

PART
3

HOW TO
REPLY?



2 STEPS TO JOIN THE APPEL DES 30!

STEP 1: APPLICATION SUBMISSION → → → → → → → → → → → → → → → →

This stage represents the expression of interest. A file is submitted in which the candidate presents the business and describes its project, showing how it answers the needs expressed in the call for projects specifications.

STEP 2: PROJECT FILE SUBMISSION → → → → → → → → → → → → → → → →

If the application file is pre-selected, the candidate submits a project file containing a detailed presentation of the project.



USEFUL TIP

- > In the following pages, you will find all the technical and practical information needed to put together your application and project files.



WARNING!

The Appel des 30! is not a call for tenders:

you can freely put together your Application file as you wish. There is no "standard file" to be filled out nor list detailing the documents needed to answer the call for projects. If some information is missing, Lyon Metropole and its partners will contact you to obtain it. No candidate will be eliminated because of a missing or a forgotten document.



PRACTICAL DETAILS REGARDING FILE SUBMISSION

→ → DEADLINE FOR THE RECEIPT OF APPLICATIONS:

OCTOBER
30
2018

→ → DEADLINE FOR THE RECEIPT OF PROJECTS:

FEBRUARY
28
2019

THE APPLICATION AND PROJECT FILES:

- > can be written in French OR in English,
- > must be submitted in triplicate: 2 paper copies + 1 electronic copy,
- > can be mailed to the address listed below by **registered letter with acknowledgment of receipt** OR inserted in a closed and sealed envelop and **delivered in person against receipt before 5:00 PM** to the address listed below.

Monsieur le Président de la Métropole de Lyon

Mission Vallée de la Chimie / Appel des 30
Délégation Développement économique, emploi et savoirs
20 rue du Lac
CS 33569
69505 Lyon Cedex 03



USEFUL TIP

- > You can access all the documents about the Appel des 30! on the website:

www.appeldes30.fr/en



WARNING!

**Files submitted after these
deadlines will not be
considered!**



STEP 1: APPLICATION FILE SUBMISSION

2018

AUGUST 30

SEPTEMBER/OCTOBER

OCTOBER
30

**LAUNCH
OF THE APPEL
DES 30!**

**SITE
VISITS**

**APPLICATION
DEADLINE**

WHO ORGANIZES THE VISITS?

The visits are organized by Lyon Metropole and the sites owners. For logistic reasons, the candidates will be brought together as a group.

WHAT INFORMATION IS TO BE PROVIDED IN THE APPLICATION FILE?

You may submit all the documents you deem useful to present in a summarized form:

- > **your business**, for example: identity, group membership, history, know-how, products, services, markets, workforce, revenues, certifications (where applicable), references, etc.
- > **an outline of your project in the Vallée de la Chimie** demonstrating how it fits within one of the axes developed in Part 2 of the specifications,
- > **your needs** (for example, land/real estate, nearby services and utilities, recruitment, public transportation service, etc.) and **how you wish to be supported by the Metropole** to carry out your project,
- > where applicable, **one or several locations** where you wish to develop your project.

NOVEMBER 15

PRE-SELECTION OF CANDIDATES

- > **You are an association or a group of residents / employees, you can present your organization**, for example: identity, creation date, statutes, localization, members, fields of activity, objectives, target audiences, partners, activities already carried out (where applicable), etc.



USEFUL TIP

- > You can ask the Vallée de la Chimie Task Force to anonymize your file and define the level of information which may or may not be brought to the partners' knowledge.

HOW ARE THE FILES PRESELECTED?

Lyon Metropole and its partners review the applications and preselect some of them according to various criteria:

- > business connected with the chemistry, energy, and environment sectors,
- > organization matching the ecosystem of the Vallée de la Chimie,
- > relevance of the project,
- > project matching the needs expressed in the specifications.

Lyon Metropole may offer some recommendations to some candidates to improve their projects and/or re-orient them to other sites than those mentioned in their application files.



STEP 2: SUBMISSION OF YOUR PROJECT FILE

2018

NOVEMBER 28

2019

FEBRUARY
28

SPEED-MEETING DURING THE POLLUTEC TRADE SHOW IN LYON

WHAT DOES THIS SPEED-MEETING INVOLVE?

Organized by Lyon Metropole during the POLLUTEC (an international trade show for environmental equipment, technologies and services) the speed-meeting signals the formal start of the project stage. It allows the pre-selected candidates to enrich their projects through meetings with:

- > land and real estate owners,
- > real estate program sponsors,
- > technical partners,
- > financial partners,
- > other candidates, etc.

PROJECT SUBMISSION DEADLINE

WHAT INFORMATION IS TO BE PROVIDED IN YOUR FILE PROJECT?

At this stage, you need to submit a more complete file demonstrating your project sustainability. You can find some examples of information needed on pages 90 and 91 of the specifications.



USEFUL TIPS

- > You can ask the Vallée de la Chimie Task Force to anonymize your file and define the level of information which may or may not be brought to the partners' knowledge.

APRIL 30

FINAL SELECTION OF SUCCESSFUL CANDIDATES

HOW ARE THE WINNERS SELECTED?

A new and further project analysis and selection phase is carried out by Lyon Metropole and its partners according to various assessment criteria (see page 92 of the specifications). The successful candidates will be able to work more precisely on their project, benefiting from the supporting measures established by the Metropole. Ultimately, the land and real estate owners, as well as the beneficiaries of the service offer have the final say in the choice of the projects that will be carried out.

FROM MAY 2019

CONSOLIDATION AND IMPLEMENTATION OF PROJECTS

HOW ARE THE WINNERS SUPPORTED?

The successful candidates benefit from technical engineering, financial and regulatory services aiming at facilitating the complete setting-up of their projects (see page 94 of the specifications). The outcome of this stage is the contractualization of the land availability (sale, lease, etc.) allowing works to start and to be carried out.



WHAT TO INCLUDE IN YOUR PROJECT FILE?

You can submit any document that you consider useful in order to:

PRESENT YOUR APPLICATION,

for example:

- > a **synthetic presentation of your business/ organization or of your group members,**
- > a **presentation of your project team** and its mode of governance, particularly in the case of a group: representative, partners, funders, operators, designers/project managers, experts, engineering firms, developers, users, etc. Assignments for the team involved in the phases of design, implementation, and operation must be specified.

PRESENT YOUR PROJECT,

for example:

- > **description of your project** in the Vallée de la Chimie,
- > **your strategy, objectives and positioning,**
 - if you are a business, showing how your project fits in **the Chemical – Energy – Environmental programming** presented in the specifications,
 - if you are an association or co-operative, showing how your project fits well into **the ecosystem of the Vallée de la Chimie,**
 - if you plan to build on bare land, **details of the construction program and of the projected uses** detailing in particular the distribution of floor areas by destination (offices, laboratories, workshops, warehouses, etc.),
 - if you plan to invest in existing premises, **details of the development program and of the projected uses,**
 - if it can be known: **the numbers of jobs planned** by type (production, research, tertiary, logistics, etc.), the 5-year development forecast and the prospects for recruiting low-skilled applicants,
- > technical and economic elements: project costing, business model, etc.
- > **legal set-up considered** (leasing, purchase, etc.). At this stage, the candidates may make an offer directly to the owners that needs not to be included in the project file. The land negotiation between candidates and owners remains confidential and is intended moreover to continue after the project selection phase,
- > **the provisional calendar** for the project.

FOR THE MOST ADVANCED PROJECTS, THESE DOCUMENTS MAY BE SUBMITTED AS WELL:

- > **an urban implantation note** detailing:
 - the understanding of the context and the urban and landscape environment of the selected site, the project's integration and interactions with nearby plots and surrounding urban structure,
 - the landscaping, the buildings' orientation, reachability, etc.
 - a presentation of the architectural project (preliminary design sketch, masterplan) indicating the environmental and energy performances targeted for the buildings and explaining the structural and materiel choice made (in particular regarding the building constraints under the Vallée de la Chimie's Technical Risk Prevention Plan (PPRT),
 - one or several visuals displaying the project's integration in the site and its immediate vicinity,
- > **description of the structural, architectural and/or organizational means** proposed by the candidate in order to respond to the prescriptions of the Vallée de la Chimie's Technical Risk Prevention Plan (PPRT).



USEFUL TIP

- > The Vallée de la Chimie Task Force can assist you in compiling your project file: guidance, assistance with the drafting, answering your questions, etc. Do not hesitate to contact the Task Force!

PROJECT FILES: UNDERSTANDING THE ASSESSMENT CRITERIA

THE ASSESSMENT CRITERIA

Quality of the candidate/group profile

I am a business in the chemistry-energy-environment sector

- > Suitability with the chemical-energy-environmental targets of the Appel des 30!

I am a service company, an association or a group of residents/employees

- > Link with the Vallée de la Chimie ecosystem.

Project impact on the territory (economy, (jobs, quality of life...))

- > Strengthening of the existing industrial ecosystem.
- > Contribution to the dynamic of economic renewal (implementation of activities with a strong cleantech and innovative dimension).
- > Development of concrete synergies with the existing industries.
- > Creation of new jobs, including positions for low-skilled applicants.

- > Development of an innovative service/offer.
- > Improvement of the working environment and/or of the living environment in the Vallée.
- > Positive impact on the environment.
- > Creation of new jobs.

Project attractiveness regarding real estate and development

- > Implementation of innovative solutions balancing the constraints of soil contamination and technological risks, while guaranteeing people's safety and preserving the project financial feasibility.
- > Architectural quality of the project: quality of the buildings / sites, treatment of the surroundings, performance in the landscape and urban insertion of the site.

Financial viability

- > Intrinsic financial strength of the candidate / group.
- > Project's ability to minimize the mobilization of public funding, especially in the area of planning.



NEED HELP? CONTACT US!

Contact persons are available at all time to answer your questions.

→ IF YOU HAVE QUESTIONS RELATED TO THE CALL FOR PROJECT AND THE CREATION OF YOUR FILE, YOU CAN CONTACT THE FOLLOWING PEOPLE AT THE VALLÉE DE LA CHIMIE TASK FORCE:



Julien LAHAIE

Director
+33 6 89 50 46 50
jlahaie@grandlyon.com

Caroline PRIEUR

Project Manager – Industry
+33 6 30 52 65 27
carolineprieur@grandlyon.com

Fabien BORDON

Project Manager –
Sustainable Development
+33 6 68 06 55 33
fbordon@grandlyon.com

→ IF YOU HAVE QUESTIONS RELATED TO THE REGULATORY ASPECTS, YOU CAN CONTACT THE OFFICE OF THE DREAL AUVERGNE-RHÔNE-ALPES:

Unité Risques Technologique et Miniers (Technological and Mining Risk Unit)

+33 4 26 28 60 00
pr.dreal-rhone-alpes@
developpement-durable.gouv.fr

Unité Territoriale Rhône-Saône (Rhône-Saône Territorial Unit)

+33 4 72 44 12 00
ut69.dreal-rhone-alpes@
developpement-durable.gouv.fr



WHAT'S NEXT? THE SUPPORT SYSTEM OF THE SUCCESSFUL CANDIDATES OF THE APPEL DES 30!

The Appel des 30! offers a support system on case by case basis to assist the successful candidates throughout the implementation of their projects in two major areas of expertise: technical and regulatory engineering as well as financial engineering.

TECHNICAL AND REGULATORY ENGINEERING SERVICES

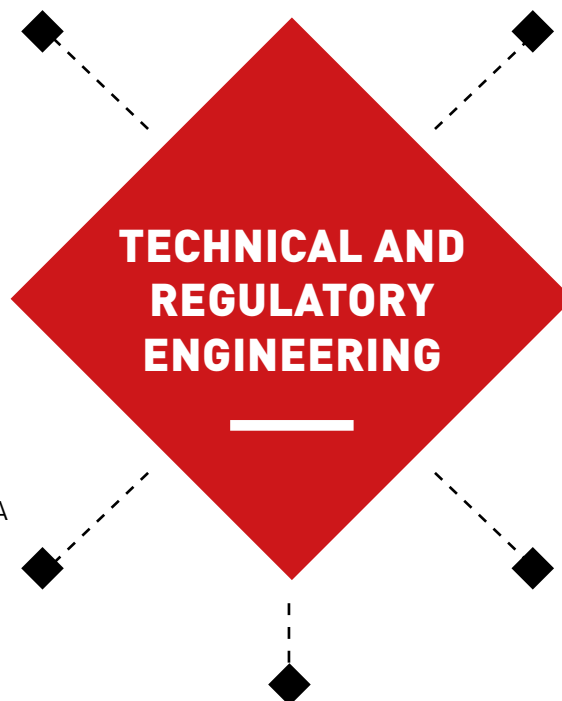
Communication

Communication and marketing for the projects selected and then implemented.

Urban and architectural design

The Project Management Assistance team of Lyon Metropole, composed of the OMA group (Office for Metropolitan Architecture), BASE and SUEZ ENVIRONNEMENT, gives advice and can assist project managers in:

- > production of work package smart sheet and specifications,
- > senior architect missions,
- > checking compatibility with the local zoning scheme (PLU),
- > advice in industrial architecture and technological risk management, etc.



Administrative and regulatory monitoring

In connection with the competent governmental agencies (the Auvergne-Rhône-Alpes DREAL, the Rhône DDT and the Auvergne-Rhône-Alpes DIRECCTE).

Planning and development of sites

Lyon Metropole supports the project developers in the setting up of planning operations (development, networks, distribution, service infrastructures, etc.) on the priority relocation sites. These operations are carried out through Partnership Urban Projects (PUP).

Environnemental engineering

Lyon Metropole and its partners provide their expertise to projects developers in the fields of decontamination, demolition and technological risk management. The ADEME provides its expertise in decontamination. Lyon Metropole assists the project developers as well in the area of regulatory urban development authorizations and in the preparation of their activity license file.

PUBLIC AND PRIVATE FINANCIAL ENGINEERING

Several tools provided by different financial bodies can be used for the financial support of the successful candidates of the Appel des 30! These resources can be sought during the setting up of the projects, as well as during their implementation, under different terms.

The Environmental and Energy Management Agency (ADEME)

The Auvergne Rhône-Alpes regional office of ADEME can intervene on the issues of polluted soils, brownfields and urban design. Moreover, as operator of the Investment for the Future program, ADEME can fund innovative projects seeking to develop tomorrow's industrial sectors (renewable energy, green chemistry, smart electric grid, circular economy and the vehicles of the future).

To find out the operating procedures of ADEME, visit its website www.ademe.fr/en

Bpifrance

Bpifrance acts in partnership with private players in financing and investment. It may support funding for innovation, provide a bank guarantee for loans, cofinance (alongside banking institutions) medium and long-term loans, provide funding of short-term requirements, and invest in equity and quasi-equity.

In the context of the Appel des 30! three tools are available, if eligible conditions are met:

- > medium or long-term loans as well as leases, co-funded with banks to finance the purchase of land or real estate, buildings, business transfer agreements, business takeovers,
- > development guarantee for SMEs and VSEs (credit risk sharing granted by the business' bank),
- > equipment lease with option to purchase or lease financing for equipment expenditure (equipment, vehicles, machinery, tools, etc.).

The Caisse des dépôts group (CDC)

It can invest in real estate projects (tertiary properties, business and industrial premises) that contribute to the economic development of the territories or which meet the need of businesses creating long-term jobs. It may intervene as a minority shareholder alongside private investors.

SOMUDIMEC

It supports the creation and development of businesses as well as business transfers in several ways:

- > medium-term credit for innovation lasting from 3 to 5 years,
- > 8 to 15-year long-term credit to support the development of a business (construction, building acquisition, industrial premises planning),

- > equipment lease (funding over 3 to 7 years at 100 % incl. tax) and 10 to 20-year property lease,
- > mobilization of the Rhône Dauphiné Développement risk capital fund either as an equity subscription (always in a minority position) or as convertible bonds to support small and medium-sized industrial businesses or industrial services which are experimenting a significant phase in their development.

Regional funding company OSER ENR

OSER is a funding company committed to funding renewable energy projects in the Auvergne Rhône-Alpes region: methanation units, wind farms, photovoltaic generators, biomass platforms, small hydroelectric plants, etc. OSER invest mainly in "ready to build" projects and occasionally in projects still in a development stage. OSER gets involved either through equity and quasi-equity or as a long-term investor for up to 20 years.