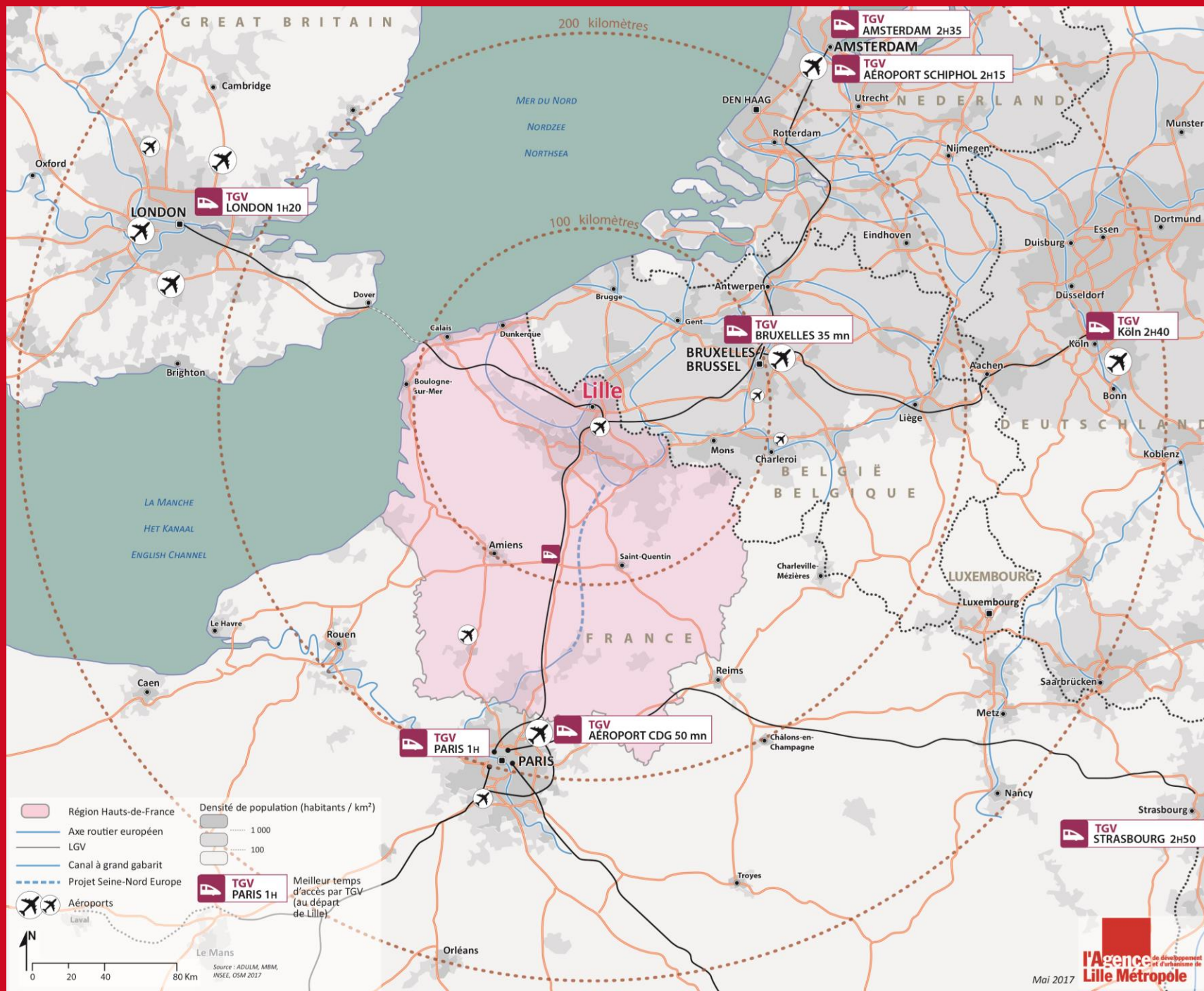


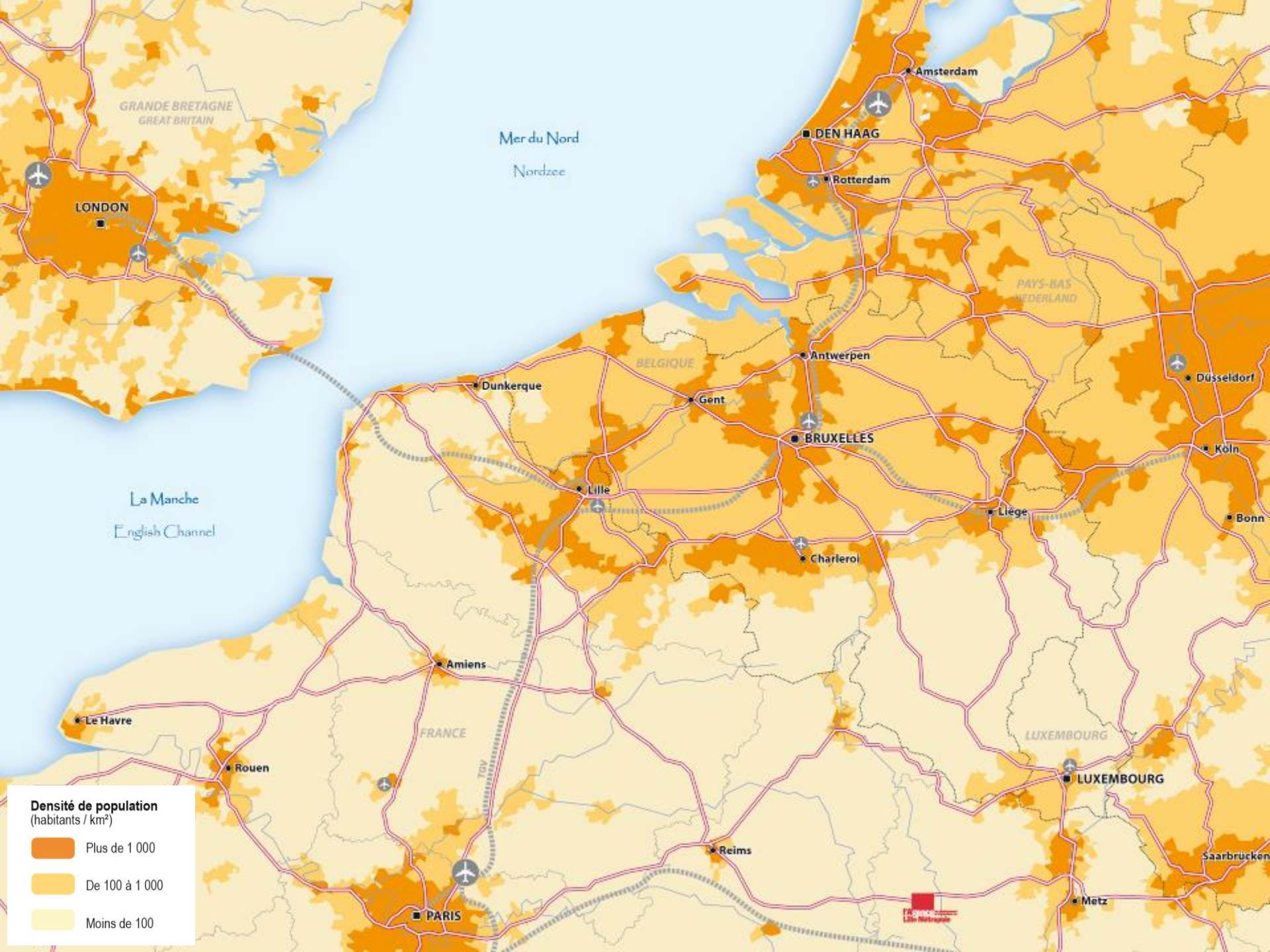


THE LEGACY OF MAJOR EVENTS

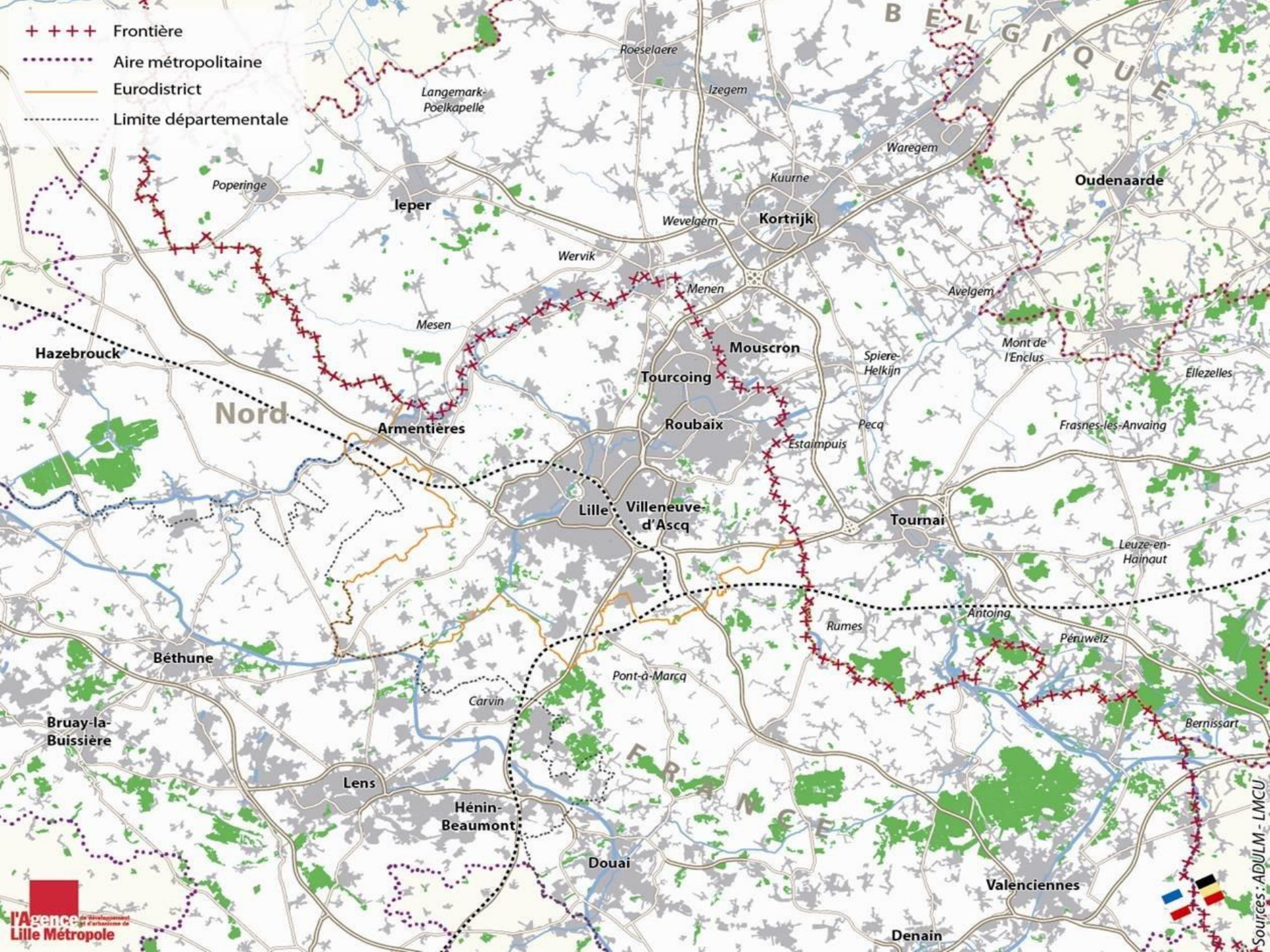
# LILLE METROPOLE 2004 OLYMPIC BID

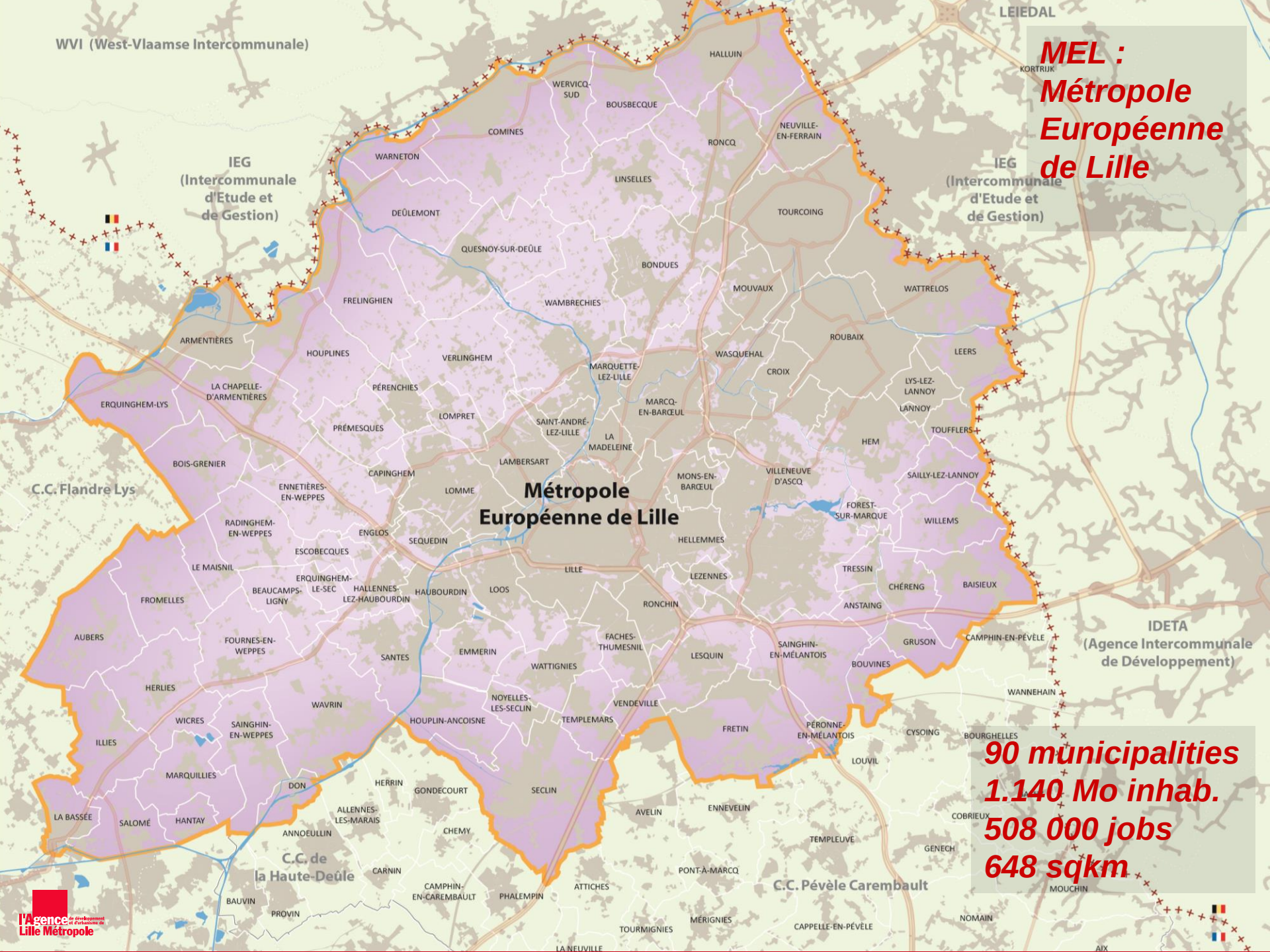
29 juin 2017





- ++++ Frontière
- Aire métropolitaine
- Eurodistrict
- Limite départementale





WVI (West-Vlaamse Intercommunale)

IEG  
(Intercommunale  
d'Etude et  
de Gestion)

**MEL :**  
**Métropole**  
**Européenne**  
**de Lille**

IEG  
(Intercommunale  
d'Etude et  
de Gestion)

C.C. Flandre Lys

**Métropole  
Européenne de Lille**

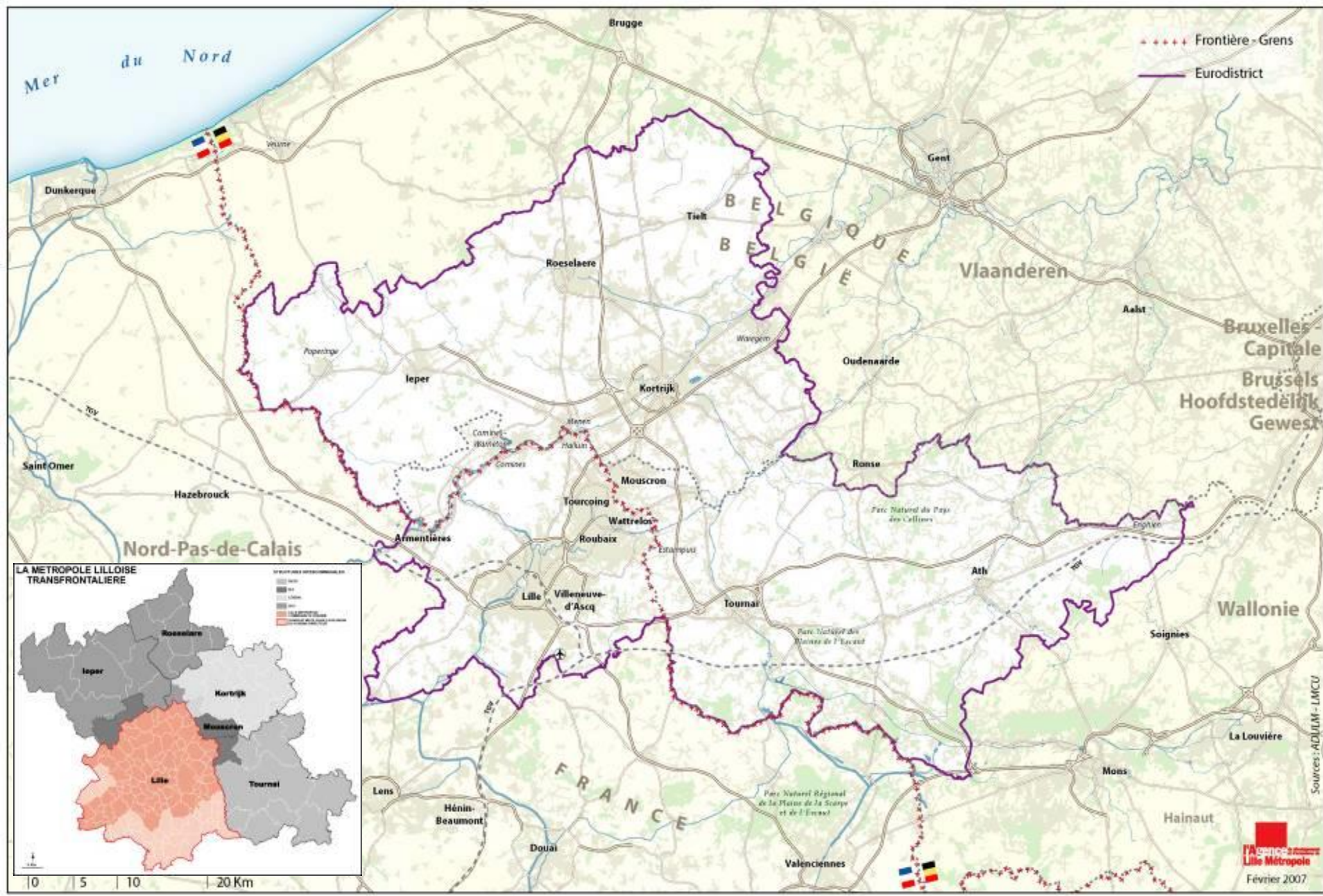
IDETA  
(Agence Intercommunale  
de Développement)

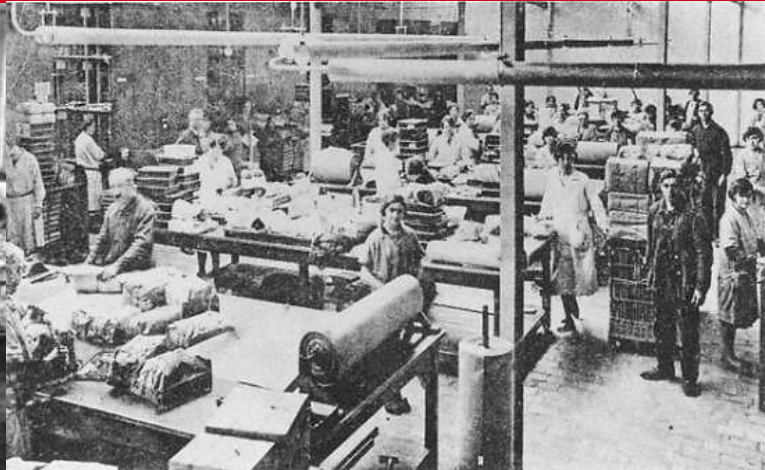
**90 municipalities**  
**1.140 Mo inhab.**  
**508 000 jobs**  
**648 sqkm**

C.C. de  
la Haute-Deûle

C.C. Pévèle Carembault

# Cross-border governance : GECT Eurométropole Lille-Kortrijk-Tournai





Filatures de la Redoute - ROUBAIX - Un Magasin d'Expédition de colis postaux





La Linière- Roubaix/Wattrelos





**Unemployment, deprivation, education & health problems**  
**Dereliction, land contamination, lack of attractiveness, collapse**  
**of the property market**  
**Petty rivalries between local authorities**  
**Loss of self-confidence - Despair - Rise of the extreme right**



# conversion: agro-food industries & (bio)chemical activities



# conversion: distance selling, fashion and hypermarkets activities



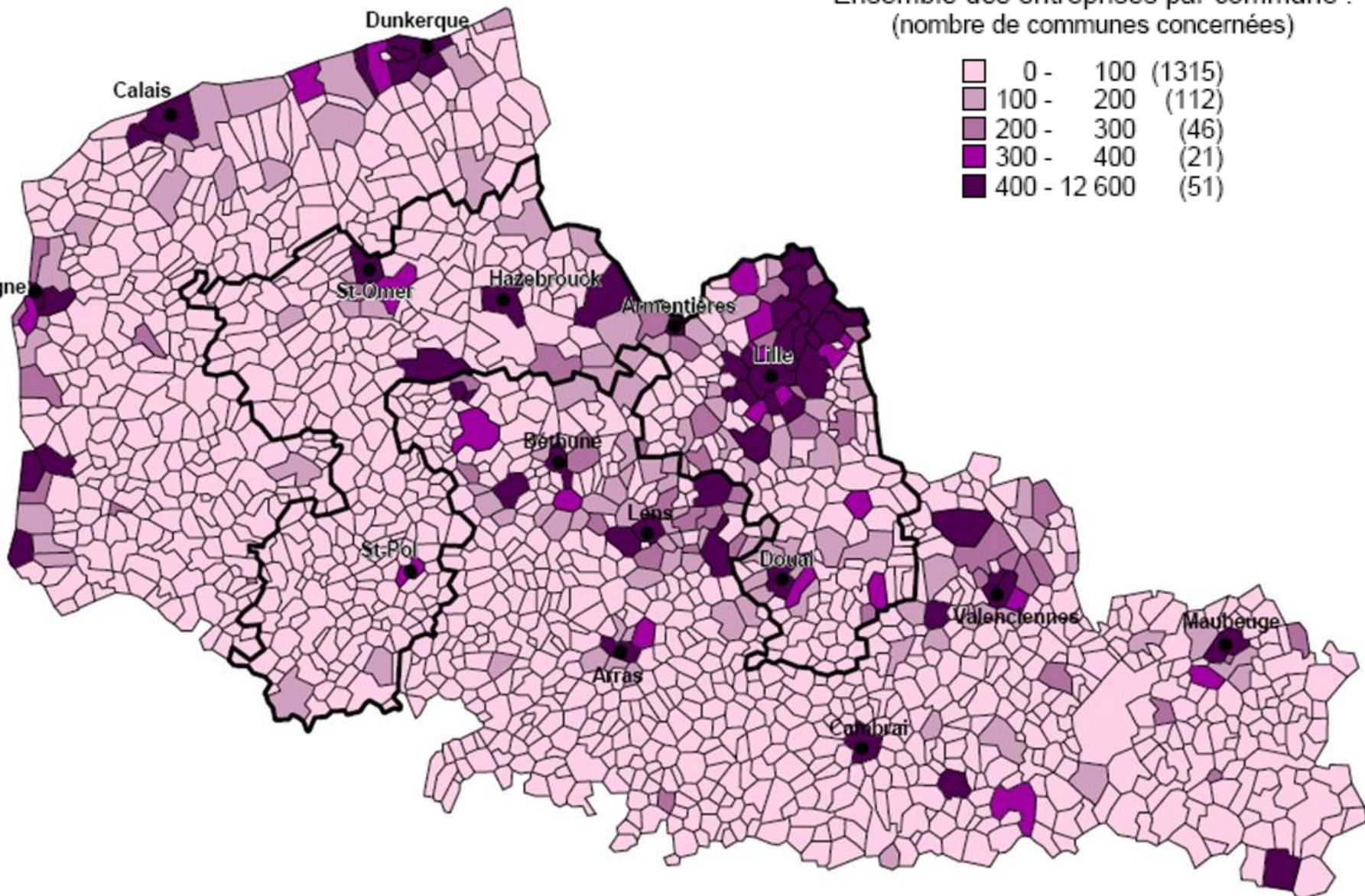
# conversion : automotive, rail & urban transport



# concentration of businesses : entrepreneurship

Ensemble des entreprises par commune :  
(nombre de communes concernées)

|              |        |
|--------------|--------|
| 0 - 100      | (1315) |
| 100 - 200    | (112)  |
| 200 - 300    | (46)   |
| 300 - 400    | (21)   |
| 400 - 12 600 | (51)   |



# Olympic bid for 2004



# Merci

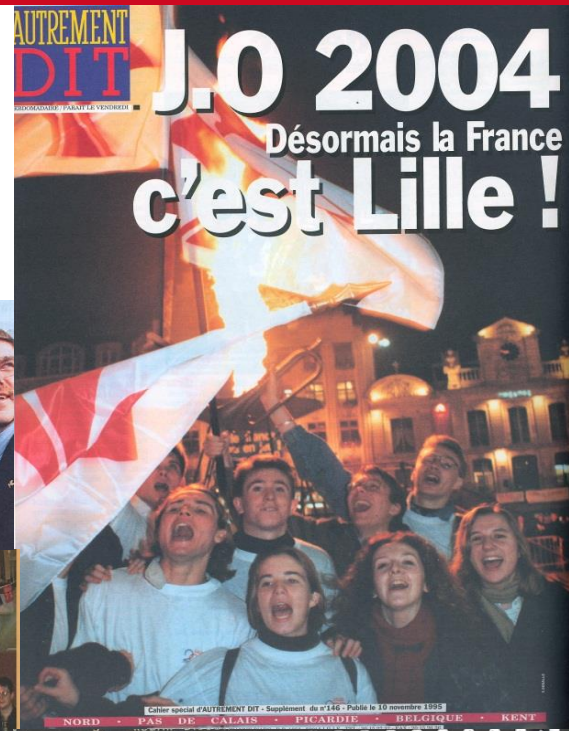
d'avoir dit oui  
à l'aventure olympique



ETAT :  CNOSF :  COLLECTIVITES TERRITORIALES :  **Ville de Lille**      



Les Jeux Olympiques à Lille en 2004, ce sera la fête pour tous !



# J.O 2004

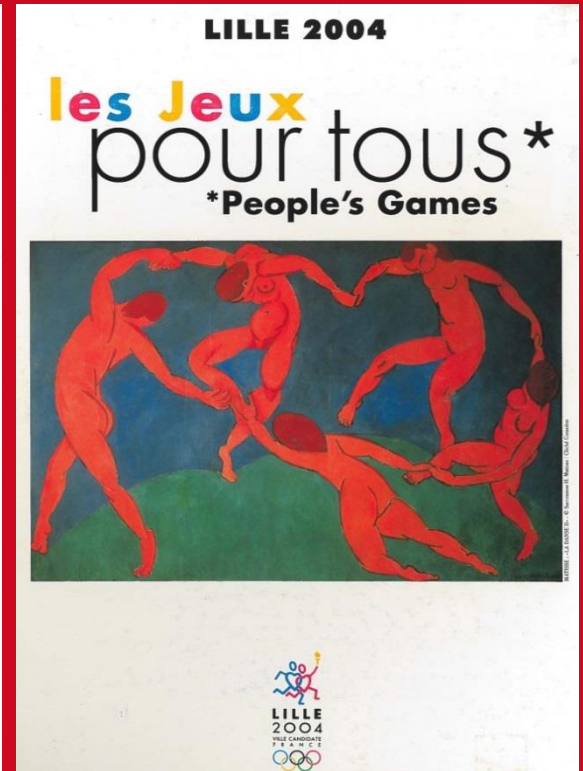
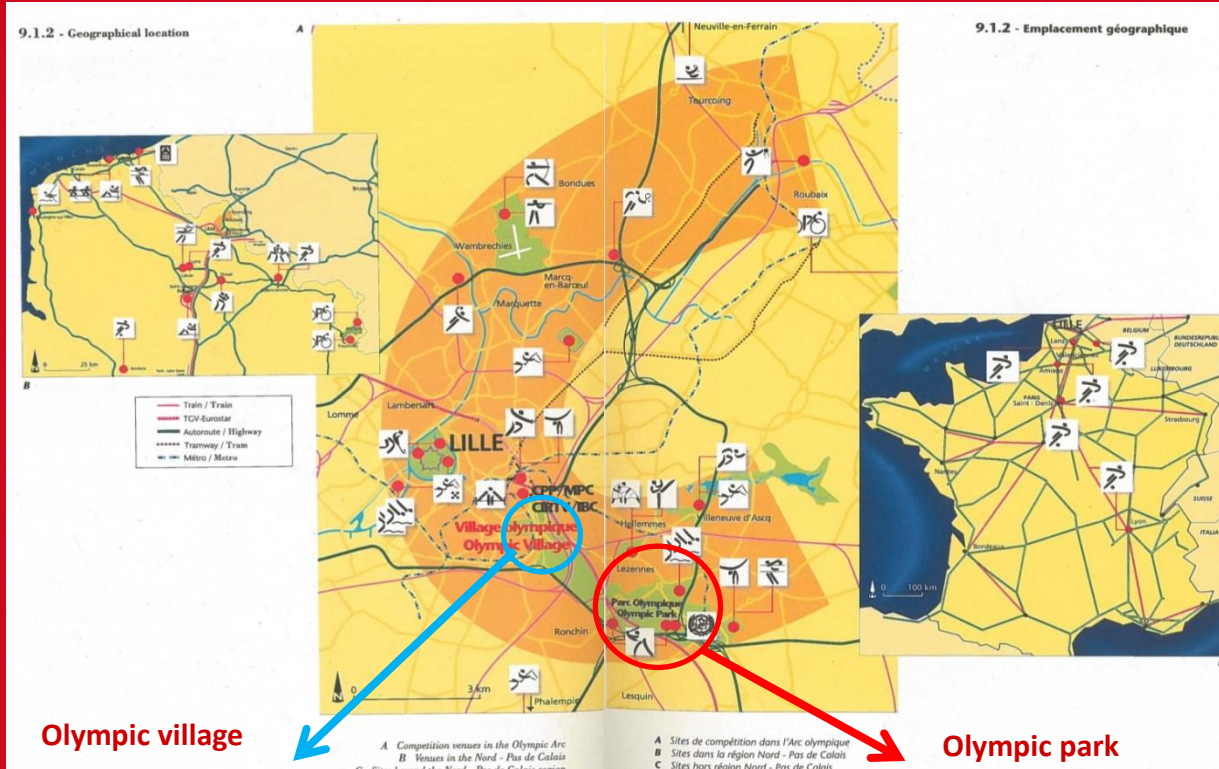
Désormais la France  
c'est Lille !

Centre national d'AUTREMENT DIT - Supplément du n°145 - Publié le 10 novembre 1998

NORD • PAS DE CALAIS • PICARDIE • BELGIQUE • RENT



# Olympic bid for 2004: the « urban » legacy



## Olympic bid for 2004 : the event legacy



  
**Lille2004**

CAPITALE EUROPÉENNE  
DE LA CULTURE



**Lille2004lille**

CAPITALE EUROPÉENNE  
DE LA CULTURE

# Lille 2004 European cultural capital : a popular event

**More than 9 000 000 participants in total**

**2 800 000 tickets sold**

**650 to 700 000 participants to the launching event  
& 17 000 (mostly local) ambassadors**

**90 000 one day pass**

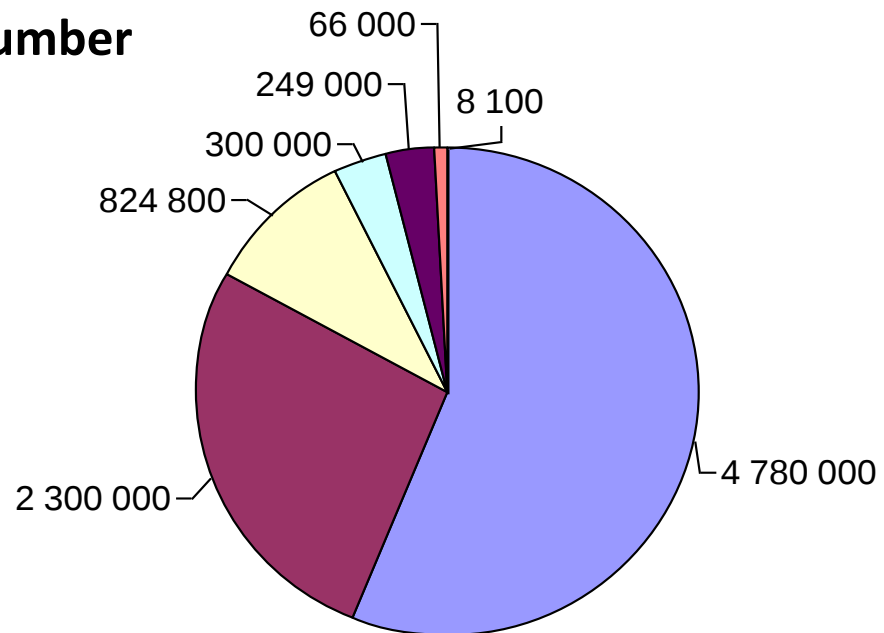
**10 000 season tickets**

**544 000 visitors to the Rubens' exhib.**

**135 000 to Mexique Europe**

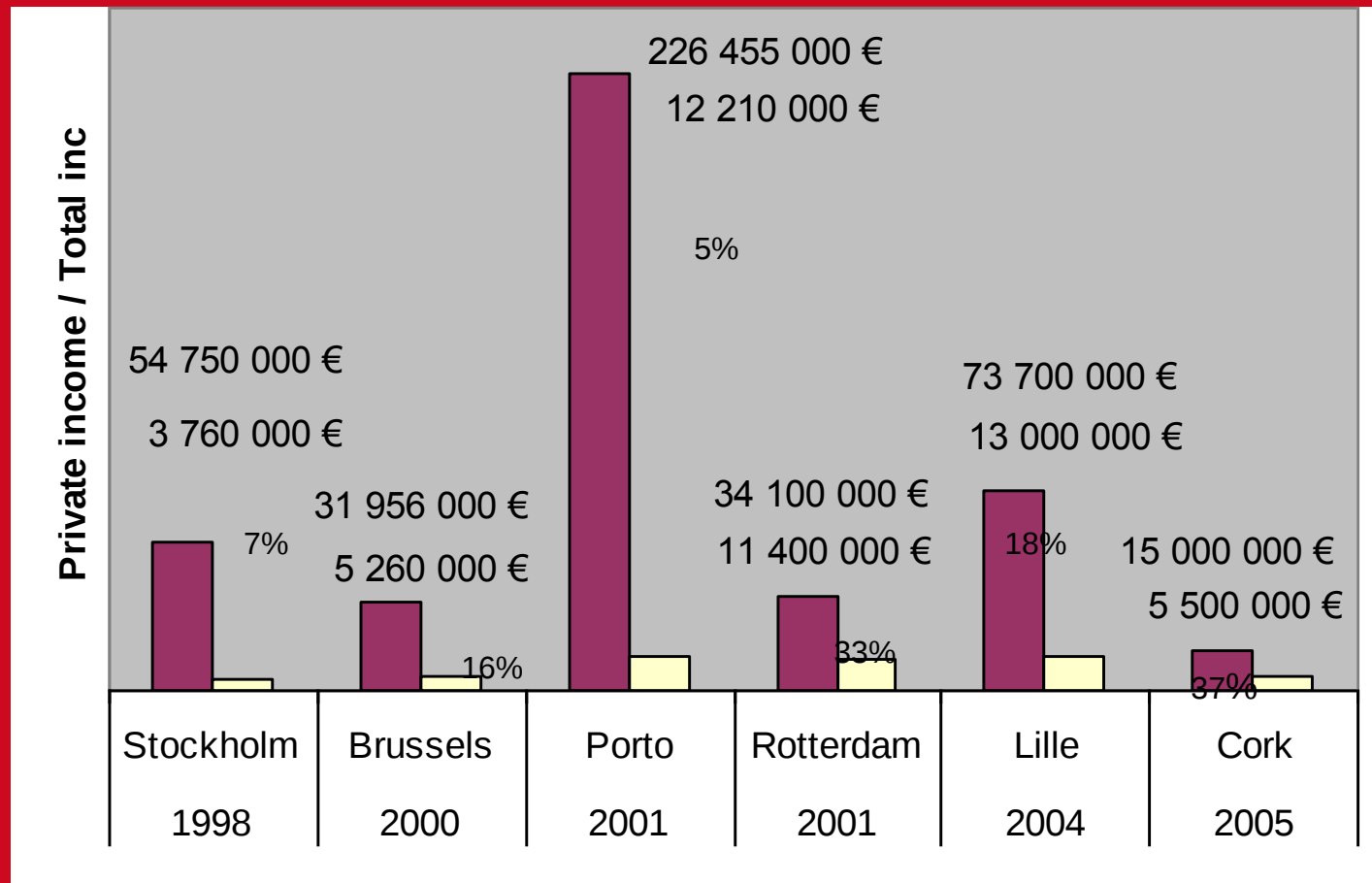
**120 000 to Picasso's objects**

**Participants number**



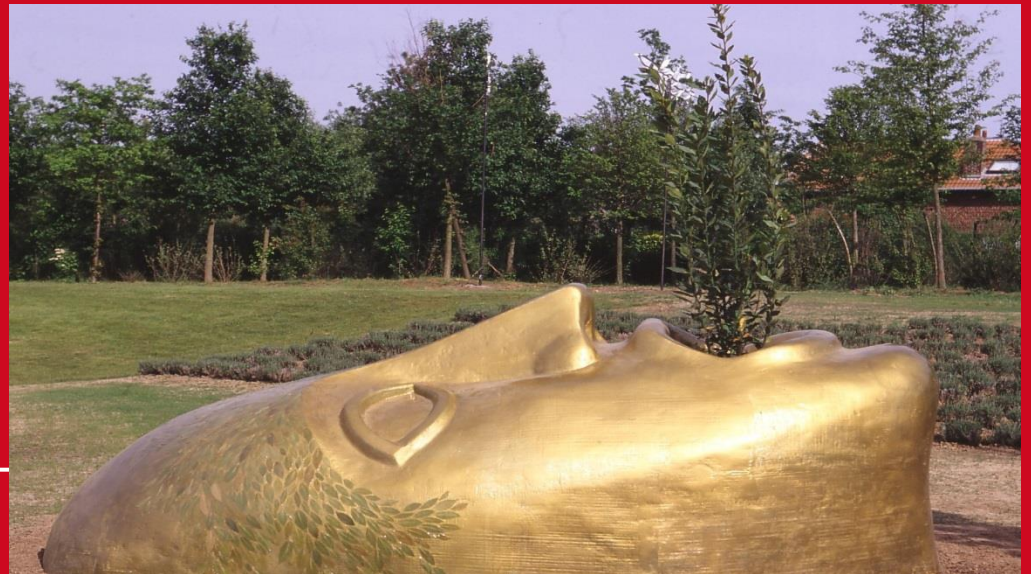
# Lille 2004: The highest amount of private sector sponsoring to date

Proportion of the private sector contributions in the total operating income in European cities of culture



Private sector : sponsorship in cash and in kind

# Lille 2004: an event shared far beyond the city boundaries



# DANS LA SUITE DE LILLE 2004 – LILLE 3000

## Lille 2004 legacy

### Bombayser de Lille

Lille 3000 1<sup>st</sup> season (oct.2006 / jan. 2007) – 1 million visitors

### Europe XXL

Lille 3000 2<sup>nd</sup> season (march 2009 / july 2009) – 1 million visitors

### Fantastic

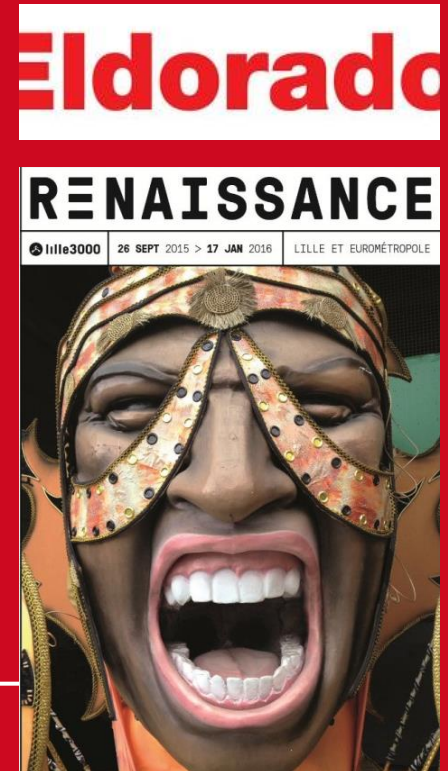
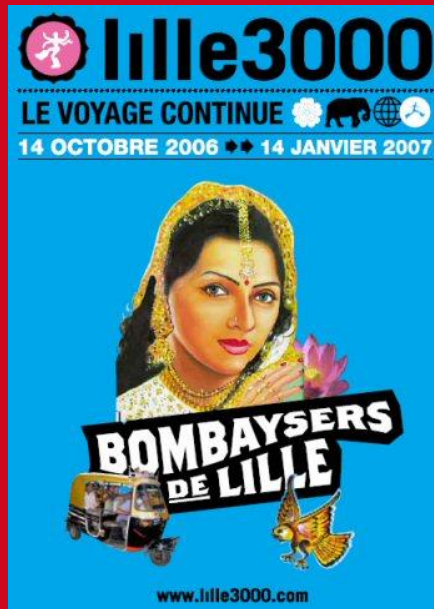
Lille 3000 3<sup>rd</sup> season (oct. 2012 / jan.2013) – 2 million visitors

### Renaissance

Lille 3000 4<sup>th</sup> season (sept. 2015 / jan.2016) – 1,5 million visitors

### Eldorado

Lille 3000 5<sup>th</sup> season (2019)



# Governance : Greater Lille Committee



## Comité Grand Lille

300 to 400 decision-makers  
meeting every second month to  
exchange on development projects

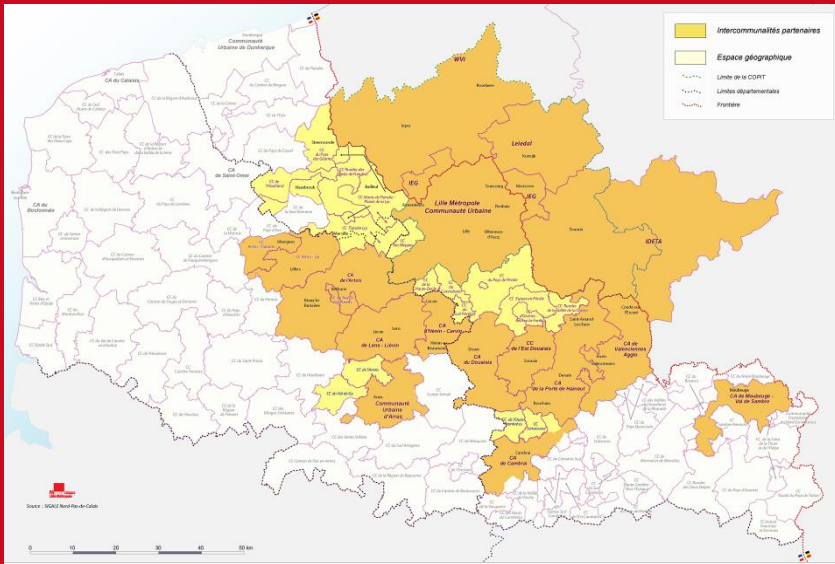
and taking initiatives on:  
Quality-Unity-Creativity-  
Attractiveness

Supported the LAs in both  
mega events



**A strong support from local people  
especially from the student community (115 000 students in the higher education)**

## Lille 2004 legacy : new relationships with other LAs





**L'Agence** de développement  
et d'urbanisme de  
**Lille Métropole**

Thnaks for your attention

[tbaert@adu-lille-metropole.org](mailto:tbaert@adu-lille-metropole.org)