

La Fabuleuse Factory

2022-
2023



AAP ZIBAC - An immersive event to bring citizens closer to a transforming industry

The objectives of La Fabuleuse Factory were to bring together Dunkirk's industrial players in the heart of the city and to offer a space for exchange that was interactive and engaging, in order to facilitate understanding of the challenges related to decarbonization and air quality; to explain the concrete impacts of major projects on residents' daily lives; to present newly announced developments; and to promote industrial sectors and careers.

We aimed to differentiate ourselves from the many trade fairs and forums by offering fun and educational workshops led by employees of partner industrial companies. Visitors play an active role in discovering decarbonization projects and industrial careers through an immersive journey made up of hands-on experiences, interactions, and challenges. They are directly involved and able to envision themselves through an emphasis on learning by doing.

The first edition of La Fabuleuse Factory was held in Jean Bart Square, in the very heart of Dunkirk, from September 21 to 24, 2022. On this occasion, we brought together 15 major stakeholders in the decarbonization of the region: long-established industrial players (ArcelorMittal, Aluminium Dunkerque) and new arrivals (H2V, Vekor), energy companies (EDF, Engie, RTE, Dunkerque LNG, etc.), territorial stakeholders (Dunkerque Port, the Chamber of Commerce and Industry, UIMM), and academic institutions (ULCO, IMT).

From the very first year, we achieved our participation targets, welcoming 6,500 visitors, including 2,200 students from 28 schools in the regional education district. Among them, the French Minister for Industry, Mr. Roland Lescure, honored us with his presence, generating significant media coverage both locally and nationally (M6's 12:45, France 3's 12/13, RFI, La Tribune).



Building on the success of this first edition, we launched the second edition of **La Fabuleuse Factory** in 2023. We retained the key elements that made the inaugural event a success: a “back-to-school” event held on Jean Bart Square, featuring innovative staging, notably the geodesic domes that have become the hallmark of La Fabuleuse Factory.

The event took place from September 20 to 23, 2023, and this time we brought together around twenty stakeholders involved in the decarbonization of the region. New participants included ProLogium, Ball Packaging, and Coca-Cola, as well as the SME network GASSMEID, which came with its members to show visitors that industrial transformation involves the entire local industrial economic fabric and not only large-scale flagship projects.

This time, 9,100 residents of Dunkirk were made aware of industrial decarbonization over the four days of the event. More than 3,000 students attended, coming from over 50 schools (mainly middle and high schools) across the entire region. A partnership with the regional education authority enabled us to welcome students from the Lille metropolitan area and the Lens mining basin.

This year, Thierry Breton, European Commissioner for the Internal Market in charge of industrial policy, took part in La Fabuleuse Factory, accompanied by Xavier Bertrand, President of the Hauts-de-France Region.



The first two editions helped firmly establish the event in the region, build loyalty among partners and visitors (mainly middle and high school students), and welcome more than 15,000 attendees.

In light of the imminence of the first recruitment phases and their ever-increasing projected scale, we aim to launch, over the 2024–2026 period, a phase of progressive development of La Fabuleuse Factory across the Dunkirk Urban Community and beyond.

RÉSUMÉ

Organisée à Dunkerque en 2022 et 2023, la Fabuleuse Factory est un événement grand public visant à rapprocher les industriels du territoire des habitants, en particulier des jeunes, afin de mieux faire comprendre les enjeux de décarbonation, de qualité de l'air et de transformation industrielle. À travers un parcours immersif composé d'ateliers ludiques et pédagogiques animés par les entreprises partenaires, les visiteurs découvrent concrètement les projets industriels, leurs impacts sur le quotidien et les opportunités de métiers.

Les deux éditions, organisées place Jean Bart, ont réuni plus de 15 000 visiteurs dont plus de 5 000 scolaires, mobilisant une trentaine d'acteurs industriels, énergétiques, territoriaux et académiques. Fort de ce succès, l'événement s'impose comme un outil structurant de sensibilisation, d'attractivité des filières industrielles et de préparation aux recrutements à venir sur le territoire dunkerquois.

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