



Vélizy-Villacoublay, 29 November 2017

## Press Release

### Eiffage, Total, OliKrom and IFSTTAR win the "Roads of the Future" call for projects

I-STREET is an innovation project focussed on systemic innovation in support of ecological and energy transitions in road transport infrastructures, led by Eiffage in an exclusive partnership with Total, OliKrom and IFSTTAR. I-STREET has been announced as the winner of the "Roads of the Future" call for projects issued by the French environment and energy management agency (ADEME) as part of its "Future Investment Programme" (*PIA*).

The I-STREET consortium centres on four partners with a strong fit:

- Eiffage, one of Europe's leading construction and concessions companies,
- Total, major energy operator with operations in more than 130 countries,
- OliKrom, a start-up specialising in smart pigments based in the Aquitaine region of France, which has filed multiple patents and won numerous industrial contracts since its inception in 2014,
- IFSTTAR (the French institute of science and technology for transport, spatial planning, development and networks) is the originator of and scientific coordinator for the "Roads of the Future/Fifth-Generation Roads" concept, sponsored jointly by the French ecology ministry and the ministry of higher education, research and innovation.

I-STREET represents an investment of €15 million over four years, with a contribution of €10 million from the Future Investment Programme (*PIA*). Demonstrators will be built across France, in Nantes, Toulouse, Lyon and Champs-sur-Marne. The project is part of a systemic approach: six technological bricks are to be developed, covering all aspects of the ADEME "Roads of the Future" call for projects, including the development of a greener road industry, instrumented and connected smart roads, and the development of prefabricated/disassemblable roads and safer, innovative road markings.

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