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## PRESS RELEASE

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# France 2030: The General Secretariat for Investment (SGPI), the General Directorate of Enterprises (DGE) and AFNOR sign a partnership agreement to develop strategic use of voluntary standardization

The general secretariat for investment, represented by Bruno Bonnell, general secretary for investment in charge of France 2030, the Ministry of the Economy, Finance and Industrial and Digital Sovereignty, represented by the Director General of Enterprises, Thomas Courbe and the French Standardization Association (AFNOR) today signed a strategic agreement as part of France 2030.

**Through this agreement, the SGPI, the DGE and AFNOR are committed to developing strategic use of voluntary standardization, to serve the competitiveness of French companies and French innovations on international markets, within the framework of the France 2030 plan.**

Voluntary standards, developed within recognized bodies via an open and consensual process, specify the characteristics of services and products. They are an essential component of national economic development: used in trade, they contribute to our competitiveness, our sovereignty, as well as the achievement of our societal and environmental ambitions. It is a tool for performance and economic intelligence, industrial development, technological monitoring, and dissemination of innovations which contributes to achieving the objectives of France 2030. The development of a normative framework to generate confidence in the AI ecosystem, orchestrated by AFNOR and the SGPI as part of the Grand Défi IA, fully illustrates this, reinforced by the publication these days of ISO 42001. This approach is part of elsewhere in the European standardization strategy, the objective of which is to guide the setting of international standards with regard to major socio-environmental challenges.

Through this agreement, the State and AFNOR undertake to implement concrete actions:

- **Joint awareness and support actions** State services, operators and beneficiaries of the France 2030 plan on the issues and contributions of voluntary standardization;
- **Using standardization as a detection and guidance tool** France 2030 strategies, like the design standards at ISO, on a French initiative, for professionals in biodiversity, critical materials or good practices for gender equality;
- **Deployment of dedicated and reinforced support, individual and collective**, for the winners of the French Tech 2030 program.

With this partnership, AFNOR, the SGPI and the DGE aim to see standardization integrated into the roadmaps of business strategies financed by France 2030.

### The contribution of standardization to the success of France 2030

For Thomas Courbe, director of the DGE *"Standards are crucial in the functioning of the economy at national, European and international level. They must be recognized at their fair value and be fully integrated into*

*the development of public and private strategies.*

*“The standard is an essential tool of sovereignty. This partnership will allow the France 2030 winners to become aware of it and to be able to use it as a competitiveness tool,”*said Bruno Bonnell, secretary general of the SGPI.

*“The standardization of markets and their practices, because it takes place in France, in Europe and internationally, is a major asset that the French economy is mobilizing to reconquer positions on the global stage. I welcome this awareness and welcome this rapprochement with the France 2030 plan”*, comments Franck Lebeugle, director of AFNOR standardization activities.

Press contacts:

**General Secretariat for Investment:**[presse.sgpi@pm.gouv.fr](mailto:presse.sgpi@pm.gouv.fr)

**General Directorate of Enterprises:**[presse.dqe@finances.gouv.fr](mailto:presse.dqe@finances.gouv.fr)

**French Standardization Association:**[presse@afnor.org](mailto:presse@afnor.org)

## ABOUT FRANCE 2030

- ✓ **Reflects a double ambition:**sustainably transform key sectors of our economy (health, energy, automotive, aeronautics and even space) through technological innovation, and position France not only as a player, but as a leader in the world of tomorrow. From fundamental research, to the emergence of an idea to the production of a new product or service, France 2030 supports the entire life cycle of innovation until its industrialization.
- ✓ **Is unprecedented in its scale:**€54 billion will be invested so that our companies, our universities, our research organizations, fully succeed in their transitions in these strategic sectors. The challenge: to enable them to respond competitively to the ecological and attractiveness challenges of the coming world, and to bring out the future leaders of our sectors of excellence. France 2030 is defined by two transversal objectives consisting of devoting 50% of its expenditure to the decarbonization of the economy, and 50% to emerging players, carriers of innovation without expenditure unfavorable to the environment (in the sense of the principle *Do No Significant Harm*).
- ✓ **Will be implemented collectively:**designed and deployed in consultation with economic, academic, local and European stakeholders to determine strategic directions and key actions. Project leaders are invited to submit their application via open, demanding and selective procedures to benefit from State support.
- ✓ **Is managed by the General Secretariat for Investment**on behalf of the Prime Minister and implemented by the Ecological Transition Agency (ADEME), the National Research Agency (ANR), Bpifrance and the Banque des Territoires.

More information on :<https://www.temporel.fr/france-2030> | @SGPI\_avenir