

Business Opportunity Report: France

SMART CITIES IN FRANCE



OFFICIAL PROGRAM

SMART CITIES IN FRANCE

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1. Foreword

The present report has been elaborated in April 2016 on the basis of recent studies (December 2015 and March 2016) about the situation analysis of Smart Cities in France. It concerns more than 120 cities in France, reports and informs on specific projects and sustainable and smart cities.

It presents an overview of the French context of an institutional point of view and about practical examples of opportunities in the field of Smart Cities.

France comprises a mosaic of territories with specific characteristics. If this report represents a representative trend about the large French cities, it cannot be systematically applied to every territory of France.

This note aims to describe the environment in which private firms have to work. It describes also practical examples of demonstrators and French approaches in the field of Smart Cities.

Through its concrete examples and the different sectors, a large list of private stakeholders and their involvement in the fields of mobility, smart grids and energy is reported in these lines.



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2. Executive Summary

Thinking Smart city takes place in many different projects **depending on very local specificities**. This is a new way of thinking the city but it should be nuanced if we want to work with a real dynamics.

According to a survey of 80 urban areas of more than 40 000 inhabitants done in 2012, 96% of the asked persons consider thinking Smart cities represent a **major advantage as well for the cities and for the private companies**.

Smart cities are based on **innovation**: technical and technological innovation, new way of thinking, research of more efficiency, creation of new services, new financing ways (participative)

It aims to give to the city, to the public services and to the urban infrastructure **more efficiency**. At the interface of public and private actors, it has as purpose to **work with new forms of collaboration to increase the economic benefits**: PPPs, collaboration between large companies and start-ups, collaboration between firms in general. **Partnership is necessary** in this economical context. It should not be seen as the privatization of the city or as a wish to give the public power to private firms, it is just more implication of the private firms in the city.

77% of French people live in urban areas

In 10 years, the surface of the urban areas grew of 19% in the country

French people consider the development of Smart cities as useful

The country considers the development of Smart cities as **a priority** and has developed 34 plans to build a new industrial offer

The country has as objective to do of **France a reference** in the matter of Smart cities

There is about more than 3000 start-ups, in the TIC industry but not only, in Paris. More than 600 start-ups have been founded since 2009.

There are different models of Smart City, depending on different contexts, different approaches and different aims.

If there are many visions and different targets for the Smart Cities, there are some common trends. In general there are three major approaches:

- **The reinforcement of the partnership** with local players (economic, research, civic) is an essential dimension of “Smart Cities”
- As a Smart City, the territory is considered as an **innovative area** in which **new technologies** and **new ways of thinking can easily be tested**
- Local territories are engaged in a **global digital strategy** (economy, social, cultural, educative)

These three kinds of approaches are aiming two principal objectives:

- The Smart City represents a **big opportunity of local economic development** (attractivity, diversification to new sectors, internationalization, economic re-launch of territories)
- The second target is to give the city a better service: network optimization for an easier city, with high quality of life and accessibility to everyone (inhabitants, workers, tourists)

Also, the approach toward Smart cities in France can be categorized in three groups of urban areas:

- The “pioneers” which are engaged in such a procedure since more than 5 years¹. Their approach is generally very technical and has been developed with private partners. These cities have yet experience and are now able to renegotiate some points (ex. Nice, Montpellier)

¹ Report written in 2016

- The cities which have followed a more progressive way: they have observed that smart projects have already been existing in their area. They have then engaged on this basis a procedure to become smart city: they have identified the existing projects, consolidated them and based their approach to become a “smart city” on them (ex. Grenoble, Toulouse, Paris, Rennes)
- The cities which are going in this commitment toward Smart city since a very short time, but are working on a strategic way and very strongly. There are different ways, but they always are based on very clear targets. They also are mostly based on the will of a local politician

The organization in the cities is also depending on the concerned collectivities:

All cities are based on a strong political will, based on a political committee.

The organization of the urban services in this approach is then diversified and depends on the cities:

- Some cities (ex. Montpellier) are following an approach through projects and are conducted through the services themselves,
- Some cities (ex. Rennes, Toulouse, Lyon) have created a specific service into the Economic section dedicated to the Smart city in the aim to coordinate the approach of Smart city through the different concerned services
- Some specific structures have been created and are specifically dedicated to Smart city. These structures depend on the Direction Générale des Services (General Direction) like in Paris or in Grenoble. They also may be totally out of the services through a Société d'Economie Mixte (like in Issy-les-Moulineaux or Chartres)