



QG Marseille

Charlotte Noblet

France

Case study collected by: Defismed

A Hub for Human Connection,
Cultural Exchange, and
Sustainable Living.

Type of Initiative:

QG Marseille is a Hub for Human Connection, Cultural Exchange, and Sustainable Living. Founded by Charlotte Noblet, QG Marseille is a vibrant space in Marseille's northern neighborhoods that promotes intercultural exchange, community engagement, and sustainability through events, local connections, and eco-friendly practices.

How it's Different



Community

Connection



**Intercultural
Exchange**

Diversity



Sustainability

Eco-consciousness



Authenticity

Sincerity

What was the trigger for your business or entrepreneurial idea?



The trigger for the QG Marseille project was Charlotte Noblet's desire to create a meaningful connection with the local community in Marseille after living there for over 15 years without being truly involved. Drawing from her background in journalism and experiences in diverse cultural settings, Charlotte wanted to transform the often-stigmatized northern districts of Marseille into a vibrant space for intercultural exchange, fostering both human connection and environmental sustainability. This vision led to the creation of QG Marseille, a unique space for encounters and local exploration.

How does the business help to address regional climate change or sustainability issues?



QG Marseille addresses regional climate change and sustainability issues by promoting eco-friendly practices and fostering a sense of environmental responsibility. The project incorporates a garden that is both edible and environmentally conscious, supporting local biodiversity and offering an alternative to industrialized food systems. Additionally, QG Marseille encourages sustainable tourism by promoting local exploration, reducing the environmental impact of long-distance travel, and emphasizing the importance of tourism that respects the local community and environment. By offering a space for cultural exchange and educating visitors about sustainability, QG Marseille helps raise awareness and contribute to a more sustainable approach to tourism and urban living.



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QG Marseille is a space that fosters intercultural exchange and reconnects people with Marseille through an authentic, human-centered approach.

Charlotte Noblet, founder

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How is your product or service innovative? What gap in the marketplace does it fill?

QG Marseille is an innovative project that combines hospitality with community engagement and sustainability. Located in Marseille's northern districts, it fosters intercultural exchange and promotes local tourism. By encouraging visitors to explore nearby areas and offering eco-conscious pricing, QG Marseille fills a gap in the market for responsible, community-driven tourism.



Where did you source the main support and resources (eg grants and other support)?

QG Marseille sourced support through local partnerships, regional government programs, and cultural funding. The project also benefited from volunteer involvement and crowd-sourced funding, engaging the community and visitors who shared its vision for sustainability and intercultural exchange.



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QG Marseille thrives through collaboration with local communities and visitors, creating a hub for intercultural exchange and collective growth.

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Charlotte Noblet

What advice do you wish you could have accessed when you started?

I wish I had access to advice on navigating the complexities of the hospitality industry, particularly in terms of managing technology platforms and online bookings. Understanding how to balance the authentic, human-centered experience with the demands of modern tourism infrastructure would have been invaluable. Additionally, insights on sustainable tourism models and how to effectively communicate these values to visitors early on would have helped in shaping the business from the start.

What were the main obstacles or barriers you encountered?

The main obstacles I encountered included navigating the complexities of the hospitality sector, such as dealing with booking platforms, pricing algorithms, and customer expectations shaped by traditional tourism models. It was also a challenge to break the stereotype of the neighborhood and attract visitors to areas often overlooked by mainstream tourism. Additionally, balancing the authentic, community-focused vision of the project with the practicalities of running a business required continuous adjustment and creativity.

How successful has it been?

The project has been successful in creating a vibrant, community-focused space that fosters intercultural exchange and connects visitors with the local environment. It has been well-received by both locals and visitors, with regular events and activities strengthening the sense of belonging and engagement. While still growing, the project has made significant progress in establishing itself as a key player in promoting local tourism and sustainability, and it continues to attract a diverse range of people interested in authentic, human-centered experiences.

Was success a result of individual work or collaboration (or both)?

Success has been the result of both individual effort and collaboration. Charlotte's vision and dedication were crucial in getting the project off the ground, but its growth and impact have been deeply supported by collaborations with local residents, volunteers, and partners. These collaborations have helped to create a vibrant, dynamic environment, enriching the project with diverse perspectives and skills. Working together with the local community has been essential in building a strong, sustainable foundation for QG Marseille.

