

EUROPEAN OBSERVATORY ON CITY CENTERS

Europeans have a strong attachment to their city centers, a sentiment that has deepened since the health crisis we have experienced.

For elected officials, the main concern is to make their city centers more attractive, more welcoming, and more vibrant, with pedestrian spaces, culture, and animation...

Our association of elected officials and parliamentarians, Centre-Ville en Mouvement, chaired by Philippe LAURENT, Mayor of Sceaux and Co-President of the Council of European Municipalities and Regions, is leading the creation of a European City Center Observatory in collaboration with European Parliament Member and Bureau member Fabienne KELLER. This idea emerged following the 2nd European Biennale held in the European Parliament hemicycle in Strasbourg.

The evolution of consumption patterns, with the explosion of e-commerce, constitutes a significant shift for the commercial attractiveness of city centers. It calls for a renewal of marketing strategies and the search for complementarities between online sales sites and physical stores in the city center.

The need for the renewal of city centers, particularly in small towns and medium-sized cities, requires reinforcing the involvement of local authorities, which often lack the necessary expertise and are not always aware of the actions and innovations implemented in other city centers.

On February 8th, we officially launched the European City Center Observatory at the European Parliament in Strasbourg. This project follows the 2nd European City Center Forum organized in 2022 and aims to encourage the exchange of good practices on a European scale.

The Observatory takes the form of webinars, organized around five key themes, each chaired by one or more European cities. These webinars, available in English and French via Microsoft Teams, offer an accessible space for sharing knowledge.

On our dedicated website, you will find:

- Replays of past webinars
- Registration for upcoming webinars
- Resources on European innovations for city centers
- Event summaries

Would you like to receive all the information directly in your inbox ?

Write to us at [**europe@citycenter.eu**](mailto:europe@citycenter.eu)