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LA ROCHELLE ZERO-CARBON MODEL



With support of :



LA ROCHELLE, A LAND OF INNOVATION

- ➔ Sustainable development is a **priority** in La Rochelle for more than 40 years
- ➔ La Rochelle Zero Carbon Territory is an expression of the commitment made by all stakeholders **to fight climate change**
- ➔ One main target : to **reach carbon neutrality** by 2040 and respect the objectives of the Paris Agreement



HOW DO WE PLAN TO REDUCE OUR FOOTPRINT

2 000 kt éq.CO₂

Territory's carbon inventory
(170.000 inhabitants – 330km²)

-30%

-75%

500 kt éq.CO₂



Three main **levers of actions** to achieve our objectives :



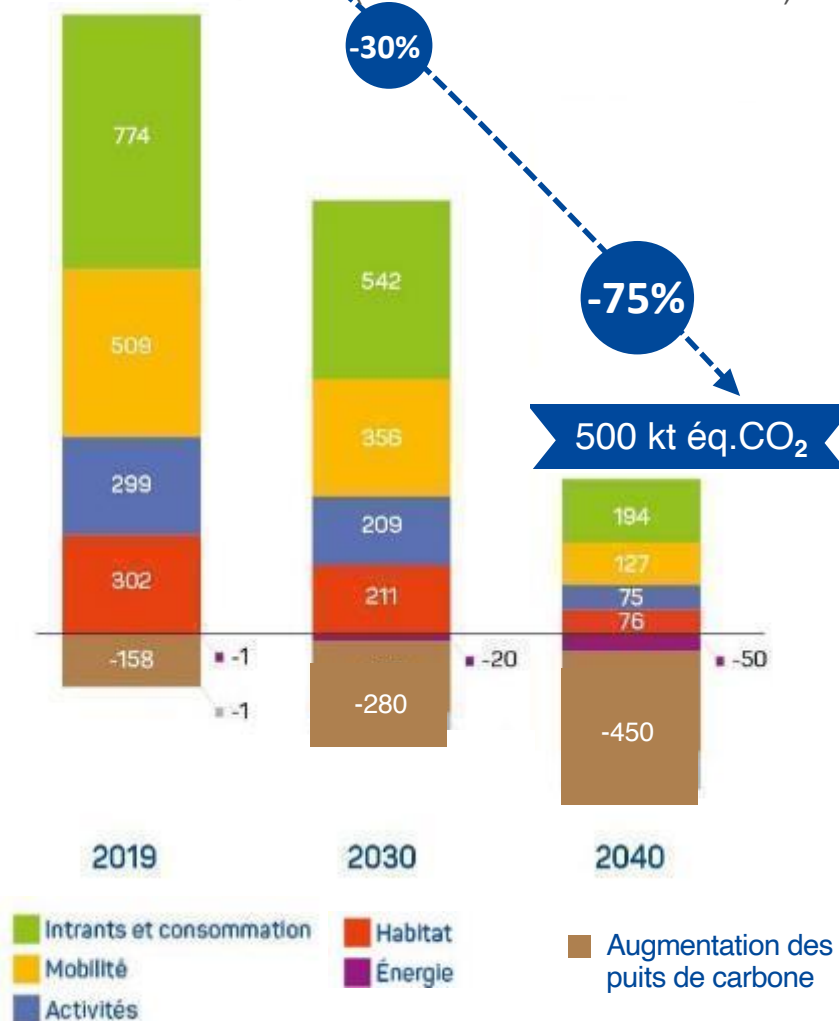
1/ Lower our emissions: sobriety, efficacy



2/ Increase carbon sequestration capacity



3/ Contribute to the development of virtuous projects thanks to the **Carbon cooperative**



THE PROJET INIATORS



- La Rochelle urban community
- La Rochelle University
- Atlantech
- The city of La Rochelle
- Port atlantique La Rochelle

+ AN ECOSYSTEM OF 130 PARTNERS



A GLOBAL ACTION PLAN



1. Citizen participation

Raising **awareness**

2. Blue carbon

3. Sustainable building

Carbon sobriety in
public policies

4. Energy communities

5. New mobilities

6. Ecological transition of companies

7. Digital transition

Evaluation tools, **promotion**
and new **funding**

8. Carbon cooperative

9. Agro-ecological and food transition



News topics

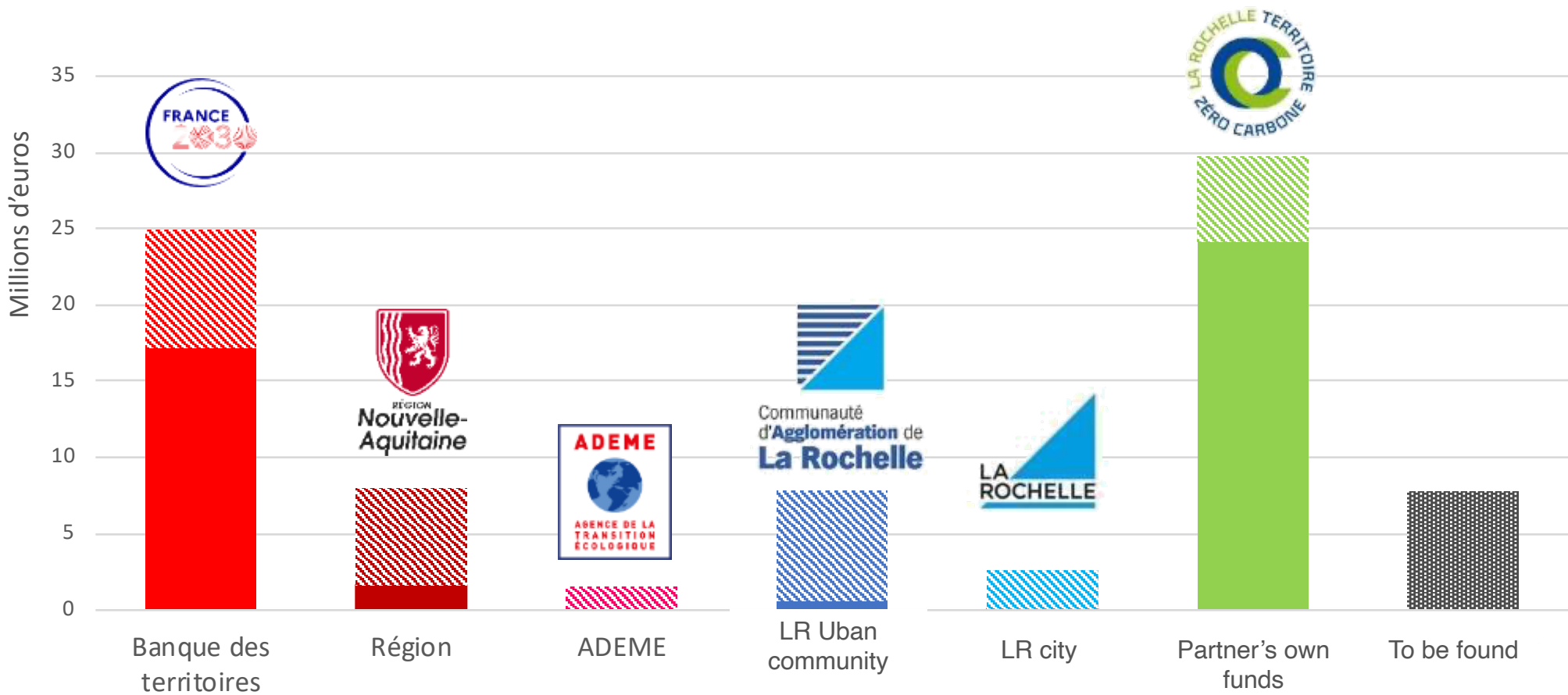
10. Sustainable tourism

BUDGET

➤ A **80M€** program over **7 years**

➤ Multiple fundings

 Operating expenditures
 Investment expenditures



FOCUS ON SOME ACTIONS



SUPPORTING THE PIONEERS OF TRANSITION



Local stakeholders, true drivers of the transition

- A call for projects to support citizen's and association's initiatives
- Networking of stakeholders to develop new low carbon projects and build its narrative

40
projects
funded

230k€
subsidies

1
network
dedicated to
animate these
stakeholders

KNOWING AND PRESERVING BLUE CARBON SINKS



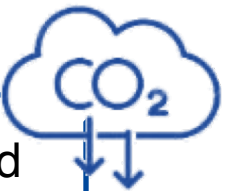
Renaturation of a wetland in the heart of La Rochelle city

- ➔ A 16 months project to restore the natural function of the area
- ➔ A new biodiversity hot spot and one of the main urban carbon sink of the territory

82 ha
of wetlands
restored

63 000
plants
implanted
on the site

A restored
carbon
sink
function





A neutral and free service for energy renovation project

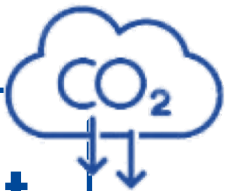
- ➔ Full personalised support in a single location
- ➔ Investment subsidies and a network of trusted professionals to help owners

150k€
allocated

In 2021 by the Urban
Community's low
carbon aid

632
supported
renovations

1050 t
eq.CO2
emissions prevented



PRODUCING AND SHARING ENERGY



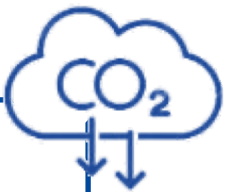
A first experiment of a renewable energy community in a district scale.

- ➔ A simple and green principle : produce and consume renewable energy on site.
- ➔ An ongoing development in the Urban community's business parks

304 kWc
power installed

**370
MWh**
annual
production

**5,8 t
eq.CO₂**
emissions
prevented



CHANGING MOBILITIES



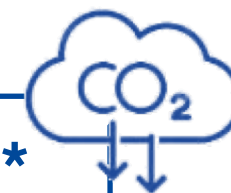
A combination of measures to support changes in mobility behaviour

- A 3 year programme to increase awareness of alternative mobility such as buses, car-pooling, ..
- *Cycling Mai*, a new operation to promote cycling initiatives

549
events

12 900
inhabitants
engaged in a new
mode of transport

700t*
eq.CO₂
potentially
reduced
emissions



ECOLOGICAL TRANSITION OF COMPANIES



 **biotop**




**MATIERES
ENERGIES
ROCHELAISES**



 **LA
MATIÈRE**

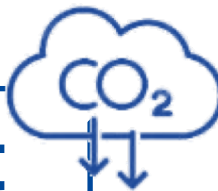
An ecosystem of partners dedicated to business transition

- ➔ Mentoring programmes on efficient management of energy, water, waste and materials
- ➔ A call for projects to support low carbon investments

253
companies
involved

113
evaluations
carried out

450t
eq.CO₂
emissions
prevented



**Agissons
localement
pour réduire
notre impact
sur le climat**



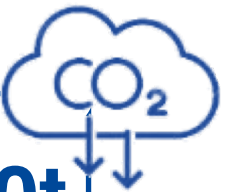
The Carbon Cooperative: a tool to create and animate the local carbon offset market

- A cooperative society to support projects of all sizes
- A way to turn emission reductions into funding to support green projects

11
green
projects
supported

+60
shareholders

15 000t
eq. CO₂
emissions
prevented



SUPPORTING PROJECTS WITH IMPACTS



The Blue Forest : a citizen's initiative to fight against climate change

- ➔ Taking advantage of municipal open spaces to transform the landscape, develop biodiversity and capture carbon
- ➔ A citizen's dream made possible by the technical and financial support of the cooperative.

7000
trees
planted in a
single weekend

+100
volunteers
and shareholders
involved

180t
eq. CO₂
captured over 30
years





With support of :

