

Digital / Sustainable development / Mobility /
Connected consumption / Social acceptability

Usages du Numériques pour le Développement Durable (NUDD)

NUDD is an economics and management laboratory that conducts research into digital technologies, usages, practices and business models. NUDD aims to observe, understand and analyze all the economic, social and organizational transformations enabled by digital technology. The NUDD team's research focuses on three main themes:

- > connected consumer dynamics
- > mobility, coastal cities and urban transformation
- > sustainable development and social acceptability.



Director — **Jeanne Lallement**

Co-Director — **Florence De Ferran**

Permanent research staff — **13**

PhD student — **2**

— **1 team**

Disciplines — **Management sciences, Economics**



Societal challenges

Dynamics of connected consumption

The team is interested in decision-making in a context of consumer empowerment through digital tools in the face of climatic and societal challenges.

Four sectors in particular are studied: retail (commercial spaces, specific formats - cooperatives, short circuits, the introduction of technologies and the digitization of retail); tourism (sustainable, responsible consumption and behavior, the tourist experience, etc.); culture

(museums, publishing, audiovisual and cinematographic works, etc.) and the media.

Mobility, coastal towns and urban transformation

The city as a platform for aggregating heterogeneous demands and dynamics also appears to be a privileged and structuring field of study for our team.

In connection with the challenges of the sustainable coastal city (LUDI), the aim is to understand the role of digital technology, which is both a destabilizing factor for existing territorial balances (web platforms encouraging over-tourism, concentration of travel in a small geographical area) and an opportunity for the sustainability of urban territories (smart city, telecommuting and de-urbanization, methods to promote soft mobility,

preservation of heritage and cultural diversity).

Sustainable development and social acceptability

To be implemented, public and private projects aimed at the ecological transition (zero carbon, protection of the living world, the fight against climate change, etc.) must meet with the social acceptability of populations. Digital tools can help consumers and decision-makers meet these challenges. But these technologies can also be seen as the source of our societies' ecological and democratic problems. The aim of this theme is to address these issues. The aim is to facilitate decision-making and the social acceptability of different forms of sobriety and sustainability, in the pursuit of economic, societal and environmental performance.



– Research networks

NUDD collaborates with several research units within La Rochelle University (L3I, LIENSs, etc.). Laboratory members are also members of ACEI (Association for Cultural Economics International), AFREN (Association Francophone de Recherche sur l'Économie du Numérique), Association Française du Marketing, Groupe d'Intérêt Thématique «Culture et Tourisme», and RMT Alimentation Locale (Réseau Mixte Technologique Alimentation Locale).



– Achievements

The team is leading several research projects, including Dyal Connect, an interdisciplinary project focusing on the enhancement of local food products via digital tools (www.dyalconnect.fr).

Ecomob, which looks at the impact of CO₂ information on individual mobility behavior, (projet-ecomob.fr), VisionNage, which aims to analyze the effects of the decentralization policy in the film industry on the scale of the Nouvelle-Aquitaine region, and other projects such as Delmoges, which focuses on the mechanisms behind the accidental capture of common dolphins in the Bay of Biscay, or Yélo Deta, which aims to strengthen and improve transport services for people living in peri-urban and rural areas.



Training

MASTER TOURISM

► programme gestion des unités d'hébergements et séjours touristiques

MASTER SALES MARKETING

► programme digital marketing

MASTER ENVIRONMENTAL SCIENCES

► programme environmental management

MASTER MANAGEMENT AND BUSINESS ADMINISTRATION (MAE)



– Partnerships



The NUDD laboratory is associated with a number of institutions as part of regional and national projects: the La Rochelle Urban Community, the Ile de Ré Chamber of Commerce and Industry, the Nouvelle-Aquitaine Region, the French National Research Agency, the French Ministry of Culture and Communication, and the French Ministry of Foreign Affairs. It also collaborates on research projects with companies and trade associations such as Milla (manufacturer of autonomous shuttles) and the Syndicat National de l'Édition.



CONTACT

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