

ADERLY :

**a strategic resource in the region's development and
transformation**

ANNUAL REPORT 2021



Summary

Editorial from our co-presidents

10 years, 10,000 jobs

Socioeconomic footprint vol.2

Carbon footprint

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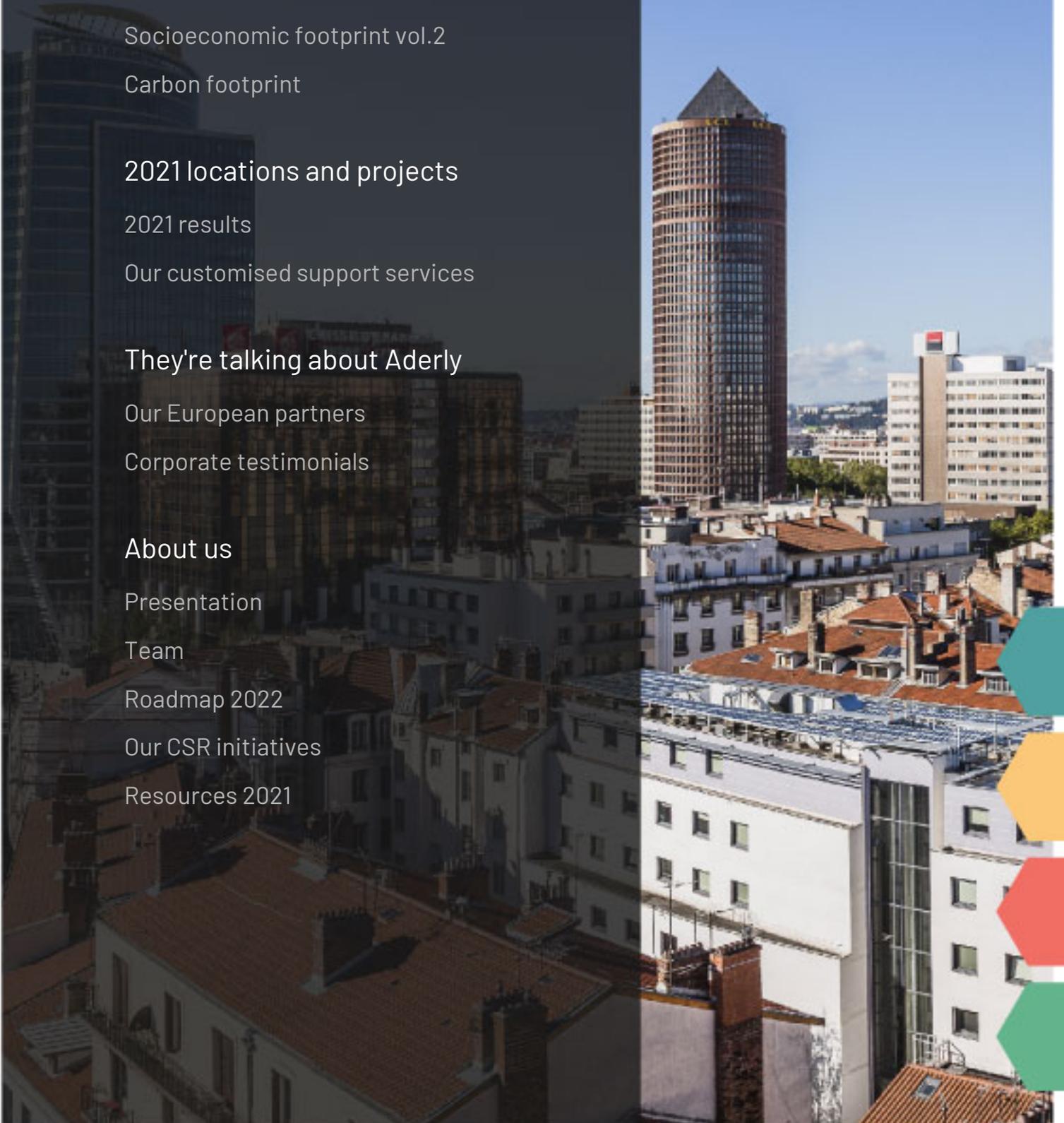
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SOCIOECONOMIC FOOTPRINT VOL. 2

WHAT IS THE SOCIOECONOMIC CONTRIBUTION OF THE COMPANIES ADERLY SUPPORTS?

Aderly decided to quantify the local effect of the **companies** it has supported since they established themselves in the area over the last 10 years by modelling their **economic impact** (number of jobs sustained, contribution to GDP etc.) on the region using France's leading economic modelling tool, LOCAL FOOTPRINT®, in a study conducted by [Utopies](#).

The study analysed both the local impact (Amelyse, the Lyon and Saint-Etienne metropolitan region), with a population of 3.4 million) and the national impact (France) of the Agency's activity with a fine level of sector-specific and geographical detail, enabling Aderly to focus its actions and make them a major strategic element of its strategy.

What are the main flows generated by the companies Aderly has helped to set up?

Study methodology

The study quantifies the main socioeconomic impacts generated by Aderly's activities based on numbers of direct jobs at the 569 companies supported by the Agency over the last 10 years that were still active in 2020, thanks to open data from INSEE (and the SIRENE/ESANE database).

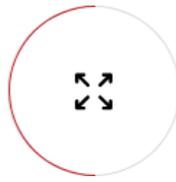




569

Companies

still active out of the 884 set up in the region with Aderly's support over the period 2008-2019.



36 %

A closure rate

31% between 2009-2018, with the Covid-19 period certainly affecting this rate), still higher than the French average of 46 % (source: OpenData INSEE Siren)



10,400

Direct jobs

10,386 jobs (vs. 9,917 during the previous period)



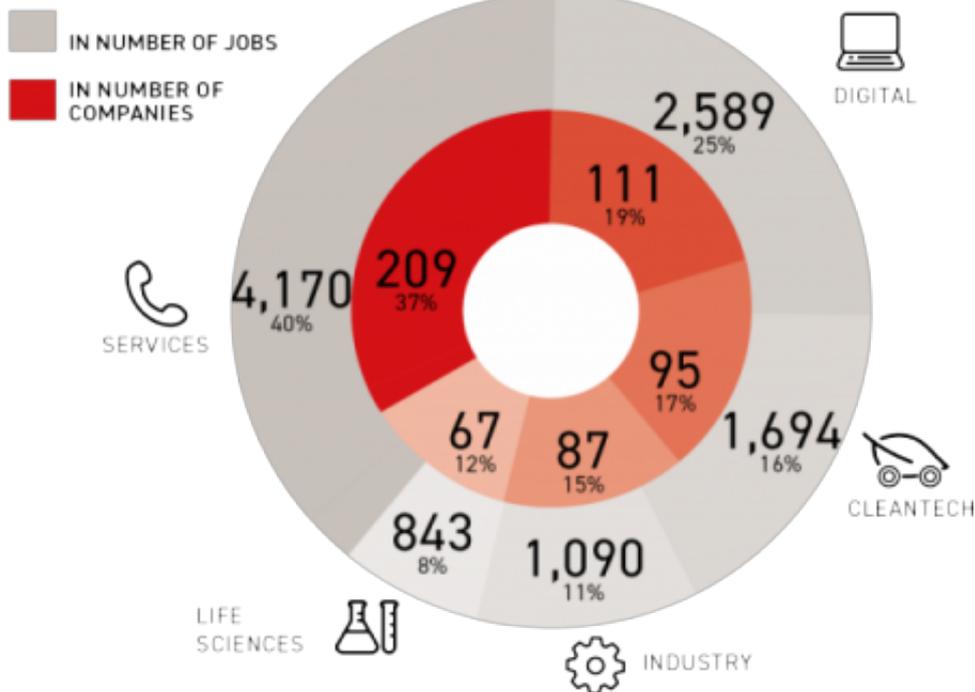
8 %

of net job creation in Amelyse

between 2010 and 2019

COMPANY BREAKDOWN BY BUSINESS SECTOR

COMPANY BREAKDOWN BY BUSINESS SECTOR



The large size of the sample of companies enabled the use of the LOCAL FOOTPRINT^{®**} tool across 380 sectors to model the main monetary flows in Aderly's activity sectors based on sectoral and local statistics (production, added value, purchasing, salaries and taxation).

€ 1,775 m

€ 775 m

€ 565 m

€ 830 m

€ 54 m

of total revenue, 32% of which involves companies with foreign capital

of Added Value in Amelyse, equal to the value of production minus intermediate consumption

of gross salaries paid

of purchases made, including 72% in AMELYSE

of taxes paid

WHAT IS THE SOCIOECONOMIC IMPACT OF THE COMPANIES SET UP WITH ADERLY'S SUPPORT?



€ 2,5 bn

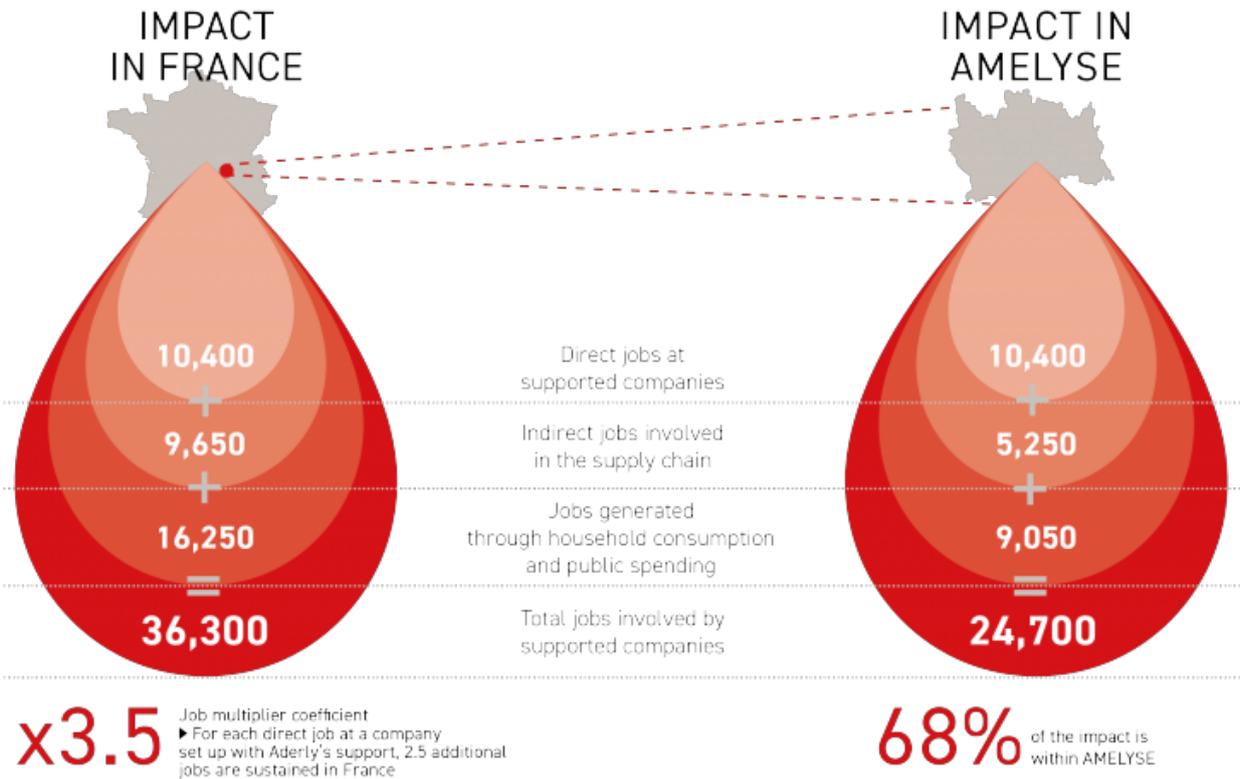
of GDP generated

in the French economy, including around 69% in Amelyse



32 %

of this impact is due to companies with foreign capital



THE THREE MAJOR HIGH-IMPACT SECTORS IN FRANCE

TOP 3 SECTORS FOR IMPACT IN FRANCE



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

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.
2019 study (2009 - 2018)	€1,337 M	9,917	831 574	34,901 3.52	23,005 2.32	€675 M €433 M	€436 M	€47 M	€629 M	€2,016 M 3.2
2020 study (2010 - 2019)	€1,774 M	10,386	884 569	36,262 3.49	24,714 2.38	€830 M €596 M	€563 M	€54 M	€775 M	€2,466 M 3.18
Gaps	€437 M	469	53 -5	1,361 -0.03	1709 0.06	€155 M €163 M	€127 M	€7 M	€146 M	€450 M -0.02
Variation rates	33%	5%	6% -1%	4% -0.9%	7% 3%	23% 38%	29%	15%	23%	22% -0.6%



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, across every sector and at every territorial level.

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.



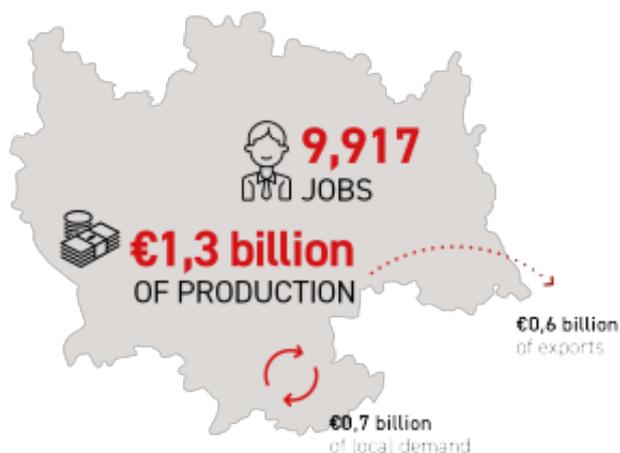
CARBON FOOTPRINT

Three quarters of the effort needed to reduce the average carbon footprint of people living in France depends not on individual choices but on decisions by public and private organisations. **Economic stakeholders such as Aderly play an important role and measuring the carbon impact of local areas is now essential.**

The study conducted by [Utopies](#) on behalf of Aderly (using the LOCAL FOOTPRINT® and LOCANOMICS® modelling tools) aims to understand and quantify the **carbon footprint impact of the companies supported by the Agency over the last 10 years.**

LOCAL DEMAND

The 574 companies supported by Aderly have created 9,917 jobs and generated €1.3 billion of production, including €0.7 billion in response to local demand in Amelyse (the Lyon and Saint-Etienne metropolitan area), representing emissions of **51 kt of carbon equivalent (CO₂eq).**



If these 574 companies were not present locally, it would have been necessary to import **€0.7 billion of production** into Amelyse, with an estimate of €628 million from France and €94 million from abroad.

So to meet local demand in Amelyse,

- French companies would have emitted **19 ktCO₂eq** if they had had to replace the companies set up with Aderly. The transport emissions required to bring the imported goods from the rest of

France are estimated at **0.3 ktCO₂eq** (total 19.3 ktCO₂eq),

- Foreign companies would have emitted **56 ktCO₂eq** if they had had to replace the companies set up with Aderly, with **12 ktCO₂eq** for transport to Amelyse (total 68 ktCO₂eq).

resulting in total emissions of **87 ktCO₂eq**.

Subtracting the carbon footprint associated with companies set up with Aderly (51 ktCO₂eq) from the footprint that would have been generated in their absence (87 ktCO₂eq), **the balance is 36 ktCO₂eq** in favour of these companies being present in the region.

EXPORTS

As we have already seen, the companies supported by Aderly have generated €1.3 billion of production, including €0.6 billion for exports.

These exports have led to emissions of **63 ktCO₂eq** for production and **5.7 ktCO₂eq** for transport (1.4 ktCO₂eq within France, **4.3 ktCO₂eq** in the rest of the world).

Without Aderly, the need for €0.6 billion of production could theoretically have been met by companies in the rest of France (€246 million) and abroad (€371 million), generating:

- **35 ktCO₂eq** for production by French companies, together with **0.4 ktCO₂eq** for transport (35.4 ktCO₂eq in total)
- **63 ktCO₂eq** for production by foreign companies and **3.8 ktCO₂eq** for transport (66.8 ktCO₂eq in total)

resulting in total emissions of **102 ktCO₂eq**.

The **balance** between the carbon impact associated with exports with Aderly's help (69 ktCO₂eq) and the theoretical impact of meeting these unmet needs (102 ktCO₂eq) is thus **33 ktCO₂eq** in favour of the companies set up with the Agency's support.

"CARBON-NEUTRAL" ATTRACTIVENESS

In summary, **the companies set up between 2008 and 2019 with Aderly's assistance have helped to lower the global carbon footprint by 69 ktCO₂eq** (52% for local demand and 48% for exports outside Amelyse).

This figure of 69 ktCO₂eq represents the emissions of **6,400 people living in France**.



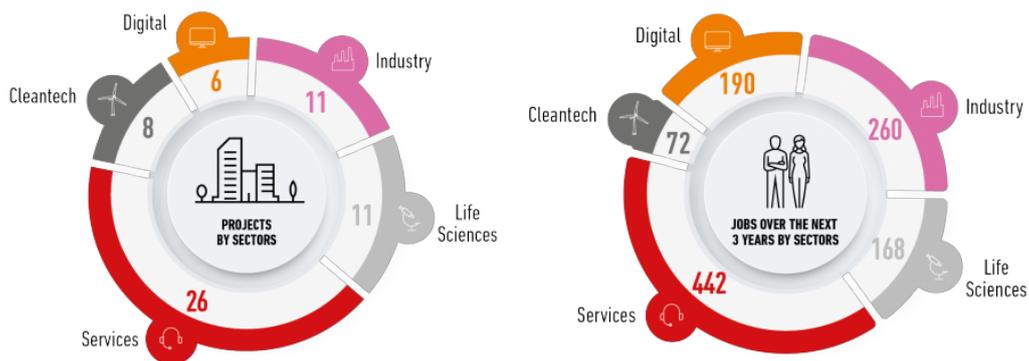
2021 LOCATIONS AND PROJECTS

In 2021, **62 companies** were supported by Aderly.
They should generate the creation of 1,132 jobs over the next 3 years.

2021 RESULTS



PROJECT AND JOB BREAKDOWN BY SECTOR



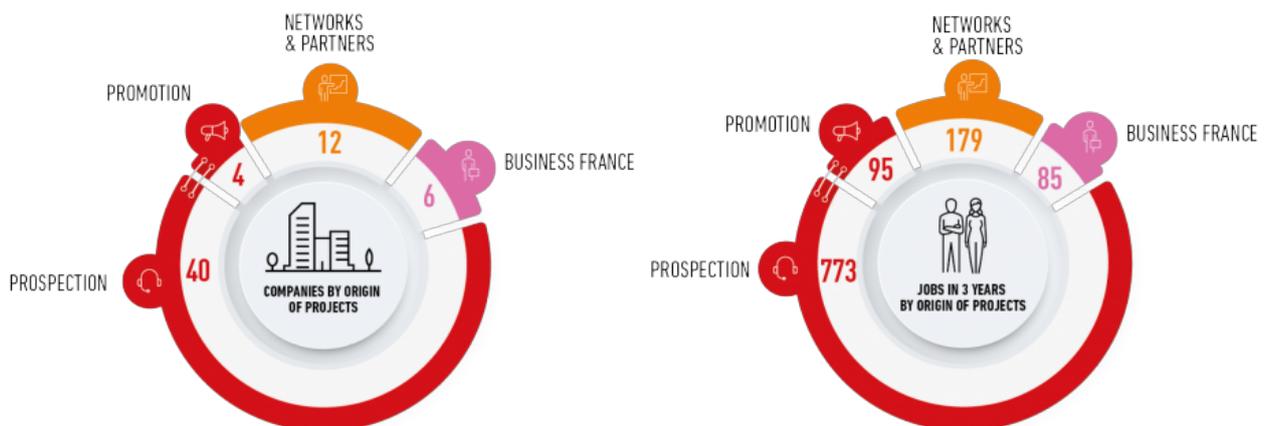
The biggest sector in terms of companies established and jobs created is services (for both businesses and consumers). This sector accounts for 26 newly established companies and 442 jobs within three years. The other four sectors (ecotechnologies, industry, life sciences and digital technology) add up to more or less the same number of projects. However, the industry sector created the most jobs (260, an average of nearly 24 jobs per project).

GEOGRAPHICAL ORIGIN OF THE CAPITAL



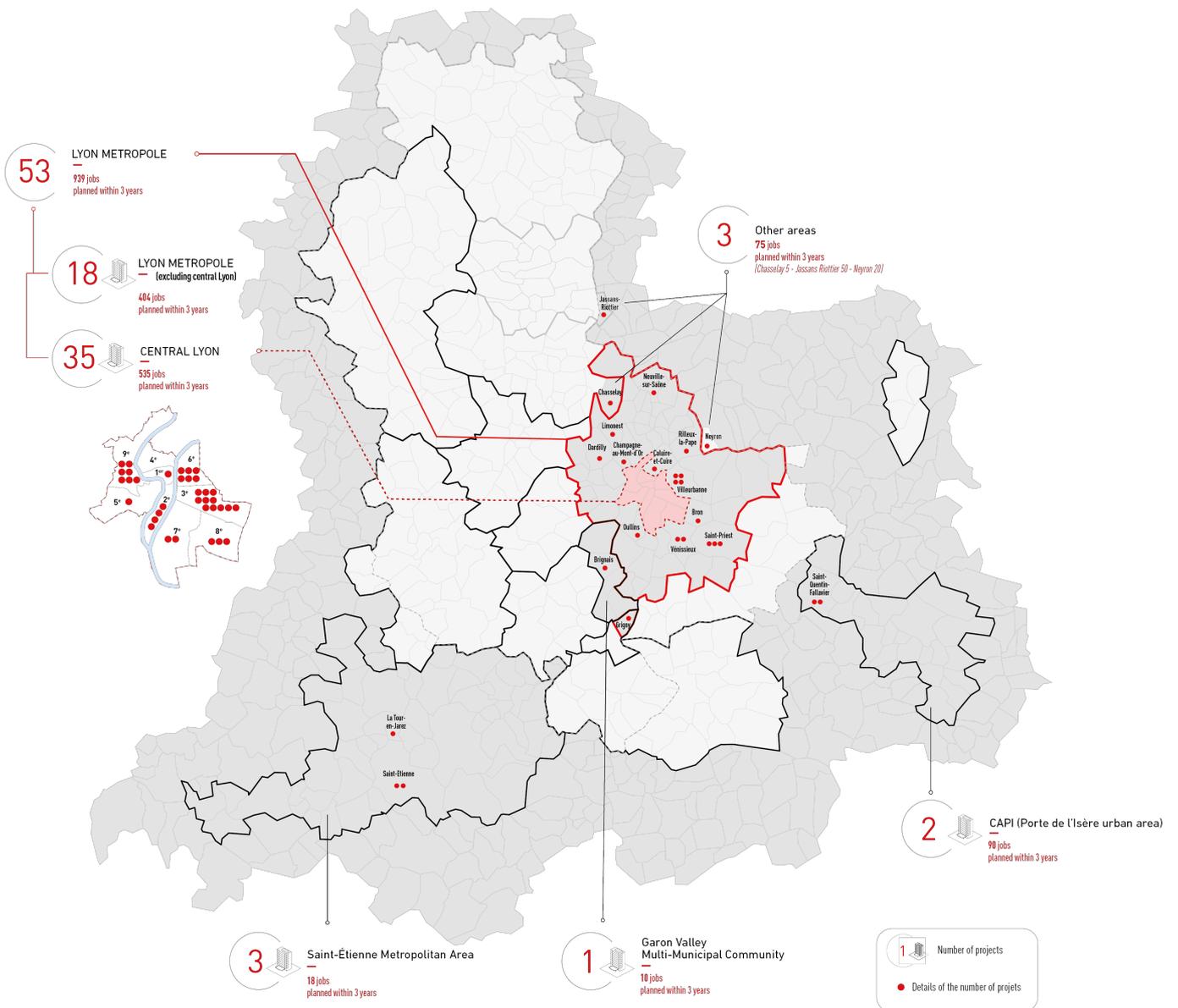
When it comes to sources of capital, the ratio of 60% French projects to 40% international projects remains stable compared with previous years. Europe is still the global region responsible for the most newly established companies, with 57% of the international results. However, countries vary widely from one year to the next.

SOURCE OF THE PROJECTS SET UP



The projects identified by Aderly's business development/location advisers come from direct contacts (60%), promotion and close relationships with the Agency's partners (i.e. Business France) and decision-makers.

BUSINESS SET-UP LOCATIONS



COMPANIES ESTABLISHED IN 2021

Cleantechnologies 8 companies / 72 jobs

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
HELIOSAND	Solar-energy transformation of desert sand into sand for construction	Production services (including maintenance / support)	France	4
LEO&GO (VULOG LAB)	Car-sharing	Sales agency	France	13
MTD FRANCE	Installation of water equipment	Production services (including maintenance / support)	The Netherlands	5
NEOEN LYON	Renewable energy production	Production services (including maintenance / support)	France	15
PILI LYON	Biomanufacturing of colorants using microorganisms	Production services (including maintenance / support)	France	10
PRILUX FRANCE	Design, manufacture and sale of lighting solutions	Sales agency	Spain	12
STOR-H FRANCE	Manufacture of hydrogen cartridges	Sales agency	Switzerland	3
SWAPFIETS SAS FRANCE	Long-term bicycle fleet rentals	Production services (including maintenance / support)	The Netherlands	10

Industry

11 companies / 260 jobs

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
CIRIS	Sawmill	Production services (including maintenance / support)	France	10
COOKSON CLAL LYON	Transformation, recovery and sale of precious metals (jewellery)	Logistics centre	Germany	40
EDILKAMIN FRANCE	Manufacture and distribution of wood stoves	Sales agency	Italy	15
ELS SPELSBERG LYON	Manufacture of electrical systems and electronic housings	Sales agency	Germany	5
GRANUPLAST FRANCE SAS	Plastic recycling	Production services (including maintenance / support)	France	50
INTERDRINKS LYON	Beers: kegs, taps, bottles, home-brewing kits, etc.	Logistics centre	Belgium	10
IVECO BUS LYON	Predictive maintenance for urban and inter-urban busses and coaches	Production services (including maintenance / support)	Italy	10
MASTERGRID (AIN)	Design and manufacture of Ultra High Voltage equipment	Production services (including maintenance / support)	France	20
MOSCA EMBALLAGE LYON	Packaging solutions	Sales agency	France	10
PANZERI FRANCE	Manufacture of indoor and outdoor lighting solutions	Sales agency	Italy	10
VALEO SVA	Innovative systems for next-generation vehicles	Production services (including maintenance / support)	France	80

Digital

6 companies / 190 jobs

Name company	Parent company activity	Site activity	Source of capital	Jobs in 3 years
A5SYS	Application development & Data	Production services (including Maintenance / Support)	France	20
B-SHARPE FRANCE	Financial, banking and insurance services	R&D centre	Switzerland	5
ECODAIR LYON	Reconditioning and reuse of computer equipment	Production services (including Maintenance / Support)	France	40
FOODLES LYON	Foodservice using smart fridges	Production services (including Maintenance / Support)	France	50
TURBULENT FRANCE	Video game development	Production services (including maintenance / support)	Canada	25
VIRTUOS LYON	Video game production	Production services (including maintenance / support)	Singapore	50

Life sciences

11 companies / 168 jobs

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
3DCELO	Surgical devices for implantation of dental prostheses	Production services (including maintenance / support)	France	25
AMRAY FRANCE	Radiation protection equipment for healthcare professionals	Sales agency	Ireland	8
BIONET EUROPE LYON	Vaccines	R&D centre	Thailand	15

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
BLS FRANCE (RESPIRATOIRE-MIL20)	Manufacture and sale of negative-pressure respiratory protection devices	Sales agency	Italy	10
CAREANIMATIONS SAS LYON	Solutions for understandable medical information for patients and healthcare stakeholders	Sales agency	The Netherlands	4
DERMATECH/COMPLIFE LYON	Dermo-cosmetics consulting and testing	Production services (including maintenance / support)	Italy	10
ISALYS CLEANROOM LYON	Design and furnishing of cleanrooms (health, agrifood and foodservice)	Sales agency	Belgium	5
KEENTURTLE (SIÈGE LYON)	Solutions to detect and prevent medication errors	R&D centre	France	35
NAGASE EUROPA GMBH LYON	Raw materials for the cosmetics industry	R&D centre	Japan	6
OSTEON MEDICAL EUROPE	Manufacture of dental prosthetic implants	Policy centre	Australia	25
THERAPANACEA LYON	AI for radiation therapy and new drug development	R&D centre	France	25

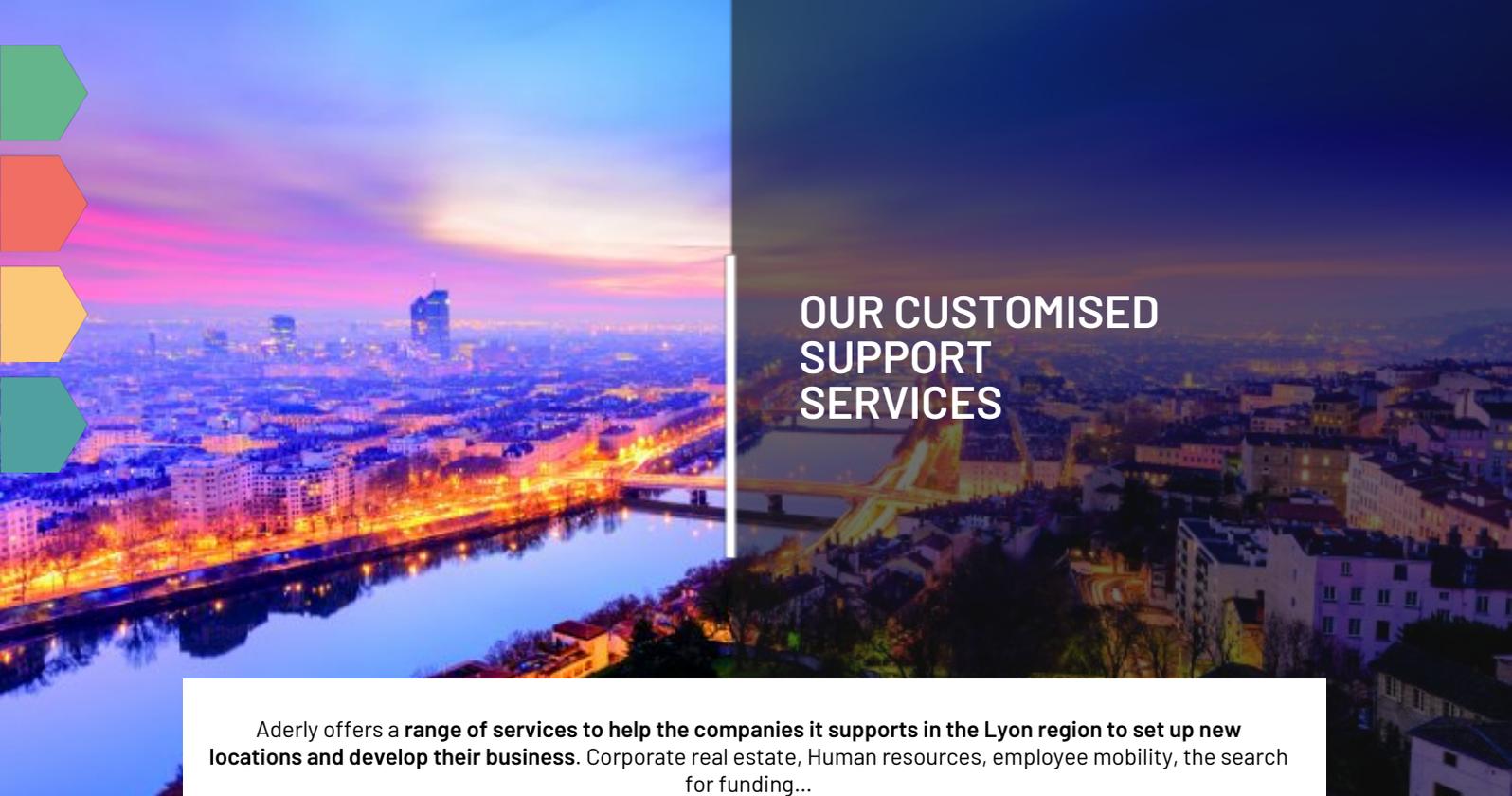
Services

26 companies / 442 jobs

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
ATCHOUM LYON	Rural carpooling	Production services (including maintenance / support)	France	3
AUDENSIEL HEALTHCARE LYON	Health industry consulting	Production services (including maintenance / support)	France	20
CATALYS LYON	Human Resources consulting	Production services (including maintenance / support)	France	15

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
COURSIER.FR LYON	Last-mile logistics	Production services (including maintenance / support)	France	70
DABBA LYON	Reusable containers for restaurants	Production services (including maintenance / support)	France	20
EDILIZIACROBATICA FRANCE	Rope aerial work for building maintenance and renovation	Production services (including maintenance / support)	Italy	20
EPPC LYON	Real estate development consulting for local authorities, investment funds, etc.	Production services (including maintenance / support)	France	5
EVERLI FRANCE	Online grocery marketplace	Production services (including maintenance / support)	Italy	35
FOOTBAL ECOLOGIE FRANCE LYON	Environmental protection, awareness of ecological issues	Production services (including maintenance / support)	France	6
FRICHTI LYON	Foodtech – meal delivery	Production services (including maintenance / support)	France	25
GIAMBRONE & PARTNERS FRANCE	Law firm	Production services (including maintenance / support)	France	10
KABUBU LYON	Fosters social and professional inclusion of exiled people through sports	Production services (including maintenance / support)	France	3
KAVARLY LYON	HR consulting and administrative streamlining	R&D centre	France	40
LEHIBOU LYON	Freelance IT platform	Production services (including maintenance / support)	France	10
MERCI RENÉ	Circular economy, sustainable environment facilitator	Production services (including maintenance / support)	France	4
MURFY LYON	Home appliance repair and repackaging	Production services (including maintenance / support)	France	60
PANDAT FINANCE LYON	Cash investment broker	Sales agency	France	15
PSAI CONSULTING SAINT-ETIENNE	Business software publishing, assistance and maintenance	Sales agency	France	10
REPAIR AND RUN LYON	Bicycle repair	Production services (including maintenance / support)	France	10

Company name	Parent company activity	Site activity	Source of capital	Jobs in 3 years
SELF & INNOV LYON	Fiscal assistance for small companies and startups.	Production services (including maintenance / support)	France	15
SIGNE DE SENS LYON	Solutions for access to information, culture, reading and learning for people with disabilities	Production services (including maintenance / support)	France	5
SILVERGO	At-home care	Production services (including maintenance / support)	Belgium	5
SOLREM SAINT-ETIENNE	Environmental services	Sales agency	France	5
TRACES DE VIE SAINT-ETIENNE	Hospital biography	Production services (including maintenance / support)	France	3
VIPIX SYSTEMS LYON	Engineering	Sales agency	France	13
WILLING LYON	Transformation and performance consultancy	Production services (including maintenance / support)	France	30



OUR CUSTOMISED SUPPORT SERVICES

Aderly offers a **range of services to help the companies it supports in the Lyon region to set up new locations and develop their business.** Corporate real estate, Human resources, employee mobility, the search for funding...

Let's look at the services that make all the difference!

CORPORATE REAL ESTATE

Contacts with real estate companies, finding premises, organising site visits, assistance with engineering... Aderly offers **real estate solutions tailored to the plans of the companies it supports.**

Out of the 62 companies that set up new locations in 2021, 29 received real estate support and 11 found a real estate solution thanks to the Agency.



FUNDING AND GRANTS

With its **financial engineering consultancy**, Aderly offers tailored support to help identify possible funding streams for selected eligible projects.

In 2021, 79 funding services were delivered on behalf of 68 companies representing more than 2.4 million euros in guarantees, grants and subsidized loans.

HUMAN RESOURCES

Aderly has an HR team working on behalf of its companies, with an advisor seconded from Pôle emploi, the French unemployment support agency.



54 business projects received advice and/or support in 2021. This represents 171 human resources services:

- 54 advice sessions and meetings
- 91 recruitment processes for 28 projects
- 26 salaries set



EMPLOYEE MOBILITY

Because starting work in a new city is also the beginning of a new life for employees, **Aderly helps companies to arrange mobility for their staff.**

In 2021, the Agency provided 26 services on behalf of 16 companies :

- 7 searches for housing
- 8 arrivals from abroad
- 6 international schooling arrangements
- 3 other advice services



INVEST STOCKHOLM GIVES US ITS TESTIMONY

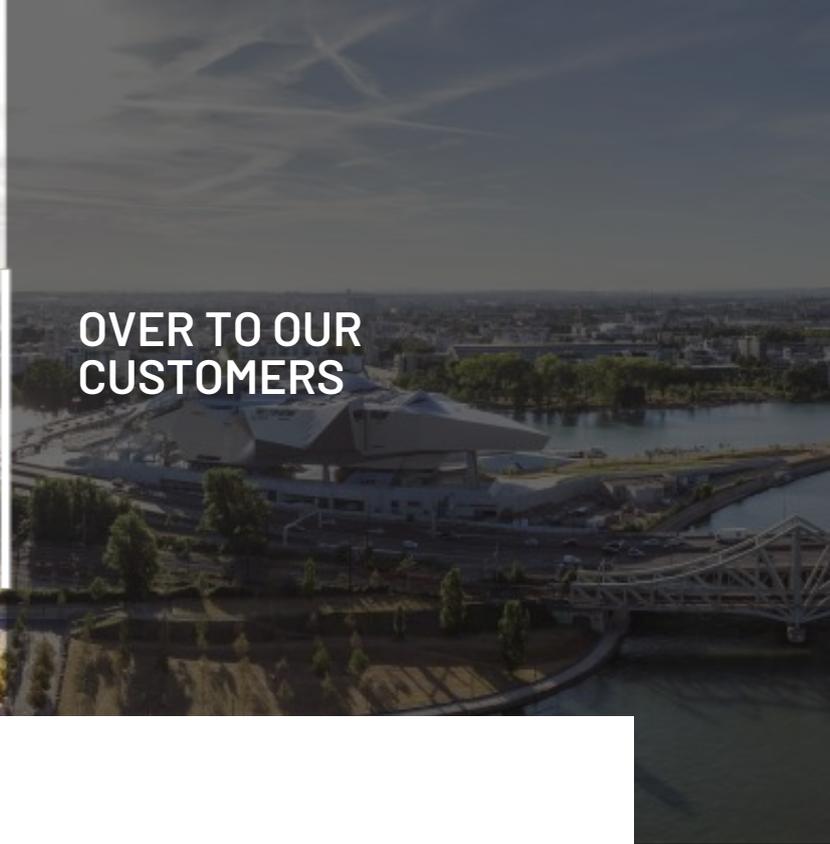
In November 2021, Aderly brought together for 2 days in Lyon, 12 economic development agencies (IPA) from the largest cities in Western and Northern Europe around issues that bring them together, environmental transitions, employment, impact investments, local production and the (re)industrialization of territories by betting on regional circuits.

Among these agencies, **Invest Stockholm** wished to **express itself** on these exchanges of good practices and in particular on the socio-economic studies that Aderly has been carrying out for several years.

ANNA GISSLER - CEO AND ERIK KRÜGER - HEAD OF INVESTMENTS AND LOCATIONS



Hello Lyon! We are really delighted to collaborate and also in a way to participate in this competition with you in Lyon, you are a great example of development in many aspects and also good partners in many ways. We were also interested in the studies on the socio-economic footprints that Lyon has carried out to know the impact of the companies established in the territory over the past ten years.



OVER TO OUR CUSTOMERS

Out of all the companies Aderly supported in 2021, we wanted to hear what 3 of them had to say about their experiences. Here you can find out everything you need to know about their business sector, their plans to establish a presence in the Lyon area, the support they received from Aderly, their development prospects, and much more besides!

GRANUPLAST FRANCE SAS

- **Activity:** Plastic recycling
- **Project:** Creation of a unit to manufacture plastic pellets using secondary raw materials
- **Impacts:** Environmental
- **Origin of capital:** France
- **Jobs in 3 years:** 50



Thierry Aubrun, Founder and Chairman

"We receive plastic balls from scrap collectors and sorters. [...] And in the end, we produce pellets. The long-term aim is to process 100 to 120 tonnes of plastic per day."



MERCI RENÉ

- **Activity:** Environmentally sustainable land development
- **Project:** Development of reuse and upcycling in collaboration with SSE organisations in land development projects
- **Impacts:** Social and environmental
- **Origin of capital:** France
- **Jobs in 3 years:** 4

Théo Synakowski, Branch Manager

“At Merci René, we aim to maximise the social and environmental impact of our clients’ facilities. [...] We work with local SSE players (Atelier Emmaüs, Tizu, Recyclerie de Trévoux, etc.).”

NAGASE SANGYO

- **Activity:** Development and sale of raw materials for the cosmetics industry
- **Project:** Creation of a new laboratory to develop a model of the skin
- **Impacts:** Cooperation
- **Origin of capital:** Japan
- **Jobs in 3 years:** 6

Masahito Saito, Global Director, Cosmetic Ingredients

“The Lyon office specialises in the field of cosmetic raw materials. In addition to its sales activities, the Lyon branch opened its own laboratory last year to promote the development of the group’s cosmetic ingredients.”



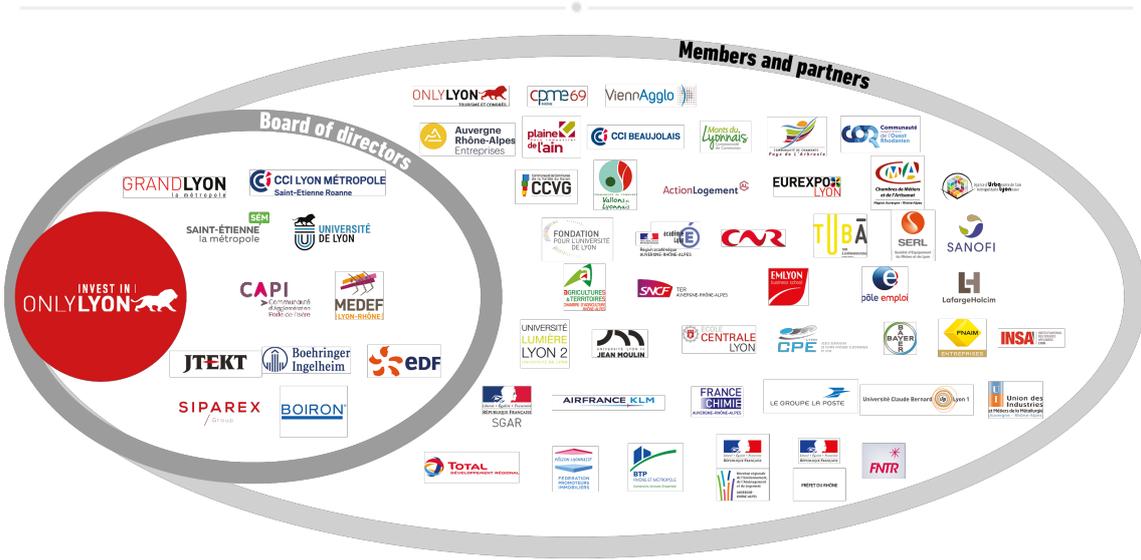


THE ECONOMIC DEVELOPMENT AGENCY FOR THE LYON REGION

Founded in 1974 jointly by the Métropole de Lyon, the CCI Lyon Métropole Saint-Étienne Roanne, the Rhône General Council and the MEDEF Lyon-Rhône, Aderly is a non-profit association under the 1901 law.

Co-chaired by the President of the Métropole de Lyon and the President of the CCI Lyon Métropole Saint-Etienne Roanne, the governance of the Agency is made up of a Board of Directors of 23 members, representing around sixty active members and partners, regional players.

ADERLY MEMBERS



OUR MISSIONS



Promoting



Identifying, selecting,
convincing



Establishing and
supporting

PROMOTING THE LYON REGION AND PROVIDING SUPPORT
for new projects, creating value, investment and jobs.

OUR SERVICES

Aderly covers all the stages of business development or start-up projects in the Lyon region. It supports all types of businesses, from SMEs to major corporations, in all the sectors of activity that make up the economic landscape of the Lyon region. The Agency offers a range of services funded by its members and tailored to individual companies' needs.



REAL ESTATE SOLUTIONS

Finding premises and property, organising site visits, providing engineering support, carrying out energy audits. Contacts with real estate players: agencies, co-working spaces, incubators, business centres etc.



FUNDING AND GRANTS

Identifying funding levers: grants, investment funds. Contacts with the BPI and other organisations.



BUSINESS & PARTNERSHIPS

Economic data, market overviews. Contacts with business networks, competitive clusters, R&D partners and laboratories.



LEGAL & TAX SUPPORT

Administrative formalities, Contacts with legal and tax consultants, accountants and banks.



HUMAN RESOURCES

Employment data, recruitment support, jobs for spouses.



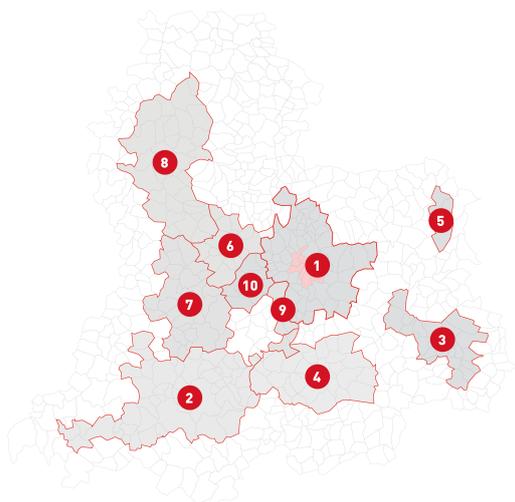
EMPLOYEE MOBILITY

Housing, supporting arrivals from other countries, international schools, presenting the benefits of the Lyon region and organising promotional tours of the area.



"INVEST IN" CLUB, COMMUNICATION & NETWORKS

Integrating new arrivals into the community.
Communication after setting up.
Connection to the ONLYLYON Ambassadors network.



Our territory: the Lyon region

The scope of Aderly's operations includes the entire real estate portfolio offered by the Agency to the companies it supports. This highly diversified region presents many opportunities in terms of start-up locations and buildings: offices, business premises, logistics zones, mixed activities, laboratories, co-working spaces etc. It includes:

1. Lyon Metropole
2. Saint-Etienne Metropolitan Area
3. Porte de l'Isère Urban Community
4. Vienne Condrieu Urban Area
5. Plaine de l'Ain Industrial Park
6. Pays de l'Arbresle Multi-Municipal Community
7. Monts du Lyonnais Multi-Municipal Community
8. West Rhone County Urban Community
9. Garon Valley Multi-Municipal Community
10. Vallons du Lyonnais Multi-Municipal Community



MEET OUR TEAM

MANAGEMENT AND FACILITIES



**Aymeric
De Mollerat**
Deputy Director



**Corinne
Chirat**
General Secretary



**Bénédicte
Devolder**
Management Secretary



**Aurélie
Magnin**
Communications Director



**Stéphanie
Gros**
Information Systems and
Reporting Director



**Christine
Deschaux**
Procurement and CSR
Director



**Astou
Thiam**
Accounting and Human
Resources Director

SERVICES



**Claire
Manhes**
Mobility Advisor



**Marie-Pierre
Gottwald**
Human Resources Advisor



**Peggy
Le Moine**
Human Resources and Employment Services
Advisor

PROSPECTIVE & INNOVATION



**Cédric
Grignard**
Prospective and Innovation Manager



**Mathilde
Samuel**
SDG Project manager

BUSINESS LOCATION & DISTRICTS



**Rémy
Chevrier**
Location & Districts Manager



**Margaux
Rosier**
Corporate Real Estate and
Location Advisor



**Sébastien
Brasier**
Financial Engineering and
Location Advisor



**Amélie
Debuchy**
Location Advisor



**Pauline
Mayoud**
Business Development/Location
Advisor - West Lyon Area

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**Amélie
Debuchy**
Location Advisor



**Pauline
Mayoud**
Business Development/Location
Advisor - West Lyon Area

INTERNATIONAL DESK & RELOCALISATIONS



**Frédéric
Miribel**

International desk & Relocalisations
Manager



**Armelle
Gros**

Location Advisor



**Yukiko
Vincent**

Business Development/Location Advisor -
Japan



**Florent
Gerbaud**

Reshoring Advisor

BUSINESS SECTORS



**Marie-Laure
Alonso**

Business Development/Location
Advisor - Industry



**Julie
Berliet**

Business Development/Location
Advisor - Digital sobriety and SSE



**Adriana
C. Toma**

Business Development/Location
Advisor - Life Sciences



**Sandra
Tisun-Lepinoy**

Business Development/Location
Advisor - Mobility & urban logistic



**Laura
Elek-Hernandez**

Business Development/Location
Advisor - Food



**Adrien
Cattin**

Business Development/Location
Advisor - Energy



**Flavien
Deguilhaume**

Business Development/Location
Advisor - Environment and
sustainable construction



**André
Dubuisson**

Business Development/Location
Advisor - Societal interest
services

ONLYLYON



**Gauthier
Dubos**

Manager & Communications
Project Manager



**Gérard
Auboeuf**

Private Partnership Manager



**Lucile
Bruyères**

Social Media Manager



**Kristin
Mangold**

International Networks Manager



**Sonia
Dhaidi**

Tools and Skyroom Manager



**Malika
Kherkhache**

International Events Manager



**Emmanuelle
Sysoyev**

ONLYLYON Programme
Coordinator

ROADMAP 2022

Aderly: a strategic resource in the region's transformation

The Agency's 2022 roadmap is in line with that of 2021, focusing efforts on **projects with positive impacts** (social, environmental, industrial, cooperation and regional impacts) while continuing to boost economic impact, in particular by incorporating the following aims:

- The **Lyon area's ecological transition**, by prospecting companies offering technologies that contribute to this shift,
- **Industrial renewal**, to strengthen the region's economic resilience and autonomy and develop the new industries of tomorrow,
- **Solidarity and local job creation**, by prospecting Social Economy (SE) companies through a collaborative venture set up with Ronalpia in 2017.

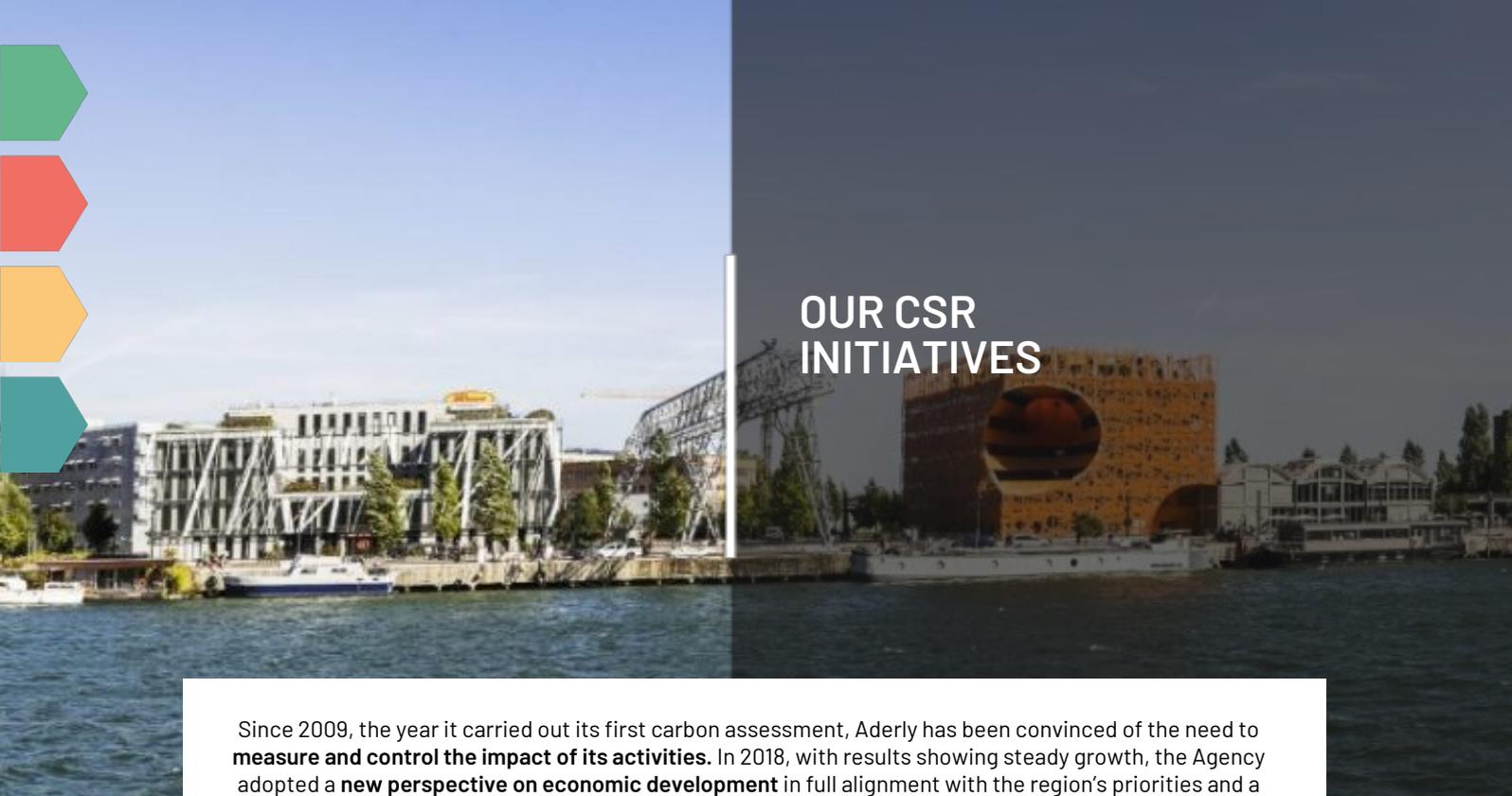
To reflect this evolution, the Agency's objectives – set at an overall level of 60 projects per year – now include a series of performance indicators, including a target of 40% projects with one or more impacts, 10 SE projects and 15% projects set up outside the Lyon metropolitan area, in line with the aim of developing areas outside the city.

To achieve this, the Agency's prospecting plan has been built on **11 strategic areas for action in four key sectors**:

- **One health**, including food and social services of general interest
- **Eco-friendly transport**, including urban logistics
- **The ecological transition**, including sustainable construction, energy, the environment and reducing consumption of digital technology
- **Industrial renewal**, including heavy industry and textiles



In addition, Aderly has also included in its objectives **the contribution to the development of integration and return-to-work tools**, such as the MMIE (Maison Métropolitaine d'Insertion pour l'emploi) with which it has built a joint action program.



OUR CSR INITIATIVES

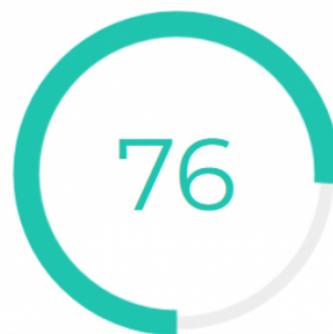
Since 2009, the year it carried out its first carbon assessment, Aderly has been convinced of the need to **measure and control the impact of its activities**. In 2018, with results showing steady growth, the Agency adopted a **new perspective on economic development** in full alignment with the region's priorities and a distinctive range of services to encourage the investments that would have the greatest impact in the region.

The "from MORE to BETTER" approach was launched.

Aderly deployed a strategic operational action plan to **make its own contribution to the [Sustainable Development Goals](#)** and formalised its commitment to **Global Compact France** in March 2020.

The Agency decided to **assess its performance** against the CSR criteria and the 17 SDGs adopted by public and international institutions. An economic and operational CSR audit produced a score of **76/100**, enabling the Agency to **identify areas for improvement** in its future efforts.

Ecology	60/100
Social	84/100
Economy	71/100
Governance	90/100



The Agency thus aims to work proactively on the economic, social and environmental issues raised by these criteria. In particular, it is working on being exemplary in the way it operates, its organisation and its activity. This has been reflected in various ways over the past 2 years by incorporating these issues into an "overhaul" of the purchasing policy, with the creation and ongoing implementation of a supplier code and a charter for socially progressive, sustainable purchasing. This also includes in-house awareness campaigns using various media, the setup of a training plan that is constantly aligned with the challenges faced by the Agency (the first training course took place in September 2021), waste reduction by implementing alternative solutions and even the creation of cross-functional working groups on these same topics. This list is not exhaustive, and these initiatives are to be further developed.

SUSTAINABLE DEVELOPMENT GOALS



The Agency also aims to be more selective in its choice of high-impact projects that contribute economically, ecologically and socially to **sustainable development in the region**, incorporating criteria such as impact, virtuous competition, consolidation of the local value chain, carefully considered European internationalism, regional cooperation and innovation for added value.

To achieve this, the Agency **works closely with regional stakeholders** with similar priorities, such as Ronalpia for social enterprise projects, Tubà for urban living, Lab'Eau&Nature in the Miribel Jonage park for biodiversity, UrbaLyon for regional integration, for a long time with Pôle emploi and now the Maison



Métropolitaine d'Insertion d'insertion pour l'emploi (MMIE).

In addition, Aderly was the first French economic development agency to be awarded **Label LUCIE certification** in 2015 for its commitments to the **environment** (supporting the Lyon metropolitan district's regional climate, air and energy plan, waste sorting with the disability-friendly company Elise, analysing its digital footprint etc.), **society** (collaborations with HandiShare, sponsoring the equal opportunity association "Nos Quartiers ont des Talents" etc.) and **ethics** (supplier codes, ethics and diversity charter etc.).



Always seeking to set an example in its organisation and act virtuously in its missions, the Agency aspires to **use investment, innovation and employment to contribute towards the balanced development of the region.**

THE RESOURCES OF ADERLY AND ONLYLYON

RESOURCES

ADERLY REVENUES IN K€

LYON METROPOLE	2,145
LYON METROPOLE SAINT-ÉTIENNE ROANNE CCI	1,763
WEST LYON EPCI	140
SAINT-ÉTIENNE METROPOLITAN AREA	80
CAPI	50
PLAINE DE L'AIN	25
VIENNE CONDRIEU AGGLO	10
MEDEF LYON-RHÔNE	24
OTHERS PARTNERS	22
EUROPEAN FUNDS	16
TOTAL	4,275

ADERLY EXPENSES IN K€

PROSPECTING	1,871
REGIONAL DEVELOPMENT	250
PROJECT SUPPORT	584
INNOVATION AND FUTURE TRENDS	194
TRADE AND DIGITAL PROMOTION	347
SUPPORT SERVICES	1,029
TOTAL	4,275

ONLYLYON REVENUES IN K€

LYON METROPOLE	1,249
LYON METROPOLE SAINT-ÉTIENNE ROANNE CCI	215
PRIVATE PARTNERSHIPS	225
TOTAL	1,689

ONLYLYON EXPENSES IN K€

COMMUNICATION	379
SOCIAL MEDIA	220
PRESS & PUBLIC RELATIONS	188
INTERNATIONAL NETWORKS	276
OUTREACH & PARTNERSHIPS	225
PROJECT SUPPORT	401
TOTAL	1,689

ADERLY / INVEST IN LYON

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