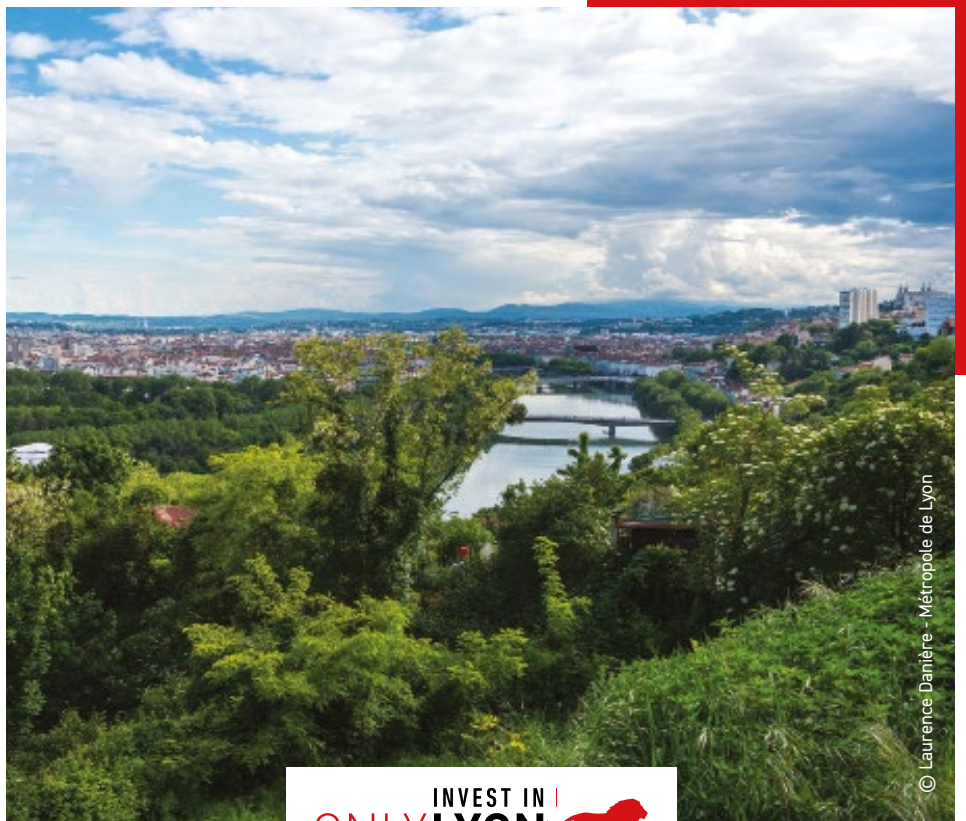


# SOCIOECONOMIC CONTRIBUTION FROM COMPANIES SETTING UP IN THE LYON - SAINT-ÉTIENNE METROPOLITAN AREA AND IN FRANCE, WITH ADERLY'S SUPPORT

VOL. 2 (2010 - 2019)



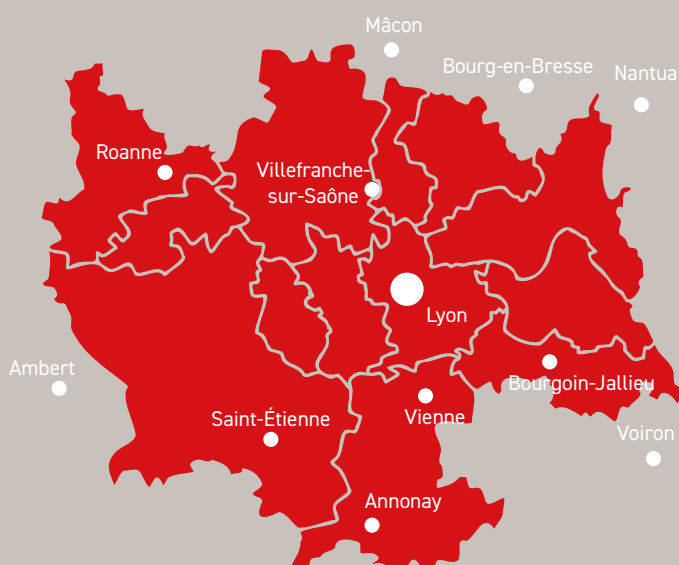
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INVEST IN  
**ONLY LYON** 

Aderly, the economic development agency working for the Lyon - Saint-Étienne metropolitan area (AMELYSE), decided to measure in an accurate manner the local footprint of the **companies** supported in their setup over the last 10 years by modelling their

**economic impact** (number of direct and indirect jobs created, contribution to GDP, etc.) on the region using a leading economic modelling tool, LOCAL FOOTPRINT®.

This study analyses the local (AMELYSE) and national (France) impact of Aderly's activities through highly detailed sectoral and geographical dimensions. This analysis is a major strategic leverage for the Agency to design its activities. It will be completed with a analysis of the region's economic resilience and a measurement of the companies' carbon footprint.



**The regional scope of the study:** the Lyon - Saint-Étienne metropolitan area consisting of 970 municipalities with a population of 3.4 million (2020).

Study conducted between July & October 2021 by **UTOPIES**®

# WHAT ARE THE MAIN FLOWS GENERATED BY THE COMPANIES SET UP BY ADERLY?

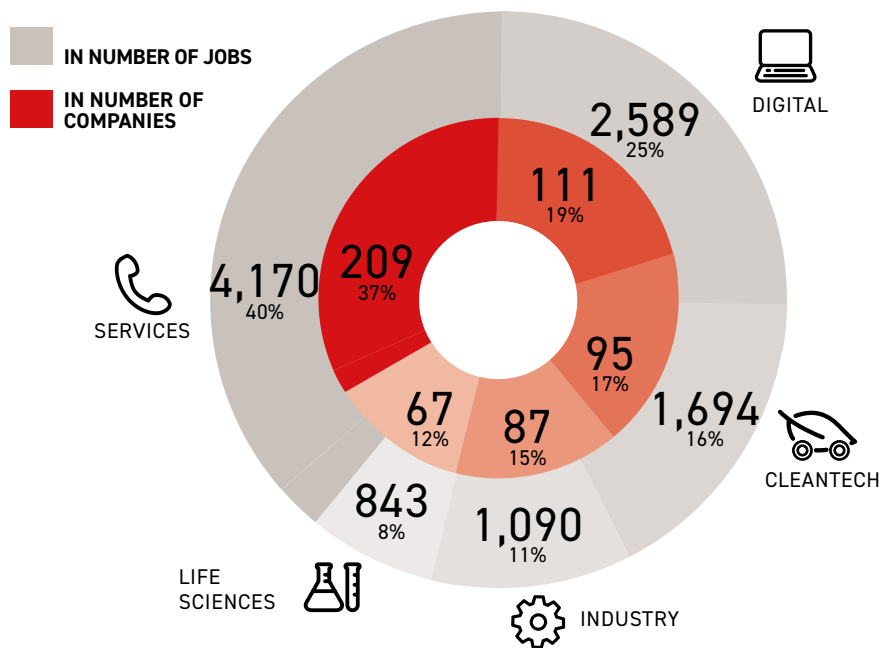


## STUDY METHODOLOGY

The study quantifies the main socio-economic impacts generated by activities run by Aderly's companies based on the number of direct jobs from the 569 companies supported between January

2010 and December 2019, i.e. 10 years of establishments, and still active in 2020, based on OpenData from INSEE (and the SIRENE/ESANE database).

## COMPANY BREAKDOWN BY BUSINESS SECTOR



# 569\*

COMPANIES\*

active out of the 884 established in the area with Aderly's support in the last 10 years

they account nearly

# 10,400

DIRECT JOBS

representing

# 8%

OF NET JOB CREATION IN AMELYSE between 2010 and 2019

\* A closure rate of 36%, lower than France's average of 46% (source INSEE Sirene open data).

## MODELLING OF THEIR ECONOMIC ACTIVITIES IN 2020

The very large size of the sample of companies enabled the use of the LOCAL FOOTPRINT<sup>®</sup> tool across 380 sectors to model the main monetary flows in Aderly's activity based on sectoral and local statistics (production, added value, purchasing, wages and fiscal revenues).

### €1,775m

of total revenues, 32% of which involves foreign-capital owned companies  
2019 data: €1,340m, of which 40% generated by companies with foreign capital

### €565m

of gross wages, paid in AMELYSE  
2019 data: €440m

### €830m

of procurement, almost 72% in AMELYSE  
2019 data: €675m, of which 64% in AMELYSE

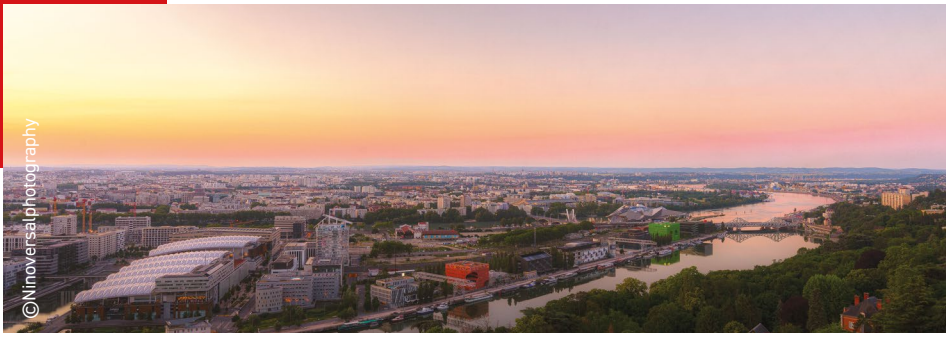
### €775m

of Added Value in AMELYSE, equalling to the value of production minus intermediate consumption  
2019 data: €630m

### €54m

of taxes  
2019 data: €47m

\*\* details of the methodology can be found on the next page and at [www.utopies.com](http://www.utopies.com). The figures in this section are rounded to the nearest €5 million except for taxation.



# WHAT ARE THE SOCIOECONOMIC IMPACTS OF THE COMPANIES SET UP WITH ADERLY'S SUPPORT?

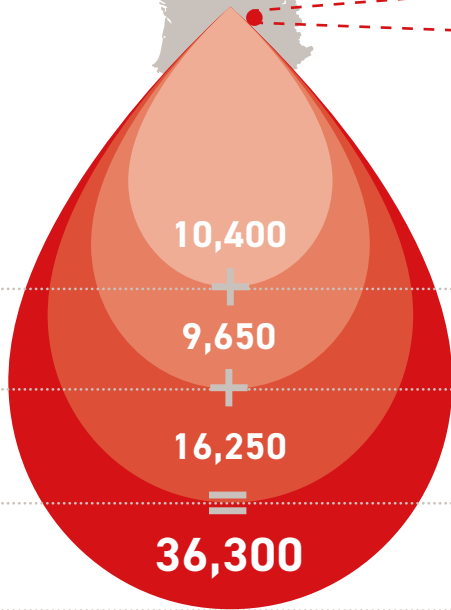
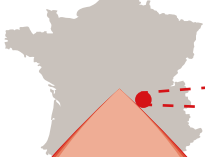


**€2.5bn** of GDP generated in the French economy, around 69% of it in AMELYSE



An augmentation of **35,000 to 36,300** jobs supported between the two exercises studied, i.e. **1,300 jobs (4%)**

## IMPACT IN FRANCE



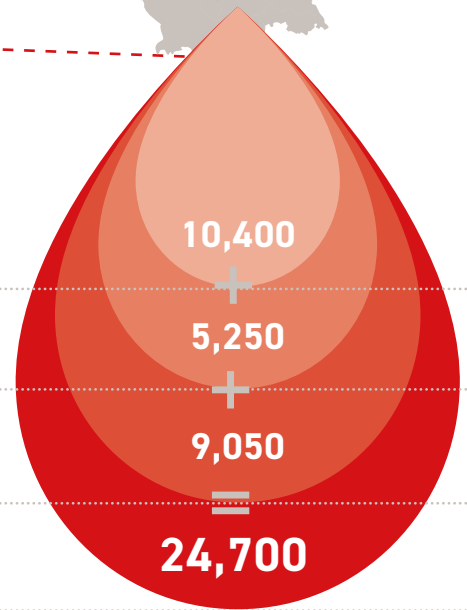
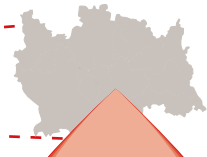
Direct jobs at supported companies

Indirect jobs involved in the supply chain

Jobs generated through household consumption and public spending

Total jobs involved by supported companies

## IMPACT IN AMELYSE



**x3.5** Job multiplier coefficient  
► For each direct job at a company set up with Aderly's support, 2.5 additional jobs are sustained in France

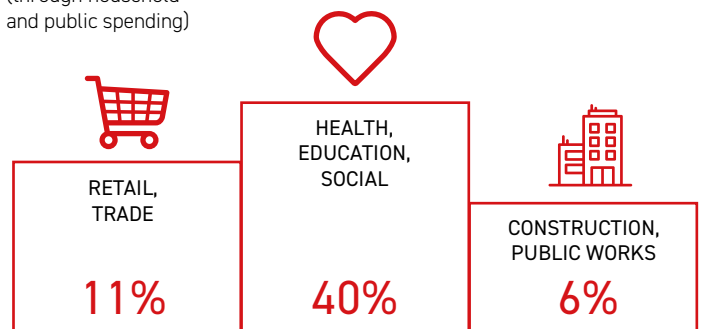
**68%** of the impact is within AMELYSE

## TOP 3 SECTORS FOR IMPACT IN FRANCE

### INDIRECT JOBS (in the supply chain)



### JOBS GENERATED (through household and public spending)







## COMPARISON OF INDICATORS FOR 10 YEARS OF ACTIVITY (2019 AND 2020 STUDIES)

Indicators	Theoretical sales, in € millions	Direct jobs (local)	Companies set up including active ones	Jobs supported in France Multi-job coef.	Jobs supported in AMELYSE Multi-job coef.	Purchases in France including local	Salaries (local)	Direct Taxes	Direct VAT	GDP generated Multi-GDP coef.
<b>2019 study</b> (2009 - 2018)	<b>€1,337 M</b>	<b>9,917</b>	<b>831</b> 574	<b>34,901</b> 3.52	<b>23,005</b> 2.32	<b>€675 M</b> €433 M	<b>€436 M</b>	<b>€47 M</b>	<b>€629 M</b>	<b>€2,016 M</b> 3.2
<b>2020 study</b> (2010 - 2019)	<b>€1,774 M</b>	<b>10,386</b>	<b>884</b> 569	<b>36,262</b> 3.49	<b>24 714</b> 2.38	<b>€830 M</b> €596 M	<b>€563 M</b>	<b>€54 M</b>	<b>€775 M</b>	<b>€2,466 M</b> 3.18
<b>Gaps</b>	<b>€437 M</b>	<b>469</b>	<b>53</b> -5	<b>1,361</b> -0.03	<b>1709</b> 0.06	<b>€155 M</b> €163 M	<b>€127 M</b>	<b>€7 M</b>	<b>€146 M</b>	<b>€450 M</b> -0.02
<b>Variation rates</b>	<b>33%</b>	<b>5%</b>	<b>6%</b> -1%	<b>4%</b> -0.9%	<b>7%</b> 3%	<b>23%</b> 38%	<b>29%</b>	<b>15%</b>	<b>23%</b>	<b>22%</b> -0.6%

This study was conducted in 2021 by the *Sustainable Local Economies* team at UTOPIES, a pioneering consultancy firm in the field of sustainable development strategy created in 1993.

### CONTACTS

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### PRESENTATION OF THE **LOCAL FOOTPRINT**® TOOL

A RIMS (Regional Input-Output Multipliers)-type statistical tool for evaluating socioeconomic impact, this leading model aggregates several geographical and sectoral analysis modules as well as "Input-Output" tables. It reproduces the operation of a regional economy as realistically as possible and draws on a variety of sources: statistical data from Eurostat, INSEE and BEA with details of 380 sectors, local calibration to the specific features of the area being analysed (INSEE employment data for specific activity sectors) and location quotients (University of the West of England, Bristol).

This model and its results have been audited and peer-reviewed several times since 2013 by private and public institutions (INSEE, EY, KPMG etc.) over a wide range of missions in France and abroad. Since 2013, it has been used in around 400 impact studies in all sectors (infrastructure, industry, energy, banking etc.) and all types of geographical areas (municipality, region, country, world) for both socioeconomic and environmental research.