



European Union  
European Regional  
Development Fund

## Paris Integrated Action Plan

*Main theme:* pragmatic view of the different plans and strategies concerning responsible consumption in Paris.

*Methodology:* Analysis of the implementation of the different existing plans through concrete activities promoted by the City Hall, as a way to produce a strategic view of those plans through the identification of the intersections between them;

Analysis of the actions promoted by the City Hall in order to determine the already established but not yet formalized strategy of promotion of responsible consumption, in order to identify the gaps between goals and reality. This means we have already succeeded in making responsible consumption be recognized as of great relevance by Parisian decision-makers, which is essential for this IAP.

*Who's involved in producing it:* Office for solidarity and circular economy of the City Hall (normally involved in BoostInno projects), plus the ULG through consultations.

*Deadlines:* Analysis of the documents in December 2017, a first draft will be discussed internally. Experimentation just before Christmas 2017. A second version of the document will be discussed with other stakeholders in January, to open for debate and inputs. The final version will be presented in the dissemination event at the last week of January.

*Dissemination plan:* On the 31<sup>st</sup> January we will hold an enlarged ULG meeting (ULG+) to present the IAP. The program will be shared with other departments of the City Hall for administrative dissemination. Wider public dissemination will require political arbitration.

### Source documentation:

Responsible public procurement scheme and action plans (*Schéma achat publics responsable et ses fiches actions*)

White paper on circular economy (*Fiches d'actions d'économie circulaire*)

Plan for fighting food waste (*Plan de lutte contre le gaspillage alimentaire*)

Responsible food and nutrition plan (*Plan d'alimentation durable*)

Climate, Air and Energy Plan (Plan Climat, Air et Energie)

Parisian plan for insertion through employment (*Plan Parisien de l'insertion par l'emploi 2016-2020*)

Plan for fighting social exclusion (*Plan de lutte contre l'exclusion*)

\*There is no adopted plan or program on solidarity economy, but the city's visions and strategies are easily identifiable on other types of documents issued from the practical actions led by the city administration.

RTES fact sheet

Explanatory document on the results of the award "Trophées de l'ESS"

Explanatory document on the result of the tender “Solidarité Paris-Campagne”

Editorial by Antoinette Guhl for URBACT Paris Summit and “Noël aux Canaux”

## *IAP PARIS - SUMMARY*

---

### **Purposes:**

- The Parisian IAP aims at boosting the development of social innovation within the city, the administration and its inhabitants, specifically concerning responsible consumption habits. The main goal of the Parisian ULG was to develop the Parisian IAP starting from its practical sphere.
- The projects proposed and developed by each one of the ULG participants, individually or in groups, help the achievement of the main goal. These projects are experimentations intended to help the elaboration of a European approach of social innovation.
- One focus subject was chosen to the Parisian IAP and ULG, since Paris already acts in various fronts of social innovation. Responsible consumption was the subject chosen because it is the crossover between social and environmental challenges, innovation, attractiveness and local production.
- Responsible consumption is a real boost for local economic development and job creation, especially for people facing major difficulties in finding employment, also providing a decent and fair income to each person involved in the production process. It plays an important role in the policies stimulating the offer and the demand existing on the market, especially concerning demand from individual consumers. It refers to consumption habits that take into account social and environmental impacts of a product along its whole life cycle (production, distribution, use and reuse), giving priority to short distribution cycles and local manufacturing.

### **Targets:**

- A strategic overview of the ensemble of plans and programs and public policies on and around the subject of responsible consumption.
- Translating plans and programs into real life actions.
- Understanding the interrelations of those different strategies among them and with the solidarity economy actors (ESS).
- Identifying where more incentive to actions is needed to reach those plans’ goals.
- Having identified where more action is needed, the IAP seeks to reinforce the Parisian strategy linked to it.

### **Action plan:**

- Having focused on responsible consumption, **the first goal is to ensure that in every public policy social and environmental issues are cohesively integrated with innovation and the promotion of local manufacturing.**
- **The second goal is to ensure all stakeholders are equally engaged: the public administration, the private sector, the academy and the final consumer.**
- The number one strategy to reach full engagement and cultural shift is to **propose a participatory approach**: stakeholders must take part and feel they are part of the strategies develop by the administration. This is done through open consultations and the participatory budget (BPP).
- The number two strategy is to **develop both the offer and the demand** related to responsible consumption by giving greater visibility to this market.

- Developing the demand – Public procurement:
  - A responsible public procurement chart was adopted to ensure public purchasing creates the demand that will help develop the offer and to reduce the administration social and environmental impacts.
- Developing the demand – Private consumption:
  - A Christmas fair entirely conceived for responsible consumption was promoted at the house for social and solidarity economy in Paris as an experiment to test and engage the already conscious consumers. After an analysis of the impact, the fair will probably be enlarged for next year's edition and is already influencing others to seek the same path.
  - The City also supports private initiatives in the field of responsible consumption such as the WWF in developing an app around responsible consumption to give costumers tips and ideas on how to transition to a more sustainable lifestyle.
- Developing the offer:
  - We encourage financing structures to incubate and invest in launching companies carrying social and environmental issues and goals to their core, more than they already do. The Parisian administration gives these structures different kinds of supports for them to do so.
  - The responsible public procurement chart sets a number of strategies to boost the offer accordingly to the newly created public demand.
- Acting of both ends, Paris chose local manufacture and social economy shops to occupy the commercial spots at the newly inaugurated park at the Banks of the Seine which supports the development of both the offer and the demand by increasing visibility.
- A possible new strategy acting on both ends concerns the development of complementary currency tools that would promote responsible consumption and create greater dynamism within high impact structures by improving their access to short term credit facilities.
- Public and private sectors being already heavily engaged into responsible consumption procedures, **the main axe for improvement is private individual consumption. This is where action focus.**
- ***Even if we seek an improvement at private individual consumption, it goes without saying that there is no consumption 100% responsible, but there are choices more sustainable than others.***

## *IAP PARIS - CONTEXT*

---

### **A. City context and definition of the initial problem/policy challenge**

Paris has more than 2,2M inhabitants in about 105 square kilometres, making it the most dense city in Europe in terms of population. This density reflects itself on very particular challenges the city has to face, but also on the very rich and motivating environment for innovation and mostly social innovation. The city houses more than 10,000 start-ups and is the number one city of patents registering.

As such, Paris is home to a very large number of citizen-driven initiatives, as well as administration-driven ones. Both vectors also work a lot together in reaching the same goals driven by the quest of the so called public well-being.

In Paris, social challenges are seen as closely connected to environmental issues, and vice-versa. Hence, in the Parisian understanding, social innovation also means tackling environmental challenges through innovation and circular economy.

Paris has been just elected 2017 European capital of innovation, will receive the FAbCity Summit in 2018 and the Olympic Games in 2024; all candidatures were focused on social and solidarity economy as well as circular economy and hence on social innovation. This shows that this path is not only already strongly established as the main path in Paris but also that this is recognized as what is important for the future for all nations.

Paris is indeed a city of great international visibility, and while it is one of the main touristic destinations, it also inspires a mass of migrants and refugees seeking for better life conditions. Once more, at the same time this means big challenges, it also means greater opportunities and more diverse talents and assets.

In order to organize the public power actions on this field, as well as to give it the resources and means of doing so, Paris enacted a number of different plans and programs aimed at different aspects of the modern social and environmental challenge. They are:

- Responsible public procurement scheme and action plans
- White paper on circular economy and its action plans
- Plan for fighting food waste
- Sustainable alimentation Plan
- Climate, Air and Energy Plan
- Plan for reinsertion through employment
- Plan for fighting social exclusion

Apart from the plans, there is the 2014 law on social and solidarity economy structures.

Each new plan tried to connect itself to the plans preceding it, in such a way to avoid silos, making it a long and very intricate whole.

Simultaneously, local actors have been building and developing different projects that, when focused on the same issues than those plans and programs, can receive the support of the local Paris administration.

Responsible consumption is an element of circular economy and also of social economy, hence a strong material for social innovation in Paris.

The promotion of responsible consumption, including fair trade (its translation into social and solidarity matters), is done through adapted strategy, offer and demand. The role of the city in this promotion is not simply to create it by itself, but to engage the citizens and the private sector also. For instance, during the strategy phase the city proposes a number of possibilities for citizens to participate in the elaboration of those strategies, on the same model as it is done with the Participatory Budget or the open consultations.

In what concerns the offer, the city funds a number of instruments that give support for new companies aligned to such goal, as a way to include citizens in the development of the offer on responsible consumption. On the other side, the city acts on one side by increasing its own inside demand (through responsible public procurement), which impulses the development of appropriate offer.

The biggest challenge identified consists on engaging citizens in developing the demand as well, since that calls for changes in personal habits and in people's views towards traditional responsible consumption offers. Additionally, it also calls for a development of adapted offer of trivial products for individual consumers.

## **B. Focus and objectives**

The main objective of this study is to draw an action-oriented view of the Parisian plans and strategies concerning responsible consumption, and not to produce a new plan by itself.

The main reason for making this choice was, first of all, avoid making the context even more dense and confusing with the publication of a new plan or "plan of plans"; secondly, because at this point Paris - as a city and as an administration - supports and/or conducts a number of actions that were very carefully and thoughtfully developed and to which we do not wish to create competition of time or resource dedication.

Having identified where in between all these plans action is needed, the plan also does not consist in the development of a specific action alone. It rather aims at the reinforcement of a reorientation of the Parisian strategy towards greater development of responsible consumption, especially regarding private participation and citizen engagement.

Even though the city provides a number of instruments for supporting innovation, there is sometimes a lack of demand from consumers for fair trade products; at the same time, even when the city itself acts as a consumer (through public procurement up to 1.6M€) and gets more demanding with social and environmental clauses, there is often no adapted offer.

The key priority is hence to look into ways to develop the market both on the offer and the demand poles, all while giving this market greater visibility and engaging individual and private sector consumers.

## **C. Description of the process**

The above mentioned reorientation of the Parisian strategy to boost responsible consumption consists on ensuring that on every action of the public administration, the goal of reinforcing the private demand for sustainable products and services will be considered. It means that in any public policy concerning a subject touching responsible consumption, this need must be addressed.

For instance, the recently adopted Plan for Circular Economy has, for the first time, a focused action plan specifically dedicated to responsible consumption.

Working together with ULG actors, the city can identify different needs and more efficient strategies of reaching said goal. This is why the Parisian ULG is composed of actors from different sectors but all on a same thematic.

Transnational exchanges were also used, and will still be used, as a tool to detect new strategies and know-how in order to enrich existing action plans or inspire new ones.

#### **D. Actions and schedule**

Through 2017: Various meetings with the ULG and the actors installed at the banks of the Seine to keep track of their development, activities, demands and ideas ; development of the event for responsible consumption during Christmas

December 2017: Responsible consumption Christmas fair as experimentation of the offer and demand

January 2018: In the transnational meeting of Milan, we will measure the impact of the Christmas fair and finalize the IAP final document

End of January 2018: ULG+ meeting for presentation of the IAP and designing of the 2018 agenda and calendar on social and solidarity economy and responsible consumption.

#### **E. Funding scheme**

The IAP does not require a funding scheme by itself; but the actions it intends to boost will do, as have done all previous actions aligned to this plan to which the funding scheme needed to the Christmas fair is an example.

A combination of local actors' own means, with the city's funding, plus funding coming from specific public or private funding schemes or awards.