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# GRENOBLE'S PRESQU'ÎLE PROJECT: ISO 37101 AS A BRIDGE BETWEEN PLANNING POLICIES & URBAN PROJECTS

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This communication is part of the larger research work of my PhD thesis, titled "The role of standardization in cities and communities: the example of ISO 37101 in France". This research aims at bringing knowledge in the field of standards implementation to territorial and local projects, questioning the potential of these tools for cities and local authorities, considering their established "normative power" in enterprises and organizations.

## Technical standards for cities and communities

**Early 1900s**

Development of technical standards to provide a common framework for the product market

**Early 2000s**

Standards series about greenhouse gas emissions

**2010**

Climate change adaptation is included in the update of the standard ISO 26000 "Guidelines for Social Responsibility"

**2012**

**New Technical Committee ISO/TC 268 "Sustainable cities and communities"**

**2014**

Publishing of ISO 18091 "Quality management systems - Guidelines for the application of ISO 9001 to the local community".

**First standard specifically dedicated to the government sector<sup>1</sup>**

**2015**

Sustainable development and mitigation at the centre of the updated ISO 14001 "Environmental Management Systems"

**2016**

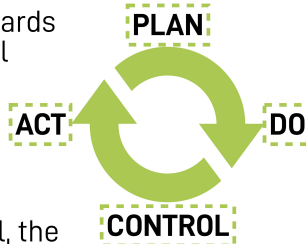
**ISO/TC 268 PUBLISHES ITS FIRST STANDARD, ISO 37101 "SUSTAINABLE DEVELOPMENT IN COMMUNITIES - MANAGEMENT SYSTEM FOR SUSTAINABLE DEVELOPMENT"**

<sup>1</sup> UNI, La transizione delle città verso la sostenibilità, UNI, 2022.

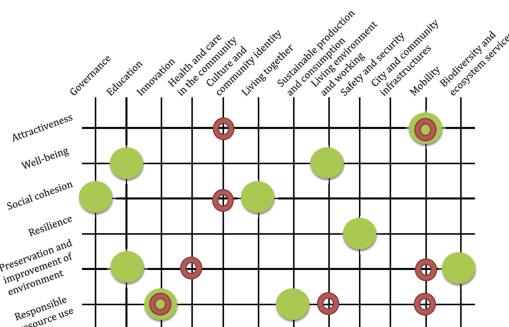
## ISO 37101

Based on the example of ISO 18091, it is a **Management System Standard (MSS)**.

MSS are standards that provide all types of organizations with a continuous improvement process model, the **Plan-Do-Control-Act process**.



ISO 37101 provides territories with a methodological approach to sustainable development through a "management tool" which aims to "convey a common language". ISO 37101 adds an element to the classic MSS process: a **cross-analysis matrix with 6 long-term goals and 12 sustainability issues**.



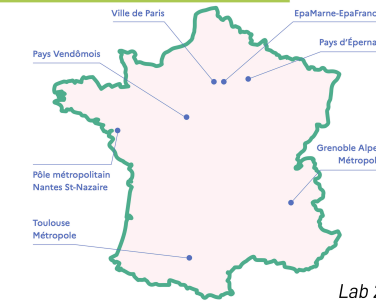
Example of the cross-analysis matrix, ISO 2019

The aim of this standard is to be enough flexible to be **used in conjunction with other existing policies and to be territorialized in different local conditions**.

## ISO 37101 in France

The French government believed in the potential of this standard and so the **French Ministry of Ecological Transition engaged in the dissemination of this standard through an experimental action with some pilot territories**.

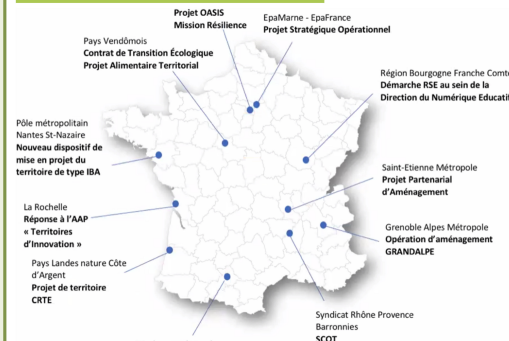
### Pilot territories in 2019



Lab 2051, 2019

This action has resulted in the use of ISO 37101 in **calls for projects and for the structuring of territorial projects**.

### Pilot territories in 2021

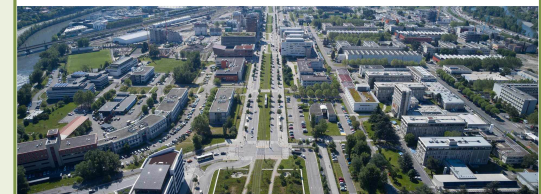


Lab 2051, 2021

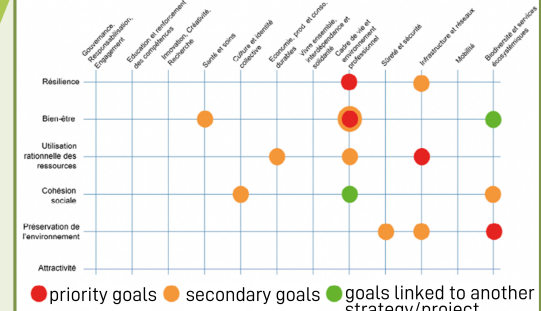
These territories are appropriating the standard in different ways. They say that the matrix **allows territories to "not omit anything" from public policies and to then add up their ambition**.

## A development project in Grenoble: Presqu'île quartier

One of the first territories to implement ISO 37101 was Grenoble, within the Presqu'île development project.



Being a flexible tool, the matrix has been used for: **reviewing project's main goals** and couple them with the existing local and national regulations; **comparing and choosing** between different project managers' offers based on project's requirements.



Example of matrix's use in the Presqu'île project, ISO 2019

The French experimental action shows how this methodological framework allows the implementation of larger objectives even at smaller scales. The example of ISO 37101 can open a reflection on the **role that these new standards could have in urban planning**.