

Niort, Lille metropolis and Vertou receive the AFNOR Trophies for public performance

The AFNOR group rewards the administrations of the cities of Niort, Lille Métropole and Vertou for the convincing results following a self-assessment of their organization and the conduct of their local public policies.

Saint-Denis, November 18, 2019 - To reward those who are organized to conduct local public policies in a remarkable way: this is the objective of the Trophies from the [Indiko Public Performance platform](#). Launched by the AFNOR group in 2018, this barometer allows territorial decision-makers to self-evaluate their locally deployed public policy. A online questionnaire leads them to carry out an x-ray of their organization: strategic and dynamic territorial planning project, mode of governance of the community, management responsible for resources, service management, services provided to citizens and commitment to the ecological transition.

The three winners of the 2019 AFNOR Public Performance Trophies are:

1. The City of Niort (Deux-Sèvres, Nouvelle-Aquitaine region, 60,000 inhabitants): trophy awarded to Bruno Paulmier, general director of services;
2. Lille Métropole (North, Hauts-de-France region, 90 municipalities, 1.2 million inhabitants): trophy presented to Mr. Bruno Cassette, general director of services;
3. Vertou (Loire-Atlantique, Pays de la Loire region, 24,000 inhabitants): trophy awarded to Hélène Guillet, general director of services.

Course and vision, sustainable orientation of their development strategy, participatory governance, managerial performance of services and public policies aligned with territorial issues: the teams of each city led by their respective DGS were rewarded in the name of their action aimed at meeting expectations societal benefits of all stakeholders in their territories (residents, associations, businesses, etc.), to face the challenges expressed by the Sustainable Development Goals defined by the United Nations (climate, water, energy, mobility, health, employment, efficient and exemplary institutions). »

Define a new administration project

Available to all territorial decision-makers, Indiko Public Performance is an operational means of taking stock of the method used to conduct public policies. “ *On the eve of the municipal elections, this platform can help define priorities in the formalization of a new administration project, but also to revisit the organization that will have to be put in place* ,” summarizes Halimah Pujol, public sector manager. of the AFNOR group.

The public performance barometer will be renewed in 2020, based on all participations on the [Indiko Public Performance platform](#). Leaders of local authorities of [all sizes and metropolises can therefore](#) get started, free of charge. Beyond the online tool, the AFNOR group also offers a participatory diagnosis to involve the management committee in the process.

Three questions to:

**Bruno Paulmier,
DGS of the city of Niort**



Why did you participate in the public performance barometer?

“The city of Niort had completed its Agenda 21 and was looking for a new lease of life for its sustainable development policy. Under the leadership of the Ministry of Ecological and Inclusive Transition, we turned to the 17 UN Sustainable Development Goals. The universal nature and shared with all stakeholders was of great interest for talking and mobilizing.

But alerted to the probable difficulty of implementing at the local level a 2030 agenda designed on an international scale, I was very attracted by the very structured and very facilitating approach developed by AFNOR with the public performance barometer. It allows the transposition of public policies with regard to the SDGs, the establishment of a verified self-diagnosis (with evidence) and placing sustainable development at the center of performance issues, and not on the periphery as is the case for classic models. »

You requested a participatory diagnosis from the management committee, what do you take away from it?

“I am particularly satisfied to have mobilized around fifty executives to complete the extensive questionnaire – for me it is a guarantee of seriousness. We spent time there alone and collectively to vote by show of hands or by acclamation on the answers to each question. The questionnaire was divided largely by theme and each member of the DG led the co-production of the responses with the executives of their division. So, we were able to express expertise, transversality and self-evaluation. All in a short time. It was very rich. The result was encouraging and each manager was able to measure the path to progress. It was also an unprecedented exercise in cohesion.

I think they understood well that the Golden Trophy is awarded to all the agents who mobilized”

How do you view standards, particularly international ones such as ISO 26000, to meet the SDGs?

“Continuous improvement approaches are extremely positive for local authorities.

They allow us to progress and measure the progress we have made. They save us a lot of time and credibility. We're not used to it enough. But we cannot, on the one hand, say that we (communities and territorial agents) suffer from a lack of recognition of our productivity and our contributions to French society and, on the other, act as if we had no accountability on this subject, to elected officials, residents, public and private partners and agents

themselves who must understand the meaning and result of their action. So, with the support of the mayor and elected officials, I am resolutely opting for a structured approach and we are going to embark in 2020 on the path to an Engaged RSO community assessment based on the ISO 26000 standard. AFNOR has worked a lot on the subject and proposes an adapted working methodology guaranteeing rigor, standards and comparability with other communities. It's up to us to take advantage of it to make the most of it, with full collective intelligence and wanting to serve our territorial project of *sustainable Niort 2030* development ."

The trophies were presented on November 7 to Territorialis, at the SNDGCT stand, partner of the AFNOR public performance barometer.



About the AFNOR group

Commissioned by the State to represent France in European and international standardization bodies, AFNOR makes good practices, developed collectively, available to all.

A historical observer of quality in France, the AFNOR group equips public actors in their search for improvement, helping them to objectify their results. Local public performance circles, organized throughout France, bring together hundreds of DGSs in search of solutions to challenge their governance, by illuminating their practices in the light of standards from around the world, to better surpass them.

An associative group of international scope, established in France in 14 cities, the AFNOR group positions itself as a vector of trust for public actors and organizations in general. The general management of the AFNOR group is ensured by Olivier Peyrat. <https://www.afnor.org/secteur-public/>

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