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TOILE INDUSTRIELLE

Dunkirk

A tool for synergies and territorial development

LOCATION



City Port

SCALE



Delta Region

TAG

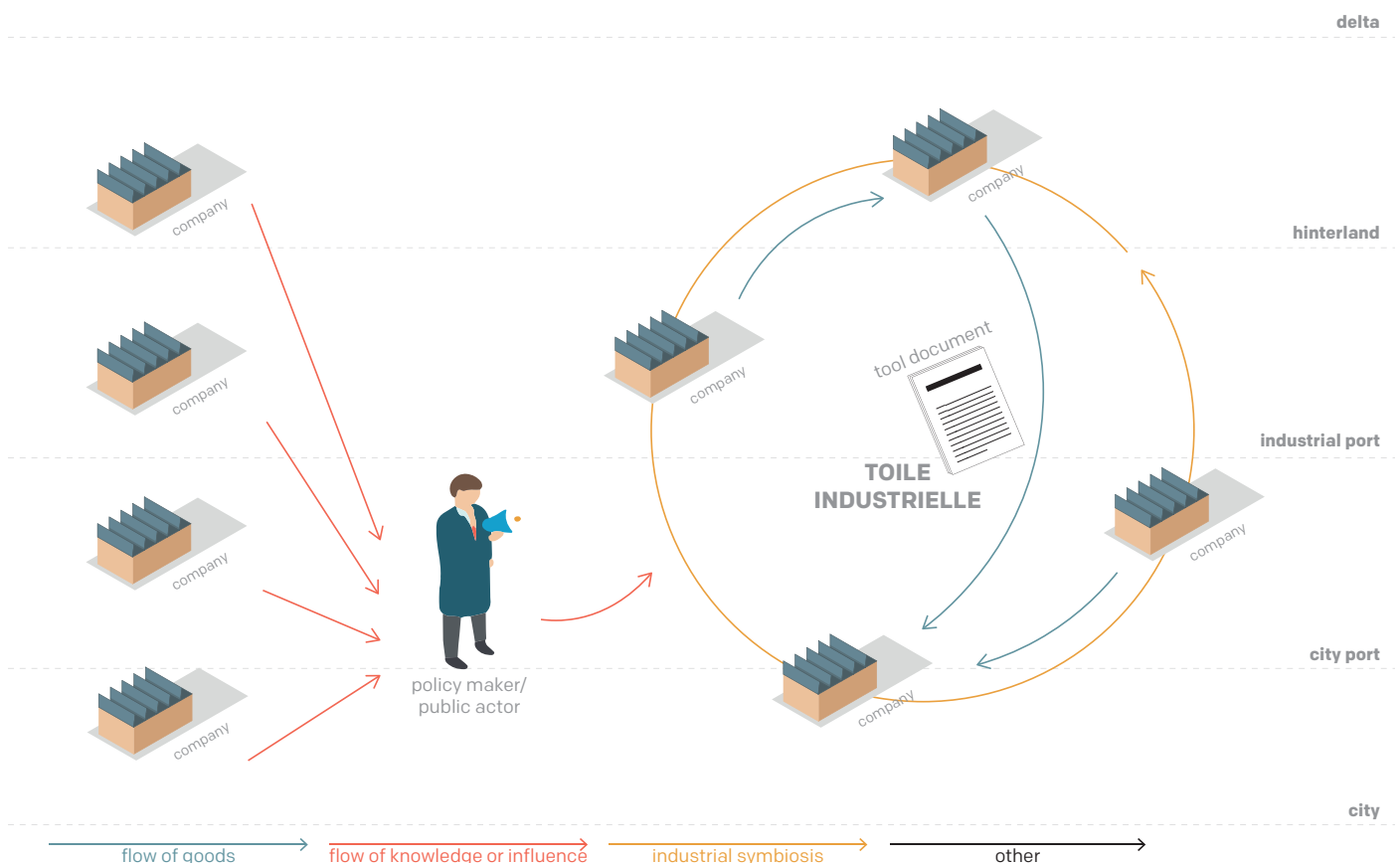


Platform



Industrial Symbiosis

base for interaction scheme



What's happening?

How does it happen?

Designed in the form of a flow diagram, the *Toile Industrielle*[®] creates links between establishments located in the Flanders-Dunkirk region and those outside the territory. It describes companies by demonstrating their interdependence and the extent of their local roots. This approach has a twofold advantage: to understand and identify the potential of territorial development, and to anticipate the impacts of changes on economic markets. The Industrial Web thus supports political and economic decisions by representing simulations of impacts on local industrial ecosystems. By placing your finger on the web and following the coloured arrows, which represent flows, we understand that *Ducaplast*, which manufactures plastic in *Wormhout*, supplies the automotive market and *Toyota* that an impact on *Arcelor-Mardyc* will have repercussions on *Air Liquide's* gas supply that Dunkirk, via *Ryssen* (perfumery), works for *Guerlain*, *Dior* etc

Why is this an interesting circular initiative for circular harbours?

"Why does this company, based on our territory, work with the ports of Antwerp and Rotterdam - represented on the web - and not with Dunkirk?" For the AGUR, this is the kind of question that should be asked when analyzing the industrial web. This prospective tool leads to many avenues of reflection and encourages the development of new subsidiaries such as industrial ecology. In this way, it also contributes to the economic development of the region and the creation of new jobs.

'By connecting companies to each other, this makes it possible to avoid impairment losses, optimize the process of industries already established, reduce their costs and ensure their sustainability'
Jean-François Vereecke, general manager of AGUR office

More information



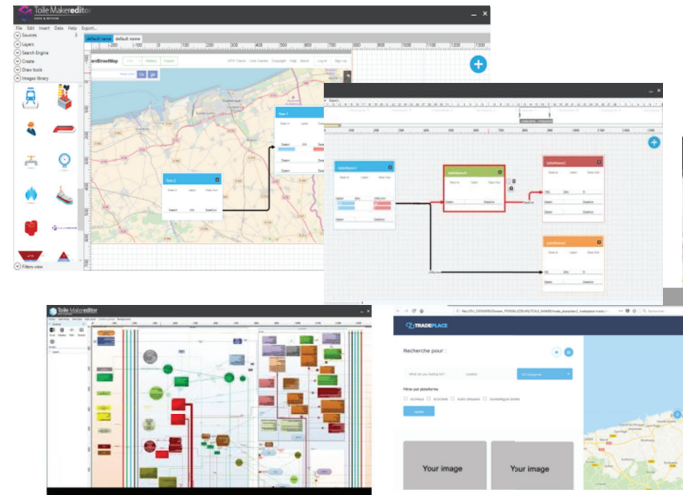
The Toile Industrielle® of Dunkirk basin in paper format 90x120cm

What is the relation with the port and water?

Since the key players in the industrial web are the industries and companies themselves, it is obvious that the port plays a predominant role in the implementation of such a tool. It's one of its main users in the sense that it constitutes a port strategy tool to capture new markets, observe the strategic positioning of competing ports, optimise access to utilities....

What is the relation with the city?

The urban actors are at the origin of this approach. So it is also of interest to investors who find potential suppliers, customers and subcontractors. It is therefore naturally a territorial marketing support widely used by the Dunkerque Promotion development agency.



The Toile Maker® in digital format by the Possibilizateurs

What are the ambitions?

The participatory dimension of the web is one of the main ambitions. Indeed, the construction of a "web" requires a collaborative approach because it is difficult to assemble this type of tool without crossing the expertise of each other. The effective synergies between the port, the local authorities and other local actors make it possible to distinguish the territory and to see Dunkirk as a favourable breeding ground.

Today, this approach, mainly carried out by urban planning agencies, is in full development and is reflected in new experiences in Le Havre, Saint-Nazaire, Grenoble, Besançon....

Currently, the Web is continuing its digital development with the creation of the Web 3.0 "TOILE MAKER®".

Who is behind it?

During the 2008 crisis, the Urban Community of Dunkirk (CUD) decided to anticipate the domino effects of industrial site closures that were looming on the horizon. The mission is then entrusted to the Flandres-Dunkerque Urban Planning Agency (AGUR). It was conceived as a promotional tool - "it is a formalization of the Made in Dunkirk label of the Dunkirk Promotion agency" - but also as an economic prospecting tool for potential investors.

What is the timeframe?

The Dunkirk region is very affected by the economic crisis

2008

Launch of the web by AGUR

2009

Development of the digital tool "Toile Maker®"

2016

Sources

<http://www.agur-dunkerque.org/etudes-projets/article13>

<http://toilemaker.com/press/>