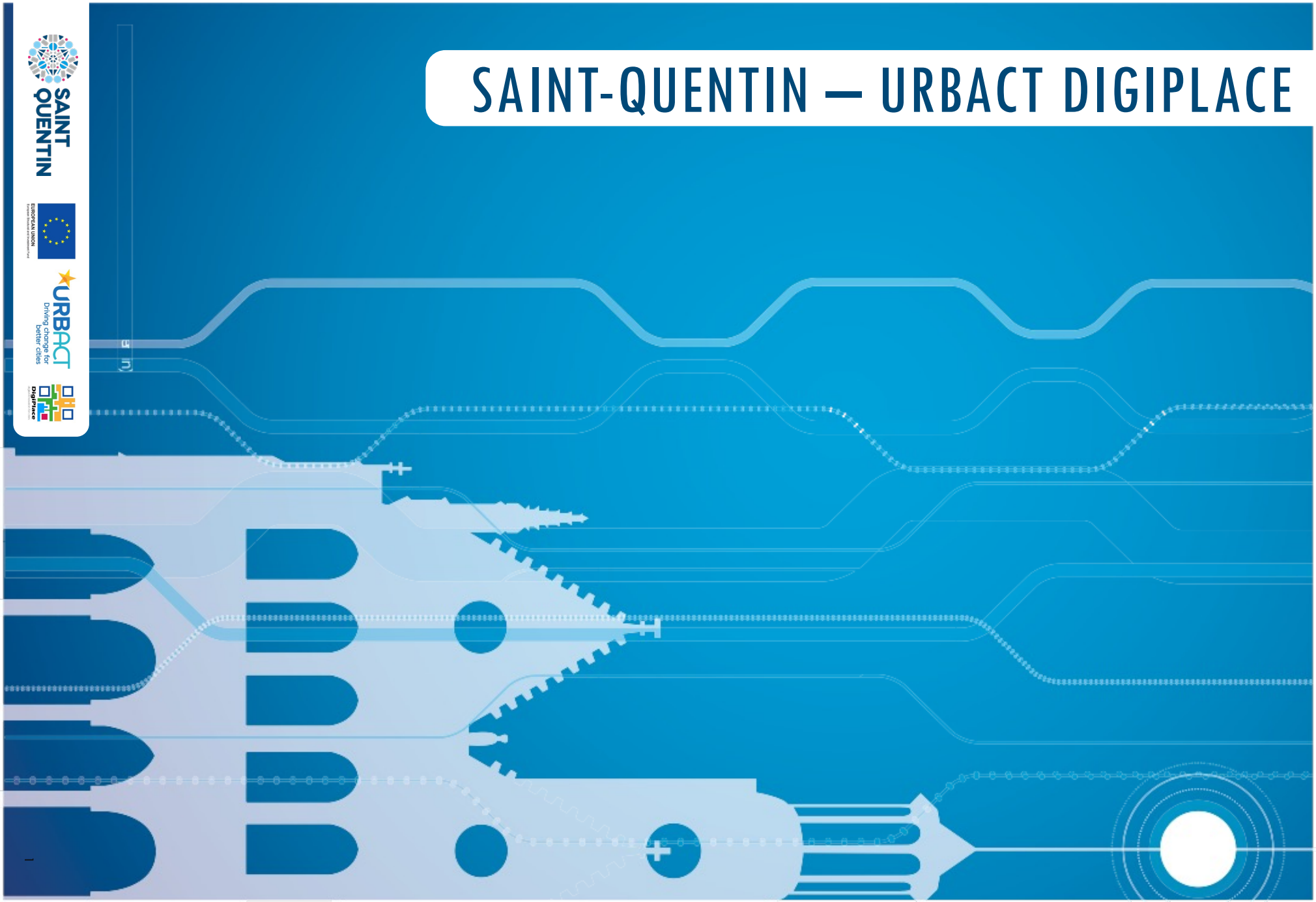
SAINT-QUENTIN – URBACT DIGIPLACE



SAINT-QUENTIN — URBACT DIGIPLACE

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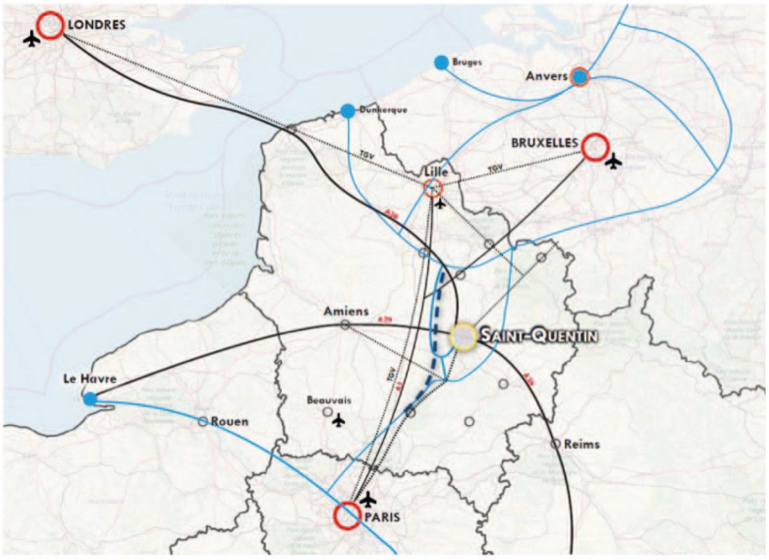
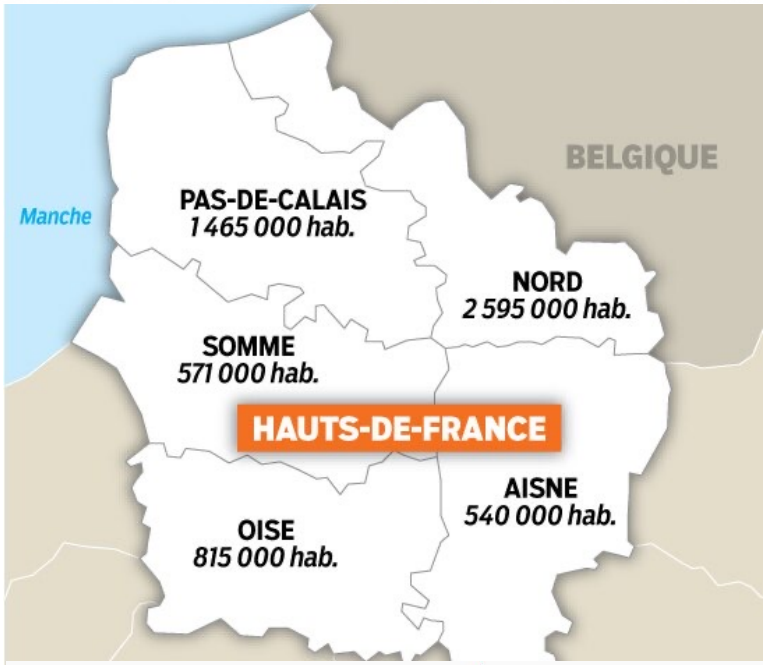
Speed Dating Saint-Quentin

- Small urban area situated in a rural environment
- Situated in Aisne Department (total population: 54,000) - Saint-Quentin is the largest town
- Unemployment is quite high, currently at 13.2% but falling over the last three years
- Compact, touristic town centre, with empty industrial plants.
- Retail is an important activity in the town
- Several large multinationals are based in the area, e.g. Nestlé, L'Oréal, Yamaha, Le Creuset…
- Part of larger rural agglomeration : 39 villages, total population of 85,000
- University in the town with around 2000 students





Challenging context

Saint-Quentin has been attacked many times throughout its history. It was almost totally destroyed during WWI.

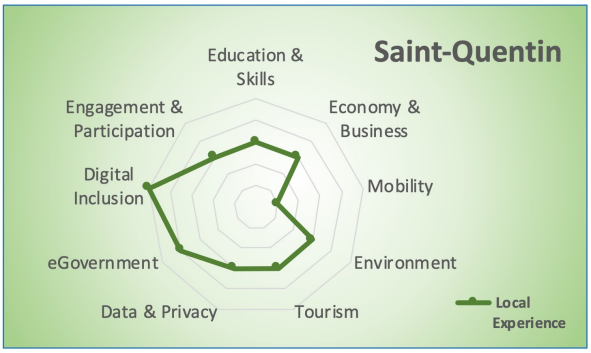
Immediately after the war, only about 250 people lived in the city, the population having been evacuated. The city was rebuilt with many of the new buildings in the Art Deco style. This has had a recent resurgence of interest, particularly from the architectural community.

Saint-Quentin now experiences a challenging socio-economic context, being ranked the 7th poorest city in France. Despite this, it is working on its economic development.

Local Situation and Urban Needs

Digital is very important to Saint-Quentin. The city has been gradually building up **local expertise and businesses** around **digital robotics,** with a AI / Robotics business accelerator launched recently with EuraTechnologies. The city has been working to distinguish itself in this area and create a unique selling point, upon which it can base it's local strategy.

These digital companies and projects have contributed to the **recent reduction in unemployment** over the last three years. Digital innovation and the support



Key Experience in Digital:
eGovernment, Digital inclusion (Solidarity hubs for citizen support, Fab Lab), **Data & Privacy** (Data Hub development)

of the digital economy have been **a focus area** for the Agglomération and the city has a range of activities relating to digital technology development, both within the municipality and across the city. The main focus is around helping provide the right facilities to develop the local economy, attract and grow businesses and **help create jobs.**

Digital Business Support

In 2018, with the help of the city of Saint-Quentin, EuraTechnologies established their first dedicated robotics incubator within the city, leading to a formal launch and expansion of the programme in December 2019.

This was a major boost for the city, to host such a well-regarded facility. Established in 2009, EuraTechnologies is the premier incubator and accelerator for start-ups in France and classified in the top 3 accelerators in Europe. A centre of excellence and innovation, EuraTechnologies supports the development of digital entrepreneurs through structured support for companies, from seed to international deployment.

A Foundation in Digital & Robotics

The city of Saint-Quentin has adopted a deliberate strategy of focussing on Digital and Robotics, with the aim of building up local expertise around this emergent sector and creating a solid ecosystem around robotics. The EuraTechnologies Robotics Incubator is a cornerstone in this strategy and provides a significant boost to this programme of work. The Municipality are now working to secure contracts to develop the building next to the Créatis campus, creating a grow-on space for companies maturing form the incubator or other local start-up programmes. This will help companies to develop whilst also remaining in the city as they do so.

Digital and Creative Spaces for All

The Fab Lab "*LABO*" has also been established, based at the *Créatis* business support facility on the outskirts of the city (the same facility where the EuraTechnologies incubator is based). They use this network to share designs, experiences and know-how with other labs and users.

The city has also established several Solidarity Hubs, community spaces where people can access ICT facilities and support. These support places respond to legislation for all local services to be available online.

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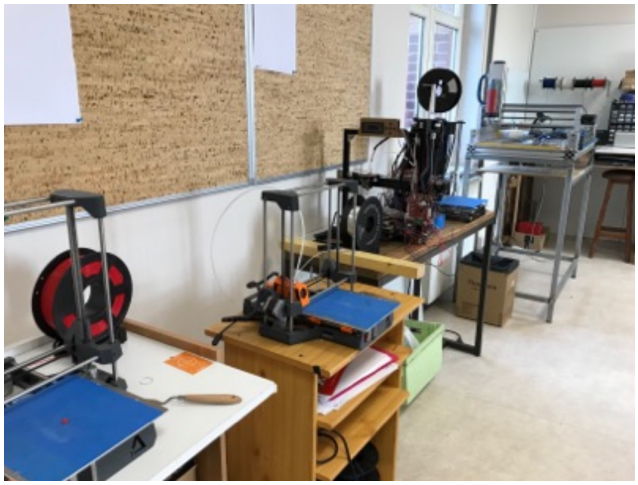

Digital and Creative Spaces for All

The Fab Lab "LABO" has also been established, based at the Créatis business support facility on the outskirts of the city (the same facility where the EuraTechnologies incubator is based). LABO is part of the global network of over 1000 fab labs. They use this network to share designs, experiences and know-how with other labs and users.

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Digital Government

The municipality have a number of projects in progress that are looking to modernise government through digital. This includes removal of paper-based processes, building a live data hub (in partnership with Orange) and looking at citizen engagement.

Retail Innovation

Plans and Development Areas

- Live Data Hub
- Digital Robotics Strategy
- Digital actions for shop owners
- Connected/smart buildings
- Commerce Lab – innovation in retail
- Solidarity Hubs – community ICT offer
- Active Citizens APN
- Data Hub

The city has also established Le CommerceLab. This is a shop front within the city centre to showcase innovation in retail to shop owners in the city. This walk - n facility illustrates to retailers what new developments are happening in digital retail support and helps them with developing their local offer through testing and adopting such digital innovations.

Addressing the digital illiteracy

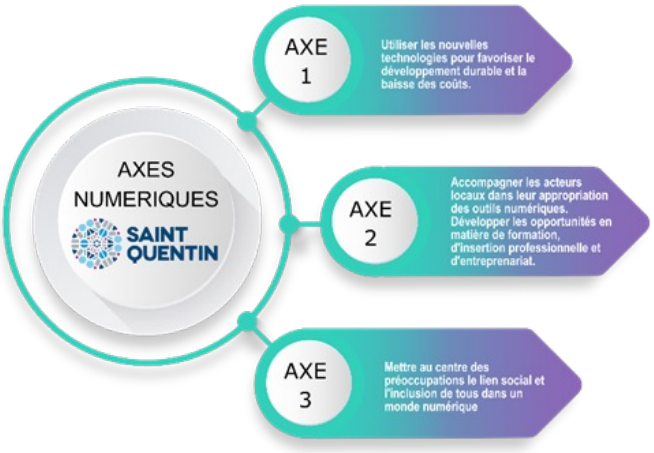
15% of the Aisne inhabitants suffer from digital illiteracy (Illectronism). In France, 67% of the population have carried out a administrative procedures online over the last year. This percentage has more than double in ten years. But a third of the users have abandoned the procedure because of a lack of digital skills.
In the Aisne department, 19% of the population feel excluded from everyday tasks because of their lack of digital skills.

In France, most of the formalities have to be done online (tax, health services…). Schools also use digital education platforms for homework and grades.

Despite the positive steps, the 100% digital strategy leaves out a non-negligible part of the population from administrative procedures. The feelings of being apart for the actual process, Digital exclusion shared by almost 20% of the population, is politically dangerous, making people feel being third-class citizens.

Political Guidance

Frederique Macarez, Mayor of Saint Quentin and President of the District, has etablished 3 directions for the city digital strategy.



Direction 1
Digitalization for encouraging/facilitating sustainable development and break cost.

Direction 2
Lead the local stakeholders to learn digital skills. Develop educational opportunities, professional integration and businesses.

Direction 3
Focus on social link and digital inclusion.

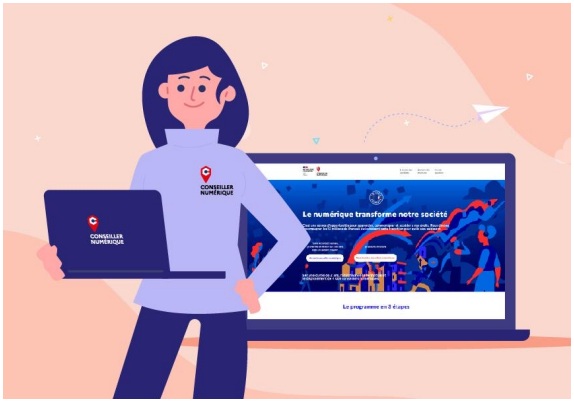
Saint-Quentin allocates a large amount of skills and resources to include every citizen in the digital world, making sure that everyone has the possibility to find opportunities in digital environments.

Things started in 2019 with "solidarity 2.0", 12 spots around the city, designed to help people struggling with new technologies. Every citizen can come to one of the solidarity 2.0 spots to use computers, printers and scanners, and staff assist with simple digital tasks (CV, printing, scanning…)

In 2021, the city launched the France Service Bus, a mobile office with 2 staff which are trained to help people with online administration tasks. Tax, public health insurance, social benefits, pensions… All administrative tasks can be done on the bus. The Mayor wishes that all citizens can find help at their doorstep without having to go to the town centre. That really is a game changer in the state priority areas (QPV) .

Saint Quentin has launched many helpful digital assistance tools :
A digital counsellor working in communauty centres and a dedicated phone number “Allo Numérique” where citizens can find some remote advice.

The latest arrival is a general digital counselor dedicated to individual help for citizen but also for small businesses. Small companies (often just the business owner) seem to have more difficulties jumping on the bandwagon and only a small proportion of them has really embraced the digital transformation. The basic digital help provided by the administration digital network is a game changer. During the Covid crisis, financial help claims had to be submitted online, a huge gap appears between companies who still use pen and paper and digital ones.



The covid crisis had a negative impact on the number of visitors to digital help spots going from 2,000 citizens helped in a month to less than 1,000. The main challenge for the city is now to provide a more individual help to every citizen. Looking around at our Urbact partners, we also see that making people aware of the digital challenge at any age is the next challenge we must address.

Urbact Local Group

Institutionnals partners

- Conseil Régional (Region),
- Conseil Départemental (Department),
- Consular Chambers (CCI / CMA),
- Banque des Territoires

Launched in 2018, Banque des Territoires provides support to actors who want to develop regions.
As a unique port of call for clients, Banque des Territoires offers bespoke consulting and finance solutions in the form of loans and investment. These respond to the needs of local authorities, social housing organizations, local public companies and the legal professions.

University partners

- Laboratoire de Génie Civil et géo-Environnement

Composed of several researchers teams from different establishments in the Hauts-de-France region, the Civil Engineering and Geo-Environment Laboratory offers multidisciplinary research to respond to the problems posed by construction, sustainable development, the safety of works and infrastructure , rational energy management, protection of natural resources, management of contaminated sites and biodiversity.

- INSSET (UPJV)

Part of the Jules Verne University, the INSSET is built around 5 pillars :

- Logistic
- Inboard systems
- Digital, web & Cloud
- Digital robotic
- Digital industry

- Innovaltech

Technology transtert platetorm. Innovaltech is promoting innovation and technologies transfer by mutualise human ressources and technologies between university and businesses

Local NGO

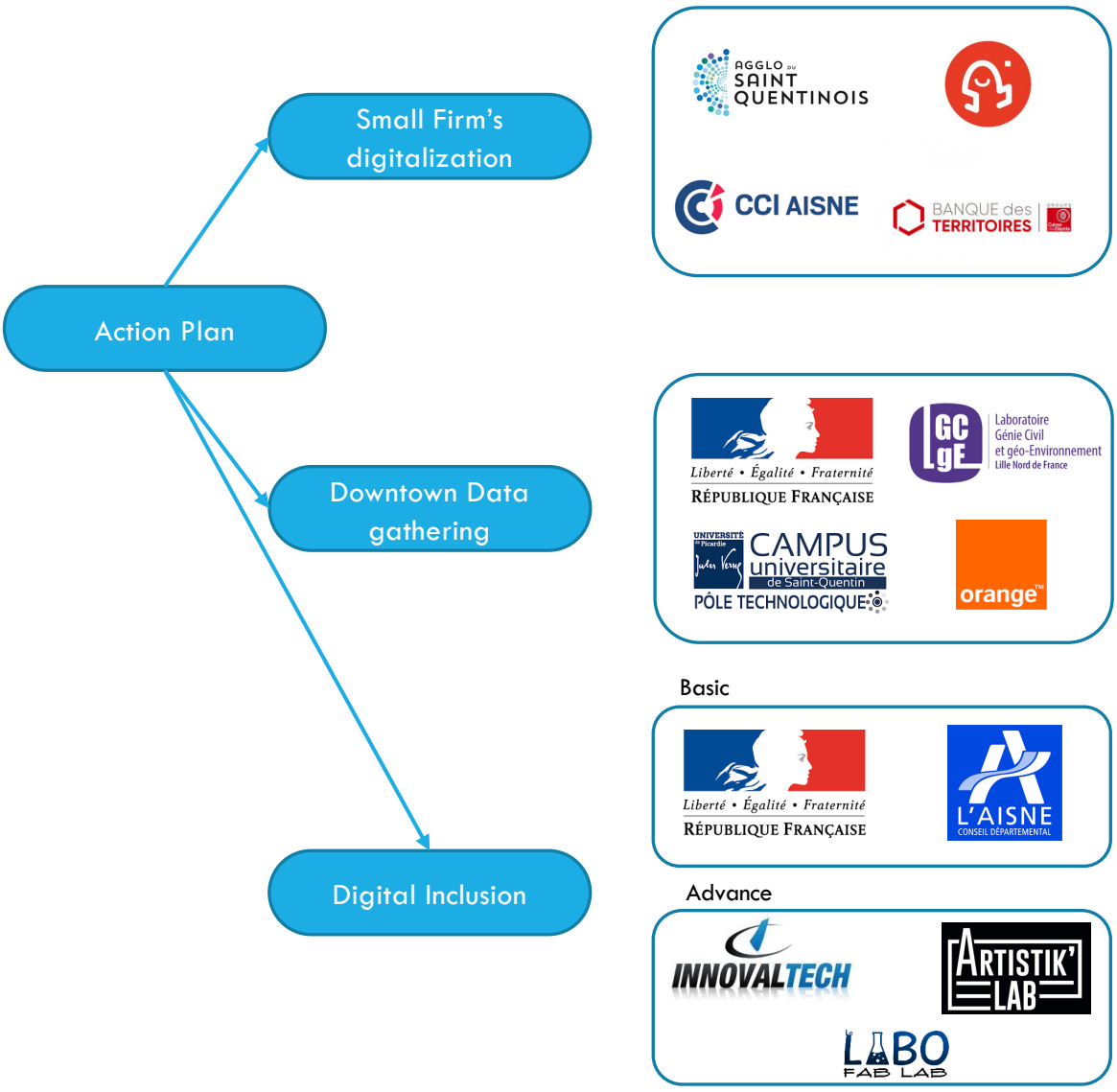
- Le Labo

Local Fab Lab open to every citizen

Compagnies

- Euratechnologies

EuraTechnologies, european first startups incubator and accelerator is settled on four campuses : Lille, Roubaix, Willems and Saint-Quentin.
Less than 1 hour of Paris and Brussels, EuraTechnologies, startups incubator and accelerator, boosts DeepTech, FinTech, eCommerce, PropTech, AgTech and Robotics entrepreneurship projects.
200 projects / year, 4500 employees / 300 tech compagnies
Orange
The teams at Orange are united in their “human inside” philosophy to technology. As part of an open innovation approach, we’re joining forces with many tech players in the ecosystem to accelerate future solutions. Our research and innovation teams are part of a large, collaborative community of researchers, engineers, designers, developers, data scientists, sociologists, graphic designers, marketing professionals and cybersecurity experts.


Small Firm's digitalization
Action Plan
Downtown Data gathering
Digital Inclusion
AGGLO DU SAINT QUENTINOIS
CCI AISNE
BANQUE des TERRITOIRES
Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE
GC LgE
Laboratoire Génie Civil et géo-Environnement
Lille Nord de France
UNIVERSITÉ de Picardie Jules Verne
CAMPUS universitaire de Saint-Quentin
PÔLE TECHNOLOGIQUE
orange
Basic
Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE
L'AISNE
CONSEIL DÉPARTEMENTAL
Advance
INNOVALTECH
ARTISTIK' LAB
LABO
FAB LAB

May 2019
Solidarité 2.0 launch

December 2019
Saint-Quentin's ULG launch

June 2019
Urbact Digiplace Program

January 2021
Bus France Services

Febuary 2022
Digital Counselor

June 2022
MAIF Numeric Tour

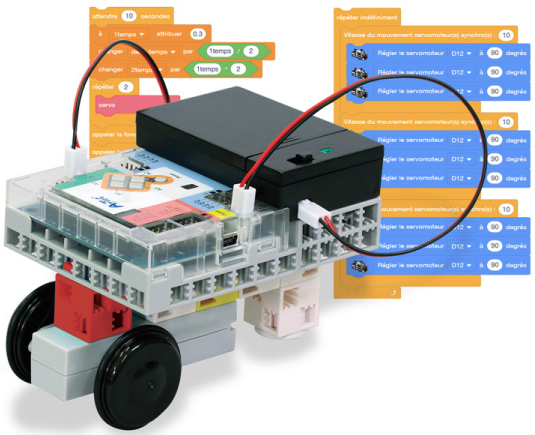
July 2022
SSA Robotic and Programing workshop for kids

2022 -2024
IAP projets

Small Scale Action

Robotic and programing workshop for kids. During the Digiplace Program, we visited Ventspils. It was really interesting to see that every subject is a good reason to include an introduction to digital skills.

We want to test, with the Digital Counselor, the possibility to create many small robotic and programing workshops for kids during 2022 municipality summer camp. If we have a good feedback we are going to scale up with schools.



Project 1.	Commerce Lab
Theme	Small Firm's digitalization
Main objective	Improve business owner digital skills
pillar of sustainable development addres	Economic
description	This is a shop front within the city centre to showcase innovation in retail to shop owners in the city. This walk-in facility shows retailers new developments in digital retail support. It helps them to test and adopt digital innovations in their offers.
Responsibilities/partners	In charge : Town center Manager Partners : Les Boutiques de Saint Quentin, Chance association, the economic development department (Direction du Développement économique), CCI, CMA…
Timing	open since june 2019, annual planning
Costings	16 000€ per year
Funding	Saint-Quentin City. Need to explore EU funding : waiting for EU funding project manager
Monitoring	number of workshops, number of entries
Risk assessment	perennity of the downtown manager job

Project 2.	Saint Quentin Commerces (marketplace)
Theme	Small Firm's digitalization
Main objective	Open new market for shop owners / develop phygital
pillar of sustainable development addres	Economic
description	Offer a free online marketplace to every shop owner
Responsibilities/partners	In charge : Town center Manager / Project Manager ACV Partners : Rose&Piment
Timing	open since November 2020
Costings	3 000€ per year
Funding	Saint-Quentin City. Need to explore EU funding : waiting for EU funding project manager
Monitoring	number of shops listed, number of shop selling online
Risk assessment	perennity of the town centre manager job, liven up the marketplace

Project 3.	Small Business city monitoring
Theme	Small Firm's digitalization
Main objective	Improve business owner digital skills
pillar of sustainable development addres	Economic
description	Improve the municipality knowledge abut town centre shops, shopping habit, monitoring shops, pedestrian flows…
Responsibilities/partners	In charge : ACV project manager Orange, Boutiques de Saint Quentin, Chances association, CCI, CMA…
Timing	Launch in October 2022, updated every quarter
Costings	none
Funding	none
Monitoring	Publication frequency
Risk assessment	perennity of the town centre manager job, HR time

Project 4.	Identify city data
Theme	City Data gathering
Main objective	Identify and list all sources of city data
pillar of sustainable development addres	environmental
description	Through a partnership with Lille University we need to improve our data knowledge. The first step will be to identify every data source availaible in the Municipality.
Responsibilities/partners	In charge : Project Manager ACV / DSI Polytech Lille, Digital Department, all city and district departments
Timing	November 2022
Costings	16 000€ (partnership with Lille University)
Funding	Saint-Quentin City.
Monitoring	number of sources identified
Risk assessment	Cooperation of every department

Project 5.	Managing & analysing the data
Theme	Town centre Data gathering
Main objective	Centralise and visualise data, improve data analysing skills, adding some intelligence to data.
pillar of sustainable development addres	environmental
description	The Municipality and the District need to improve their global skills on analysing data. We also need a monitoring tool. Steps : Rating data quality Centralise the data Monitoring the data Analysing the data Set up automatic actions
Responsibilities/partners	In charge : DSI, ACV project manager Polytech University
Timing	Launch October 2022, updated every quarter
Costings	16 000€ (partnership with Lille University)
Funding	Saint-Quentin City.
Monitoring	Data managing tool delivery
Risk assessment	Maintaining partnership with Polytech

Project 6.	City energy monitoring (& smart grids)
Theme	Monitoring Data
Main objective	Manage energy data, planning actions on energy use
pillar of sustainable development addres	environmental
description	The increase in energy prices leads to the urgent need to better manage energy consumption in the town. Being able to manage each municipal building is now mandatory. We also want to create a Digital Twin of one of our buildings.
Responsibilities/partners	In charge : Project Manager ACV / DSI Polytech Lille, Digital Department, all city and district departments
Timing	November 2022
Costings	16 000€ (partnership with Lille University)
Funding	Saint-Quentin City.
Monitoring	Reduction in energy bills (gas, electricity and water)
Risk assessment	***Cooperation of every department***

Project 7.	Solidarité 2.0
Theme	Digital inclusion
Main objective	Multiply contact points
pillar of sustainable development addres	Social
description	The first steps of the City digital strategy must be improving citizen digital skills. Solidarité 2.0 multiplies the contact points for the citizens to help them with basical digital skills
Responsibilities/partners	In charge : DSI, ACV project manager Community Centers, CCAS, Municipal Library
Timing	Launch 05/2019,
Costings	5 000€
Funding	Saint-Quentin City
Monitoring	Number of citizens using the solidarity spots
Risk assessment	Leading an internal transversal network

Project 8.	Bus France Service
Theme	Digital inclusion
Main objective	Helping citizen with online administrative procedures
pillar of sustainable development addres	social
description	Almost every administrative procedure must now be done online. Many citizens (15%) suffer from illectronism. France Service Bus brings public services close to every citizen
Responsibilities/partners	In charge : Direction de l'accueil du Public, Project Manager ACV
Timing	February 2021
Costings	Investment €30 000, HR € 45 000 per year
Funding	Banque des Territoires, State, Saint-Quentin City.
Monitoring	Number of citizens using the France Service Bus
Risk assessment	Pursuing the project after the end of subsidies.

Project 9.	Digital Counselor
Theme	Digital inclusion
Main objective	Individual guidance on developing digital skills
pillar of sustainable development addres	Social
description	The city has hired a digital counselor to guide citizens through digitalisation. The digital counselor also provide assitance to small business owners on their way to improve their digital skills from basics to the digitalisation of their business.
Responsibilities/partners	Responsible : DSI, ACV project manager Quentin Web
Timing	Launch 03/2022,
Costings	€60 000€ over 2 years
Funding	State
Monitoring	Number of visitors, number of consultancy services provided to small business owners
Risk assessment	Pursuing the project after the end of subsidies

Project 10.	Digital Inclusion for business
Theme	Digital inclusion
Main objective	Improving small business owners digital skills
pillar of sustainable development addres	economical
description	The city wants to gather every stakeholders around digital procedures and digital skills for small business owners.
Responsibilities/partners	Responsible : Projet Manager ACV, Direction du Developpement Economique Les Assembleurs, Conseil Régional, Ordre des experts comptables, CCI, CMA.
Timing	September 2022
Costings	€30 000
Funding	Fully funded by Conseil Regional
Monitoring	Number of business owners accompanied
Risk assessment	Being able to build a network

Project 11.	Starting digital
Theme	Digital inclusion
Main objective	Developing digital skills
pillar of sustainable development addres	Social
description	The city wants to start workshops for kids around robotic and programming.
Responsibilities/partners	Responsible : DSI, ACV project manager Digital counselor, Direction de la Petite Enfance et de la Jeunesse
Timing	July 2022
Costings	€6,000
Funding	European Union, City
Monitoring	Number of workshop / number of kids
Risk assessment	Finding emulation in the Education Nationale

Project 12.	Artistik Lab
Theme	Digital inclusion
Main objective	Developing digital skills
pillar of sustainable development addres	Social
description	The artistik lab is a way to involve people in digitalisation without thinking about tools. The City has opened a Fab Lab based on artistical production.
Responsibilities/partners	Responsible : Direction de la Culture, DSI
Timing	October 2020
Costings	€30,000
Funding	City
Monitoring	Number of workshops / number of citizens
Risk assessment	Communication about the workshop

Project 13.	MAIF Tour Numérique
Theme	Digital inclusion
Main objective	Developing digital skills
pillar of sustainable development addres	Social
description	Every year, the City is going to organise an event on digitalisation. We target every citizen of all ages. During the event, a meeting with all the stakeholders in digital inclusion will take place in order to build links between the partners
Responsibilities/partners	Responsible : DSI, ACV project manager MAIF, local digital actors…DSI, ACV project manager MAIF, local digital actors…
Timing	June 2022 and expect yearly
Costings	€6,000
Funding	European Union, City
Monitoring	Number of citizens
Risk assessment	Communication

Project 14.	Break Poverty
Theme	Digital inclusion
Main objective	Reducing youth poverty
pillar of sustainable development addres	Social
description	The City will choose a local NGO to lead the Break Poverty's project. The project is aimed at reducing youth poverty and at including them in society. The local NGO chosen is going to find fundings for other local NGO. Digital inclusion is going to be one of the main subjects.
Responsibilities/partners	In charge : Local NGO Service Evaluation des Politiques Publiques, Break Poverty, Companies
Timing	September 2022
Costings	€30,000
Funding	Local NGO (Impact 2024 subsidy)
Monitoring	Funds raised for the local NGO
Risk assessment	Finding local companies for funding the NGO

Project 15.	Accompagner les agents (guide public sector worker)
Theme	Digital inclusion
Main objective	Developing digital skills on municipality workers
pillar of sustainable development addres	Social
description	One of the early steps in digital inclusion is to improve digital skills amongst public sector workers. Public sector workers should be able to assist citizens with digital inclusion solutions offered by the city.
Responsibilities/partners	Responsible : DGPIM, ACV project manager Every department with workers
Timing	October 2022
Costings	-
Funding	-
Monitoring	Number of workers trained
Risk assessment	Municipality worker involvement

Project 16.	Wifi4U
Theme	Digital inclusion
Main objective	Facilitate access to the Internet
pillar of sustainable development addres	Social
description	Free wifi access
Responsibilities/partners	Responsible : DSI EU
Timing	May 2022
Costings	€15,000
Funding	EU
Monitoring	Number of connections
Risk assessment	-

Project 17.	Urban Network on Digital Inclusion
Theme	Digital inclusion
Main objective	Interaction with other European Cities around digital inclusion
pillar of sustainable development addres	Social
description	The City is eager to discover other cities' organisation around digital inclusion. Urbact network seems to be the best fit !
Responsibilities/partners	Responsible : DGPIM, ACV project manager
Timing	Next Urbact Programation
Costings	-
Funding	-
Monitoring	-
Risk assessment	-