

“Breathe, relish, innovate in Bourgogne-Franche-Comté!”

To build up one’s business, to be connected to innovation and open to the world, to have access to labour, academia and culture yet without giving up on fresh air, without cutting oneself off from nature and wide-open spaces: for many, this ideal is a pipedream.

Yet this lifestyle really does exist. It all comes together here in Bourgogne-Franche-Comté, a land of broad horizons both geographic and economic. Ideally located between Paris, Lyon and Strasbourg, on the doorstep of Switzerland and Germany, energised by its university and research centres (Belfort-Montbéliard, Besançon, Dijon and Le Creusot-Montceau) and framed by vineyards, mountains and nature parks, canals and rivers, Bourgogne-Franche-Comté offers the unique opportunity to combine modernity with quality of life.

First, modernity. The region boasts a local economy that is driven by cutting-edge activities structured within competitiveness hubs devoted to agri-food, health, automotive, energies, aviation, metallurgy, the luxury sector, microtechnologies, chemicals and digital. Working for research and innovation, it is these ecosystems that boost our sectors of excellence and make Bourgogne-Franche-Comté a region of creativity and experimentation that fosters the development of start-ups, VSBs and SMEs. And the results can be seen. In a number of spheres, our region is ranked in the top tier nationally: biggest exporting region, top industrial region in terms of employment, second most successful agricultural region for added value creation, top region for private investment in research and development, top region for wood production per hectare.

Next, quality of life. Universally appreciated by its inhabitants, the exceptional natural, cultural and architectural backdrop of Bourgogne-Franche-Comté gives our region a unique dimension. Its wide open spaces and diverse landscapes (no fewer than 11 UNESCO listed World Heritage Sites), its towns of human dimension, its terroirs, gastronomy and world-famous wines are all factors that contribute to our success. Here, the desire for well-being goes hand-in-hand with good living, gastronomy, fine wines.

On the strength of these riches, every day the Region supports the men and women who innovate, create and grow while at the same time maintaining a balance and a strong link between the rural and urban worlds.

The attractiveness of a region is the fruit of its history and its geography and is underpinned by its economic dynamism and the quality of its infrastructures. Every day, the Region and its partners work together to enhance these advantages and to offer all its inhabitants a quality of life that looks to the future in Bourgogne-Franche-Comté.

« BEING CONNECTED TO THE WORLD WITHOUT BEING CUT OFF FROM NATURE : THIS IDEAL MODE OF EXISTENCE EXISTS HERE IN BOURGOGNE-FRANCHE-COMTÉ REGION »

Marie-Guite DUFAY,

President of the Bourgogne-Franche-Comté Region



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The Cistercian Abbey Of Fontenay







A unique quality of life, countless opportunities

Bourgogne-Franche-Comté is one of those privileged territories «where life is good», where nature and heritage combine to impress, where wide-open spaces stand alongside dynamic cities, where a sense of well-being makes it a place to settle.

First, the pleasures.

Discovering the Jura Mountains, the Vosges or the vineyards of Burgundy, is to experience the authentic. It means sampling Comté cheese, Bresse chicken, tasting the region's 107 AOC wines, it means discovering one of the excellent eateries in the Region - 38 of them Michelin starred! It is also to be captivated by its 11 UNESCO World Heritage Sites, its sparkling lakes and dense forests, its preserved mountain ranges and its vineyards stretching as far as the eye can see.

Next, the future.

To live in Bourgogne-Franche-Comté is to settle within an ecosystem of dynamic universities, innovating start-ups, exceptional know-how and cutting-edge industries. It means be-

nefitting from a unique geographic makeup : not one but several major centres, including Besançon and Dijon. Thanks to a highly developed and modern transport network, each one offers the opportunity to interact with exciting neighbours : Switzerland, Germany, the Lyon region and the Paris basin, even to shift towards export, as 6,000 businesses in the territory have already done.

Each possesses a «little piece» of this unique territory. Be it the output of companies such as Seb, Tolix, Emile Henry, Peugeot, Ibride, Zhed, la Vache Qui Rit, etc, or the innovations and creations of scientists and artists like Louis Pasteur, Colette, Victor Hugo, Marlène Jobert, Aldebert, Ed-

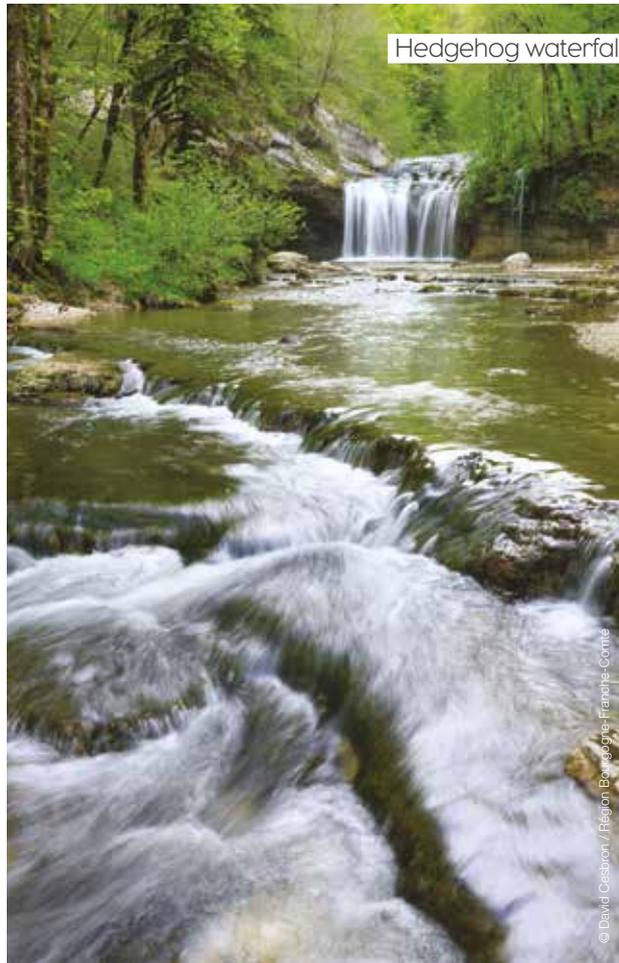
wige Feuillère or Tahar Rahim : every one carries within them a sliver of Bourgogne-Franche-Comté, a land of well-being, a land of the future.

TO CHOOSE
THIS REGION
IS TO CHOOSE
A LIFE FULL OF
PLEASURE AND
PROMISE FOR
THE FUTURE.



Creart Lakes cabin

© David Cesbron / Région Bourgogne-Franche-Comté



Hedgehog waterfall

© David Cesbron / Région Bourgogne-Franche-Comté



Mont d'Or

© David Cesbron / Région Bourgogne-Franche-Comté



Château Chalon

© Alain Doire / Bourgogne-Franche-Comté Tourisme

Bourgogne- Franche-Comté in France and the World



Some figures



8 DEPARTMENTS



4th FRENCH REGION
IN TERMS OF **SIZE**



AN **UNSPOILT TERRITORY,**
WITH **LOW POPULATION DENSITY :**
2,8 MILLION INHABITANTS, REPRESENTING
4,4% OF THE FRENCH POPULATION



TWO MAJOR CITIES:
DIJON (POP. : 152,000) AND **BESANÇON** (POP. : 116,000)



DIJON IS JUST 1 1/2 HOURS FROM PARIS BY TGV ;
BESANÇON JUST OVER 2 HOURS



230 KM-LONG BORDER WITH SWITZERLAND



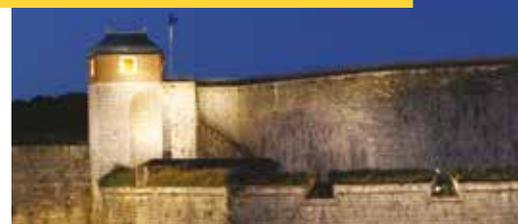


© Bourgogne-Franche-Comté Tourisme



A heritage integrated into the living environment

3,600 BUILDINGS HAVE BEEN
PROTECTED IN BOURGOGNE-
FRANCHE-COMTÉ



In Bourgogne-Franche-Comté, the heritage constitutes a reality that goes far beyond the mere consecration of a few historical and cultural buildings. It forms an integral part of the lifestyle of its people who routinely explore, taste or pass through all that makes up the territory's rich heritage.

Thus, by sampling a piece of Comté cheese one is saluting not only the remarkable work of the region's typical cooperatives but also that of the master cheese agers who ply their trade in cellars which, they too, are jewels of the region's heritage. By tasting a glass of Burgundy, one is paying tribute to a terroir which was added to the UNESCO World Heritage list under «Climates of Burgundy» in 2015. Ten other sites and properties in the region feature on this prestigious list, including some remarkable buildings, and also natural sites that have preserved their exceptional treasures (see below).

Almost 3,600 buildings have also been protected in Bourgogne Franche-Comté as «Historical Monuments» and **local people habitually spend time amidst this rich heritage, making it a pervading feature of the local way of life.** The Region provides the resources necessary for the restoration and enhancement of these sites, and its museums, with the clear determination to ensure that these funds advance an educational and/or touristic purpose, to the benefit of all. A further aim is to encourage all innovations in this field (such as augmented reality visits).

The Region's dedicated heritage teams put an enormous amount of effort into identifying all the riches of Bourgogne-Franche-Comté. A dedicated website offers visuals, 3D simulations and details of the studies currently in progress, allowing anyone who so wishes to obtain information for the purposes of sharing, raising awareness, informing and, finally, discovering the region's rich heritage.

➤ Find out more : patrimoine.bourgognefranchecomte.fr

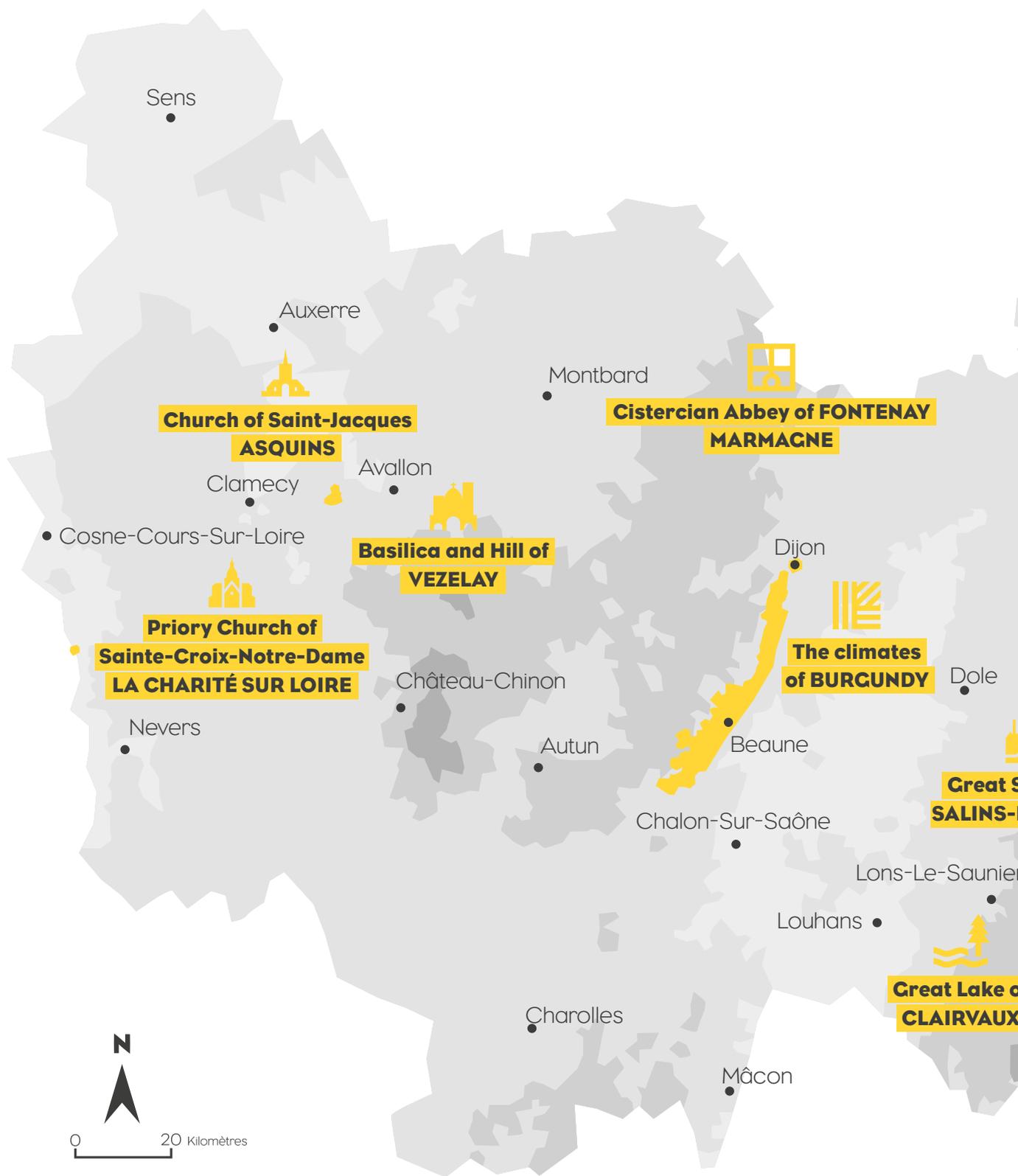
The Citadel of Besançon

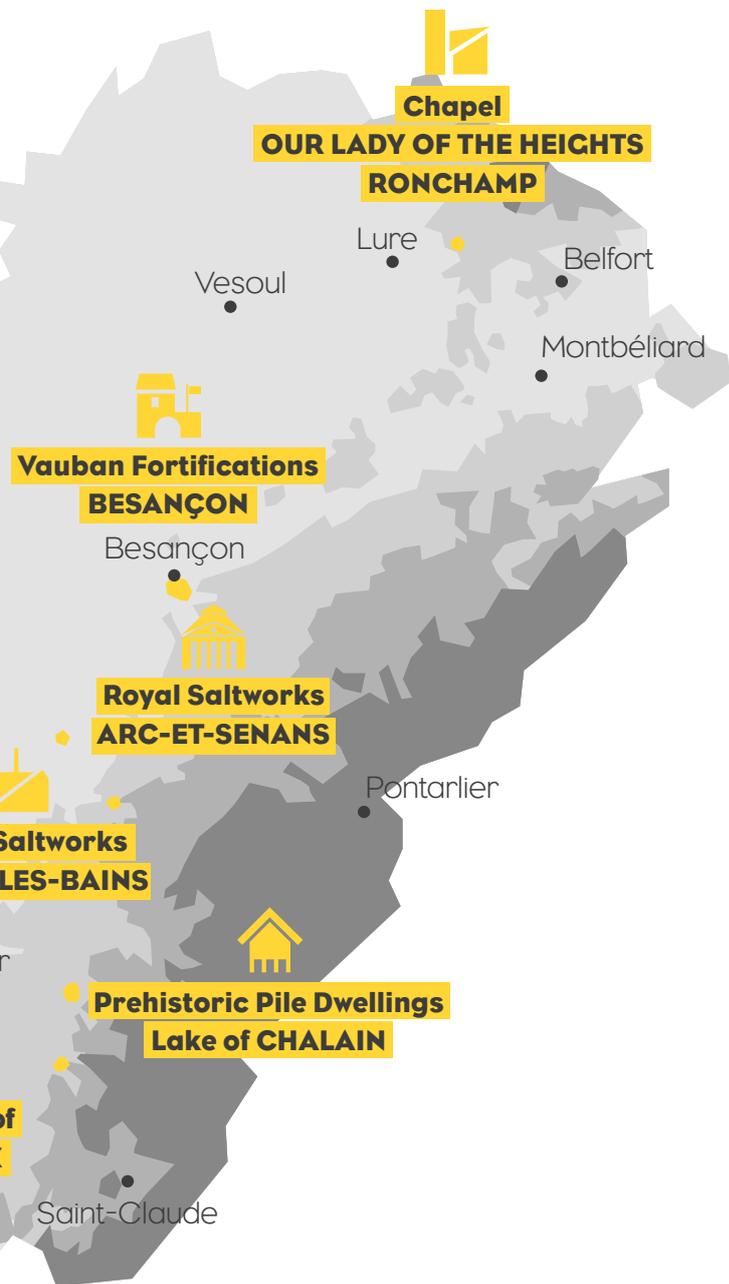


Hôtel-Dieu of Beaune

The UNESCO World Heritage listed sites and properties, in 2018

The Basilica and Hill of Vézelay — The Cistercian Abbey of Fontenay in Marmagne — The Great Saltworks of Salins-les-Bains to the Royal Saltworks of Arc-et-Senans — Listings under the Camino de Santiago de Compostela : Priory Church of Sainte-Croix de Notre Dame in Charité-sur-Loire, Church of Saint-Jacques d'Asquins, Basilica Church of St. Mary Magdalene in Vézelay — Listings under the Vauban Fortifications : Griffon Fort in Besançon, the city walls of Besançon, the Citadel of Besançon — Listings under Prehistoric Pile Dwellings around the Alps : the Great Lake of Clairvaux in Clairvaux-les-Lacs, the Western Shore of Lake Chalain in Doucier, Fontenu and Marigny — The Climates of Burgundy — Listing under the Architectural Work of Le Corbusier, Outstanding Contribution to the Modern Movement : Chapel of Our Lady of the Heights in Ronchamp.





UNESCO sites of Bourgogne- Franche-Comté

UNESCO World Heritage Sites

Average altitude :

- Less than 200 meters
- Between 200 and 400 meters
- Between 400 and 600 meters
- Between 600 and 800 meters
- Above 800 meters

● Main Towns



A vibrant and flourishing culture

Culture is a fundamental pillar of the way of life in Bourgogne-Franche-Comté. It is actively supported by the Region, with regard to the emergence of talent as well as openness to the world and the personal, intellectual and social fulfilment of its people. Here, artists, companies and performance find fertile ground for growing and bringing their projects to fruition.

This is evidenced by the innumerable artistic productions and performances! Contemporary literature and art, music and theatre find a privileged refuge in the high-profile venues for hosting and disseminating works: labelled performance venues, cultural centres, literary events for the general public, the Regional Fund for Contemporary Art (FRAC) etc. Schemes are in place to encourage the launch of new talents, to finance residencies and to attract well-known artists. Culture reaches out everywhere, even into the small villages where groups of residents work to realise projects with a strong connection with their territory.

This prodigious output can also be seen in **the existence of events of international scope, recognised in culture and live entertainment:** Les Eurockéennes de Belfort, Chalon dans la Rue, the International Music Festival of Besançon or the International Festival of Baroque Opera in Beaune. With each new edition, they attract artists of great quality and large audiences from all over the world.

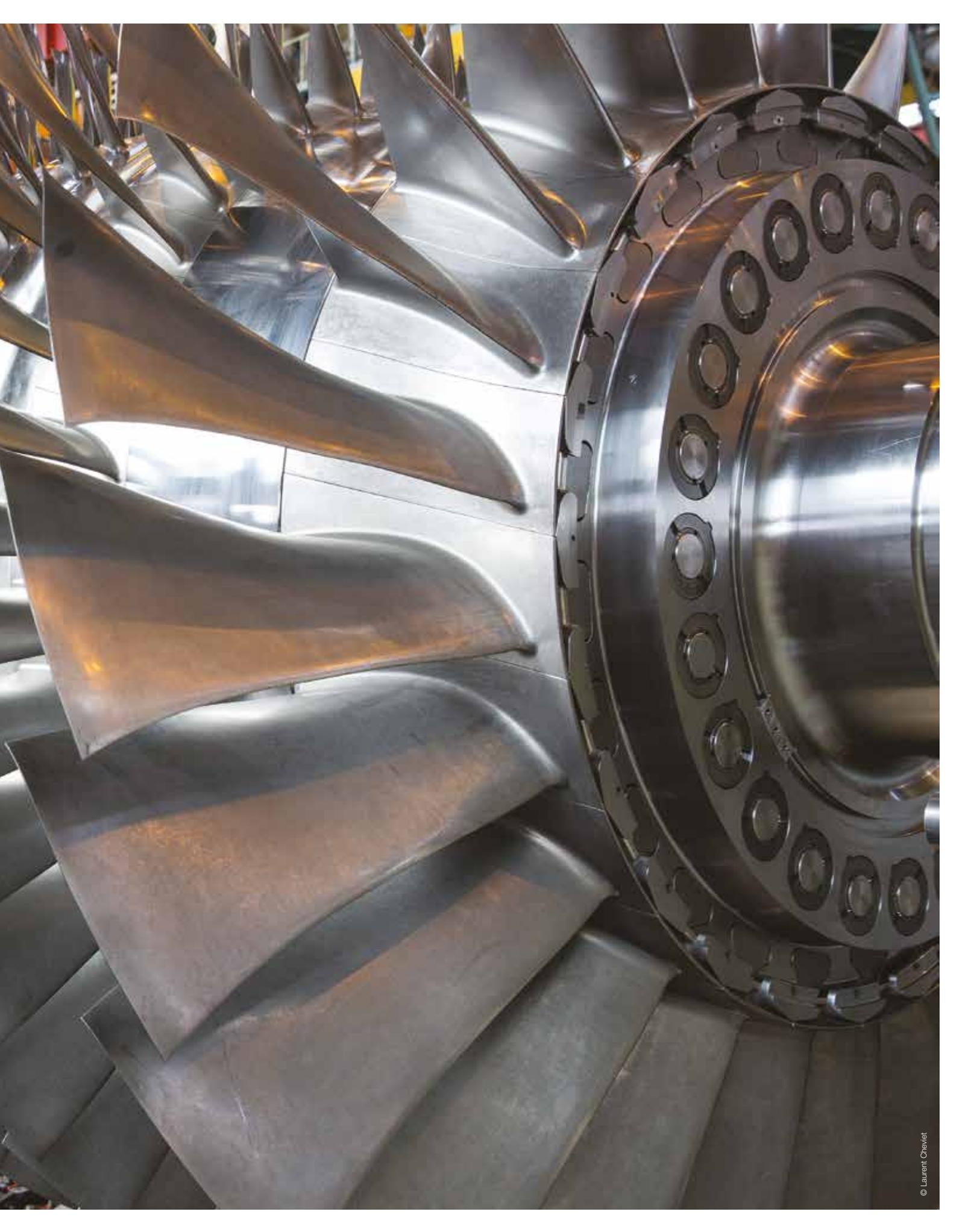
Finally, Bourgogne-Franche-Comté is also a haven for cinema. The productions made in the territory are supported financially, which in return brings concrete support for the local economy through jobs, accommodation for film crews, catering etc. Again, two prestigious film festivals are held here: the Entrevues Festival in Belfort which is dedicated to young independent and innovative film-making; and the Vesoul International Asian Film Festival.

Inclusive and incredibly vibrant, culture makes the pulse of Bourgogne Franche-Comté beat faster.

A FERTILE GROUND
FOR GROWING AND
BRINGING PROJECTS
TO FRUITION











A Region that guarantees development in every territory

Bourgogne-Franche-Comté combines its energies and deploys its talents around three key commitments: employment, the environment and energy transition and community solidarity. These three major focuses permeate all public policies, which are also animated by a strong determination to **bring the community together**, by cultivating everything that makes up the richness of the territory: its values of openness and tolerance and, of course, its exceptional living environment.

The President, Marie-Guite Dufay, and her 15 Vice-Presidents lead the 100 representatives forming the Regional Assembly, the 33 members of the Standing Committee, the 5 Thematic Committees and the 110 members of the Regional Economic, Social and Environmental Council (CESER).

The Region also relies on the work of 3,896 officials in the administrative departments and the “lycées”.

A place of economic and social innovation

Thanks to its environmental and societal advantages and the plurality of economic sectors which generate business activity and employment on a daily basis, Bourgogne-Franche-Comté has been able to establish itself as a «living laboratory for health innovation in France».

This distinction does not only consist in hosting innovating start-ups in cutting-edge medical fields. It is also, and above all, the fact that it views health in terms of its most direct purpose : to promote the physical, mental and social well-being of every inhabitant.

In addition, every one of the Region's policies is guided by this determination to make the human dimension the focal point its concerns and thus to maintain an enviable way of life within the territory, one that is conducive to fulfilment in every aspect of life.

If there is one sphere within which fulfilment is strategic, it is employment, and more precisely the return to employment through access to a wide training offer leading to qualifications.

Here, Bourgogne-Franche-Comté is able to rely on strong industrial centres, on first-class and attractive training courses and also on teams who work with a close focus on needs in order to finance a new training offer in the sectors of the future.

Some training is grounded in firmly embedded and longstanding know-how : railway maintenance, leatherware, wine growing, wind turbine masts, eyewear, microtechnology and clock and watch-making, but also artistic ironwork, ceramics, metrology and even harness horses !

This training offer is, of course, supplemented in multiple disciplines according to requirements. The Region turns to local or external partners for

the most specific skills, working in alignment with the needs of the territory : be it for businesses having difficulty with recruitment or for increased territorial needs (e.g. a lack of child-minders in rural areas).

Finally, committing to the well-being of all in terms of employment also means looking to the future : two sectors in which training is expanding rapidly are digital, in all its dimensions, and energy transition, which is opening up to more and more trades.



A region with energy... positive energy !

Bourgogne-Franche-Comté is one of the greenest regions in France. It has an exceptional and rich natural environment made up of mountains, water courses, lakes, waterfalls and hedged farmland, and more than a third of the territory is covered by forests. Three Regional Nature Parks work to protect this essential heritage : Haut-Jura, Morvan and Vosges.

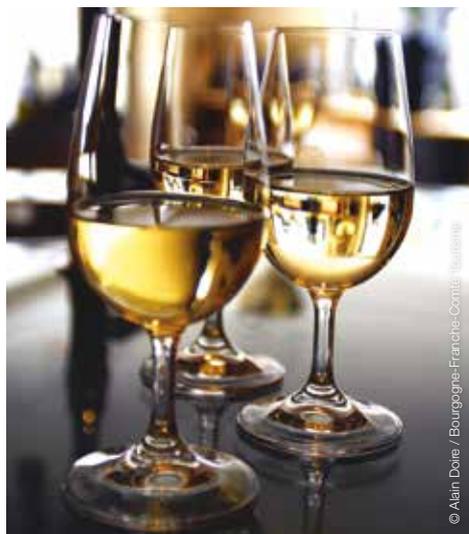
With such a heritage **Bourgogne Franche-Comté is «naturally» committed to the conservation of resources and the energy transition.** Nuclear power is absent from the territory. On top of that, the Region has set itself the target of producing more energy than it consumes by 2050 : in the future this will mean living in a territory relying on 100% renewable energies.

These ambitious goals have been translated into highly concrete initiatives, which are already having a positive impact. For example, renovating the entire building stock in order to raise energy performances in terms of Low Energy Housing offers greater comfort to occupants and also offers public procurement opportunities for

local businesses, which are themselves job creators. The Region is also recognised as a «manager» for the deployment of hydrogen-based energy, the optimum solution of tomorrow for sustainable mobility and a guarantee of air quality, to the benefit of all. The «Vehicles of the Future» centre in Belfort-Montbéliard is also actively mobilised by the Region on the issue of electric vehicles.

The omnipresence of forests in Bourgogne-Franche-Comté also presents the opportunity to devise wood-fired heating collectives in addition to the 870 already in operation ; a cluster is working to roll out wind turbines, and solar power has seen improved performances year on year and is attracting increasing numbers of householders in the Region.

Bourgogne-Franche-Comté is also distinctive for a strong citizen investment policy : local people are encouraged, through specially developed tools (Jurassic for example), to invest individually in sustainable infrastructures. They thus contribute to the construction of these infrastructures, encourage the creation of jobs and enjoy not-insignificant profitability in the long term. A cooperative model that is well-known locally : every day the fruit farms in Comté and the “Crédit Agricole” bank - having their roots in the territory - demonstrate the success and long-term viability of this system !



© Alain Daire / Bourgogne-Franche-Comté Tourisme



Landscape around Solutré

© Alain Daire / Bourgogne-Franche-Comté Tourisme



Hedgehog waterfall

© David Cassiron / Région Bourgogne-Franche-Comté

Solidarity across all territories and all generations

A region of conviviality, authenticity and solidarity, Bourgogne-Franche-Comté presents a distinctive face of «living together». This fraternity is anchored in the way of life and it is also sustained by strong public policies which underpin it on a daily basis.

This is a Region in which strong links are forged between producers and consumers, around excellent products of the local terroir; in which people mobilise around high-level sports athletes who act as ambassadors for the territory throughout the world. But it is also a Region in which people give their time in one of the many associations in the territory which enrich the social fabric, in the towns and more rural areas alike.

Young people constitute a priority target public for numerous initiatives, allowing them to grow, develop and become effective citizens in all areas of life. The territorial budget devoted to them is almost 1 in every €2 spent, and the actions are resolutely cross-cutting: education, transport, international mobility, associative life etc.

One of the major long-term actions put in place for young people is the «Carte Avantage Jeunes» which offers signification discounts, in particular for access to culture and leisure activities. Another is a €500 grant towards the driving licence which is awarded in return for 15 hours of volunteering with an association.

The Region also sets great store by the promotion and roll-out of civic service within the territory, which offers young people the opportunity to undertake voluntary assignments during or after their studies. Bourgogne-Franche-Comté wishes to stimulate civic services in rural areas specifically, to the benefit of small communities and EPCIs*.

For their part, the Region's associations are provided with support,

in particular under an employment assistance programme which helps to fund key posts. In the field of sport, a substantial budget is provided to high-level clubs, leagues and athletes, and to adaptive sport for the disabled, in order to cover the expenses incurred in participation. And local authorities are supported in the construction or redevelopment of their sports amenities.

Finally, free textbooks, products grown organically and/or under direct distribution in canteens, support for cultural activities in educational establishments and the funding of overseas traineeships are yet more facets of fraternity in Bourgogne-Franche-Comté!

* EPCI - public bodies for inter-municipal cooperation



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Home help

© Adobe Stock



Festival Idylle

© Vincent Abelet / Région Bourgogne-Franche-Comté

A crossroads for entrepreneurial opportunities

The Bourgogne-Franche-Comté Region possesses specific and historical know-how that is recognised across the world: agri-food, automotive, microtechnology, biomedical, optical products, the luxury sector, energy... Every day, competitiveness clusters, innovating start-ups and firmly established SMEs bear witness to this reality.

But Bourgogne-Franche-Comté is also a territory that enjoys a strategic geographical location, benefiting from simplified exchanges with its highly dynamic neighbouring regions: Switzerland, Germany, the Lyon basin and the Paris region among them. To set up in business here is to choose a favourable living environment, while at the same time benefiting directly from **this position that is so conducive to economic exchanges, to the sharing of**

resources and innovations and to the realisation of ambitious projects.

The Region encourages all entrepreneurs to achieve success because, through their energy and enthusiasm, they contribute to creating jobs and added value. This support comes in the form of funding for clusters or specific corporate projects, cultivating the values of technological innovation (FrenchTech), international reach,

environment and digital transition and, above all, the optimisation of human capital.

It is for this reason, too, that particular efforts are devoted to the emergence of ecosystems for success at inter-municipal level (boosters, incubators, co-working initiatives etc.), for all individual entrepreneurs seeking to grasp new opportunities.



The **sectors** of today and tomorrow in **Bourgogne-Franche-Comté**

Environment

- Sustainable foods for consumer health and well-being
- Sustainable mobility
- Eco-design, eco-construction and biosourced materials
- Development of hydrogen-based solutions
- Integration and efficiency of energy systems

High-tech industry

- Microtechnology and microsystems
- Biomedical solutions for the individual in terms of prevention, diagnosis and therapy
- Digital technologies as a response to societal challenges
- Innovative mobility
- Plastics technology/materials



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Luxury

- Clock and watchmaking
- Jewellery
- Eyewear
- Leatherware



A globally connected region

Located in Eastern France as well as at the centre of Europe, Bourgogne Franche-Comté occupies a strategic position, allowing it to create, develop and multiply opportunities for collaboration with the rest of the world.

And these opportunities are innumerable! All actors within the territory are encouraged to expand internationally and specific tools are put in place with this aim in mind: excellence projects for researchers and students (p.24), support for businesses with their export development strategies (p.26), tourism outreach (p.8), educational collaborations all around the world, education for global citizenship, support to international solidarity projects, etc.

Through its openness and its commitment, in a very concrete way Bourgogne-Franche-Comté has established a position as a facilitator, even a catalyst, aiming **to advance the skills and talents of its businesses and its people.**

To achieve this, the Region can rely in particular on partnership agreements with a number of regions across the world which generate fruitful exchanges and sharing. Thus, professional training in the wine industry has been organised with

Chile and South Africa, and the excellence of the Region extends its influence over Hong-Kong; shared diplomas have been created with Germany and Poland; and the Wind Power Cluster and Hydrogen Centre benefit from sharing practices with the State of Rhineland-Palatinate.

Lastly, strong and historic relations with the closest of our neighbors, Switzerland, are reflected in constant partnership relations organized around an original governance approach, the Transjurassian Conference (TJC). Numerous and plural exchanges are the subject of a 2016-2021 cooperation strategy focused on objectives of economic development, mobility and trade facilitation, space and natural resources management and «living together».

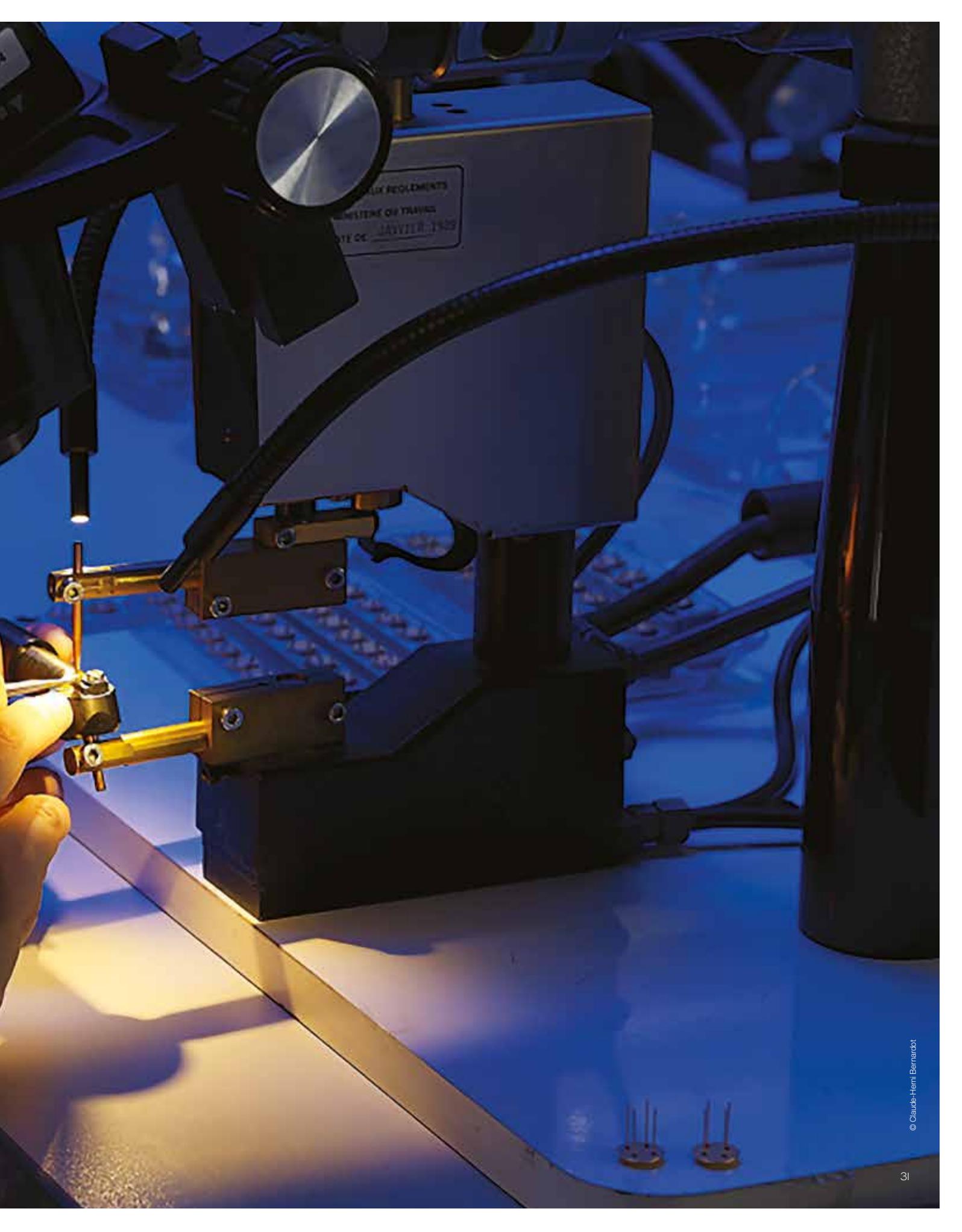
Bourgogne-Franche-Comté thus makes every effort to open up to the world and the opportunities it presents, to the benefit of all actors within the territory.



Partner regions worldwide

- **State of Rhineland-Palatinate** - Germany
- **Opole Voivodeship** - Poland
- **Region of Central Bohemia** - Czech Republic
- **Western Cape Province** - South Africa
- **Maule Region** - Chile
- **Special Administrative Region of Hong Kong** - China
- **The Swiss Jurassic Arc** (Cantons of Jura, Bern, Neuchâtel, Vaud and Switzerland)





Excellence in research and development

THE REGION HAS BEEN SELECTED
TO TAKE PART IN A NUMBER OF
RESEARCH EXCELLENCE PROJECTS



Bourgogne-Franche-Comté is a hub for students and researchers from all over the world. Its mobility schemes encourage travel abroad as well as attracting talents from other countries to the Region, to foster the advancement and exchange of rich and valuable knowledge.

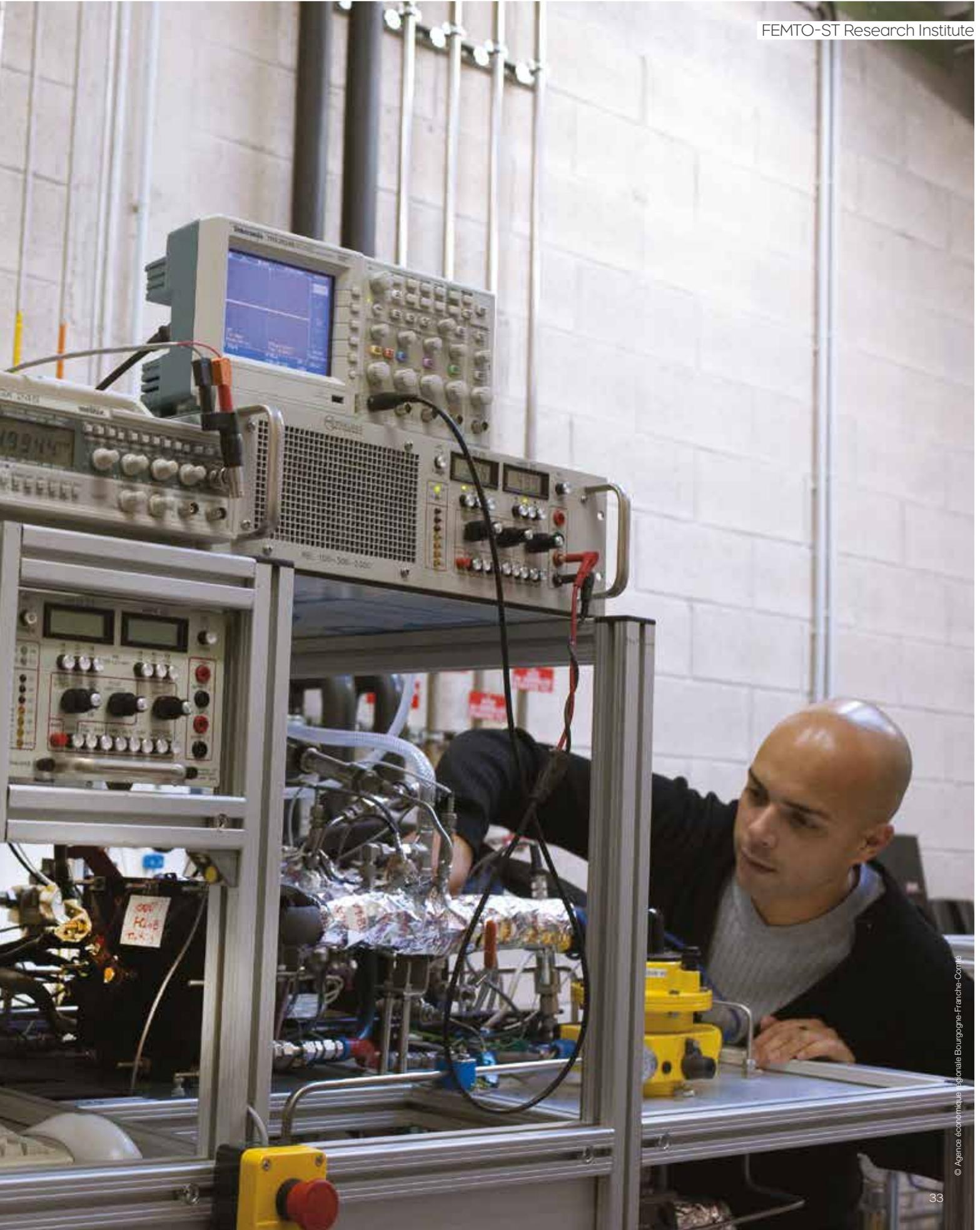
In addition, the Region has been selected to take part in a number of Research Excellence projects under the PIA (investment for the future programme) which mobilises substantial funds at national scale. This means that innovative projects are conducted within the territory and «excellence chairs» involving recognised international researchers are supported.

As an extension to this, the University of Bourgogne-Franche-Comté

(UBFC) was successful in the I-SITE* call for projects, which gives it recognition and a national excellence label on distinctive scientific themes in close alignment with the territory's know-how. The granting of €330 million over ten years makes it possible to mobilise resources and skills. In particular, this has enabled the creation of junior and senior fellowships and a Masters degree in English, as well as applied research projects in collaboration with businesses.

Finally, studying in Bourgogne-Franche-Comté offers the opportunity to open up to the world thanks to specific funding, in particular under the international mobility schemes: high school students, apprentices, students and job seekers between the ages of 18 and 30 are thus able to apply for financial assistance in order to embark on their journey of discovery abroad. Yet another avenue for opening up to excellence!

*Science - Innovation - Territories - Economy initiatives





Boosting international outreach

The Bourgogne-Franche-Comté Region unites its partners and dedicates its energy to helping businesses expand internationally in order to achieve two key goals: to consolidate the activity of businesses which are already exporting their products and services worldwide; and to provide impetus and technical resources for those intending to look beyond the borders of France for the first time.

France's leading region in terms of exporting its industry, Bourgogne-Franche-Comté performs at national level. It wishes to extend this success to all the excellence know-how that is representative of the region: AgroTech and Med-Tech centres, Nuclear Valley competitiveness centre, the metal and metallurgical industries, the luxury sector and eco-construction... all possessing remarkable skills.

The Region can rely on a **wide network of partners, who contri-**

bute to the success of the international projects of the region's businesses: the Regional Chamber of Commerce and Industry (CCIR), Business France, BPI France, the Regional Directorate for Enterprises, Competition Policy, Consumer Affairs, Labour and Employment (DIRECCTE), foreign trade advisers and the Regional Economic Agency (AER). Together, they work in three key areas : awareness raising and training for business leaders; individualised support, the gateway to financial assistance; and

collective actions, pursued every year in strategic sectors according to emerging needs and/or the economic opportunities identified.

Regional businesses can therefore rely on these partner actors, who work towards common aims, with an established product/market strategy and expertise that can be mobilised with the help of significant public support, in order to encourage their international aspirations and projects.



A region anchored in Europe

*Bourgogne-Franche-Comté has forged **special links the Europe**, through its office in Brussels, which is reached in 4 hours by TGV from Dijon, the Region follows the work of the European Commission on European funding and calls for projects and very close to its neighbour Germany with which it collaborates on sustainable and innovative themes it also has a permanent representation, the House of Bourgogne-Franche-Comté in Mainz. This geographical location allows Bourgogne-Franche-Comté to radiate excellence and regional know-how.*

During the 2014-2020 period, the Region manages more than € 1.4 billion in European funding, which is used to carry out projects in the region, in a wide range of fields (research and innovation, energy transition, environment, digital, transport, vocational training, spatial planning, agriculture and forestry), through 5 European programs.

Together with the four regional European programs mobilizing funds such as the FEADER¹, the

FEDER² or the FSE³, the Inter-reg France-Switzerland program specifically supports cooperation projects, on both sides of the border, to encourage the emulation of knowledge and know-how.

The Region has also created a unique structure, a first in France: the Maison de l'Europe with branches in Besançon and Dijon, its purpose being to act as a direct relay for European issues to the general public. Local people - and

schools in particular - can find all the resources they need for a better insight into European initiatives and to gain a full understanding of Europe and the community values flowing from it.

In Bourgogne-Franche-Comté, Europe also means student exchanges with partner universities.

¹FEADER - European Agricultural Fund for Rural Development / ²FEDER - European Regional Development Fund / ³FSE - European Social Fund





REGION BOURGOGNE- FRANCHE-COMTÉ ON LINE

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