BOULOGNE-SUR-MER

Digi-inclusion

INTEGRATED
ACTION PLAN

Digi-inclusion

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Digi-inclusion

Ferran SEGARRA SÁNCHEZ
Councillor responsible for digitalisation in Mollet (Lead partner city)

Lucie MAILLARD
Boulogne-sur-Mer City & District Councillor in charge of digital strategy

Digital inclusion, a major issue for our territory

Digital inclusion has become an essential topic, as the uses of digital technology now affect all aspects of daily life: access to public services, job search, social links, learning, administrative procedures, culture and leisure.

Too many people still encounter difficulties with digital tools, whether due to a lack of equipment, skills or confidence.

Promoting digital inclusion means taking concrete action for equal opportunities and ensuring that no one is left behind in the digital transition.

A dynamic at the scale of the district

Working on the subject of digital inclusion at the scale of the entire district of Boulogne-sur-Mer represents a major asset.

Digital issues do not know municipal boundaries: needs are shared and solutions become more effective when they are thought of collectively.

Greater coordination makes it possible to pool resources, strengthen the coherence of actions and ensure homogeneous coverage throughout the territory.

A diversity of actors around a unifying project

On this subject, many actors are already mobilized: communities, associations, digital mediation structures especially through social centres.

This multiplicity of actors is an asset, but it can also be more complex for the inhabitants. The Digital Inclusion project plays a unifying role here: it promotes networking, simplifies coordination and helps to make existing resources and initiatives more accessible.

A collective work that allows everyone to work hand in hand to be more productive and move in the same direction.

The enrichment of the European partnership

The project also offers a great opportunity for exchanges with partner cities. Discovering the initiatives implemented elsewhere is a valuable source of inspiration, but it is also an opportunity to highlight the innovative actions carried out by our territory and to share them on a European scale.

This cross-dynamic provides mutual learning and strengthens the visibility of local good practices. On the other hand, the project enabled us to sign a charter of digital rights with our european partners (see attached document.)

Towards future cooperations

Finally, this project allows to create and maintain lasting links with European partners.

These relationships, built on the basis of shared challenges, pave the way for future cooperation, whether it be joint projects, exchanges of know-how or joint initiatives at the service of citizens.

Digital inclusion thus becomes a lever to strengthen European cooperation and include our territory in a movement of collective innovation.

Lucie MAILLARD

Boulogne-sur-Mer City & District Councillor in charge of Digital Strategy

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Digi-inclusion

INTRODUCTION

The main objective of the Digi Inclusion network is to tackle the Digital Divide and its impact on social exclusion.

The digital divide encompasses three interrelated dimensions:
- Access divide: access to infrastructure, devices or connectivity.
- Use divide: digital skills and knowledge to navigate and use technologies effectively.
- Usability divide: ability to take advantage of digital opportunities to participle fully in society, ability to anticipate scams, ability to recognize fake news and use IA efficiently.

The partners of the DIGI INCLUSION network have therefore reviewed these three dimensions, while identifying the most specific issues in each city and the main identified target groups.

DIGI-INCLUSION
NETWORK

Digi Inclusion is an URBACT network consisting of nine partners who aim to tackle social exclusion and boost digital inclusion not only by granting access to technology but by enabling people to develop the necessary skills and to become sufficiently empowered to take full advantage of the opportunities offered by the digital world. It is running from July 2023 to December 2025.

It is led by the City of Mollet del Vallès (Spain) and is composed of 8 other project partners:

- Boulogne-sur-mer Développement Côte d'Opale - France
- Jelgava - Latvia
- Alexandroupolis - Greece
- Torres Vedras - Portugal
- Gdańsk Entrepreneurship Foundation - Poland
- Iași - Romania
- Lepida ScpA - Italy
- Department for Development and International Projects of Government of Zenica

Digi-inclusion

WHY AN
INTEGRATED ACTION PLAN

An URBACT Integrated Action Plan (IAP) is a key element of the URBACT methodology. It is a city-level output that defines actions to be implemented within the city in order to respond to a specific urban policy challenge - reflecting the lessons learned from local stakeholders, transnational partners and the testing of actions at local level.

IAPs thus provide both a focal point and end goal of the action planning journey that cities undertake within their URBACT Action Planning Network (APN). IAPs help to ensure that both local-level discussions (within the URBACT Local Group) and transnational exchange (between the network partners) have a practical focus on planning a coherent set of actions to address the local policy challenge in each participating city, embedding an integrated and participative approach.

IAPs are future oriented – setting out the actions that cities will implement beyond the life cycle of the URBACT network. For this reason, each IAP not only sets out what the city intends to do on its specific topic, but also has a strong implementation focus, for example through the identification of specific funding opportunities, governance structures and timelines for how the actions will be implemented and monitored.

The IAP links with the overall URBACT Action Planning Cycle.

London

Dover

2h

Calais

Brussels

2h

Boulogne-sur-mer

1h

Lille

2h

1h

Paris

Marquise

Boulogne-sur-mer

Desvres

Samer

Digi-inclusion

1 CONTEXT, NEEDS & VISION

The City of Boulogne-Sur-Mer is a coastal city in the North of France, with 41 039 inhabitants, 74 297 if encompassing the neighbouring cities which correspond to its active area (with Outreau, Le Portel and Saint Martin, physically part of the same entity, even if not administratively).

The main economic activities of the city focus on agro-food industry related to the fishing sectors: fishing as well as transformation, with some global leaders host there. Blue economy throughout the entire chain is crucial as well, including all levels of trainings, with a pole of competitiveness. As a coastal area, Boulogne-Sur-Mer possesses major touristic infrastructures and assets: wild nature, preserved coasts, as well as Nausicaa, the largest sea life centre in Europe. The coast is classified "Grand site national".

However, the Boulogne-Sur-Mer area, specifically urban area, shows many disparities in its population structure and incomes.

Although, the unemployment rate has fallen considerably over the past years, it is now 8% (still over the national rate around 7.1% in France) and the median family income is 19 980€, below the regional median in Hauts-de-France (20 820€) and the national median (23 280€). Disparities also appear in digital literacy: according to an INSEE study (2021, National Institute of Statistics and Economic Studies), 17.9% of the population in the area is affected by digital illiteracy, compared with 15% in France overall. In the Hauts-de-France Region, 17% is affected by digital illiteracy and among them, more than 9 out of 10 have not used internet in the past year. Residents of Hauts-de-France are slightly more affected by digital illiteracy than those in other regions of provincial France. However, the area is well covered by internet technologies. For example, 98% of premises have access to high-speed internet (≥100 Mbps) compared with 90% at the national level.

To sum up, the area faces persistent social challenges that contribute to maintaining digital illiteracy, despite good internet coverage.

The digital divide remains a major challenge for the territory. Many people, especially those working in the fishing industry, craftsmanship, and retail, still do not use digital tools in their professional activities. This situation represents a real obstacle to economic development.

Another key issue is the lack of awareness and understanding of the overall digital inclusion ecosystem among the population. While digital transformation is accelerating, many individuals are unfamiliar with the available resources and initiatives that could support their transition to digital tools.

To address these challenges, a digital plan is currently being implemented across the Boulogne-sur-Mer area: the «feuille de route numérique». The URBACT project will help take this initiative further. This program is based on three strategic priorities:

- Accessible data serving the entire Boulogne area
- Modernized administration and smart public services
- A digital society and economy, with a focus on tourism, the maritime sector, retailers, and small businesses.

Additionally, BOULOGNE-SUR-MER DEVELOPPEMENT COTE D'OPALE manages a coworking space where we aim to engage more with non-tech-oriented audiences, such as professionals in the fishing industry, craftsmanship, and retail. To support them, we plan to organize tailored digital training sessions, helping them integrate technology into their daily work.

3
strategic priorities
of the digital plan

ACCESSIBLE DATA serving the entire Boulogne area

MODERNIZED ADMINISTRATION & SMART PUBLIC SERVICES

A DIGITAL SOCIETY and ECONOMY, with a focus on tourism, the maritime sector, retailers, and small businesses
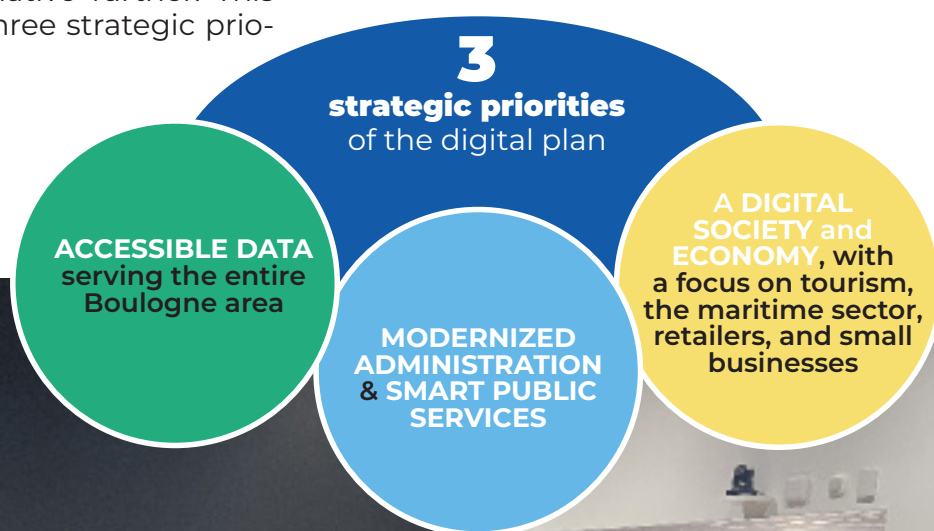
1.2.1. Implementing locally

The project is implemented by Boulogne-sur-mer Développement Côte d'Opale (BDCO), which is the Urban planning and economic development agency for the overall Boulogne-sur-mer District area (arrondissement: Communauté d'Agglomération du Boulonnais - CaB, Communauté de communes de la Terre des Deux Caps - CCT2C and Communauté de communes de Desvres - Samer - CCDS).

The project is strongly supported by Lucie Maillard, elected member in charge of innovation and digital issues at the city of Boulogne and at the CaB.

The agency is composed of 20 people who work closely on all their projects, as such, they are used to work in an integrated way. It is also part of their working practices to work with other governance structures (CaB, CCT2C and CCDS)

1.2.2. Digi inclusion ULG

Some of the local stakeholders have already been used to working together for several years to prepare the innovation festival and the annual hackathon. Some others who deal with digital inclusion like the social centres or the maison France Service have been added to the initial group. The Maison France Service is a facility that combines in-person assistance with digital support, bringing multiple public services together in one location. Also as the project concerns the 3 areas, local stakeholders from the CCT2C and CCDS are also involved.

THE ULG MEMBERS

- Elected representative
- Communauté d'Agglomération du Boulonnais (CaB) and Ville de Boulogne civil servants
- Communauté de Communes Desvres - Samer
- Communauté de Communes de la Terre des 2 Caps
- Maison France Service – Saint-Etienne-Au-Mont
- Maison France Service – La Capelle-lès-Boulogne
- Maison France Service – Chemin Vert Boulogne-sur-Mer
- AMIE
- CSE Saint-Martin-Boulogne
- CRIAC
- French Tech

First meeting during the baseline visit : problem trees

Defining actions at the social centre of Saint-Martin-Boulogne

Refining action at the digital place in Marquise

1.2.3. ULG methodology

We usually have a ULG meeting every 2 or 3 months.

At each ULG meeting, we start with an informal coffee reception lasting 15 to 30 minutes to encourage discussions among partners. The meeting then begins with a roundtable where everyone shares their updates, providing better visibility on ongoing actions and fostering collaboration. We systematically review the project timeline to ensure a clear timeframe and keep our objectives on track.

The meetings generally last between two and three hours and are structured into three key phases:
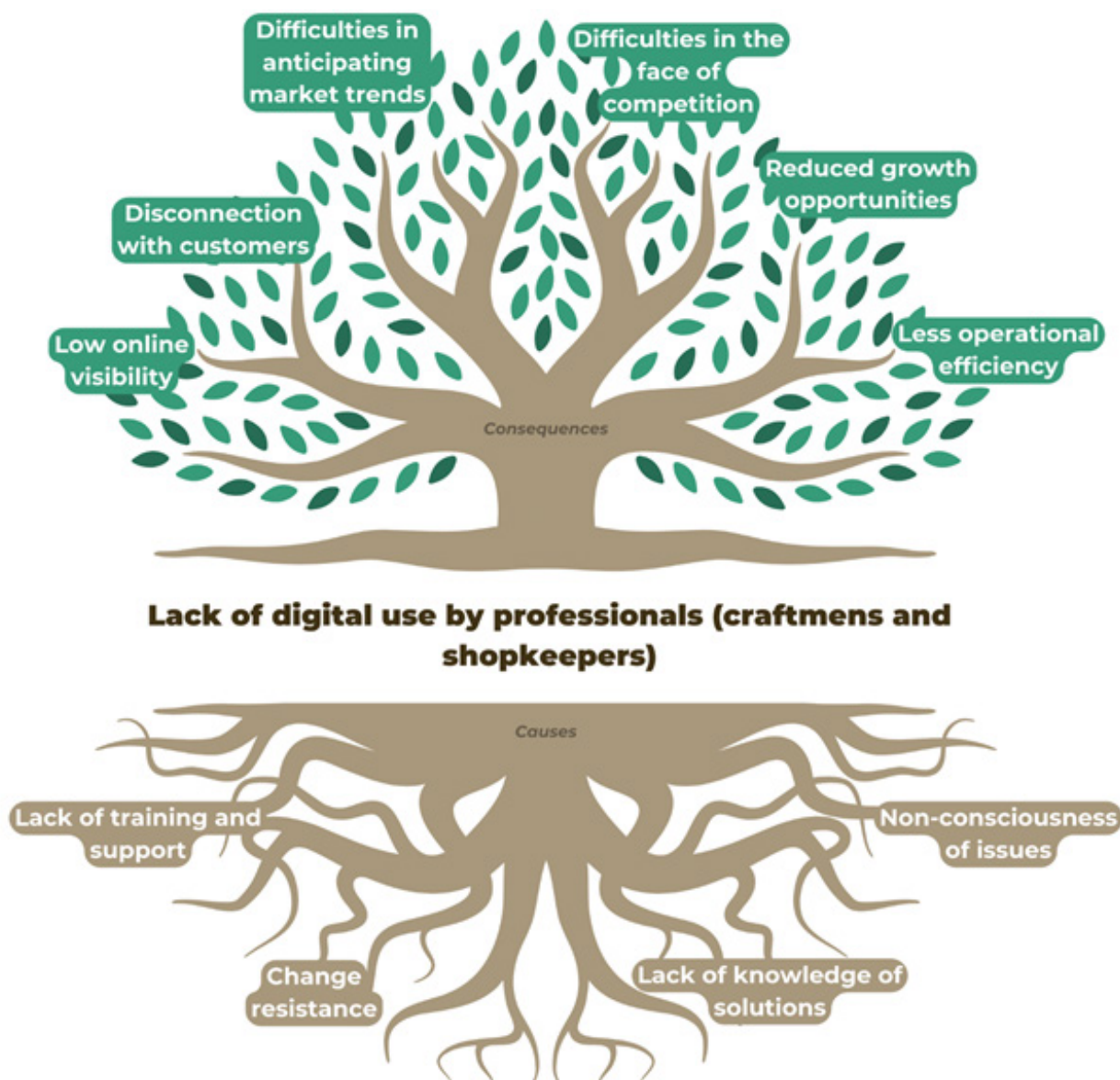1. Updates and key information to be shared.
2. Workshop session to explore the day's topics in depth.
3. Brief conclusion, allowing us to summarize key points and agree on the next meeting date and location

Digi Inclusion : Retroplanning
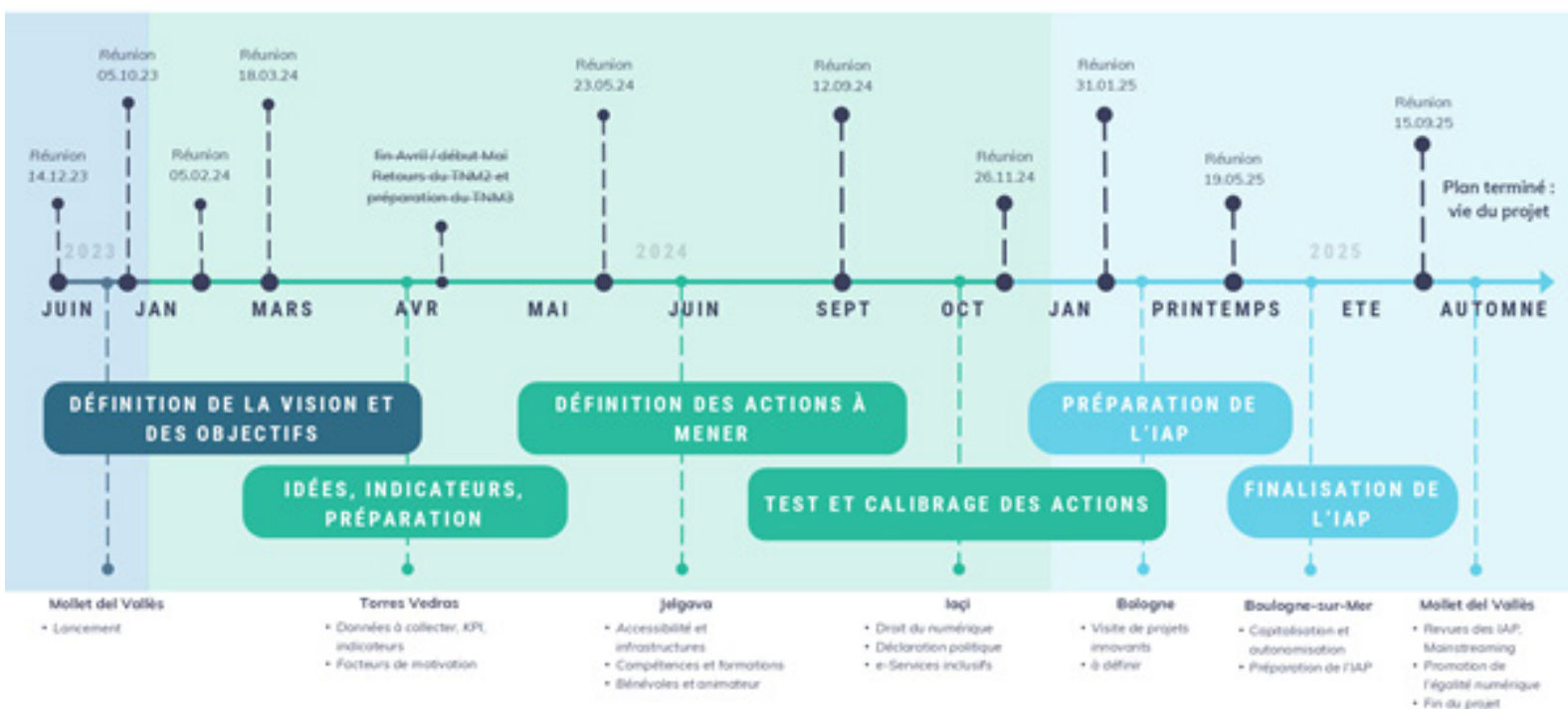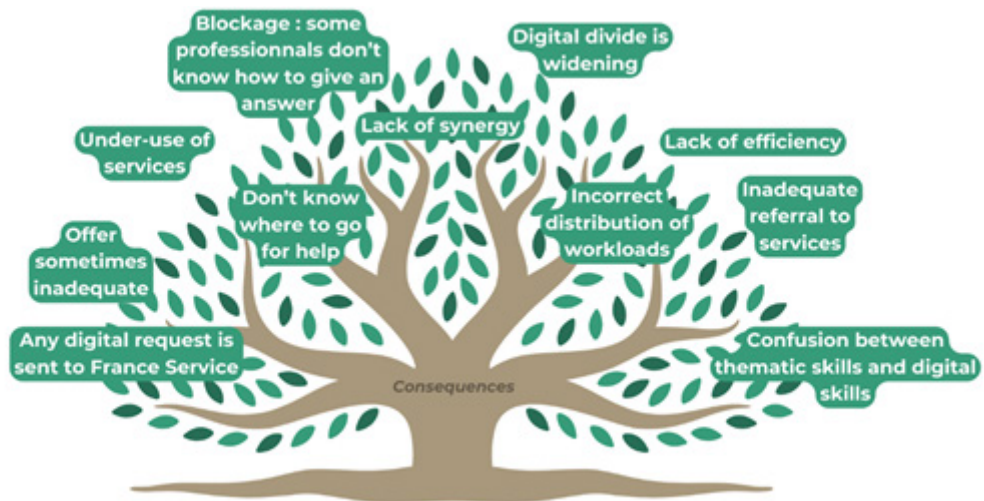
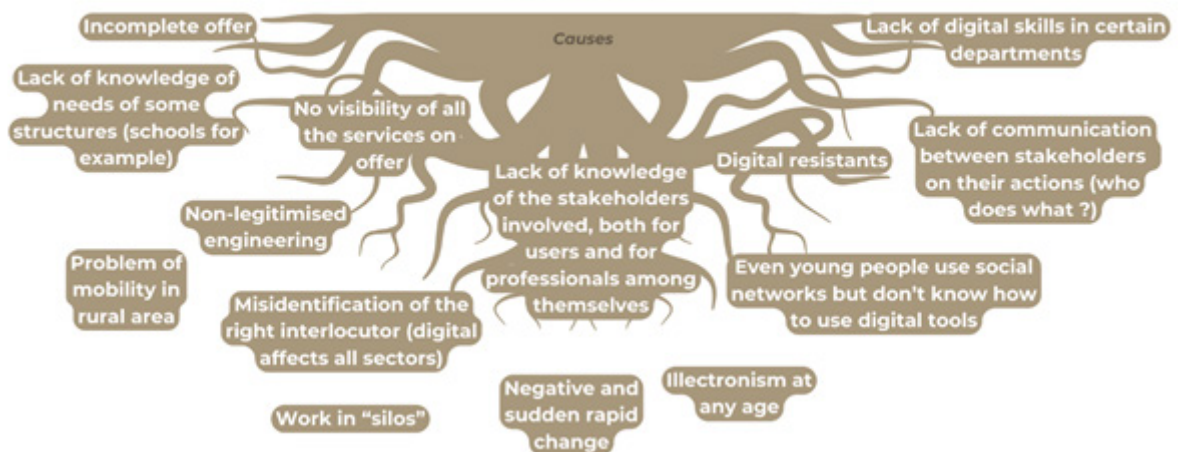### 1.2.4.   Co-identification of local priorities

The first meeting, led by Ian Graham during the launch session in Boulogne-sur-Mer, aimed to kick off the Digi Inclusion project with all partners by starting with the development of a problem tree. In the end, two distinct problem trees were defined: one dedicated to professionals and the other to the general population.

Consequences

- Blockage : some professionnals don't know how to give an answer
- Digital divide is widening
- Lack of synergy
- Under-use of services
- Lack of efficiency
- Don't know where to go for help
- Incorrect distribution of workloads
- Inadequate referral to services
- Offer sometimes inadequate
- Any digital request is sent to France Service
- Confusion between thematic skills and digital skills

Lack of global vision of digital inclusion ecosystem

Causes

- Incomplete offer
- Lack of digital skills in certain departments
- Lack of knowledge of needs of some structures (schools for example)
- No visibility of all the services on offer
- Lack of communication between stakeholders on their actions (who does what ?)
- Digital resistants
- Non-legitimised engineering
- Lack of knowledge of the stakeholders involved, both for users and for professionals among themselves
- Problem of mobility in rural area
- Even young people use social networks but don't know how to use digital tools
- Misidentification of the right interlocutor (digital affects all sectors)
- Work in "silos"
- Negative and sudden rapid change
- Illectronism at any age

SWOT ANALYSIS

During the first ULG meeting, we also identified the components of our SWOT analysis with our ULG members.

STRENGHS

- Training centres and schools (Simplon, St Jo, etc.)
- Strong partnerships and existing networks / local collaborations: regular exchanges and development of collaborative projects
- Wide range of activities and services for residents / Numerous social centres (digital workshops)
- Existence of a strategy (digital roadmap)
- Service accessibility
- Good network coverage across the territory (no white zones)

WEAKNESSES

- Lack of communication between structures
- Communication not adapted to diverse target groups
- Online vs. offline gap
- Lack of awareness about existing actions and structures
- Data: management, access, and usage issues
- Data: implementation, accessibility, and utilization challenges
- Lack of clarity on roles and responsibilities (who does what?)
- Poor or insufficient communication
- Services not well-identified or visible
- Residents unaware of available services (communication issue)
- Lack of coordination and collaboration between stakeholders: difficulty reaching consensus
- Large and dispersed territory with significant rural areas
- High digital exclusion among part of the population
- Aging population
- Sometimes a lack of visibility and clarity in actions
- Lack of engagement of the population
- Some professionals are not used to working with digital tools and do not see their value

OPPORTUNITIES

- Emerging professions
- New expertise
- Collaboration for social and professional cohesion
- National and regional calls for projects to secure funding
- Multiple funding sources: European, national, regional, and local government support
- URBACT: exchanges and partnerships
- New government roadmap: fostering local strategies
- Stakeholder commitment (coordination)

THREATS

- The rapid pace of digital transition is widening the digital divide (risk of digital dystopia)
- Isolation: of rural territories and populations
- Territorial disengagement and withdrawal
- Uncertainty about the sustainability of human resources due to temporary funding for projects and personnel
- Budget cuts and economic crisis
- Disinformation and misuse of digital tools
- Lack of awareness of the digital divide
- Weak or absent engagement from partners and citizens
- Businesses and craftsmen disconnected from digital markets
- Difficulty in accessing communication channels

SWOT

1.2.5. Co-created vision for Digi Inclusion

Following the work done with the ULG members, we first of all resulted to two different problem trees, the first one focussing on the overall population Target group and the second one focussing on professionals.

We ended up in 3 main visions:

1. Digital inclusion stakeholders are visible and efficient

2. Professionals, administrative structures and stakeholders seize digital opportunities of digital technology

And by working on the vision 2, we ended up doing a third one for all target groups:

3. No one feels stuck by digital technology

These three distinct visions were developed to address the specific challenges of the territory. These are structured around two main axes:

- on the one hand, professionals, including both digital inclusion actors who need to better connect and collaborate, and professionals as a target audience (traders, craftmen);

- on the other hand, the challenges affecting the entire population and various professions, particularly the fight against digital apprehension. Merging these perspectives into a single vision would not have effectively conveyed the messages we aimed to communicate.

Digi-inclusion

2.1 - STRATEGIC OBJECTIVES

DIGITAL INCLUSION STAKEHOLDERS ARE VISIBLE AND EFFICIENT

OBJECTIVE N°1
Digital inclusion actors in the territory identify the specific needs of target groups, and adapt their services and support accordingly

Expected result n°1
Target groups have access to adapted digital services and receive effective support from trained professionals

Expected result n°2
Digital needs of target groups are clearly identified, and services are adjusted accordingly

OBJECTIVE N°2
Ensure that all digital inclusion actors and services in the territory are identified and effectively communicated to the population

Expected result n°3
A comprehensive and updated list of digital inclusion services is available to the population through a public platform

OBJECTIVE N°3
Digital inclusion actors collaborate effectively through regular meetings, shared projects, with joint initiatives every year

Expected result n°4
A strong group of key digital inclusion stakeholders is in place, with regular training, common projects and shared equipment

PROFESSIONALS, ADMINISTRATIVE STRUCTURES & DIGITAL STAKEHOLDERS EMBRACE THE OPPORTUNITIES OF DIGITAL TECHNOLOGY

OBJECTIVE N°1
Professionals and local administrative actors are aware of digital technology opportunities and integrate digital tools into their daily activities

Expected result n°1
Local retailers and craftsmen regularly use digital communication tools and provide online services, such as reservations, appointments, or news updates

CITIZENS ARE NO LONGER AFRAID OF DIGITAL WORLD AND EMBRACE THE OPPORTUNITIES OF THE DIGITAL TECHNOLOGY

OBJECTIVE N°1
Citizens acquire the basic digital skills needed to complete online administrative procedures (level 1)

Expected result n°1
Residents participating in workshops can create an email address, browse the internet safely, and perform basic digital tasks independently

OBJECTIVE N°1
Residents develop intermediate digital skills to benefit from technology safely, recognizing online risks and adapting to new digital trends

Expected result n°1
Residents are able to identify online threats and fake news

Expected result n°2
Updated information on digital trends, including AI and new online procedures, is regularly shared to residents through conferences and public programs

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PROFESSIONNALS	
WORKSHOPS	• Organize «Aidant Connect» training • Collaboration with Simplon in third-place programming • Creation of a digital hub in Damrémont / CCDS • Training programs for professionals/companies • Interconnection breakfasts for actors to meet and exchange (target artisans/retailers) (level 1) • Breakfast meetings/workshops for entrepreneurs level 2
TOOLS	Purchase of scanner for «Buy in Boulonnais» retailers
COMMUNICATION	• Digital networking days for professionals in Boulogne (happy hours, hackathons...) • Training of fresqueurs (climate, digital...) for third places • Programming digital events for pros (working with third places)
MUTUALISATION	• Regular meetings with various actors (by «ecosystem») to discuss project progress and new ideas • Information sharing across three districts • Provision of equipment/space (funding pool) • Mutualization on third-place programming: - propose different dates according to third places - share human resources, knowledge
DATA	Map actors and services

Different categories of actions classified by main target group

POPULATION	SPECIFIC TARGET GROUP
• Organizing digital cafés • Workshops for creating Amelie / tax accounts • Demystifying digital technology (Remove barriers/fears)	
• Creation of digital guide «game» and presentation sessions • Creation of simplified tutorial bank flyer-style + testing them	Acquisition of adapted digital equipment (elderly, disabled)
• Digital awareness campaign/events • Conferences, animation programs	Intervention in schools to raise awareness of digital risks
• Launch a large-scale communication campaign (Facebook, flyers, magazines…) • Provision of equipment/space (funding pool)	Provide equipment for target audiences (seniors, people with disabilities)
• Conduct a targeted survey/census • Map actors and services	

STRATEGIC OBJECTIVE 1 :

OBJECTIF 1

EXPECTED RESULT	TIMEFRAME
1.1 **Target groups have access to adapted digital services and receive effective support from trained professionals**	Every year
1.2 **Digital needs of target groups are clearly identified, and services are adjusted accordingly**	

OBJECTIF 2

EXPECTED RESULT	TIMEFRAME
2.1 **A comprehensive and updated list of digital inclusion services is available to the population through a public platform**	From 2026

Digital inclusion stakeholders are visible and efficient

Digital inclusion actors in the territory identify the specific needs of target groups, and adapt their services and support accordingly	
ACTIONS	**OWNERS**
• Acquisition of adapted digital equipment (elderly, disabled)	• CCAS • SIAD • care/home help services, IME, MAS, MDPH, MDA
• Supply of equipment (loan/rental) for specific audiences (seniors/disabilities...)	Social centres of Boulogne (with APF France Handicap)
• Organize «Aidant Connect» training	• The prefecture took over (therefore financially supported) • the "assembleurs du numérique"
Conduct a targeted survey/census	Intermunicipalities

Ensure that all digital inclusion actors and services in the territory are identified and effectively communicated to the population	
Map the actors and services • Already produced, possibility in connection with the tourist office (French tech) Disseminate the map done by the « assembleurs du numérique") to integrate on the municipalities sites so that people can find them easily https://carto.assembleurs.co/ https://conseiller-numerique.gouv.fr/regions/Hauts-de-France	• FRENCH TECH, • CAB, • CCT2C, • CCDS
Launch a large-scale communication campaign (Facebook, flyers, magazines...)	Intermunicipalities, CAB (with All digital actors)

OBJECTIF 3

EXPECTED RESULT	TIMEFRAME
A strong group of key digital inclusion stakeholders is in place, with regular training, common projects and shared equipment	One every 3 months
	2026 (1st term)
	2026 or +
	Long term

STRATEGIC OBJECTIVE 2 :

OBJECTIF 1

EXPECTED RESULT	TIMEFRAME
Local retailers and craftsmen regularly use digital communication tools and provide online services, such as reservations, appointments, or news updates	All year round
	All year round
	All year round
	All year round
	All year round

Digital inclusion actors collaborate effectively through regular meetings, shared projects, with joint initiatives every year	
ACTIONS	**OWNERS**
• Regular meetings with various actors (by «ecosystem») to discuss project progress and new ideas • Sustained local network activity after Digi Inclusion ends	BDCO
• Equipment pooling (inventory of equipment, use charter, agreement) • Availability of reception facilities	3 interco
• Digital networking days for professionals in Boulogne (happy hours, hackathons...)	Atelier 3.0
Collaboration with a training organization on the digital hub in Boulogne-sur-Mer	Atelier 3.0
Training of fresqueurs (climate, digital...) for third places	CAB / CCT2C / CCDS

Professionals, administrative structures and digital stakeholders embrace the opportunities of digital technology

Professionals and local administrative actors are aware of digital technology opportunities and integrate digital tools into their daily activities	
ACTIONS	**OWNERS**
Creation of a digital hub in Damrémont	• CAB
• Digital awareness campaign/events (1) • Organizing digital cafés (2) • Training programs for professionals/companies (3)	• CCI, • Chamber of Trades, • BGE, • Region, • Department...
Breakfast meetings/workshops for entrepreneurs (level 2)	• Relay workshops, • various professional relays, • economic development officer, • EPCI, CCT2C
Interconnection breakfasts for actors to meet and exchange (target artisans/merchants) (level 1)	• Digital actors, • social centers, • ambassadors, • neighborhood staff, • local social actors
Programming digital events for pros (working with third places)	• Digital actors, • social centers, • ambassadors, • neighborhood staff, • local social actors

STRATEGIC OBJECTIVE 3 :

OBJECTIF 1

EXPECTED RESULT	TIMEFRAME
Residents participating in workshops can create an email address, browse the internet safely, and perform basic digital tasks independently	
	Once a year
	Update every 6 months

OBJECTIF 2

2.1 **Residents are able to identify online threats and fake news**	All year round
	All year round
2.2 **Updated information on digital trends, including AI and new online procedures, is regularly shared to residents through conferences and public programs**	From 2026

Citizens are no longer afraid of digital world and embrace the opportunities of the digital technology

Citizens acquire the basic digital skills needed to complete online administrative procedures (level 1)	
ACTIONS	**OWNERS**
Creation of digital guide «game» and presentation sessions	CRIAC
Workshops to create an account for all administrative procedures during the open days	France Service and partners)
Inventory of the existing and/or creation of a tutorial to use digital flyer-type tasks and have it tested by target groups, update to plan every 6 months	• France Service St Etienne au mont

Residents develop intermediate digital skills to benefit from technology safely, recognizing online risks and adapting to new digital trends	
Intervention at primary+ secondary schools to raise awareness of risks on internet (parents + children) Interm@de: they bring in schools a they have a large conference room	• Centre social Bellidée • CCT2C
Awareness workshops: for all target groups: advice and good practice sharing	Intermunicipalities, CAB (with All digital actors)
'The walls of AI' A workshop in order to identify people's fears and then adapt workshops accordingly	3 interco

Digi-inclusion

ACTIONS
PLANNING DETAILS

During the process of developing the Integrated Action Plan, the ULG members proposed 25 actions among which we developed 4. They are detailed in French in the following pages. Please find below the list and description of these 4 actions.

- **Intervention at primary and secondary schools to raise teenagers and parents awareness on internet risks** (Saint Martin community centre).
  Awareness raising and threat prevention sessions are organized in schools (cybersecurity, cyberbullying, how to use social networks in a safe way, etc).

- **Breakfast meetings/ workshops for entrepreneurs** (CCT2C)
  Sociable workshops in order to help entrepreneurs address digital tools within their company

- **Numériqu'elles** (AMIE du boulonnais)
  Event to raise teenaged girls awareness to job opportunities and trainings in the digital sphera.

- **Digital inclusion for all at the CCDS: workshops (from beginner to advanced stage) are organized for inhabitants across the territory** at the CCDS

INTERVENTION DANS LES COLLÈGES ET LYCÉES AUX RISQUES DU NUMÉRIQUE

DESCRIPTION

En partenariat avec le collège et le lycée, des actions de prévention et de sensibilisation aux usages numériques sont proposés aux élèves. Les thématiques abordées sont :

- La cybersécurité, la cyber malveillance chez les 6ème et 5ème
- Le cyberharcèlement à partir de la 4ème
- L'éducation aux médias et à l'information dès le collège

Porteur de l'action
BELLIDÉE

Etat d'avancement
Action réalisée depuis plusieurs années et toujours d'actualité

PARTIES PRENANTES

- *Le collège*
- *Le lycée*
- *Les maisons de quartier*

FINANCEMENTS

- La Caisse d'Allocations Familiales (PS jeunesse et Appels à projet Fonds Publics et Territoires
- Bellidée
- Fonds européens

INDICATEUR DE RÉUSSITE

- Nombre d'élèves sensibilisés
- Nombre d'ateliers réalisés sur une année
- La pérennité des actions et la régularité des ateliers
- Le nombre de signalements et/ou de situations de cyberharcèlement géré/traité au sein du collège

RISQUES

- Les Moyens humains à disposition et leurs disponibilités
- Le bon vouloir de l'établissement scolaire à travailler en partenariat

ACTIVITÉS DEJA TERMINÉES	DATES	RESULTATS
Ateliers de Prévention sur les usages des réseaux sociaux « jeunes et parents » **Au sein du collège :** ⭘ Cyberharcèlement avec les 4èmes ⭘ Dangers d'internet avec les 6èmes ⭘ Prévention réseaux sociaux « jeunes et parents » avec les 5èmes **Au sein du lycée :** ⭘ Forum au Bien vivre au lycée avec les 2ndes	09/11/2024 03/03/2025 04/03/2025 25/03/2025 26/03/2025 01/04/2025 02/04/2025	Ateliers réalisés auprès de : - 121 élèves de 6èmes - 95 élèves de 5èmes - 84 élèves de 4èmes - 110 élèves de 2ndes Mobilisation de 25 parents sur les actions proposées. Participation et implication des professeurs volontaires dans les ateliers Volonté de renouveler les ateliers

A CONSERVER	A MODIFIER / A DEVELOPPER
La volonté d'impliquer les parents dans les actions de sensibilisations	⭘ **Les mesures d'impact de nos interventions** ⭘ **La fréquence ou le rythme des interventions** ⭘ **La mobilisation de nouveaux partenaires pour coconstruire et coanimer ces temps** ⭘ **Trouver des leviers pour faciliter la mobilisation des parents** ⭘ **Actualiser les contenus en fonction de l'évolution des plateformes numériques**

ACTIVITÉS A VENIR	DATES	RESULTATS
⭘ Des animations de prévention réseaux sociaux « jeunes et parents » dans les maisons de quartier ⭘ Des ateliers autour du cyberharcèlement au sein du collège dans le cadre de la journée contre le harcèlement.	10/11/2025 10/11/2025	Ambition de mobiliser de nouvelles familles

A CONSERVER	A MODIFIER / A DEVELOPPER

ACTIVITÉS FUTURES	DATES	RESULTATS
Des animations sur la cybersécurité et la cyber malveillance auront dans le cadre de la journée mondiale Safer Internet day	10/02/2026 Et autres dates à définir	Des parents au sein du collège pour participer aux animations

A CONSERVER	A MODIFIER / A DEVELOPPER

PETITS DÉJEUNERS ATELIERS ENTREPRENEURS

DESCRIPTION

Ateliers conviviaux qui permettent aux entrepreneurs d'aborder les outils du numérique au sein de leur entreprise.

OBJECTIF:

Echange de conseils/outils numériques pour améliorer la gestion d'entreprise, la communication, la productivité et la cyber sécurité

Porteur de l'action
CCT2C

Etat d'avancement
en cours

PARTIES PRENANTES

- *Intervenants professionnels*
- *Intervenants en cyber sécurité*
- *Médiateur CC*

FINANCEMENTS

CCT2C

INDICATEUR DE RÉUSSITE

Les entreprises se construisent une base solide sur la manipulation la connaissance des outils numériques au sein de leur entreprise, dans la gestion quotidienne Ils sont sensibilisés aussi aux enjeux de la cybersécurité et de la sobriété numérique.

RISQUES

Peu de participation de la part des entreprises.

ACTIVITÉS DEJA TERMINÉES	DATES	RESULTATS
PETIT DEJ ENTREPRENEUR : **COMMUNICATION D'ENTREPRISE**	22/10/24	
PETIT DEJ ENTREPRENEUR : **LES RESEAUX SOCIAUX**	08/11/24	9 participants
ATELIER ENTREPRENEUR : **CONCEVOIR SON SITE WEB SUR WORDPRESS**	19/11/24	5 participants
PETIT DEJ ENTREPRENEUR : **LA SECURITE DE MES DONNES PROFESSIONNELLES EN LIGNE**	08/01/25	6 participants
ATELIERS ENTREPRENEURS : **CANVA**	27/01/25, 30/01/25, 06/02/25, 07/02/25, 25/09/25, 29/09/25	3 participants / 32 participants
ATELIER ENTREPRENEUR : **CRM & ERP, BOOSTER SA PRODUCTIVITE AVEC LES OUTILS NUMERIQUES**	28/02/25	4 participants
PETIT DEJ ENTREPRENEURS : **VISIBILITE SUR GOOGLE**	21/03/25	4 participants
ATELIER META BUSINESS	24/03/25	4 participants
ATELIER SEO	11/04/25	4 participants
PETIT DEJ ENTREPRENEUR : **LES SOLUTIONS DE PAIEMENT**	20/05/25	2 participants
ATELIER ENTREPRENEUR : **INPI – GUICHET UNIQUE FORMALITES ENTREPRISES**	15/09/25 17/10/25	2 participants + 6 participants

A CONSERVER

Ateliers axés sur des outils pratiques pour les entrepreneurs

A MODIFIER / A DEVELOPPER

Atelier conception de site web, adaptation à quelque chose de + simple d'utilisation pour des entrepreneurs ayant + de difficultés à l'utilisation d'un outil informatique.

ACTIVITÉS 2025	DATES	RESULTATS
○ PETIT DEJ ENTREPRENEUR : LA SECURITE DE MES DONNES PROFESSIONNELLES EN LIGNE	08/01/25	3 participants
○ ATELIERS ENTREPRENEURS : CANVA	27/01/25, 30/01/25, 06/02/25, 07/02/25, 25/09/25, 29/09/25	32 participants
○ ATELIER ENTREPRENEUR : CRM & ERP, BOOSTER SA PRODUCTIVITE AVEC LES OUTILS NUMERIQUES	28/02/25	4 participants
○ PETIT DEJ ENTREPRENEURS : VISIBILITE SUR GOOGLE	21/03/25	4 participants
○ ATELIER META BUSINESS	24/03/25	4 participants
○ ATELIER SEO	11/04/25	4 participants
○ PETIT DEJ ENTREPRENEUR : LES SOLUTIONS DE PAIEMENT	20/05/25	2 participants
○ ATELIER ENTREPRENEUR : INPI – GUICHET UNIQUE FORMALITES ENTREPRISES	15/09/25 17/10/25	2 participants +6 participants

A CONSERVER

Ateliers axés sur des outils pratiques pour les entrepreneurs

A MODIFIER / A DEVELOPPER

Ateliers CRM & ERP : + axé sur les domaines d'activité des entrepreneurs présents

ACTIVITÉS FUTURES	DATES	RESULTATS
○ ATELIER ENTREPRENEUR : INTELLIGENCE ARTIFICIELLE	07/11/25	8 participants
○ ATELIER : PRESENCE MANAGERIALE A L'ERE DU NUMERIQUE	14/11/25	10 participants
○ ATELIER INPI	17/11/25	8 participants

A CONSERVER

A MODIFIER / A DEVELOPPER

DESCRIPTION

Evènement à destination des collégiennes et des lycéennes afin de les sensibiliser au numérique.

A l'issue de l'évènement les élèves peuvent demander aux professionnels une immersion afin de découvrir leur structure et avoir + d'infos sur les métiers du numérique.

Porteur de l'action

AMIE DU BOULONNAIS
CAB
CCRIF

Etat d'avancement

en cours
6eme édition en 2025

PARTIES PRENANTES

- *OF*
- *ULCO*
- *entreprises*
- *Associations*
- *Rectorat*
- *CORIF*
- *Ville Boulogne-sur-Mer*

FINANCEMENTS

- Région + Etat (DRDFE)
- AMIE
- CaB
- CCRIF
- Ville de Boulogne-sur-Mer

INDICATEUR DE RÉUSSITE
- Présence des partenaires
- Mobilisation des établissements scolaires

RISQUES
Difficulté de mobilisation des scolaires, des entreprises, des association, OF
Budget non renouvelé

ACTIVITÉS DEJA TERMINÉES	DATES	RESULTATS
Année scolaire 2023/2024	Mars 2024	85 élèves

A CONSERVER	A MODIFIER / A DEVELOPPER
Chaque année questionnaire sur ce qui est attendu et ce qu'elles ont appris à l'issue de leur venue : globalement l'évènement élargit leur connaissances sur les métiers du numérique/les formations existantes et plus de 50% se disent capables de réussir dans ces métiers	

ACTIVITÉS 2025	DATES	RESULTATS
Année scolaire 2024/2025	Mars 2025	119 élèves (5 lycées et 10 collèges)

A CONSERVER	A MODIFIER / A DEVELOPPER
Ce qui plait beaucoup : les témoignages de femmes qui travaillent dans divers métiers du numérique et les ateliers qui permettent de tester réellement les outils (ex codage). **La diversité des acteurs : nouveau en 2025 : formation à la création de jeux vidéo.**	**Pas d'information sur les stages réalisés dans les entreprises numériques à l'issue de l'évènement ni sur le nombre d'élèves parties en formation numérique : nécessite de prendre du temps de recontacter les entreprises et/ ou les élèves.**

ACTIVITÉS FUTURES	DATES	RESULTATS
Année scolaire 2025/2026	Pas de date prévue pour l'instant car budget Région et Etat non reconduits	L'évènement va possiblement évoluer vers les métiers scientifiques plus largement. Car déficit d'étudiants dans des filières qui recrutent et bcp d'idées reçues chez les jeunes filles sur ce secteur. Et pb depuis la nouvelle réforme du bac : bcp de filles ne choisissent pas les maths et se ferment très tôt des portes.

A CONSERVER	A MODIFIER / A DEVELOPPER

RENDRE ACCESSIBLE LE NUMÉRIQUE POUR TOUS

DESCRIPTION

L'accompagnement numérique proposé accompagne les administrés individuellement et collectivement à l'usage du numérique. Il permet de lutter contre l'illectronisme et de développer l'autonomie des usagers. L'accompagnement prend différentes formes : cours d'initiation, ateliers numériques, stages numériques, RDV individuels.

Porteur de l'action

CCDS
par le biais des Maisons Intercommunales pour Tous (labellisées « FRANCE SERVICES »)

Etat d'avancement

Politique déjà initiée et en constante évolution

PARTIES PRENANTES

- Services internes de la collectivité
- Communes
- Divers partenaires mobilisables (CIAS, …)

FINANCEMENTS

- Etat (conseiller numérique)
- Appels à projets divers au fil des opportunités (par ex. MSA)

INDICATEUR DE RÉUSSITE

- Nombre de personnes accompagnées
- Taux de participation selon la typologie d'action

RISQUES

Les actions proposées sont en décalage des évolutions du numérique
Capter toujours le même public
Proposer un contenu répétitif

ACTIVITÉS DEJA TERMINÉES	DATES	RESULTATS
Sessions de formation – cours collectifs gratuits sur thématiques variées.	2024	162 personnes accompagnées

A CONSERVER	A MODIFIER / A DEVELOPPER
• plus de sessions de niveau « intermédiaire » ou « initié » • diversifier les thématiques	Moins de sessions « débutant

ACTIVITÉS A VENIR	DATES	RESULTATS
Ateliers et stages numériques autour de l'IA et casques VR	2025	Environ 200 personnes

A CONSERVER	A MODIFIER / A DEVELOPPER
Utilisation d'équipements / nouvelles technologies	Continuer à faire évoluer le contenu en fonction des nouveautés

ACTIVITÉS FUTURES	DATES	RESULTATS
Si obtention des financements nécessaires : O Création d'un FABLAB (casques VR, imprimante 3D, ...) O Mise en place d'un service itinérant avec du matériel numérique sur les communes volontaires	2026/2027	O Capter un public jeune O Rendre le numérique accessible au plus proche des administrés

A CONSERVER	A MODIFIER / A DEVELOPPER

Digi-inclusion

RISK
Limited availability of trained human resources (facilitators, tutors)
Technological fast-paced changes
Staff turnover in implementing organisations
Limited funding for scaling actions
Overload on municipal staff

4 IMPLEMENTATION FRAMEWORK

4.1 - RISK MANAGEMENT

Implementing the IAP in a complex, evolving digital landscape involves managing behavioural, operational, and financial risks. A proactive risk mitigation approach has been developed, involving early identification, collaborative troubleshooting, and flexibility.

TYPE	PROBA-BILITY	IMPACT	MITIGATION	OWNERS
Operational	High	Medium	Promote co-responsibility across institutions and schools; design modular training kits; engage	• Social Centers, • CCT2C, • CCDS, • CAB/Atelier 3.0
Operational	Medium	Medium	Ongoing partnerships with tech firms; annual review of tools and content	• French Tech, • Atelier 3.0
Operational	Medium	Medium	Capacity-building across teams; standardised materials and onboarding kits	All partners
Operational	Medium	High	Early grant submissions; blended funding model; co-funding with partners	• All partners, • BDCO
Operational	Medium	Medium	Distributed leadership model; collaboration with NGOs and schools	All municipalities

RESSOURCES

Several documents are an additionnal ressource to enrich the IAP:

○ The "**Déclaration des droits numériques**" (Digital Rights declaration) that has been signed by all the partners : On September 24th of 2024, all the partners of the Digi-Inclusion network (Urbact IV) signed a Political Declaration on digital rights to boost digital inclusion in their territories.

The Declaration aims to reduce the digital divide which triggers economic and social inequalities. The 9 cities have reached a consensus about a common understanding about successful digital community. This is a strong political signal of the Boulogne-sur-Mer district council to implement the Digi inclusion IAP.

○ The **Digital road maps** for the 3 territories: CaB, CCDS and CCT2C (Feuilles de route numérique des territoires CaB, CCDS and CCT2C): These roadmaps are jointly written by the local authorities and the region for the deployment of digital tools, in order to better meet the needs of citizens, businesses, and local governments, and to ensure a consistent quality of service across the territory.

FUNDING

We have explored possible fundings in order to help our local stakeholders to implement their planned actions. We have identified 2 mains sources of funding: the Erasmus+ European programme and ERDF through the Operational Programme of the Haut de France Region.
Find below a short description and link to the relevant sources of funding.

Erasmus+
Enrichit les vies, ouvre les esprits.

INTERVENTION AREAS
○ Inclusion and diversity
○ Digital transformation : education to digital tools, etc.

FUNDING AMOUNTS are between 30 000 € and 200 000 €, possibly 100 %

HOW DOES IT WORK
Fundings can be obtained via calls for proposals, twice a year. Partners need to have a project to deliver.
This type of funding is relevant for partners who are looking for an good practice sharing exchange, for instance to implement an action that was successful in another country.

RESSOURCES
○ Call for proposal information in 2025 : https://erasmus-plus.ec.europa.eu/fr/document/erasmus-programme-guide-2025-version-1
○ Site web de l'agence nationale : https://agence.erasmusplus.fr/
○ Plateforme « Mon projet Erasmus+ » pour les personnes souhaitant déposer une demande de subvention : https://monprojet.erasmusplus.fr/
○ Base de données des projets : https://agence.erasmusplus.fr/galerie-de-projets/les-projets-erasmus/
○ Recueil de projets ERASMUS+ portés par des collectivités : https://agence.erasmusplus.fr/wp-content/uploads/2023/12/RECUEIL-COLLECTIVITES.pdf
○ Webinaire sur les « partenariats de coopération : conseils à la candidature », 15 Janvier 2025 : https://agence.erasmusplus.fr/evenements/webinaire-partenariats-de-cooperation-enseignement-superieur-ac220/

Different types of actions can be financed via this funding, they only concern any stakeholder located in this Region area (a specific programme has been contracted between each European region and the European commission).

FEDER (OS 1.2) - Action 1 // Finance digital investments of SMEs to improve their competitiveness

- Planned amount per year = 6,9 millions d'euros - At least 100 000 € HT
- maximum public aid rate : 50% for SMEs

FEDER (OS 1.2) - Action 2 // Develop the regional offer of public interest digital services via mutualized projects and platforms

- Provisional allocated amount = €30 million
- Minimum threshold for forecast expenditures: 170,000 € excluding VAT or including VAT depending on the VAT regime applicable to the operation
- Maximum rate of public aid: 60% of European aid

FEDER (OS 1.2) - Action 3 // Support the development of Smart Territories

This activity aims to take advantage of the benefits of digitalisation for citizens, businesses, research organisations and public authorities (according to specific objective 1.2).
- Provisional allocated amount = 20 million euros
- Minimum threshold for forecast expenses: €70,000 excluding VAT or including VAT according to the VAT regime applicable to the operation.
- Maximum rate for public aid: 60% of European aid within the limit of €1 million

43

Digi-inclusion

THE FUTURE

The Digi inclusion project is finished end of December 2025 but it is not the end of the story. Boulogne sur mer Developpement Côte d'Opale will continue to liaise with the three intercommunalities: meetings will take place up on a quarterly basis in order to make sure the actions planned in the IAP are implemented, to assess the results and exchange on projects for the following years.

Staff from BOULOGNE-SUR-MER DEVELOPPEMENT COTE D'OPALE located at Boulogne-sur-Mer District digital hub will liaise with staff in charge of digital inclusion based at each of the two other territories: the Communauté de Communes Desvres-Samer and Communauté de Communes de la Terre des 2 Caps.
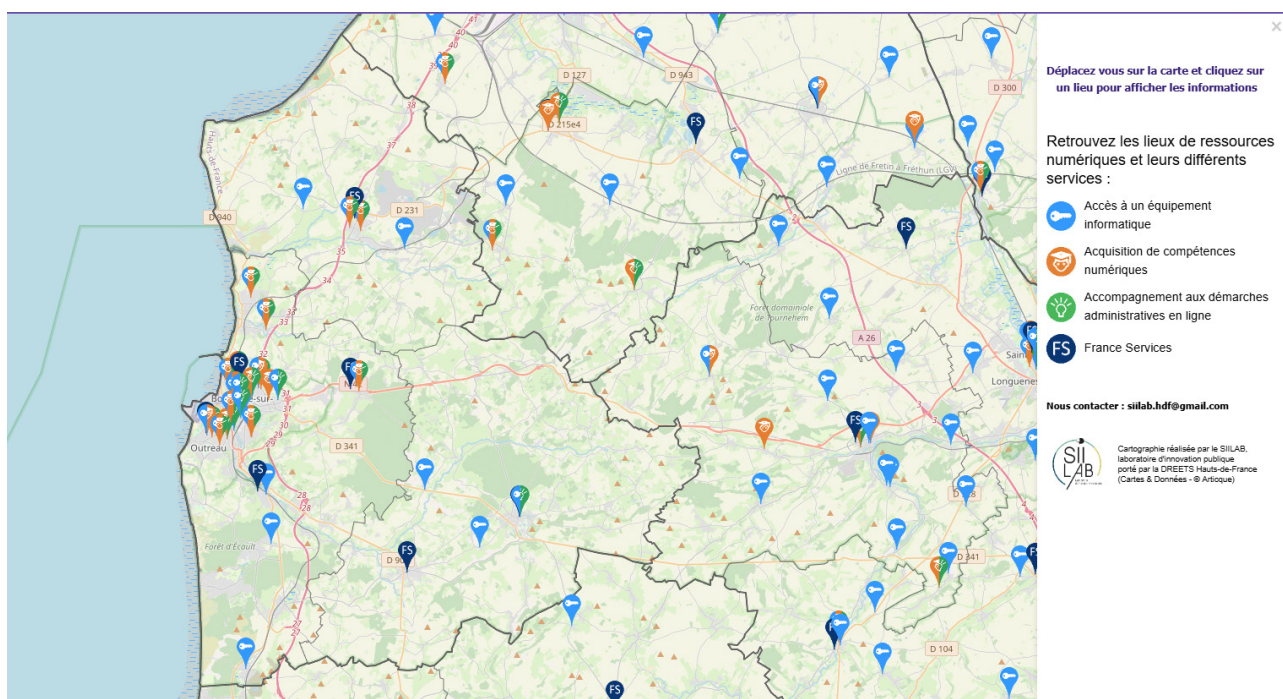
Digi-inclusion

6 ANNEXES

ANNEXE 1

Online mapping of digital inclusion services, produced by the "Assembleurs du numérique", digital inclusion stakeholders in the Hauts-de-France Region : https://carto.assembleurs.co/

Capture d'écran de la cartographie en ligne

URBACT

**Co-funded by
the European Union**

Interreg

Digital Inclusion in Europe's communities:
Digi-inclusion Partner Declaration on Digital Rights

We, the mayors and official representatives of the European cities, regions and institutions participating in the Digi-Inclusion network under the URBACT IV Programme, have co-authored this declaration and mutually agree on the following:

We are inspired by…
- The importance the European Union attaches to aiming for digital transitions that are just and give benefits to all citizens, leaving no-one behind
- The European declaration on digital rights and principles, and how it puts people at the centre of digital transformation
- The idea of a set of digital rights that strives for solidarity and inclusion, freedom of choice, participation in the digital public space, digital safety and security, and empowerment of citizens

The commitment at the EU level to a digital transformation that leaves nobody behind and the aim that it should benefit everyone, achieve gender balance, and notably include elderly people, people living in rural areas, persons with disabilities, or marginalised, vulnerable or disenfranchised individuals and those who act on their behalf, as well as promoting cultural and linguistic diversity.

We recognise that…
1. A digital divide exists in our territories and societies and that this is a social and economic problem, not merely a technical one;
2. This divide is characterised by inequalities in the access to digital technologies, in the skills that are essential to use that technology, and in the ability to capitalise on this to gain full value from digital transitions in our society;
3. Digital inclusion is about bridging this divide and is about more than online transactions and being an online consumer;
4. Being fully digitally included is about participating in society via the digital space - being confident in interacting, working, playing, learning, creating, socialising, consuming, and participating in our communities and democratic process and discourse;

We believe that...
By sharing our experiences we can better understand our individual contexts. Through a process of critical reflection and co-creation, we can explore how digital inclusion can be better incorporated as a cross-cutting theme in all digital transformation planning and implementation activities.

We define that successful digital inclusion policies should be aimed at:
- Ensuring everyone can access the digital world and that the digital world offers them the services they need
- Enabling citizens to acquire and maintain core digital skills for now and the future
- Helping citizens gain digital capital, to enable them to make the best use of their digital skills and access, hence being empowered to get best value from the digital world
- Offering opportunities and value that motivates citizens to engage in the digital world
- Enabling citizens to operates safely in the digital world, with a sense of trust digital public space and awareness of their own security responsibilities and limitations

We commit to...
- Promote core digital rights and principles for all our citizens
- Support the implementation of Integrated Action Plans aimed at enabling digital inclusion in our territories
- Bring together relevant stakeholders and actors of civil society to promote these local policies and supporting their participation in actively defining, implementing and monitoring those actions
- Promote in our cities, regions, countries and the whole European Union the results of our common work and lessons learned, contributing in particular to strengthening the transnational work of digital inclusion in small and medium sized cities and rural communities

Signed in Iasi (Romania)
September 24, 2024

Political signatories

Mr. Franco Cima,
Deputy Councillor for Digital Agenda, Urban
and Metropolitan Agriculture - Metropolitan City of
Bologna (Italy). Councillor of the Municipality of Bologna

Ms. Mireia Dionisio Calé,
Mayor of Mollet del Vallès (Spain)
Represented by Mr. Ferran Segarra Sánchez,
Councillor responsible for Digitisation.

Mr. Ioannis Zampoukis,
Mayor of the Municipality of Alexandroupolis (Greece)
Represented by Ms. Evanthia Valasidou,
Deputy Mayor of Education, Lifelong Learning,
Animals Welfare and Friendship Clubs

Ms. Irina Dolgova,
Vice Chairman of Jelgava Local Municipality (Latvia)
Represented by Ms. Dina Tauriņa,
Jelgava Local Municipality Councillor

Ms. Laura Rodrigues,
Mayor of Torres Vedras (Portugal)
Represented by Ms. Sílvia Silva,
Head of Social Development Office

Ms. Aleksandra Dulkiewicz,
Mayor of the City of Gdańsk (Poland)
Represented by Mr. Jarosław Pawłowski,
Thematic Leader of the Development Programme
Digital City and Smart City (Poland)

Mr. Mihai Chirica,
Mayor of Iasi Municipality
(Romania)

Ms. Đenana Čolaković,
Head of Department for Development/permanent
member of Commission for European Integration
(Bosnia and Herzegovina)
Represented by Mr. Salih Alispahić,
Expert Advisor for International Projects
in Department for Development

Mr. Frédéric Cuvillier,
Mayor of Boulogne sur mer (France),
president of Boulogne District council (la CaB)
and president of BDCO
Represented by Ms. Lucie Maillard,
vice president Boulogne sur mer councillor, in charge
of communication and digital strategy. CaB councillor,
in charge of digital strategy and innovation

Digi-inclusion

BOULOGNE-SUR-MER
Développement
Côte d'Opale

URBAN PLANNING & ECONOMIC DEVELOPMENT AGENCY

2 bis Bd Daunou - BP 611
62321 BOULOGNE-SUR-MER FRANCE
+33 (0)3 21 99 44 50

bdco@boulogne-developpement.com

www.boulogne-developpement.com