For a number of years now, Marseille has been taking ownership of digital technology. Its strategic location, where transcontinental underwater cables converge, makes the city an international connection hub. This configuration, conducive to the creation of Data Centres and its ambitious Smart Port project, provides a solid platform for a new economy designed to “succeed better together”.

Over the years, therefore, our city has introduced a plethora of initiatives and is now positioned at the forefront of innovation. The French Tech label - renamed “Capitale French Tech” (French Tech Capital) in 2019 -, first obtained in 2012, reflects these efforts. But the city needed to pursue this metamorphosis. The political will since 2015 has been clearly demonstrated: to make digital technology one of the major themes of the new legislature, the principal tool for the territory’s transformation.

Today, the digital sector is booming. With a turnover of some €10 billion and annual growth of 13%, it liberates forces and consolidates synergies. Structured around numerous accelerators and the Belle de Mai media hub, it is underpinned by a rich ecosystem of entrepreneurs, start-ups, incubators and university research centres. It is an ecosystem that makes Marseille a highly competitive city.

By prioritising citizens, the City has embraced one of the key digital technology challenges.

It has exploited the strengths of the sector to improve the quality of life for the people of Marseille and its visitors.

Ambitious projects such as the Smartseille eco-district, intelligent energy resource management, ocean thermal energy, the 5G challenge and the introduction of a Smart police force reflect this commitment.

KEY FIGURES FOR THE TERRITORY

- Number of inhabitants:
  - Marseille: 870,000
  - Aix-Marseille Provence Metropolis: 1,887,000
- New economy: €10 billion, 8,000 companies, 49,000 employees
- 95% of the population eligible for high-speed broadband, full 4G, 5G challenge
- Digital Port: 14 underwater cables, Interxion and Free Jaguar Network data centre archipelago
- Aix-Marseille University: 750,000 students
- Marseille chosen by the State has one of three pilot sites to develop the sustainable city of the future.
Marseille is becoming a smart, safer and calmer city, a pleasant place to live.

Digital technology is actively contributing to its international influence. The city hosts an increasing number of conferences and trade shows on the theme.

Because a city that owns, understands and enhances all new technologies affirms its appeal and hence its ambition to attract investors, stakeholders and talent.

An outstanding Ecosystem

With its young population, creative and ambitious entrepreneurs and considerable appeal as THE metropolis of Southern Europe, Marseille provides the ideal breeding ground for the digital sector.

Marseille’s digital ecosystem is being built on outstanding start-ups and several strategic spaces: the Belle de Mai Media Hub, the Château-Gombert Technology Park and numerous incubators and accelerators (such as Marseille Innovation), clusters, fab labs and digital mediation spaces that have been given the ERIC (referring to a regional citizen internet space) label.

Reflecting the vitality of this ecosystem, the “Cité de l’innovation Aix-Marseille” building - the symbol of the city’s digital sector - houses Accélérateur-M, a stone’s throw from the Euroméditerranée urban redevelopment project and the Musée de la Marine. The site aims to assemble the territory’s forces with a view to ultimately becoming an international digital technology centre of excellence. Other facilities such as Marseille Innovation, Thecamp and La Coque for IoT represent ideal cross-fertilization platforms for project leaders.

The Marseille digital ecosystem has thus fostered the emergence of 150 companies that are “champions” in its key sectors: digital audiovisual, E-business, E-tourism, E-health, Data Centres and IoT (Internet of things), with combined annual growth of 13%.

Lastly, Aix Marseille University (AMU) with 100,000 students and researchers – the biggest French-speaking university in the world – provides useful support for the entire system. Actively engaged in the construction of Research-Entrepreneurship partnerships, Aix-Marseille University contributes to the dynamism of the digital sector and new technologies serving health and medicine.

http://accelerateurm.com/
http://thecamp.fr/fr

Marseille a pleasant place to live “SMARTSEILLE”

The digital plan supports a Southern Smart City dynamic that places “Living better together” and citizens at the heart of the approach.

A leading contactless technology (NFC) city, Marseille is developing a service offer aimed at making day-to-day life easier for users. Computerisation, e-services portal, automated Library, digitalisation of schools, the Big Data for public safety project and Open data are some of the applications that make up Marseille’s Digital offer within the framework of individual privacy rights and the requirements of GDPR and CNIL (data privacy compliance body) regulations.

IoT and Smartgrids are gradually emerging in neighbourhoods to integrate renewable energies and new usages. Smartseille Eiffage, Ecodistrict of the future with its seawater loop, is emblematic of optimised smart buildings that reveal a successful urban transition with shared spaces.

http://www.smartseille.fr/

Local digital city, “local municipal office of the future”

Via the intelligent combination of Innovation & Digital and Living better together, Marseille is introducing and supporting an increasing number of initiatives aimed at tackling the digital divide. These include Emmaüs Connect: 5,000 hours per year of support as well as SIM cards available for the most disadvantaged. SFR’s SUN Numéricâble offer, triple play Internet access at a social rate, with more than 26,000 households connected.

With the support of the FSIL (local investment support fund), the city has launched a modernisation project at five pilot local municipal offices to facilitate procedures for the most disadvantaged interacting with the Platform State. In addition, the “Allo mairie” local call centre handles more than 400,000 calls per year alongside the e-services portal.

http://numerique.marseille.fr/