The Eurometropolis of Strasbourg implements an approach to the digital transformation of its territory based on digital services designed with and for residents, the increased integration of the 33 member municipalities and an environment conducive to the development of innovative companies.

STRASBOURG SMART STRATEGY: FOR AN AUGMENTED METROPOLIS

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Digital strategy defines shared priorities within the local authority, as well as an ambition for the territory. The smart city serves a collective, unifying project bringing together all the territory’s players: civil society, businesses and institutional partners.

KEY FIGURES FOR THE TERRITORY

- 491,409 inhabitants (2016)
- 34,000 jobs in the digital sector in the Grand Est (north-east France) region, 31.2% of which located in and around Strasbourg alone
- Smart City of the year 2017 (La Tribune)
- The most attractive city in France in 2019 (Le Point)

Governance of the digital roadmap reflects this partnership vision, with residents playing an active role. For example, the digital technology users’ committee, formed in September 2018, meets monthly and contributes to the design and evolution of online services provided by the local authority.

Digital technology provides the foundations for an “augmented” metropolis on several levels: through the collective intelligence behind the design of its digital strategy, through the lever effect represented by digital technology in terms of economic development and through the capacity offered to residents to contribute to and influence their environment.

An inclusive and open approach

In addition to support from partnership governance bodies, the roll-out of the metropolis’ digital services is accompanied by an approach promoting the digital inclusion of residents, particularly the most vulnerable. The Eurometropolis of Strasbourg mobilised local institutional players and associations to create a network capable of assessing, guiding and supporting residents struggling to cope with the rapid development of online procedures. Members of
this network collectively defined an action plan relating to the introduction of a set of fundamental tools, such as the map of key players, and the development of joint projects. Winner of the “digital pass” call for projects, in partnership with the City of Strasbourg, the CAF [French family allowance office], CPAM [French health insurance office] and the Bas-Rhin Département, the Eurometropolis will help around 1,000 people per year acquire basic skills in the use of digital technology, enabling them to become more independent.

The metropolis’ strategy also incorporates local businesses with a view to exploiting their know-how and their contribution to the transformation of the territory within the context of climate issues. For example, the “Strasbourg, innovation factory” call for projects is an opportunity to conduct full-scale tests of innovative products and services developed by local start-ups to meet the challenges set out in the 2030 Climate Plan concerning the optimisation of energy consumption, mobility, air quality, etc. Five winning projects received Eurometropolis funding of €219,000, with a total amount of €635,000.

The metropolis is thus asserting itself as the pilot territory in the field of digital health, with a shared digital platform at the core of the project. Here, digital technology is exploited for the benefit of people while protecting personal data and within a framework of ethical standards.

Within this context, the project is hinged around a “Maison Commune”, a shared centre based on:

- **3 principal pillars:**
  - Act locally with citizens on health factors (environment, physical activity, diet, pace of life)
  - Innovate to develop local health service provision in all territories
  - Provide better care for at-risk patients within integrated care pathways

- **A double foundation ensuring the effective development of innovative actions:**
  - Development of an innovation ecosystem
  - Shared governance, support for change and citizen involvement

The 34 actions forming this “Maison Commune” were selected via a call for expressions of interest launched in January 2019 on the basis of 6 criteria: ambition, territorial alliance, innovation, citizen and patient involvement, impact, economic profitability. Through incorporation within the global dynamic, each action benefits from the synergy effects provided by the shared platform.

Moreover, in order to address urban and rural problems combined, the Eurometropolis has joined forces with the Saverne territories and the surrounding communities of municipalities. The project is thus designed in such a way as to gradually incorporate, over time, new actions and new territories, within a framework of defined admission procedures.

At the heart of the health territories of tomorrow

Strasbourg has long been recognised in the health field, for initiatives such as “sport-santé” sport on prescription launched in 2012, or in its capacity as the European leader in the medical technology sector. Building on these strengths, the Eurometropolis has brought together numerous institutional and economic partners to build the “Health territories of tomorrow”. The purpose of this project is to accelerate the dissemination of innovations so that the population’s health needs are more fully met, exploiting the potential of digital tools and open collaborations. It is also aimed at contributing to the development of new economic models and reinforcing local innovation ecosystems incorporating users and residents. The project is backed by funding amounting to €450 million over 10 years.

One of the project’s other objectives is to decompartmentalise existing practices and encourage all players - not just health sector players but also economic players, universities, air quality specialists and digital experts - to work together.

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