



Delegation led by the Mayor of the City of Québec

Copenhagen, Malmö and Helsinki
From March 23 to 30, 2023

VILLE DE
QUÉBEC



*l'accent
d'Amérique*

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City of QUÉBEC

The [City of Québec](#) has a population of nearly 550,000 and is at the heart of a region of 1 million people. Founded in 1608 by Samuel de Champlain and considered the birthplace of French North America, today Québec is a UNESCO World Heritage City and Creative City of Literature. There are plans for the city to become the first urban UNESCO Biosphere Reserve in America.

Covering 454.28 km², Québec is flanked by mountains to the north and the mighty St. Lawrence River to the south, stretching between the two to fill the river valley. Residents and visitors enjoy four distinct seasons, with an average 300 cm of snow each winter.



| ABOUT THE CITY

The City of Québec is one of the safest big cities in North America and one of Canada's best places to live.



- National capital and seat of the Government of Québec, the only French-language province in Canada
- Founding city of the International Association of Francophone Mayors, the Organization of World Heritage Cities (OWHC), the Great Lakes and St. Lawrence Cities Initiative, and member of the International Association of Cities and Ports and the UNESCO Creative Cities Network
- Home to the Secretariat of the Arctic Council Sustainable Development Working Group, Institut de la Francophonie pour le développement durable (a branch of Organisation Internationale de la Francophonie), the OWHC headquarters, and host city for numerous international meetings
- [The Vision for International Relations](#) is a strategic tool for development. It aims to bolster Québec's influence and attractiveness and gives government officials the opportunity to learn from other cities around the world for the benefit of residents and the community
- A diverse and resilient economy with centres of excellence in information and communication technology, artificial intelligence, electronics and optics/photonics, video games, life sciences, food and nutrition, green and smart building, insurance, and financial services
- The last deepwater port as one travels up the St. Lawrence River and a gateway to 50 countries, with complete intermodal functionality and highly efficient terminals that handle 30 million tonnes of cargo per year
- The province's second-biggest international airport, Jean Lesage International, 20 minutes from downtown
- Top destination for international and cultural tourism with 4.6 million visitors (2019) and Canada's #1 visitor destination year after year



| PRIORITIES

- **Active and integrated mobility and strategic public transit** built around a 19 km tram, to be delivered in 2028
- **Sustainable development**, with goals that include low carbon emissions, climate resilience, and a transition in step with the people of Québec
- **Social development**, with an emphasis on sustainable health, social housing, and caring for homeless people, newcomers, and seniors
- **Entrepreneurship and InnoVitam, the sustainable health innovation zone** that brings stakeholders in local government, research, innovation, and industry together to leverage their strengths and will eventually serve as an appealing place to both live and work



Union des Municipalités du Québec

For over 100 years, the Union des municipalités du Québec (UMQ) (umq.gc.ca) has represented local governments from every region of Quebec. The UMQ mission is to provide strong leadership for effective, autonomous local governments by mobilizing municipal expertise, supporting members in carrying out their functions and in promoting enhanced municipal democracy.

UMQ members, representing over 85% of the population and land area of Quebec, are grouped into affinity caucuses:

- local municipalities,
- central municipalities,
- regional county municipalities,
- major cities, and
- municipalities in the Montreal metropolis.



La voix des GOUVERNEMENTS de proximité

City of GASPÉ

[Gaspé](#) is a great place to live and work in the Gaspésie region. It offers the best of all worlds—exciting career opportunities, and countless outdoor, recreational, and cultural activities, all in a place with a friendly community vibe and gorgeous views of the sea and mountains. Gaspé is the main city in the region and is located on the eastern tip of the peninsula of the same name.



| ABOUT THE CITY

- Gaspé has a thriving wind energy industry spearheaded by LM Wind Power
- Gaspé is home to a major tourist attraction, Forillon National Park, and encompasses the village of Rivière-au-Renard, the province of Québec’s maritime fishing capital
- With an abundance of employment and business opportunities, Gaspé is the ideal place to find your dream job or turn a business idea into a reality
- Gaspé has great amenities, services, and entertainment and is a wonderful place to raise a family in a healthy, wholesome environment
- Gaspé is open to the world and has an airport with convenient links to major cities
- Most residents are French speakers, but there is an English-speaking community as well as the Mi’kmaq First Nation of Gespeg

| PRIORITIES

- Deliver **high-quality municipal services in a way that is fair, cost-effective, and efficient**
- Work with residents and partners to foster and support urban **planning and development and create a cohesive, dynamic, and diverse community**
- Enhance and promote the city’s **unique assets** as a supplier of natural resources, an epicentre for regional growth, a service cluster, and a strategic hub for air, rail, sea, and land connections, as well as the country’s historic birthplace

City of GRANBY

The City of [Granby](#) is the regional capital of Haute-Yamaska Regional County Municipality and the second most populous city in the Eastern Townships. Granby's 70,823 residents enjoy an outstanding quality of life. The city is known for its excellent municipal services, vigorous economic growth, abundant green spaces, and proximity to major urban centres.



| ABOUT THE CITY

- Granby's economy is based on a unique combination of tourism and industrial development
- In terms of tourism, Granby Zoo is one of the leading zoos in Canada and northeastern North America
- The city is a major Québec destination, attracting nearly 800,000 visitors a year
- Granby is also home to a popular bike path used by riders more than 1,000,000 times a year
- As an entrepreneurial city, Granby boasts a modern industrial park with an impressive number of successful plants and businesses of all sizes in 4 key sectors: aeronautics, land transportation equipment, food and beverage, and hydroelectric engineering

| PRIORITIES

- The City of Granby is committed to acquiring the tools it needs to improve active mobility and **develop sustainable mobility within the municipality**. A new mobility plan is currently being drawn up based on recent public consultations.
- Granby has also pledged to **protect 30% of its land as natural environments**, and intends to include these natural environments in the urban planning process to foster sustainable development. The city is committed to protecting biodiversity and safeguarding the ecological benefits of wetlands and natural areas.
- Various **eco-responsibility initiatives** have also been launched at the regional level to help drive the transition to a circular economy and optimize the use of resources.

City of LAVAL

With a population of more than 445,000, [Laval](#) is the third-largest city in Québec and the 13th in Canada. Laval covers an area of 247 km² and is strategically located just north of Montréal.



| ABOUT THE CITY

- Laval's population and its diversified economy are booming, with GDP coming in at over \$17 billion in 2020
- The city offers quick connections to other parts of urban Montréal via 3 subway stations, 5 train stations, 5 highways, and 13 bridges and is 20 minutes from Montréal-Trudeau International Airport
- Public transit in Laval is provided by Société de transport de Laval (STL), one of the most innovative transit authorities in North America
 - 361 buses, including 10 electric buses
 - 45 bus lines and 17 public taxi lines
 - 14 million kilometres
 - 10 million trips on the regular network

| PRIORITIES

- **Environment**
- **Housing**
- **Mobility and public transit**

Université Laval

Through its mission of teaching, research, and community engagement, [Université Laval](#) fosters the emergence of social and technological innovations to meet the new challenges facing society now and in the future. The university promotes the development and transfer of knowledge in areas of expertise that address the challenges of the United Nations Sustainable Development Goals (SDGs). Every day, in the heart of Québec City, the 60,000 people who make up the Université Laval community work to develop innovative solutions for the well-being of individuals and communities.

| ABOUT THE UNIVERSITY

- Université Laval has some 56,000 students registered in more than 550 programs of study across 17 faculties.
- The University is home to over 300 centres, chairs, institutes, and other research groups. In 2022, a total of \$515 million was invested in research and innovation, making Université Laval the sixth-largest research university in Canada.



| PRIORITIES

1. Sustainability

Université Laval's leadership in [sustainable development](#) (SD) is recognized worldwide. The Times Higher Education Impact Ranking puts the school in 36th place out of 1406 universities for its potential to transform the world. In 2007 Université Laval adopted an integrated and collaborative SD strategy that has been a distinctive part of Université Laval's culture ever since. In the 2021–22 academic year, 176 of the university's research centres, groups and chairs made SD an explicit part of their mission.

In 2005 Université Laval created the EDS Institute (Institut Hydro-Québec en Environnement, Développement et Société) as a hub of expertise for the acquisition and transfer of knowledge related to the SDGs.

Through cross-cutting collaborative, participatory, and inclusive agendas, the university has created innovative [action plans that bring people together](#) and drive change in sustainable development, social engagement, sustainable health, responsible entrepreneurship, and community partnership.

2. Sustainable health

Université Laval believes in taking a comprehensive, interdisciplinary approach to health and well-being. To that end, the university's roundtable on sustainable health coordinates the efforts of working groups and committees on mental health, healthy lifestyles, and inclusive research, among others. An [action plan](#) (in French only) has been drawn up for 2021–2024.

Université Laval was the first French-language university to sign the [Okanagan Charter](#), a guide for higher education institutions with a shared mission: the health and well-being of individuals, communities, and environments. Through interdisciplinary work on various programs, projects, and joint research initiatives, Université Laval is truly making a difference.

3. Northern research

For more than 25 years, numerous Université Laval teams and researchers have been collaborating on northern research with colleagues or organizations based in Finland, Denmark (including Greenland), and Sweden. These joint initiatives take different forms, such as scientific exchanges at northern research facilities (stations, ships, etc.), participation in major international projects, and [Arctic Council](#) working groups.

Participants' Biographies

| CITY OF QUÉBEC



Bruno Marchand
Mayor and President of the Communauté
métropolitaine de Québec

Bruno Marchand was elected the 38th mayor of City of Québec and president of the Communauté métropolitaine de Québec in November 2021. He also serves as president of the Organization of World Heritage Cities. As mayor, his priorities are climate action, active mobility, homelessness, and entrepreneurship. Mr. Marchand holds a university degree in philosophy and a vocational diploma in social work. He served as president and CEO of Centraide Québec for Chaudière-Appalaches and Bas-Saint-Laurent from 2014 to 2021.



Pierre-Luc Lachance
City Councillor and
Vice Chair of the Executive Committee

Pierre-Luc Lachance is the elected official responsible for active mobility, transportation, traffic, road maintenance, democratic life, information technology, finance, property management and assessment, procurement, and material resources for City of Québec. With a master's degree in business intelligence and transformation and another in organization management, he was the head of Québec numérique before he was elected in 2017.

| CITY OF QUÉBEC



Isabelle Dubois
Assistant General Manager

As assistant general manager, Isabelle Dubois is responsible for land use planning, development of global mobility, sustainable development, urban (police and fire departments) and civil security. With a master's degree in political science, she served as borough manager for six years as well as communications director for City of Québec. She also worked for nearly five years in ministers' offices, including the Québec premier's office.



Karine Breton
Deputy Manager of the Québec Mayor's office

Karine Breton plays a key role in the Québec Mayor's office. She is responsible for the caucus of elected representatives and for coordinating communications as well as strategic files such as mobility, transportation, citizen interaction, and innovation. She enjoys sharing her knowledge for the benefit of the community. Her political experience at the federal, provincial and municipal levels and her work in the private sector give her a firm grasp of the inherent imperatives of these different worlds.

| CITY OF QUÉBEC



Catherine Labonté
International Relations Advisor

Catherine Labonté has been international relations advisor at City of Québec since 2004. In this capacity, she oversees the municipality's relations with numerous jurisdictions and international associations. She coordinates the mayor's current mission, drawing on her networks of contacts and her knowledge of municipal issues. During her career, she also served as director of public affairs and international promotion with Québec International. She holds a master's degree in international relations from Université Laval.

| CITY OF GASPÉ



Daniel Côté
Mayor and President of Union
des municipalités du Québec

Daniel Côté is mayor of Gaspé, warden of the Côte-de-Gaspé RCM, and president of Union des municipalités du Québec. After earning his law degree at Université Laval, he worked in the mayor's office for five years before he was elected mayor of Ville de Gaspé in 2013 at age 34. He has made his mark through his involvement in a number of local and regional organizations, including Régie intermunicipale des transports. He is known for defending Québec's outlying regions and encouraging their development.

| CITY OF GRANBY



Julie Bourdon
Mayor

Julie Bourdon, who holds a bachelor of business administration from HEC Montréal, was elected mayor of Granby on November 7, 2021, becoming the first woman in the city's history to hold this office. As an engaged citizen of her community, she was elected city councillor in Granby in 2015. She is also deeply involved with the Union des municipalités du Québec, where she is a member of the board of directors and chairs the women and governance committee.



Gabriel Bruneau
Assistant General Manager

Gabriel Bruneau has been with the city of Granby since 2014 and has been assistant general manager since 2019, drawing on his expertise in organizational processes and strategic issues. He previously served as director of technical services and director of planning and land management. He holds a bachelor's degree in geological engineering and has over 26 years of experience in engineering and municipal management.

| CITY OF LAVAL



Stéphane Boyer
Mayor

Stéphane Boyer, the youngest mayor of Laval ever, was elected as a city councillor for two terms before becoming mayor in 2021 at age 33. He serves the province's third largest city. An author and entrepreneur, he is firmly committed to his community, with a focus on the environment, public transit, housing, and civic participation. The French government named him one of the 50 world leaders of the future.



Jocelyne Frédéric-Gauthier
City Councillor

Jocelyne Frédéric-Gauthier is the councillor for Laval's Auteuil district and is currently serving her third term. She is also chair of the board of directors for Société de transport de Laval. Following her university studies in municipal service management, social sciences, immigration and inter-ethnic relations, Jocelyne Frédéric-Gauthier worked in the provincial public service at Québec's Ministère de l'Immigration before entering municipal politics.

| CITY OF LAVAL



Josée Roy
Executive Director of
Société de transport de Laval

Josée Roy has been executive director of Société de transport de Laval (STL) since November 2022. She has 32 years of experience, mainly in the field of public transit. She has worked at Agence métropolitaine des transports (AMT) and held various positions with STL. These include project lead for construction and special projects, head of service planning, and manager. Her challenge at STL is to maintain a high level of customer service while transitioning the transit company towards electrification.



Alexandre Banville
Deputy Chief of Staff and
Director of Communications

Alexandre Banville heads the communications team of the Mayor of the City of Laval and is responsible for government relations. Founder of a cooperative communications agency, Alexandre has served on several boards of directors of organizations dedicated to labour cooperation and the promotion of the social economy in Quebec and Canada. He also served as press secretary to the Quebec Minister of Transport and Municipal Affairs from 2012 to 2014.

| CITY OF LAVAL



Scarlett Van Blaeren
Director
Environment and Ecocitizenship

Scarlett Van Blaeren is responsible for drafting strategic planning documents for the City of Laval and overseeing their implementation. These documents include the city's environmental conservation and enhancement plan, climate plan, and waste management strategy, as well as the regional wetlands and water environments plan. Scarlett Van Blaeren holds a master's degree in environmental science from Université de Sherbrooke and a bachelor's degree in biology from Université de Montréal, and has almost 20 years of municipal experience.

| OTHER GUESTS



François Gélinau
Vice Rector, International Affairs and
Sustainable Development, Université Laval

François Gélinau, a full professor in the Department of Political Science at Université Laval, has served as vice rector, international affairs and sustainable development, since July 2022. He was previously dean of the Faculty of Social Sciences and chair of the Department of Political Science. He held the Research Chair in Democracy and Parliamentary Institutions and directed the Centre for the Study of Democratic Citizenship and Centre d'études interaméricaines.

OTHER GUESTS



Martin Fortier
Deputy Vice Rector of Research and Innovation (International and Knowledge Mobilization) at Université Laval

Before being appointed deputy vice rector in 2022, Martin Fortier was executive director of the ArcticNet Network of Centres of Excellence and of the Sentinel North program. He was also involved in the project to modernize the CCGS Amundsen to serve as a state-of-the-art research icebreaker. With a PhD in arctic oceanography from Université Laval, Dr. Fortier was awarded the Martin Bergmann Medal by the Royal Canadian Geographical Society for his outstanding achievements in Arctic leadership.



Michel de Mauraige
CEO of Capitale Mobilité

With more than 25 years in marketing and business development, Michel de Mauraige has been working in urban mobility for 16 years. He is executive director of Capitale Mobilité, the organization responsible for developing, implementing, and operating integrated mobility solutions for Ville de Québec. Capitale Mobilité also operates the city's àVélo ebike sharing service and works to develop local public transit assets.

| OTHER GUESTS



Olga Farman
Managing Partner at Norton Rose Fulbright
(Québec office)

As a managing partner of the Québec office of Norton Rose Fulbright since 2017, Olga Farman manages one of the city's largest business and litigation law firms. As a member of the firm's pan-Canadian executive committee, she focuses her practice and activities on corporate governance and the life sciences sector. She is also a member of Québec's mobility committee and sits on many boards of directors.



Jean-Pierre Lessard
Partner at Avisa Conseil

In 2015, economist and entrepreneur Jean-Pierre Lessard founded Avisa Conseil, a boutique consulting firm specializing in strategy and economics, where he is the partner in charge of economic practice. In this capacity, he advises private and public organizations on their strategic and economic issues. He focuses on urban development and public administration while maintaining a strong interest in real estate, transportation, and natural resources. He regularly serves as a consultant and speaker for a number of organizations.

| OTHER GUESTS



Alexandre Turgeon
Executive Director of Conseil régional de l'environnement (CRE) Capitale-Nationale

Alexandre Turgeon has served as executive director of CRE Capitale-Nationale since 1996 and founded Vivre en Ville, where he currently serves as chair of the board and trainer. Mr. Turgeon has a bachelor of urban planning from UQAM, a master's degree in land use planning and regional development from Université Laval, and a master's degree in public administration from ÉNAP. His goal is to raise the awareness of the province's decision-makers about the importance of sustainable development principles and to see these principles applied in our communities.



Christian Savard
Executive Director of Vivre en Ville

Christian Savard has been executive director of Vivre en Ville since 2006. Through his work and involvement in public debate, he has played a leading role in the preparation of numerous publications on sustainable mobility and urban planning issues. Private and public sector bodies and associations often call upon his expertise. He holds a master's degree in land use planning and regional development and specializes in transportation, urban planning and urban design, while developing his expertise in management of non-governmental organizations.

| OTHER GUESTS



Valérie Gauthier
Executive Director of InnoVitam

Valérie Gauthier is overseeing the launch of a preventive and sustainable health innovation zone in Québec. Her goal is to foster collaboration among numerous partners from different backgrounds for development, innovation, and value creation in this high potential field at the local, national and international levels. With her degree in administration and marketing, she has experience with a range of organizations committed to development and innovation, from small and medium-sized enterprises to large manufacturing companies.



Carl Viel
President and CEO of Québec International

Carl Viel is CEO of Québec International, the economic development corporation for the Québec region. He holds a bachelor's degree in economics and a certificate in corporate governance from Université Laval, as well as an entrepreneurship certificate from the Massachusetts Institute of Technology (MIT), a leadership certificate from the NTL Institute, and a coaching certificate from the Niagara Institute. He was awarded the National Order of Merit of the French Republic in July 2022.

| OTHER GUESTS



Kevin Pochon
Director of Business Development -
Clean Technologies at Québec International

Kevin Pochon holds a Bachelor's degree in Economic and Social Sciences from the Institut Catholique de Paris and a Master's degree from the École supérieure d'études internationales de l'Université Laval. He works with companies in the Capitale-Nationale region to develop and promote innovative and sustainable projects. He helps structure the region's clean technology ecosystem.



Caroline Brodeur
General Manager and Treasurer,
Communauté métropolitaine de Québec

Caroline Brodeur holds a bachelor of geography and a master of land use planning and regional development degree as well as a graduate diploma in environmental management. She has been with Communauté métropolitaine de Québec since 2018. Before that, she headed up the campaign that founded Organisme des bassins versants de la Capitale and was executive director of that organization. She also worked as a project manager with Vivre en Ville and was assistant executive director with the Regional Environmental Council, Capitale-Nationale Region.

| OTHER GUESTS



Antoine Verville
Director of Land Use Planning,
Transportation and Sustainable Mobility,
Communauté métropolitaine de Québec

Antoine Verville is director of land use planning, transportation, and sustainable mobility with Communauté métropolitaine de Québec, where his responsibilities include updating the Land Use and Development Plan, implementing the Vision for Sustainable Mobility, supervising flood zone modelling, rolling out the Green and Blue Network, and updating the major economic issues plan. He previously worked in water management.

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