A smart and shared city is one that is able to take advantage of the accelerating capacities and agility of digital technology. It focuses on optimising the use of technologies, data, artificial intelligence, computerisation, etc., to accompany the transformation of society in general, and improve relations with users, residents and citizens, more specifically.

The intelligence qualifying the city determines not only a capacity to link together and combine information but also defines new forms of interactions between individuals and their material, physical and social environment.

In this context, the city, seen as much as an urban space as a space that creates a community, can thus aspire to become an optimised, connected and shared city. Intelligence is exploited for the purposes of delivering a good quality of life, reinforcing and optimising the capacity of users, residents and citizens to access services in tune with their aspirations and lifestyles, in terms of mobility, education, training, health, work, housing, consumption, etc.

Accordingly, it questions all registers and scales of public action, avenues for citizen involvement and methods of territorial governance. It also influences new economic models, doing so in a context of increasingly restricted budgets.

By making the smart city a strategic banner for its action, European Metropolis of Lille (MEL) increasingly adopts an approach centred on users and the joint creation of its public policies.
This approach is reflected in:

- The development of a citizen participation platform combined with jointly constructed initiatives conceived with MEL’s residents, municipalities and services;
- Support for and networking of third places (spaces outside the home or workplace) across the territory, with a particular focus on those located in priority neighbourhoods;
- Support for social centres who have decided to pool their reflection processes to ensure digital technologies are exploited in such a way as to simplify the day-to-day lives of residents;
- The digital transformation of the territory’s retailers;
- Open data and mobilisation surrounding the 5G Challenge;
- etc.

### Third place policy

European Metropolis of Lille adopted its digital strategy on 24 June 2016.

This important milestone in the definition of the territory’s digital identity affirmed MEL’s determination to make digital technology an instrument serving territorial innovation, citizenship, creativity and performance. In particular, priority 2 of the “resolutely citizen-focused and creativity-oriented” strategy highlights the need to foster the emergence of creative and contributory places and mechanisms across the metropolitan area.

The ambition: to create and develop 40 new third places in 3 years, focusing on two targets:

- Social innovators and small structures;
- Bigger towns or structures (Social Centres’ Federation, Universities, Health Groups, etc.).

Support for social and digital innovation players is also an integral component of MEL’s social and solidarity economy policy.

It is for this reason that MEL works to ensure calls for Third-Place and Doing Business Differently projects are well coordinated and complement one another.

In doing so, its primary focus is local and territorial economic development and associated objectives:

- **Economic initiative and business creation**, proposing flexible, low-cost property solutions through the pooling of work spaces, material resources and contributory dynamics required by project leaders incorporating digital technology in their projects, and by independent or creative businesses in the start-up phase;
- **The development of teleworking** in order to take greater account of different paces of life and deliver a better work/life balance. Third places form part of the site provision available to MEL teleworkers;
- **The metropolis of Makers**: much like a FABLAB, third places are places of expression for the creative industry and collective intelligence. As such, they represent the Metropolis’ ecosystem of Makers supported, in parallel, by MEL in partnership with KissKissBankBank and actively involved players across the territory;
- **Inclusion**: 40% of the territory’s third places offer digital mediation services, thereby contributing to a better understanding of their usages. With a neighbourhood focus, they provide new services to residents thanks to the communities managing them;
- **Attractiveness** : numerous requests are made to third places for tours and experience sharing from players from outside the metropolis. MEL is now the second benchmark territory for third places behind Nouvelle-Aquitaine, which has invested heavily in the area since 2010.

MEL also supports the **Compagnie des Tiers-lieux**.

The Compagnie des Tiers-lieux is a network managed by its members on a mentoring basis. It acts as an incubator for project leaders and manages activities.

It also works closely with municipalities, providing teleworking solutions for the Metropolis’ officers and structures pooled training and service platform solutions. It is also considering the introduction of a **property solution** based on joint-ownership by users.