

# PARIS SEMAEST URBACT LOCAL GROUP Integrated Action Plan

Date: 06/02/2018

## 1. Context

SEMAEST is Paris Municipality’s semi-public operator in charge of commercial revitalization. This medium-size company (50 employees) manages 465 tenants and does its best to implant quality and innovative shops. As ecommerce was becoming a worrying competition, SEMAEST created in 2015 a new program to help small independent shops use digital tools, in order to become more attractive and successful: this is the Connected Stores program (or CoSto).

CoSto developed its own social media (website, Facebook, Twitter, Instagram) to inform shopkeepers about free digital communication workshops, digital experimentations and retail news. CoSto social media also provide advice to shopkeepers.

SEMAEST developed partnerships with different kinds of local economy actors who provide services to shopkeepers. SEMAEST edited a “CoSto Pack” in forms of checks that shopkeepers can cut and get with it a special offer.



These CoSto Pack partners are:

- Actors of alternative tourism in new Paris areas. They can promote the shops that SEMAEST indicates to them as interesting
- An investment company in small businesses (P.I.E)
- A startup specialized in crowdfunding, (ex- Bulb in Town / TUDIGO)
- A charity association that asks shopkeepers to be helpful with homeless people (Le Carillon)
- A startup specialized in participatory retail urbanism (CMaRue)
- A startup that provides a platform to give visibility to nice little shops (petitscommerces.fr)
- An association that develops digital training centers in deprived areas, to give a new professional chance to unemployed people. They can propose communication strategy to enterprises.

Interactive Cities invited the innovative CoSto program to join their network and think about how social media can improve public policies and economic development.

## 2. Focus and objectives

SEMAEST created its URBACT Local Group within its ecosystem in retail and public services. It became a “think tank” imagining the retail of tomorrow. This retail is socially connected and is an actor in participatory urbanism and in urban well-being. The selected perimeter for actions is the

one defined by the CoSto ITI ERDF project, in North East of Paris.

All through these 2 years and a half, the **guiding specific objective** of this ULG has been: “How to promote all together new socio-economic areas in north-eastern Paris and give reciprocal visibility to each partner’s actions through social media?”

**A first integrated action plan project** was designed during Paris ULG meeting on 15 June 2017, when SEMAEST team came back from Interactive Cities meeting in Helsinki and Tartu: test an integrated interactive platform gathering all local information in a neighbourhood in the 20<sup>th</sup> district. A survey was circulated, some Paris City Hall services interviewed. Semaest realised it was a too big project for itself and not mature enough for Paris Municipality.

In November 2017, after 2 years of learning about communication strategy in Interactive Cities meetings and “Costo on the road” trainings, a **2<sup>nd</sup> more realistic Paris “Interactive Cities” ULG’s integrated action plan** (for SEMAEST financial capacity) emerged:

=> **The Integrated Action Plan** will be a **common communication campaign on social media**.

The last ULG meeting was on 10 January 2018. The ULG members were reduced to a **core group**: representatives of association of shopkeepers, Paris and Plaine Commune Tourism offices, public servants in local development and CoSto partners. They were divided in 2 sub-groups: the ones working on tourism and local economic promotion; the other ones offering services to businesses in CoSto Pack. Targets and social media channels were defined in both groups.

### **Retail services group**

**Specific objective:** advertise shopkeepers about the interest of CoSto Pack partners

**Output indicators:** to be identified by more shopkeepers

**Result indicators:** numbers of new followers for each partner; new CoSto customers for CoSto partners

**Actions:**

- A video introducing the startups in a partner shop
- A launching event: a speed dating between shopkeepers and CoSto partners.

**Leader:** startup petitscommerces.fr

### **Tourism group**

**Specific objective:** Promote unknown or disliked areas in Paris 18<sup>th</sup> district; Advertise alternative tourism guides and local shops

**Output indicators:** reassure visitors to come in these areas; invigorate businesses

**Result indicators:** numbers of new followers or new customers for each partner; new CoSto customers for CoSto partners

**Actions:**

- A video around the 18<sup>th</sup> introducing CoSto tourism partners.
- A launching event: an official walking tour would launch the event. If there is enough budget, a paper map tour could be printed.

**Leader:** Semaest and Simplon.



### **3. Actions and agenda**

- The video about **retail services** will be the 1<sup>st</sup> one achieved.

#### **January-February:**

- Budget modifications have to be asked to Ile-de-France Region in order to concentrate 2018 CoSto ITI-ERDF project's expenditures on communication budget. This demand is analysed by Paris ITI ERDF group right now before transmitting it to the Region. These video projects are subduced on this condition.
- Definition of specifications with partners, meeting video producers and estimates
- Speed dating preparation

#### **March:**

- Making of the film and editing
- End of March/ beginning of April: Speed dating event

#### **April**

Release of the film on each one's social media

- **Tourism video in a 2<sup>nd</sup> time**

#### **End of February / Beginning of March:**

- Definition of specifications and sites' localisation with partners,
- Meeting video producers and asking for estimates
- Event: stakeholders (elected members of Paris City Hall, Press, bloggers/ igers). Define a shorter perimeter to visit.

#### **April or May** (condition: sun and spring vegetation)

Making of the film and Producing video  
Release of the video

**May:** a field visit with officials

### **4. Budget**

- **Retail services video**

#### **Budget:**

500€/ sequence of 1 mn with 1 partner  
=> around 3 500 €



**Financial source:** ITI-ERDF (conditional agreement)

- **Tourism video**

**Budget:**

500€/ sequence of 1 mn with 1 partner + locations  
= 3 000 €

**Financial source:**

ITI-ERDF (conditional agreement) for the video and paper map  
Paris City Hall for the event



Maxime BEDON Petits Commerces	Paul CHARLON Simplon.CO	Jonathan CHELET
Nadia TIOURTITE Cmarue	Stephane VROMMAN Tudigo/ Bulb in Town	Luc DOGNIN La Goutte d'Or de la Mode et du Design
Flora SALLEMBIEN Le Carillon		

**GROUPE « SERVICE AUX  
COMMERCES »**

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BAGNET MOSSAZ Peggy <b>CIWY</b>	BERTA Elodie <b>OTCP Paris</b>	COCAULT Régis <b>OT Plaine Commune</b>
DEGREMONT Nadège <b>EDL 18ème</b>	DOUBILET Flora PariSolidari-Thé	DUMONT Benjamin <b>DDCT</b>
LAGNEUX Jordane <b>SIMPLON.CO</b>	RINGOT Karine <b>Montmartre Ad- dict</b>	

**Groupe TOURISME**

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### Nord du 18<sup>e</sup> Pte Clignancourt—St. Ouen

- Vernaison
- Serpette
- Le Hasard ludique
- La petite ceinture
- Les jardins du Ruisseau
- Le petit Ney

### Est du 18<sup>e</sup>

- La station Rosa Parks
- Halle Pajol
- Marché d'olive
- Le bar commun (Tristan Tzara)



### Arrière de la butte

- Rue Ramey
- Carré Versigny
- Rue du Mont-

### Montmartre

- Sacré cœur (début de la vidéo)

### Goutte d'Or

- Les gouttes d'or de la mode et du design
- Eglise Saint Bernard
- Marché Dejean
- KATA