

ESPON project 3.4.2
 'Territorial impacts of
 EU economic policies
 and location of
 economic activities'
 Draft Final Report
 May 2006

TPG members

• **Lead Partner:**

IGEAT – Institut de Gestion de l'Environnement et d'Aménagement du Territoire, Université Libre de Bruxelles

• **Partners:**

CERUM – Centre for Regional Science – Umea University

DULBEA-CERT – Université Libre de Bruxelles

EUROREG – Centre for European and Local Studies - University of Warsaw

NORDREGIO – Nordic Centre for Spatial Development - Stockholm

SEFeMEQ – University of Rome 'Tor Vergata'

• **Experts:**

Roberto CAMAGNI – Politecnico di Milano

Ron MARTIN – University of Cambridge

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Volume 1
Executive summary



Lead Partner

Lennert Moritz
Patris Catherine
Roelandts Marcel



CERUM

Hanes Niklas
Lundberg Johan



NORDREGIO
Nordic Centre for Spatial Development

Copus Andrew
Jorgensen John
Steineke Jon M.



**UNIVERSITÀ DEGLI STUDI DI
ROMA "TOR VERGATA"**

Imparato Gianluca
Mundula Luigi
Prezioso Maria

*Dipartimento di Studi Economico – Finanziari e
Metodi Quantitativi (S.E.F. e ME.Q.)*



Al-Assi Samir
Capron Henri
Greunz Lydia



Kozak Marek
Maciej Smetkowski

Experts: Camagni Roberto
Martin Ron

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WP 3.3 – Case study RHONES ALPES

Prof. Maria Prezioso, Ing. Francesco De Mitri (SEFeMEQ, Tor Vergata)

Historical heritage and regional specificity

The territorial surface of Rhone-Alpes is similar to that Switzerland, Belgium and Netherlands. It is nearly developed in 45.000 kmq. The regional capital is Lyon (1.648.000 inhabitants), the second French city by spatial, political and cultural dimension. Grenoble and Saint Etienne are others two centralities of remarkable importance. These cities are encircled from a SM size cities' network; they form a lively and dynamic territory and economy. In fact Rhone-Alpes region is placed to the head of the great European economic regions, producing to a advanced GDP, that is 3.5 higher than European one. This second French region in relation to surface and population produces alone an 1/10 of national GDP, as well as its firms with regard to national total of SMF. Rhone-Alpes is equipped of a great economic powerful, producing innovation.

Industry is the regional driving force and offers a lot diversified activities. Also some firms working into traditional fields (chemical, textile, mechanical) have known to adapt themselves to the innovations, emergent activities (electronic, ICT, biotechnologies, etc). Bordering on strongly industrialized countries and regions, as Switzerland and the Northern of Italy, Rhone-Alpes benefits of a strategic position in Europe, strengthened by the international airport of Lyon-Saint Exupery and the high speed railway Lyon- Turin in course to realise (Figure 37).

In every case, its physical localisation in the middle area between Paris and the 'Cote d'Azur' is ideal to make Rhône-Alpes as a cross region into Western Europe, wehre also mountains constitute a greater regional attractions both by the winter sports and the summer tourism.



Source: Schema regional de developement economique 2005

Figure 37 Rhone-Alpes infrastructures

Rhône-Alpes has the biggest world ski-district, with 220 winter sports places. Some of them are well known at international level (Chamonix, Courchevel, Val d' Isère, Les Arcs, Tignes, Megève). The quality of the Rhône-Alpes region natural spaces and landscape is unique: it is constituted from eight natural parks, between which two national parks (the Vanoise and the Ecrins). In added, the exceptional beauty, variety and wealth of landscapes by the Mont Blanc glaciers as well as the 'provencale Drôme' olives. Also the water represents a precious resource; in particular it furthers: wellness tourism, with 17 thermal localities (Evian, Thonon, Divonne, Aix-les-Bains.); the river and lake tourism; several nautical activities as rafting, canoe, etc. The history, the culture and the food constitute some of the main riches of Rhône-Alpes, as well as monumental historical quarters (Lyon, Chambéry, Annecy), a rich museum network of Fine Arts and trades (Chambéry, Grenoble, Saint-Etienne, Lyon), the handcraft and the local traditions, the gardens in the heart of the cities.

Territory and governance

In spite of the incontestable progresses in order to accept decentralization as constitutional model in the 80's and the 90's, France is again a centralist country. Nevertheless, some associationism organisations provided for national law (from 1996) were realised, including Rhône-Alpes region:

- Urban Communities (i.e., in Lyon), that project, realise, manage urban and territorial, infrastructural, economic planning. In this case the involved municipalities are obliged to realise the common plan;
- Districts;
- Co-operative intra-urban associations (or Syndicates) to make urban restructuring.

These new organisations added at the traditional subsidiarity French division but they have detracted at national level major part of fiscal contributions. Into Rhone-Alpes region, 1/3 of real fiscal contribution goes to sustain local development, by CESR integrated strategies.

In fact, in France décentralisation means the action transferring administrative competences at local systems and acts on the base of three décentralisation, déconcentration, délocalisation. Really, this new organisation acts in France from 1992 ('General Orientation Law') and it is not possible to compare Rhone-Alpes with homologous European region, because French regions have many competences and limits.

France is broken in 26 regions, that are divided in 100 departments. These are splitted in 342 'arrondissements', divided in cantons or municipality. Rhone-Alpes region is therefore classifiable like a NUTs 2 and a south-eastern region of France, it borders with Provence to South, Languedoc-Roussillon to South-West, Auvergne to West, Bourgogne and France Comté to North, and Switzerland to North-East and Italy to East.

In this context, Rhône-Alpes has tried from 1986 (date of first regional political vote by universal suffrage) to carry out a prominent role both in France, where it is recognized like the second region after Ile-de-France; and in Europe.

The regional government is constituted from two assemblies:

- the General Council: elected by universal suffrage for six years, constituted from the regional councilmen, deputy-president and President;
- the Regional Economic and Social Council (CERS): CESR is a consultative assembly that reunites personality of the associate-professional world.

On its territory, composed from 8 departments, the region exercises the following powers:

- building and management of advanced educational Institutes;
- job training;
- economic development and employment;
- territorial management

- public transport at regional, local, municipal level, etc.

As into all French regions, also the Rhône-Alpes Departments and the Municipalities are communities that freely auto-manage by the elected councilmen. The Departments have competences about social health and services, and the departmental administration. The Municipalities exercise their competences on the primary and maternal schools, on the proximity services, the urban planning, the urban patrimony and the municipal police.

Socio economic fundamentals

Population

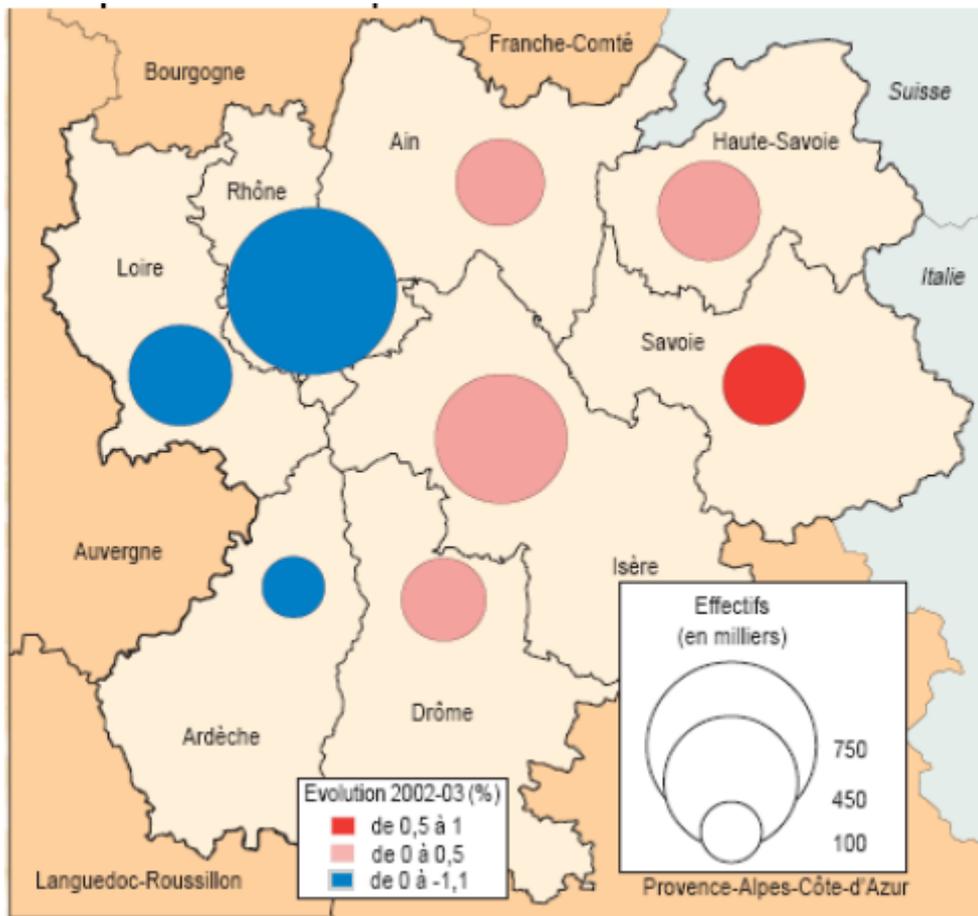
The number of inhabitants from 1995 to 2004 is increased of 6,70 % and the density, at 2004, is 134,9 inhab/km². In the same period the over '60 age population is increased of 4,5%, while the under '20 are decreased of 1%.

Wealth creation capacity and economic structure

The region has got a long industrial tradition, that allows to conjugate the tradition to innovative industrnnovation, by agreement with university, centers of research, great world-wide groups and SME. Rhone-Alpes is French leader with regard to metal-bearing industry and relative transformation sector, mechanical construction, chemistry and plastic transformation sector. In the same way, a remarkable textile and clouthing industry are placed, as well as electronic and electrical constructions, pharmaceuitics and health industry. The Region is at high international level for its competences in the innovative fields of biotechnology, nanotecnology and eco-tecnology.

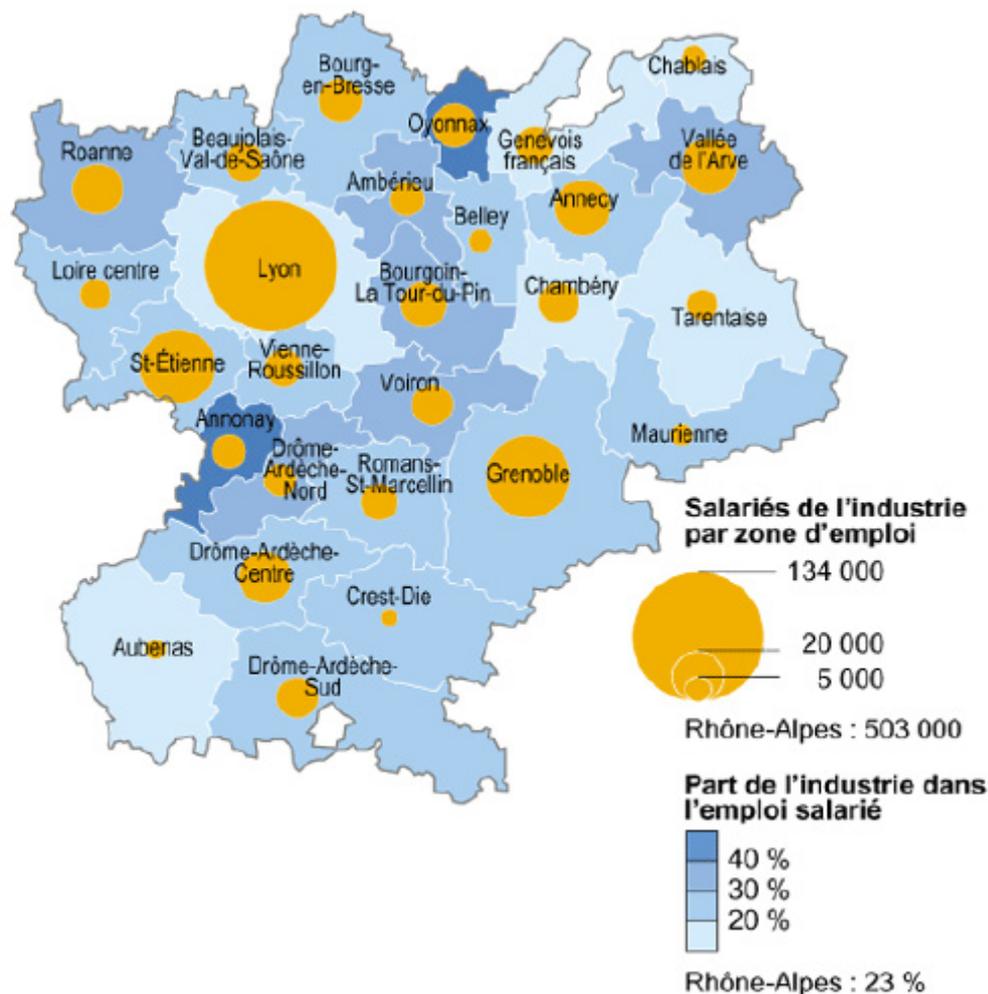
Rhone-Alpes is the second French region with regard to exports; for this, several internationa industrial international companies are localised into: Aventis, Elf Atochem, Seb, Renault Trucks, Alcatel, Alstom, Danone, Mérieux, Plastic Omnium, Bayer Cropscience, Atari. By 900 foreign enterprises presents, the Region participates totally to the attraction of FDI. Essential element of its economy is ITC, that characterizes all the fields of the activity of the citizens, the enterprises, the centers of research and the university's development.

The GDP is increased of 33% and it represents beyond the 9% of total French GDP. The regional economic structure is based on services and industry (respectively the 28,3% and 25,5%); but the Public Administration is also one of the main employment sector (20,4%). From 1996 to 2004, the export has been an increase of 45% and shows a great regional capacity. At the same time the productivity, from 1995 to 2003, is increased of 18%. These factors increased the employment rate, to about 40%) and a structural balanced unemployment rate at 8% (Figure 38).



Source: Schema regional de developement economique 2005

Figure 38 Rhone-Alpes employment



Source: Insee 2005

Figure 39 Rhône-Alpes Industry

An important part of the regional employment is still in the 'traditional' activities, as manufacturing industries (29% of the regional total value) and the handicraft. These enterprises, considered historical activities too, are often isolated by fast evolution and no favourable local milieu. Nevertheless, they play a key role in some regional areas in which they weigh strongly on the employment and the development of the territory. 2/3 of handicraft enterprises are placed in urban zones; but 10% are localized in disadvantaged rural zones. Here they participate in key-way to relise the general territorial economic equilibrium. Their role in the rural areas development is essential. For some of them, these categories of enterprise offer the exclusive possibility of development. These SME are confronted to the new shapes of competition but they cannot acquire the leader position, and must assume secondary positions in the regional economy. Consequently they do not contribute sufficiently to the renewal of the job offer and their investments are more light, with an negative impact on the activities. As an example between 1990 and 2000 the number of handicraft enterprises does not stop to diminish in order to become stabilized

itself around to 92.000 enterprises (against more than 100.000 only 15 years before). The effort will be to lead these enterprises towards the progress, necessary to mobilize the human resources and financial institutions: internationalization, innovation, strategy.

The formation will be determining for the evolution of these enterprises.

Rhone-Alpes benefits of a position leader (in terms of employment and production) on numerous activities that testify the diversity of its levels of development: in agriculture (preparation of the biological products, fruits-vegetables and dairy products), in the wine-cultivation, in the industry (chemical, electrical material, electronics, textile, plastic, metallurgical and transformation of the metals, mechanics), in the energy (renewable energy, hydroelectric, nuclear), or in the activities tied to the mountain.

Rhône-Alpes benefits of some privileged situations. I.e., into zone delimited from Alps, the central Massif and the Rhone valley, agricultural productions of high quality were developed. Moreover, the region is the first electric power French producer. The 75 % of territory is covered from superficial agricultural and forests. This high percentage of agricultural lands translates in a great diversity of vegetable productions, included fruit ones. The qualified industries value high productivity agriculture, and they carry innovation in many fields:

- dairy industry, in which Region is national leader;
- breeding industry, that constitutes 28% of the French agricultural and food industry;
- wine-culture, that is driving sector, with approximately 40.000 hectares of high quality vineyards;
- mineral waters, of which the region produces fifteen important labels.

Knowledge creation capacity and innovation

Rhône-Alpes is the second French region and the fifth European one dedicated to the research. Rhone-Alpes has a strongly concentration of operators in this field. Such characteristic is confirmed from the presence of approximately 230.000 university students into public and regional follows courses. Main objective is reinforcing the ties between research and enterprises; at this scope a regional agency for I&R and Development has been created. In the Region the opening towards the international/global scenarios is relevant: approximately 10% of the students spent a part of their formation into foreign country by regional aids and partnership actions with several global regions. In this way, co-operation network was developed between researchers and students.

With regard to the investments in R&D, from 1995 to 2001, the relative percentage is increased of 54% and the larger part of investments is permitted from private sector. The R&D spending, in 2001, has been equal to 2,5 of total regional GDP.

Environment

Rhône-Alpes region is placed at the cross of different climatic influences (Mediterranean, continental and alpine). It benefits of a biological patrimony and rich and diversified landscape, which is a tourism's lever in the summer and winter. The natural spaces are 57% of the territory and for a large part they are protect areas (2 national parks, 6 regional natural parks, 30 natural reserves).

The greater regional ambition is to conciliate economic development, innovation and environmental protection, looking at durable development more the sustainable one. This principle/ambition is the head spin of the regional economic development; it supports the territorial communities and the associate-economic actors, who develop the policies of natural resources conservation: protection of water environments, prevention and innovation to limit the desertification, planning and development of the renewable energies, protection of the biodiversity, prevention of the risks and air's quality, consideration of the small and averages enterprises and their impacts on local milieu, creation of specific educational programs in the field of the environment protection and public making aware.

Regional development priorities, policies and impacts

Policy strategy

Rhône-Alpes traditional opening to the foreign markets, its economic and cultural dynamism, favoured from its geographic position, have concurred to undertaking several co-operation projects with other regions in the world. Moreover regional vocation and international experience favour the specific development of solidarity programs, particularly with underdeveloped countries. Through international policy, the region pursues three complementary objectives:

- Favours the international opening of 'ronalpines' citizens and citizenships (students, enterprises, researches, artists...)
- Increasing the territory's attraction to become driving force into European Union;
- Participating to the reduction of world-wide and economic difference, that accompanies the disadvantaged regions in their regional plans of development.

In conformity with the international protocols of Rio and Johannesburg, the Region means to bring its contribution to global development; 0.7% of its budget is assigned to aid development and international solidarity in light of 2010.

Entertaining some durable relationship networks in Europe, this ambition is translated with grips relations with both Switzerland, in particular with the regional Community Franc-Genevan; and the Piemonte region in Italy. Rhône-Alpes participates actively to the works

of the 'Four Motors for Europe' plan to the flank of its partner Bade-Wurtemberg (Germany), Catalogna (Spain) and Lombardia (Italy). Moreover it has entertained of the relations with the Polish region of Malopolska and the Hungarian Transdanubiana.

Rhone-Alpes is moreover member of numerous European institutions and associations. In the North of America (Québec, Ontario and Pennsylvanie), in the South America (Parana of Brasil and Cordoba in Argentine), in China (Municipality of Shangai), like in India (Karnataka), the region helps the ronalpin people to weave their ties of cooperation. Moreover the region is active in the free euro-Mediterranean exchange zones and with fair-loyal plans in Africa and the Asian.

In order to facilitate the exchanges, the region has established some thematic and geographic programs, encouraging university, students, teacher and researchers to operate exchanges with the entire world. In the economic world it allows the entrepreneurs to enter in important markets in Europe and in Asia, thanks to the action of the ERAI (Entreprise Rhone-Alpes International).

Regional policies and Drivers of regional competitiveness

Public expenditures structure 2004-2005

The budget relative to 2005 has been create by Regional Council, it has as main targets the follow kay-ines:

- For an active region: mobilizing the energies about the employment and education (Lisbona Strategy)
- For an innovative region: setting conditions for emphasizing all regional potentials and capabilities (Lisbona Strategy)
- For a 'trait d'union region': comparing itself with everybody, comparing itself in every place
- For an open region: working into earth of democracy and of Europe

The region has considered the education as the main sector of development. As a matter, the majority of investments are for human capital and for transports.

General budget 2005	
Functions	In Mio EUR
Professional formation	270
Secondary teaching	427,77
Culture, sport, entertainment	47
Health –social action	6,55
Territory and environment	112,58
Transports	535,15
Economic actions	127,99
Debt-finances	81
General services	96
totale	1704,34

Considering only the investments, we obtain the following matrix, that resumes the drivers of competitiveness, in comparison with the drivers of 2004:

drivers of competitiveness	2004 %	2005 %
Hard or tangible infrastructure	26,84	18,01
Social capital	0,82	1,30
Human capital	41,27	54,91
Fiscal and financial interventions	10,22	6,52
Innovation support	7,60	5,64
Amenities	13,25	13,61
	100%	100%

In this matrix it's evident that the majority of resources are employed for human capital. The R&D occupy also a good percentage and shows, in the budget of 2005, that the region considers the Innovation as a priority strategic objective.

Regional Innovation System

The innovation is at the center of regional economic dynamics. Rhone-Alpes is placed to the fifth position in Europe for technological and scientific upgrades. Moreover it is at 19^o place of the UE patents list. This testifies the Rhone-Alpes creative ability. The strong technical guideline of Ronalpains is reflected on the economic development: I.g., the 14% of the French engineers are formed in the region. The Innovation is not only technological but also organisative, managerial and social; the innovation is developed, as the great participation of enterprises to the collective action programs has demonstrated. In fact this is a total innovation, because it does not only allow to market new products, but also new processes and more productive and competitive organizations. Rhone-Alpes, with 60.000 employers, is one of the main European poles of the computer and IC industry at high added value. It is leadership in the services on line production (e-government services) and knowledge economy. The regions is pioneer with regard to e-learning. 27.000 employers are concentrate into 1800 enterprises around Lyon region; while Grenoble concentrates some activities at high technological contents. However, the Region points to innovation in all its shapes.

It leads towards both futuristic activities selecting emergent high technology; and the new creative activities, as services to person or new entrepreneurial shapes (co-operatives of production, activity and employment, supportive and equalise trade.). The strategic guidelines of regional policy, approved in 2002, stretch to develop ICT for excellence, competitiveness, economic attraction. Therefore, regional policy has fixed, the following points with regards to innovation:

- Pursuing the efforts lead in the optical of 'clusters of search' and multiplying the meeting occasions between industry/laboratories and concrete co-operation;
- Linking regional initiatives to favourite innovative and economy research, in the light of new global policies. The development regional agency and the innovation play an essential role in this function;
- Supporting the plans created by the structures, clusters and poles dedicated at competitiveness, through this innovation policy;
- Emphatising the efforts for the creation of public or private research laboratories, identifying the fields for which the reinforcement of the competence's centers is strategic;
- Leading of the collective actions that allow to develop the innovation in other fields, beyond the technology (the services, social, organization).

The regional strategy of the innovation would be able to sustain the social regional changes in handicraft, agriculture, tourism and services, too. In the regional programs economic development is defined as employment creator and service for all territories, collective engagement for the sustainable development of the region. This ambition is founded on the development of a coherent and loyal economy, in which the creation of sustainable wealth it is all the levels subdivided. This loyal economic development passes through several partnerships, the increases of competences and 'knowing by doing'. Regional programs maintain and create more job at high added value, evidencing the competitiveness, the excellence fields, dynamics of the innovation and the social dialogue. In this context the larger cities of the region will have a key-role in creating territorial towing effects. To arriving at best levels of international competitiveness and activating integration policy of the ITC with regards to SME, are two main levers to make Rhone-Alpes as one of the first regions of Europe. The strategic guidelines of the policy 'Technology of the information and the communication', approved from the assembly of July 2002, are those to develop the ITC of the region for the Excellence, the competitiveness, the economic attraction and the daily use of the inhabitants. The Region has lowered the costs of the use of the services, facilitating the multiplication of these near the companies and the privates. Therefore it has the objective to continue with complementariness and subsidiarity with other assets. The regional participations on this policy have been:

- Supporting the development for the cover of the mobile telephony
- Supporting the development of the services.

As far as infrastructures the region has tried to extend the logon to the ADSL on the greater part of its territory, also in the mountainous territory.

Conclusions

The main characteristics of Rhone-Alpes Region are:

- demographic dynamism
- one strongly diversified economy
- a developed tertiary and determinant tourist field
- an apparatus of advanced formation and capillary search
- an image of excellence

To these strong points, it must add strategic a geographic position that it covers a double role:

- European interface that works long the North-South and alpine median Europe (Switzerland and Italy) axis;
- Connection point with all border regions.

Rhone-Alpes has the historical fortune to arrange favorable geography in terms of balanced anthropic net by Lyon metropolitan net, efficient cities, Grenoble and Saint Etienne, seven agglomerations with size 50 - 110.000 inhabitants, and 30 medium size cities with 10 - 50.000 inhabitants. Moreover a mosaic of interconnected towns and villages and rural spaces offers true development and territorial competitiveness.

The cohesion and the development of the region are threatened from some criticism that renders it vulnerable. In the first place, the real risks appears with regards to territorial organization, particularly in the rural zones threatened from social breaches and re-conversion basins, but also in the urban milieu and the periurban zones, and increasing metropolization in the area of Lyon, alpine and Rhone valleys, emphasizing the existing demographic debalance.

Several social indicators translate this dualisme, with regard to poverty and concentration of immigrations, in the quarters of social de-aggregation, in the desomogeneous territorial distribution of the public services or unemployment rate (inferior in front of national average, but with a elevated absolute value). Moreover the motor of the economic development is not the remedy to the structural weaknesses: the de-localization of the great central companies places, the insufficient consideration of the small enterprises, reinforce the dispersion of the economic development actors, that renew more slowly respect of the research. The geographic concentration does the SME much sensitive respect to conjunctural variations.

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Appendix : Rhône-Alpes 2005 budget

REGIONAL BUDGET 2005	IN 1000 EUR		TOTALE SUB FUNZIONE
	CP	CF	
General services			
General Administration	6766	80345	87111
Actions regional, european, int. unexpecteds	1600	5650	7250
		1540	1540
Formation and apprentice			
professional formation	700	125000	125700
apprentice	10300	134300	144600
Teaching			
common services		700	700
medium teaching	265400	73401	338801
superior teaching	27700	22000	49700
other services	1000	37575	38575
Culture-sport-entertainment			
cultural and artistiques activ. heritage	10000	25000	35000
		2300	2300
sports	4800	4900	9700
Health- social action			
health	1750	1600	3350
social action	1600	1600	3200
Territorial management			
urban policies	6000	3500	9500
agglomerations- middle town	500	700	1200
rural spaces	23700	13700	37400
habitat	16700	2500	19200
ICT	8000	6580	14580
other actions		2300	2300
Environment			
transverse actions	400	6600	7000
waste actions	2800	800	3600
water policies	3500	1000	4500
Energy policies	7000	3000	10000
natural heritage	800	1400	2200
other actions	300	800	1100
Transports			
Common services		1000	1000
common transports	176500	325850	502350

roads	27100		27100
other transports	4400	300	4700
Economic actions			
transverse economic actions	14974	17116	32090
R&D	16336	20570	36906
agriculture, fishing, food	11100	12780	23880
industries, handmade, commerce	10890	2700	13590
tourism, thermal	9455	12072	21527
			1623250
DEBT SERVICES			81000
TOTAL			1704250