

2015 CSR-
REPORT

Report available at
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EDITORIAL

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EDITORIAL

Since 1992, La Cité participates in the region's outreach and attractiveness. It has acquired recognised legitimacy in the professional meeting market, and in the development of cultural, economic and societal events.

At the end of 2011, it became a Local Public Company (SPL) (100% public shareholding). A new governance was therefore implemented. This governance was constructed to meet the changes in public policies whilst remaining very attentive to market requirements and meeting our customers' expectations.

After this change in status, La Cité embarked on a strategic plan for the period 2012-2015. This plan was based on a permanent process to include all our stakeholders: customer and supplier companies, public institutions, destination partners, professional organisations and employees. This strategic plan focuses on 5 directions :

- 1 Consolidate our CSR and excellence policy
- 2 Innovate and invest to improve our service offer
- 3 Strengthen international recognition
- 4 Target, Cooperate, Capitalise, Communicate
- 5 Develop the cultural offer

2015 marks the last year in this strategic plan and reinforces the results that we have already achieved. The latter confirm that the virtues of responsible, sustainable management - conciliating economic, social and environmental interests - support our goal:

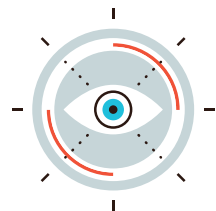
A HIGH-PERFORMING AND RESPONSIBLE PUBLIC COMPANY WITH AN INTERNATIONAL VOCATION, THAT SERVES THE REGION

A new strategic plan for 2016-2019 will strengthen the actions carried out to guarantee the company's performance and consolidate our ambition: to ensure this plan is the opportunity for each one of us to think, become aware and make a commitment for an alternative view of the future.



Rachel BOCHER,
Chairperson

PAUL BILLAUDEAU,
CEO





OUR VALUES

La Cité's status as a Local Public Company anchors its development in values integrating the obligations of inclusion, vigilance, integrity and transparency that define the principles of sustainable development.

GOOD BUSINESS PRACTICE

La Cité has an ethical conduct in its transactions with stakeholders.

THIS ETHICAL PRACTICE INCLUDES FAIR COMPETITION AND TACKLING CORRUPTION.

PROVIDE SERVICE EXCELLENCE TO MEET OUR CUSTOMERS' CHALLENGES

La Cité provides an adaptable offer, based on standard or tailored products. The global offer is thus constructed around the needs and expectations of our customers. To ensure the excellence of the services we provide.

La Cité prioritises innovation and investment in technological equipment and facilities, as well as in the expertise of internal teams.

RESPONSIBLE PURCHASING

The purchasing process and the management of "supplier relations" at La Cité incorporate the following undertakings:

- Compliance with legislation
- Adaptation of our purchasing policy to the organisation's CSR policy
- The guarantee of the quality of services delivered to the customer
- Optimisation and accountability of players

La Cité selects its products and services by incorporating social and environmental criteria into its tendering process.

A HR POLICY BASED ON RESPECT AND MOTIVATION

The central concern of our Human Resources policy is to ensure that all employees find fulfilment in their day-to-day work, and that they develop their skills and are supported throughout their career, whilst guaranteeing a working environment that is motivating and respects human values. The ultimate objective is to provide employees with genuine value added to foster skills development and thereby make a significant contribution to the ongoing improvement of the services offered to customers.

ENSURE THE PROFESSIONAL DEVELOPMENT OF EACH EMPLOYEE IN THEIR DAILY TASKS



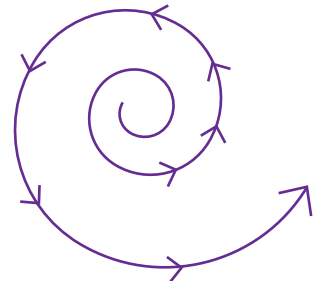
REDUCING OUR ENVIRONMENTAL IMPACT, IN PARTICULAR THROUGH ACTIONS ON THE GROUND, SUCH AS SELECTIVE SORTING

REDUCING OUR ENVIRONMENTAL IMPACT

We carry out actions to reduce our environmental impact, notably on the ground through selective sorting, and the supply of green energy to ensure we remain anchored in tangible actions.

EXTENDING OUR CSR APPROACH TO STAKEHOLDERS

Throughout our sphere of influence, La Cité endeavours to develop sustainable development practices by raising the awareness of event organisers (citizen opening to events, eco-event approach, overall performance calculator).



GOVERNANCE THROUGH CSR QUALITY



THE EXCELLENCE OF A MANAGEMENT SYSTEM PAYS DIVIDENDS

For nearly 25 years, La Cité has been committed to delivering excellent services.

Quality is integrated into La Cité's prime management mode. To promote this approach to our clients and further our progress, **La Cité is certified ISO 9001 and was awarded the Sustainable Development Quality Charter by France Congrès.**

In order to check compliance with our quality system, as well as its efficiency, we carry out several annual audits:

- An Internal audit
- An external audit conducted by AFNOR Certification covering the monitoring and renewal of our ISO 9001 certification.

RESULTS OF THE 2015 ISO 9001 ASSESSMENT

Strong points

- > The targets and indicators, that are coherent with the strategic plan have been achieved and continue to progress
- > Client loyalty has been demonstrated
- > A strong customer focus throughout the service
- > A high level of mastery of cultural events
- > A long-term strategic approach with the development of economic events

SINCE 2009, LA CITÉ HAS BEEN INVOLVED IN A CSR APPROACH THAT HAS ENABLED US TO ANCHOR THE SOCIETAL AND ENVIRONMENTAL VALUES AT THE HEART OF OUR STRATEGY.



This process has led to the confirmation of the **ISO 26000** assessment in 2012. As this progress is now integrated, and ISO 26000 is very rare in our sector, we plan, as a replacement to integrate the **ISO 20121** standard, in order to adapt to the changes in our sector, maintain the competitive advantage that we have obtained and continue to convince.



AIPC QUALITY STANDARDS

In April 2012, La Cité obtained the AIPC Quality Standards to "Gold" level, the highest level of certification under the quality standards established by the Association Internationale des Palais de Congrès. This programme defines the international standards governing conference centres and assesses the performance of an organisation's management and quality system in 10 key areas (customer service, quality of equipment and facilities, human resources, health, safety and crisis management, financial management, dialogue with stakeholders, corporate social responsibility, sector-based involvement, business relationships with suppliers). La Cité is the only French conference centre to have joined the group of 28 conference centres worldwide certified to AIPC Quality Standard, 22 of which are certified to Gold status.

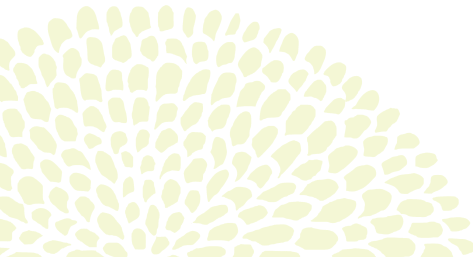
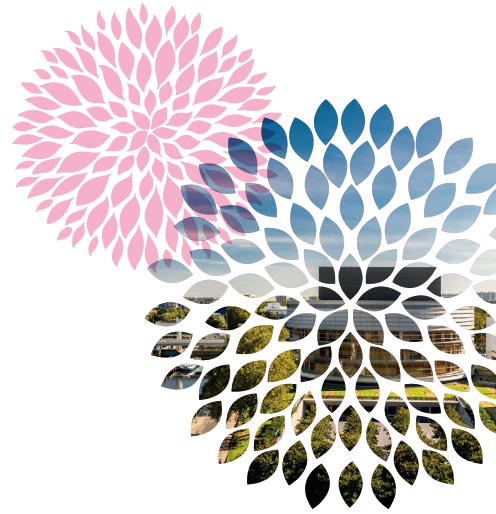


LA CITÉ WAS AWARDED "GOLD" STATUS WITH AN OVERALL SCORE OF 3.42/4.

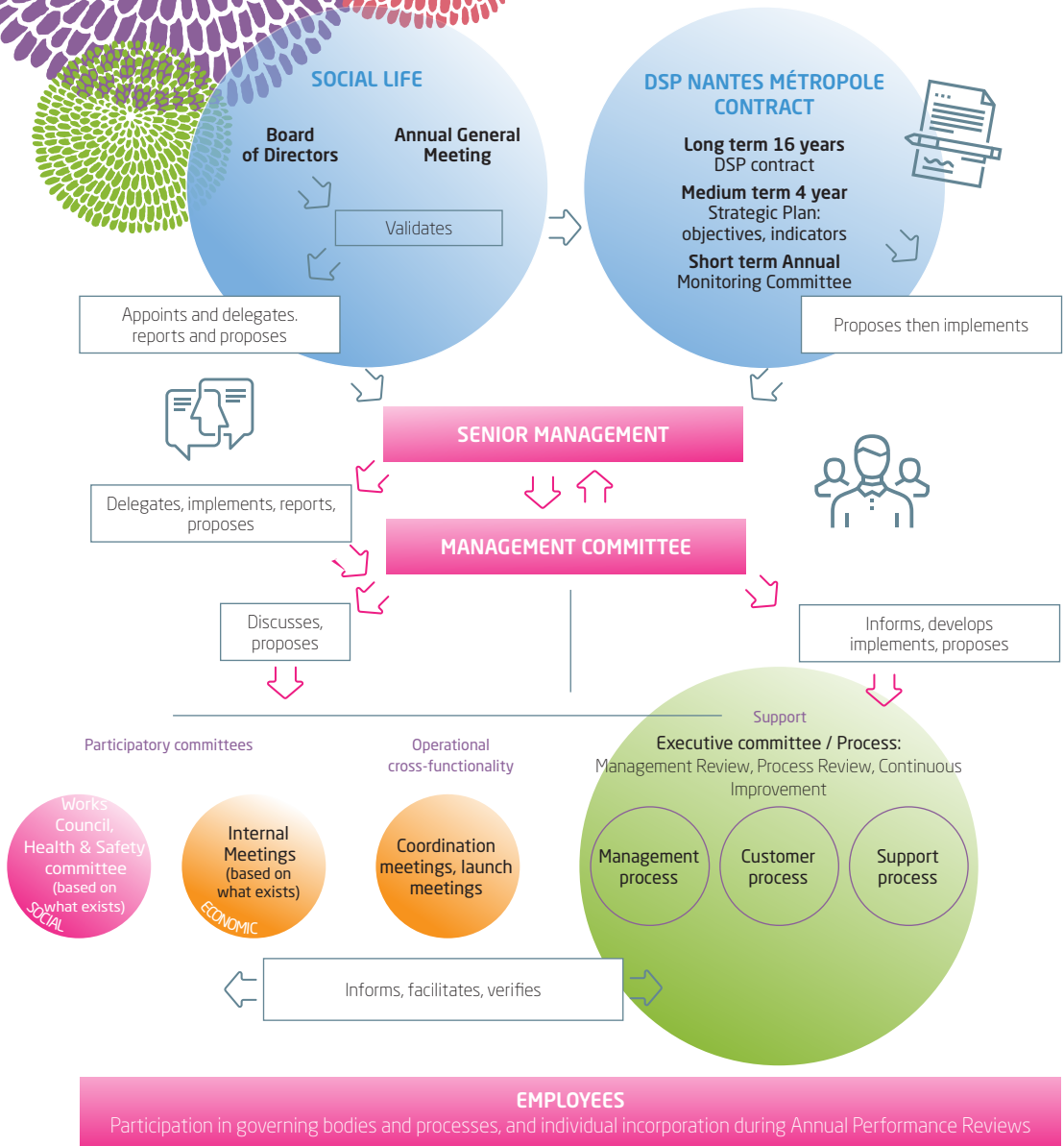


UNITED NATIONS GLOBAL COMPACT

In 2010, La Cité joined the United Nations Global Compact in the areas of human and environmental rights. La Cité's involvement in the programme guarantees it "Active" organisation status for the fourth year running.



GOVERNANCE STRUCTURE

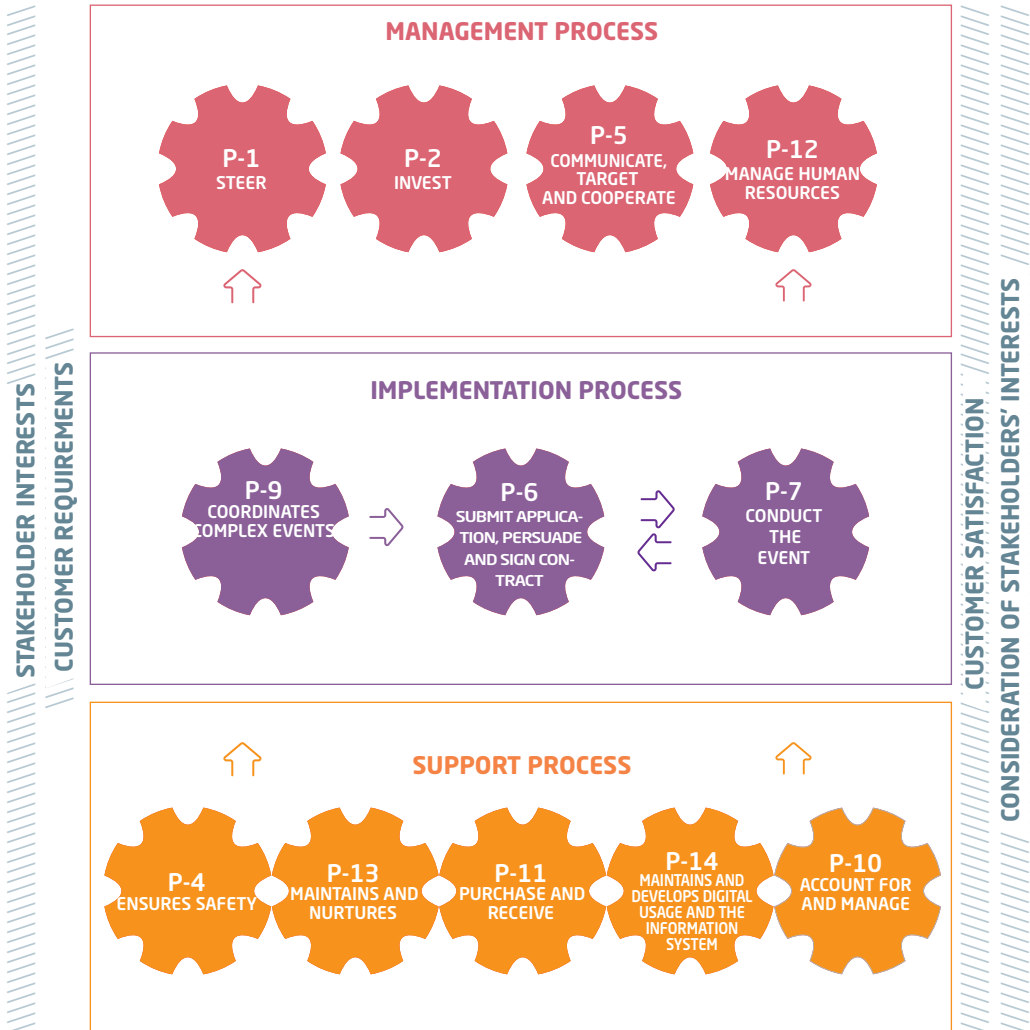


PROCESS STRUCTURE



The quality management system is based on a process approach. It is overseen by process managers.

PROCESS STRUCTURE



The diagram above describes the global management process at La Cité. It is built around listening, satisfaction and the consideration given to the interests of our stakeholders.

This organisational structure also facilitates internal communication: bottom-up, top-down and cross-departmental. Information can thus be shared easily.

OUR ACTIVITIES IN 2015

Our activities are focused on two areas: **the business meeting sector (MICE: Meeting Incentive Congress Exhibition)** and **the cultural sector**. Our missions can be broken down into **the provision of services** to support events organisers and **the production of events reflecting topical issues** and the objectives of regional stakeholders.

IN THE BUSINESS MEETING SECTOR (MICE)



2015 WAS A RECORD YEAR FOR LA CITÉ'S MICE ACTIVITY WITH 180 EVENTS

bringing together nearly 225,000 delegate days, with good international performance - 32% of Congress Revenue -and also the medical and health sector. This success shows our **ability to welcome major, demanding conferences** as well as our teams' know-how.

20 medical conferences bringing together 50,000 delegate days, including:

- > 37th National Study Days, on sterilisation in Health Establishments
- > 21st Congress of the French Society for Palliative Care and Support (SFAP)
- > National Congress of the Pain Study and Treatment Society
- > Sleep Congress
- > 39th National Days of the French National College of Gynaecologists and Obstetricians

The 2015 MICE activity has enabled us to continue the alliance strategy initiated 10 years ago with the local scientific community and **poles of excellence**. La Cité has signed **14 partnership charters** and woven close ties with almost **600 Nantes ambassadors**.

IN THE CULTURAL SECTOR

La Cité produces two festivals: **The Utopiales**, the Nantes International Science-Fiction Festival and **Atlantide**, the Nantes Literature Festival.

REGIONAL CULTURAL POLICY PLAYER SUPPORTING THE CREATION AND DISSEMINATION OF THE LIVE PERFORMING ARTS

- > The **Éclats Francophones** season, co-produced with La Bouche d'Air.
- > The **Baroque en scène** season in partnership with La Soufflerie, and backing from the City of Nantes.
- > The **Jazz en Phase**, the journey season, co-produced with 10 Métropole cultural players.
- > The concert by **Kraftwerk 3-D** and that of **In dreams: David Lynch revisited** co-produced with le lieu unique.

- > The Collective "**Jeu à la Nantaise**" and friends **evening**, in partnership with the Nouveau Pavillon.
- > **Oupalai!** The Quebec cultural season co-steered with the Grand T.

CULTURAL EVENT HOSTING

In 2015, La Cité was partner and sponsor of the 21st **Folle Journée** to promote access for young audiences: 10,000 tickets were financed.

Lastly, La Cité is a major venue for events hosting thanks to producers and bookers. The recognised quality of the services, the level of comfort (spaces, technical and sound), make La Cité an unmissable event site in Nantes.

126 EVENTS, INCLUDING 35 ONPL, WERE HOSTED



LA CITÉ IN FIGURES

180



MICE events

225,000



DELEGATE DAYS

—almost 30,000
of which International Delegate Days



438,605

SPECTATORS

26



INTERNATIONAL
EVENTS



national average 28,3%
Source: OJS Unimev June 2015



126 | of which 35
ONPL concerts
HOSTED
REPRESENTATIONS

IN THE ECONOMIC AND SOCIETAL SECTOR

La Cité produces events on current issues:



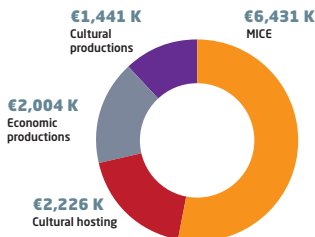
VELO-CITY 2015
CYCLING: FUTURE MAKER
NANTES, FRANCE JUNE 2-5

- > **Vélo-City**: three days dedicated to urban cycling and cycling policies.
- > **Nantes Digital Week**: a week devoted to digital cultures.
- > **GreenWeek Nantes-Pays de la Loire**: five days of meetings on Green issues.
- > **K·nopée**: integrated in the heart of the GreenWeek, K·nopée is an event reserved for Green professionals.



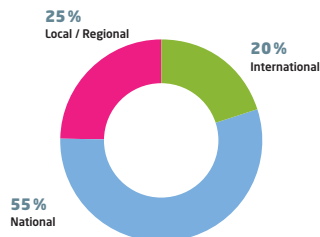
Distribution of revenue in 2015

by activity (€K)



Breakdown of MICE activity

by geographic sector, in 2015 (as a %)





ECONOMIC HOSTING (MICE): ECONOMIC PERFORMANCE

INTERNATIONAL ACTIVITY 2015

126^e

Nantes

2015 ICCA⁽¹⁾ Ranking
126th world position
(+50 places won)

180 MICE EVENTS

24 INTERNATIONAL CONFERENCES of which
11 meet ICCA⁽¹⁾ criteria

20 MEDICAL CONFERENCES
of which 5 brought together
over 1,500 participants

443 CASES initiated of which
52 applications meet
ICCA⁽¹⁾ criteria



8.76 / 10

OVERALL SATISFACTION
RATE OF ORGANISERS²
IN 2015

(1): ICCA: event bringing together at least 50 participants and held on a rotating basis in at least 3 different countries.

(2): Questionnaire return rate 63%

(3): Prize awarded during the Ambassadors' Evening at La Cité des Congrès

(4): Using the France Congrès methodology

MAJOR EVENTS IN 2015

- > FROM 15 TO 17 APRIL
10th Annual European Rheology
(550 participants)
- > FROM 22 TO 24 APRIL
7th European Symposium of Porcine Health Management
ESPHM (1,400 participants) /
International Outreach Award⁽³⁾
- > FROM 25 TO 28 MAY - **ICES**
Symposium on Marine Ecosystem Acoustics
(400 participants),
- > FROM 2 TO 5 JUNE - **Velo-City**
Global Summit of Urban Cycling
(1,500 participants)
- > FROM 25 TO 27 JUNE - **21th**
Congress of the French Society for Palliative Care and Support
SFAP (2,500 participants)
- > FROM 25 TO 28 AUGUST -
National Tupperware Jubilee
(1,520 participants)
- > FROM 6 TO 11 SEPTEMBER
EWTEC - European Wave and
Tidal Energy Conference Series
(560 participants) International
Outreach Award⁽³⁾
- > FROM 27 SEPTEMBER TO
2 OCTOBER - **European**
Planetary Science Congress
2015 (800 participants) /
La Cité Award⁽²⁾
- > FROM 18 TO 21 NOVEMBER
2015 Sleep Congress
(2,500 participants)
- > FROM 12 TO 14 NOVEMBER
**National Congress of the Pain
Study and Treatment Society**
(1,600 participants)
- > FROM 2 TO 4 DECEMBER 2015
**39th National Days of the
French National College
of Gynaecologists and
Obstetricians**
(3,000 participants) /
Grand Prize of the year⁽³⁾



ECONOMIC BENEFITS FOR THE REGION

- > The value of the economic
benefits for the region resulting
from the activities of
La Cité amount to

€95M

for 2015

and represent

induced employment of

966 jobs

CUSTOMERS ARE TALKING ABOUT US



21ST SFAP CONGRESS - JUNE 2015

Thanks from Doctor Vincent Morel, Chairman of the SFAP and Doctor Charles Jousselein, Chairman elected in Nantes



**2,500
PARTICIPANTS
3 DAYS**

Once again, last June, we organised our national congress in Nantes. Over 2,500 people were welcomed over three days in the heart of Nantes.

The expertise of the teams at La Cité, their availability and their reactivity largely contributed to the success of our event. Delegates were able to take part in all plenary sessions and workshops in perfect conditions of installation and sound. They all appreciated the quality of the spaces and the fact that most of the workshop rooms had natural light. During breaks, although we were numerous, we had

an impression of space, thanks to the large volumes. Delegates also appreciated the fact that La Cité is in the heart of the city. This not only facilitated the transport and accommodation, but allowed everyone to benefit fully from the city and easily organise the "off" congress moments...



NATIONAL TUPPERWARE JUBILEE - AUGUST 2015

Isabelle de PAZ - Special Events Manager



**1,520
PARTICIPANTS
3 DAYS**

The involvement of all the commercial and sales teams was significant with a strong desire to support us in the success of our event.

Similarly, we greatly appreciated the teams' anticipation, both for the assembly and for more technical questions. We felt that we were supported, helped and above all, understood

during all the preparation stages and during the event itself.

A big thank you to all at La Cité, the Nantes Congress Centre.



EWTEC 2015 - EUROPEAN WAVE AND TIDAL ENERGY CONFERENCE - SEPTEMBER 2015

Thanks from Alain Clément - Chairman of the 2015 Congress.



**560 PARTICIPANTS
6 DAYS
76% FOREIGN VISITORS**

For its first edition in France in 22 years existence, the city of Nantes was chosen four years ago by the international EWTEC committee... thanks to the quality of the Congress Centre which was perfectly adapted in terms of size and quality of service to this event. The 600 participants from 33 countries particularly appreciated

being in the heart of the city and being able to benefit from it during breaks programmed between the some 300 scientific conferences. The organiser acknowledged that for the next EWTEC 2017, it would be difficult to equal this Nantes edition!



PARTNERSHIP WITH THE REGION'S EXCELLENCE NETWORKS

OPENING OF THE CONVENTION BUREAU

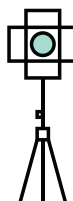
Nantes Saint-Nazaire Convention bureau

Last September, the destination launched its Convention Bureau. Integrated within the Nantes Saint-Nazaire Development Agency, its task is focused on the region's economic and international development. Its aim is to federate all the destination's MICE players and to make Nantes, a visible and attractive region, in particular internationally.

38 EVENTS benefited from the Event Hosting Charter for Nantes Saint-Nazaire

"NANTES DESTINATION CONGRÈS" AMBASSADORS PROGRAMME

On 27 January, La Cité a organised its 4th "Nantes Destination Congrès" Ambassadors' Evening, in order to showcase local scientific Ambassadors, as leaders of opinion, and to promote and recognise their contribution to the influence of scientific know-how and the development of economic benefits for the region via the convention media.



24 TROPHIES / GRAND PRIZES OF THE YEAR



The Grand Prize for 2015

Awarded to **Doctor Norbert Winer**, Head of the Gynaecology-Maternity Obstetrics Service at the Nantes University Hospital (CHU), **Doctor Olivier MULTON**, Gynaecologist-Obstetrician, at the Polyclinique de l'Atlantique and Treasurer of the CNGOF, members of the Organisation Committee and **Professor Patrice Lopez** of the Nantes University Hospital for the 39th National Days of French Gynaecologists and Obstetricians organised at La Cité, the Nantes Event Center, from 2 to 4 December 2015. The CNGOG days brought together 2,300 participants from throughout France.



International Outreach Prize

Honours **Mrs Catherine Belloc**, DGER Researcher-Teacher at ONIRIS, Chairperson of the local organisation committee for the 7th European Symposium of Porcine Health Management hosted from 22 to 24 April 2015 and which brought together 1,400 participants including 85% from abroad,



Mr Alain Clément, Engineer researcher in Hydrodynamics at the École Centrale de Nantes for EWTEC - European Wave and Tidal Energy Conference Series organised from 6 to 11 September 2015 which brought together 560 participants over 6 days, including 76% from abroad.



2015 La Cité Prize

Awarded to **Olivier Grasset**, Deputy Director of the Planetary and Geodynamics Laboratory at Nantes University, member of the Local Organisation Committee for the European Planetary Science Congress from 27 September to 2 October 2015 and which hosted 700 participants including 70% from abroad.



THE ASSOCIATED VOYAGES PLANÉTAIRES (PLANETARY TRAVELS) EXHIBITION WELCOMED 23,000 VISITORS.

LA CITÉ AND THE PROFESSION



LAUNCH OF THE OVERALL PERFORMANCE CALCULATOR FOR THE FRENCH EVENT INDUSTRY

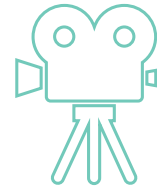
In November 2015, UNIMEV, the Regional Tourism Committee for Paris Île-de-France and Nantes Métropole officially launched their Overall Performance Calculator. La Cité, very involved and an actor in this project, now offers it to its customers.

BUREAU OF THE AIVFC



La Cité makes an active contribution to the strategic debate within the meetings industry through the main trade associations of which it is a member. Éric Montant, Development Director was elected to the new Board of Directors at the AIVFC (Association Internationale des Villes Francophones de Congrès) (International Association of French speaking Congress Cities) last December.

THIS 100% WEB TOOL, UNIQUE, SIMPLE AND RELIABLE ENABLES THE OVERALL PERFORMANCE OF EVENTS TO BE ASSESSED.



PRIZE OF THE TOWN OF LA BAULE DURING THE FILMS&COMPANIES FESTIVAL IN MAY 2016.



COMMUNICATION ACTIONS

La Cité has changed its visual identity for the MICE sector with a new promotional film that aims to present the Nantes destination and the Congress Centre. A true prospection tool, the film strengthens the image and brand recognition of La Cité and Nantes in the business meetings area.

Watch the video



THE BUILDING: INVESTMENTS, INNOVATIONS AND ECO-APPROACH

OUR ECO-APPROACH

Always involved in the search for efficiency,

LA CITÉ MONITORS AND ANALYSES ITS ENERGY CONSUMPTION INDICATORS



- > **24% savings in water consumption** mainly due to the change in refrigerating production required to air condition the spaces.
- > **2.5% savings in electricity consumption** thanks to better management and the optimisation of space lighting despite 2015 being dense in events and visitors.
- > **Increase in hot energy consumption limited to 3%** compared to 2014 with 20% additional visitors in 2015.

With the aim of optimisation and regulatory monitoring, **investments were made:**

- > The continuity and end of modernisation and compliance work **for the lifts**
- > The completion and entry into service of the **new refrigerating production system** required for the air conditioning of the spaces
- > **LED lamp changes** in the auditorium 800.

2015 INVESTMENTS TO SERVE OUR CUSTOMERS

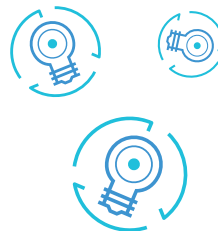
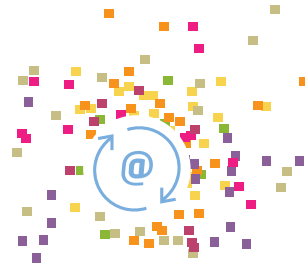
La Cité updated its technical sound diffusion system with a new modular sound system that can be adapted to the different spaces in La Cité, combining power and very high listening quality. **This same system now equips the Auditorium 800 permanently.**



The "light" system was updated to offer creative scenographic services and **latest-generation robotised projectors, in particular with LEDs,** and controllable remotely were added to the traditional system.

THE LATEST IT DEVELOPMENTS

La Cité changed its internet access offer. **With fibre optics, and bandwidth of 200 Mega, it offers guaranteed speeds for over 2,000 participants with simultaneous connections.**



CULTURAL HOSTING

126
shows
and concerts

438,605
spectators

THE TRADITIONAL SHOW HOSTING AND SUPPORT ACTIVITY

No less than 126 shows and concerts were offered to a total of 438,605 spectators during 2015.

The ONPL, National Orchestra of the Pays de la Loire, is hosted by La Cité throughout the year. In 2015, the ONPL played 35 concerts at La Cité, the Nantes Events Center.

It is one of the orchestras that has the highest audiences in Europe.

Another highlight, **The Folle Journée**, hosted every year by La Cité, for its 21st edition on the theme "Passions, of the heart and soul", brought together 153,356 spectators for 352 concerts.

Beyond the development of services and investments to guarantee the comfort of its spaces and its welcome, **La Cité remains a major site for hosting events with between 800 to 2,000 places.**



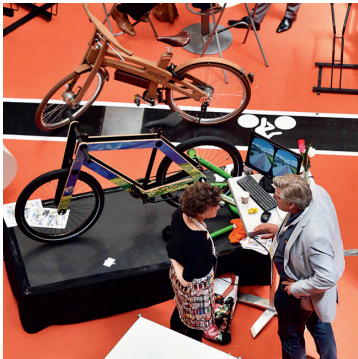
ECONOMIC AND SOCIETAL PRODUCTIONS



ECONOMIC AND SOCIETAL PRODUCTIONS

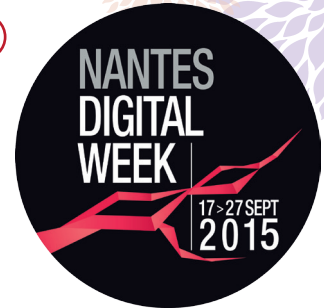
Velo-City, 2 to 5 June 2015

The Velo-City conferences are widely considered as a world benchmark for conferences on urban cycling practices and cycling policies. They are based on the sharing of visions, knowledge and know-how and invite participants to exchange on good practices in terms of cycling policies and on the bicycle as a mode of transport for regular and leisure travel.



Jointly organised by Nantes Métropole, ECF (European Cyclists' Federation) and La Cité, this **20th edition** had record attendance with **1,500 participants**, including **70% international visitors**, from all continents (**80 countries** represented), and **91 exhibitors** presenting the most innovative cycling products and services.

Velo-City was also constructed in association with the region and its inhabitants. Over 5 days, the Parc des Chantiers hosted the Nantes Métropole Cyclo-village: an area for cycling meetings and events for all audiences. **7,000 participants at the Vélo-parade (a record)**, bringing together the delegates and the inhabitants of the Nantes metropolitan area. And also exhibitions, meetings and events during the week.



Nantes Digital Week, 17 to 27 September 2015

One week to discover all the digital cultures of the Nantes Métropole, the Nantes Digital Week embodies the digital whirlwind sweeping across Nantes and its enthusiasm for hybridization, unexpected meetings between researchers, artists, industrials and small and medium-sized business startups, associations, institutions and inhabitants.

This second edition focused on opening up to all audiences: digital technologies in Nantes are everywhere, by and for all!

The programme was based on contributions selected after a call for contributions launched to all who recognise themselves in the values and ambition of the Nantes Digital Week: the collaborative dynamic, the digital celebration and the diffusion of all digital cultures.

NANTES DIGITAL WEEK

Looking back on a collective success, in a few figures:

 **103**
EVENTS

87 PROJECT
CARRIERS

98,400
PARTICIPANTS



 **80**
LOCATIONS

 **27** COUNTRIES
REPRESENTED



 **10** DAYS

With new features in 2015:

9 partners at our side:
Clear Channel, ERDF, EPSI,
Nantes Network, Sogetrel,
ENGIE, SFR, Sigma and Accenture

1 call for contributions that
was extremely popular, with
120 proposals received

13 events in the towns
of the Metropolitan
area (outside of
Nantes)

GreenWeek Nantes-Pays de la Loire, 19 to 23 October 2015

Promote and enrich the new models and ultimately life styles: GreenWeek Nantes-Pays de la Loire is a meeting place on Green issues. Designed in a co-building logic in phase with new innovation and collective ingenuity trends, the programming of the GreenWeek Nantes-Pays de la Loire is a sum of events proposed by actors involved every day in the Green transformation of the region for professionals and the general public.



A WORD FROM OUR CONTRIBUTORS

The GreenWeek showcases the different actors in sustainable themes in the region for the general public. It strengthens the ties between the different actors involved in this process.

A very original idea, at the heart of the news. The ability to bring together scientists and citizens around an important theme.

Mobilisation, sharing and exchanges around green themes.

Discovery of actors and green actions at the local level.

A WORD FROM OUR CONTRIBUTORS

Bringing together varied actors, on complementary themes. Give better visibility to the Nantes digital ecosystem.

The idea of building an event together and making digital technologies accessible to all.

A concept that brings together digital pros, in a unique ambiance over a week, with numerous, varied events.

The synergy between actors, emulation around the challenges of digital technologies in the métropole.

GreenWeek Nantes- Pays de la Loire in figures:

23,142 participants

62 events carried by

58 regional players

78 contributions received

37 locations involved
throughout the Pays de la
Loire region

65% professional events

35% events for the
general public





K-NOPEE IN A FEW FIGURES

637	PARTICIPANTS
17	DEMONSTRATORS EXHIBITED
19	SESSIONS IN THE AUDITORIUM
16	PITCH SLOTS
13	WORKSHOPS
2	SIDE EVENTS (ATEE AND BEPOS)

K-nopée, green business for humanity, on 22 and 23 October 2015

Integrated in the heart of the GreenWeek, K-nopée, an event reserved for professionals was held on 22 and 23 October. A place for experimenting 21st century models and solutions, this international meeting brought together the most inspiring Green professionals - startups, researchers, major groups...- with conferences and debates combined with practical workshops and demonstrations of innovations and tangible solutions. Through this approach, and far from the classical presentation of the challenges to be met, the actors of K-nopée intend to promote action by highlighting the most remarkable innovations and by proposing to identify solutions for an effective and sustainable breakthrough, whilst promoting convivial interactivity between the participants.

5 MAJOR ISSUES COVERED:

- > biodiversity
- > climate and energy issues
- > natural resource depletion, preservation and reconstitution
- > fairness and social justice
- > toxicity and health



K-nopée welcomed amongst others Jean-Louis Etienne, Bruno Parmentier, Jean-Marc Borello, Corinne Lepage and Philippe Bihouix as speakers.

A WORD FROM OUR CONTRIBUTORS

*Positioning at a crossroads
of paths and long term vision.*

*Important themes,
quality conferences
discoveries, interesting meetings.*

*An extremely rich programme, high-
quality speakers.
Eclectic subjects.*

*Pooling resources
and identifying problems.
Networking for Green actors.*



CULTURAL PRODUCTIONS



CULTURAL PRODUCTIONS



The 2015 cultural year at La Cité was even more anchored in the **collaboration with the cultural structures of the Nantes Métropole**. Sharing and cooperation were at the heart of our approach and feed our cultural ambitions: to propose a **rich and diversified programme**, offer **national and international events**, support **demanding regional proposals** and take part in diffusing emerging or confirmed talents.

FESTIVAL ACTIVITY

> **THE UTOPIALES**: for its 16th edition, the Nantes International Science-Fiction Festival, the **Utopiales**, looked at the "Réalité(s)" theme, bringing together **65,000 visitors** (+20% compared to 2014). **200 guests** from **10 different nationalities** exchanged ideas during **110 meetings, conferences and debates**.



> **ATLANTIDE**: literature was showcased with the 3rd edition of the festival **Atlantide, Les Mots du Monde** in Nantes. Over four days, **46 authors** from **21 different nationalities** came together at le Lieu Unique and in the city, around **48 meetings**: conversations, meetings, shows, readings by actors and illustrated conferences. **2 tastings, 1 day for school children, 1 professional day** and an **evening for censored authors**, an unmissable moment of the festival, also took place. **Atlantide** brought together **7,175 visitors**.



THE FESTIVAL ALSO PROPOSED 13 EXHIBITIONS, 53 FILMS, 1 MORNING DEDICATED TO SCHOOL CHILDREN, 5 EVENINGS AT LA CITÉ AND 8,938 WORKS SOLD AT THE FESTIVAL BOOKSHOP





3 CULTURAL SEASONS FROM SEPTEMBER TO JUNEN

> LES ÉCLATS FRANCOPHONES:

in 2015, La Cité and La Bouche d'Air renewed their cooperation for the 3rd edition of this cultural season. This was the chance to once again explore the sounds from Quebec and North America, and also from Africa, around the work of emerging talents and confirmed artists.

> **BAROQUE EN SCÈNE:** building on the previous editions, this 4th season reflects the vitality and modernity of baroque expression, allowing spectators to discover or rediscover major works from numerous composers. A powerful season, carried in cooperation between La Cité and La Soufflerie.



> JAZZ EN PHASE, THE JOURNEY:

for the 6th edition of this now unmissable cultural season, the circle of partners has widened once again. There are now 11 halls in the Nantes Métropole that take part in this musical season, letting you discover all current jazz trends, with an event concert at La Cité to open the season: Chick Corea & the Vigil.



3 EXCEPTIONAL EVENTS

For the first time in Nantes, the Éloïze Circus, a benchmark in Quebec circuses, presented its **CIRKOPOLIS** show, in the Grand Auditorium at La Cité, co-produced with the Grand T. A show for all ages, that brought together a total of 5,349 spectators over 4 dates.



Le Cité des Congrès welcomed the mythical German group, Kraftwerk. Those who we now call the founders of electro-music gave an exceptional concert, **KRAFTWERK 3-D**. This event, co-produced with le lieu unique brought together 1,846 spectators.

Another season highlight: **IN DREAMS, DAVID LYNCH REVISITED**. This concert, co-produced with le lieu unique, plunged 780 spectators into a superb orchestration directed by David Coulter (a former musician with the group, The Pogues), to recreate the atmosphere and ambiance of the work of this famous cinema director.

THE OUPALAÏ! QUEBEC CULTURAL SEASON

A season piloted by La Cité and le Grand T: 32 partner structures enabled Quebec culture to be spread throughout our region with 60 proposals and 113 performances in particular two shows by Robert Lepage.



ACCESS TO CULTURE FOR ALL

Promoting access to culture for the most fragile audiences is essential in the fight against exclusion, to weave social ties and promote self esteem. At the heart of the CSR strategy, the "Access to Culture" system concerned over 2,700 people in 2015.



ACCESS TO CULTURE FOR ALL, THIS IS THE DESIRE TO OPEN UP CULTURE TO ALL AUDIENCES BY ACTING TO DEVELOP ECONOMIC, PHYSICAL AND SYMBOLIC ACCESSIBILITY FOR THE ARTISTIC AND CULTURAL OFFERING.

La Cité enabled audiences who have little opportunity to see cultural events to be able to see concerts, and shows that La Cité produced and/or hosted.

Very reduced price tariff tickets

as part of Baroque en scène, Jazz en phase, Les Éclats Francophone, the International Science-fiction Festival, Les Utopiales, La Cité offered 2€ tickets to people who have little opportunity to take part in cultural events. These tickets were sold through Nantes associations and relay structures: Carte Blanche, Accoord Nantes, Nantes ados, le Secours Populaire, etc.

A true relationship of trust has been established between La Cité and the beneficiaries. Over 900 tickets were sold in 2015.



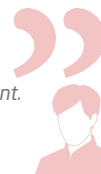
On Saturday 31 October, I was at the Utopiales in Nantes. After browsing the bookshop's shelves, I had an interesting look at the Manchu exhibition, with its brightly coloured space machines. I then went to see the projection of the short film competition and also watched a full-length feature film. After that, I went home promising to return to the Utopiales next year.

Eliane, associative militant.



A discovery for me, "Les Arts Florissants" with baroque music. A great moment, it does you good. Thank you again.

Bernard Alric, customer of the Pierre Landais Social Restaurant.



WITH ITS AIM TO OPEN UP CULTURE TO ALL AUDIENCES, ACCESS TO CULTURE FOR ALL ALSO SUPPORTS CULTURE OUTSIDE THE WALLS



As part of the Les Utopiales festival, 5 "outside the walls" operations benefited 102 people. Roland Lehoucq, President of Les Utopiales, went to meet children in the "À l'abordage" café, to talk to them about his job as an astrophysicist and exchange with them on the solar system and the planets.

For the "Les hommes debout" exhibition, the AADN association went to meet the inhabitants in the Dervallières quarter, and recorded them to use their voices to bring to life the "men standing up" ("hommes debout") for the festival.

One of the "outside the walls" operations was particularly moving: Gilles Francescano, author-illustrator, ran drawing workshops in the men's detention centre in Nantes with 15 prisoners, from September to October 2015. The results of these workshops led to an exhibition, visible during the Les Utopiales festival. For this occasion, two prisoners were authorised to take part in the festival on Thursday 29 October 2015.

Access to culture also allows the programming to be opened to school children. A desire which opens one or two shows from the programme each year for a day presentation reserved for school children.

The testimonies received, the consolidation of relationships of trust and support for Nantes relay associations and structures show us the importance of this system for people who do not have regular access to culture, and confirm our wish to act even further in this direction.



Beautiful projects are born from beautiful meetings, and this workshop goes along with this rule. I looked at the illustrations drawn during the days with a great deal of pleasure. When the drawing lets you imagine, for an instant, another universe, you can see the essence of science-fiction.

Gilles Francescano, author-illustrator.

IN 2015, LA CITÉ SUPPORTED THE ORGANISATION OF 2 HUMANITARIAN CONCERTS:

Concert in favour of Nepal disaster victims (24 May 2015):

organised by the regional delegation for the Celtic Nepal Association, it brought together 1,000 spectators in the Grand Auditorium of La Cité and raised €30,000. A great moment of solidarity and support.



A big thank you to all for your precious support! It is thanks to all of you that we were able to organise this solidarity concert for Nepal in such a short time scale! The Nantes general public came in great numbers to meet the association and offer additional contributions.



Alan Stivell, musician.



Evening in support of education for girls (17 October 2015)

organised by the NGO Plan France and hosted by La Cité, this show raised €5,922 to finance a project in Cameroon aimed at improving education conditions for young girls.



OUR SOCIAL AND SOCIETAL CONTRIBUTIONS



OUR EMPLOYEES

TRAINING

To ensure continued recognition of the skills and professionalism of our team in our business sector, **La Cité deploys training initiatives tailored both to our strategic objectives and to the development of the market and core business areas.**

This skills management and professional development approach enables the gap between required and available skills to be reduced and thus improve skill levels, develop versatile skills and the employability of employees and organise internal mobility.

A budget of 2.6% of the gross payroll was dedicated to vocational training for La Cité employees in 2015.

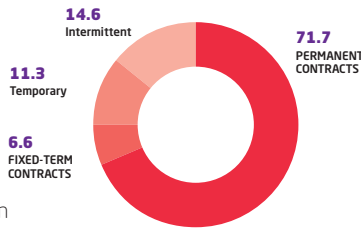
2 professionalism periods took place this year.

A partnership was organised with a Nantes training organisation, allowing two sessions to take place at La Cité in order to train our technicians in the use of new materials (investment), without a training cost for our training plan.

OUR HUMAN CAPITAL

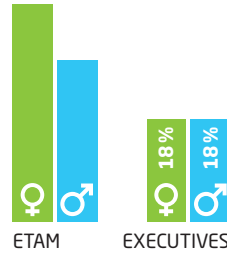
FULL TIME EQUIVALENT WORKFORCE OVER THE YEAR

average headcount in 2015



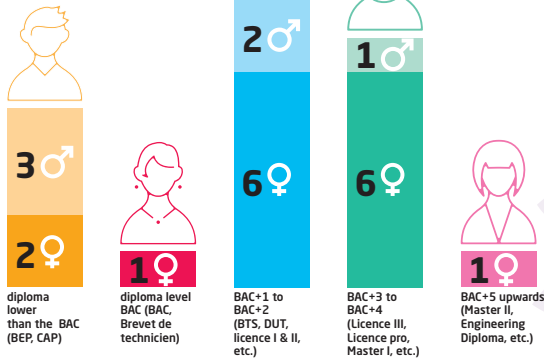
BREAKDOWN OF THE WORKFORCE AT 31 DECEMBER 2015

A full-time workforce breakdown that respects parity: 54% / 46%



MASTERY OF SKILLS AND KNOW-HOW WITH YOUNG PEOPLE

welcomed to La Cité as apprentices or on work placements



AVERAGE LENGTH OF SERVICE

length of service by gender





EQUALITY IN THE WORKPLACE

Within the organisation, we endeavour to ensure full gender equality regarding the conditions for job opportunities, career development, pay, working conditions, access to part-time work, parental leave, and so on.

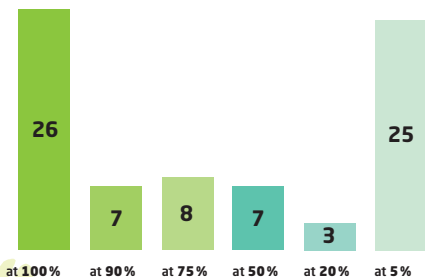
We have signed a new agreement with the IRP (personnel representative bodies) that focuses on the work/life balance by paying special attention to meeting schedules and by allowing employees who have chosen to work 80-90% of the fixed working hours basis to return to full time employment if they so wish.

MOBILITY PLAN

As part of the improvement to our company mobility plan, the General Management proposed to cover the subscription to the NGE bicycle park at La Cité, the Nantes Events Center (classical or electrical bicycles), for employees that regularly use this mode of transport to get to work, that do not have a season ticket for public transport (TAN, SNCF, Lila...) and that have made a commitment to using alternative transport to cars for at least 50% of their travel.

Commitment rate for the use of "soft" transports

out of 76 employees at 01/09/2015, "soft" transports are used (in number of employees):



SUPPORTING EMPLOYEES IN NEED

In addition to the help that a social assistant can provide, La Cité has made available to its Works Council a permanent help fund, enabling it to provide emergency support in the form of an interest-free loan for employees in serious financial difficulties.

INFORMATION & COMMUNICATION

An intranet system has been up and running since June 2014. Employees can look up all the news on La Cité as well as information on HR, Quality, CSR and the news on the business activity..

GENERATION AGREEMENT

A Generation Agreement was signed in 2015 with the IRP. This agreement promotes the recruitment of young people (under 31 years) and/or seniors (over 45 years), as well as the development of their skills and transfers of knowledge and know-how between the generations.





CONSOLIDATING THE CSR PROCESS

ECO-APPROACH: ENVIRONMENTAL RESULTS

Spotting on selective waste

sorting:

La Cité's activities generate waste, part of which could be recycled.

La Cité has opted for selective waste sorting of **13 different types of treated waste**.

The provider issues La Cité with a recycling certificate each year, setting out the quantities of each type of waste collected together with the traceability of all the recycling operations carried out. They also provide information on the ecological benefits of these recycling actions. The impacts can thus be easily measured.



Recycling Certificate:

The recycling programme has generated savings of:

• **11,942 kg of CO₂**

representing a distance of **132,680 km** travelled by car



• **66,906 kWh**

representing **201 months of electricity consumption of a typical French household**



IN 2015, LA CITÉ RECYCLED 15% OF ITS WASTE.

	2012	2013	2014	2015
household assimilated waste	384 t	406 t	386 t	231 t
recycled waste	41 t	57 t	45 t	42 t
RECYCLING RATE	11%	14%	12%	15%

Initially designed to reintegrate small volumes of waste into more environmentally friendly sectors, "multi-material" collection in 2015 for example, enabled the re-use of over 15 tonnes of paper.

Wishing to increase the amount of our recycled waste, in 2015 we carried out an analysis of our sorting system. Following this assessment, we decided to modify our unsorted waste system with **the implementation of a 30 m³ compactor** (work planned for summer 2016) and by providing food waste bins in our offices.

OUR CSR COMMITMENTS

TESTIMONY FROM OUR SERVICE PROVIDER AD'HOC MEDIA



AD'HOC MEDIA has supported La Cité for a number of years in its business as a producer of events signs, path signs, design and production of stands, image walls, posers and panels.

Since the start of our collaboration, we were seduced by La Cité's sustainable development approach. In particular, we launched the national Texyloop programme to recycle used tarpaulin during the Sustainable Development conference at La Cité in 2006.

Since then, our company has integrated a process designed to take our stakeholders into account (customers, suppliers, employees, shareholders) when defining our company strategy.

It includes **4 LEVELS**:

- > **SOCIAL**: open training plan, employee profit-sharing and creation of an Ad Hoc Committee, a sort of autonomous works council whose aim is to **organise actions and moments for sharing in a convivial team spirit, sustainable development and diversity.**
- > **SOCIETAL**: The company attaches great importance to its training plan for apprentices. Thus, **out of 14 apprentices trained over the last 10 years, 6 (including 2 still in position) continued their professional career path with the company, with fixed term (CDD) or permanent (CDI) contracts.** It also aims to promote the consideration of disabilities in recruitment and the choice of sub-contractors.
- > **ECONOMIC**: since 2013 Ad'Hoc Media has joined the UN Global Compact to fight against discrimination and corruption at work. Similarly, **it guarantees its suppliers and customers equality of treatment and constant transparency (in its tariff policy, deadlines and payments).**
- > **ECOLOGICAL**: Ad'Hoc Media is certified Imprim'Vert. Beyond recycling materials waste and, in particular, tarpaulins, using non-polluting technologies (solvent-free inks) and using "green" materials, **AD'Hoc Media is committed to eco-design: in particular, it has developed a printing technology on organic algae-based plastic (the only company in Europe that can use this technique).**

THE COMPANY AIMS TO REPLACE ALL OIL-SOURCED MATERIALS FROM ITS PRODUCTION BY 2020 BY MORE NEUTRAL MATERIALS (BASED ON ALGAE, CARDBOARD, WOOD AND SUGARS IN PARTICULAR)



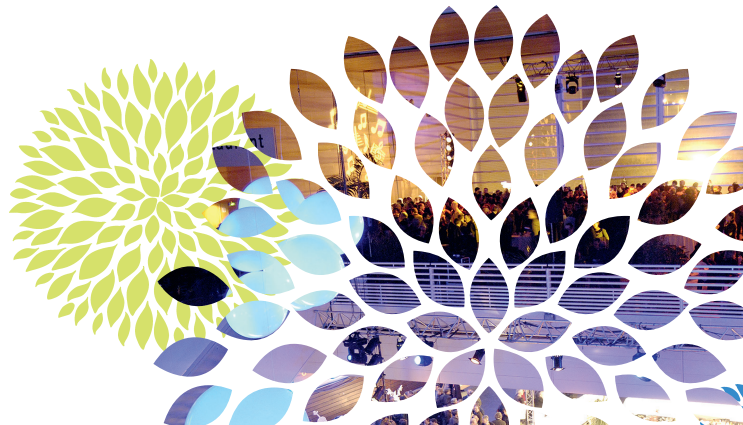
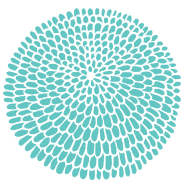
TRACKING INDICATORS



LEVERS	INDICATORS	2015	
		OBJECTIVE	ACTUAL

1 STRENGTHEN OUR CSR AND EXCELLENCE POLICY			
Limit our environmental impact	Reduce our energy consumption	-2.5%	2,520 Mwh stable compared to 2014 with almost 30% increase in activity
Persuade our customers to move towards eco-designed events	Rate of customer satisfaction on our advice and eco-design products	> 8/10	8.28/10 → exceeds our target
Encourage employee mobilisation	Absenteeism and micro-absenteeism	Absenteeism: < 3% / year micro-absenteeism: 0.2% per year	Absenteeism: 3.16% and micro-absenteeism: 0.25%
Develop employee skills	% training / payroll	≥ 2%	2.6%
Optimize the organisation of work, and use of internal resources	Gross Margin per FTE	€55K	€59.9K

2 INNOVATE AND INVEST TO IMPROVE THE SERVICES WE OFFER			
Develop our sales of innovative products and services	% of revenue from innovative products/total revenue, excluding space	5.0%	3.79%
Propose a quality and innovative offer that meets the needs of our customers	Global satisfaction rate	> 8.5/10	8.76/10
Guarantee the profitability of innovative products	ROI on innovative products	30%	73% → impact on level of revenue for network connections - amortized products





LEVERS	INDICATORS	2015	
		OBJECTIVE	ACTUAL

5 STRENGTHEN OUR INTERNATIONAL RECOGNITION			
Host events with international audiences each year in the short and medium term.	Nb of confirmed events	14	45 up to 2019 plus the AIPC General Meeting in July 2016
	Nb of hosted events	12 per year	24 in Mice and 2 events produced: Velo-City and Digital Week
Enhance international credibility	Number of international candidacies	12	52
Contribute to the international visibility of the local area in international hit parades	Increase the number of ICCA events hosted at La Cité	5 per year	11

4 TARGET, COOPERATE, CAPITALISE, COMMUNICATE			
Take part in the local area value chain	Economic and social repercussions	€60 M and 610 jobs generated	€95 M and 966 jobs generated
Stabilise average event revenue: target (exhibition conferences, exhibitions, etc.), additional sales	Average revenue per event	€30 K	€35.7 K
Enhance events hosted for the networks of excellence	Activity report by branch	1 per year	1 per year
Develop the event visibility of local area players	Number of major applications followed on behalf of our partners	37	42
Ensure budget allocations for strategic actions (attributing margins for manoeuvre)	Value of actions implemented within the strategic plan compared to plan	€1,088 K	€1,454 K



5 DEVELOP THE CULTURAL OFFER			
Develop our cultural policy in the fields expected by the community	Total number of spectators welcomed per year	382,000	438,605
Maintain show management activity	Achieve the revenue objectives	€825 K	€968 K
Number of events involving foreign artists	Number of events	Evaluation indicator - no objectives	16



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dimension

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- 3 Auditoriums
450 - 800 - 2000 seats
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6,000 m² of exhibition space
- 1st French convention center to achieve
AIPC Quality Standards Gold certification

The men and women at La Cité bring passion and commitment to your events conventions, corporate meetings, exhibitions and entertainment shows. They work in close partnership with you to make each event unique and inventive and each experience richer.

BRINGING YOUR EVENT TO LIFE...

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