovered treasures. From the very start, it's safe to say the design and management of the IUCN represents a truly regenerative approach, since nature and the community around it can truly benefit.

Here we have to look at sustainability in the broadest sense of the term, not just environment-related, but anything that can make a positive change for the communities in particular and society at large.

Additionally, when talking about social and societal impact, we are closer to the redefined notion of sustainability that is carried by international bodies such as the United Nations through their Sustainable Development Goals (SDGs). The SDGs, rolled out in 2015 as part of the UN 2030 Agenda for Sustainable Development, set a roadmap for global action toward supporting the planet and its people in long-term prosperity and survival. More specifically, the 17 global goals include 169 targets answering needs at all levels and focus on 5Ps: People, Planet, Prosperity, Peace and Partnership, areas that Marseille Metropole has also identified as priorities to work on.

In this regard, Marseille and IUCN are clearly working together to make a difference. The city today is a great example of how biodiversity and natural assets act as true competitive advantages for the destinations that prioritize their protection and sustainable management. By following through on its vision, Marseille has proven to be a city able to transform itself and focus on the components of a regenerative future where its citizens and natural capital equally thrive.

3 Questions for Maxime Tissot, Director, Marseille Metropolitan Tourist and Convention Bureau

How do you think IUCN will position Marseille?

The IUCN Congress will bring together governments, civil society, local populations, scientists and business to drive action on today's most pressing environmental and sustainability challenges, including the biodiversity and climate crises and recovery from the COVID-19 pandemic. As a key milestone before pivotal UN conferences on biodiversity and climate in Kunming and Glasgow, the IUCN Congress will inform new global targets and action towards a sustainable, healthy future for people and nature.

Thanks to this, Marseille will increase its visibility on the global stage and it will be an ideal opportunity for us to showcase what the city is doing in all kinds of sustainability-related fields. As a host city, we want to highlight the actions and commitments of non-state actors and citizens mobilized in the fight against biodiversity loss. For example, the so-called Espace Generations Nature will be accessible to the general public free of charge. They will offer visitors the opportunity to enjoy innovative and creative experiences that will make them aware of biodiversity while raising awareness to the right actions to preserve it.

What's the Aix-Marseille Provence convention bureau's strategy for the upcoming years?

Our strategy is based on four key pillars: First, we want to promote slow tourism, sustainable development, and eco-responsibility. We are working on and encouraging stakeholders to embrace the ISO20121 certification, which offers guidance and best practice to help manage events and control their social, economic and environmental impact. We will also hopefully soon join the GDS Index, the leading sustainability benchmarking and improvement program for destinations around the world.

We also want to showcase neighborhoods of Marseille that are a little less known. Then, we will focus our efforts on the off-season, with a big communication plan scheduled for the fall. We have to make sure associations know we're open for business. With over 9,500 rooms, we have doubled our hotel capacity in 20 years, something that today positions Marseille as a major business events destination.

How do you 'sell' Marseille to association planners?

Our local economic fabric is made of highly efficient and proactive tourism professionals all across the supply chain. All those who have organized events in Marseille leave with memorable souvenirs and the feeling of having done an overwhelmingly good job, thanks to a perfect synergy between us and them. Associations should not hesitate to reach out to us – we know how to deliver! Marseille is not just a sunny destination – though the sun shines here more than 300 days a year; we have expertise and know-how that make us highly competitive. Our network of ambassadors is also very solid: their expertise is unique and diverse, and they can support bids that will make associations shine and showcase the industry they defend and advocate for quite strongly.

Areas of Expertise through the Sustainability Lens

One of the main ingredients for a sustainable future is deep knowledge and expertise. The more a region invests and strengthens its key economic sectors through active association work and continuous government investment, the faster it can reach its goals of a sustainable economy. The metropolitan area of Aix-Marseille-Provence is conscious of what this entails and has focused on six economic areas – Healthcare, Shipping and Logistics, Energy and the Environment, Digital and Creative Industries, Aeronautics and Mechanical Engineering, and Lifestyle and Tourism – in order to drive growth and stimulate change.





© MARSEILLE METROPOLE



LA JOLIETTE HOUSES ONE OF THE NEWEST BUSINESS DISTRICTS IN MARSEILLE

© JOUAN



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MEDICAL TECHNOLOGIES IN THE CENTRE OF HEALTHCARE

The region boasts the second largest centre for clinical trials in France and with good reason: great investment and focus has been placed in digital connectivity and collaboration between hospitals and start-ups which focus on innovative health technologies. Facilities like the Luminy Science and Technology Park, which hosts the Sainte-Marguerite project - an initiative to promote medtech and biotech knowledge exchange of all stakeholders involved - drive development in the field and attract leading health companies and start-ups.

Medical imaging and implants, medical diagnostics, microbiology, immunology and neuroscience are some of the areas of excellence in the region, with clusters such as the IHU Méditerranée Infection, the Marseille Immunopôle and the Eurobiomed - the N°1 health cluster in France with more than 600 member companies - taking the lead in research and innovation. The benefit for relevant associations is the area's high concentration of talent, infrastructure and economic growth.

The sector is reinforced by a strong academic arm, as the third largest teaching hospital is located in the area. The Provence health services sector shows such rapid growth that the area has been given the French Tech Santé certification that will generate even more public and private support for the field and further international recognition.

SMART PORT AND DYNAMIC LOGISTICS

Thanks to its central location, Marseille connects the Europe-Middle East-Africa (EMEA) region, which has made it an ideal geographical platform for the creation of major logistics zones such as Distriport and La Feuillane. Industrial logistics (chemicals/food), and urban logistics and distribution can all be handled in the area, with international logistics in connection with port activity leading the way. The sector has also attracted major companies such as Ikea, which have chosen the port area for warehousing.

An important leap into a sustainable future is presented by Marseille's port. The "French Smart Port in Med" approach aims at improving the economic and environmental performance of the logistic and industrial port ecosystem and seeks to create new sources of value and employment. This way the port has already become a field of innovation for marine and submarine technology, a source for the development of renewable energy and an ecosystem with extensive use of digitalization.

When talking about shipping, the metropolitan area is considered a leader in France for ship and yacht repairs. La Ciotat Shipyards, a luxury yacht repair center, is based in the area along with companies like Forme IO, one of the largest docks for ship repair in the Mediterranean.

No doubt the port and the businesses around it will continue to grow since the spirit of collaboration is quite present among them and the local authorities, as proven by the Marseille-Fos port recovery pact, an initiative with investments planned into the next five years for the modernization and smooth operation of the port area. Associations can relate to this idea of community and find fertile grounds for sustainability initiatives.

CIRCULAR ECONOMY FOR A GREEN METROPOLIS

In line with 'France Relance', France's new economic stimulus plan supporting the transition to a greener, more sustainable economy presented in 2020, Aix-Marseille-Provence is investing heavily in the hydrogen industry. The aim is to become a leader hub for the production and distribution of hydrogen in the Mediterranean area. With a 30-million-euro investment to the Jupiter 1000 project, the first industrial demonstrator of Power to Gas implemented on a selected industrial site of the port of Marseille Fos, green hydrogen will be produced from 100% renewable energy which will then feed the gas network. Captured CO₂ will also be used to feed the gas network reinforcing the circular economy.

Moreover, the introduction of a 100% electric bus on the future BHNS "L'Aixpress" line and of three hydrogen-fueled buses on the



Ulysse network in Fos sur Mer have already taken place, proving that the region supports carbon-free initiatives within the city.

Worth noticing is the ITER research program, which seeks to harness fusion - the nuclear reaction that powers the Sun and the stars - as a potential source of safe, non-carbon emitting and virtually limitless energy. The 35 participating countries see the vast capability of the port area, which is why most of the installation is set up there. *“Locally, ITER must be able to rely on a robust, efficient infrastructure; the port of Marseille-Fos is one of the vital elements of this infrastructure, as are the metropolitan area’s road and rail networks, access to an international air platform and the availability of very high-speed communications facilities,”* says Bernard Bigot, ITER Organization Director-General.

DIGITALLY POWERFUL, CULTURALLY ENRICHED

The business world is more than ever based on data exchange and storage; Marseille comes to enhance Europe’s connectivity to the world with 14 submarine cables running through Marseille and six more arriving by the end of 2021, bringing the region to 5th place in the world in terms of connectivity. Digital innovation in sectors like the smart city, e-tourism and big data has convinced major companies such as Interxion and Infosys and its Digital Centre of Excellence to settle in the metropolitan area. The digital surge is supported by a pioneering campus which attracts human resources able to tackle the future challenges of big data and adds value to the whole ecosystem.

On the more creative front, Marseille has become a go-to destination for filmmakers in France thanks to effective connectivity, cheaper costs, and mix of cultures. With local and regional support, the sector is using this thrust for innovation and new digital content, currently handling more than 500 filming projects, cinema and multimedia productions per year. Key sites like the Pôle Média de la Belle de Mai create unique clusters for creative and cultural industries which have brought Marseille to the second place for audio-visual activities in the country.

MECHANICAL ENGINEERING AND AERONAUTICS ALWAYS AT THE FOREFRONT

The sector is among the more traditionally developed ones in Aix-Marseille-Provence. Drones, helicopters and satellites are the main areas of excellence in the aeronautics sector, with constant innovation driven by the technical expertise concentrated there. The Center for Drone Excellence (CED) is a good example of the synergies created within the sector (with the SAFE cluster for security and risk management and Provence Remotely Piloted Aircraft System Network among others) in order to drive innovation.

No surprise that behind the development of the industry of the future we find the work of an association, the TEAM Henri-Fabre project. The public/private partnership aims at developing technologies and expertise in advanced manufacturing with a specific focus on helping small and medium-sized businesses in the global market. The project strengthens multisector synergies which will help transform the sector towards industry 4.0.

The area’s infrastructure, with a 5km runway - the longest in Europe, and the presence of international leaders like Airbus Helicopters, Daher and Magellan Aerospace have made this transformation rapid and the region to one of the top positions globally in the sector.

SUSTAINABLE TOURISM AND LIFESTYLE

Business events, as well as tourism, is undoubtedly one of Marseille’s strong poles. A popular destination for conferences - fifth in France according to the ICCA 2019 classification - and the second most important region in France for tourists, the area already had a lot to offer. Major investments have, however, upgraded this offer towards a more sustainable model with innovative tourist sites, a focus on the experience economy and new sustainable urban infrastructure.

Reconciling economic success and social initiatives in an inclusive environment is the vision of the New Campus de Voyage Privé - home to associations, sports centers and business incubators, all based on the principle of sustainability. Urban changes include La Passerelle J1, a building by the water to welcome leisure activities and a laboratory for innovation in tourism and events; not to mention the infrastructure preparations for the Rugby

World Cup to be hosted by Marseille in 2023 and the sailing events for the 2024 Olympic Games.

Conservation of natural resources, transformation of old buildings, inclusiveness, environmentally friendly tourism and business events are the main focus of the Aix-Marseille-Provence region.

AIX-EN-PROVENCE CONGRESS CENTRE

AIX-EN-PROVENCE
CONVENTION CENTER

AIX-EN-PROVENCE VENUES

CHÂTEAU PONT ROYAL
CHÂTEAU LA COSTE
HÔTEL DE CAUMONT - CENTRE D'ART

MARSEILLE CONGRESS CENTRES

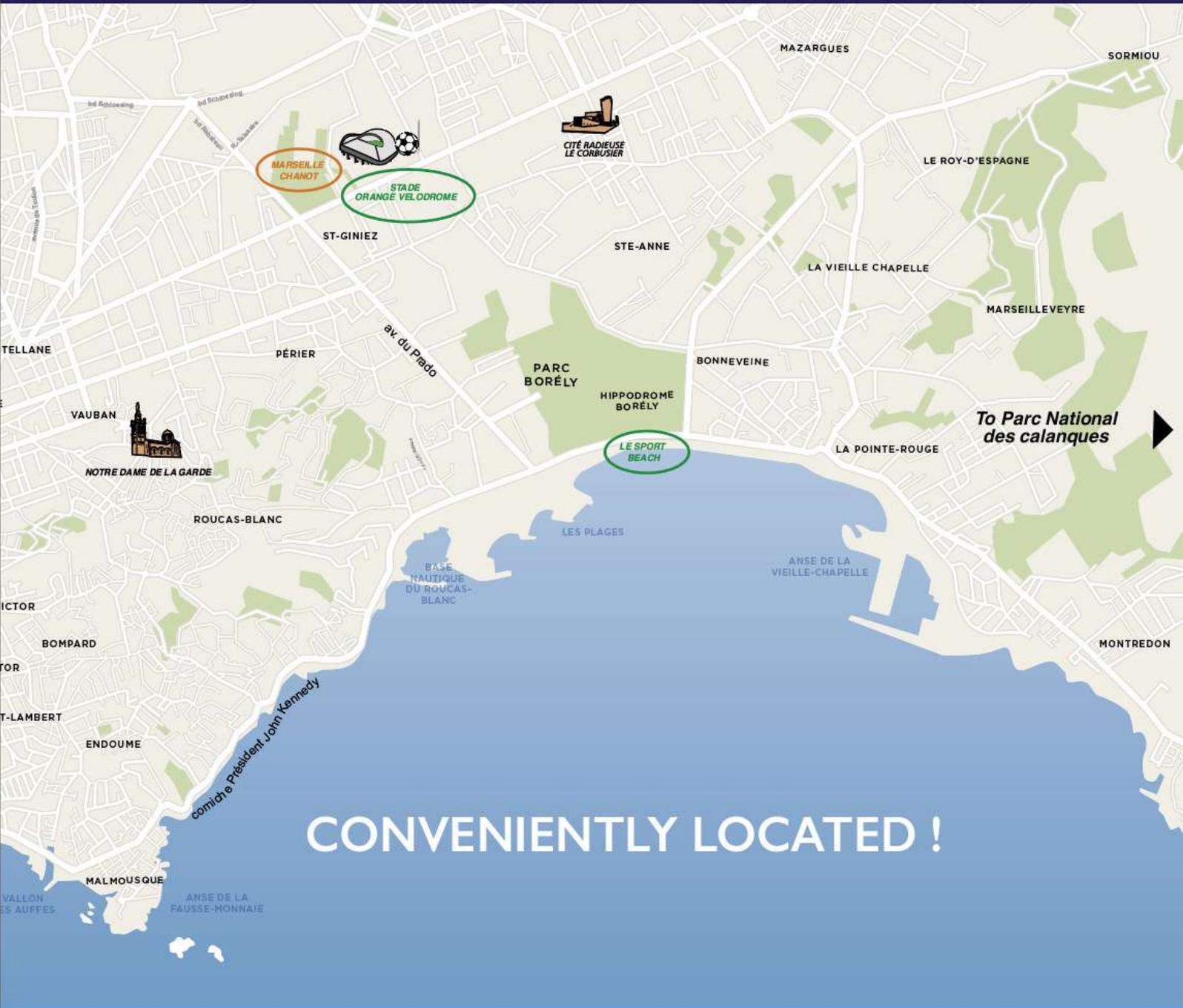
MARSEILLE CHANOT CONVENTION CENTRE
WORLD TRADE CENTER MARSEILLE PROVENCE
PALAIS DU PHARO – INTERNATIONAL
CONGRESS CENTRE

MARSEILLE VENUES

SKY CENTER LA MARSEILLAISE
CASA DELAUZE
LE MX – DOCKS VILLAGE
PALAIS DE LA BOURSE
MUCEM
MUSÉE REGARDS DE PROVENCE
LES HALLES DE LA MAJOR
LE R2 – TERRASSES DU PORT
LE SPORT BEACH
LA NAUTIQUE
LE SILO
ORANGE VÉLODROME



MARSEILLE PROVENCE PRESS CENTRES AND VENUES



CONVENIENTLY LOCATED !

A Wide Range of Conference Options

Home to one of the world's most beautiful harbors, Marseille has looked to its past to navigate its future, and is surfing an unprecedented wave of construction and renovation. Together with Aix-en-Provence, which is located about 45 minutes away, Marseille's main congress venues are testament to this. Contemporary or traditional, they will provide the ideal setting for any sun-soaked conference – you just have to take your pick.

Right in the heart of Marseille, next to Orange Velodrome, **Marseille Chanot Exhibition and Convention Centre** can host a wide range of national and international events. The venue is 17 hectares wide and made of several halls, offering a total of 60,000 sqm of modern, comfortable and modular spaces. Featuring three sites in the same vicinity – the Palais des Congrès, the Palais des Arts and the Parc des Expositions – totaling three amphitheatres (for 3200, 1200 et 400 pax respectively) and 20 conference rooms, this is where you can get big and do everything under one roof.

In September, Chanot, as it is commonly referred to, will welcome the IUCN World Conservation Congress, which is *"a challenge we're happy to rise to,"* says operations director Olivier Dudieuzère. *"It is, in fact, an opportunity for us to show our support to a wide range of local suppliers, and even to challenge them, if you will. IUCN is so demanding in terms of waste management, staffing, security, etc. – and rightly so – that we have encouraged many third parties to work on their ISO 20121 certification. This congress will definitely leave a positive legacy that is transferable to other business events we will host in the future. What we are doing now is in line with the awareness on sustainability as a whole we are trying to bring internally to our teams."*



MARSEILLE CHANOT EXHIBITION
AND CONVENTION CENTRE



PALAIS DU PHARO

Built in 1858 by Emperor Napoleon III for Empress Eugénie, the **Palais du Pharo** is an unbelievable place to organize all sorts of events in Marseille. A castle-like structure guarding the outskirts of the city centre, it dominates the entrance of the Vieux Port (the old harbor) and thanks to that, offers amazing views over the harbor and the sea. Traditional yet contemporary, the Palais du Pharo features over 7,000 sqm of dedicated space spread over two architectural spaces: the historic palace and its modern extension. Its large auditorium can accommodate 900 delegates, and there are 800 hotel rooms in its immediate surroundings.

Formerly known as the World Trade Center, **Congress Centre - City Center Vieux Port** lies a stone's throw from the historic quarter of Canebière and is just a 10-minute walk from the central train station and two minutes from the Old Port. The 2,600-sqm, high-tech business complex features a 400-sqm plenary hall, as well as 11 adjustable meeting rooms, coworking, language training and an international club for companies. Its central location near landmarks, parking, and accommodations make it a convenient option for planners. The four-star hotel Mercure Centre Vieux Port, for example, offers 200 rooms with direct access to the venue, and recently went through a complete renovation.

Nearby Aix-en-Provence is also emerging as a strong meetings location. Famous for its picturesque Cours Mirabeau and charming old town, which boasts countless well-preserved mansions from the 17th and 18th centuries, Aix—the former capital of Provence—is a university town with a rich architectural heritage. Its incomparable light and scenic countryside has inspired many artists, including painter Paul Cézanne.

The main congress venue, the **Centre de Congrès**, is located 500 m from the Cours Mirabeau, and was renovated at the end of 2013. Easily accessible (there is a 600-spot parking lot underneath), the venue boasts an auditorium seating 508 people, standing cocktail space for 690 pax, 600 sqm of modular space for exhibitions and meetings, and 10 meeting rooms - making it suitable for events of all kinds and formats. There are 3,200 rooms in 50 hotels of all categories nearby.

As Michel Fraisset, director of the Aix Tourist Office, explains: *“We like to think we in Aix-en-Provence can complement what Marseille offers. There are definitely some synergies between us. In Aix, we act as a one-stop-shop for organizers and can facilitate the entire event planning process.”*

CONGRESS CENTRE - CITY CENTER VIEUX PORT



©MAXIME PIETRI

CENTRE DE CONGRÈS AIX-EN-PROVENCE



© DANIEL KAPIKIAN

Offsite Venues For Sustainable Events

A good conference is always complemented by the right networking event, where delegates benefit from the relaxed setting to make valuable business relationships. Aix-Marseille-Provence offers a large variety of unique venues for all tastes, either with a cultural character, by the water or even in the sky.



R2 ROOFTOP REVERSO

©VALENTIN CHALANDON

ENVIRONMENTALLY CONSCIOUS COASTLINE

Water, with all its environmental benefits, is the predominant element of the area, not only in key economic sectors but also in events infrastructure. **Casa Delauze**, set on the Vieux-Port of Marseille, close to hotels and accessible also by boat for a different experience, brings out the best in the area. The historical villa offers a capacity of 700 people for all types of events in a unique interior shaped like submarines to give the feeling of diving while being on land.

A bit further up the coastline and a few meters upwards in the sky, the **R2 Rooftop Reverso** overlooks the water - from above

this time - and gives a 360-degree view of the Mediterranean. In fact, the panoramic facility is located on top of Les Terrasses du Port shopping center, by the Terminal 2 of Port De Marseille and is available for private events both on the roof area and on the ground floor. Its flexibility to host from 30 to 800 people allows a range of events all of which can benefit from the weekly musical program with different styles.

The waterfront views from up high are not uncommon in Marseille. From 135 meters and 29 floors up, La Marseillaise is an office skyscraper in the Euroméditerranée, on top of which private events can be hosted at its **Sky Center**. Six upscale configurable conference rooms are combined with

contemporary design and surrounded by a hanging garden to provide a green sustainable experience with a capacity of up to 500 people in cocktail configuration.

The seafront does not have the exclusivity of sustainable venues in the area. A sports facility like the **Orange Vélodrome**, right in the centre of Marseille, is available year-round for private events from 10 people to 5,000 guests. Different areas of the stadium are used to accommodate a variety of services always with an environmental feel; in fact, the stadium was the first to receive the ISO 20121 certification, with autonomy in water and energy.

INNOVATION AND CULTURE

Facilities with a cultural and historical aspect have not escaped the innovation towards more environmentally friendly models which also reinforce the experience economy. Where more appropriate to host an event than where all the decisions are taken concerning the economic development of businesses and the region, the Palais de la Bourse. The historical building, the oldest The Marseille Provence Chamber of Commerce and Industry in the world, has been sustainably elevated and can host almost 600 seated people.

The same combination of conservation and modernization of older buildings exists in the **Mucem** (Museum of Civilisations from Europe and the Mediterranean). The contemporary design is matched with sustainable development by preferring the use of UHPFRC for the principal elements of the structure: tree-like columns, long-span beams, fishnet façade and roof make up the various rooms which offer a capacity of around 300 people per room.



With the restoration of the building with modern recycled materials and that of the gardens that surround it, **Hôtel de Caumont-Centre d'Art** in Aix-en-Provence is yet another example of culture and sustainability for business events. The five interior and exterior areas for events can host from 25 to 250 people, offering an artsy and exclusive experience.

GREEN AND UNIQUE

Encircled by vast green vineyards and unpolluted air, the Château Pont Royal near Aix is built mostly with natural stone and adds a unique and healthy feeling to events organized there. Its capacity ranges from 50 to 460 seated guests outside or

inside, using all the requested security standards thanks to their prefectural ERP category 3 authorizations.

Close to it, **Château La Coste** is yet another green organic vineyard where wine, art and architecture live in harmony preserving the natural resources and local productivity of the area. Meeting spaces up to 300 guests and exclusive events up to 4,000 guests are possible on the historical and cultural site, providing high-end technical features. Château La Coste is known for its extensive, on-going contemporary art collection among which it's easy to take a stroll between sessions!

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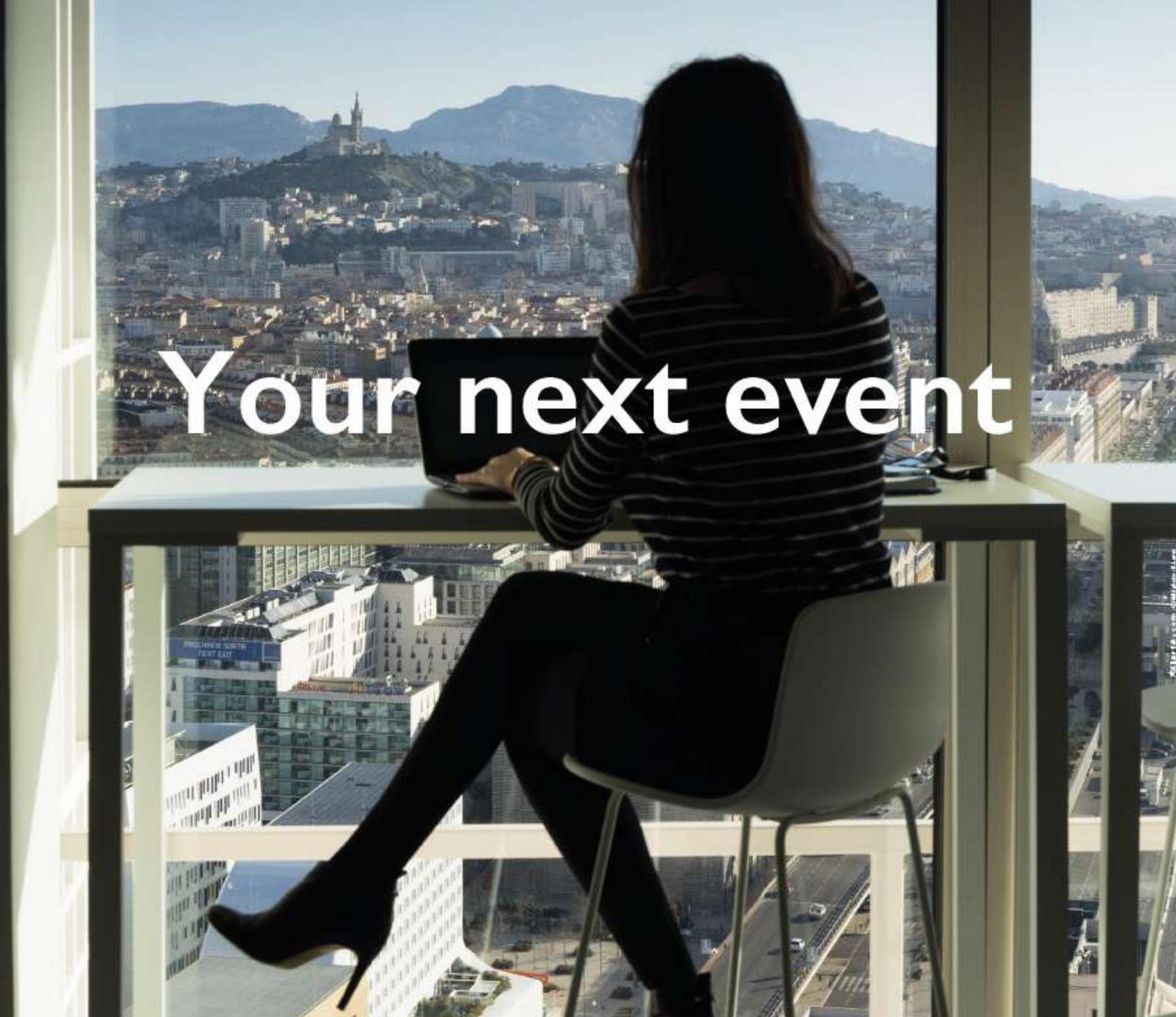
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