



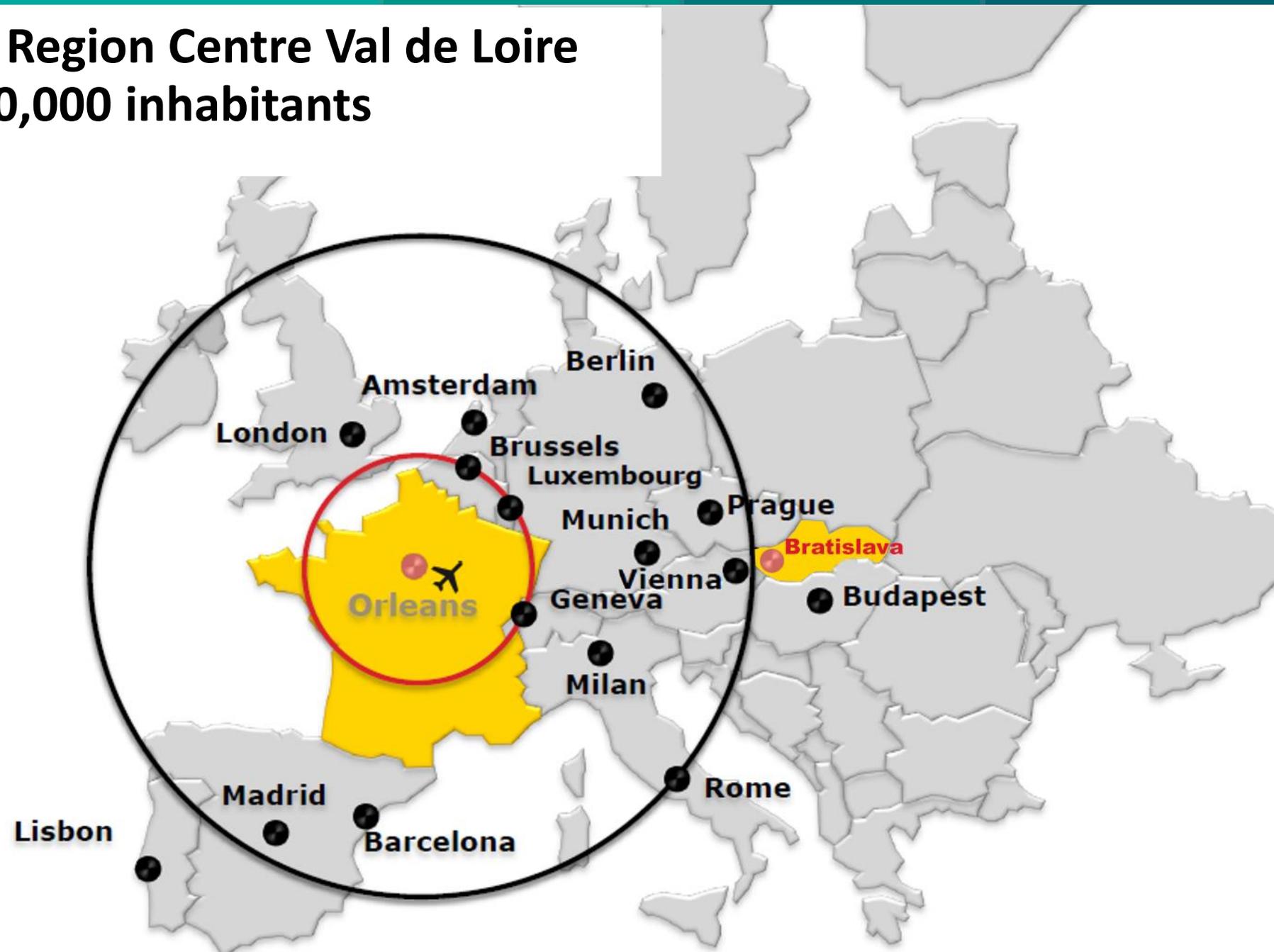
# Orléans Metropolis of Transition

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Mayor of Orléans  
President of Orléans Métropole

October, 24<sup>th</sup> - 2017  
Bratislava, Slovakia

# Orléans, capital of the Region Centre Val de Loire in an urban area of 450,000 inhabitants

-  1h to 1.5h
-  1.5h to 2h



# The challenges of the century for cities



- Pursuing sustainable development despite growing complexity
- Being at the cutting edge of **digital & ecological transition**
- Strong demand from **citizens/consumers**
- Matching **political exigencies** to **great economic growth potential**
- How do we harness these **forces to speed up transformation?**



# What dialectic?



## Setting clear political objectives:

- Being a positive energy territory
- Constructing the city together
- Accepting risk-taking in decisions of administrative organisation



- **Offering visibility to the economic stakeholders, the other public institutions and the citizens**

# What dialectic?

## Adapting facilities accordingly:

- Opening up data and striking agreements on **making data available to companies and citizens**
- **Enabling citizens to do better than public services** so these can be pared down
- Adopting a **global economic development strategy**



➤ **The smart city facilitating the mobilisation of strengths**

# Banking on a public/private strategy

The metropolis: adding value



❖ Creating value chains

❖ Facilitating innovation

❖ Ensuring judicious allocation of capital

# Banking on a public/private strategy



## ❖ Creating value chains:



- Identifying the **public and private strengths**
- Facilitating **convergence and cross-functionality**



## ❖ Development of the Economic Intelligence agency

# Banking on a public/private strategy

## ❖ Creating value chains:



Ex.: identifying strengths in agriculture

- Identifying public & private strengths



# Banking on a public/private strategy

## ❖ Creating value chains:

*Ex.: identifying strengths in agriculture*



- Facilitating convergence & cross-functionality



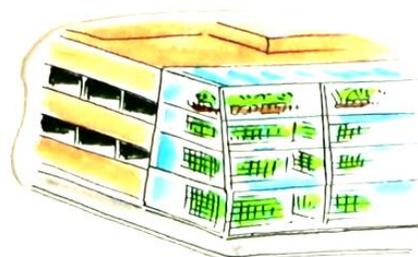
Transformation & uses

Variety selection



Crop management

INTEGRATING THE DIGITAL



Harvest forecast



Natural resources management



LA VALLÉE NUMÉRIQUE DU VÉGÉTAL

# Banking on a public/private strategy

- Identified targets :

## Metrology

upstream strengths  
BRGM  
ICOA  
Antea  
Seita  
DREAM Pole



## Internet Of Things

ESAD  
Polytech  
Altyor  
SE2E pole

## Personal Services

Nekoé  
IOT Pole  
FESP



## Cosmetics

ICOA  
University  
LVMH Recherche  
Cosmetic Valley Pole



# Banking on a public/private strategy

❖ Facilitating innovation: 

## ▪ Creating an acceleration tool:



- **15,000 sqm** for coworking spaces, workshops, offices for start-up & grow-up
- **Economic intelligence agency**
- Innovation pole through **service design**

- **Industry Lab** 
- **Consultancy companies** (HR, Marketing, patent law, finance, taxation, etc.)
- Presence of **major corporations/small innovative companies**
- **Value hubs** LORIAS (Military), AGREENTECH (Agriculture), Services (NEKOE)

# Banking on a public /private strategy



## ❖ Facilitating innovation:

### ▪ Results already:

- 14 months later: **2 companies leave since 5-year objectives attained in 1 year**
- **Around 160 new jobs** (300 on-site)
- **National recognition** thanks to project RFPs



## ❖ The city makes its data available to innovative companies of public services

**OPEN DATA**



[data.gouv.fr](http://data.gouv.fr)



# Banking on a public/private strategy

## ❖ Ensuring judicious allocation of capital: Human capital



- Important links with university: e.g., lack of data scientists: creation of a Masters in "big data" with the econometrics and mathematics faculty



- Creation of the Wild-Code School (LAB'O) to train 30 coders per half-year



- Creation of chairs linking the public and private sectors



# Banking on a public/private strategy

❖ Ensuring judicious allocation of capital: Financial capital



- Val de Loire Invest fund: €20M Public (30%) & Private (70%) potential equity capital for post-start-up companies
- Financial engineering with private firms and BPI France

**bpi**france



Loire  
Valley  
Invest

# Orléans Metropolis: territory of innovation

- The **development of technological and service innovation** must grow out of the territory's public policies.
- The **creation of places of innovation**, in the age of social networks, is fundamental.
- In a spirit of goodwill and **with no public/private boundaries**. Being free of taboos if you want to create an efficient ecosystem.
- The **greatest strength in the territory comes from the intensity of mobilisation of its stakeholders**.

