

URBAN & SOCIAL INNOVATION



dedale
www.dedale.info



innovation
urbaine et sociale

DEDALE is committed to urban innovation and citizen participation

It is both:

- **A not-for-profit French consultancy agency**
that imagines, tests and builds cities and territories of the future,
- **A practitioner and an active player**
producing participatory projects and pilots, organizing citizen events, managing cultural venues, community hubs and living labs...
- **An international and European cooperation actor**
(Horizon, Europe Creative, Erasmus+, JPI..)

DEDALE is also **the ROSA LAB,s coordinator** (Paris urban living lab) and **the facilitator of the test and demonstration neighborhood, THE FERTILE ISLAND**, first zero carbon district of Paris.

EXPERTISES

**New approaches for cities
development and urban regeneration**

Citizen engagement and participation

**Collaborative and tactical urbanism,
placemaking**

Urban Living Lab

Smart citizen and smart cities

Ecological transition

Arts and culture



DEDALE

a not-for-profit consultancy agency

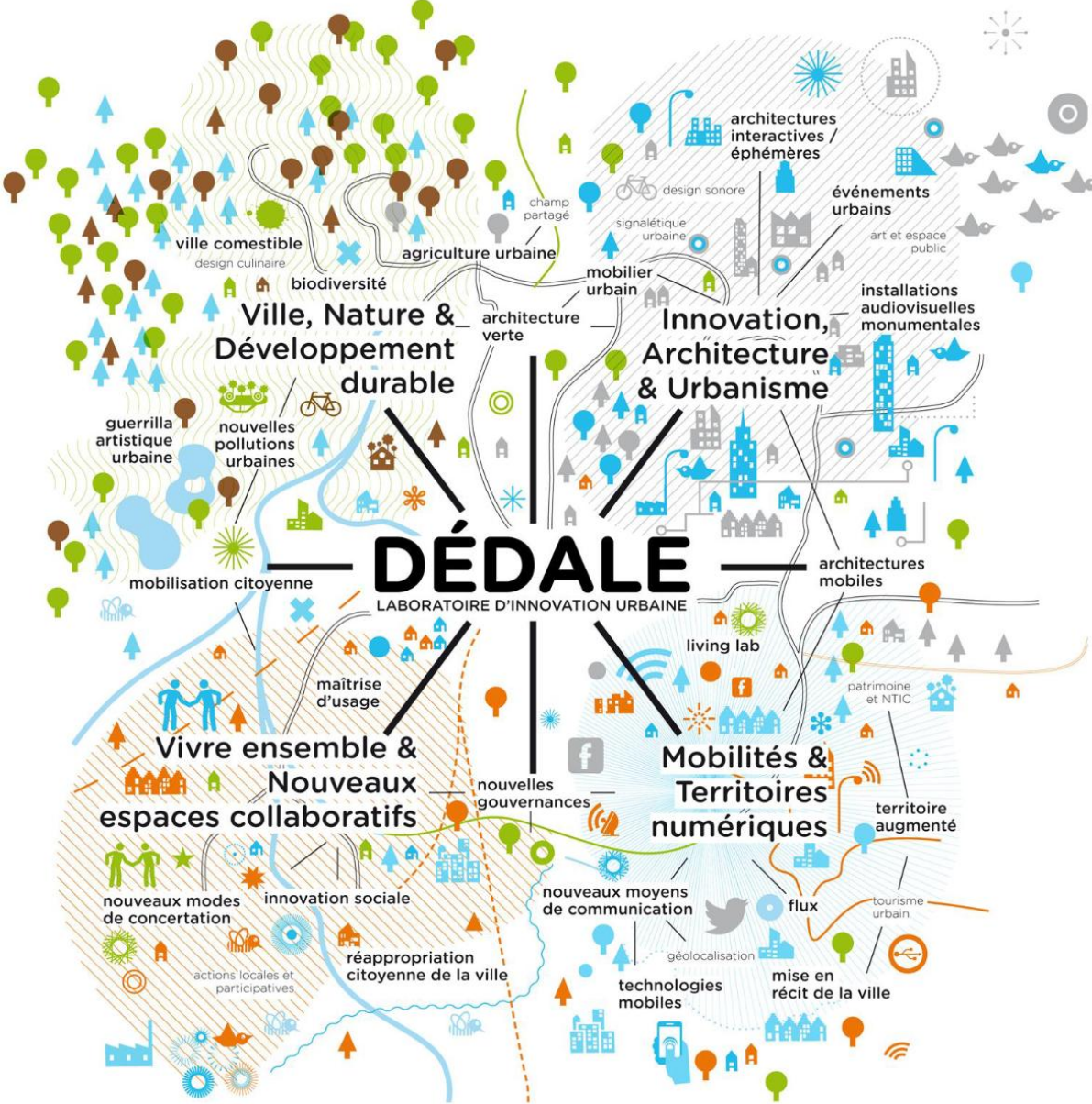
«that imagines, tests and builds cities and territories of the future»

DEDALE | A urban consultancy agency

Research and strategic planning, support for public policy, urban design and tactical urbanism, urban regeneration, co-creation of public spaces, experimentation with user-centered innovations, and active citizen engagement...

Some projects :

- **Réinvent. Paris** – Triangle Eole Evangile (intern. competition for urban innovation projects to regenerate Paris)
- **Panthéon Square** – Placemaking and urban design
- **Invent the Paris Metropolis** – Le Cercle, Metropolitan community hub for circular economy
- **French National Agency for Urban Renovation** – Assistance and support for their urban innovation and sustainable cities policies
- **French Development Agency**– Support for the implementation of a new urban innovation development program and fund
- **Public spaces design and placemaking in France and abroad**
Bruxelles, Saint-Denis, Lyon, Saclay Plateau, Paris, Toulouse, Tunis, Ouagadougou ...



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DEDALE

a practitioner and an active player



DEDALE | A practitioner and an active player

- Producing participatory projects and pilots (ecological transition, inclusion, smart cities, art and culture)
- Organizing citizen events and festivals,
- Piloting cultural grass root centers, community-driven spaces and living labs...

Some projects :

- **Innovative Projects**

Smartcity living lab Paris,

Urban Folies (test of a parklet program in 5 districts of Paris),

City Telling (digital tool kit for city storytelling),

Urban Terroir (urban farming project)...

- **Places**

The Rosa Lab - Urban fabric for the creative and sustainable city (Paris 19),

The Cercle - a Metropolitan community hub on circular economy (Paris 13)...

- **Events**

Park(ing) Day France (Reinvent public space),

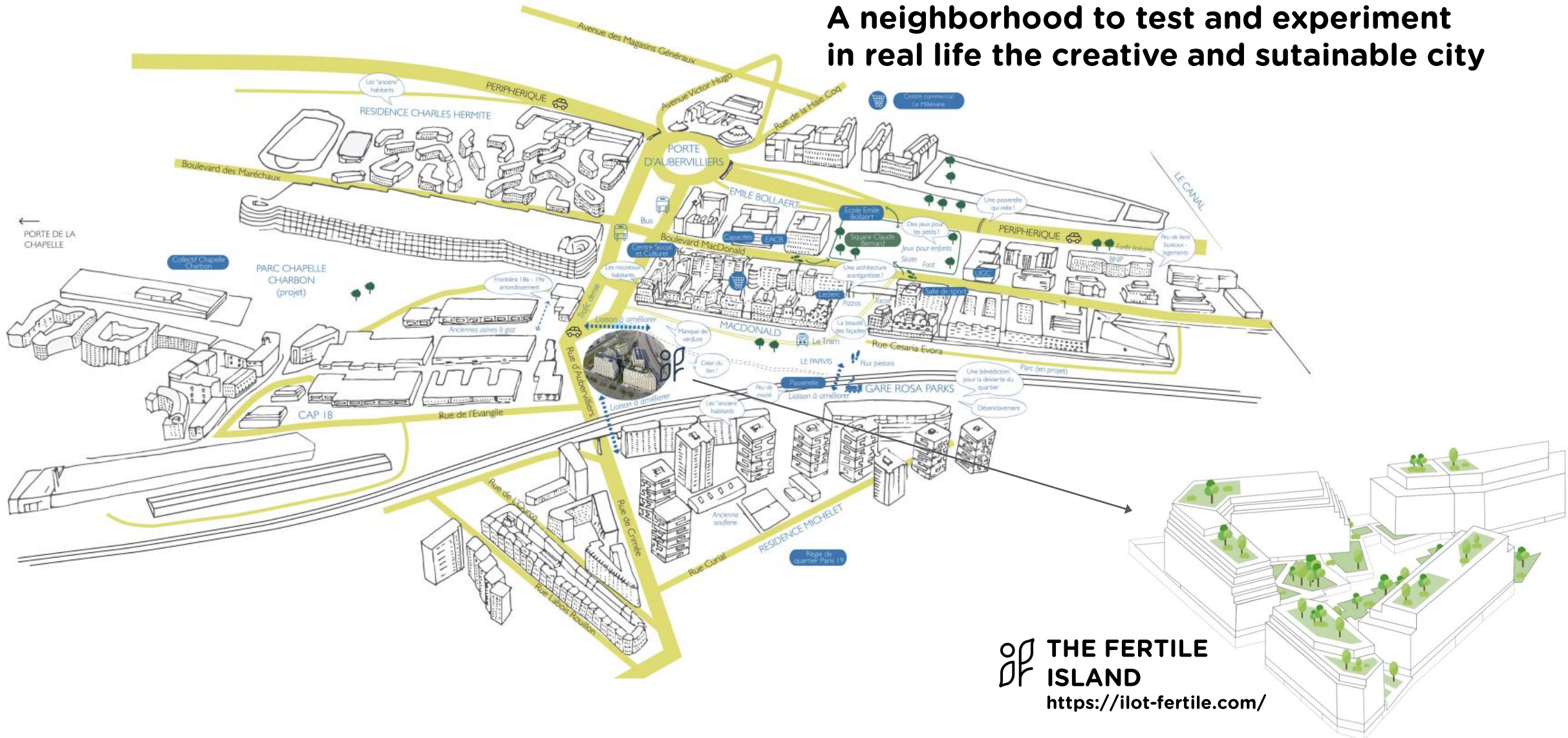
Playgreen Festival (art and ecological transition),

Villette Emergences (urban cultures and digital art festival)...

THE FERTILE ISLAND

First zero carbon district of Paris
(North East of Paris)

A neighborhood to test and experiment
in real life the creative and sustainable city



THE FERTILE ISLAND

First zero carbon district of Paris
(North East of Paris)

A neighborhood to test and experiment in real life the creative and sustainable city



A neighborhood of over 34,800 m², crossed by a pedestrianised, green street (winner of the international contest Reinvent Paris):

- 126 family and social housing units,
- 2 residences (students and young workers),
- 357 rooms - hotel and youth hostel
- 6 shops
- a 4 800 m² sports center
- 8 000 m² of office space
- a last-mile logistics base
- 3 800 m² of public pedestrian walkways
- 6 000 sq. m of green spaces, vegetable gardens and green roofs
- a digital school

This neighborhood is facilitated by the Rosa Lab a grass root center and living Lab.

The Fertile Island is based on three innovations:

- Environmental innovation (zero carbon, biodiversity, peatonal...),
- Architectural innovation (materials and building principles),
- Social innovation (a project with and for the inhabitants).

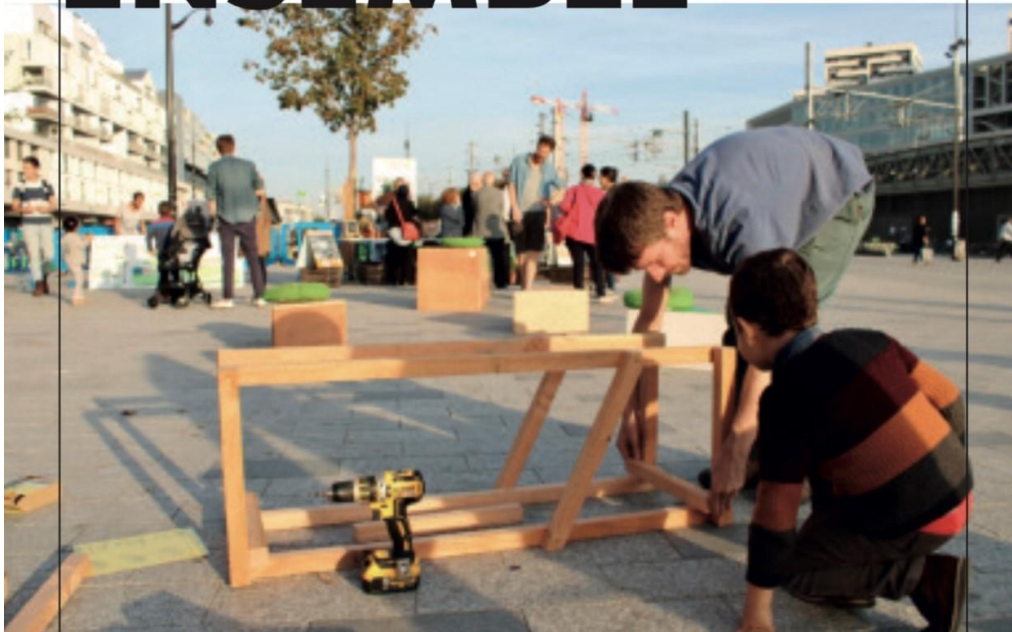
ROSA

Fabrique de la ville
créative et durable

© by Dédale

CONSTRUIRE ENSEMBLE

LAB



The Rosa Lab, facilitator of the Fertile Island

It's a combination of :

- a cultural grass root center,
- a community garden,
- a living lab dedicated to ecological transition and urban innovation

European
Network of
Living Labs

A hub for experimentation and innovation, welcoming creatives and start-ups to test in situ and in vivo solutions for tomorrow's city—addressing themes such as biodiversity, urban agriculture, low-carbon mobility, energy transition, sustainable logistics, and the circular economy—together with users and local residents.

This activities are supported by 3 thematic cross programmes thématiques :

- Citytelling (using digital to storytell the city),
- Playgreen (green city and sustainable development),
- Émergences (urban cultures and art in public space).

www.rosalab.fr

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DEDALE

an international and european
cooperation player

EUROPEAN AND INTERNATIONAL COOPERATION



More than 20 since 2004 as leader or partner:
Horizon, Europe Creative, Erasmus+, JPI...

Appointed for over 10 years by the French Ministry of Culture to coordinate French participation in European innovation and research projects

President of the Michael Culture AISBL, network of European digital heritage professionals (over 100 cultural institutions, agencies and ministries) and active member of the French cluster Cap Digital and the European Network of Living Lab.

FEW EUROPEAN PROJECTS

COMMUNITIES AND CITIZEN ENGAGEMENT

[Memex](#) (MEMories and EXperiences for inclusive digital storytelling) - Horizon Europe

DIGITAL TOURS AND ITINERARIES (TOURISM / CULTURE / HERITAGE)

- [Heritage Experience](#) (Experiential mobile device for heritage mediation) - E-content Plus

CREATIVE LEARNING

- [Creative School](#) - Erasmus+

- [Crowd Heritage](#) - Erasmus+

ARTS, CULTURE AND ICC

- [Artizen](#) (European Initiative for Art and Citizen) - Europe Creative

- [Eclectis](#) (European Citizens' Laboratory for Empowerment CiTies Shared) - Europe Creative

- [Mob platform](#) (Mobility, Art, Technologies in European cities) - Europe Creative

DIGITAL CULTURAL HERITAGE / DIGITAL STORYTELLING

- [Linked Heritage](#) (Coord. of standards and technologies for the enrichment of Europeana) - E-Content +

- [Athena](#) / [Athena Plus](#) (Access to cultural heritage networks) - Best Practice Network - E-content +

- [Guideline "Digital storytelling and cultural heritage"](#) - E-content Plus

TOPICS :

URBAN INNOVATION

COMMUNITIES AND CITIZEN ENGAGEMENT

TRANSITION ECOLOGIQUE

CREATIVE LEARNING

ARTS, CULTURE AND ICC

DIGITAL CULTURAL HERITAGE /DIGITAL STORYTELLING

WHAT WE OFFER

+ **An open-air experimental area for participative and inclusive projects: L'Ilot Fertile (north-east of Paris)**
Location: between Paris and the suburbs, at the heart of public strategies: urban inclusion and development policies, zero unemployment area, circular district, etc.

Projects focusing on

+

- ecological transition (energy, urban agriculture, biodiversity, food, circular economy, etc.),
- digital projects (smart citizens, inclusion, education, governance, etc.),
- projects linked to urban regeneration and the transformation of public spaces (urban design, citizen engagement, living together, identity and territorial appropriation, etc.).

Existing participative pilots

+

- “Terroir urbain” (urban agriculture, biodiversity, food, etc.) - www.terroir-urbain.fr
- “Back to the future” (digital storytelling in the city, heritage and territorial identity, etc.) - <https://bit.ly/3XPfifq>
- “Public domain” Co-design of local public spaces, neighbourhood signage, creative street furniture, cultural and touristic itineraries for peripheral area...)



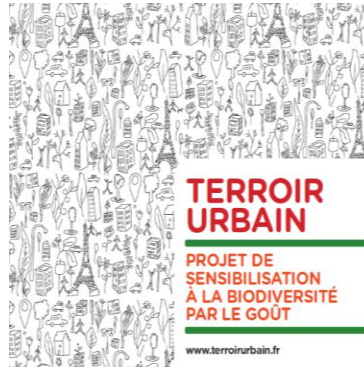
Annex

Existing participative pilots

PILOT PROJECT 1

URBAN TERROIR

An educational, participatory initiative promoting biodiversity and sustainable food practices..



Urban Terroir is a participatory and educational project that explores the intersection between urban biodiversity, sustainable food, and territorial identity.

The project seeks to identify the plant of a specific urban area and creatively transform it into a collection of locally crafted culinary products made from wild or cultivated urban plants.

This line of local products—branded with the names of the neighborhood and its streets—is distributed through local community and cultural centers and prepared by chefs during public neighborhood events, fostering pride, conviviality, and a renewed connection to place.

The project is structured around the following activities:

- A **participatory inventory of biodiversity and local edible resources**, conducted with residents through exploratory walks and urban foraging tours.
- Co-creation of recipes** with local residents, based on the identified edible resources and the productive potential of the neighborhood.
- The **production of a range of preserves**, designed in collaboration with artists
- Distribution of these preserves** to local players and community spaces, as a way of promoting the neighborhood and its unique resources.
- Culinary events and workshops** where chefs use the preserves to cook with and for the community, strengthening local ties and food culture.
- The **implementation of an annual urban walks program**, open to both the general public and school groups, to raise awareness about biodiversity and sustainable food.



Objectives:

- Raise awareness of urban biodiversity, pollution, and sustainable food;
- Foster active citizenship through creative, hands-on participation;
- Enhance the visibility and identity of an urban neighborhood through its natural and cultural resources;
- Strengthen the sense of belonging and pride among residents, especially in underrepresented areas.

Initially launched as a pilot in the Rosa Parks neighborhood in Paris, the project is designed to be replicable and adaptable to other urban contexts across Europe, particularly those undergoing ecological and social transitions.

PILOT PROJECT 2

BACK TO THE FUTURE... OF YOUR NEIGHBOURHOOD

**Enhancing inclusive urban transformation
through cultural heritage, digital literacy
and storytelling**

Back to the Future... is a cultural initiative based in North-East Paris that engages local communities in co-creating narratives rooted in memory, heritage, and urban change. By combining artistic practice, digital tools, and participatory methods, the project reactivates the identity of places through the lived experiences of their inhabitants.

OBJECTIVES

- Empower citizens to shape their neighbourhoods through storytelling and creative exploration,
- Promote digital literacy and visual culture, especially in underserved areas,
- Valorise urban memory to foster belonging, identity, and intergenerational dialogue

KEY ACTIVITIES

- Storytelling workshops and memory archives
- Urban walks and sensitive mapping
- Mobile apps and digital tools for place-based narratives
- Public art installations and cultural events

Aligned with the **New European Bauhaus** and **Horizon Europe**, the project fosters inclusive, sustainable, and creative urban development. It contributes to:

- Cultural heritage as a driver for innovation
- Digital inclusion and civic participation
- The cultural dimension of the green and just transition

By weaving memory and innovation, **Back to the Future...** helps shape more connected and resilient urban futures.



PILOT PROJECT 3

THE ROSA PARKS ODYSSEY

Reclaiming urban waterways through collective action, culture, and craft

The **Odyssey** is, above all, a long-term collective adventure that aims to reclaim the Seine and the waterways of the Île-de-France region as vibrant spaces for living, wandering, and meeting. Along these urban rivers and canals, which traverse the metropolitan landscape, the *Odyssée* brings together a wide network of places and stakeholders from the fields of **sports, culture, and social engagement**, united through a programme of **participatory workshops and inclusive public events**.

A creative and inclusive reappropriation of urban water

The heart of the *Odyssée* lies in its **participatory boatbuilding workshops**, where inhabitants and local actors come together to design and construct boats and **UFOs (Unidentified Floating Objects)**.

These collaborative "neighbourhood shipyards" are designed to be accessible to non-experts, providing hands-on learning in carpentry, mechanics, and water-based trades. Through the process, participants explore new skills and professional pathways, with the long-term goal of connecting interested individuals to **certifying vocational training opportunities**.

In July 2023, a group of around 20 habitants of the Rosa Parks district (North of Paris) collaborated on the construction of a new boat named *Le Chat Chiron*.

Celebrating water as a space for solidarity, culture, and joy

The *Odyssée* also comes to life through **public events**: boat races, floating parades, cultural and sports-based animations, and environmental awareness campaigns. boat that reflects the identity, stories, and aesthetics of the Rosa Parks district.

Bringing together creativity, community, and craftsmanship, the *Odyssée* fosters a collective experience centered on urban waterways as spaces for movement, culture, and shared imagination.



The **Odyssey of Rosa Parks** is led by **Rosa Lab**, in collaboration with the residents and local stakeholders of the Rosa Parks neighborhood.

This initiative is part of the broader **Odyssée sur Seine** program imagine by Guinguette Pirate. This project has been officially recognised as a **"Flagship ProjectParis 2024 Cultural Olympiad."**

PILOT PROJECT 4



PUBLIC DOMAIN : COLLABORATIVE AND INCUSIVE PUBLIC SPACE DESIGN



Designing a collaborative and inclusive public space in the Rosa Parks district through citizen-driven signage and collaboratively created street furniture..