



# Mars2030ClimatNowAct

## Marseille 2030 Objectif Climat: a just pact to now act

### MARSEILLE, FRANCE

#### Emissions domains addressed by the Pilot Activity



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



Multi-sector waste management & disposal



Land use (agriculture, forestry & other land uses)



Consumption of electricity generated for buildings, facilities & infrastructure



All vehicles & transport (mobile energy)

#### Key Terms

Tables de l'écologie populaire | Climate ambassadors | Business networks | Climate Pioneers Trophy | Just transition | Neighbourhood mobilisation | Multi-stakeholder coordination

#### Levers of Change

Democracy and participation | Financing and funding | Governance and policy | Learning and capabilities | Social innovation

#### Description of the Pilot Activity

Marseille is building coalitions from the ground up. Rather than expecting climate action to flow from policy, the city and six partners are mobilising citizens in three neighbourhoods and companies across four business districts — creating the community-level demand, practice, and legitimacy that enables policy to follow. Through the "Tables de l'écologie populaire" (popular ecology tables), three climate ambassadors work in vulnerable and mixed neighbourhoods to help residents identify their own priorities, take action, and formalise demands to the city. Simultaneously, three business networks support over 850 companies in mobility, renewable energy, waste, and water.

#### Year One Highlights

Three Tables de l'Écologie Populaire (TEPs) were established in Notre-Dame Limite, La Corderie, and La Valbarelle, each facilitated by a climate ambassador. Rather than delivering a predetermined programme, ambassadors work with residents to identify what matters locally and co-design action accordingly. Results from the first year are concrete: at Notre-Dame Limite, residents requested reinstated night bus service. At La Corderie, residents' aperitifs enable collective vegetalisation. At La Valbarelle partnerships enabled to work on energy sobriety. The city transferred its €30,000 budget for citizen-led projects directly to the Ligue de l'enseignement, giving climate ambassadors control over resource allocation closest to the work.

On the business side, three existing networks — Marséa (300 companies), LEHV (350 companies), and la Cité des entrepreneurs (200+ companies) — engaged over 850 companies across renewable energy, mobility, water, and circular economy through focused working groups on photovoltaics, fleet management, and rainwater recovery.

AtmoSud created the Climate Pioneers Trophy 2030, recognising exemplary corporate climate action at the Climate Chance Summit in 2025.

#### Innovation Highlights

The TEP model inverts the usual direction of climate engagement: it starts with what residents care about and works toward climate action, rather than starting with climate targets and working toward residents. The Trophy applies the same logic to business: recognition and positive incentives rather than compliance pressure. Marséa's "Optimiz+" platform extends this to circular economy, connecting companies for inter-company waste exchange and treating waste as a collective resource problem rather than individual disposal.

#### Twinning with Sant Boi de Llobregat (Spain)

Sant Boi de Llobregat visited Marseille on 14–15 May 2025. Marseille presented the pilot project (Trophy, citizen and company mobilisation) and related activities (climate contract, Greentech school). The visit included site tours and meetings with local stakeholders.

