

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.

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