

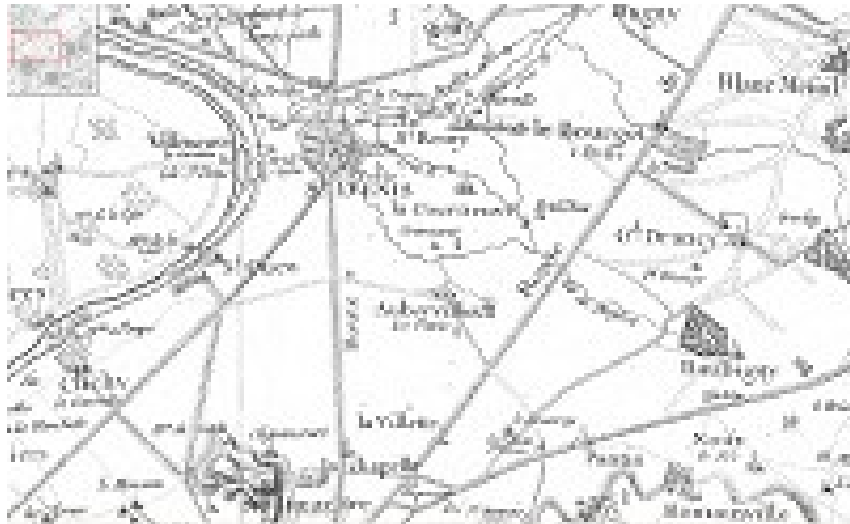
# Deprived area in transition La Plaine Saint Denis

Par Bertrand Hériard, sj

# Outline

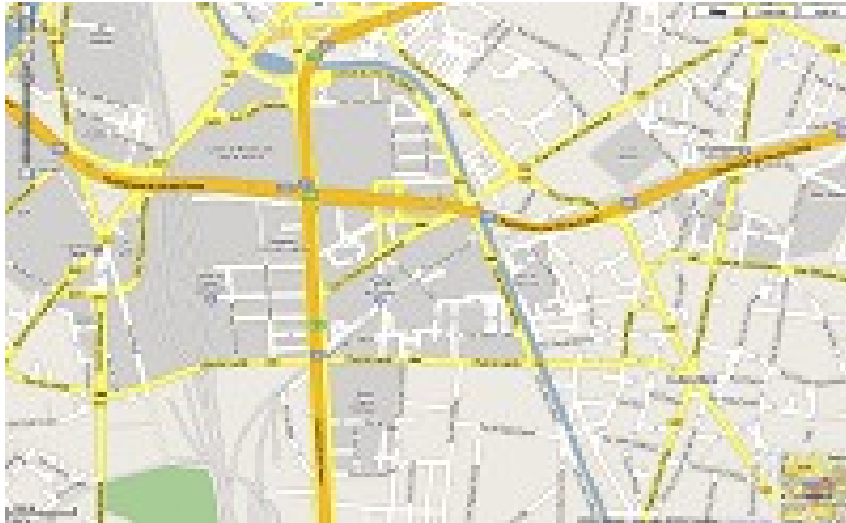
- **History (1850-1985)**
- Renovation (1985-2007)
- Controversies about unemployment
- Solutions ?
- Conclusion

# 1. From an open area (1756)...



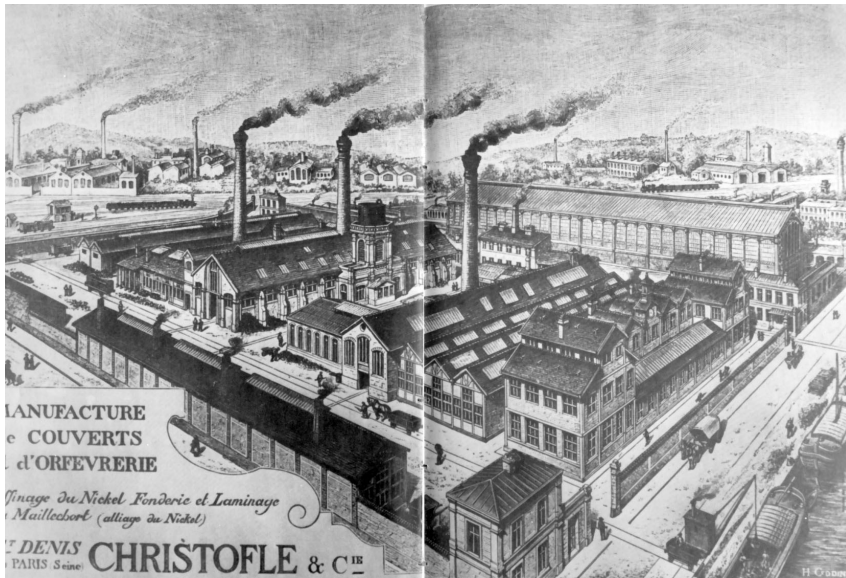
- A large plain
- Close to Paris
- Water resources
- Historical crossroads
  - Paris <> Saint-Denis  
<> Lille
  - Paris <> Compiègne
  - Lyon <> Rouen

# ...To a fragmented space (2007)



- 1 canal
- 2 railways systems
- 2 motorways
- Close with two airports
- National Stadium

# 1. From the French Ruhr...



- Mechanics
  - Christofle, Cazeneuve
- Electricity
  - EdF, Schneider
- Electronics
  - Parasonic, Siemens
- Chemicals
  - GdF, Ugine
- Materials
  - Saint Gobain, Gibbs
- Transports
  - SNCF, Ch.Fer industriel

# ...To the rust belt

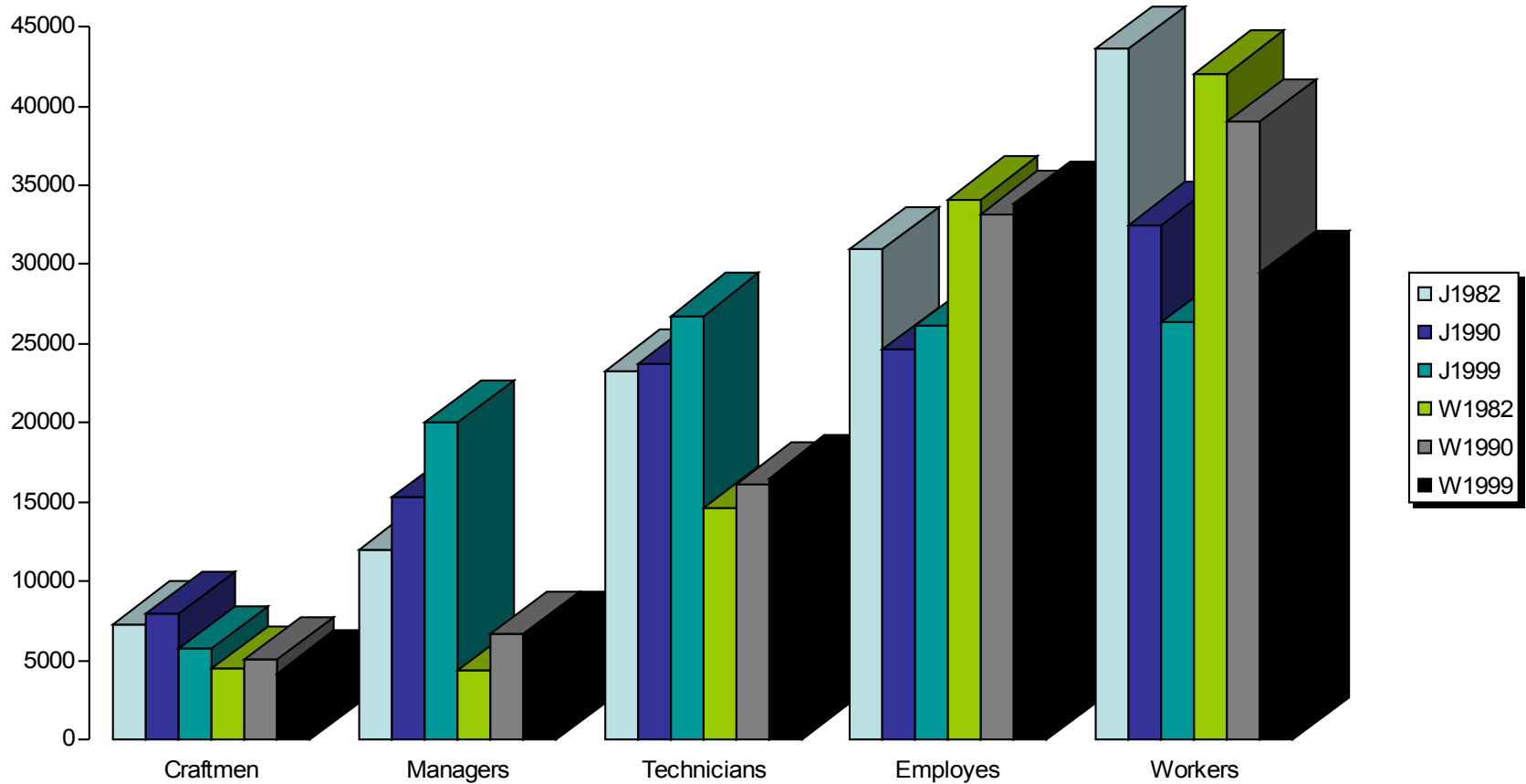


- Jobs : 117 K > 104 000
- 20 years of social unrest
- Unemployment : 0.7% > 20%
- Local population : 15000 > 7500
- Depraved housing
- > 250 ha of industrial waste

## 2. Institutional involvement in renovation

Date	Designation > Goals	Towns	93	IdF	State	New Business
1985	Syndicat Plaine Renaissance > prospection	3	1			EdF, GdF
1991	SEM Plaine développement > Urban planning	3			1/4	Icade
1993	Great stadium > World Cup				1	Bouyges
1994	SDRIF > Competitive zones	3		1/2	1/2	AGF, Vedio bis
1999	ZAC Landy > Economy	1				Generali, AFNOR
2000	Plaine commune > Politics	5 > 8				Rhodia
2002	EPA Plaine de France > Urban renovation	20			1	Arcelor, 3F...

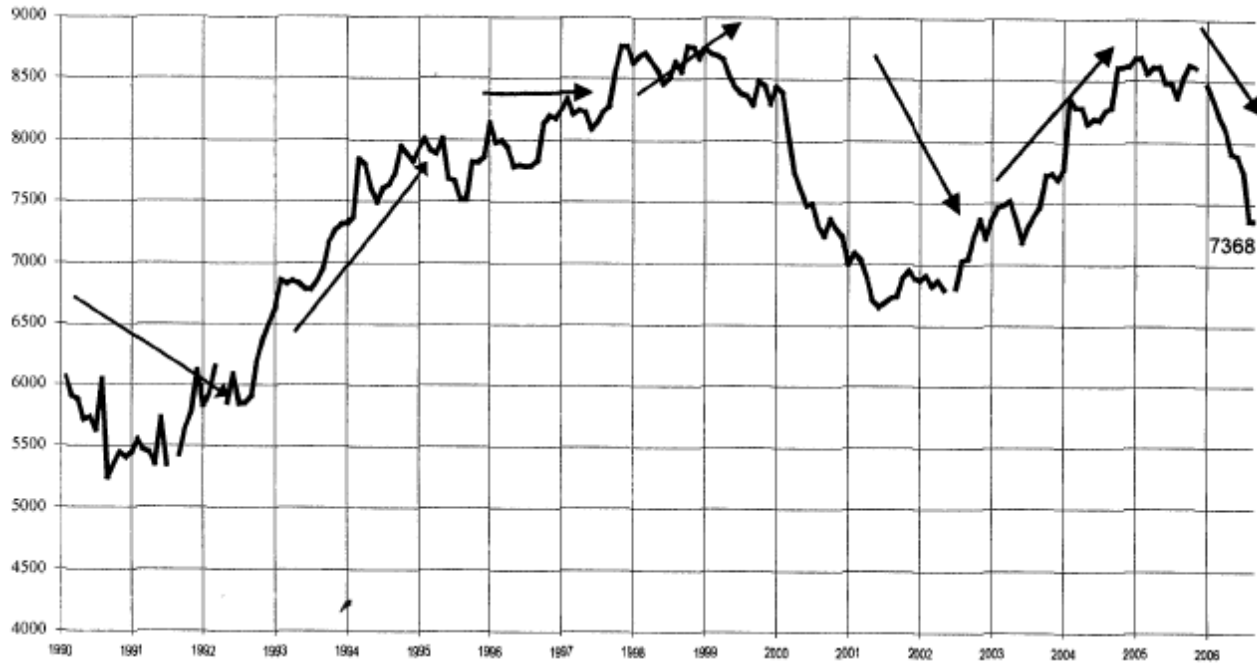
# Jobs <> workers location



# 3. Institution's concerns

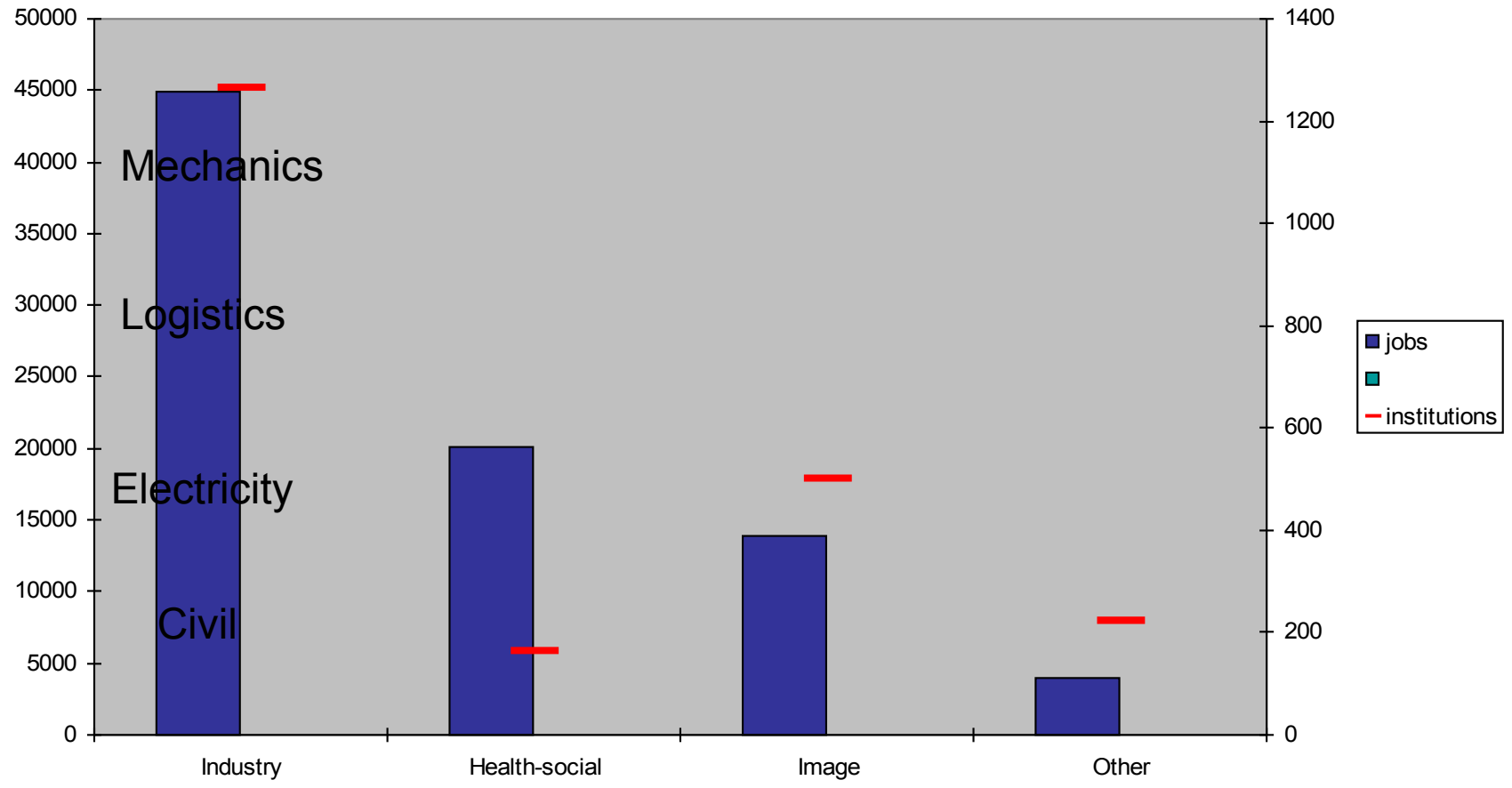
Local studies	Saint Denis	Plaine commune	93	IAURIFF > IdF	DIACT > Etat
Designation	« Au fur et à mesure »	« Base de données »	« RMI dans le 93 »	« Trajectoire de 5 sites stratégiques »	« Une région de projets : l'avenir de Paris »
Engaged for	Local bodies	Scot	RMI	From Sdrif 94 to Sdrif 06	Sdrif 06
controversies	Inhabitants mobility?	Business mobility ?	Old habitants ?	Competitivity / equilibrium	Etalement/ Density

# Saint Denis' unemployed



The renovation process has little impacts on local unemployment

# Socio-technical Systems

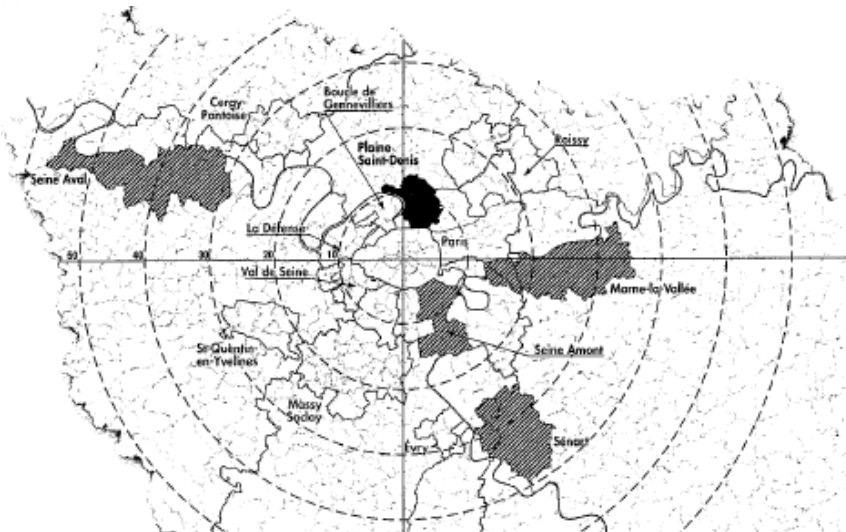


# Poverty zones

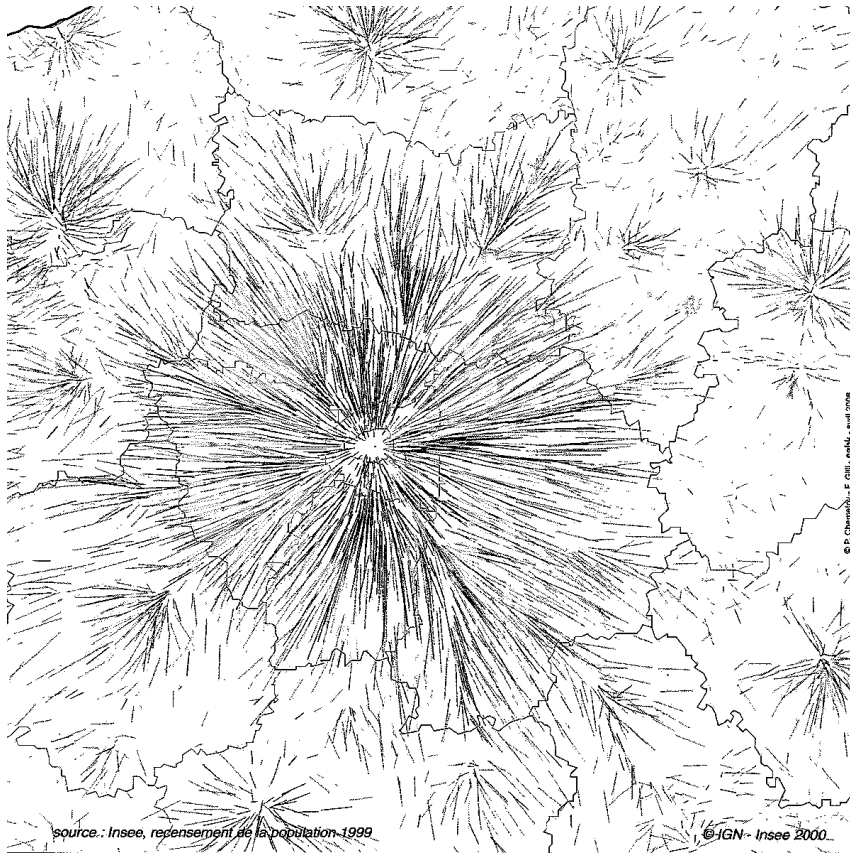


# Economic poles in Ile de France

- La Défense
- Melun Sénart
- Seine Amont
- Seine Aval
- Marne la Vallée
- La Plaine Saint Denis



# Distance home <> work



- Distance ↗
- Housing costs ↗
- Quality of life ↘
- Middle class ↘
- Productivity ↘
- Attractivity ↘

# Outline

- History (1850-1985)
- Renovation (1985-2007)
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- **Solutions ?**
- Conclusion

## 4. How global controversies are resolved locally ?

- Chronological presentation
- In each cluster :
  - Controversies
  - Local solutions
  - Subjective impacts

# 41. Charta Business -Territory



- Controversy : **Only 20 % of employees working in Plaine Commune are inhabitants**
  - Unemployment rate : 19,8 % (1999) - 16% (2005)
  - 10 000 business (+800) & 110 000 jobs (+18 000)
- Local solutions
  - Raise of local hiring
  - Link school-business : visits, internships, articles of apprenticeship, continuous education...
  - Reserved jobs for handicapped persons
  - 0,45% housing for employees
- Subjective impacts
  - 84 signatures of 3 years engagement
  - Club of executives => human resources policy may change

## 42. « Maison d'initiative locale »

- Controversy :
  - Deconnexion from macro-economy to micro socio-economy
  - « The human fabric falls apart more quickly than we can repair it ». N.Gottry
- Local solutions
  - Follow up of very small business
    - Services : intelligence, continuous education, news letter...
    - Follow up : 230 on 10 000 TPE
    - Connecting commercial and human networks
  - Incubating very small business
    - Selection of project managers : 436
    - Incubator of Saint Denis (16 offices) and of La Courneuve (30 offices) : 40 en 2006
    - Business creations : 75 en 2006
- Subjective impacts
  - Creation of local jobs (Ex : 40 jobs by 'France Ménage')
  - Slow networking of very small business
  - Intelligence and advocacy : eg, for personal services, excessive detaxation goes against local associations

# 43. The audiovisual pole

- Controversy :
  - A superficial cluster <> a real industry
  - 220 business = 10 000 jobs <> 7 000 casual labour
- Local solutions
  - Services : intelligence, workshops, continuous education...
  - Film Academy
  - Creation of a competitive pole : « Cap digital »
  - New ANPE office « Culture spectacle » in Saint Denis..
- Subjective impacts
  - Positive image of La Plaine Saint-Denis (Ex: Kokai..)
  - Pole copied all over France
  - Better knowledge of the cluster for public authorities
  - « Emergence of a long term work community »

## 5. How to connect networks ?

- Solutions far within the problem
- Limited rationality
  - Social workers <> urbanist
  - Employees <> inhabitants
  - Public <> private
- Lack of political discourse
  - « cultural and functional mix » collects a lot of particular customs...
  - « poly-centrality » collects the controversy radio/pol-centrality
  - « density » collects controversy space manag/competitiveness
- Problems of governance
  - “Town planning is one shot”
  - Public authorities as animators
  - ...

## 5. Roles of Christians ?

- Christians as connectors
- Advocacy of poor populations
  - Roms, Gipsies...
  - Capverdien...
- Promotion of religious dialogue
- Importance of Catholic principles :
  - Popularum Progressio : development for all
  - Faith and justice issues