
ONE MISSION
ONE PASSION
MANY ACTIONS
France’s second-largest city with 2.6 million inhabitants and capital city of Europe’s 5th region in terms of population and GDP, Lyon is known for both its size and status.

We know that Lyon was the capital of the Gauls under the Roman Empire, then became capital of the silk trade, and finally, capital of gastronomy, a reputation that still holds true today. The city also boasts an internationally-renowned football team, Olympique Lyonnais (OL), which contributes to the city’s reputation abroad.

The idea of Lyon as a prosperous regional capital city that is old-fashioned and austere is far from true nowadays, as those who have been living here, particularly for the past decade or so, would testify.

The city has, in fact, managed to prosper from its heritage, becoming a creative, innovative, entrepreneurial and daring city. Across all fields and sectors represented in the city, Lyon has built a unique urban model which strengthens its economic dynamism whilst promoting a high quality of living.

This reality has made Lyon a European model and has enabled the city to enter a number of top rankings lists:

France’s no.1 city for culture after Paris, 1st smart city in France, 1st city in Europe for a “city break”, 15th most attractive cities for foreign investment ...*. Nonetheless, Lyon’s image is not as positive as it deserves. The challenge for the ONLYLYON programme is therefore to allow Lyon’s success to stand out on the world stage, to show the city’s many attractions to the international public and to strengthen its different sectors of activity.

Large-scale urban projects, urban innovation, excellence in the R&D sector, cultural dynamism, economic and touristic attractiveness, rich cultural heritage a dynamic entrepreneurial and university sector... all these things help to make Lyon an attractive international city.

Lyon is excelling in many fields and has chosen not to compromise but to continue to build its reputation as a global, dynamic and innovative city.

*See p.7
An urban heritage that is undergoing full metamorphosis

Whilst Lyon has been classified a UNESCO world heritage site and the second most important Renaissance site after Venice, the city hasn’t stopped revisiting and requalifying its heritage, whilst at the same time creating new neighbourhoods which combine daring architecture, innovative transport options, and respect for the environment. The reconversion of the historical Hotel Dieu building sits side by side with the metamorphosis of the modern Confluence and Part Dieu districts. Renowned architects, urban planners and international investors have come together to Lyon to create the city of tomorrow.

A dynamic and innovative economy

Without wanting to forget the city’s historic areas of specialist know-how, Lyon has put its sectors of excellence at the heart of its economic development strategy by making international competitiveness clusters a priority. Thus, Life Sciences and Chemistry/Environment remain the two main economic sectors in Lyon. But Lyon is also continuing to develop its tertiary sector, which currently represents 55% of the city’s jobs, through large-scale urban projects. The city is also open to technological, social and urban experimentation and is investing in potential growth sectors such as smart grids and robotics. This is a strategy which seems to be paying off as Lyon has confirmed its attractiveness by moving to 17th place in the IBM 2014 rankings for the world most attractive cities in terms of investment. This attractiveness has been affirmed by the business sector, with 80 new investment projects in the city in 2014, as well as by executives, for whom Lyon remains a favourite thanks to its mix of economic dynamism and quality of life.

A city of art and culture

A real city of the arts, Lyon links its cultural heritage to the present. Gastronomy, the silk-weaving trade and cinema are essential elements of the city’s identity and are being kept alive thanks to young creators and new technologies, as well as the mixing of the different disciplines. As well as the 20% of its budget that the city of Lyon puts into its cultural policies, what also makes Lyon a force to be reckoned with is its cultural mix, with prestigious institutions such as the Opera, Museum of Fine Arts and National Orchestra complementing big international events like the Biennial of Dance and Contemporary Art, the Festival of Lights and the Nuits Sonores music festival. There is also a multitude of art schools and small theatres, giving the young generation many opportunities for cultural and artistic expression.
Lyon, a European Metropole

On 1 January 2015, after 45 years of existence, Greater Lyon became Grand Lyon la métropole: a new local authority with a unique status in France. Combining Greater Lyon’s expertise in urban planning with the more ‘human’ responsibilities of the Rhone County Council, this institutional innovation will create links between the urban, economic and social aspects including housing, child policy, the elderly and disability.

It will enable us to improve on the efficiency of our public services, simplifying them and making them easier to understand. More comprehensive, Grand Lyon la métropole will consolidate the city’s role on the international scene alongside other major European cities such as Barcelona, Milan and Manchester. This wide-scale project will bring a new dynamic to the region as it combines urban and human issues. For Gerard Collomb, Senator-Mayor of Lyon and President of Grand Lyon la métropole, the aim is to “confirm Lyon’s place among cities that are integral to the global economy.”
- **17th** world metropolis the most attractive for foreign investments – IBM 2014
- **15th** among most attractive cities for foreign investment – Financial Times-FDI Intelligence 2014
- **1st** city in Europe for a « city break » – The Telegraph 2014
- **3rd** favorite destination for international travelers – TripAdvisor 2014
- **1st** Smart City in France - m2ocity ranking 2014
- **1st** business-friendly city in France – L’Expansion – L’Express 2014
- **1st** French city for executives – APEC 2014
- **2nd** city of the arts in France – Journal des Arts 2013
- **1.3** million inhabitants (+5%)
- An airport (115 destinations and **8.4** million passengers), TGV station (27 million passengers pass through Part Dieu Station per year)
- **80** new companies set up in Lyon in 2014
- **5** competitiveness clusters: Lyonbiopôle (Vaccines and Diagnostics), Axelera (Chemistry-Environment), LUTB Transport and Urban systems, Techtera (technical textiles), Imaginove (Digital animation)
- **900 million** Euros in real estate in Lyon in 2014
- **144 500** students with 10% international students
- **13 300** researchers in the Lyon area with 1 800 international researchers
- **4 000** restaurants and 15 Michelin-starred restaurants
- **3 million** visitors to the Festival of Lights every year
- **17th** world metropolis the most attractive for foreign investments – IBM 2014
- **15th** among most attractive cities for foreign investment – Financial Times-FDI Intelligence 2014
- **1st** city in Europe for a « city break » – The Telegraph 2014
- **3rd** favorite destination for international travelers – TripAdvisor 2014
- **1st** Smart City in France - m2ocity ranking 2014
- **1st** business-friendly city in France – L’Expansion – L’Express 2014
- **1st** French city for executives – APEC 2014
- **2nd** city of the arts in France – Journal des Arts 2013
ONLYLYON is both the brand and the international marketing programme created in 2007 by the 13 institutional partners across the Lyon area who shares the same objective: to build Lyon’s international reputation. This initiative comes from Lyon’s model of territorial governance and brings together 26 public and private partners. They are all mobilised in order to strengthen the reputation and competitiveness of Lyon in a context of growing competition between world cities in attracting talent, projects and tourists.

The ONLYLYON programme has therefore been put into action by all these partners, each in their own field or collectively through actions coordinated by an operational team of 7 staff members, dependent on Aderly (Invest in Lyon) and in direct contact with all those connected with Lyon internationally.

The ONLYLYON initiative is wide-ranging, both in terms of its fields of application (sectors, markets) and the kinds of activities it carries out (communications, press relations, etc.), its mission being to promote Lyon’s unique assets in order to:

- Make Lyon better known
- Generate appreciation for Lyon
- Bring people to Lyon

To achieve these goals, the ONLYLYON team uses a range of means, either in support of its partners or alone, in order to strengthen the image and reputation of Lyon on the international stage. Communications campaigns, press relations, ambassador networks and digital strategy are all part of the tools that the initiative has always made use of and which have been added to over the past two years.
3 • ONLYLYON in action

The ONLYLYON 2015 action plan introduced new strategic directions to the already established initiative. Whilst the objective is still to develop the reputation and attractiveness of Lyon, our target audience has become more defined. The focus is on people who travel at least four times a year for personal or professional reasons and who come from one of the following geographical regions:

**Circle 1 Impact on short term & medium term**
- Paris
- London
- Frankfurt (and/or Munich)
- Geneva
- Milan
- Brussels
- Dubai

**Circle 2 Impact on medium term & long term**
- New York
- Boston
- Montreal
- Shanghai, Canton
- Hong Kong
- Seoul
- Tokyo
- Moscow
- Sydney
- Sao Paulo

The challenges for 2015 are:

- **To provide richer** content for the “Addicted to Lyon” concept by adapting our message to specific targets
- **To continue** international communication focussing on specific geographical targets whilst accelerating our transition to digital
- **To consolidate** and develop projects and actions launched in 2014
- **To draw more on the support** of cultural partners, foreign students and businesses
1 - Communication

The ONLYLYON communication strategy is based on a number of initiatives which all aim to strengthen the communication campaign designed to represent the city’s image internationally.

Since 2013, the new “Addicted to Lyon” communications campaign features profiles of cosmopolitan and happy individuals who are either from Lyon or who have adopted the city as their own and who show their strong attachment to the city. These portraits are enhanced through a story-telling approach in which they explain the reasons for their attachment to Lyon and their own links to the city.

After an initial phase of publicity campaigns across international airports in 2013 (London, Heathrow, Amsterdam, Frankfurt, Geneva, Milan Malpensa and Linatel), and at Paris Charles de Gaulle and Orly in 2014, ONLYLYON is investing in key media with innovative campaigns for 2015:

- **A poster campaign** with a new series of dynamic « Addicted to Lyon » portraits for 1 month at Paris Charles de Gaulle and Orly airports and another in Paris’ business district La Défense.
- **Branded taxis in Milan** during the Universal Exhibition.
- **10 international digital campaigns** on Facebook, Youtube and Twitter networks.
- **A 2-month targeted international business campaign** on LinkedIn to reach 900,000 decision makers in the programme’s target cities.
In addition to the above, we also have the advertising campaign conceived in partnership with Emirates. For two months, an **ONLYLYON commercial** will be shown on all Emirates flights around the world. A unique opportunity to reach the company’s very international clientele which ties in perfectly with the direct Lyon/Dubai route that Emirates has been operating since December 2012.

Another element of the campaign is **co-creation**. Since the ‘going viral’ phenomena is a major vector and creativity is not the exclusive domain of institutional acts, ONLYLYON is continuing with the “ONLYLYON Buzz” experience in 2015. In partnership with Lyon’s higher education institutions specialising in communications and acting as real talent incubators, the goal remains to produce videos or photos that can create a buzz around Lyon and promote the city on social networks to a global audience.

And last but not least are the residents of Lyon and visitors to the city. With the ONLYLYON letters located in the city and at the city’s airport, ONLYLYON will continue with its key initiatives in 2015. The Rhônexpress campaign is one such initiative which began in 2014 and will continue into 2015 reaching 1 million people.

The same goes for the ONLYLYON publicity campaign for large events at the Eurexpo trade fair hall and Cité Internationale.

In 2014, ONLYLYON exceeded expectations by creating a buzz with its video of an aerial view of Lyon as filmed by a drone. By early 2015 it had received **over 365,000 hits** demonstrating its success!
2 – Public relations

Influential activities were carried out around the world in 2014, focusing on two key areas:

• **Culture, to promote our international reputation:** Because culture is a universal interest, ONLYLYON supports all of Lyon’s cultural institutions present on an international scale to ensure the visibility of their actions in the media and to mobilise Lyon’s influential networks in those countries. With the Lyon National Orchestra (LNO) touring China and then Japan, ONLYLYON organised a press conference and a private evening event with opinion leaders. For the Dubai Festival of Lights, ONLYLYON co-managed the event’s communication strategy to ensure Lyon was in the spotlight.

• **Destination North America:** During ONLYLYON’s official visit to North America, ONLYLYON organised two promotional events as well as press events. The first was in Montreal in the presence of the Mayors of Lyon and Montreal as well as 350 guests. The second was in New York in partnership with the Bellecour Committee which brought together 250 people at the New York Design Centre.
3 - Press relations

The first strategic axis to have been put in place when the ONLYLYON programme was created, our press relations have continued to grow, diversify and become more targeted over the past eight years.

The ONLYLYON press strategy aims to create international media status by promoting Lyon through the world’s key media outlets, thus bringing a solid reputation and legitimacy.

The ONLYLYON press team work in synergy with the press services of their partners, whose different strategic actions are used to make progress on the international media scene.

This dynamic has widened to include all subjects with strong potential for an international public: urban development and large-sale projects, Festival of Lights and other cultural events, economic attractiveness, international partners, etc.

The many press events organised abroad or foreign journalists invited to Lyon have allowed a strong dynamic to develop, both in terms of the number and quality of press articles covering Lyon.

With 276 international acknowledgements (i.e. + 50% compared with 2013) and 353 mentions (+20%) in total, the results are extremely positive!
One hundred or so journalists were received in Lyon in 2014 and we met with over 200 during international events organised by ONLYLYON.

After three successive years of strong growth, the ONLYLYON press centre reached a new milestone in 2014. It must be said that the year was marked by numerous international events that enabled us to promote the city via foreign media (visit from the Chinese President, Dubai Festival of Lights, North America trip etc.). This is reflected in the improved results in our target countries and includes articles covering culture, urban planning, biotechnologies and economic attractiveness; all the major papers showed an interest in Lyon: Frankfurter Allgemeine Zeitung, CNN, Nikkei, Wall Street Journal, the Independent, NHK, La Presse, Al Bayan, CCTV, O Globo etc…
4 - ONLYLYON ambassadors

The ONLYLYON networks are a fantastic way to boost Lyon’s international profile. They play an important influential role and promote a positive image of the city. The ambassador network, which was created at the start of the programme and is a unique initiative, constitutes the central tool and since the start of 2015 has included 19,000 members! Whether ‘Lyonnais’ by birth or adoption, living in the city or elsewhere, they contribute to Lyon’s international reputation through their activities and attachment to the city by organising promotional initiatives involving personal or professional contacts.

In 2014, the Ambassadors network continued its international development with over 2600 active ambassadors, an increase of 50% compared with the previous year. They are currently dispersed across 60 countries and eight strategic cities including Shanghai, Frankfurt, London, Paris, Montreal, New York, San Francisco, Sao Paulo, etc. – just one ONLYLYON organiser allows the network to thrive.

In 2013, the “1 Ambassador = 1 Action” concept was launched in order to steer, monitor and re-launch initiatives at the service of Lyon’s reputation.

In 2015, ONLYLYON is continuing with the development of the network, in particular by partnering up with already existing networks and aiming to double the size of the international network. The programme has started two new networks, one for ‘foreign students’, run in partnership with the universities of Lyon, and an international ‘lobbying’ network.
5 - Social networks
Aside from the Ambassador network, ONLYLYON has also channelled its efforts into social networks on the Internet, which are critical to gaining international influence and building a reputation.

A very big community of fans is now active on the ONLYLYON and Lyon Facebook pages – at the beginning of 2015 they numbered more than 655,000! This is an increase of 124% compared to 2013 and can be explained by the promotional activities carried out in relation to the ONLYLYON target audiences on the world’s largest social network: recruitment campaign, games, geographically-specific posts to ensure pertinent information, etc.

The ONLYLYON Twitter account also finished 2014 with an 130% increase in the number of followers.

With 35,000 members at the beginning of 2015, the French/English comments feed should enable us to continue with this rate of progression.
6 - Spin-off products

As in all international cities, branding of spin-off products is an essential marketing tool. Whether with regard to souvenirs aimed at tourists or business gifts, ONLYLYON took up the challenge in 2012 of harmonising its communications with the range of spin-off products for sale to the greater public.

ONLYLYON enlarged its range of spin-off products aimed at Lyon residents and tourists and developed a new business gift range. These products are available at 13 points of sale: OL Store, Tourism Office, Relais and Fnac Bellecour. The products will soon be distributed by major super and hypermarkets (Auchan, Leclerc, etc.) and some luxury products will also be made available.
Since 2012, ONLYLYON has been aiming to strengthen the partnership dynamic of the initiative by creating connections to large companies, whether key businesses in the Lyon economy or growing companies in sectors of excellence.

The contribution from these businesses is considerable and very diverse. They contribute to legitimising ONLYLYON’s actions thanks to their economic representativeness but also by associating their name, resources and dynamic with ONLYLYON and the founding partners’ international ambitions.

The initiative currently brings together private 13 partners.
**World leader in the health sector,** Sanofi researches, develops and commercialises therapeutic solutions based on clients’ needs and has fundamental assets in the field of health, with seven growth platforms: managing diabetes, human vaccines, innovative products, public health, emerging markets, animal health and the new subsidiary, Genzyme. Sanofi is a listed company in Paris (EURONEXT: SAN) and New York (NYSE: SNY).

In Lyon, Sanofi is building part of its own future and the health of future generations based on its long-standing connections to the region, as well as the region’s competitiveness in the life sciences field.

With 6,500 employees across 11 sites, including 1250 in R&D, Sanofi is the region’s number one private employer, operating in the fields of vaccines, animal health and biotechnologies.

A founding partner of Lyonbiopôle, IRT Bioaster (certified “Future investment” in 2011) and the University of Lyon Foundation, Sanofi supports the development of research against infectious diseases.

[www.sanofi.com](http://www.sanofi.com)

---

With a presence in more than 100 countries through its commercial network, Renault Trucks is one of the leading brands of the Volvo group and a key player in the truck industry. Renault Trucks offers a wide range of vehicles (from 2.8 to 120 tonnes) and services tailored to a wide selection of goods transportation activities: distribution, construction and long distance haulage.

Present in Lyon since 1894 under the name Berliet, Renault Trucks employs 5,800 people in its study & research centre, manufacturing workshops (motors, chassis parts and body work) and activities at their commercial and administrative headquarters.

[www.renault-trucks.com](http://www.renault-trucks.com)

---

**MAT’ÉLECTRIQUE** is the show-room and business centre of Sonepar Rhône-Alpes, market leader in the distribution of electric materials to professionals. This is the only place of its kind in Europe and it offers electric materials which combine ease of use, security and top energy performance. Equipment, heating, air-conditioning, robotic systems, alarms, decorative and technical lighting ... MAT’ offers every innovative solution and a team of experts.

The MAT’ÉLECTRIQUE business centre allows electricity professionals to follow training courses and keep up to date with innovations from manufacturers who are all world leaders in their sector and give previews of their new products at MAT’. Conferences, training courses, demonstrations and inaugurations take place every week in the show-room.

Also a founding partner of the Festival of Lights and the Lumière competitiveness cluster, MAT’ÉLECTRIQUE is a key player in Lyon’s lighting sector know-how and its international reputation.

[www.lematelectrique.fr](http://www.lematelectrique.fr)

---

**Created on the 1st January 2008,** ERDF (Électricité Réseau Distribution France) manages the electricity distribution network across 95% of mainland France. In Rhône-Alpes, ERDF employs 4000 employees and runs 120 sites which allow it to ensure the operation, development and maintenance of 122,000 km of electricity lines serving 3.5 million customers. ERDF is both a local player and a major player of the smart grid sector which is experiencing strong growth. With their experiments involving Linky smart meters for example, ERDF and the Lyon urban area have become pioneers in the development of intelligent networks at a European level. An ambitious industrial project, Linky will be installed across France in the second half of 2015 and will generate the creation of almost 10,000 jobs over six years, including 500 in the Rhône-Alpes region.

For more information: [www.erdf.fr](http://www.erdf.fr) and follow ERDF on Twitter, Facebook and Youtube.

[www.erdfdistribution.fr](http://www.erdfdistribution.fr)
Europe’s premier producer of electricity, the EDF group owns production centres which are mostly nuclear or hydraulic in France - 96.5% of the electricity they produce has no CO2 emissions. In the Rhône-Alpes region, the EDF group has more than 17,000 employees at the service of almost 3 million clients, with a range of job types and activities: hydro-electricity production (130 barrages and 120 hydroelectric centres) and nuclear plants (14 on 4 sites), representing almost 20% of national production, a hub for engineering excellence and transport, distribution and sale of energies. For more than 60 years, EDF has been carrying out local projects in the spirit of public service and support for local economic development. Energy efficiency is at the heart of EDF’s current challenges and it is channelling a significant part of its R&D into this field. EDF is already the number one employer in the Greater Lyon area and its focus on energy efficiency should enable the company to continue its dynamic recruitment policy.

www.edf.com

France’s premier auditing, accounting and consultancy group, with an annual sales turnover of €894 million in 2013 and 8,300 employees, KPMG France is a member of KPMG international, an independent network of firms operating in 155 countries. KPMG has 40 entities in the Rhône-Alpes Auvergne and Bourgogne Franche-Comté regions and employs 800 staff members, almost 200 of whom are based at the regional headquarters in the Vaise area of Lyon. The regional staff take care of almost 13,000 clients, whether international groups, ETIs, family groups, TPEs or social organisations from the public sector. KPMG also offers a service devoted to innovative companies as well as support for businesses that are looking to set up within the region or internationally.

www.kpmg.fr

Since their launch in 1985, Emirates Airlines has experienced the fastest growth rate of any airline in the world! It has received more than 500 international awards for the excellence of their services. Based in Dubai, the company currently serves 140 destinations across 80 countries in Europe, North and South America, the Middle East, Africa and Asia-Pacific, as well as the Indian sub-continent. Emirates airlines operates more than 210 Airbus and Boeing jumbo jets and currently has the largest fleet of A380 aircraft in the world. The company is planning to double in size between now and 2020. Since December 2012, Emirates has been operating a direct line between Lyon and Dubai, which has already carried more than 120,000 passengers between these two cities, as well as setting up a connection between Lyon, Asia and Oceania via the Dubai hub.

www.emirates.com

Created in 1946, the Japanese group RISO KAGAKU Corporation has built a comprehensive business in the design, manufacture and marketing of printing systems. It employs over 3200 people and distributes its solutions to over 150 countries via 24 subsidiaries, including RISO FRANCE. Located in Lyon since 1993, RISO FRANCE is the group’s largest subsidiary. It markets RISO products in France, Benelux and also in French-speaking Africa, the Middle East and Turkey. RISO has developed a unique inkjet technology that makes it possible to offer clients highly efficient printing solutions. Their products rely upon a highly efficient and ecological cold printing technology. In particular, RISO’s ComColor X-Jet range offers unbeatable cost/efficiency alongside other high speed products: The Perfect Binder to print and bind on-line, and RISO’s unique integrated print-to-mail solution. More information at www.risofrance.fr. Follow RISO France on Twitter & Youtube.

www.risofrance.fr
Radiance Groupe Humanis is the complementary health coverage branch of Humanis Groupe, the third largest social protection company in France, which provides more than 10 million people with health, providence, savings and retirement plans. A reference in personal, professional, individual and company insurance, Radiance Groupe Humanis offers effective social protection solutions for individuals and groups including international coverage for expatriates in over 180 countries. Deeply rooted in its values of social economy, Radiance Groupe Humanis cultivates close relationships with its policy holders via its network of agencies and remote channels, proving its commitment to local life through symbolic partnerships with sporting, cultural and institutional organisations. Its Greater East Head Office has been located in Lyon’s 6th district for over 70 years.

www.radiancehumanis.com

The Veolia Group is the global reference in optimised resource management. It is present in all five continents with over 187,000 employees. The Group designs and implements solutions for managing water, waste and energy, contributing to the sustainable development of cities and industries. Through these three complementary activities, Veolia is helping to develop access to resources, to conserve existing resources and to renew them. In 2013, the Veolia Group ensured the supply of drinking water to 94 million people and provided waste management to 62 million people; it produced 54 million megawatt hours and recovered 38 million tons of waste. Founded in Lyon in 1853, Veolia is present in the Rhône-Alpes region with 2930 employees. It provides Greater Lyon’s water service management as well as selective collection waste sorting at its sorting centre in Rillieux-la-Pape.

www.veolia.fr

GFC Construction is a subsidiary of Bouygues Construction and has a presence across the southeastern quarter of France. With 1,100 employees and headquarters based in Lyon, the company carried out the design, construction and renovation in the fields of residential, functional and tertiary buildings, multiproduct operations, energy and environment, industry and logistics. GFC Construction also has a subsidiary which specialises in real estate development: CIRMAD. On the Côte d’Azur it operates in Monaco under the Miraglia brand alongside its subsidiary Richelmi. Together with the Group’s other subsidiaries the company offers clients complete know-how in project design and development through to operations and maintenance. With a presence in the Rhône-Alpes region since its creation at the beginning of the 1950s, GFC Construction is very committed to the development of the economic, social and cultural sectors in Lyon. The company ensures that 70% of its sub-contracted services go to local companies whilst also training and offering work experience to young people, and it has established a long term partnership with the Lyon Opera to promote culture.

www.gfc-construction.fr
**JCDecaux, the number one outdoor advertising company worldwide,** is present in more than 60 countries and 3,700 cities with over 10,000 inhabitants. It all started in 1964 in Lyon with a simple idea: to provide cities with street furniture free of charge in exchange for exclusive advertising rights in premium locations. JCDecaux products have been the benchmark in quality, aesthetics and functionality for 50 years. Thanks to the expertise of its employees, the quality of the Group’s services, notably in terms of upkeep and maintenance, is recognised by cities, airport and transport authorities and advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture and transport and billboard advertising.

A pioneer in street furniture and shared services, Lyon was the first city to place its trust in JCDecaux 50 years ago and again in 2005 with the launch of the Vélo’v bicycle hire scheme. JCDecaux has 320 employees in the Rhone-Alps region and holds the street furniture concessions in the region’s largest towns and cities: Lyon, Grenoble, St Etienne, Annecy, Chambéry, Valence, Annemasse and Chalon sur Saône, etc.

**www.jcdecaux.com**

The first light-rail airport shuttle in France, **RHONEXPRESS** links the city of Lyon to Saint-Exupéry airport in less than 30 minutes. RHONEXPRESS is an innovative service connecting the urban environment: it runs 365 days per year, 7 days per week from 4.25 am to midnight. This public transport is accessible to all, RHONEXPRESS can be taken by pleasure and business tourists. The service has become increasingly frequent since its inauguration in 2010. In 2014, almost 1.2 million travellers used the service. RHONEXPRESS, the operating company, operates and maintains the service of the same name after having financed, designed and built the line. The operating contract will run for 30 years, RHONEXPRESS SAS includes three major transport infrastructure shareholders: VINCI Concessions, CDC Infrastructure and TRANSDEV.

**www.rhonexpress.fr**
Since 2012, ONLYLYON has had the benefits of a unique space for international promotion of the city: the “Skyroom”.

Located on the 27th floor of the Oxygen Tower, in the heart of the strategic Part-Dieu district and Lyon World Trade Centre, it offers an exceptional panoramic 180° view across the city.

Designed as a prestigious and innovative place to host official delegations to Lyon, including strategic contacts of ONLYLYON’s partners, the space offers a general presentation of the region, its assets and ambitions.

Since its creation, it has received nearly 10,000 visitors and hosted 400 events including highlights such as the press conference with Quentin Tarantino, the international press launch of the Festival of Lights, the welcome ceremony for the Ambassador of Great Britain, and the Metropole meeting with the President of the National Assembly.

In 2014 a light installation was added, paying homage to the City of Lights and Lyon’s expertise in this field while enhancing the exceptional atmosphere of this venue.
What gives ONLYLYON its unique character and makes it successful is without a doubt its method of governance, derived from the Lyon model of bringing together private, public, institutional, economic and university stakeholders and making decisions together.

For ONLYLYON this mode of governance ensures excellence and involves all stakeholders at all operational levels so that everyone is aware of the objectives and actions to be undertaken by each partner as part of each specific action, thereby ensuring the effectiveness of the team across all projects.

The Presidents of the founding institutions, who meet twice a year, reconfirm the major actions, whilst the steering committee meets quarterly in order to get action plans underway. The management committee is structured around four partners who represent the brand indefinitely, meeting every month to confirm operational decisions.

Finally, the teams of the different partners hold a project meeting according to their field of competency once per quarter and the private partners who have been recently integrated into the initiative are also involved in governance as their contribution in terms of content is as important as any financial contributions they make.
2 - The ONLYLYON Team

Lionel Flasseur  
Programme Director  
flasseur@onlylyon.com  
+ 33 (0)4 72 40 57 59

Aurélie Moretto  
Communication Manager  
moretto@onlylyon.com  
+ 33 (0)4 72 40 56 27

Emmanuelle Sysoyev  
Press and Public Relations Manager  
sysoyev@onlylyon.com  
+33 (0)4 72 40 57 15

Sonia Dhaoidi  
Organisation Manager  
dhaoidi@onlylyon.com  
+33 (0)4 72 40 57 59

Gérard Auboeuf  
Private Partnerships Manager  
auboeuf@onlylyon.com  
+33 (0)4 72 40 82 19

Alexandre Jacques  
Community Manager  
jacques@onlylyon.com  
+ 33 (0)4 72 40 59 59

Kristin Mangold  
Networks Manager  
mangold@onlylyon.com  
+33 (0)4 72 40 57 16
Follow us

Social networks

- https://twitter.com/OnlyLyon
- https://www.facebook.com/onlylyon.fanpage
- https://fr-fr.facebook.com/LyonFrance
- http://www.youtube.com/user/AderlyOnlyLyon
- http://instagram.com/onlylyon
- https://www.linkedin.com/groups/ONLY-LYON-159584
- http://www.weibo.com/onlylyon69