

URBAN PLANNING & CITY BRANDING

at the École des Ingénieurs de la Ville de Paris

GRADUATE
PROGRAM

PROGRAM'S OFFER

- | sustainable planning
- mobility
- l urban governance

PROGRAM'S CORE

- Seminars focusing on planning & mobility themes
- Territorial marketing module
- Case studies from international urban contexts

ENTRY REQUIREMENTS

- BSc / BEng degree
- French equivalent licence preferably in -
- 1st & 2nd year students of relevant Master degrees
- International students from partner institutions (no fees)
- Free transfer students from non-partner institutions (tuition fees 2180 €)
- English level: B2

- civil engineering
- urban planning
- architecture























YOUR FUTURE SCHOOL: EIVP

- Founded in Paris in 1959
- Only institution in France that delivers a degree in urban engineering

• Part of the Conférence des Grandes Écoles (CGE)

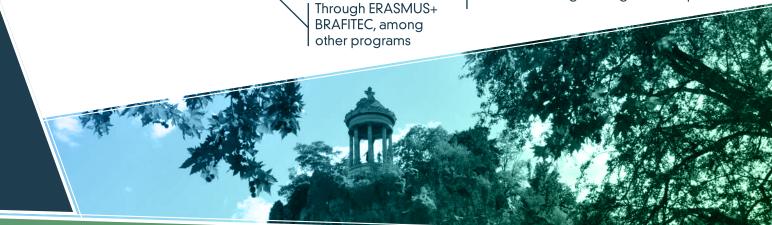
• Founding member of the Gustave Eiffel University

Coherent international strategy

This diploma is approved by the *Commission des Titres d'Ingénieurs* (CTI) which is an independent body for the evaluation of higher education engineering institutions

A network consisting of business and engineering schools that train their students for excellence

Which is ranked first in France in the fields of civil engineering and transport



SKILLS TO BE ACQUIRED

- Capacity to analyze/compare/deal with -
- different transportation systems
- mobility practices
- ^I public action

NATIONAL & INTERNATIONAL LEVELS

- Ability to recognize local assets and competitive advantages to optimize a territorial offer
- Ability to produce ~
- | an urban diagnosis
 - a planning program
 - a project for the development of a small urban area
- Skills to communicate with various stakeholders throughout the urban development process
- Experience in executing theoretically grounded academic research
- High awareness/solid skills to understand cultural diversity



COURSES - DELIVERED BY RENOWNED EXPERTS	TEACHING METHODS
1 • Masterplanning Project	Project
2• Geographic Information Systems	Class lectures
3 • City Branding	Class lectures
4. Masterplanning & transport issues	Class lectures & conferences
5 • Research track	Research program with Gustave Eiffel University in Marne-La-Vallée



1. MASTERPLANNING PROJECT

- Practical experience to design an urban development plan
- Work on a small urban area located in the Paris region with practical transformational challenges
- Professional documentation and contacts of key people to carry out your analysis under real-life conditions

AT THE END OF THE PROJECT, YOU WILL HAVE ACQUIRE THE EXPERTISE NEEDED TO

- Conduct an in-depth diagnosis of an urban area
- Identify community needs
- Co-develop planning solutions with various urban stakeholders

2. GEOGRAPHIC INFORMATION SYSTEMS COURSE

- Create and manipulate meaningful data for the Masterplanning Project study area under QGIS environment
- Explore various data sources/sets: open data sites and web services from the City of Paris, Institut Géographique National, Agence Parisienne d'Urbanisme, etc.
- GIS tools will be combined with other softwares for optimal management, analysis and visualization of relevant data

3. CITY BRANDING COURSE

- Original yet highly typical approach for urban governance issues
- Opportunity to reflect on the impact of urban projects on territorial attractiveness, for both visitors and investors

AS A FUTURE CITY PLANNER / CONSULTANT / POLICY ANALYST, you will always face with the challenge of making your city stand out in a highly competitive environment



4. MASTERPLANNING & TRANSPORT ISSUES

- Cross-disciplinary and innovative introduction to the theory and methods related to contemporary mobility, urban environments and sustainable planning
- Strengthen your capacity to understand and analyze the environmental matters of urban planning

5• RESEARCH TRACK COURSE

- Supervising researcher provides methodological expertise and academic guidance
- Spans the whole semester

CONTACT

International Coordinator EIVP relations.internationales@eivp-paris.fr



APPLICATION & MORE INFO

www.eivp-paris.fr/urban-planning-and-city-branding