

“A SUCCESSFUL REGION”

**The AUVERGNE-RHONE-ALPES Plan 2022-2028 for the
economy, employment, training and innovation**

Presentation of the SRDEII 2022-2028



Regional plan for the economy, employment, training and innovation 2022-2028

The Auvergne-Rhône-Alpes Region adopted for 6 years, at the Plenary Meeting of 29 June 2022:

- **The SRDEII**, *the Regional economic development, innovation and internationalisation plan*
- **The SRESRI**, *the Regional higher education, research and innovation plan*
- **The CPRDFOP**, *the Contract of the regional training and professional orientation development plan*

In the light of the shared challenges and the convergence of the subjects covered, the Region elected to produce these documents by a global and joint approach: **The Regional plan for the economy, employment, training and innovation 2022-2028.**

A joint consultation procedure:

13 meetings in the territory: over 370 participants from local authorities, including the metropolitan centres, the business world, consular officials, stakeholders in higher education, research, professional training and orientation.

- **An online contribution platform:** some 300 contributions.
- **Theme-based meetings** on specific subjects associated with the SRDEII, SRESRI and CPRDFOP.



The Regional plan for the economy, employment, training and innovation 2022-2028: a global approach

This 2022-2028 plan will be centred on 5 main orientations:

- To relocate the production of strategic goods and services, by focussing on industry,
- To address the two major challenges of tomorrow: acceleration of digitalisation and decarbonisation in businesses,
- To orient and train for sectors currently recruiting and the sectors of tomorrow,
- To make Auvergne-Rhône-Alpes the Region of engineers, technicians and scientists,
- To develop our region's strengths: research and higher education as assets for our economic fabric, our collective method for “pack hunting” and public-private partnerships.



Creation of 30,000 jobs in industry



700 relocation or industrial development projects supported



50,000 businesses supported in the digital transformation
7,000 SMEs supported in their internationalisation efforts



200 public/private research and innovation projects
500 SMEs supported for research and innovation projects in connection with a public laboratory or an engineering school



30,000 people enrolling in training for jobs in industry
2,000 additional engineers trained

The 4 focuses of the SRDEII 2022-2028

To respond to the main orientations of the [Regional plan for the economy, employment, training and innovation 2022-2028](#), the SRDEII for its part will centre on **4 main focuses**:

1

To reinforce industrial and technological sovereignty and know-how

2

To support the development of an innovative regional ecosystem

3

To strengthen the attractiveness and balanced development of the territory

4

To roll out a business support offering which is comprehensive, simplified, customised and visible



1. To reinforce industrial and technological sovereignty and know-how

→ To boost the Region's key sectors

- Energy
- Mobility
- Aeronautics
- Construction and public works
- Digital and electronics
- Health
- Chemistry
- Agriculture / Agri-Food / Forestry
- Sport / Mountain / Tourism
- Mechanics / Metallurgy / Machinery / Robotics
- Plastics
- Luxury
- Textile

This list may change and is not exhaustive

→ To activate the right levers to address the **challenges of transitions**

- Digitalisation of the economy and cybersecurity
- Decarbonisation

→ To promote **the establishment, relocation and development** of industrial activities in order to maintain a leading position in France and Europe

- To promote the coordination of stakeholders, and places for dialogue and contact
- To identify and support projects for:
 - anchoring strategic industrial activities in the territory and relocating activities for strategic products and services;
 - reinforcing the logic of “made in Auvergne-Rhône-Alpes or in France”.

→ To support the integration and **development of the skills** needed for businesses to develop and for **jobs in the region to be kept**

- Support for professional mobility, professionalisation of the HR function, development of the attractiveness of sectors and trades, etc.

→ To **collectively look to internationalisation** for reinforcing business growth and regional competitiveness

- To consolidate international cooperation serving economic development and regional attractiveness.
- To meet the needs of businesses at different stages in their international development
- To raise awareness of businesses to existing opportunities at European level
- To assume the role of lead of the Region's Team France Export

2. To support the development of an innovative regional ecosystem

→ To showcase our **sectors of excellence** serving four main ambitions

The four main ambitions:

- The Region of industrial sovereignty
- The Region of carbon-free energy and sustainable materials
- The Region of local preference and attractiveness
- The Region of innovation and artificial intelligence

4 sectors of excellence identified, positioning the region as leader



The health industry,



Sustainable materials



Microelectronics & artificial intelligence.



Hydrogen

→ To cultivate the **innovation potential** to ensure the Region's technological excellence

- To unite a structured ecosystem: to support all forms of innovation, to diffuse a culture of innovation, to promote scientific partnerships, etc.
- To support new innovative businesses in structuring their innovation processes, and also mature businesses in developing new products and services

→ To support the **diffusion of innovation** in businesses and to encourage innovative entrepreneurship

- To support the diffusion and transfer of innovation
- To support the creation and development of startups, in particular industrial startups

→ To mobilise **regional stakeholders** around innovation

- The regional competitiveness hubs and cluster have a key role to play for the Region's businesses, with regard to innovation projects
- The Auvergne-Rhône-Alpes Business Agency promotes appropriate contact with businesses for support for innovation

3. To strengthen the attractiveness and balanced development of the territory

→ To develop an **ambitious tourism policy**, a driver of regional development and a lever of attractiveness

- To make the sector more competitive and attractive, to enhance the sector by its quality, innovation and differentiation
- A Regional Tourism Plan will be approved in the Plenary Meeting of 29 June 2022.

→ To further **the territory's attractiveness internationally**

- To maintain its ranking as 2nd region in France for international projects
- To rely on the Auvergne-Rhône-Alpes Business Agency
- To promote and consolidate the territory's attractiveness factors

→ To bolster **local initiatives and guarantee that balance is maintained**

- To support local commerce and trades: contribution to the territory's equilibrium and attractiveness
- To develop the social and solidarity economy, in particular in the area of services to individuals, health and the circular economy
- To support the creation-transfer-takeover of businesses in all territories and by all: to promote female entrepreneurship, etc.

→ To respond specifically to needs in the area of **industrial land**



4. To roll out a business support offering which is comprehensive, simplified, customised and visible.

→ To roll out a **customised** and **bespoke offering** which adapts to the needs of businesses

Like a Relocation Pack:

- Offering a customised approach, adapting to the specific needs of each project
- Implementing a coordinated approach with the various ecosystem stakeholders
- Ensuring simplification of the support offering so that businesses can properly understand it

→ To boost a **funding offer** for the different development phases of all businesses

- To consolidate the financial engineering offer: to act on key subjects, in particular industrial ones, to improve the legibility and efficacy of the tools funded by the Region, and to optimise partnerships for better territorial impact of regional funding tools
- These principles are applied in all the development phases (Creation, Innovation, Development/reversal and Transfer/takeover)

→ To reinforce the **partnership** with the territories

- To rely on a strong partnership with local authorities to implement orientations relating to economic development and the development of tourism and agricultural policy.



Zoom: agreements between the Region and the EPCI (public inter-municipality cooperation entities), Departments, Communes and Metropolitan Centres for the implementation of the SRDEII

The SRDEII includes in its annexes **templates of agreements for the implementation of** economic, tourist and agricultural **aids** by infraregional local authorities.

3 “STANDARD” AGREEMENTS

1. Relating to economic aid

The EPCI, communes and metropolitan centres may award aid to businesses in the context of an agreement with the Region to participate in the funding of regional aid or aid schemes put in place by the Region.

2. Relating to tourism

The Auvergne-Rhône-Alpes Region is the first in France to have introduced specific agreements with each of the departments in the area of tourism.

3. Relating to agriculture

The departments and Lyon Métropole can, as a supplement to regional aid, participate in the funding of projects for:

- Organisations of producers and businesses carrying on a production activity
- The commercialisation and transformation of agricultural products
- Forestry products, and fishery and aquaculture products.





Thank you for your attention

