



## Just Transition Platform – Policy approach:

# HAUTS-DE-FRANCE: REV3

France, Hauts-de-France

This document is part of a series presenting information and lessons learned on policy approaches at national, regional or local level supporting a just transition to a climate-neutral economy. The Just Transition Platform (JTP) assists EU Member States and regions to unlock the support in this transition. Visit the JTP website: [https://ec.europa.eu/regional\\_policy/funding/just-transition-fund/just-transition-platform\\_en](https://ec.europa.eu/regional_policy/funding/just-transition-fund/just-transition-platform_en)

**Member State:**

France

**Region:**

Hauts-de-France

**Sector:**

Rev3 is directed at the whole economy

**Total budget (€):**

REV3 CAPITAL: €46 million (as of end 2020), incl. €16.5 million from ERDF; REV3 PRETS: €14 million; REV3 GRANTS: €436 million (all European schemes under shared management)

**Financing conditions (co-financing rate):**

N/A

**Sources of funding:**

ERDF (2014-2020) / ERDF (2021-2027): €200 million for REV3 GRANTS from 2021-2027 OP

**National funding:**

N/A

**Regional funding:**

N/A

**Duration:**

Since 2013

**Responsible Managing Authority/Agency:**

N/A

## Summary

The term 'Rev3' stands for the regional adaptation of the Third Industrial Revolution concept and is part of the Hauts-de-France regional strategy. It aims to integrate the energy transition, the digital revolution and new economic models in order to decarbonise the regional economy by 2050, create jobs and boost local innovation. Involving local governments, companies, academia, institutions and the civil society organisations, the goal is to make Rev3 a part of the region's identity and a factor of attractiveness.

For its implementation, the Rev3 dynamic mobilises research-oriented and competitiveness clusters, such as Pôle MEDEE (Maîtrise Énergétique des Entrainements Électriques), Pôle IAR (bioeconomy), Energie 2020

and CD2E (energy efficiency in buildings and renewable energy). As part of the regional development strategy, Rev3 is embedded in the different regional plans and roadmaps in order to ensure the coherence of regional policies. Supporting citizens' participation in this transition in the field is one of the five priorities that the region has set for itself. The Rev3 mission also offers local authorities and EPCI practical advice and examples of implementation in the region, to initiate Rev3 citizen appropriation actions.

## Type of policy measure/activities:

The activities under the Rev3-initiative are far-reaching. They cover financial support for companies in order to implement the goals of Rev3 more quickly. Because of **'Rev3 financement'**, territorial projects, business development and the structuring of the sector, the feature can receive support. This should specifically address the energy transition, circular economy, transport and mobility, logistics, low-carbon reindustrialisation, digital transformation and green innovation. The three main parts can be differentiated here: REV3 CAPITAL (investment fund); REV3 PRETS (debt financing); REV3 GRANTS (access to EU shared management funds).

With the **'Rev3 accelerator'**, young and creative companies are supported in their development.

Networking activities are covered with the Rev3 Community, **'La Communauté Rev3'**. In this, representatives from the economy, public institutions, citizens, and research work together to achieve the Rev3-vision by organising dialogues and overcoming obstacles (and many more). Moreover, universities and research organisations are involved with the **unirev3** network that, for example, organises scientific events or promotes student projects related to the Rev3-approach.

## Goals and approach:

The approach of rev3 is based on six main pillars that needs to be treated on a global, interconnected level. The pillars are:

- energy transition
- the circular economy
- mobility and transport
- low carbon and industry
- green innovation and bio-economy
- digital transition

The animation of the Rev3 policies is aimed at industrialists and territories that are still at the beginning of a transition process, have great disparities, and a strong stake in articulation. The intrinsically systemic and cross-cutting nature of the REV3 approach contrasts with the silo operation that often characterises the implementation and financing of projects. Indeed, the REV3 development strategy is mostly broken down into sub-strategies specific to each administration, which compartmentalises information and leads to a 'one-stop shop' approach with a loss of overall vision and political objectives.

## Important outputs, results or achievements:

More than 800 projects were monitored during the Rev3 duration. More than €500 million of private and public investment per year. €14 million deposited by citizens in the Third Industrial Revolution savings account

and an investment fund of €50 million intended to finance companies wishing to develop their project in Hauts-de-France. Furthermore, ten large structural projects were created.

## Scalability<sup>1</sup> and transferability<sup>2</sup>:

The replication of the Rev3 approach refers to four main challenges:

1. Increased territorialisation of production activities through: a return to regional sovereignty in supplying material resources and decarbonised energy for companies/territories; and the creation of new value loops by encouraging cooperation between players in the sectors.
2. Encourage the digitalisation of companies, RDI, production, and implementation of new technologies and products based on: eco-design; essential vector of value creation and differentiation, for a renewed industrial dynamic.
3. Reconversion/training of workers/job seekers towards the new professions resulting from the change of economic model.

4. A structured ecosystem, supporting companies throughout their development cycle, and a network of private and public training organisations for retraining, and a tradition of social dialogue stemming from an industrial culture.

The REV3 approach is based on a territorialisation logic. In France, it would not be easy possible to scale the approach up to the national level, since the energy system is highly decentralised in France. An upscaling could take only place in a hybrid way: a selective, integrating (involvement of local authorities, citizen participation), diffuse (financing, legislation) and, in some respects, interventionist (shareholding, pricing) state action.

<sup>1</sup> Scalability entails that a policy approach can be adapted to a bigger scale than just the local context.

<sup>2</sup> Transferability entails that a policy approach can be applicable to a similar setting and replicated.

## Key success factors and lessons learnt:

The key factor of success lies in the alliance between the economic and political spheres. The challenge was to gather around the approach the collectives of companies, particularly industrial ones, public authorities, training and research players, and civil society, to create support for the change in the economic model of the regional territory, and to encourage partnership discussions. This alliance is essential for the promotion of the approach, the 'territorial lobbying' activity with the decision-making authorities at the various levels (regional, national and European) and the development of a prospective around the themes linked to Rev3. Finally, this community contributes to removing the obstacles that stand in the way of overall progress, such as legal obstacles, technological barriers, shortcomings in terms of available training, etc. in a cross-cutting and systemic approach.

The collective Rev3 approach can inspire other regions as long as a joint reflection is initiated by a political figure with recognised authority for a change of economic model. This will result in judicious investments in low-emission sectors and technologies rich in sustainable jobs, a constructive social dialogue, training and skills development, and a territorialised economy based on cooperation between public authorities and companies to ensure a fair distribution of the costs and benefits of economic diversification.

## Key challenges:

Project leaders are often confronted with a multitude of mechanisms and decision-making powers with the compartmentalised approach that makes it difficult to provide day-to-day support and to respond to project leaders. Moreover, the policy of decarbonisation, which requires transversal action with a global appropriation of the economic model, is a good example of this dilution of the steering between sectoral programmes, shared management funds and unclear demarcation lines between the different institutions. However, the operational nature of the approach requires an integrated field approach. While the current processes are well suited to the production of demonstrators or highly individualised projects, they are becoming ineffective in the face of logic of massification and large-scale territorial approaches. The challenge is to have a global approach to these processes with financing tools that are consistent with this approach, in order to be in a position to accelerate and massify projects. The region is helping to overcome this difficulty by integrating the Rev3 approach more fully into all the public policies under its jurisdiction.

Beyond this, there is now a growing European desire to integrate the various public policies, particularly on the issues of climate transition, the just transition fund being a good example.

## Central framework conditions<sup>3</sup>:

The region Hauts-de-France is the second most populated region in France with six million inhabitants. However, it is also one of the most disadvantaged regions in France. Being a former location for steel industry and textile production, the region had suffered from industrial crises and has the highest GHG emissions in France as well as a high unemployment rate. Nevertheless, industry remains a central factor for the economy.

The region must face up to the new changes following the second industrial revolution in terms of both products and processes through digitalisation, the move to the top of the range, the need to control supplies and the decarbonisation of the economic fabric. In the light of this observation, since 2013, accompanied by the futurist Jeremy Rifkin, the region has wanted to put in place the conditions for a new economic model, called the Third Industrial Revolution. This is based on a territorial dynamic at the confluence of the energy transition, the digital transformation and the circular economy, while ensuring a renewed future for the region's inhabitants through support for the jobs of tomorrow. This concept permeates all of the region's economic development and social support strategies.

## Outlook:

The future prospect of the Rev3 approach is related to the further decentralisation and the role of territories in the energy transition (concerning regional, national and European objectives). The national level is also decisive for accelerating the energy transition by allocating resources (human, financial, technical). However, the concrete implementation is done by the regions. The regional objectives are in line with the national ones and reflect the desire to have an energy model at the heart of the territories, as close as possible to the citizens in a logic of

short energy circuits, participating in the emergence of 100% renewable energy. The actors of the renewable energy sector (in particular the managers and suppliers of green energy) must, through decentralisation, encourage the emergence of projects closer to the territory, on a human scale and with respect for the environment.

<sup>3</sup> Framework conditions encompass the institutional, informational and socio-economic factors that determine a given environment (contextual information), e.g. market conditions, access to finance, tax regulation, infrastructure and support.

## Partners & contacts:

Rev3 represented by Philippe Vasseur, president

Région Hauts-de-France

CCI Hauts-the-France

AGEME

### Website/social media:

<https://rev3.fr/>

<https://www.linkedin.com/showcase/rev3>

<https://twitter.com/rev3>

<https://www.facebook.com/rev3.npd>

<https://www.youtube.com/user/NPdC3emeRI>

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