



Integrated urban actions
for fostering and financing
innovative economies and SMEs

Relationship between the
City of Reims and the
regional assembly
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04/11/10





Relationship between Regional assembly and the city of Reims

The situation



AN URBACT II PROJECT

In Reims a multitude of organisations are available to assist the local entrepreneurs wishing to start a business, whereof some of them have grouped together.





Under the umbrella of the Municipality, 11 local partner organisations, covering all aspects of support from self employment, to start-ups and small business transfers, have formed a network :
CREA Reims

The network : CREA Reims



- Departement for Economic Development (City of Reims),
- ADIE (association for microcredit)
- Reims Initiative (loans 0%)
- Reseau Entrepreneur Champagne-Ardenne (network for entrepreneurs),
- CCIRE (chamber of Commerce and industry),
- AFPA (training association),
- CM (chamber of crafts)
- Boutique de Gestion Champagne (teaching and training association),
- CARINNA (regional incubator),
- Reims University,
- Pépinière d'entreprises (incubator, technology park)



The network of actors in Reims has a long tradition and the teamwork between the partners is quite stable. They meet regularly to discuss their activities and needs.



All partners have their concrete competences and there is no hierarchy among the support group structure.

The network



AN URBACT II PROJECT

This network, CREA Reims, realise that their network allows for a significant increase in reaching out to the projects. The network covered 15 % of the projects when they worked separately compared to 35 % now with the network.(2009)





— The network

The local action plan will aim at increasing this visibility by a communication campaign and preparing a method to measure this increased visibility.

The ERDF's operational program



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We would like to remind that the draft of the ERDF's operational program happened without a clear and strong participation of the city.



The ERDF's operational program

For instance, the feed back on the territorial diagnostic was done without the cities.

The ERDF's operational program

- › **2007 is a turning point in the management of structural funds in France: the regional level of the State remains the managing authority for structural funds but Regional Councils obtains the responsibility of more than 40% of the ERDF budget.**

The ERDF's operational program

- › **The Champagne-Ardenne Regional Council received competences on the ERDF schemes dedicated to access to financing for SMEs creators.**
- › **The SME's creators are the thematic of local action plan for FIN-urbact**

The agreement with the managing authorities



Before the convention with regional council:

Meeting in Reims between N. Marié, P. Fourguette and V. Develotte (civil servant at the Regional Council). The first discussions were about access to financing for SMEs creators.

The ERDF's operational program
The agreement with the managing authorities

- › **Considering the fact that the local support group ensued from the network Crea-Reims, the participation of the Regional Council in the local support group was inappropriate.**

The ERDF's operational program
The agreement with the managing authorities

However the thematic of Fin-Urbact program encouraged the city of Reims to associate the Regional Council

And the Regional Council wants to develop one political action to the entrepreneurship, so the regional council accepts to be associated on this thematic

The agreement between the city and the regional council

- › **09/09/2008: the city of Reims wrote a letter to the regional assembly, asking for a political support through an intention letter for the Fin-Urbact program.**
- › **21/10/2008: the Regional Council wrote the intention letter.**
- › **The Regional Council informed the regional level of the State of the city's request.**

The agreement between the city and the regional council

- › **Signature of the convention**
- › **Participation of the Regional Council at the Fin-Urbact meetings**
- › **Regularly exchange about the economic politic and choice between the city and the regional assembly**

The agreement

The ERDF and the regional council has financed a entrepreneurship program « Generation Entreprendre »

This program is more regional communication but we have included a local program with the network CREA Reims (local action group)

The communication's action

› 2 PARTS

- › **One local communication with the ERDF and for the public financemement the paiement of the city of Reims**
- › **One regional communication for the local event with the ERDF, regional council found and city of Reims and another partners**

Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel