



# City of Marseille



Local workshop: The gap between urban/rural areas, the digital divide and citizenship

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Treatment of the subject on the disparities between urban and rural areas:

- ▶ Observation: no connectivity problem on the whole territory
- ▶ Angle chosen: how to increase the quality of life of the inhabitants of disadvantaged areas?
- ▶ Method: interviews and field visits
  
- ▶ Total participants: 21
- ▶ Number of experts (local stakeholders, cities staff, elected representatives): 13
- ▶ Number of citizens: 8
- ▶ Women: 49 % / Men: 51 %



# Expert committee stakeholders

VILLE DE



MARSEILLE

## ▶ Project 2: « Supporting the world of associations: La « Cité des Associations »

There are more than 16,000 associations in Marseille in various fields of activity that act in favor of local life and the inhabitants.

The « Cité des Associations » (House of association) is a municipal facility and:

- A privileged place of meetings and exchanges for associations;
- Created to support their professionalization.

The House offers its member associations:

- A resource and service center as well as training courses;
- Gives access to many coworking services;
- Gives access to many to digital and communication services;

Focus on training courses:

- The use of the online portal for applying for grants from the City of Marseille. The only possible way to apply for a grant from the City of Marseille is through a specific portal that is particularly difficult to use.
- The House assists project leaders in their requests and trains them in the use of this tool.

<https://citedesassociations.marseille.fr/>



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# Expert committee stakeholders



## ► Project 5: « Digital technology gives a future to young people in the neighborhoods »

« Avec nous » is born from a group of inhabitants who run two digital FabLabs in the heart of the northern districts, opened at the foot of buildings.

The association organizes 3-month training sessions for about 15 young people:

- For the use of machines that allow them to create professional projects;
- The equipment includes laser cutting machines, thermoforming machines, laser printers...

The objective is:

- To sign an apprenticeship contract gives access to many coworking services;
- To continue training;
- To find a permanent job afterwards.
- Allow young people to learn new skills without feeling like they are at school.

The method:

- The association goes looking for young people directly in the street to recruit them.
- The message: coming from a disadvantaged neighborhood does not mean they are doomed to failure.
- At the end of the three months, the team continues the accompaniment for one year.

<https://fr-fr.facebook.com/avecnous13/>



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## ► Project 7: Enhanced digital resources for teachers and children

The **digital workspace** (secured platform) developed by the City of Marseille allows members of the educational community to communicate, store and share information in a secure space, from any computer connected to the Internet.

- Catalog of more than 1,800 digital educational resources;
- To learn in a fun way, following the activation of their accounts by their teachers.

### **Mobile digital classrooms:**

- 229 Elementary schools (out of 444 in total) have been equipped with mobile computer classrooms;
- Huge investment of more than 4,000 microcomputers ; more than 5,000 touch-screen tablets...
- 431 Internet subscriptions (95% of which are connected to the Very High Speed Internet).

**Priority given to working-class and disadvantaged neighbourhoods** with the « Cité éducatives » plan:

- The objective is to encourage young people to participate in the digital society of tomorrow;
- This is achieved through involvement with FabLab, the presence of digital advisors.

<https://www.marseille.fr/education/le-numerique>



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- ▶ **Project 3: « Training in social centers to reduce the digital divide »**
  - The City of Marseille equips and trains social center (staff and users) with reconditioned laptops from its stock to enable them to become more autonomus and to avoid the worsening of the digital divide linked to the dematerialization of public services.
  - Trainings on the use of the various public service websites (paper requests, housing assistance, social benefits, etc.) to enable targets to know how to navigate and carry out their administrative procedures, to identify themselves, to connect to them and to exercise their rights.
  
- ▶ **Project 4: « The municipal offices of proximity welcome volunteers from « l'Encre bleue »**
  - « L'Encre bleue » is an association whose members are comfortable with writing and confident in their spelling, who enjoy writing, being useful, helping others and having direct contact.
  - One of the objectives is to assist novices in the use of digital technology in the accomplishment of their tasks. It concerns drawing up an administrative file, helping to fill digital files... directly once a week in the local municipal offices scattered in all sectors of the city.





# Citizens committee



Main reactions, lessons learned, expressed needs and proposals “from the field”:

- ▶ Reach out people and don't let the gap grow.
- ▶ Make digital inclusion a reality.
- ▶ Request for home assistance to complete online procedures.
- ▶ Request for donation of equipment (tablets, computers, 3D printers, laser cutters) to be equipped and training to master the tools.
- ▶ Request for more training in school to gain digital skills in order to young people to access their rights and be ready when they leave home.
- ▶ Request for more workshops from associations to train people, particularly on professional integration (i.e. help in creating online CVs).
- ▶ Wish to obtain a list of third places more accessible and available to know where to go to benefit from digital support in order to access their rights.





# Best practices



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- ▶ Best practice n° 1: Supporting the world of associations: La Cité des Associations in Marseille (Project 2)
- ▶ Best practice n° 2: Digital technology gives a future to young people in the neighborhoods (Project 5)
- ▶ Best practice n° 3: Enhanced digital resources for teachers and children (Project 7)



EUDIGIT's objectives	n°	Action/ project
Strengthening EU citizenship and citizens awareness	1	Supporting the world of associations
	2	Digital technology for young people's future
	3	Enhanced digital resources into school
Contributing to reduce the digital gap in cities	1	Supporting the world of associations
	2	Digital technology for young people's future
	3	Enhanced digital resources into school
Co-building digital policies with citizens	3	Enhanced digital resources into school



Thank you for your attention!

