



# DIGITAL LOCAL ECONOMIC DEVELOPMENT MANAGEMENT SOLUTION

## POSITIONING STRATEGIES THROUGH ECONOMIC FLOW ANALYSIS AND STAKEHOLDER COLLABORATION

*The economic development department of the local community government of Paris Ovest La Défense (POLD) noticed that its strategy should be more striking and efficient if provided with a management tool of economic development metrics.*

*POLD called on Verteego to maximise its territory development and attractiveness by doing an experiment on a specific digital solution.*

### INNOVATIONS

- The tool enables to identify the progress margin of the territory and the levers available to increase its attractiveness potential, understand how economic flows are creating local wealth and thus introduce relevant and adapted measures.
- The innovative aspect of the solution is based on a decision-making methodology for local economic development on Verteego software platform itself.
- The analysis offered is based on a study of a subcontractor of software vendor Verteego, Utopies, a consultancy, made on the atypical territory of Paris Ovest La Défense.
- The study results are entirely included in Verteego platform to offer users only one high added value interface.

### STAKEHOLDERS

- The project development itself includes many different stakeholders: local officials, economic development department agents, the laboratory EconomiX of Paris Ovest La Défense University (for the experiment assessment), and two SMB suppliers (the software editor Verteego, and Utopies) and the cluster Durapole who recommended both SMBs to POLD. But also the Region Ile-de-France, which validated the experiment, and finally Bpifrance as part of the global funding of the project alongside with Verteego and POLD.
- The action plans coming from those notices and the positioning chosen are challenged with local companies' opinion to adapt plans and measures to their needs and main priorities.

### KEY FIGURES

- Around 20 economic analysis indicators configured on the Verteego platform;
- + 580,000 data input lines processed on economic flows;
- An analysis on 380 industries gathered in 21 macro-sectors;
- 12 action plans on key topics of economic development for the territory.

## IMPLEMENTATION

- The first step of the project consists in analysing the economic flow study results of the territory and to integrate content relevant to POLD as a territory on the Verteego platform, including through multi-dimensional analytics. Filters, explanations and definitions help to read the charts, representing economic indicators on 380 business sectors, gathered in 21 macro-sectors.
- This detailed analysis enables to reposition the development strategy of the territory and identify the sectors to support in priority.
- The second step consists in helping the economic development department and local companies to collaborate. In this purpose, Verteego offers to manage automated and customised questionnaires to collect and consolidate companies' opinions and points of interests but also to pull up their suggestions.

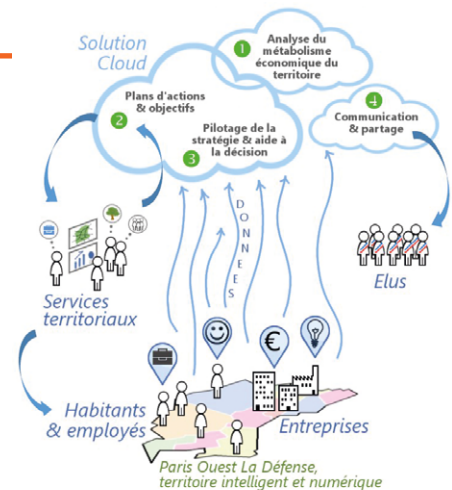
**Nathalie Jacquart**, Project executive for innovation, higher education & research, Paris Ouest La Défense

“Verteego, by its expertise and proximity to the territory, helped us come up with specifications that contribute to making the digital solution delivered perfectly match our expectations and needs.

This approach, namely working hand in hand, enabled all stakeholders to agree with the strategic and operational purposes of the tool from the very beginning. Users also get familiar with the tool delivered much faster, which is essential to guarantee the success of such a useful, practical and scalable solution.”

## RESULTS

- /// The solution enables the economic development department, in the end, to help local government officials to adopt the best strategy to help attract new and retain local companies and jobs.
- /// In parallel, the solution provided by Verteego offers stakeholders to get closer and create durable relationships to introduce tangible measures, and for the department to adapt them to local companies' real needs.
- /// This digital solution thus becomes a strategic asset for the territory attractiveness and resiliency, as well as for the creation of collaborative approaches between public and private stakeholders.
- /// The project lasted 8 months, during which Verteego and the economic development department agents of POLD worked together on the solution design and implementation.



## FINANCIAL ASPECTS

- /// The project is funded as part of a partnership agreement between POLD and Verteego, led by the Region Ile-de-France and supported by Bpifrance.
- /// The project also benefits of support from Durapole, a cluster.

- 1 territory of experiment, POLD
- 1 research laboratory to evaluate the project
- 22 SMBs, Verteego as a digital solution provider, Utopies for the economic study
- Design phase budget: EUR 110 K

