

## Smart Addressing - Eco-district Cœur de Grippon

by CORNELIE WILLY / © 2019-06-14 21:57:46 / France / 4785 / FR



**Year of commitment** : 2015

**Address 1 - street** : HÔTEL DE VILLE - PLACE GERTY ARCHIMÈDE - 97111 MORNE-à-L'EAU, France

**Digital services** : Applicative, Mobility, Water, Waste, Health, Comfort, Resilience, Safety

**Sustainable mobility** : Accessibility

**Water cycle** : Prevention, Protection

**Circular economy and waste management** : Other

**Biodiversity & Ecosystems** : / Urban ecosystem, Eco-tourism /



**325 000 €**

### Builder

CEC INFOG for the implementation of addressing -  
XERIA for the installation of addressing plates -  
South West Signage for the supply of plates - GFI  
for GIS - DFA Interactive for the development of the  
website of the city

### Manager / Dealer

City of Morne-à-l'Eau

## GENERAL INFORMATION

By 2015, the majority of streets and lanes open to traffic were not named and more than 80% of the houses and other buildings were not addressed or did not have a standard address in the territory of Morne-à-l'Eau, making it difficult for public or administrative services, local services or the individual... In Guadeloupe, in a context of spontaneous and unworthy housing, there is an unreliable knowledge of the built data. Many buildings are not referenced in the cadastre or others

appear in the cadastre, but are not included in the tax databases. Moreover, there is little or no data available to assess any modifications made to a building (modification of the façade, extension, etc.). Given the absence of these data, it is therefore complex to be able to build a solid strategy for sustainable urban renewal. In order to meet this ambitious challenge, the city of Morne à l'eau has developed an intelligent addressing system that represents a major innovation in terms of controlling its territory, on the one hand on the scale of Guadeloupe, but also on the national scale. Indeed, each address and street name is associated with a QR code which, linked to a database, allows information to be centralized - house by house and street by street. This system has made it possible to make the existing built and road data more reliable, to establish a reference in terms of development, and to offer users better safety and greater efficiency thanks to better control of the territory. This first phase was delivered at the end of 2017. It is currently continuing with the establishment of associated databases (available through GIS tools for technical services and via the city's website for residents). This addressing system is also the basis for the development of an application for smartphones called "Gripon EcoSmart", which will bring together an eco-citizen community around the municipality's eco-neighbourhood project. The purpose of this application is in particular:

- To help users to easily appropriate the codes of this new eco-neighbourhood (sustainable energy management, mobility, responsible purchasing, tourism, waste, etc.)
- To make the user an actor by bringing people closer together and facilitating exchanges with local merchants and craftsmen and the services of the municipality
- Inform users about the life of their neighbourhood, important events or even natural risks
- To contribute to participatory tourism, to visiting the highlights of the eco-neighbourhood, to the city's eco-tourist spots, etc.

The application will be developed and optimized by a Start up committed to green and blue growth. It will bring together various functionalities and themes: mobility, interactive map of the district, natural hazards... The Gripon Heart Eco-district project on a larger scale, the Smart Addressing system and the development of this mobile application are part of the Gripon Heart Eco-district project in Morne-à-l'Eau. For several years, the city of Morne-A-l'Eau has been committed to a sustainable development approach. In particular, the municipality has drawn up its Strategic Programme for Eco-citizenship and Eco-development, which has made it possible to build a sustainable development policy. This work was rewarded at the national level by the 1st Overseas Sustainable Cities Prize in 2014. In 2015, the municipality was awarded the label for its Local Agenda 21, which was built on the basis of ambitious consultation and made it possible to build a sustainable development strategy and a detailed action programme. It is the latter that was the basis of the Eco-district Cœur de Gripon project. The Écoquartier Cœur de Gripon in Morne-à-L'Eau is the first Shell project in the process of obtaining the Guadeloupe Stage 2 label. Its vocation and originality is to rebuild the city on its own in a context of islands and remarkable biodiversity. It concerns the Diado and Centre-Bourg sectors, this perimeter was established with the methodological contribution of the Deal Guadeloupe within the framework of the PRU, because it presented undeniable advantages in view of the objectives of the project: role of municipal and regional crossroads, numerous structuring facilities and land of interest for urban renewal, large floodplain agricultural sector. The eco-neighbourhood plans to rehabilitate 11 ha of hollow teeth and urban neglected areas out of the 54 ha of the project, develop an ambitious travel component with the creation of cycle paths, innovative travel solutions, the creation of 400 permeable parking spaces, the creation of biodiversity spots (parks, gardens, shared gardens, etc.), efficient street lighting saving more than 70% of expenses and the planting of 1,000 trees to fight against urban overheating. Building and renovating exemplary housing and equipment adapted to cyclonic, seismic and flood hazards will be a major challenge.

## Progress Status

In progress

## Data Reliability

Self-declared

## Funding Type

Public

## Website Enterprise / Infrastructure

<https://www.ville-mornealeau.com/developpement-economique/adressage>

## Sustainable Development

Attractiveness :

The project has been conducted since the first phases in consultation with the strategic actors and the population:

- Working meetings were organized with the network managers to take into account their problems and to share the data
- The public service was also consulted via the SNA, the IGN, the cadastre and the DRFIP
- The municipality of Morne à l'Eau has become closer to the services of the Post Office. They were associated with the various work meetings and helped to draw up an exhaustive report of the buildings on the territory of the eco-district.
- Historians have intervened to help define the names of streets (people from the neighborhood or having lived in the neighborhood)
- The population has been associated in 3 public meetings dedicated specifically to addressing and is generally associated in the framework of the consultation related to the eco-district project (Awareness meeting, workshop, etc.)

Well Being :

The identification of the building achieved through the addressing system has significantly improved the knowledge and accessibility of the eco-district. This better visibility of the territory makes it easier to manage the interventions of the services to the population and the citizens as well as the management of the networks. The quality of services is thus significantly improved. All these aspects contribute to an improvement of the general quality of life in the eco-district. The system is also a tool for promoting tourism, art and heritage. Indeed, users, thanks to the QR Code, have the opportunity to learn about the history of a frame or the biography of the person corresponding to the name of the track. They can also better identify themselves on the territory.

Social Cohesion :

The addressing system makes the tax aspect more reliable, thus contributing to the improvement of tax fairness. Indeed, it is now possible to attach a building to a cadastre and a fiscal invariant.

Street signs also generate social links. They thus highlight residents or residents of the eco-district. For example, the cyclist Camille DARIDAN recognized champion in Guadeloupe, Julien LAMEGO masseur of the football club of the city, or Eddy GUSTAVE musician saxophonist.

The project participated in the creation of a social and solidarity economy since the company in charge of laying street signs and houses favored the insertion for the works.

The smartphone application allows for the putting in contact of the inhabitants of the district for exchanges of services, for the organization of events.

#### Preservation / Environmental Improvement :

The addressing system allows the technical services of the city a better control of their territory. This very fine knowledge of the eco-district makes it possible to facilitate the maintenance and maintenance of the spaces thus preserving the environment. In addition, this system allows citizens to correctly explain their place of residence thanks to the accuracy of the address where it is located. This contributes to the reduction of motorized trips. In the case of emergency intervention even in areas of spontaneous housing the location is effective.

#### Resilience :

Natural risks are very present on the territory of Guadeloupe. The best control of the territory allows the town of Morne-à-L'Eau to improve its organization in the face of these risks. Communication in times of risk will be facilitated.

#### Responsible use of resources :

The project has contributed to local economic development since the town of Morne-à-L'Eau has called on a local company based in Guadeloupe for the design and development of the system.

## Testimony / Feedback

### Press articles:

- Article France Antilles of 11/03/2017: "Geolocated addresses for all"
- Article France Antilles from 05/03/2017: "The streets are named and houses numbered"
- Advertorial: Interview of citizens on the subject of addressing

undefined

undefined

## Governance

City of Morne-à-l'Eau

Holder Type : Local Authority

CEC INFOG for the implementation of addressing - XERIA for the installation of addressing plates - South West Signage for the supply of plates - GFI for GIS - DFA Interactive for the development of the website of the city

City of Morne-à-L'Eau

Manager / Dealer Type : Public

For the addressing system, the project was conducted in consultation with a set of partners:

- o Inhabitants
- o Associations and companies
- o Dealers: EDF, Régie des Eaux, SYMEG etc.
- o The Regional Directorate of Public Finances
- o The State
- o The post office
- o AMO: CEC INFOG

#### Business Model :

The addressing project is funded by:

- o by the DETR (Equipment allocation of the Rural Territories) paid by the Prefecture of Guadeloupe
- o the FAC (Municipal Assistance Fund) of the County Council of Guadeloupe
- o the CANGT (Greater North Agglomeration Community)
- o the Town of Morne-à-l'Eau (CDC BANQUE DES TERRITOIRES Loan)

For the application:

- o TEPCV (Ministry of Ecological Transition)

## Sustainable Solutions

### Phase 1 - Addressing System

**Description :** Following the implementation of the intelligent addressing system, the city of Morne à l'Eau wishes to develop an innovative tool to communicate with the population and users of Morne à l'Eau. This tool is based on the database developed in the "smart addressing" phase, which will thus form the basis of the mobile application. Indeed, the organization of precise data building by building and street by street will allow great flexibility for the city and users to communicate in a targeted manner. The purpose of this application is in particular:

- To help users to easily appropriate eco-citizen reflexes (sustainable energy management, mobility, purchasing, tourism, waste, etc.)
- To strengthen the Cœur de Grippon eco-citizen community by providing a space where eco-citizens can exchange best practices...
- Facilitate exchanges with local merchants and community services
- Inform users about the life of their neighbourhood, important events or even natural risks, etc.

The platform allows, unlike the website, to target information as closely as possible and to organize it, not at the scale of the city, but at the scale of the eco-neighbourhood and each dwelling. Two versions will be available: one very detailed for the inhabitants and the other dedicated to visitors to Cœur de Grippon.



#### News :

The city communicates with its users and keeps them informed of the latest news. These may concern the whole district or a street, etc. They appear on the smartphone in instant notification.

Current events: The shared garden organizes a guided tour. Large sale on rue Achille René René Boisneuf on January 12 from 8am. The street will be pedestrianized for the occasion.

#### Local shops:

The user has access to information relating to local shops: location of shops, opening hours, events organised...

#### My house:

An identity card is created for each dwelling, linked to a QR code. This sheet identifies the following minimum data: area, year of construction, environmental label, etc. For heritage buildings, the identity form will be completed with an information form that will relate the historical and architectural information of the house (included in the culture tab).

#### Waste :

The user has access to information related to waste: the nearest waste facility, opening hours of the resource centre, frequency of waste collection, waste fate, tutorials to properly fill bins and reduce waste, contacts for the removal of WEEE, urban composting point, etc.

#### Interactive map :

An interactive map showing the neighbourhood's places of interest, public transport stops, local shops and services, ecotourism, positioning of public car parks, charging stations for electric cars, neighbourhood services (restaurants, shops, etc.), etc.

#### Mobility :

A tab will present the different ways of moving around the neighbourhood and a focus will specify the details specific to each way: Public transport: schedules, frequency, etc. - (Ultimately in real time) Electric cars: electric charging stations on the scale of the Vélo district: presentation of cycle paths, parking points, electric charging points Morne à l'Eau Cyclopousse: online order of a cyclopousse, pedestrian availability: pedestrian paths, theme pedestrian paths.

#### Natural hazards :

Natural risks are an important issue in Guadeloupe. In order to be part of a climate change adaptation process, the district will integrate the most accurate information on risks. This tab will allow you to: To make users aware of natural risks: awareness films, etc. To present the strategy at the neighbourhood level to

make users safe (shelter areas, paths to be taken, etc.) For each dwelling to specify, with regard to the studies carried out, the vulnerability (risks concerned, etc.)  
To communicate in times of risk: natural risk alert, procedure to be followed, etc.

Biodiversity :

The eco-neighbourhood is characterized by natural areas of great richness. This tab will present information related to the different biodiversity areas: details on species, routes on biodiversity...

Energy :

Energy is an important theme in the eco-neighbourhood. This tab could be widely developed and contain in particular: Information related to the overall energy consumption of the eco-neighbourhood (with a history in order to identify variations - these variations will be analysed and recommendations will then be proposed) Information related to the renewable energy production of the district Information related to the energy renovation of the building (associated subsidies...). Energy competitions may also be proposed (the most economical inhabitant, actions to reduce consumption, etc.). ) as well as elements aimed at raising users' awareness of eco-actions.

Gripçon Heart Community:

In order to promote the circular economy and short circuits, the platform will offer a forum dedicated to bringing residents together so that they can exchange services or objects (sale, loan, etc.), organize events in the neighbourhood, promote an association, etc. A special page will be dedicated to building materials throughout the construction site so that residents can exchange building materials (as part of major renovations).

Works :

The eco-neighbourhood project will generate major works that may cause nuisances for users. Also, a specific tab will allow the city to discuss the planned work and inform the population (at the neighbourhood level or street by street) of the work and the consequences to come. Pedagogical information may also be provided: details of the work, description of the project, total duration, planning of noisy phases, what are the repercussions of the work in progress for the inhabitants, etc

Tourism, art and heritage: As the platform is organised thanks to the QR Code, residents and users will be able to scan "buildings", "streets" or "squares" and learn about their history and specificities. Thematic tours may be proposed (on history, biodiversity, etc.).

Finally, an exchange space will allow users to exchange information:

- To communicate with services and between neighbours, to ask questions, etc.
- To participate in surveys
- To report a problem or malfunction
- To join the social networks of the municipality.
- Quality of life :
- Mobility :
- Smart city :
- Urban project governance
- Promotion of cultural/ historical identity
- Security
- Digital services
- Water management
- Waste management
- Management of natural areas

[Company \(es\) Website :](#)

[Company \(es\) Website :](#)

[Company \(es\) Website :](#)

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Phase 2 - Application smartphone

- Quality of life :
- Mobility :
- Economic development :
- Smart city :



- o Resources :
- o Biodiversity :
- o Energy/climate :
- o Citizen participation
- o Promotion of cultural/ historical identity
- o Proximity services
- o Security
- o Air quality
- o Circular economy
- o Soft transportation
- o Electric vehicles
- o Parking management
- o Infrastructure
- o Digital services
- o Water management
- o Soil management
- o Management of natural areas
- o Climate adaptation

Company (es) Website :

Company (es) Website :



## Contest

### Reasons for participating in the competition(s)

The city of Morne à l'eau has developed an intelligent addressing system that represents a major innovation in terms of controlling its territory. Each address and street name is associated with a QR code linked to a database. This system has made it possible to make the existing built and road data more reliable, to establish a reference in terms of development, and to offer users better safety and greater efficiency thanks to better control of the territory.

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### Building candidate in the category

