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EUROPEAN ENTREPRENEURIAL REGION : THE REGION SUD AWARDED FOR ITS ACTION IN RESPONSE TO THE CRISIS

For its economic management of the Covid-19 crisis, and the support given to companies in its territory, the Southern Region has been honored by the European Committee of the Regions with the "European Entrepreneurial Region" award, which distinguishes and rewards the regions of the European Union displaying a strategy of excellence and innovation in terms of business policy, whatever their size, their level of wealth or their skills.

FOR ITS MANAGEMENT OF THE CRISIS, THE REGION'S ACTION FOR ITS BUSINESSES IS PRAISED

Awarded annually by the European Committee of the Regions, this label of excellence is given to territories in the European Union that have demonstrated entrepreneurial foresight and an intelligent growth strategy that takes into account the major societal challenges, including this year's management of the COVID-19 epidemic. In addition to the Southern Region, five other territories in the European Union received awards: the Municipality of Castelo Branco in Portugal, the Municipality of Gabrovo in Bulgaria, the Helsinki-Uusimaa Region in Finland, the Madrid Region in Spain and the Silesia Voivodeship in Poland.

Deeply affected by the crisis, the winning regions in 2021-2022 have shown their ability to seize the crisis as a window of opportunity to reorient their economic development. The Committee of the Regions rewards these territories as the beacons of a sustainable European recovery. The Provence-Alpes-Côte d'Azur Region's SME strategy is part of a broader regional development plan that aims to strengthen the region's "entrepreneurial DNA" around a sustainable economic recovery model.

With cultural production and the leisure industry being important pillars of the local economy, the Provence-Alpes-Côte d'Azur Region has been hit hard by the downturn in tourism due to the COVID-19 pandemic. It is also prepared to be strongly affected by climate change. In this challenging context, the regional authorities are seeking to reinvent local economic cycles and further capitalise on the dynamism of a strong network of promising young companies and high-tech SMEs. Provence-Alpes-Côte d'Azur's strong regional integration, in particular its close economic ties with the Mediterranean, offers great potential to trigger multiplier effects from a successful greening of its economy.

Why is the Region SUD awarded?

Since 2016, the Region has structured a unifying economic policy that has achieved results, serving businesses. This policy, which is consistent with the objectives of the Climate Plan, is structured around major programmes : Operations of Regional Interest, Investment Fund for the Region's businesses, « my business project », Team France Export Region Sud, ecological transition for businesses, Parcours Sud Industrie...

To cope with this unprecedented crisis, the regional institution has developed its tools by adapting them to the needs of businesses, particularly VSEs and SMEs, which have been particularly affected by the crisis.

This post-Covid economy is thus built around the "economic recovery" plan, adopted by the regional assembly on 9 October 2020, to make the Region SUD, a European model of sustainable and resilient economic development, serving the growth of businesses and territories, and whose initial results are encouraging.

Europe is useful if you know how to use it

The Southern Region is still one of the most dynamic territories in France in terms of mobilisation of European funds. Between 2014 and 2020, more than 5 billion euros of European funding directly benefited the region.

Some concrete examples of the use of EU funds in the Southern Region in response to the crisis in 2020

- 30 million from the European Regional Development Fund in direct support of local businesses affected by the Covid-19 crisis
- 5 million to support investments in distance learning in universities
- 7 million to finance the purchase of masks by the Region and the Metropolises, for healthcare personnel, local authorities and local actors to enable them to carry out their essential missions during the crisis