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September 2020

#FRANCERELANCE



# **BUILDING THE FRANCE OF 2030 TODAY**

Towards a greener, more competitive,  
more inclusive economy



**“France Relance” or “Relaunch France”,** France’s new economic stimulus plan, was presented by the French government on September 3, 2020. It will be implemented as of this year and will extend until 2022.

The plan is part of phase three of France’s response to the crisis and supplements the urgent economic measures implemented in March, in addition to the plans launched since this summer to support the most severely affected sectors.

With a budget of **€100 billion**, including €40 billion in funding from the European Union (from the “Next Generation EU” Plan), **“France Relance”** has a clear strategic objective: to start building the France of 2030 by transforming the economy, with a focus on three key areas:

- Supporting the transition to a greener, more sustainable economy: **Ecological transition:** €30 billion ring-fenced.
- Creating the most favorable conditions for companies to grow their business and protect jobs: **Competitiveness:** €34 billion ring-fenced.
- Ensuring solidarity between generations, regions and all French citizens: **Cohesion:** €36 billion ring-fenced.

**“France Relance”** will enable the country to *“transform the crisis into an opportunity, by prioritizing investment in the most promising areas that will form the economy and jobs of the future”* (Emmanuel Macron, President of France).

This confirms the French government’s strong desire to boost the **competitiveness** of the French economy and offer a fertile environment for **innovation**, so as to encourage new foreign direct investment in France.

**“France Relance” will deliver ambitious government investments and tangible measures in support of business, which will be applied immediately or in the short term:**

- **A more attractive tax policy**, with a significant reduction of €20 billion, from 2021, in the tax burden placed on the industrial activities of businesses, together with a corporate tax rate that has been steadily reduced since 2017 (from 33.33% in 2017, to 28% in 2020, to 25% in 2022) and a guarantee from the Prime Minister that there will be no tax rises before the end of the President’s five-year term.

- **A boost to the equity capital of micro-enterprises, SMEs and mid-size companies.**
- **Support for investment** in different regions, strategic sectors and in the technologies of the future, including hydrogen, healthcare, industrial inputs, quantum technologies and agri-food.
- **Provision of “turnkey” sites**, allowing new industrial operations to be set up.
- **Government initiatives** to support the modernization, digitalization and greening of industrial activities.

**Employment** is also one of the plan’s key cross-cutting priorities, with measures that will enhance the employability of young people entering the labor market and adapt the skills of employees to the sectors of the future. Also being rolled out is the long-term partial employment (APLD) scheme, coupled with a training plan for those who are temporarily inactive.

**“France Relance”** has the potential to **create new markets**, thanks to the large-scale investments and government programs being deployed, generating a raft of opportunities for businesses to grasp in these sectors:

- **€6 billion** to transform medical and social care institutions, restructure healthcare services and modernize digital tools in the healthcare field.
- **€6.7 billion** to improve energy efficiency, primarily by upgrading heat insulation in public and private buildings.
- **€3.1 billion** to develop clean mobility (bicycles, public transport, clean vehicles, etc.).

**As such, “France Relance” sends an unambiguous message to foreign investors and their operations in France:** the country welcomes their contribution to its continuing transformation, as embodied by the ecological transition, the modernization of production facilities and technological innovation.



**T**HIS PRO-BUSINESS STRATEGY WILL CONTINUE TO BE PURSUED ALONGSIDE THE MAJOR STRUCTURAL REFORMS ALREADY UNDERTAKEN SINCE THE START OF THE PRESIDENT'S FIVE-YEAR TERM, WHICH TARGET LABOR LAW FLEXIBILITY AND PREDICTABILITY, VOCATIONAL TRAINING AND TAX BURDEN REDUCTION.

**The reforms implemented prior to the crisis have borne fruit:**

- In terms of **economic growth and employment**, France posted a pre-crisis growth rate higher than the eurozone average (+1.5% in 2019, versus +1.3%, source: Eurostat), the lowest unemployment rate in the last 10 years (under 8%) and an unprecedented level of job creation (+500,000 jobs in two years).
- In terms of investment **attractiveness**, France became the **leading European destination for international investment projects in 2019** for the first time in its history (EY France Attractiveness Survey, 2020), enabling 40,000 jobs to be created or safeguarded across the country over the course of the year (Business France Annual Report 2019, Foreign investment in France).
- In terms of **innovation and talent**, by fostering a more favorable environment for innovation and talent training, as highlighted this year by the Academic Ranking of World Universities (Shanghai Ranking), in which **France is ranked third in the world with 30 establishments, including five in the top 100**.

**When it comes to the economic recovery and investor confidence, the initial signs are positive:**

- In August, according to the French National Institute for Statistics and Economic Studies (INSEE), whose analysis is echoed by the Banque de France, **the French economy was operating at 95% of its pre-crisis level**.

- As regards foreign investment, **three-quarters of the projects set to take place in France are unaffected**, with government authorities fully mobilized to support the remaining quarter that the crisis has rendered uncertain (source: Business France survey).
- **The first 24 beneficiaries** of the fund to support the modernization of the aerospace and automotive sectors were named on September 14, 2020. They will receive a total of **€15 million in subsidies**.
- On September 22, 2020, startup **Mirakl announced that it had raised US\$300 million** through a historic Series D funding round, thus joining the circle of global unicorns and confirming the attractiveness of France's tech ecosystem to international funds.
- **France's vibrant private equity market** (€20.9 billion raised in 2019, an increase of 12%, source: France Invest) will enable significant financial resources to be mobilized to aid the recovery and growth of businesses in France over the next five years.

When the crisis hit, **France was more competitive, innovative and prosperous** for international investors than at any time in its history. The fruit of the reforms already undertaken, combined with the widescale measures introduced by "France Relance", will help to reinforce this dynamic in the long term.



# **BUILDING THE FRANCE OF 2030 TODAY**

**BOOSTING BUSINESS COMPETITIVENESS  
AND INVESTING IN SKILLS**



THE "FRANCE RELANCE" INITIATIVE PAVES THE WAY FOR TANGIBLE, FAR-REACHING INITIATIVES THAT WILL BENEFIT BUSINESSES. THE AIM IS TO OFFER THEM AN EVER MORE COMPETITIVE BUSINESS ENVIRONMENT THAT ENCOURAGES FIRMS TO SET UP IN FRANCE, WHILE PLACING AN EMPHASIS ON SKILLS DEVELOPMENT TO TRAIN AND SUPPORT YOUNG PEOPLE AND EMPLOYEES IN THE STRATEGIC PROFESSIONS OF TOMORROW.

### A strategy to enhance the competitiveness of businesses based in France

1/ Significant and lasting cuts to production taxes, totaling €20 billion over 2021-2022 (€10 billion/year from 2021).

#### Which taxes are targeted?

The cuts will include:

- A 50% reduction in corporate value added tax (CVAE) and property taxes on industrial sites (built-up property tax and business property tax (CFE)).
- A reduction in the capping rate from 3% to 2% of the regional economic contribution based on value added.

#### How can firms benefit from the measures?

These measures will be included in the 2021 French government budget bill and will automatically apply, as of January 1, 2021, to the taxes payable by businesses for that year.

#### Which businesses are eligible?

All French-based businesses that are liable for the taxes targeted by the cuts.

2/ A €3 billion boost to the equity capital of micro-enterprises/SMEs and mid-size companies to support their growth.

#### What measures will be implemented?

Two major measures have been rolled out to put financial savings to use in consolidating the capital of micro-enterprises/SMEs and mid-size companies:

- A €1 billion government guarantee from Bpifrance to cover financial investments that fall within the scope of "France Relance" in view of their contribution to a sustainable economic recovery.
- Between €10 billion and €20 billion in long-term participating loans granted by banks to micro-enterprises/SMEs and mid-size companies, which will be covered by a partial government guarantee.

#### How can firms benefit from the measures?

By contacting [Bpifrance](#) and banks.

#### Which businesses are eligible?

Micro-enterprises/SMEs and mid-size companies.

3/ Supporting exports from France by SMEs and mid-size companies, to the tune of €247 million.

#### What measures will be implemented?

- "Export vouchers": The government will cover up to 50% of the cost of attending international trade fairs or using export support services.
- "VIE vouchers": The government will contribute €5,000 to the cost of VIE international internship programs.
- Free, tailored market intelligence for exporters.

#### How can firms benefit from the measures?

By contacting the [France Export Team](#).



## A €1 billion action plan to speed up the establishment or re-establishment of industrial operations in France

4/ Support for industrial investment in five strategic sectors in order to secure value chains, €600 million over 2020-2022.

### What measures will be implemented?

Subsidies will be granted to successful applicants within the context of calls for proposals managed by the Businesses Directorate (Ministry for the Economy, Finance and the Recovery) in conjunction with Bpifrance.

- **Strategic industries targeted:** healthcare, critical industrial inputs, electronics, agri-food and telecommunications.
- **Other calls for proposals** will follow in 2021 and 2022 to identify future projects that are currently less mature.

### Which businesses are eligible?

All industrial firms in the sectors in question may apply. Refer to the selection criteria in the specifications.

### How can firms benefit from the measures?

The five initial [calls for proposals](#) are open **until November 17, 2020**

5/ Support for industrial investments with a strong socio-economic impact in France's regions, €400 million over 2020-2022.

### What measures will be implemented?

**Subsidies** will be granted to the applicants selected within the context of **calls for proposals** issued by each region.

Priority is given to projects in the country's [148 designated industrial areas](#).

### Which businesses are eligible?

All industrial firms can apply. Refer to the selection criteria in the specifications.

## How can firms benefit from the measures?

By consulting [the calls for proposals online](#).

## Government programs of a structural nature, to create an attractive, simplified environment for firms seeking to set up industrial operations

6/ Rehabilitation by the government of 900 hectares of industrial brownfield sites and artificialized land, at a cost of €300 million.

### What measures will be implemented?

The €300 million **"Brownfield"** fund was created within the scope of "Relaunch France" to support and speed up the re-use of artificialized land (900 hectares). €40 million of the total is managed by the French Environment and Energy Management Agency (ADEME). Based on a rationale of sustainable land planning, the program is geared towards facilitating business relocation and will smooth the way for operations currently held back by an excessive financial shortfall. In total, the fund should enable approximately 900 hectares of brownfield land to be rehabilitated at nearly 230 sites.

## How can firms benefit from the measures?

Industrial firms will benefit from this measure as of 2022, thanks to the availability of new "ready-to-use" sites whose decontamination, demolition and requalification will have been financed by the government and local authorities. A number of these sites are set to be added to the list of [78 "turnkey" sites](#) published in 2020, which are already available for new industrial activities, or will be very shortly. In autumn 2020, ADEME launched a call for expressions of interest in polluted former industrial sites where the former occupant failed to meet their responsibilities.

7/ Modernizing national transport infrastructures to simplify intermodal transport.

### What measures will be implemented?

Over 2020-2022, the government will fast-track the projects launched to modernize and improve national transport infrastructures, which will contribute to the development and economic



prosperity of businesses and the regions at a structural level.

The funding provided will include €550 million to speed up infrastructure work (excluding rail and maritime freight), €4.7 billion for rail transport and €200 million to reduce the environmental impact of ports.

**The planned modernization work** (targeting the rail network, rail freight, maritime ports, the river network, digital infrastructures for maritime affairs and the acceleration of the shift from cars to public transport) will contribute to **France's overall competitiveness**. It will result in **smoother logistics**, benefiting all users of the country's transport networks, as well as businesses operating industrial sites, storage warehouses and agricultural sites, whose production or storage facilities will be better served across France.

### Protecting jobs, promoting the recruitment of young people and facilitating career changes

8/ Financial incentives to stimulate youth employment totaling €6.5 billion.

#### What measures will be implemented?

**Recruitment bonuses** will be introduced to encourage the recruitment of young people and thus contribute to the government's objective of creating 160,000 jobs in 2021:

- **€4,000** for the recruitment of an individual under the age of 26 on a permanent contract or a fixed-term contract lasting more than three months (the mechanism is applicable on a pro rata basis according to the duration of the contract and will be in place until January 31, 2021).
- **Between €5,000 and €8,000** for the recruitment of an apprentice or a student on a work-study program (measure in place until February 28, 2021)

#### How can firms benefit from the measures?

Requests must be submitted to the Service and [Payment Agency](#) (a special online platform will be available for this purpose as of October 1, 2020).

#### Which businesses are eligible?

All businesses, regardless of their size.

9/ **Qualification training to develop the skills of young people and adapt those of employees to the strategic professions of tomorrow, in conjunction with each sector's professional bodies.**

#### What measures are aimed at young people and employees?

Following on from the Skills Investment Plan (Plan d'investissement dans les compétences – [PIC](#)) launched in 2018, and in addition to the efforts France has made to simplify the system to encourage businesses to invest in the skills of their employees, new measures are being introduced **to expand the training France offers to cater for strategic professions:**

- **Employee personal training accounts (Compte personnel de formation – CPF)** will be topped up to cover 100% of their out-of-pocket expenses when they take training relating to a **strategic sector** (i.e. digital, ecological transition, sectors that face industrial relocation challenges).
- **Roll-out of 100,000 qualifying training courses for young people** who are preparing to enter the labor market and **15,000 certification courses to enhance the digital skills of employees, starting in November 2020** (in conjunction with [My Training Account](#)).
- **Roll-out of digital platforms** by training organizations and provision by the government of **free digital learning content to modernize and extend access to continuing professional development.**



10/ Easier passage between private and public research, thanks to €300 million in funding.

### What measures will be implemented?

In order to retain R&D skills that are not immediately productive but are of strategic importance for business innovation and competitiveness, specific mechanisms are being launched:

- **Private businesses can make their R&D staff available to a state-funded laboratory for up to 24 months**, with 80% of their salary paid by the government.
- **Young graduates working for a state-funded laboratory** can be made available to private businesses, with 80% of their salary paid by the government.
- **Post-doctorates** funded by the government to the tune of 80%, on condition that they fall within the scope of collaboration between a business and a public laboratory.

### How can firms benefit from the measures?

These mechanisms will be put in place by the end of the year. The practicalities remain to be defined.

### Which businesses are eligible?

SMEs and mid-size companies will take priority. The measures are designed to support approximately 2,500 individuals/year, including 1,400 private-sector employees.

11/ More flexibility to preserve jobs and the long-term future of firms in the event that business slows down.

### What measures will be implemented?

Following on from the structural changes made to the short-time working scheme launched by the government to protect jobs during the public health emergency, fresh adjustments have been made to

the existing system, in addition to the creation of a new mechanism to offer greater **predictability and flexibility** to employers and employees affected by a decline in business:

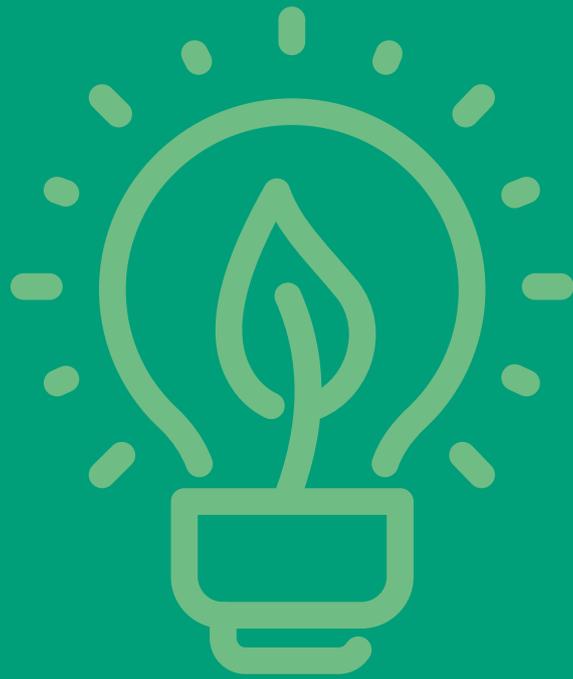
- **The statutory short-time working scheme (Dispositif d'activité partielle de droit commun – APDC)**, catering for the need for firms to adjust their level of activity on an occasional basis: three months, renewable once, during which (1) the employee receives an allowance for hours not worked equivalent to 60% of their gross salary and (2) the employer receives a government allowance covering 36% of the gross salary (up to a maximum of 4.5 times the statutory national minimum wage) – effective as of November 1, 2020.
- **The long-term short-time working scheme (Dispositif d'activité partielle de longue durée – APLD)**, when business is slow for longer periods: the employer can reduce working hours by 40 to 50%, for a period of up to 24 months (consecutive or non-consecutive) and over a total period of 36 consecutive months, during which (1) the employee receives an allowance for hours not worked equivalent to 70% of the gross salary and (2) the employer receives a government allowance covering 56% of the gross salary (up to a maximum of 4.5 times the statutory national minimum wage).

### How can firms benefit from the measures?

By applying [online](#)

### Which businesses are eligible?

All businesses, regardless of their size, when they can prove that they are experiencing a temporary or sustained downturn in business due to the health crisis. The APLD can only be accessed if a collective agreement is in place (covering a site, a business, a group or a sector as a whole). Employers are also required to make commitments to government authorities regarding job preservation and professional development.



# **BUILDING THE FRANCE OF 2030 TODAY**

**BOOSTING INNOVATION,  
SUPPORTING FUTURE AND GREEN  
TECHNOLOGY SECTORS**



FRANCE RELANCE" MARKS THE LAUNCH OF STRUCTURAL MEASURES TO TRANSFORM THE FRENCH ECONOMY BY PLACING INNOVATION IN ALL ITS FORMS AT THE HEART OF ITS RECOVERY, THROUGH WIDESCALE INVESTMENT IN THE SECTORS WITH THE BRIGHTEST FUTURE. THE STIMULUS PLAN POSITIONS THE DIGITAL ECONOMY AND THE ENVIRONMENT AS TWO KEY DRIVERS OF THIS TRANSFORMATION. DIGITALIZING PRIVATE AND PUBLIC ECOSYSTEMS, GREENING INDUSTRIAL PROCESSES AND CLEAN MOBILITY ARE JUST THREE OF THE AREAS OFFERING MODERNIZATION AND DEVELOPMENT OPPORTUNITIES FOR BUSINESSES OPERATING IN FRANCE.

**Widescale investment in the technologies of the future to enhance the agility and competitiveness of the French economy in the eyes of businesses and researchers alike**

1/ Launch of the 4th National Investment Program.

**What measures will be implemented?**

**Launched 10 years ago, the National Investment Program** (Programme d'investissements d'avenir – PIA) funds the entire innovation life cycle, supporting innovative products and services from testing to market launch. The 4th National Investment Program, whose target budget is €20 billion over five years, will invest **€11 billion by 2022** within the scope of "Relaunch France", with a focus on two key structural areas:

- Funding for standout investments in **sectors and technologies of strategic** importance for competitiveness, the ecological transition and resilience. Target sectors include digital technologies (cloud computing, quantum technologies, cybersecurity, artificial intelligence, EdTechs, etc.), healthcare (digital healthcare and bioproduction of innovative therapies) and the space industry.
- Funding for **higher education, research and innovation ecosystems** based on a structural and predictable approach, so as to speed up the transfer of technologies from the academic sphere to the world of business.

**How can firms benefit from the measures?**

Project selection and funding will take place primarily through [calls for proposals issued on an ad hoc basis](#).

**Which businesses are eligible?**

Eligibility and selection criteria will be set out in specifications that are currently being drafted.

**Offering an environment conducive to business modernization and development**

2/ Increased government support (€400 million) for the widescale digitalization of the production ecosystem.

**What measures will be implemented?**

To help businesses in France move upmarket and become more competitive, **three measures are being launched:**

- Auditing and support for SMEs/mid-size companies, **enabling them to implement artificial intelligence solutions to modernize production facilities** via the "Artificial Intelligence Booster" mechanism.
- Financial support (in the form of subsidies) **for industrial firms that invest in the technologies of the future** (e.g. robotization tools, additive manufacturing and modernization of production facilities).
- Supporting micro-enterprises and SMEs to familiarize them with digitalization, via [France Num](#).



### How can firms benefit from the measures?

Support schemes: [France Num](#); [Subsidies for industrial firms](#).

### Which businesses are eligible?

All micro-enterprises, SMEs and mid-size companies wishing to embrace the digitalization processes set up by "France Relance".

### 3/ Speeding up the digital transformation of the government and the country's regions.

A budget of €1.5 billion will be made available between now and 2022 to fund government and local authority digital transformation projects. **These will serve to improve public services and the administrative environment inhabited by businesses and citizens** (e.g. through increased digitalization of public services).

### 4/ Supporting startups that develop disruptive technologies, with funding of €2.2 billion.

### What measures will be implemented?

"France Relance" embodies the government's deep commitment to the development of disruptive digital technologies (e.g. artificial intelligence, cloud and quantum computing) by providing €500 million in financial support, between now and 2022, to startups that have picked up this challenge. It will do so through various mechanisms:

- Support in the form of equity capital.
- Acquisition of stakes in startups.
- Contributions to investment funds.

### How can firms benefit from the measures?

By contacting [Bpifrance](#). Specific plans for priority technologies will be unveiled in the coming weeks.

### Managing the transition to a more modern, more sustainable and greener economy, while positioning France at the forefront of new green technologies

5/ Supporting the decarbonization of industry, a key medium-term performance driver, with a budget of €1.2 billion.

### What measures will be implemented?

- Financial support to boost energy efficiency and adapt industrial processes:

The funding will take the form of **subsidies for applicants selected through the calls for proposals** managed by the French Environment and Energy Management Agency (**ADEME**). These will be paid over the closing months of 2020 and throughout 2021 and 2022.

The goal is **to support the sectors and sites identified as producing the most emissions** (e.g. cement works, metallurgy). For projects involving an investment of more than €3 million, calls for proposals are issued by ADEME. For smaller projects, "over-the-counter" support will be provided by the Service and Payment Agency (ASP), based on a list of eligible facilities.

- Long-term support for projects **set up to produce "low-carbon" heat** will target both **investment in facilities and their operation**, so as to offset the total cost differential between heat production from biomass or solid recovered fuels and the alternative fossil fuel-based solution, over a period of several years. This measure will be implemented through a series of calls for proposals issued by ADEME.

### How can firms benefit from the measures?

By consulting the specifications of calls for proposals, which will be published here as and when the calls are issued. The scheme will seek to encourage projects that lead to greater energy efficiency, introduce processes more closely



tailored to such requirements or reduce CO2 emissions at a lower cost to the public purse.

### Which businesses are eligible?

All industrial firms operating in France whose processes rely on the use of fossil fuels and which are keen to move towards low-carbon production methods.

6/ Helping to update and develop the agricultural equipment needed to drive the agri-ecological transition and adapt to climate change.

### What measures will be implemented?

The measure has a budget of €250 million, supplemented by National Investment Program 4 (PIA4), and breaks down into three components:

- **A conversion bonus** for agricultural equipment, enabling farmers to invest in more resource-efficient tools and harness innovation to reduce the use of phytosanitary products.
- **Financial support** for businesses that design and manufacture agricultural equipment, to promote innovation and the modification of equipment for new uses.
- **Support for investments** to improve resilience in the face of climate hazards (equipment, resource management).

### How can firms benefit from the measures?

The scheme is set to be launched on January 1, 2021. Applications for funding will need to be submitted to the Ministry for Agriculture and Food.

7/ Supporting the growth of the highly strategic green hydrogen sector in France.

### What measures will be implemented?

This component of the stimulus plan will receive €7 billion in investment between now and 2030, including €2 billion by 2022. The loans initially granted as part of the stimulus plan will later be supplemented by the National Investment Program.

This will be three parts to this strategy:

- **Direct support** for corporate projects, to enable French businesses to offer a **range of hydrogen solutions**.
- Creation of a mechanism to support water electrolysis hydrogen production through **calls for tender and production subsidies**.
- Launch of an Important **Project of Common European Interest (IPCEI)** recognized by the European Commission, thus making it eligible for government funding. Its purpose will be to support the **industrial deployment** of these technologies across the country and the **development of demonstrators**.

### How can firms benefit from the measures?

ADEME and Bpifrance will be the designated points of contact for project sponsors interested in supporting these initiatives, which can take various forms: calls for proposals, subsidies, subsidized loans, refundable advances and venture capital. The current timetable is as follows:

### Actions planned for 2020:

- **An ADEME call for proposals for a “Regional Hydrogen Hub”** to enable the deployment of large-scale regional ecosystems (consortia comprising local authorities and industrial solutions providers). It will receive funding of €275 million between now and 2023.
- **A call for proposals focusing on “Technological building blocks and demonstrators”**, to develop or



improve the components and systems used in the production and transportation of hydrogen and in its applications (transport, energy production). It will also provide support to French-based demonstrator projects that include a strong value-creation component and boost the sector's ability to develop new solutions and develop structurally. The initiative will receive funding of €350 million until 2023.

- **The National Investment Program's equity investment schemes** will be harnessed to fund businesses that require support for the development of innovative technologies (Eco-Technology Fund), for industrial deployments through the Corporate Fund for Industrial Projects (Fonds des sociétés de projets industriels – SPI) or for pioneering market launches in the energy infrastructure field (ADEME Investments).

#### In 2021:

- **Development of an Important Project of Common European Interest (IPCEI)** in the field of hydrogen. The project's scope will include support for the development and industrial launch of electrolyzers to produce decarbonized hydrogen, but also for the deployment of these solutions across industry. It will also offer backing to electrolyzer "gigafactory" projects in France, as well as to the industrial deployment of other technological building blocks (fuel cells, tanks, materials, etc.), so as to incorporate them into the wider European value chain. France will provide a one-off €1.5 billion financial contribution to this initiative.
- **A call for expressions of interest within the framework of the "Hydrogen Applications" Priority Research Program.** Overseen by the National Research Agency, this Priority Research Program will support upstream research and lay the foundations for the next generation of hydrogen technologies (batteries, tanks, materials, electrolyzers, etc.). It will contribute to boosting French excellence in hydrogen research and will be funded to the tune of €65 million.

#### In 2022:

- **A call for tenders within the scope of the support mechanism for the production of decarbonized hydrogen,** which is based on production subsidies.

#### Which businesses are eligible?

All micro-enterprises, SMEs and mid-size companies that operate in France and are keen to contribute to the development of a green hydrogen sector in the country.

#### 8/ Promoting the circular economy and short supply chains through reuse and recycling.

#### What measures will be implemented?

There are four components to this initiative:

- **Supporting re-use** and activities that help reduce the use of plastics, particularly single-use plastics: support for businesses, development of logistics infrastructures and washing plants, support for the acquisition of alternative equipment in mass catering, etc.
- **Financial support for plastic recycling:** financial support for feasibility studies and trials geared towards the use of recycled plastics, **financial support to help businesses invest** in modifications to their equipment to allow more recycled plastics to be incorporated into products, as well as support for the acquisition of equipment allowing the use of alternatives to plastics.
- **Support for the modernization** of waste sorting centers and biowaste recovery facilities. This support will take the form of specific funding for local authorities, as well as investment support for facilities that produce energy from solid recovered fuels (SRF).
- **Support for the modernization** of waste sorting centers, recycling plants and waste recovery systems.

The funding needed for these measures will be provided by supplementary contributions from the ADEME "Circular Economy" fund over 2020-2022, i.e. an additional €226 million for the first three components and €274 million for the fourth.

#### How can firms benefit from the measures?

Businesses wishing to modify their industrial processes will be offered financial support from the "Circular Economy" fund, either via an "over-the-counter" approach or through calls for proposals



issued by ADEME and/or Bpifrance.

**An unprecedented financial development plan to speed up modernized transport infrastructures, promote green mobility and support building energy renovation.**

9/ Developing and promoting clean daily mobility

#### What measures will be implemented?

- The stimulus plan sets aside €1.2 billion to improve public transport and develop a cycling plan. This may be supplemented by funding provided under the European “REACT EU” program, in addition to the funds allocated to support local investment. This investment will serve **to ramp up the expansion of the cycle lane network at an unprecedented pace and to develop day-to-day rail travel in the most densely populated towns and cities** by improving service frequency, capacity and price integration for users, while also developing new public transport services in urban areas (buses, RERs, metro, trams). All of these projects will be launched over 2020-2022 and will come on stream between 2021 and 2023/2024.
- **The scheme to promote the purchase of clean vehicles** will receive €1.9 billion in financial support between 2020 and 2022. This support will include a conversion bonus for the replacement of light vehicles, financing or co-financing to speed up the deployment of electric vehicle charging stations, and a conversion or acquisition bonus targeted at electric or hydrogen-powered heavy goods vehicles.

#### How can one benefit from the measures?

In respect of public transport and the cycling plan, projects will be put forward by local authorities and selected through calls for proposals. In Ile de France (Paris region), projects will be accelerated within the framework of the agreement set up between the government and the region.

Conversion bonuses and the automotive bonus came into force in June and August 2020, following the publication of the support plan for the automotive sector.

10/ An ambitious energy renovation program for public and private buildings

#### What measures will be implemented?

€6 billion will be allocated to the energy renovation of public and private buildings.

€2 billion will be devoted to encouraging the energy renovation of private buildings by households. Spread over 2021 and 2022, this funding will serve to amplify and improve the results obtained by existing support mechanisms for energy renovation (including “MaPrimeRénov”). All of these measures will be implemented by early 2021.

The government will invest €4 billion in the energy renovation of public buildings (government buildings, higher education and research buildings, local authority buildings, etc.), targeting an estimated 15 million square meters of floor space. This rehabilitation will cover works categorized as major building maintenance or building systems upgrades (e.g. structural insulation), in addition to large real estate projects that go beyond energy renovation.

#### How can one benefit from the measures?

All the measures offering incentives to private individuals will be implemented by early 2021.

Calls for proposals will be launched for public buildings (at national level or by Préfectures at local level).

#### Which businesses are eligible?

All businesses and tradespeople operating in the construction sector will be able to take advantage of the contracts awarded in relation to this funding.

#### Useful links for more information:

[France Relance – Press kit \(in French\)](#) (source: Government)

[France Relance – Full document \(in French\)](#) (source: Government)

[Mechanisms for industrial firms \(in French\)](#) (source: Ministry for the Economy, Finance and the Recovery)

[Next Generation EU](#) (source: European Commission)

[investinfrance.fr](https://investinfrance.fr)



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