



MÉTROPOLE
EUROPÉENNE DE LILLE

LILLE METROPOLE's contribution to the consultation of the Commission on the implementation of the European Pillar of Social Rights.

Lille Metropole warmly welcomes the growing concern of the President of the Commission and the Commissioner for Jobs and social rights for a more socially inclusive transition, particularly with regard to the potential impact of climate and digital transitions, and today the consequences of this major health crisis. The European Pillar of Social Rights was a major step towards a more social Europe. However, it is still only a set of principles, which are essential to foster the emergence of a high-quality European social model, but not yet with specific objectives and, above all, specific targets, such as the SDGs of the UN Agenda 2030. **To go further in this dynamic, bringing the SDGs and the 20 principles closer together could be carried out by adapting targets, if necessary, to the European context, much more homogeneous than all world nations.**

Among the 20 principles of the Pillar, many fall within the exclusive or sometimes shared competence of States, particularly in France. However, cities can engage very proactively in the implementation of certain principles on which they can act. Thanks to Eurocities campaign, Lille Metropole and some sixty other member cities/metropolises, have committed themselves to the implementation of one or more principles of the European Pillar for Social Rights, by displaying concrete translations in thematic action plans.

Lille Metropole has recently committed itself to principle 19 on housing and support for the homeless, through a wide-ranging action plan targeting both affordable home buying, social housing and innovative solutions for the homeless such as "housing first". See Lille Metropole Pledges

Lille Metropole has also taken pledges **on the implementation of principles 3 (equal opportunities), 4 (active support for employment) and 5 (safe and adaptable employment)**, (cf doc attached) **focusing in particular on an innovative, experimental practice at the crossroads of these 3 principles:**

The territorial experiment "Zero long-term unemployed people", established by the French government since 2017 in 10 towns or neighborhoods, including Lille Metropole, which operates it in 2 deprived neighbourhoods, has the ambition to eradicate long-term unemployment or the lasting deprivation of a job and to experiment a kind of "right to a stable and chosen job for all". It aims to activate passive spending on long-term unemployment (direct and indirect costs) to provide employment to those who are permanently deprived of a job in order to meet the needs of the inhabitants of the neighbourhood concerned, not satisfied by the market. The State pays 70 % of the cost of the wages charged to the employment enterprises, the Provinces another part, the rest of which must be covered by the turnover from the company's services. The establishment of these companies has a cost in terms of structural costs which is not covered by the State or very partially.

*In its action plan on the European Pillar of Social Rights, **Europe could facilitate/encourage the deployment of this type of experiment, which has proved its worth, through ad hoc ESF+ funding.*** Moreover, in order to make the different analyses on the effectiveness and efficiency of such a programme more objective and to make the deployment on a wider scale of a real right to sustainable employment more acceptable, the EU could initiate or support a study on the real cost of long-term unemployment in Europe (direct, indirect and induced costs).

More broadly, in order to reinforce this dynamic of the implementation of the European Pillar of Social Rights by cities, the Commission would benefit from launching **a challenge for socially inclusive cities**, modelled on the European Energy Awards, which would constitute a methodological support tool designed to enhance and promote the quality of the social and inclusive policy we conduct in our territories.

Ref :

<https://www.tzcld.fr/>

<https://etcld.fr/>

<https://fabrique-emploi.fr/>

Lille Metropole's pledge to the European Pillar of Social Rights

Commitment to principle 19 on housing and homelessness

Access to housing is a fundamental right and every citizen must be able to access decent housing. For many years now, Lille Metropole and its partners – public institutions, social housing institutions and tenants' and housing support associations - have been committed to improve access to housing for all by providing a more suitable housing offer and support for the homeless and the most vulnerable people.

The rise of homelessness, the increase in rent prices and in socio-economic instability, combined with the persistence of unfit housing, require an ambitious, comprehensive and coordinated response from our metropolis.

In order to provide decent and affordable housing to all and to support particularly the most fragile and poorest households, Lille Metropole is leading and supporting numerous actions within the framework of its **housing policy (€65 million per year) and of the "Housing First" partnership roadmap**. Lille Metropole will consolidate this impulse in the short term, as part of the **recovery plan initiated after the COVID-19 pandemic crisis** and the lockdown period, and in the medium term, as part of the **Local Housing Plan 2021-2026**.

Lille Metropole is therefore committed to accelerating the metropolitan initiatives in order to tackle homelessness and to guarantee decent and affordable housing for all, by:

- *Establishing a social observatory for homeless and vulnerable people*
- *Facilitating the construction of 6,000 new housing units per year, including 2,300 social housing units.*
- *Supporting the refurbishment of 2,500 social housing units per year (€9 million)*
- *Increasing the access of priority households to social housing, including homeless people who in 2018 represented 9.7% of demand and 11% of allocations*
- *Building or rehabilitating accommodation centres and adapted housing, in particular boarding houses (€700,000 per year);*
- *Recycling 1,800 vacant housing units (19.3 million euros over 12 years), among which 37% for social housing*
- *Fighting against indecent housing situations, notably through the renovation of 600 housing units per year in degraded condominiums (6 million euros over 3 years) and 600 housing units in student residences (12 million euros out of 5 years)*
- *Reinforcing support to households facing financial difficulties in paying for their rent and charges through the Housing Solidarity Fund (7.3 million euros per year)*
- *Reinforcing socially innovative support for the most vulnerable people through personalised support systems integrating housing, health, job and social integration, and sustainable access to housing for young people a (€200,000 per year).*
- *Adopting preventive measures to limit rental evictions and prepare access to housing for people leaving prison (20 people housed in social housing in 2019 as part of a dedicated partnership protocol).;*

More inclusive metropolitan areas are vital to ensure a stronger social Europe. Lille Metropole remains committed to provide affordable housing and fight homelessness, to foster greater solidarity and encourage social diversity in our housing policies. In doing so, we aim to achieve the objective of principle 19 of the European Pillar of Social Rights.

Date and signature **17 SEP. 2020**

Damien Castelain, President, Lille Metropole



Lille Metropole's pledge to the European Pillar of Social Rights

More inclusive metropolitan areas are vital to ensure a stronger social Europe. Lille Metropole is committed to contributing to a more inclusive Europe by providing active support to employment, ensuring equal opportunities, and promoting secure and adaptable employment. To that end, Lille Metropole is leading the economic development of its cross-border territory of 1.2 million residents (2 million including the Belgian residents in the Eurometropole Lille Kortrijk Tournai). Our priority is to manage the impact of economic development on the labour market in order to tackle high unemployment (currently 11% of which 40% is long-term) and create training and job opportunities in all neighbourhoods. This challenge has the potential to restore the confidence of all citizens in their future within Lille Metropole; particularly for jobseekers, especially the long-term unemployed, and for companies struggling to recruit. The success of this policy will ensure that Lille Metropole becomes one of the leading cities in providing high quality social inclusion for all.

Lille Metropole Commitment to principle 4 active support to employment

Lille Metropole is supporting the emergence of new job-creating sectors, particularly in health, digital industry, innovative textile and new materials, agri-business and sport. However, the actual success of these sectors has not been strong enough to reduce the unemployment rate, which remains structurally two points above the national average.

In the light of this, Lille Metropole has decided to go beyond its legal obligations and to launch an action plan for employment. It has doubled the budget dedicated to employment (2 million euros per year). We include in this action plan a large plan for deprived neighborhoods (see principle 3) and a pilot project, "Communities with no more long-term unemployment" (see principle 5).

In 2019, Lille Metropole will take a step further by creating a **public employment service** to reinforce its support for the most vulnerable inhabitants in securing adapted and diverse employment in the new sectors of the metropolitan economy. A new team will be recruited within the administration of Lille Metropole dedicated to the forward-looking management of jobs and skills for sectors facing skills shortages such as personal services, industry, IT, call centers and agri-business.

Lille Metropole commitment to principle 3 on equal opportunities

Although the process of urbanisation generates growth, especially in services, it also creates significant territorial inequalities in the location of economic activities and jobs. In Lille Metropole, the negative impact of "lagging behind" is particularly prevalent in communities which were former textile industry strongholds. Today, these areas are excluded from the dynamics of job creation in the rest of the city : compared to the metropolitan average of 18%, poverty affects 44% of the population in these deprived districts. Similarly the employment rate in these districts is of 44% compared to the metropolitan average of 59 %. Although 16 % of the metropolitan population live in these districts, they account for 28 % of the total unemployed in Lille Metropole.

Faced with these social inequities, Lille Metropole has adopted a strategic plan for boosting the economy in its 26 deprived neighborhoods (207,000 inhabitants) with the aim of providing sustainable employment. For example :

- "**Lille Metropole Entrepreneur Factory**" is an action plan to support the creation of businesses in the most deprived neighborhoods. 8 entrepreneurship resource centres will be opened, both as information points and to provide individual support for people who want to start a business. Lille Metropole Entrepreneur Factory will also make existing support for start-ups more visible and develop new forms

of support, such as banking mediation intended to facilitate access to funding for young and new entrepreneurs.

- a **"mobility platform"** aiming to facilitate job seekers to go to their future employer. Lille Metropole will thus support specific service offers, complementary to the public transport network.

In total, the action plan has 17 commitments resulting from the mobilization of nearly 200 partners and 1,000 people from local businesses and employment stakeholders. Lille Metropole will allocate 750,000 € per year to this action plan. The objective is particularly ambitious: to halve the gap in employment rates between these neighborhoods and the metropolitan level by creating 9,000 jobs by 2023.

Lille Metropole commitment to principle 5 on secure and adaptable employment

The return to work of the long-term unemployed has not had good results in France. Support is primarily provided to these vulnerable people in the form of allowances, that is, passive expenditures. Inspired by ATD Quart Monde NGO, the French government has launched an experiment with a radical change of model which converts the passive costs of long-term unemployment into the direct financing of real jobs. Applying to take part in this national experiment, Lille Metropole undertook a project to eradicate long term unemployment within 2 districts, supporting these neighbourhoods at every stage.

Lille Metropole mobilized the local inhabitants and stakeholders (municipalities, associations, companies) with the aim of identifying both long term job seekers and the economic activities that could be delivered to the local community. A job-oriented company, "la Fabrique de l'emploi" was set up to hire the 270 eligible jobseekers, based on their experience and knowledge. The jobs proposed by the company must be socially useful, non-competitive with the market, and profitable in the long term. **130 jobs have been created so far.** It is important to identify the economic activities which have the potential to provide jobs for all these job-seekers.

In 2019, Lille Metropole will support a new mission aiming to identify further economic activities that meet the required criteria. At the same time, in addition to state funding, Lille Metropole has set up a metropolitan committee whose goals include promoting the **spin-off of this experiment to 5 new districts.**

Lille Metropole remains committed to providing active support to employment especially to the most vulnerable people who have been long-term unemployed, to create secure and adaptable jobs in the local economy and to ensure equal opportunities for all inhabitants regardless of the area where they live. **5 M€ will be invested in this action plan by the end of 2020.** We believe an inclusive Europe is made of inclusive cities and metropolitan areas.

Damien Castelain, President, Lille Metropole

