



Innovating in environmental services in the era of the “sustainable town”

Rémi Barbier

*Joint Research Unit in Territorial Water and
Environment Management – Strasbourg, Fr.*

remi.barbier@engees.unistra.fr

Outline of the presentation

- A few characteristics of environmental services
- A flow of innovations
- Pro-innovation policies

Environmental services

- A “discrete infrastructure of daily life”
- The combination of 5 main models :
 - The institutional model : who is responsible for what and within which perimeter ?
 - From communes to complex territorial arrangements
 - The management model : which type of operator?
 - More sectorial
 - Public or private
 - The production model : how is the service provided?
 - Centralised production & standardised quality



– The economic model : how are the services financed?



- through invoicing the service
- by levying taxes

– The societal model : which societal conventions?



- Needs: public hygiene and health, comfort, environmental protection & economy of resources
- Imperatives: solidarity, equality, participation, performance and service quality, access for all

A flow of innovations

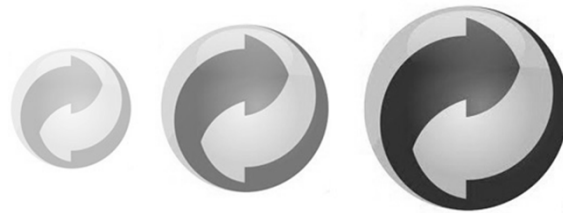
- Regarding the production model
 - Co-production of the service
 - Decentralised systems
 - Coupling networks with ICT



- Regarding the management model
 - Internal organisation :
 - From sectorial to integrated approach
 - Public private relations :
 - Circulation of models
 - More segmented and performance-based contracts

Pro-innovation policies

- A smart & fair distribution of risks



- Getting pioneers to emerge



- Structure the field cognitively

