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# INDUSTRY: A DRIVING FORCE FOR GROWTH AND THE FUTURE

The idea that France could do without industry first became a matter of public debate several decades ago. The rise of digital technologies has added weight to the notion of a post-industrial France investing in immaterial sectors and high value-added services and outsourcing its production to other countries.

However, the far-reaching movement towards deindustrialisation in our country shows the limits of this vision. In reality, industry is a determining factor of growth. France's future, economy and jobs are very much dependent on the productive capacities of its industry on national territory. Although some people are announcing a global recovery, others emphasise that our country does not yet appear to be benefiting fully from it. The state of its industrial base, absence of anticipation of training programmes and lack of investment are causing an increase in imports to meet demand, accentuating its trade imbalance. This period must be put to good use, in developing a strategy and map out the paths that will stimulate industrial activity, with sustainable development of society as the goal.

This requires a long-term industrial vision on the State's part, along with systemic measures to develop production across the territory in liaison with the various actors involved. Such policy must take full account of environmental challenges, which industry may well help to resolve, and the anthropological transformation of work due to widespread use of digital technologies. And it must finally find solutions to major funding needs, in particular with regard to VSEs/SMEs.

The proposals that follow aim to identify avenues which, in a globalised economy, will ensure transition of present-day industrial activities and jobs to the activities and jobs of tomorrow's world, just as numerous, more qualified and sustainable, on new technological bases and in particular with dissemination of digital technologies.



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## INDUSTRY CAN HELP MEET ENVIRONMENTAL CHALLENGES

- **Proposal no.1:** Implementing a goods transport pricing system that takes account of all costs involved, with a view to encouraging clean forms of transport (rail and river freight) and localised production.
- **Proposal no.2:** Improving traceability of imported finished products by using the possibilities provided by new technologies and big data.
- **Proposal no.3:** For manufactured consumer products, negotiating and defining three special indicators characterising degree of sustainability, capacity for interconnectivity/interoperability, and recyclability rate.
- **Proposal no.4:** Encouraging each sector to concern itself with its product's complete life cycle.

## MOBILISING HUMAN CAPACITIES IN ORDER TO PRODUCE OTHERWISE

- **Proposal no.5:** Improving assessment and monitoring of use of mechanisms for public aid to research and innovation, through adapted and indisputable award criteria.
- **Proposal no.6:** Giving full rein to the right of access to vocational and continuing training in order to ensure an overall increase in qualifications for all, and the skills and development of future career paths.
- **Proposal no.7:** Fostering a vision of industrial issues shared by contractors and subcontractor networks alike by implementing dialogue between management and employee representatives from institutions représentatives du personnel (IRPs – Staff Representative Bodies), contracting companies and direct subcontractors.

## TERRITORIES NURTURING SUCCESSFUL ECOSYSTEMS

- **Proposal no.8:** Steering part of the funds and reserves of household life insurance, employee savings, under State guarantee, towards financing industrial companies including VSEs/SMEs.
- **Proposal no.9:** Reorientating Bpifrance's strategy in order to better respond to the needs of the various categories of industrial enterprises and consolidate its resources.
- **Proposal no.10:** Developing collaborative work contributing to promotion of generic technologies and sharing of technological and scientific knowledge.
- **Proposal no.11:** Creating an ambitious supervised mechanism, which might take the form of a “national agency for a new industrial culture” under the aegis of a Ministry of Industry.

## A REAL INDUSTRIAL POLICY FOR EUROPE

- **Proposal no.12:** Acting within European Union bodies by promoting the will to draft a long-term Community strategy on industrial cooperation.
- **Proposal no.13:** Organising dialogue with a view to pooling material, financial and human resources at European Union level, in order to develop transport, energy and digital network infrastructures.
- **Proposal no.14:** Organising and facilitating European companies' access to data and digital content in free and open access, unprotected by EU legislation, by setup of a major European public service dedicated to data and responsible for archiving and management of content.
- **Proposal no.15:** Investing the social and environmental standards contained in International agreements with the same mandatory power as world trade standards, and introducing a dispute settlement mechanism distinct from the WTO's present settlement mechanism.
- **Proposal no.16:** Stepping up social dialogue at European level in order to enable development of social norms ensuring quality work, and upgrading of qualifications while refusing social dumping between States.

## A STRATEGIST STATE THAT ORIENTATES AND FACILITATES A STRONG INDUSTRIAL POLICY

- **Proposal no.17:** Implementing a Programmation pluriannuelle de l'industrie (PPI – Multiannual Industry Programme) drafted in collaboration with all stakeholders and revisable at regular intervals, which would enable establishment of public policies on research and innovation, training, funding, public services and infrastructures.
- **Proposal no.18:** Reviewing the entire taxation system with regard to industrial activities and aids, and subordinating them to consideration of such general interest focuses as policy on employment, training and R&D.
- **Proposal no.19:** Studying proposals made by the Responsible Investment Forum (FIR), in particular those helping to foster long-term active shareholding, through the practice of multiple votes at general assemblies, to prevent conflicts of interests, ensure better defence of minority shareholders' interests, and ensure sincerity of e-voting rights.
- **Proposal no.20:** Studying desirable developments in legislation so that measures taken in the context of court settlement procedures do not endanger a company's health or job sustainability.