



NZUIG

Net-zero Urban-industrial Growth

DUNKERQUE, FRANCE

Emissions domains addressed by the Pilot Activity



Consumption of non-electricity energy for thermal uses in buildings & facilities



Consumption of electricity generated for buildings, facilities & infrastructure



Industrial process emissions



All vehicles & transport (mobile energy)

Key Terms

Factories without car parks | Industrial mobility | Public transport to industry | Employer mobility plans | Carpooling | Active mobility | Green corridors | Cycling infrastructure | Biodiversity integration | Urban-industrial planning | Port decarbonisation

Levers of Change

Democracy and participation
Governance and policy | Social innovation |
Technology/infrastructure

Description of the Pilot Activity

NZUIG is testing a fundamental rethink of industrial development in Dunkirk's large industries zone: "factories without car parks." New facilities led by Verkor, are being designed from the outset without employee parking, relying instead on public transport, cycling infrastructure, carpooling, and employer mobility plans to serve thousands of future workers.

Year 1 delivered tangible early results. The Rapid'Ouest bus service launched in September 2024, growing from 45 to 180 daily boardings within months, with satisfaction rates above 89% across all measures. A 300-space park-and-ride opened in May 2025, 11 electric buses were ordered, and cycling "green corridors" are under development. An inter-company mobility plan is being built across the Verkor ecosystem.

Year One Highlights

The Rapid'Ouest bus service launched in September 2024 and was refined iteratively based on user feedback — timetable adjustments, route expansions, and a switch from coach to city bus. Ridership grew fourfold to 180 daily boardings by May-June 2025, with satisfaction rates above 89% across all measures. Two new bus stops were created, a 300-space park-and-ride opened in May 2025, and 11 electric buses were ordered. Cycling "green corridors" — secure, separated bike lanes with dedicated tunnels at major roundabouts — are under development by Dunkirk-Port. A commuting habits survey collected nearly 300 responses from Verkor employees, informing service adaptation. Working across the ecosystem of companies in the Verkor area, consultancy firm 2R Aventure developed a benchmark of sustainable mobility practices and initiated what amounts to an inter-company mobility plan — pooling resources and coordinating actions across the zone rather than company by company. Flora and fauna studies revealed significant biodiversity in the industrial port zone, now being integrated into development planning alongside natural compensation and renaturation work.

Innovation Highlights

The "factories without car parks" model requires coordinated investment across multiple systems — bus, cycling, park-and-ride, and employer mobility plans — before and during factory construction, not after car dependency is established. The iterative bus service approach offers a replicable model for building ridership in industrial areas previously unserved by public transport. The zone-level inter-company mobility plan creates shared infrastructure and collective behaviour change that individual company plans cannot achieve. Biodiversity integration alongside active mobility corridors

Twinning with Bandirma (Turkey)

Exchanges have been productive, with Bandirma showing particular interest in renewable energy and citizen engagement. A notable finding: Bandirma already has a well-developed public transport to industry strategy, shifting future exchanges toward renewable energy and civic mobilisation rather than transport

