



Pour le retour d'une industrie locale, décarbonée, circulaire et humaine, dans nos villes et régions en Europe

La crise sanitaire sans précédent que l'Europe et le monde subissent actuellement démontre cruellement la fragilité des chaînes de valeurs mondialisées et les méfaits de la concentration de la production mondiale de biens manufacturés dans quelques pays.

Comme annoncé.e.s dans le Pacte vert pour l'Europe, la Commission européenne a lancé les 11 et 12 mars 2020 sa communication sur « Une nouvelle stratégie industrielle pour l'Europe » ainsi que son « Plan d'Action pour une Economie Circulaire ». Autant de propositions stratégiques visant à transformer l'économie européenne en vue de la mener vers la neutralité carbone d'ici à 2050.

Nous, signataires de la présente tribune, accueillons avec intérêt lesdites communications. Mais, au regard de la crise que nous traversons, il nous semble impératif d'intégrer dès maintenant dans cette nouvelle stratégie industrielle pour l'Europe des mesures qui favorisent la relocalisation de certaines industries en Europe. Et dans cette perspective, alors que la crise sanitaire a favorisé l'émergence de solidarités locales remarquables, tant économiques qu'humaines, au sein des entreprises et des territoires, nous souhaitons attirer l'attention de la Commission européenne, du Parlement européen et du Conseil de l'UE, sur une dynamique qui gagnerait, à notre sens, à être davantage prise en compte dans ces stratégies, à savoir l'ancrage territorial de l'industrie.

En effet, si repenser l'industrie actuelle, notamment l'industrie écono-intensive, afin qu'elle s'inscrive dans la transition, est une nécessité ; il est tout aussi important de favoriser son ancrage dans le territoire afin qu'elle puisse mieux répondre aux besoins de ses habitant.e.s et qu'elle se développe en solidarité avec son écosystème économique et d'innovation local, notamment dans les villes, qui concentrent 70 % de la population européenne.

L'activité productive que nous voulons développer et promouvoir afin de faire de nos villes et régions des leaders de la transition est une industrie qui :

- s'insère en harmonie avec les riverain.e.s au cœur de nos lieux de vie favorisant ainsi la mixité des fonctions urbaines : en réinvestissant et réhabilitant par exemple les anciens sites de production ou les friches industrielles, et en concevant de nouvelles formes de bâtiments industriels, plus denses, verticales, économes en énergie et sur le plan de la gestion du foncier, cette activité productive contribue à la redynamisation de nos territoires
- innove en réutilisant les déchets que nous produisons afin de créer de nouveaux produits, et en appliquant les principes de l'économie circulaire et de la fonctionnalité
- valorise les chaînes de valeur locales, selon la logique « *designed / made / repaired / locally* », privilégie les solidarités économiques et les circuits courts et contribue à la résilience des villes et des régions
- attire et emploie les talents locaux en vue de produire des biens dont les habitant.e.s ont directement besoin
- stimule la créativité des *makers* et autres communautés innovantes sur nos territoires



GOVERNEMENT DE LA RÉGION DE BRUXELLES-CAPITALE

CABINET DE LA SECRETAIRE D'ETAT BARBARA TRACHTE
TRANSITION ECONOMIQUE & RECHERCHE SCIENTIFIQUE

- s'engage résolument en terme de responsabilité sociale et environnementale et contribue à promouvoir les nouvelles structures organisationnelles et de gouvernance, de types coopératives de travailleurs.euses, ainsi que l'entrepreneuriat social, démocratique et solidaire
- participe à la lutte contre – et à l'adaptation au changement climatique, tant en regard de sa consommation de ressources et d'énergie que dans les déplacements engendrés
- collabore avec les villes et régions, les instituts de recherche et les autorités européennes, à l'expérimentation et la mise au point de nouvelles formes urbaines mixtes, de modèles économiques et financiers inédits et d'approches organisationnelles innovantes.

Cette industrie-là redéfinit le triptyque « production, distribution, consommation ». C'est en effet par l'inclusion dans les territoires que l'industrie pourra jouer son rôle productif en répondant aux besoins des citoyen.ne.s, tout en respectant les limites de l'environnement dans lequel elle s'insère et en prenant en compte le bien-être des habitant.e.s.

Nous, signataires de la présente tribune, sommes également convaincu.e.s que la transition industrielle que nous appelons de nos vœux peut être accélérée par les outils financiers mobilisables à notre niveau. A cet égard, nous pouvons nous emparer de la taxonomie européenne qui classe les activités économiques durables et alerte ainsi les investisseurs dans leurs choix financiers. Chaque jour, nous mettons tout en œuvre pour orienter les investissements réalisés par nos territoires vers des projets – notamment industriels – qui contribuent à la transition écologique de notre économie. Nous soutenons les institutions européennes dans leur travail d'approfondissement de la dynamique afin d'offrir un cadre commun, où sont clairement définis les produits financiers répondant à des exigences de durabilité élevées.

Nous sommes néanmoins conscient.e.s que la promotion de cette activité productive locale, socialement et environnementalement responsable devrait être accompagnée d'un changement de paradigme dans les fondements de la politique commerciale et d'échanges – ne se basant plus uniquement sur le signal prix (le plus bas), mais sur l'obligation de respecter les objectifs du développement durable.

Nous appelons toutes les villes et régions européennes désireuses d'ancrer leurs capacités productives dans leur territoire, à rejoindre cet appel pour une industrie locale, décarbonée, circulaire et humaine. Et nous appelons la Commission, le Parlement et le Conseil, à intégrer cette dimension dans la stratégie industrielle européenne.

Notre démarche ne s'inscrit certainement pas dans une logique de repli sur soi, mais dans un esprit de valorisation des savoir-faire locaux, de stimulation et de résilience d'écosystèmes productifs riches et variés, qui peuvent trouver des solutions durables et innovantes à des besoins réels, tout en faisant circuler les bonnes pratiques, et en stimulant les échanges et la solidarité économique locale entre villes et régions à l'échelle européenne. Après cette crise sanitaire majeure et ses impacts dramatiques sur l'économie, la reconstruction d'une Europe prospère passe par des territoires résilients. Une politique industrielle en soutien et en cohérence avec les dynamiques locales en est l'un des piliers.



Barbara Trachte



MAYOR OF THE CITY OF GDAŃSK
Aleksandra Dulkiewicz

Gdańsk, 11 May 2020

Declaration for a local, decarbonated, circular and humane industry in our Cities and Regions in Europe

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We, the signatories of this declaration, welcome these communications. However, in view of the crisis that we are going through, we think it is imperative to incorporate into this new industrial strategy for Europe, and as of now, measures that encourage the relocation of certain industries in Europe. And in this perspective, while the health crisis has encouraged the emergence of remarkable local solidarity, both economic and human, within companies and territories, we would like to draw the attention of the European Commission, the European Parliament and the Council of the EU to a dynamic that we believe would benefit from being taken into account more in these strategies, namely the territorial anchoring of industry.

Indeed, if it is a necessity to rethink the industry, especially energy-intensive ones, so that they take part in the transition; it is just as crucial to foster its anchorage in the territories so that it can better meet the needs of their inhabitants, and so that it develops in solidarity with its local economic and innovation ecosystem, particularly in cities, which are home to 70% of Europe's population.

The industry that we want to develop and promote so that our cities and regions become the leaders of the transition is an industry which:

- fits, in harmony with the residents, into the heart of our living spaces, thus promoting a mix of urban functions: by reinvesting and rehabilitating for instance former production sites or industrial wastelands, and by designing new forms of industrial buildings that are denser, vertical, energy-efficient and efficient in terms of land management, this productive activity contributes to the revitalisation of our territories
- innovates by reusing the waste we produce to create new products and by applying the principles of the circular economy and the economy of functionality
- promotes local value chains, according to the logic "designed / made / repaired / locally", favours economic solidarities and local distribution channels, and contributes to the resilience of cities and regions
- attracts and employs local talents to produce goods that are directly needed by local people



- stimulates the creativity of the “makers” and other innovative communities on our territories
- is resolutely committed to social and environmental responsibility, and promotes new organisational and governance structures, such as workers’ co-operatives, as well as social, democratic and solidarity-based entrepreneurship
- participates in the fight against - and adaptation to - climate change, both in terms of its consumption of resources and energy and in terms of the routes it generates
- works with cities and regions, research institutes and European authorities to experiment and develop new mixed urban forms, new economic and financial models as well as innovative organisational approaches.

This industry redefines the triptych “production, distribution, consumption”. Indeed, it is through inclusion in the territories that the industry will be able to play its productive role in responding to the needs of citizens, while respecting the limits of the environment in which it operates and taking into account the well-being of the inhabitants.

We, the signatories of this declaration, are also convinced that the transition we are calling for can be accelerated by the financial tools that can be mobilised at our level. In this respect, we can take hold of the European taxonomy that classifies sustainable economic activities and thus alerts investors in their financial choices. Every day, we do our utmost to direct the investments made by our territories towards projects - particularly industrial projects - that contribute to the ecological transition of our economy. We support the European institutions in their work to deepen the dynamic in order to offer a common framework, where financial products that meet high sustainability requirements are clearly defined.

We are nevertheless aware that the promotion of this local, socially and environmentally responsible productive activity should be accompanied by a change of paradigm in the founding principles of trade and exchange policy - which should no longer be based on the (lowest) price signal but on the obligation to respect the Sustainable Development Goals.

We call on all European cities and regions wishing to anchor their productive capacities in their territory to join this call for a local, decarbonised, circular and humane industry. And we call on the Commission, the Parliament and the Council to integrate this dimension into the European industrial strategy.

Our approach is certainly not about withdrawal into oneself. It is made in a spirit of valorisation of local know-how, of stimulation of rich and varied productive ecosystems that can find sustainable and innovative solutions to real needs, while circulating good practices between cities and regions, and by stimulating exchanges and local economic solidarity between cities and regions on a European scale. After this major health crisis and its dramatic impact on the economy, the reconstruction of a prosperous Europe requires resilient territories. An industrial policy that supports and is consistent with local dynamics is one of its pillars.

PREZYDENT MIASTA GDAŃSKA

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Ayuntamiento de Gijón

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En Gijón, a 14 de abril de 2020
LA ALCALDESA

Fdo. Ana González Rodríguez

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Damien CASTELAIN



Président de la Métropole européenne de Lille

Lille, le 17 avril 2020

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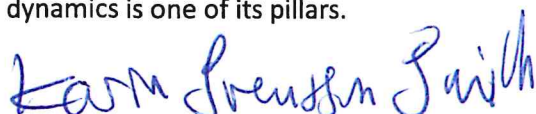
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Karin Svensson Smith
City of Lund

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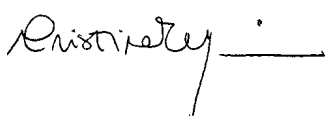
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City of Milan Cabinet Member for
Labour Policies, Business, Commerce, Human Resources
Cristina Tajani





Antoinette GUHL
Adjointe à la Maire de Paris
chargée de l'économie sociale et solidaire,
de l'innovation sociale et de l'économie circulaire

Patrick KLUGMAN
Adjoint à la Maire de Paris
chargé des relations internationales et
de la Francophonie

Paris, le 29/04/2020

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En effet, si repenser l'industrie actuelle, notamment l'industrie énérgo-intensive, afin qu'elle s'inscrive dans la transition, est une nécessité ; il est tout aussi important de favoriser son ancrage dans le territoire afin qu'elle puisse mieux répondre aux besoins de ses habitant.e.s et qu'elle se développe en solidarité avec son écosystème économique et d'innovation local, notamment dans les villes, qui concentrent 70 % de la population européenne.

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Nous, signataires de la présente tribune, sommes également convaincu.e.s que la transition industrielle que nous appelons de nos vœux peut être accélérée par les outils financiers mobilisables à notre niveau. A cet égard, nous pouvons nous emparer de la taxonomie européenne qui classe les activités économiques durables et alerte ainsi les investisseurs dans leurs choix financiers. Chaque jour, nous mettons tout en œuvre pour orienter les investissements réalisés par nos territoires vers des projets – notamment industriels – qui contribuent à la transition écologique de notre économie. Nous soutenons les institutions européennes dans leur travail d'approfondissement de la dynamique afin d'offrir un cadre commun, où sont clairement définis les produits financiers répondant à des exigences de durabilité élevées.

Nous sommes néanmoins conscient.e.s que la promotion de cette activité productive locale, socialement et environnementalement responsable devrait être accompagnée d'un changement de paradigme dans les fondements de la politique commerciale et d'échanges – ne se basant plus uniquement sur le signal prix (le plus bas), mais sur l'obligation de respecter les objectifs du développement durable.

Nous appelons toutes les villes et régions européennes désireuses d'ancrer leurs capacités productives dans leur territoire, à rejoindre cet appel pour une industrie locale, décarbonée, circulaire et humaine. Et nous appelons la Commission, le Parlement et le Conseil, à intégrer cette dimension dans la stratégie industrielle européenne.

Notre démarche ne s'inscrit certainement pas dans une logique de repli sur soi, mais dans un esprit de valorisation des savoir-faire locaux, de stimulation et de résilience d'écosystèmes productifs riches et variés, qui peuvent trouver des solutions durables et innovantes à des besoins réels, tout en faisant circuler les bonnes pratiques, et en stimulant les échanges et la solidarité économique locale entre villes et régions à l'échelle européenne. Après cette crise sanitaire majeure et ses impacts dramatiques sur l'économie, la reconstruction d'une Europe prospère passe par des territoires résilients. Une politique industrielle en soutien et en cohérence avec les dynamiques locales en est l'un des piliers.

A handwritten signature in dark ink, appearing to read 'Antoinette Guhl', with a stylized flourish at the end.

Antoinette GUHL

A handwritten signature in dark ink, appearing to read 'Patrick Klugman', with a large, sweeping initial 'M' or 'K'.

Patrick KLUGMAN

Declaration for a local, decarbonated, circular and humane industry in our Cities and Regions in Europe

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As announced in the European Green Deal, the European Commission launched on 11 and 12 March 2020 its communication on "A new industrial strategy for Europe" as well as its "Action Plan for a Circular Economy". These are all strategic proposals aimed at transforming the European economy towards carbon neutrality by 2050.

We, the signatories of this declaration, welcome these communications. However, in view of the crisis that we are going through, we think it is imperative to incorporate into this new industrial strategy for Europe, and as of now, measures that encourage the relocation of certain industries in Europe. And in this perspective, while the health crisis has encouraged the emergence of remarkable local solidarity, both economic and human, within companies and territories, we would like to draw the attention of the European Commission, the European Parliament and the Council of the EU to a dynamic that we believe would benefit from being taken into account more in these strategies, namely the territorial anchoring of industry.

Indeed, if it is a necessity to rethink the industry, especially energy-intensive ones, so that they take part in the transition; it is just as crucial to foster its anchorage in the territories so that it can better meet the needs of their inhabitants, and so that it develops in solidarity with its local economic and innovation ecosystem, particularly in cities, which are home to 70% of Europe's population.

The industry that we want to develop and promote so that our cities and regions become the leaders of the transition is an industry which :

- fits, in harmony with the residents, into the heart of our living spaces, thus promoting a mix of urban functions: by reinvesting and rehabilitating for instance former production sites or industrial wastelands, and by designing new forms of industrial buildings that are denser, vertical, energy-efficient and efficient in terms of land management, this productive activity contributes to the revitalisation of our territories
- innovates by reusing the waste we produce to create new products and by applying the principles of the circular economy and the economy of functionality
- promotes local value chains, according to the logic "designed / made / repaired / locally", favours economic solidarities and local distribution channels, and contributes to the resilience of cities and regions
- attracts and employs local talents to produce goods that are directly needed by local people
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- is resolutely committed to social and environmental responsibility, and promotes new organisational and governance structures, such as workers' co-operatives, as well as social, democratic and solidarity-based entrepreneurship
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- works with cities and regions, research institutes and European authorities to experiment and develop new mixed urban forms, new economic and financial models as well as innovative organisational approaches.

This industry redefines the triptych "production, distribution, consumption". Indeed, it is through inclusion in the territories that the industry will be able to play its productive role in responding to the needs of citizens, while respecting the limits of the environment in which it operates and taking into account the well-being of the inhabitants.

We, the signatories of this declaration, are also convinced that the transition we are calling for can be accelerated by the financial tools that can be mobilised at our level. In this respect, we can take hold of the European taxonomy that classifies sustainable economic activities and thus alerts investors in their financial choices. Every day, we do our utmost to direct the investments made by our territories towards projects - particularly industrial projects - that contribute to the ecological transition of our economy. We support the European institutions in their work to deepen the dynamic in order to offer a common framework, where financial products that meet high sustainability requirements are clearly defined.

We are nevertheless aware that the promotion of this local, socially and environmentally responsible productive activity should be accompanied by a change of paradigm in the founding principles of trade and exchange policy – which should no longer be based on the (lowest) price signal but on the obligation to respect the Sustainable Development Goals.

We call on all European cities and regions wishing to anchor their productive capacities in their territory to join this call for a local, decarbonised, circular and humane industry. And we call on the Commission, the Parliament and the Council to integrate this dimension into the European industrial strategy.

Our approach is certainly not about withdrawal into oneself. It is made in a spirit of valorisation of local know-how, of stimulation of rich and varied productive ecosystems that can find sustainable and innovative solutions to real needs, while circulating good practices between cities and regions, and by stimulating exchanges and local economic solidarity between cities and regions on a European scale. After this major health crisis and its dramatic impact on the economy, the reconstruction of a prosperous Europe requires resilient territories. An industrial policy that supports and is consistent with local dynamics is one of its pillars.

Founding signatories :

- Marktgemeinde Pernitz, DI Markus Panzenböck, Vice Major



Strasbourg, le
CAB/CE/MS

12 MAI 2020

Pour le retour d'une industrie locale, décarbonée, circulaire et humaine, dans nos villes et régions en Europe

La crise sanitaire sans précédent que l'Europe et le monde subissent actuellement démontre cruellement la fragilité des chaînes de valeurs mondialisées et les méfaits de la concentration de la production mondiale de biens manufacturés dans quelques pays.

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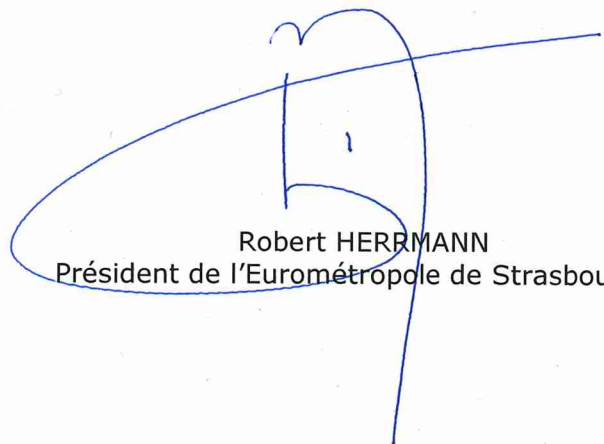
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Robert HERRMANN
Président de l'Eurométropole de Strasbourg



Prezydent Wrocławia

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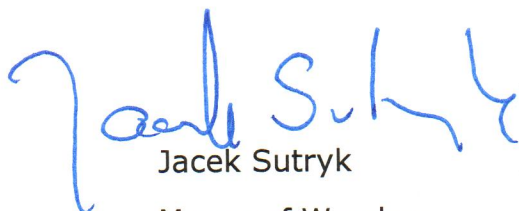
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Jacek Sutryk

Mayor of Wrocław

Wrocław, 5.05.2020