DRAWING UP A DIGITAL TRANSITION STRATEGY

In 2015, the City of Annecy adopted a smart city strategy under the title "Ville du futur" or "City of the Future". Following on from this first experience, and against a background of major changes in terms of the geographic perimeters covered and scope of the actions implemented by the two territorial authorities in 2017, the City of Annecy and Grand Annecy [the Greater Annecy area] jointly developed a Digital Transition strategy in 2018.

THE DIGITAL TRANSITION, A TANGIBLE AND COMPLEX REALITY

The digital transition may be seen as the fundamental shift occurring in modern societies as a result of the rapid development of digital tools and their usages. The transition affects every aspect of our daily lives.

The digital transition initially developed as a result of the rapid emergence of disruptive technologies, but it is in no way limited to notions of infrastructures, connectivity and software alone. Digital tools are also associated with changes in the ways we think, communicate, work and “live together”. Digital technology should be understood as a complex societal reality rather than a simple series of technical options. While efforts have focused on infrastructures - the roll-out of ultra-fast broadband for everyone -, there has been relatively little investment so far in the support for digital usages.

The City of Annecy and Grand Annecy are affected by the digital transition and need to implement an internal transformation policy. Digital tools help make territorial authorities more efficient: they generate savings in terms of resources and time, they simplify administrative tasks and make public services more accessible to users.

The aim is also to support the territory’s players and residents through the digital transition. While the economic world has already begun its “digital metamorphosis” to varying degrees depending on the specific sector, the situation is more contrasting for the non-commercial sector and the general public.

To give the digital transition a more human face, citizens of all ages and from all social backgrounds must be offered support enabling them to embrace digital tools and usages. Digital technology should not accentuate the inequalities that already exist; it should serve instead to maintain social links and create new ones.

KEY FIGURES FOR THE TERRITORY

- 130,000 inhabitants
- New municipality since 2017: 29th biggest city in France, including the delegated municipalities of Annecy, Annecy-le-Vieux, Cran-Gevrier, Seynod, Meythet and Pringy
- 33 digital transition projects planned, 59 projects under way and 24 projects completed across Annecy since 2018
Digital Transition Strategy 2018-2022

In March 2018, elected representatives of the City of Annecy and Grand Annecy adopted a shared Digital Transition strategy covering the two local authorities for the 2018-2022 period. The strategy provides a general framework setting out how the digital transition will help address the major issues facing Annecy and its territory:
- The digital transition as a lever for environmental challenges;
- Guarantee a territorial public service that is easily accessible for citizens, reactive and efficient;
- Make the territory more attractive in terms of business, tourism, sport and culture;
- Support citizens in terms of digital usages;
- Be an active player in the new data economy.

The strategy has been translated into an action plan that specifies concrete projects to be conducted by both territorial authorities, sometimes jointly.

Some digital projects have already been undertaken by the two authorities, but the implementation of a Digital Transition strategy provides a platform for going beyond individual, sector-specific actions, developing a joint vision and identifying cross-cutting themes for which resources can be pooled.

The City of Annecy and Grand Annecy have assembled the driving forces from across the territory to spearhead the operational roll-out of the strategy, via a committee of partners including Savoie Mont Blanc University, chambers of commerce, industry and agriculture, Annecy Startup (French Tech in the Alps), economic sectors of excellence and other institutional partners from civil society.

Completed projects include:
- Internal improvement projects such as the use of electronic signature solutions;
- Business-specific tools such as those used for the management of childcare units or checking play areas and sports facilities;
- For users, the roll-out of a smartphone application to report incidents on the roads, and a new “Families” web portal;
- For local associations, the launch of a call for projects to support their digital initiatives;
- Digital education initiatives open to all.

Gain a better understanding of the digital divide in order to address it more effectively

Digital mediation is a priority for municipal elected representatives seeking to ensure nobody is left behind by the digital transition. The issue is a complex one to deal with, especially given the number of departments involved: social action, culture, the elderly, socio-cultural events, etc. And small-scale initiatives abound across the territory, led by a multitude of different players.

In 2017, the City of Annecy wanted to better define its public service mission in the field of digital mediation, taking into account initiatives already being implemented today, the expectations of the people of Annecy and a more precise knowledge of the existing digital mediation provision.

First logical step: a study of the existing provision and demand. This was carried out using two statistical surveys, one targeting residents and the other targeting local digital mediation players.

This comprehensive analysis will be used as a basis for drawing up a concrete action plan (currently under construction). This will be done collectively with all local digital mediation players with a view to developing an effective and coordinated range of widely accessible digital mediation services, delivered by both public and private players.