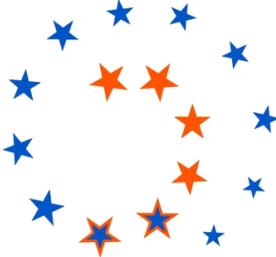


<p>AUVERGNE – Rhône-Alpes*</p>	 <p>Four Motors for Europe and Associates</p>
 <p>Baden-Württemberg</p>  <p>Regione Lombardia</p>	
 <p>Generalitat de Catalunya</p>	

Presidency 2016 AUVERGNE – Rhône-Alpes*

Action plan proposal

Summary

Summary	2
I) Introduction.....	3
1) History of the Four Motors for Europe Agreement	3
2) Report on the 2015 presidency (Catalonia)	3
3) Transfer of the presidency	4
II) The Auvergne-Rhône-Alpes strategy for the 2016 presidency of the Four Motors	5
1) Why digital technology and industry of the future?	5
2) Why is it necessary to adapt to climatic challenges?	6
3) Why creative and cultural industries?	6
III) Action Plan	8
1) Industry of the future.....	8
2) Combating climate instability.....	9
3) Cultural and creative industries creating employment for young people	10
4) Internationalisation.....	11
5) Lobbying	12

I) Introduction

1) History of the Four Motors for Europe Agreement

In September 1988, Baden-Wurttemberg, Lombardia, Rhône-Alpes and Catalonia – four regions which are strong both technologically and economically – created a network of excellence, "Four Motors for Europe", with the aim of reinforcing the position these regions have in Europe, contributing to their internationalisation, and promoting their role at the heart of the European institutions. What naturally followed was the forging of strategic links with other regions with a similar profile, most notably Flanders (Belgium), Wales (UK), Malopolska (Poland), and more recently Quebec. These are associate regions where collaboration in specific areas (re-industrialisation, nanotechnology, education, training) has been developed. Now, the network of excellence created by the Four Motors engages its associates across an ever wider range of sectoral thematics, for the benefit of all.

Today, the Four Motors, first class regions in their respective countries, have many points in common. Amongst them are a GDP above the European average, a solid and innovative economic structure, a rich natural heritage and a thriving tourist industry. Together, the Four Motors have 36 million inhabitants and 6.78% of the European GDP (1.249 billion Euros). The strategy developed by the Four Motors in recent years has targeted economic, scientific and technological competitiveness in the four regions, against a backdrop of global interdependence and the economic crisis.

Well recognised in the European institutions, the network also allows those involved in economic, cultural and institutional affairs to carry out joint actions beyond lobbying in Brussels.

2) Report on the 2015 presidency (Catalonia)

On the 23rd of January 2015, Catalonia took over from Lombardia in the presidency of the Four Motors, with the aim of stimulating cooperation in innovation and the economy to counteract the effects of the crisis which was raging in Europe at the time.

In light of this, Catalonia made it the focus of their presidency to develop new economic models, founded on innovation, intelligence, and production methods which have less of an impact on the environment.

Based on their belief that information and communication technology will be the driving forces in changing our understanding of the world, and that they will create qualified job opportunities with high added value, the Catalan presidency decided to make ITC the running theme of their term.

Throughout their presidency, Catalonia has supported working groups in various sectors:

- The "Economy-Innovation" group, and in particular the "cluster dialogue" have been very active. This has allowed for group participation on a number of projects within European programmes, such as the Health2care Project (a CIP programme – competitiveness and innovation, inter-sectoral project on personalised medicine which combined 4 centres and clusters in the Rhône-Alpes region and to which Catalan partners were invited with a "peer to peer" approach).
- The "Environment" group has continued to work on the Four Motors' contribution to the MoU (Memorandum of Understanding) Under 2, initiated by Baden-Wurttemberg and California and presented to the United Nations in December 2015 during the COP 21 in Paris.
- The "Culture" group has also brought together actors from the four regions and has prepared a

series of events linked to design, which will take place during the Milan Triennale in 2016 and the St Etienne Biennial in 2017.

This willingness to get involved in the world of digital intelligence has been fundamental to carrying out the economic and institutional mission which Catalonia set out in Chile in November 2015. This mission, entitled " smart cities, smart grid" was an opportunity for innovative companies from the Four Motors to meet investors and set up partnerships with Chilean businesses. On an institutional level, this mission was completed with the signing of a framework cooperation agreement between the Four Motors and the Chilean governmental economic development agency, CORFO.

During its presidency, the Auvergne-Rhône-Alpes region intends to carry on along the same lines as the Catalan presidency, as digital technology (and more generally what we call "Big Data") is one of the mechanisms through which we can make the transition to intelligent regions.

3) Transfer of the presidency

The official ceremony to transfer the presidency took place on May the 9th 2016, in Barcelona. The newly expanded Auvergne-Rhône-Alpes region takes over from Catalonia at the head of the Four Motors for a 12-month period, before passing on the baton to Baden-Wurttemberg in the summer of 2017.

II) The Auvergne-Rhône-Alpes strategy for the 2016 presidency of the Four Motors

The Auvergne-Rhône-Alpes region will adopt a strategy containing a limited number of thematic axes, to ensure that efforts and human and financial resources are properly focused.

The overall ambition is to pursue **the transition to intelligent regions** which the four regions have been working on over recent years.

This ambition can be split into three thematic objectives:

- 1) Transforming the industrial model into a digital one: Big Data and the industry of the future**
- 2) The transition towards a de-carbonised economy by adapting local strategy**
- 3) The transition towards creative and cultural industry to create employment**

The keys to this transition are "IT", "learning and mobility", and "research, innovation and the economy".

For the Auvergne-Rhône-Alpes region, the goal of the Four Motors is to reinforce the links between economic actors and their local areas, supporting them in collaborative projects and facilitating their participation in project proposals from the European Commission.

It is just as important to continue to defend regional interests in the European institutions. Meetings with the European Commission, and even with MPs, will be carried out in the spirit of defending our interests and influencing future regulation and decisions made by EU authorities.

Thematic working groups (Innovation/economy, Environment, Culture) will be actively engaged in achieving these goals. The opening in 2016 of two new avenues (Research and Learning/professional development) will complete the list of subjects tackled by the network of excellence that is the Four Motors.

1) Why digital technology and industry of the future?

The industry of the future, or Industry 4.0, aims to create a new way of structuring production methods to make factories more intelligent, flexible, integrated, and better suited to our society. The idea behind industry of the future, which has a lot of support at a European level, is to address economic challenges by adapting production systems; to tackle environmental issues and the need to reduce pollution from industry, and to address the employment/training angle, as companies must begin training today the employees who will work in these intelligent factories in the future. It is an approach which has already received strong support from partners of the Four Motors. In Baden-Württemberg, led by Nils Schmid, minister of financial and economic affairs, more than 50 partners have joined forces to create the "Allianz Industrie 4.0" network. In Lombardia, a new law dedicated to "Manufacturing 4.0" will support innovation in industry, notably in the fashion, automotive, food, and design sectors. Finally, in Catalonia, the Anella Industrial initiative is developing telecommunications infrastructure to strengthen the connections between different industrial sectors.

The Auvergne-Rhône-Alpes region itself has a number of assets for the industry of the future, with a rich and diverse ecosystem (competitiveness centres, technical centres, businesses...) and has,

since 2013, been committed, in conjunction with the national "Industry of the future" initiative, to supporting SMEs in collective action. The efforts already made by the region to integrate technology for Industry of the Future will be further built upon in 2016, when a range of support and funding services for regional businesses will be established. This regional plan for Industries of the Future – to be launched on the 15th of June during the Industries 2020 First! event – will allow us to offer wide ranging and simplified support to integrate and disseminate existing solutions and to launch new projects.

The Big Data digital revolution is one of the key instruments for bringing about change. Representing savings for industry and growth for public authorities (a worldwide market estimated to be worth more than 10 billion Euros per year), Big Data is at the core of innovation and industrial rejuvenation. Outside the industrial sector, mass data is also revolutionising healthcare, the environment, employment etc.

The Auvergne-Rhône-Alpes presidency of the Four Motors marks a turning point in terms of promoting the Four Motors' joint action and exchanges in the region and in Brussels concerning the industry of the future, and in supporting economic actors in European partnerships to foster the transition.

2) Why is it necessary to adapt to climatic challenges?

The fight against climate instability is one of the biggest challenges of the 21st century, and it is a source of increasing concern for many citizens. New local strategies and great technological innovations are needed if we are to adapt to climate change. Citizens are looking to their governments to propose solutions which allow them to mitigate the effects their lifestyles have on the climate, without being unduly restrictive. The regions in the Four Motors must respond to their wishes. They have the capacity to do so, both technically and in terms of political will. Eco-responsibility and environmental education, alternative transport, and renewable energy are among the areas where the four regions are already leading the way.

In 2015, the Four Motors for Europe made a formal commitment to act in the fight against climate instability. On the initiative of Baden-Württemberg and California, the Four Motors have also signed a Memorandum of Understanding (MoU Under 2°C) under which they are committed to limiting their Greenhouse Gas emissions to 2 tonnes per person by 2050, or to a maximum of 80-85% of 1990's emissions levels. Today, more than 120 sub-national governments have signed the MoU, which was presented to the UN at COP 21.

During their presidency of the Four Motors, Auvergne-Rhône-Alpes will make it their mission to take these international agreements, and from them develop plans and take concrete action. Developing energy positive areas is something which researchers, companies and collectives are working towards, and it is one of the challenges which the Four Motors must tackle.

3) Why creative and cultural industries?

Creative and Cultural Industries (CCI) designate sectors whose primary objective is the creation, development, production, promotion, and advertising of goods and services with content related to culture, art and heritage. Although creative and cultural industries range across most cultural sectors, they do have common attributes. The CCI effectively belong to the "commercial" branch of culture: this means that they produce cultural goods and services, destined to be released onto the market at considerable economic gain. On the other hand, we also have non-commercial cultural production,

which benefits from the support of public funding (and which is released at a price of less than 50% of production costs). The unique nature of the CCI therefore lies in their twofold function: at once economic (the generation of wealth or employment) and cultural (the engagement to promoting cultural values and identity).

These cultural and creative industries have a high economic potential. In fact, many studies at a European level have shown that the CCI are drivers for growth and employment, especially amongst young people. They also contribute to local areas' influence and are a significant driving force for the rest of the economy. To give just one example, a study by Ernst & Young in 2013 showed that in France, CCI provided 1.2 million jobs, and in 2011 produced a turnover of 74 billion Euros (61.4 billion Euros directly, and 13.2 billion indirectly). At European Union level, the Parliament and the Commission have both highlighted the economic and social importance of the CCI (see the Commission's Green Paper "Unlocking the potential of cultural and creative industries", 2010, and the European Parliament Resolution of the same name, 2011).

In short, it is important to underline that the CCI form an innovative sector which has shown itself capable of adapting to the changes brought about by the digital revolution, to become a major asset in the path towards a new commercial model.

Against today's backdrop of problems in employment, especially among young people, it seems right that the Four Motors should be committed to promoting these cultural and creative industries at the European Union, and to getting support from economic actors in their local areas to develop projects and create employment. Cultural and creative industries are a major axis of development for the Four Motors, and they make a significant contribution to increasing their scope internationally.

The Four Motors for Europe agreement is a formidable tool for its members which lends them weight in the European conversation. Through the clear statement of a common position, the Four Motors can influence the Parliament's legislative proposals and the Commission's regulations. The Auvergne-Rhone-Alpes region proposes that the Presidents of the Four motors should travel to Brussels, to the European institutions (the Parliament, the Commission), in the last quarter of 2016.

Similarly, the Four Motors must meet the challenge of communication in times when citizens are hyper-connected and social networks are omnipresent. The Auvergne-Rhone-Alpes region proposes the development of communication tools for the institution, beginning with an overhaul of its website. We all share the need to promote our local areas, their activity and innovative projects, so that citizens and economic actors know about the Four Motors for Europe and can contribute to extending their reach.

III) Plan of action

The Auvergne-Rhône-Alpes strategy for the presidency will be based on regional and European events in line with the thematics, to take place in a range of sites across the four regions and in Brussels.

1) Industry of the future

- **Presidency launch seminar on the thematic "Industry of the future"**

The Auvergne-Rhône-Alpes region is organising, on the 15th of June 2016 at the Hôtel de Région, a seminar on the Industry of the future. This will be the first key event for the Auvergne-Rhône-Alpes presidency.

Throughout the week, there will be exchanges between representatives from the four regions, thematic workshops for businesses, site visits, and there will also be time for economic actors from the Four Motors and their associates to meet. A parallel meeting will be organised with the Presidents of the region, to mark the launch of its presidency of the Four Motors.

This meeting has a twofold purpose. Above all, we want to make companies in the Four Motors and Associates aware of the opportunities provided by the new technologies and processes involved in Industries of the future. Each region will present their strategy for Industries of the future, and with each strategy there will be substantial corresponding funding arrangements for those involved. The second objective is to bring together those involved in local areas, in order to then guide them in creating partnerships and joint projects.

- **SIDO 2017**

Since 2015, SIDO (Showroom of the Internet of Things) has taken place in Lyon, and its aim is to regroup the entire Internet of Things network, in France and in Europe, in order to help businesses think about the technology of tomorrow, to adapt their strategy and to come up with new related projects. This showroom is now the biggest platform for the Internet of Things. 150 exhibitors (businesses, industrial associations, competitiveness hubs) come together in one open space, to showcase their work on connected objects. Presentations and conferences are also organised for visitors, so they can find out about connected objects.

In 2016, the Auvergne-Rhône-Alpes region and ARDI ran a stand to showcase innovation and development projects in the region.

In April 2017, to round off the Auvergne-Rhône-Alpes presidency, we propose that the Four Motors should actively participate in the SIDO event. Firstly, a stand could be dedicated to presenting the four regions' strategies for connected objects. Then, the Four Motors businesses could be invited to the Showroom. Finally, the four regions intend to participate in a European challenge organised by the Alliance for IOT (Internet of Things): the "AIOT Business challenge". This challenge will be the occasion to develop our skills and knowledge on the Internet of Things and to strengthen the status of the agreement on the European stage.

- **Cluster dialogue & Inter-cluster Group on electro-mobility**

In addition to these two big events for the presidency, the "Industry of the future" thematic will be given pride of place throughout the term, via an economic working group and in particular the "Cluster Dialogue" and the "Inter-cluster electro-mobility Group". These groups met on the 9th and 10th of March in Lyon. The event was the occasion to discuss the clusters' policies in the Four Regions, to move forward with the group's 2016-2018 route map, to prepare a response to the H2020-INNOSUP call for proposals which aims to promote innovation in SMEs, and to examine the differences between financing models for clusters in different regions. This meeting was also a chance to take stock of cooperation between the clusters (LUTB with the German E-mobility cluster).

In 2015, partners responded to four calls for tenders from the Horizon 2020 programme, which includes businesses from the sector:

- Secure and connected automation of road transport
- Tests and demonstrations of innovative solutions for urban transport and cleaner and more effective mobility
- Improved performance of electric vehicles and their integration into public transport systems
- Testing of drive-train units to ensure vehicles are robust and to improve emissions performance

The next face to face meeting will be in Milan in 2017.

- **RuralTic forum**

Every year for the last 10 years, the RuralTIC Forum has taken place in Auvergne, and it brings together those responsible for Information and Communication Technology in local authorities. Today, the digital world is the key to a new method of land management and is of great benefit to rural areas. Four Motors' participation in the RuralTIC Forum, a crucial meeting in terms of everything digital in local areas, is another of the presidency's aims. It is a forum which allows officials from rural areas to meet, and to gain information on the latest ICT innovations. It is the first step in a process which will lead to concrete and innovative solutions for those areas which need them most. An exchange such as this, focused on concrete examples and solutions endorsed by the Four Motors, represents high added-value.

2) Combating climate instability

The challenge posed by climate change should not be seen as a source of economic concern, but as an opportunity for innovation and job creation.

- **Following the framework of the MoU Under 2°C**

The Four Motors want to make people aware of the MoU Under 2°C, especially in the European institutions. On Baden-Wurttemberg's initiative, the Four Motors were in Brussels on the 25th of April 2016. They were able to present the work they have been doing to combat climate change to members of the European Parliament and the Commission. This was an important first step, but further action must be planned.

Following on from the commitment made by the European Council to reduce greenhouse gas emissions (GHG) in Europe by 40% before 2030, the Commission now needs to propose measures to

achieve this objective. CO2 emissions are divided into two categories: the first are those covered by the carbon exchange market (*Emission Trading System*, ETS), mainly a product of industry, which must be reduced by 43%, and the second, the so-called non-ETS sector (mainly transport, agriculture and construction) is aiming for a reduction of 30%. In this sector, Member States are still waiting for individual objectives for reducing emissions. A draft proposal from the Commission to extend the existing system until 2030 by adjusting quotas, has been under discussion for several months, and given the numerous market concerns it is unlikely to be agreed upon before at least a year from now. Furthermore, a revision of the directive on the energy performance of buildings is due to be completed at the end of the year. On both of these points, the Four Motors must anticipate the content of the final texts if they are to present a common position to the European institutions and defend their interests.

- **European Days on Environmental Education and Sustainable Development**

The Four Motors will also be participating in the 4th European Days on Environmental Education and Sustainable Development which will take place in Baden-Wurtemberg (near to Stuttgart) on the 23rd of June 2016.

The theme for this 4th edition is: "Google, Facebook & Co – How does modern media contribute towards Environmental Education and Education for Sustainable Development? »

Over the course of the day, academics, functionaries, associations, local authorities and others will build on the advantages the media can offer in terms of environmental education to develop concrete strategies and solutions.

- **The Climate Group, NRG4SD, RegionsAdapt Initiative**

To complete the Four Motors' work on the environmental thematic, they will be continuing with a series of initiatives as part of The Climate Group, NRG4SD and TCG, and in particular the RegionsAdapt Initiative, launched at COP21.

3) Cultural and creative industries creating employment for young people

- **Milan Design Triennial**

The 21st edition of the Triennale International Exhibition in Milan will focus on the theme: "21st century, design after design"

If design is taking pride of place at this 21st International Exhibition at the Triennale in Milan, it is because it now occupies a strategic role in the world economy. Design is no longer something reserved

for an elite few, but a phenomenon which is rapidly expanding. Today, it is seen as a driver of new economies, logistical innovation, and new individual and group services, and it has taken on an essential role in this era of globalisation.

New technologies are becoming more established, costs reduced, mobility is increasing, and a new market is emerging thanks to digital advances, all of which are just some of the elements allowing designers to experiment without being constrained by production, and to create bold, fresh solutions.

The 21st International Exhibition in Milan will be multidisciplinary: the barriers between design, architecture, and visual arts are becoming less and less evident. The Milan Triennale will be the occasion to get everyone involved with a view to finding new ways to communicate.

These novel perspectives are what inspired the Four Motors to participate in this international event. In addition, from the 2nd of April to the 12th of September the Design Triennale will play host to the Auvergne-Rhône-Alpes region in the form of an exhibition: "Saint Etienne, ville du design" (Saint Etienne, city of design – title to be confirmed). A 250m² space in the Tortona area will be dedicated to presenting the city of Saint Etienne and the Cité du Design. This will include a presentation of the thematic of the 2017 International Biennial in Saint Etienne, "les mutations du travail" (changes in work). Finally, the results of a project from the design department of the ESADSE (Ecole Supérieure d'art et Design de Saint-Etienne - St Etienne school of Art and Design) will be presented: "Après Fukushima" (after Fukushima), run by Eric Jourdan.

- **European Lab Forum**

The European Lab Forum, which takes place every year in Lyon, is another cultural event which could provide a platform for the Four Motors. The aim of the forum is to think of a way forward for culture in the current climate of crisis and change which permeates European societies. The digital revolution, the economy and creative independence, cultural entrepreneurship, and new forms of media are at the heart of what will be discussed at this ideas forum. European Lab is already present on the international stage, and is in contact with people from the Four Motors: it is an event which draws a large audience, engages people in multiple ways (conferences, radio, workshops, training sessions) and brings together all areas of culture.

- **Mirage Festival**

The Mirage Festival has a similar outlook, aiming to explore the links between creative work and the industrial world. Its audience is made up of professionals, who take part in sessions and workshops designed to make them consider the interaction between modern creativity, new technology and industry. The Four Motors could participate in the 5th edition of this professional gathering in 2017.

- **Meeting of cultural institutes**

The Auvergne-Rhône-Alpes, during its presidency of the Four Motors, will be committed to reinforcing the links between cultural institutes in the Four Motors: the Goethe Institute, the Italian Cultural Institute, Alliance Française and the Catalan Ramon Llull Institute. A meeting between the directors of these institutes is due to take place during the course of 2016: it will be the occasion for an

exchange of views regarding joint projects.

4) Internationalisation

- **Economic and institutional mission**

The Auvergne-Rhône-Alpes region proposes sending an economic and institutional envoy from the Four Motors and Associates to a third country, in the first quarter of 2017. The country this mission is sent to must act in accordance with the needs of the economic actors involved, which must be reflected in their international development plan, and with the political will of the institutions.

- **The Four Motors and the Vanguard Initiative**

The Auvergne-Rhône-Alpes' presidency will also be an opportunity to expand the Four Motors' involvement in the Vanguard Initiative (VI). The VI is a political commitment made by a number of European regions to take part in Europe's industrial revitalisation. The Four Motors and the other partners of the VI are also working to support joint projects and co-investments in areas associated with regional intelligent specialisation strategies. The idea is to promote new integrated value chains on a European scale, and to bolster emerging industries to respond to the needs of new markets. Given that these thematics are at the heart of the Auvergne-Rhône-Alpes presidency of the Four Motors, it could be beneficial, in certain areas, to open the Four Motors up to partners of the VI.

5) Lobbying: European and international

The Auvergne-Rhône-Alpes presidency proposes that the Four Motors should have a presence in Brussels, to carry out lobbying work in order to defend their common interests and those of their businesses. Together, the Four Motors will be able to exercise an influence on the European conversation and international networks.

- **The Four Motors' Political envoy to Brussels**

The Auvergne-Rhône-Alpes region is planning to send a joint political mission to Brussels. This mission must carry a strong political message with a common theme to the European Commission, but it will also be an opportunity to meet with partners from the Vanguard Initiative, guiding one of their flagship projects such as the 3D printing revolution or Nanotechnology.

- **European Week of Regions and Cities – Four Motors Side Event**

European Week of Regions and Cities (previously "Open Days") is a major event in Brussels for regions and cities, and is co-hosted by the European Commission and the Committee of the Regions. The

2016 edition has set itself the goal of highlighting the importance of cohesion policy. Three thematic headings have been chosen for this edition: sustained and sustainable growth, inclusive economic development, and simplification of European Structural Investment Funds.

For this occasion, the Four Motors are considering organising a "side event" – an event outside the programme, in concordance with "Sustained and Sustainable Growth". It is an event which would accentuate cooperation between the different economic actors in the Four Motors. "3D printing", in line with the Vanguard Initiative's pilot project "impression 3D", could provide the focus for this side event, if it is not chosen during the political mission which is due to take place in November 2016.