

ATTRACTIVITY

Normandy aims to seduce young professionals

Normandy needs young talent to ensure its economic development. To attract young professionals, the regional agency Normandie Attractivité is launching a new campaign to change its image.

PHILIPPE LEGUELTEL APRIM-CAEN

Lhe time for mobilization has come. Launched in Caen by Normandie Attractivité, the agency of

the region's territorial marketing strategy since 2017, on the occasion of World Happiness and Wellbeing Day (a sign!) on March 20, a new communication campaign aims to appeal to an age group that the region is still lacking. "Young working people today, especially in Paris, don't know that they can make a career here. For that, we need all of us

mobilize to prove to them that there are meaningful jobs with a future, and a real collective movement to move towards a decarbonized economy", observes Vianney de Chalus, President of Normandie Attractivité, in the presence of the Region's vice-presidents, Sophie Gaugain, in charge of economic development, and Nathalie Porte, in charge of tourism and attractiveness.

"A LAND OF THE FUTURE

Better known for its apple trees and cows, the region, less renowned for its industrial capabilities, wants to make its economic weight felt.

20% of the region's GDP, compared with a national average of 13%) and is committed to the energy transition. "The Seine axis is going to be a major player, with large-scale facilities such as East Man and Futero in Port-Jérôme. Yes, Normandy is a great place to live, but it's also a land of opportunity", says Pierre-Jean Leduc, President of Medef Normandie and of Demgy Group, which is firmly established in Saint-Aubinsur-Gaillon. There's no shortage of assets, including a living environment that combines land and sea, not to mention real career opportunities. "We'll have

young people over the next ten years to support all our projects, from energy to mobility", says Alban Verbecke, President of Normandie Energies and Director of EDF's regional action.* Neo-Norman and founder of Neolitik, Marc Dib, who came to Caen from Val d'Oise in search of premises for his industrial start-up (an alternative material to concrete) and is now based in Fécamp, made the trip to Caen. "The support we received for our project was second to none. As for the living environment, it's exactly what I was looking for: an incredible quality of life, the fresh sea air, not to mention a very relaxed atmosphere.

says the young manager. To convince people, a video entitled "La Normandie pour un monde meilleur" ("Normandy for a better world") has been produced by the attractiveness agency, which will be relying on its networks, including social networks (nearly 60,000 subscribers), as well as its 21 clubs for Normans abroad, 1,200 partners and 11,000 ambassadors around the world to relay the message. "We want to create a positive economic and social dynamic with this collective project. Our needs are enormous, so let's not be quiet about attracting young people," warns Michael Dodds, Managing Director.



The campaign and video were launched in the presence of Michael Dodds, Alban Verbecke, Vianney de Chalus and Marc Dib (from left to right).

(industry represents

estimated needs between 30,000 and 40,000

too many people, no incivilities..."



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