



**THE 3RD INDUSTRIAL REVOLUTION
IN HAUTS-DE-FRANCE**

A MULTISTAKEHOLDERS' GOVERNANCE

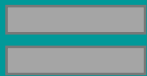
HAUTS-DE-FRANCE, A NEW REGION



RÉGION
NORD-PAS DE CALAIS

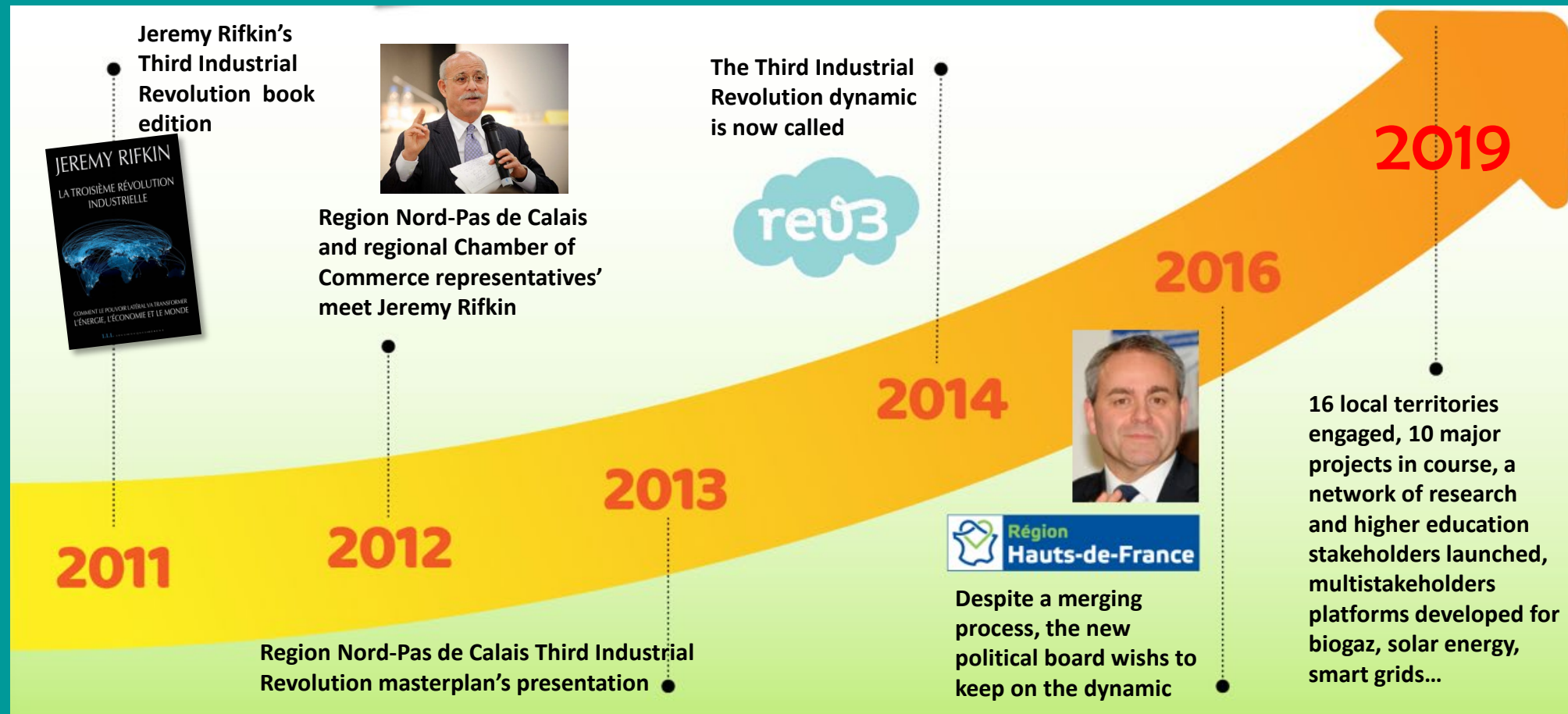


PICARDIE
LA RÉGION

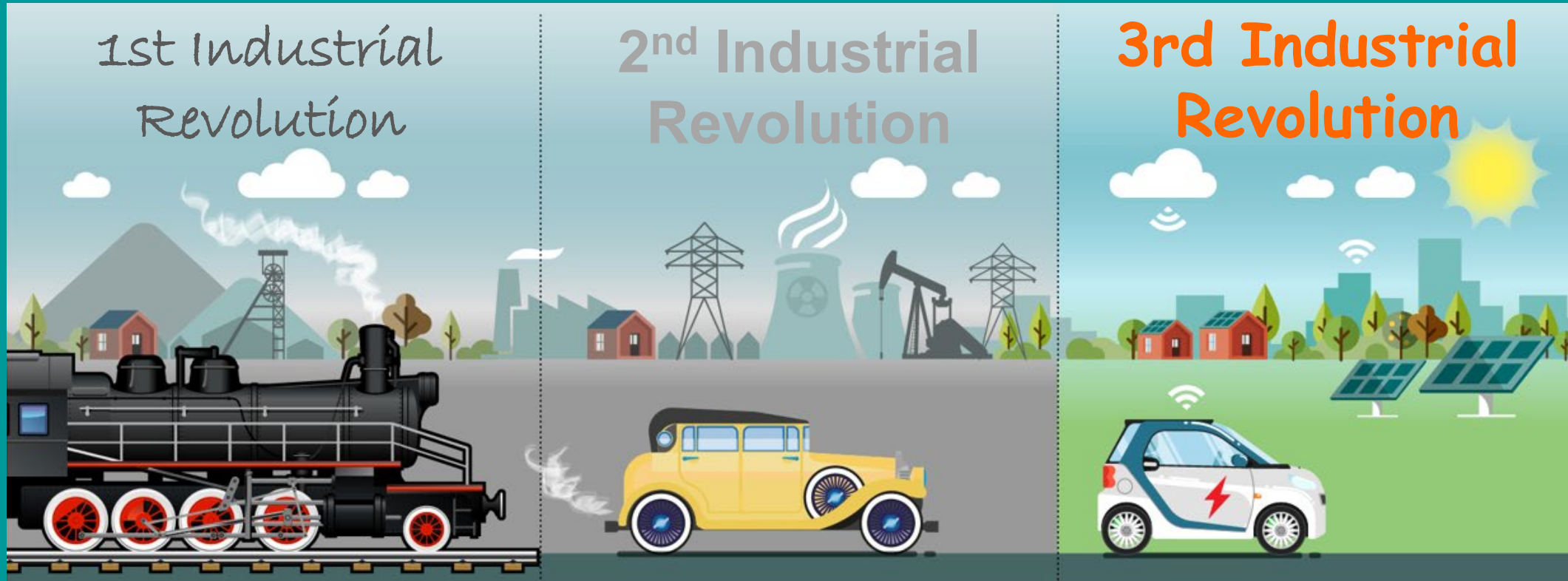


- ✓ A strategic location in the core of North West Europe
- ✓ 6 Million inhabitants
- ✓ GDP per capita 2013 : 25 228 €
(national average : 32 559 €)
- ✓ 1st French agricultural region
- ✓ 3rd French industrial region
(automotive, rail, steel, food-processing, chemicals and chemistry, aerospace)

A DYNAMIC IN MOTION

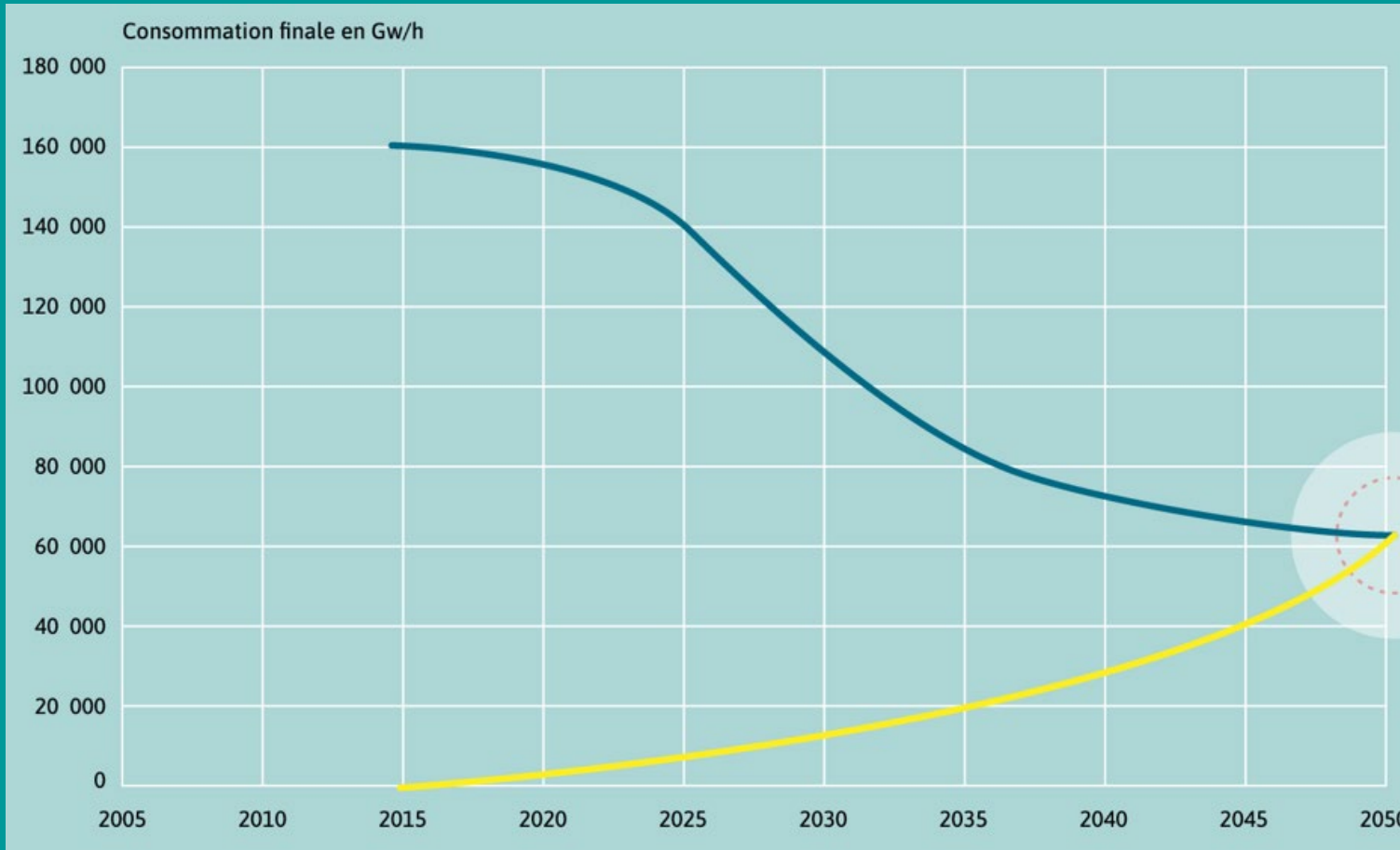


THIRD INDUSTRIAL REVOLUTION : WHAT IS IT ABOUT ?



At the crossroad of the energy transition, the digital revolution
and the new economic models

AN AMBITIOUS OBJECTIVE : A FREE CARBON ECONOMY IN 2050



A 60% decrease of the regional energy consumption

The development of renewable energy

The pressure decrease on natural resources

The promotion of carbon free goods and services

HOW ? A SYSTEMIC APPROACH

Renewable energy production



Positive energy buildings



Energy storage



Internet of Energy and IoT



Energy efficacy



People and goods sustainable mobility



Circular economy



Economy of functionality

A SPECIFIC AND INNOVATIVE GOVERNANCE

A multistakeholders approach overcoming :

- public/private distinction,
- political positioning

Two pilots mixing administrative, political
and business dimension

An Orientation Forum with 4 colleges (local governments, economy, civil society, higher education and research) and qualified guests



AN OPERATIONAL TEAM : MISSION rev3

Led by
Philippe VASSEUR



Mixing
Chamber of Commerce
and Regional Council
agents

Managing :

- 10 project priorities (in mobility, smart grids, bioraffineries, digitalization, circular economy matters ;
- A network of 16 volunteers local governments wishing to take their part in the regional motion;
- A network of universities, higher education organizations and research lab;
- Crosscutting issues as communication citizens' involvement, international partnerships, ...

INDUSTRIAL WASTELANDS 1/5

Euratechnologie (Lille)

Former textile plants (1896 and 1900)

Contracting authority : Métropole Européenne de Lille

Official opening as the excellence economy hub : 2009

Today : The 1st European business incubator and accelerator
(300 companies / 4.000 employees)

Regional council's role : cofinancing

<https://www.youtube.com/watch?v=Sqk3nO-TU5M>



INDUSTRIAL WASTELANDS 2&3/5

Loos-en-Gohelle Base 11/19 & Wallers-Aremberg Mine

Mining sites (75 km distance)

Owners : two different intercommunalities

Today : Cultural and Sustainable Development Hub (7 organizations, 100 employees)

Touristic site (former workers as guides) + Creative Mine (Digital Media Hub/Research Lab)

Regional council's role :

- Launch of a mining focused memorial project : UNESCO world Heritage
- Mobilization of European Funds (ERDF and others)
- Supporting present activities and hubs



INDUSTRIAL WASTELANDS 4/5

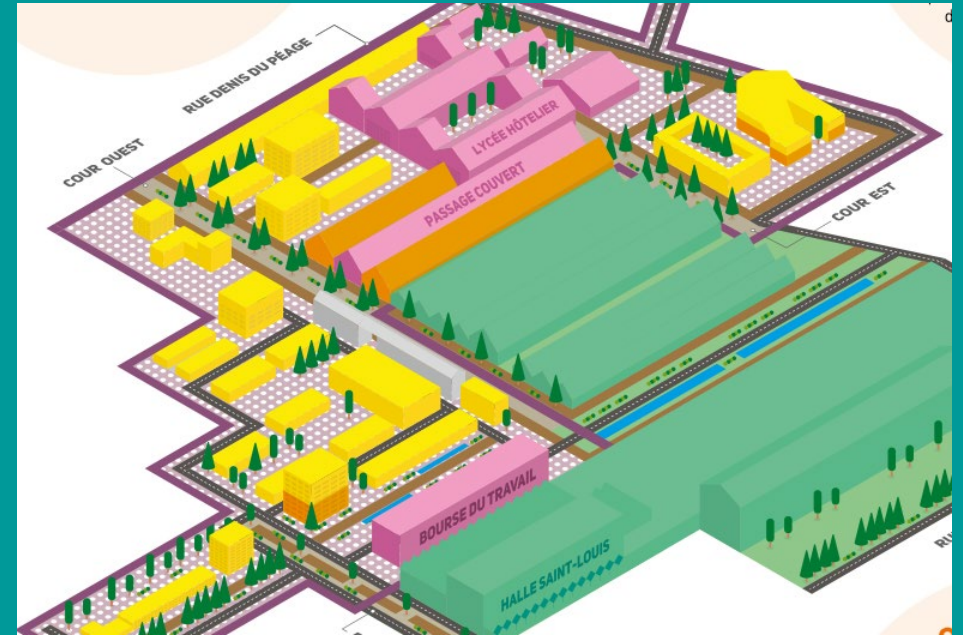
Fives Cail Plant & the Tourism International Highschool (Lille)

Former industrial plant (25 ha)

Project : 2 phases layout : 1 200 flats, business activities, shops, swimmingpool and gardens

Global contracting authority : City of Lille

Building owner : the Regional Council (nearly 58 M€ out of 72,5)



INDUSTRIAL WASTELANDS 5/5

Louvre-Lens Museum (Lens)

Former mining site

Contracting authority : Regional Council

Official awarding 2004 ; Official opening 2012

Today :The 3rd French Museum out of Paris (500.000 entrance)

Regional council's role : property management; building investment; 60% of the running expenses



INDUSTRIAL WASTELANDS – other resources



Financial and technical support

REFRIN dd methodology for sustainable approach



Support to local governments for property matters