

# ZIMESAVER\_HACK

## RETHINKING THE MEYRIN-SAVIGNY-VERNIER INDUSTRIAL AREA

### CONCEPT

Industrial areas are being increasingly valued as the new centers of development in connection with global cities. As a result of long-term strategies of urban development these areas have become industrial and services production hubs in the suburb of cities with a rich and resourceful fabric of companies and industries located on their premises. Yet despite their overarching economic capacity and sustainability potentials they have been evolving on the margins of cities with little optimization of their proximity to the metropolitan and continental critical infrastructures.

Located in the Canton of Geneva and in immediate vicinity of Geneva Airport, the cities of Meyrin, Savigny and Vernier have been successful in attracting a great number of hi-tech companies for decades and as a result witnessing a fast development of the Meyrin-Savigny-Vernier Industrial Area (*ZIMESAVER*). From watchmaking to biotech to IT, high added-value enterprises and talent have thrived in its industrial area. Next door to both Geneva and France, strategically close to the Geneva Airport, well-connected with railways and highways, and enjoying a great natural setting, the *ZIMESAVER* has been a hotbed for technological development since the postwar era. In recent years, it has also benefitted from the establishment of multiple private campuses, boosting further its innovation potential.

Today, as a 300 hectares industrial area with 3000 enterprises and 45000 employees, *ZIMESAVER* aspires to take its industrial area to the next level, to address the challenges of a changing economic, environmental, social environment while rethinking

of the organization of space and land-use to become a sustainable hub of innovation, production and city living connecting the 4<sup>th</sup> Industrial Revolution and the sustainability aspirations of the citizens.

**ZIMESAVER\_Hack** is an ongoing initiative organized by the Meyrin Commune in collaboration with the University of Geneva's Master in Innovation, Sustainability & Human Development (ISHD), calling for innovators, hackers, idea generators and developers to join and develop solutions to enhance life, business, and integration of the area – while having fun with other like-minded brilliant people. The idea is to develop new connections of *ZIMESAVER* with other systems; find new and untapped resources; design novel optimizations; discover fresh ways to reduce negative impacts.

Tinkerers from all disciplines are welcome, including **engineering, IT, communications, urban planning, natural sciences, social sciences, economics, mobility** and others.

### CHALLENGES

*ZIMESAVER\_Hack* is organized around **three main challenges**.

**ECO.PARK.** Enhance *ZIMESAVER*'s transition into an ecologically sustainable area. Solutions in this challenge aim at reducing the environmental cost of the economic and social activity in the area,

maximizing *ZIMESAVER* capacity to balance ecological and economic value-generation.

**BRAIN.MAGNET.** Enhance *ZIMESAVER*'s ability to attract national and international talent. Solutions answering to this challenge will work on boosting the drives leading highly skilled people to take on a career in *ZIMESAVER*.

**LIFE.WORK.** Enhance *ZIMESAVER*'s industrial area's quality of life, socialization and inclusiveness. Solutions addressing this challenge aim at reducing social frictions, maximizing positive social externalities, and overall make the area better for the people who work, live and transit there.

## THIS EVENT

As a first step, on May 17<sup>th</sup> 2018 we are having a fun & relaxed **brainstorming afternoon**. From 13:00 to 19:00, ideas will be exchanged in a relaxed environment at **Hewlett-Packard Europe, 150 route du Nant d'Avril, Meyrin**.

Sign up for the session using the following form **by May 15, 2018**.

<https://bit.ly/2rtZ0sw>



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