



#RelaunchFrance

BUILDING THE FRANCE OF 2030 TODAY:

Towards a greener, more competitive,
more inclusive economy

February 2021



“France Relance” or “Relaunch France”, France’s economic stimulus plan, was presented by the French government on September 3, 2020. Its implementation began in late 2020 and will continue until 2022.

The plan is part of phase three of France’s response to the crisis and supplements the urgent economic measures implemented since March 2020 and the support plans launched since summer 2020 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), “Relaunch France” 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 businesses to grow and protect jobs: Competitiveness: €34 billion ring-fenced.
- Ensuring solidarity between generations, regions and all French citizens: Cohesion: €36 billion ring-fenced.

“Relaunch France” 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).

The plan includes ambitious government investments and tangible measures to be applied by businesses immediately or over the very 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 26.5% in 2021, 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 in particular, with an initial budget of €1 billion in public funding, including the employer’s contribution of an additional €1 billion, which was announced by the government on February 6, 2021.
- 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.

“Relaunch France” 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.).





The French government's desired method proposes measures that are legible, accessible and quick to implement – tools are made available to businesses, enabling them to take ownership of the measures, select those applicable to them, and monitor the balance sheet data made public:

- A single site intended for businesses that may potentially benefit from "Relaunch France"
- A schedule of open calls for proposals or for proposals planned by 2022 in connection with the plan
- A specific guide for industrial businesses
- A monthly operating report on the usage assessment of the main schemes
- An interactive focus on the assessment of support for industrial investments
- An interactive focus on support for the decarbonization of industry

Initial data:

- At the end of 2020, €11 billion of the €100 billion stimulus plan was committed, of which €9 billion was actually paid out. The Minister for the Economy, Finance and Recovery has set the target for 2021 of providing an additional €40 billion.
- Nearly 920 investment projects already supported, representing €3.7 billion in investments (businesses) and €838 million in state aid (as at December 31, 2020).
- These include: 65 (re)location projects in strategic sectors (healthcare, critical inputs for industry, electronics, agri-food, telecommunications), which will eventually create 3,000 industrial jobs, and preserve 7,000 jobs; 253 projects supported in industrial regions, of which 69% in regions considered fragile, will create over time more than 5,000 jobs.

THIS PRO-BUSINESS STRATEGY AND THIS EFFORT TO MAKE PUBLIC POLICIES CLEARER AND MORE EFFECTIVE 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 A REDUCTION IN THE TAX BURDEN.

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 euro zone 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 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 "Relaunch France", will help to reinforce this dynamic in the long term.



**BUILDING THE FRANCE
OF 2030 TODAY**

**BOOSTING BUSINESS
COMPETITIVENESS
AND INVESTING IN SKILLS**



THE “RELAUNCH FRANCE” 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 January 1, 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 have been 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 “Relaunch France” 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.

What are the results?

As of January 12, 2021, 123 funds have already been labelled “Relaunch France”. The equity loan facility was for its part finalized in January 2021 and is expected to benefit businesses from March 2021 onwards.

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.

What are the results?

As of December 31, 2020, 1,237 businesses have already benefited from export vouchers and 69 have already benefited from VIE recruitment assistance.

A €2 billion action plan to speed up the establishment or re-establishment of industrial operations in France

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

What measures will be implemented?

Subsidies will be granted to successful applicants within the scope 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, telecommunications, aerospace, automotive industry.
- \ A first call for proposals, launched in August 2020, has been extended until June 1, 2021; other calls for proposals will follow in 2021 and 2022 to identify future projects that are currently less mature. A schedule of calls for proposals that



are either open or planned by 2022 within the scope of the plan is available online: www.economie.gouv.fr

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 call for proposals "Recovery plan for industry – strategic sectors" is open until June 1, 2021, with filing dates planned for March 31 and June 1, 2021. The expected proposals must be worth at least €200,000 for the aerospace and automotive sectors and at least €1,000,000 for the other sectors (healthcare, agri-food, electronics and industry inputs).

What are the results?

As of February 9, 2021, 65 proposals have already been selected across the country. They represent €1 billion in investments (businesses), who will benefit from €268 million in state aid and will ultimately create 3,000 industrial jobs and preserve 7,000.

5. Support for industrial investments with a strong socio-economic impact in France's regions, amounting to €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. Applications are selected on an ongoing basis until the funds are exhausted.

What are the results?

As of December 15, 2020, 253 proposals were selected. They represent €1.4 billion in industrial investments, including nearly €143 million in state aid, and the creation of more than 5,000 new jobs. Sixty-nine percent of winning proposals are located in regions considered fragile.

On February 6, 2021, the government announced an additional €1 billion contribution to this budget, increasing state aid for industrial investments to €2 billion.

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), of which €40 million 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. A first call for proposals led by ADEME is open until February 25, 2021 to identify, via local authorities, developers and real estate developers 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 thereby 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 March 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?

Applications must be submitted via the ad hoc remote services platform of the Service and Payment Agency, open since October 1, 2020. ASP has also set up a help number for employers: 0 809 549 549.

Which businesses are eligible?

All businesses, regardless of their size. The request for assistance must be made within four months of the employee being hired.

What are the results?

Between August and December 2020, more than one million young people under the age of 26 were hired on contracts of at least three months. In 2020, 131,000 apprenticeship contracts benefited from exceptional aid for recruitment via "Relaunch France", contributing to the wider use of apprenticeships (495,000 apprenticeship contracts signed in the private sector in 2020, compared with 353,000 contracts in 2019, a figure that was already up 16% compared with 2018).

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 in recent years to simplify the system to encourage firms to invest in the

skills of their employees, new measures are being introduced to expand the training that France offers in strategic professions and to facilitate professional training:

- \ 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.
- \ Launch of the new "Collective Transitions" scheme (January 15, 2021) to better anticipate the firm's economic changes by supporting volunteer employees in their planned and anticipated retraining. Retraining projects can be partially or fully funded by the State, depending on the size of the firm.

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 for up to six months, either consecutive or not, over a period of 12 consecutive months, 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).
- \ 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). The scheme may be used until June 30, 2022.

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.

What are the results?

The figures published by the Ministry of Labor in January 2021 confirm that these tools were made good use of in 2020 by firms affected by a decline in activity or closure, thereby making it possible to preserve jobs. Nearly 8.4 million employees were able to benefit from them during the first lockdown; 3.1 million in November 2020 and 2.4 million in December 2020 (second lockdown).

The new APLD tool really took off in the last quarter of 2020: 470,000 employees are currently covered by APLD requests; 39 agreements have so far been reached at branch level, 20 are under discussion. To date, compensation paid to businesses in respect of partial activity and long-term partial activity in 2020 is estimated at around €27 billion out of the €34 billion budgeted.



**BUILDING THE FRANCE
OF 2030 TODAY**

BOOSTING INNOVATION

IN FUTURE AND GREEN

TECHNOLOGY SECTORS



“RELAUNCH FRANCE” 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 published on an ad hoc basis that firms can consult at any time.

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 a subsidy of up to 40% of the amount of the investment) 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 “Relaunch France”.

What are the results?

In December 2020, 2,156 firms benefited from digital diagnostics via France Num. The system will gradually ramp up, in particular via a future call for proposals launched by Bpifrance. After an experimental phase at the end of 2020 in partnership with Bpifrance, the “Artificial Intelligence Booster” system will be strengthened and rolled out to the entire country in 2021. Finally, 7,300 applications were received by the office in charge for industrial firms investing in the technologies of the future.

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?

“Relaunch France” 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.

The technologies in question are the subject of specific plans unveiled as and when necessary. Among these, the National Strategy on Quantum Technologies, with €1.8 billion for the next five years, was presented by the President of France on January 21, 2021. On February 18, 2021, the French government also announced a national “cybersecurity” strategy, with €1 billion, half of which will be dedicated to R&D support.

How can firms benefit from the measures?

By consulting the strategies published as and when and by contacting Bpifrance.

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). The IndusEE 2020 call for proposals is closed and will be followed by similar calls for proposals in 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 to a large degree on the use of fossil fuels and which are keen to move towards low-carbon production methods.

What are the results?

Sixteen projects have already been selected following the calls for proposals published at the end of 2020. They represent €291 million in industrial investments; €61 million in state aid; 10% reduction in CO2 on average for the sites concerned and 237,000 tonnes of CO2 saved over one year.

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?

This measure has a budget of €250 million, supplemented by the National Investment Program 4 (PIA4), and involves 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).



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.

There 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, thereby 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:

From the end of 2020 the following were launched:

- \ An ADEME call for proposals for “Regional Hydrogen Ecosystems” to enable the deployment of large-scale regional ecosystems (consortia comprising local authorities and industrial solutions providers). Open until September 14, 2021, it will receive funding of €275 million by 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. Open until December 31, 2022, it 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 re-use 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.

The "Objectif recyclage plastiques (ORPLAST)" call for proposals is open until September 15, 2022, with interim filings on: March 1, 2021, July 1, 2021, December 1, 2021, and April 1, 2022. Calls for proposals are planned for 2021 in the other themes of the circular economy and waste.

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 firms 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.

What are the results?

A total of 103,477 ecological bonuses were awarded in 2020, as well as 167,000 conversion bonuses.

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 renovated 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 firms benefit from the measures?

Since October 1, 2020, the eligibility criteria for MaPrimeRénov' have been extended to all owners, regardless of their income, whether they occupy their home or rent it out. As such, works for which a quotation has been provided from October 1, 2020 are eligible for the new terms of aid and applications may be filed on the "MaPrimeRénov'" site from mid-January 2021 (July 2021 for landlords). The Simulaides site is used to check eligibility and the amount of the rights is functional.

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.

What are the results?

In 2020, 192,569 applications for aid under the "MaPrimeRénov'" scheme were submitted, including 141,145 validated as of December 31, 2020 for a total amount of works exceeding €1.5 billion.

Useful links for more information:

[Relaunch France – Press kit \(in French\) \(source: French government\)](#)

[Relaunch France – Full document \(in French\) \(source: French government\)](#)

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

[Relaunch France – Implementation monitoring indicators \(in French\) \(source: Ministry for the Economy, Finance and the Recovery\)](#)

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

<https://investinfrance.fr/>