



100% NORMANDIE

## ➤ Territory



**Normandy, the most well-known region in the world after California, stretches across a surface area of 900km<sup>2</sup> and boasts a 640km coastline. It is a land steeped in history, from William the Conqueror to the D-Day Landings on 6th June 1944. A generous land of contrasting landscapes, in the vicinity of both Paris and London. A land of entrepreneurship and innovation: 244,000 business establishments and a large number of competitiveness clusters.**

### Geography and landscape

Normandy is a region covering an area of 29,900km<sup>2</sup> and located at the crossroads between two of Europe's most important hubs – London and Paris. It is a region with a multitude of different landscapes. From inland, with its plains, plateaux and typical 'bocage' hedgerows, to the coast, with its alternating high cliffs, fine sandy beaches, dunes, creeks and rocks. The English Channel, the maritime facade of Greater Paris via the River Seine, is the busiest seaway in the world.

### History

Shaped by the Vikings, Normandy was born in the year 911, following the Treaty of Saint-Clair-sur-Epte. Birthplace to William the Conqueror, other illustrious figures, such as Joan of Arc, have also left their mark on the region's history. It is also a land synonymous to freedom with the Allied D-Day Landings in 1944 and the Battle of Normandy that ensued. In 2016, the reunification of Upper and Lower Normandy into one single region, asserted once more, its 'worldwide' dimension.

### Départements and conurbations

Areas with complementary assets. 5 départements from coast to country: Calvados, Eure, Manche, Orne and Seine-Maritime. 3 principal conurbations: Rouen Métropole (490,000 inhabitants), Caen la Mer (265,000 inhabitants) and the Communauté d'Agglomération du Havre (236,000 inhabitants). The territory is also composed of a fabric of major towns: Evreux, Cherbourg, Saint-Lô, Alençon, Lisieux, Dieppe...

### Territorial network

An original urban network and a large number of medium sized towns playing an essential role in territorial balance and vivacity. 117 sustainable urban areas offering access to a wide range of facilities and services. Normandy has voluntarily engaged its administrative reorganisation, passing from 162 intercommunalities in 2016 to 72 today.

### Demographics

A young region (30% of its population is aged under 25 years), yet attractive for senior citizens. A region with a level of teaching, sport, leisure and culture facilities above the national average. 3,335,600 inhabitants, i.e. 5.2% of the total population of mainland France. 112 inhabitants per km<sup>2</sup> (118/km<sup>2</sup> for total mainland France).

### Economic overview

A GDP of €90.3bn (2014). 4.3% of the national GDP, €27,087 per inhabitant. A median monthly available income of €1,658. 1,300,000 jobs. 74,100 intentions to recruit. 243,900 establishments, 20,100 creations in 2015. 36% of GDP in export sales (2nd rank), 3,700 exporting companies.

### Agriculture

Normandy is a world-renowned land of 'bocage' hedged landscapes and plains. Its

agriculture is in leading position in many fields: cheeses, cow's milk, butter and cream, cider apples, market gardening, linen, etc. 31,365 farm businesses (2013), average surface 93 hectares. Agricultural production of €5.2bn (7% of national production). 40,500 jobs (2015).

### Climate

Beware of preconceived ideas! An oceanic climate with south-westerly prevailing winds. Mild winters and pleasant summers. An annual average of 1,600 hours of sunshine (1,800 in Le Havre, 1,700 in Caen, 1,550 in Rouen). Annual rainfall under the national average.

### Environment

1st French region to open its own Regional Agency for Biodiversity in 2018. Remarkable fauna and flora that Normandy strives to preserve [ZNIEFF (natural zone of ecological interest, fauna and flora) and Coastal Conservancy]. 4 natural regional parks and 40 remarkable gardens. 8,600 green jobs in 2017. Normandy is a leading region in Marine Renewable Energy.