

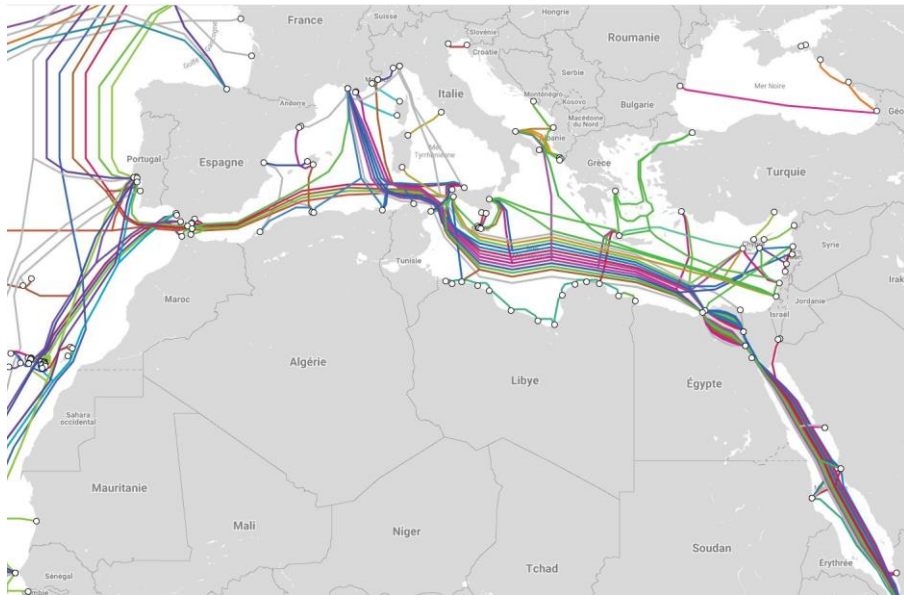


Europe for Citizens
Programme

Marseille digital portrait



Characteristics of the city



Number of inhabitants : 862 211 inhabitants

Surface area: 240 km²

Employment rate: 66,8%

Unemployment rate: 18,3%

A cosmopolitan city linked to the Mediterranean and Africa

Rate of poverty: 26%

Single-person households: 24,3%

Illiteracy rate: 7%

Digital illiteracy: 23%



An efficient digital ecosystem

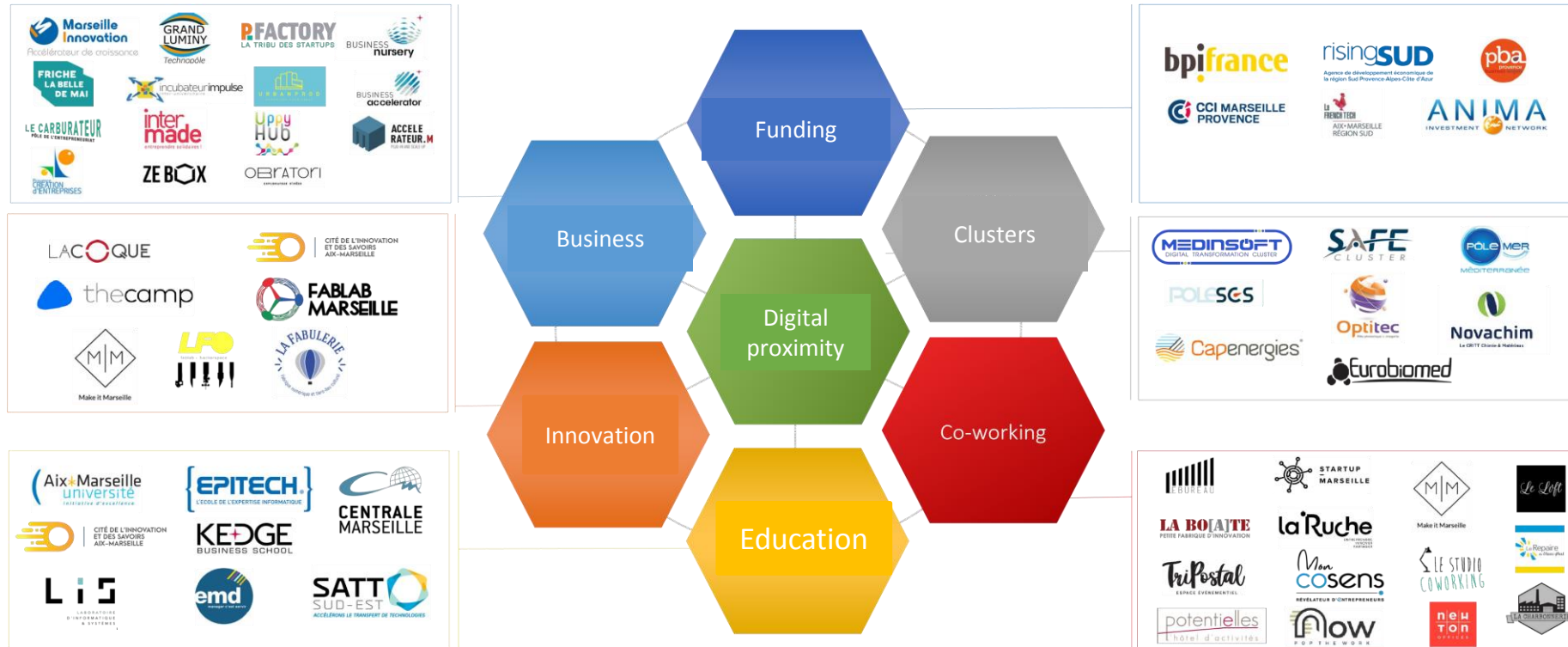
Business - R&D

- 8,000 companies
- 300 start-ups
- 150 Tech champions
- 49,000 jobs
- More than 1,000 jobs created per year
- A major telecommunication hub in the Mediterranean
- Aix Marseille University 101-150 2020 Shanghai ranking
- “La French Tech” capital



City services to users and citizens

- Municipal strategy focused on the Smart City
- 94% broadband coverage
- First 4G city in France
- 70 municipal WIFI hotspots
- Online portal services (public record, schools, kindergarten...)
- <https://www.marseille.fr/>
- Marseille N.F.C (Near Field Communication) City Bouquet services : Transportation, Tourism, Culture, Library
- Financial support to e-excluded people (SUN, Emmaus Connect)



- ❖ To draw a full city portrait = need for a better understanding of people's reality
- ❖ Data = regional and national levels
- ❖ City = Low perception of inhabitants e-exclusion

The french reality in 2019 (before COVID-19 pandemic)

Haven't used the Internet = 10 millions

With no digital skills = 1,3 million

Missing at least one basic skill = 25 millions

Could not find any information on the web = 17 millions

Were not able to communicate online = 13,4 millions

Who is the most concerned with the digital divide?

4 major indicators (access, equipment, capacities, illiteracy)

Most digitally-impacted citizens :

Seniors

Unemployed

People with no diploma

One-person households

People living in less than 10,000 inhabitants areas

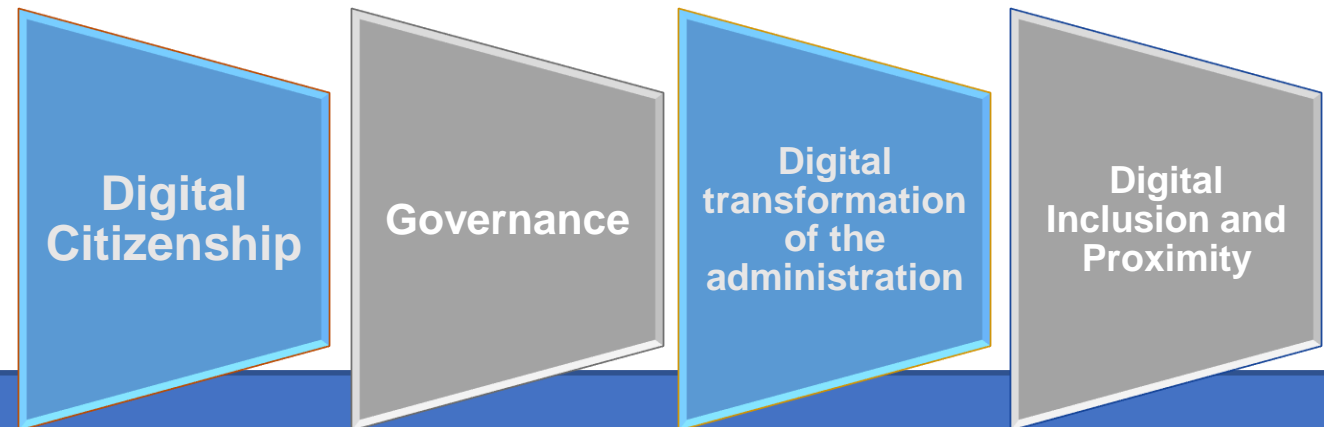
Trying to extrapolate from the national to the local level

	<i>FRANCE</i>	<i>MARSEILLE 3rd district</i>
• Share of young aged 0-14	17 %	22 %
• Share of young aged 15-29	17 %	19 %
• Seniors between 60-74	17%	11,3 %
• Active Population	74 %	54 %
• Unemployed	7%	15 %
• Higher education degree obtained	22 %	18,6 %
• Single-person household	34,7 %	44 %
• Rate of poverty	14 %	53 %

A national ambition... A local reality that asks for strong change

- **France = start-up nation by 2022**
- **Need for the city of Marseille to reshape its policy towards citizens so that no one is left behind**

- ➔ Unified governance body
- ➔ Participatory platform to co build policies
- ➔ More services online and support to illiterate citizens
- ➔ Digital plan for schools
- ➔ Partnership with local stakeholders...
- ➔ Digital acculturation of civil servants



Thank you for your attention



City of Marseille
Direction des Relations Internationales et Européennes

October 8th 2020

