



Annual report.

2024/2025 edition

▪ Elisabethe

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Conversations

Philippe Valentin, President of CCI Lyon Métropole Saint-Etienne Roanne, Co-President of ONLYLYON & CO

"We have undoubtedly entered a phase of permanent crisis: after the pandemic, the climate emergency, geopolitical instability, etc. We all need to adapt to living, thinking and doing business in a different way. We must work to strengthen our organisations, our businesses and our region. This is essential if we are to remain a successful, exemplary region where people enjoy living, thriving and pursuing their projects. This is also essential if we are to continue to attract projects, entrepreneurs, talent, students and tourists. Together with our partners, we are developing the newly-named ONLYLYON & CO, which has become a major agency and celebrated its 50th anniversary in 2024! An excellent example of adaptation, agility and boldness working to boost the performance of the economic fabric and the strength of the region!"



Bruno Bernard, President of Lyon Metropole and Co-President of ONLYLYON & CO

"Our economic development agency has demonstrated its ability to adapt in order to respond to the major challenges facing our regions, such as maintaining and developing productive activities and adapting to climate change. Its exemplary transformation, achieved collectively and resulting in a roadmap aimed at creating positive impact and attractiveness, serves as a model for France and Europe. This demonstrates that bold consensus can also be found in this area, serving to strengthen both the regions and the businesses that choose to locate there".



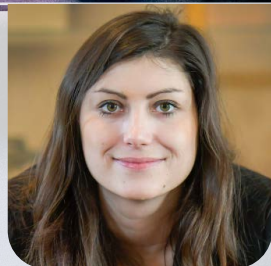
Bertrand Foucher, Executive Director ONLYLYON & CO

"With great commitment, our governance and our team have brought about a profound transformation of the Agency as it approaches its fiftieth anniversary. This approach has given rise to a vision centred on the attractiveness of the region and a desire to grow stronger collectively by attracting projects with the greatest possible impact for the region. The Agency's foundations have been reinforced by taking into account major economic and environmental issues and by adopting a genuine approach based on openness and cooperation."



Constance Gruy, Executive Director Maia Group

"On the heels of the Business Climate Convention (Convention des Entreprises pour le Climat), we sought to strengthen our regional roots by joining the ONLYLYON community of partners, which includes players from various sectors. Together, we share common challenges, such as talent recruitment and a desire to take action for our region and its ecosystems by creating sustainable and innovative initiatives that enhance its appeal. This is a win/win partnership."



Eric Lambert, Secretary General of Laboratoires Boiron, Treasurer of ONLYLYON & CO

"After ten years as treasurer of the association, I can now see how far we have come in the last two years! Few non-profit organisations managed by such a diverse group of people can undertake and succeed in such a strategic process."

I am delighted to have been able to contribute, alongside other members of the governing body, to these discussions, to the search for purpose and consensus, which now enable the Agency to fulfil its clearly defined missions with a committed team!"



Nathalie Dompnier, President of ComUE - Université de Lyon, Board member of ONLYLYON & CO

"Working together is already the vocation of ComUE-Université de Lyon [Community of Universities and Higher Education Institutions], which brings together 30 higher education institutions in the Lyon-Saint Etienne area, but the issue of transitions leads us to further strengthen our cooperation with local authorities and businesses, particularly in order to take into account new training needs. That is why I am delighted that ONLYLYON & CO is becoming this platform for cooperation, incorporating a college of academic institutions. Our region is brimming with talent, whether in the form of teaching staff, students or researchers; it is up to us to work together to make the most of it!"



Jean-François Debat, President of Grand Bourg Agglomération and Mayor of Bourg-en-Bresse

"Reindustrialisation is a complex issue that requires a rethink of economic cooperation between local authorities in order to respond precisely to the needs of businesses. This is what we are doing with ONLYLYON & CO in order to consider set-ups on a scale that takes advantage of the regional synergies of a wider economic area, which also has the advantage of offering a range of opportunities for businesses. The interests and specific characteristics of our regions are addressed in line with the needs of businesses wishing to set up there. This is essential for our economic development, and ONLYLYON & CO understands this."



Gilles Courteix, President of MEDEF Lyon-Rhône and Board member of ONLYLYON & CO

"A co-founder of ADERLY in 1974, MEDEF Lyon-Rhône [local employer federation] contributed to discussions on how best to adapt the Agency's strategic development, a major regional marketing tool promoting the area's international appeal. Like all companies deeply committed to a range of transformations (digital, environmental, societal, etc.), ONLYLYON & CO has a duty to support these changes in line with the MEDEF motto: *Working together for responsible growth*".





ONLYLYON & CO team (February 2025)

Preamble.

Transforming sustainably with Octopod

The Octopod transformation plan launched in 2023 has enabled the Agency to revise its roadmap and fundamentals with the roll-out of eight transformation projects (see the octopus diagram below).

In 2024, ONLYLYON & CO (formerly ADERLY) completed major projects:

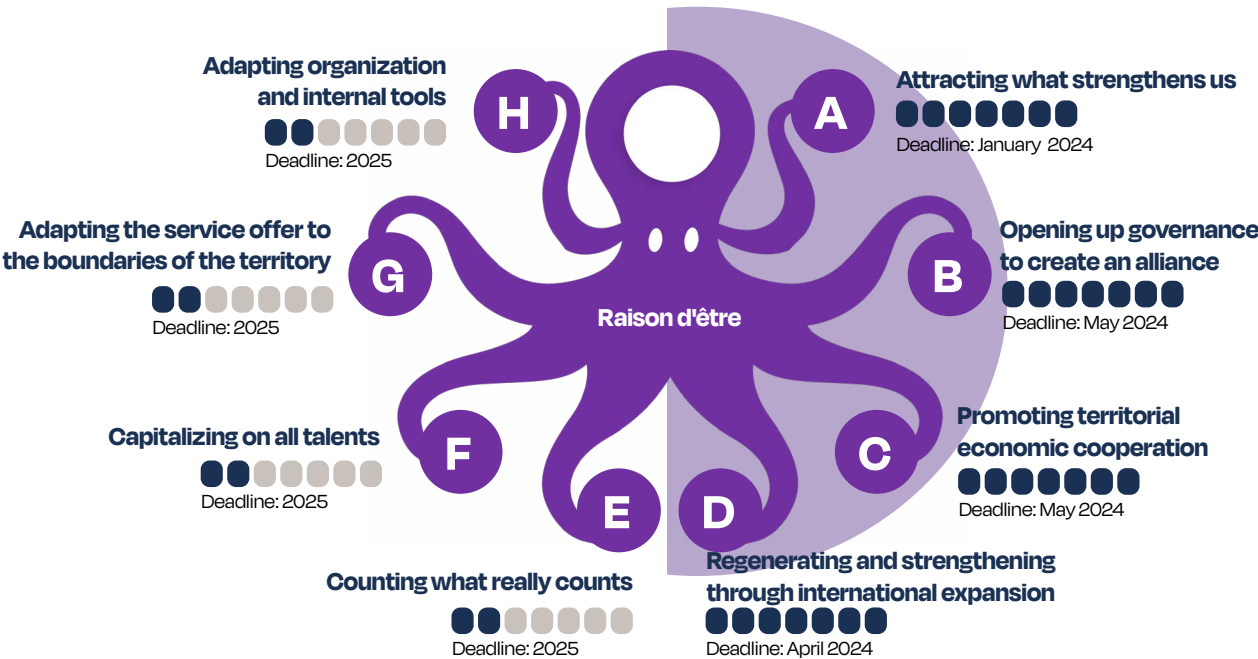
- the overhaul of the strategic framework, in particular the association's purpose, governance and articles of association,
- the roll-out of the new sector strategy and international business development based on new criteria and impact indicators,
- the structuring of regional cooperation,
- the relaunch of the partnership strategy.

The latest transformation projects planned in the 2025 action plan focus primarily on talent and impact, as well as two internal projects on service offerings and support functions, which will further strengthen the Agency's overall efficiency (see details on page 28).

The Octopod project will then be definitively closed.



ONLYLYON & CO Annual General Meeting in June 2024



The Octopod compass

Getting to know ONLYLYON & CO.

Working towards robustness and regional cooperation

Affirming our purpose.

The global economy is facing long-term social, technological and climate change. The Lyon region and its ecosystems are naturally vulnerable to climate change and resource scarcity.

In response, our vision is that of a Lyon region:

- that promotes entrepreneurship and well-being for all its inhabitants;
- that is open, vibrant and attractive, drawing inspiration from best practices elsewhere while inspiring others with its capacity for innovation and its commitment to major global issues;
- and that, to achieve this, can count on its human-centred legacy, its entrepreneurs, its industries, its heritage, its European standing and its tradition of working together.

The Association aims to contribute to this vision by developing a positive impact on attractiveness, serving to strengthen the region.

A purpose that ONLYLYON & CO wanted to incorporate into its articles of association, further marking its commitment.

Simplifying our positioning.

ONLYLYON & CO is a non-profit association founded in 1974, bringing together the main local authorities and economic institutions in the region and jointly chaired by Lyon Métropole and the Lyon Saint-Etienne Roanne Chamber of Commerce and Industry.

It runs two programmes:

- **ONLYLYON**, the regional marketing programme;
- **ONLYLYON Invest**, the economic attractiveness programme.



Carrying out our missions with commitment.

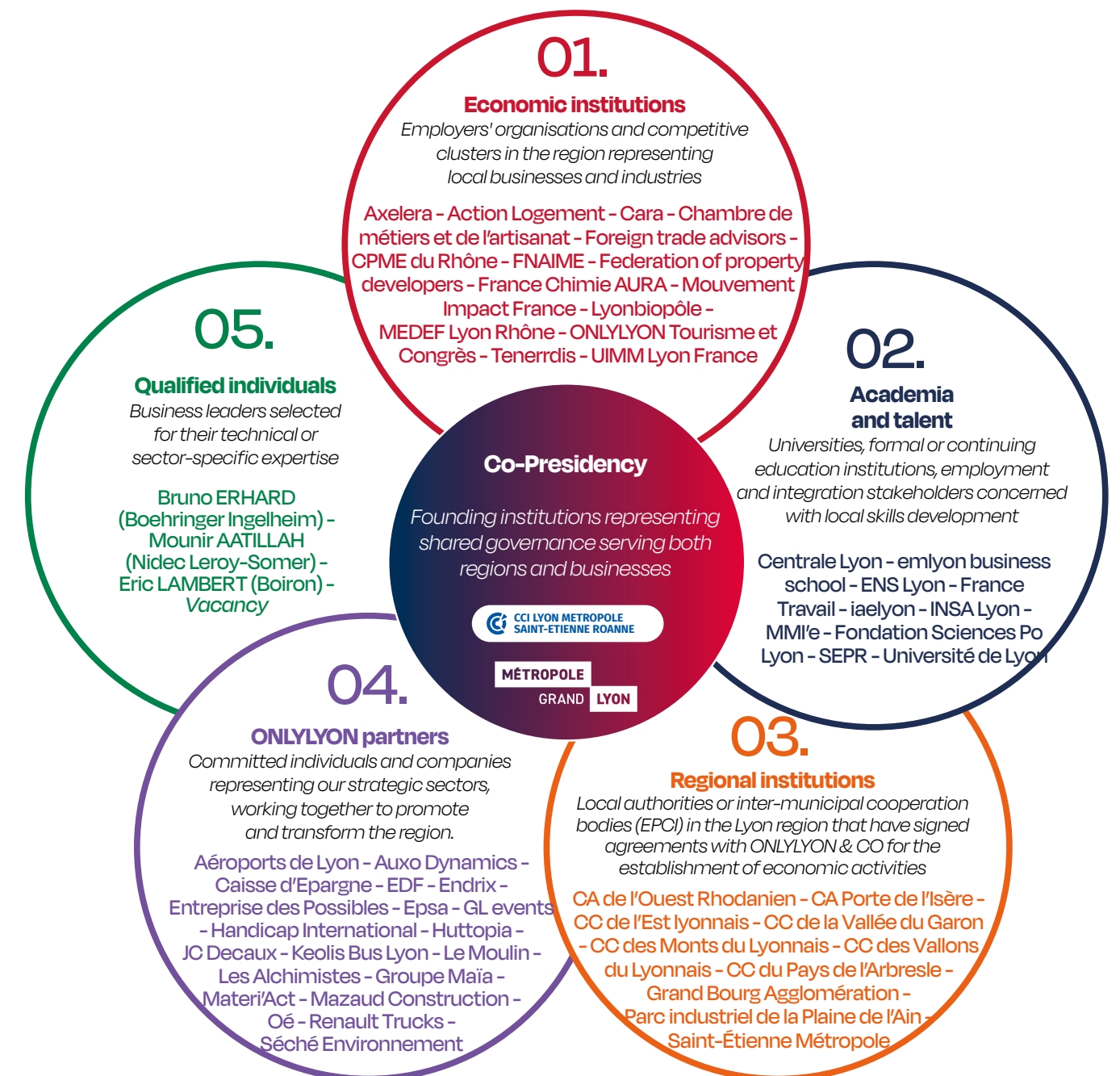
The Association is a non-profit organisation whose team is committed to promoting and enhancing the appeal of the Lyon region both in France and abroad. The Lyon region is defined as the "metropolitan area".

Its missions are to:

- **Promote** and showcase the Lyon region, in France and abroad;
- **Identify, attract, support and connect** companies, investors, skills and innovative solutions from other regions in France or abroad that enrich the region. The Association's mission is to encourage them to establish a long-term presence for the benefit of the region's economic fabric and its inhabitants;
- **Promote** economic cooperation with local, national, European and international actors in line with its purpose.

Structuring our governance into colleges.

ONLYLYON & CO's governance structure currently consists of five colleges in addition to the co-presidency and is based on **COOPERATION**. The association's Board of Directors has 26 directors, up from 23 previously, with representation from each college. The General Meeting, meanwhile, brings together the association's 69 members from all colleges once a year, although each college is expected to meet to discuss various topics throughout the year.





The Lyon Region Economic Development Agency (ADERLY) celebrated its 50th anniversary in 2024. Bolstered since 2008 by the creation of the ONLYLYON programme, it celebrated its achievements throughout the year with a **series of events**. This anniversary cycle also served as a backdrop for presenting the Agency's evolution and its new name: **ONLYLYON & CO**, unveiled on this occasion.

Beyond the symbolic value, this renewed identity embodies the Agency's mission to **promote regional cooperation for greater influence** and reaffirms its commitment to the ONLYLYON initiative it leads.

"Les rencontres de la Place" with LPF and EY.



May 28 Morning EY - Oxygen Tower

On the occasion of the release of the EY barometer and in partnership with Lyon Place Financière, Bertrand Foucher presented the Agency's ongoing shift towards a model of attractiveness with a positive impact, aimed at responding to the new challenges facing both investors and regions. On its 50th anniversary, ONLYLYON & CO was able to take stock of its achievements and continue to play an active role in promoting the attractiveness of the Lyon region.

Les Rayonnants Podcasts.

From 22 May to 19 June

5 podcasts

5 locations in the Lyon region

For a month, ONLYLYON & CO teamed up with Agence RG+ to host a series of live podcasts recorded in front of an audience at iconic locations in the Lyon region, focusing on the themes highlighted during the event:

- SuperGrid Institute on energy,
- Materi'Act on chemistry and the environment,
- Grand Plateau on sustainable cities,
- Plaine de l'Ain Industrial Park (PIPA) on industry,
- International Agency for Research on Cancer (IARC) on health.

The aim was to address the major challenges facing the Lyon region and its transitions through a number of sections hosted by local



stakeholders (key figures, economic or political guests, local businesses, industry news, regional news, etc.).

A big thank you to all our speakers and ONLYLYON & CO teams who contributed to the success of these podcasts!

The event day.

June 25 Afternoon + evening

Matmut Stadium

The 50th anniversary celebrations concluded with a grand event bringing together all current and former employees of ONLYLYON & CO, partners, elected officials and local businesses.

The event featured several highlights:

- a press conference unveiling the Agency's new identity and strategic positioning;
- a sporting event featuring a haka on the pitch at Matmut Stadium;
- A talk show that brought together 900 people to hear presentations by Bruno Bernard (President of Lyon Métropole), Philippe Valentin (President of the Lyon Métropole Saint-Etienne Roanne Chamber of Commerce and Industry), Aidan Synott (Site Director and Global Head of Commercial Operations at Charles River Laboratories), Cécile Barrère-Tricca (Deputy Managing Director at IFPEN), Félix Alby (Director of Strategy at Materi'Act), Marie-Christine Chalus (Managing Director of IAE Lyon), Sylvain Douce (Managing Director of Lyon Events), Virginie Carton (Managing Director of ONLYLYON Tourisme et Congrès), Prisca Dalle (Business Development and Sector Expertise at ONLYLYON Invest) and Bertrand Foucher (Executive Director of ONLYLYON & CO).

Guests enjoyed a summer evening filled with opportunities to meet and socialise, embodying the values of cooperation and outreach that are so important to the association.



5 programmes to watch and enjoy again on our YouTube channel!

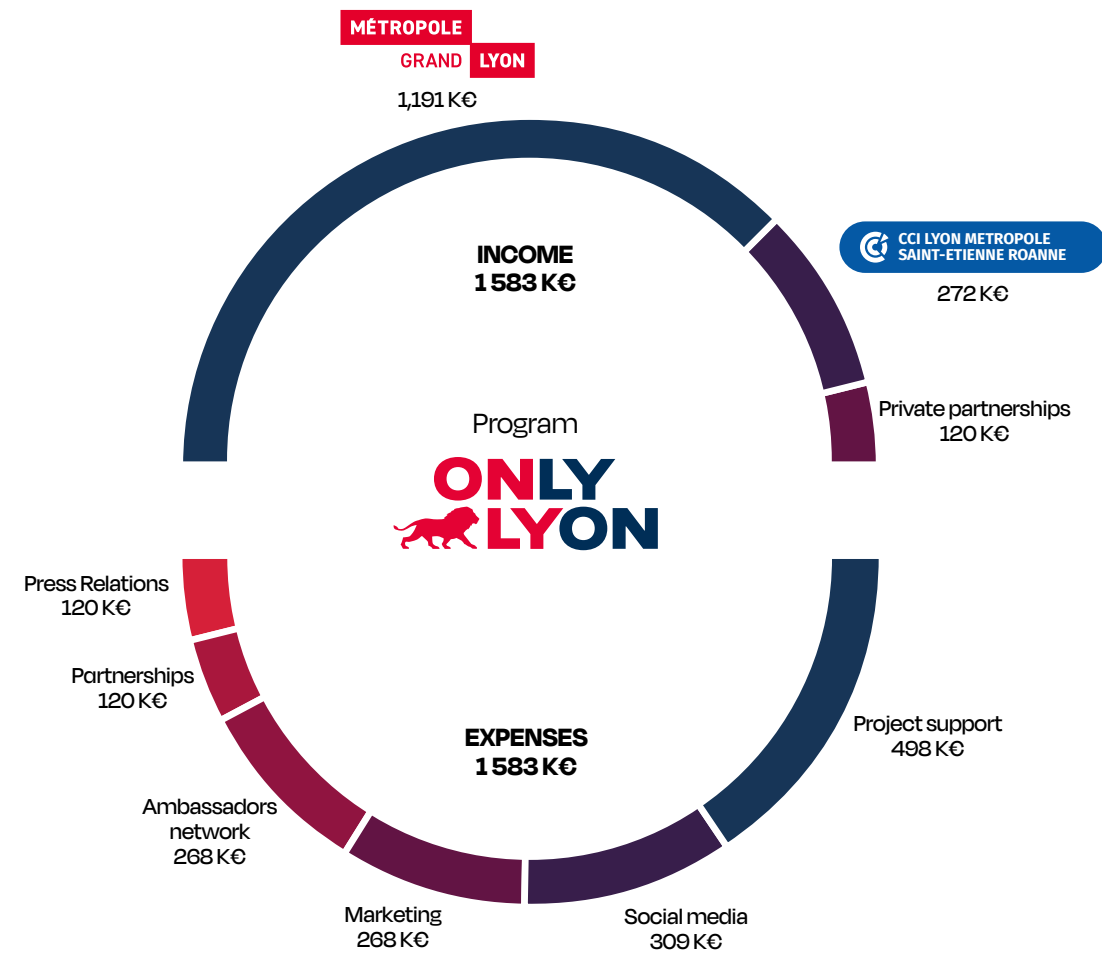
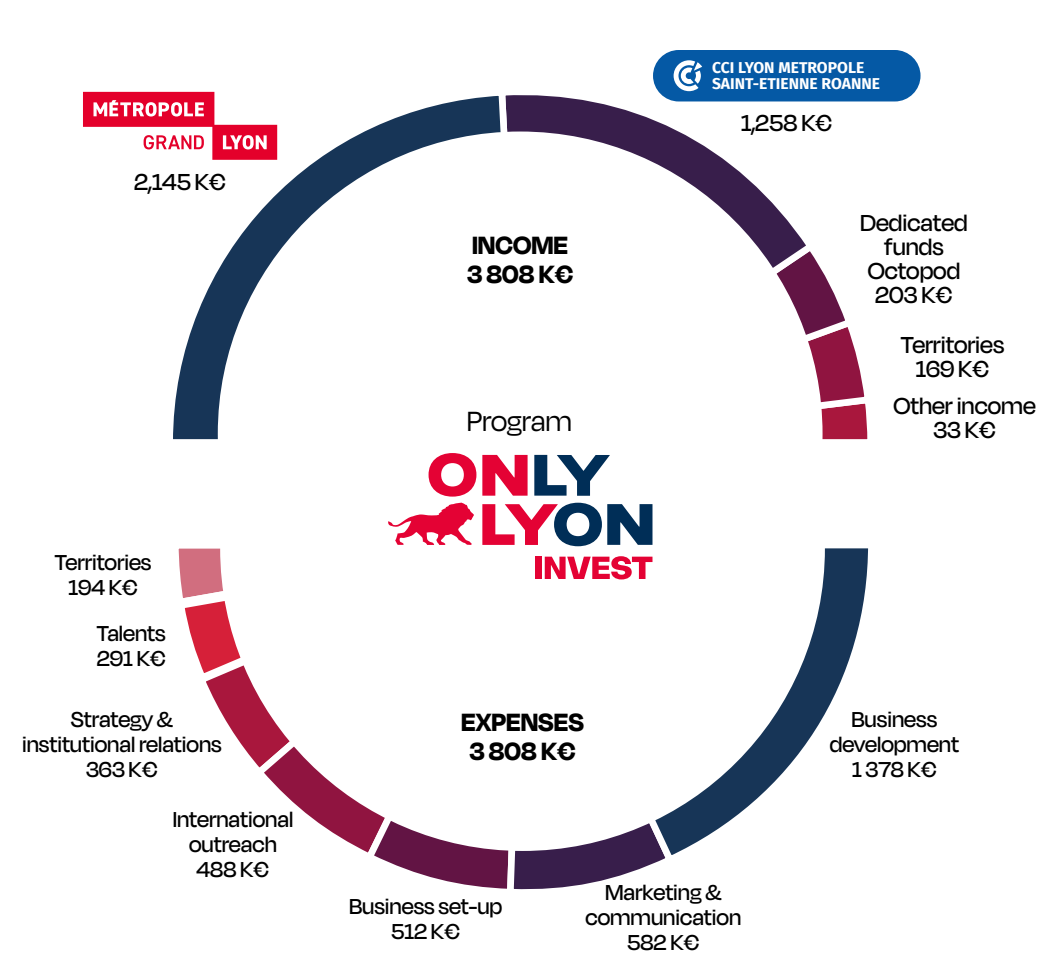
@onlylyon_officiel

« Les Rayonnants » playlist



Using our resources to fulfil our mission.

Source: 2024 budget



The winning start-ups of the Slush competition organised in partnership with the CCI Lyon Métropole Saint-Etienne Roanne



Ambassadors in Barcelona Evening

Putting together a team
that's committed to the region.





Key figures 2024.

4 million

views of video episodes from the **5 Lives** campaign

6,700

Ambassadors and **14** international communities

30

events

3 million

subscribers across all social media

19 million

hits across all social media with an engagement rate of **4.14%**

20

private partners involved in the approach

5

image partnerships and **3** spin-off products

ONLYLYON Contributions

In order to strengthen the brand's new strategic positioning launched in 2022, in 2024, ONLYLYON committed to the "Nouveaux Imaginaires" (New Imagination) programme organised by the Business Climate Convention and dedicated to the communications industry. Changing narratives is now key to achieving the level of engagement sought by the initiative, which continues to bring people together to promote the region.

Communication.



The second season of the 5 Lives campaign, comprising five new episodes, was unveiled gradually in 2024, starting with the episode featuring **Diane Dupré La Tour** (Les Petites Cantines), followed by **Romain Boucaud-Maitre** (Chocolats Voisin) and **Elisabete Weiderpass** (Director of the International Agency for Research on Cancer - IARC), whose episode was broadcast during the 50th anniversary celebration of ONLYLYON&CO. In autumn, episodes featuring **Lionel Rard** (Founder of Odysseus 3.1) and **Laurent de la Clergerie** (Founder of LDLC) were broadcast.

Discover all the episodes on 5vies.onlylyon.com

Ambassadors.

In 2024, ONLYLYON focused its efforts on engaging members of the Ambassadors network, notably through:

- the roll-out of the **new website** and **mobile application** with the setting up of a recruitment plan oriented towards young working people,
- the promotion of the network with **26 dedicated events**, including seven in the Lyon region (see box on the following page) and in European communities, bringing together a total of around 2,500 Ambassadors,
- the consolidation of **5 international communities**: Barcelona, Brussels, New York, Montreal and Paris, including 4 events organised in Brussels and Barcelona, which are priority communities for promotion.

Join the network at ambassadeurs.onlylyon.com



Focus on...

the ONLYLYON × Contemporary Art Biennial event

Why partner with the Biennale?

The Biennale d'Art Contemporain is a highlight of the region and one of the five most important biennials in the world. It is an event that raises Lyon's international profile through the diversity of the artists exhibiting and the artistic visibility of the event. The Biennale brings the Lyon region to life through its programme of artistic and cultural activities and takes place in iconic venues such as Les Grandes Locos, the former SNCF technical centre.

Why is this important for ONLYLYON?

Cultural events, like sporting events, bring people together and appeal to all audiences. They are also inherently collaborative, as in addition to visitors, they are supported by numerous corporate sponsors who ensure the feasibility of the project. They are therefore well suited to embody the ONLYLYON dynamic of influence and commitment. The event at the Grandes Locos introduced the venue to 800 Ambassadors, many of whom were recruited by a team of volunteers, the "lions in action", at the entrance to the evening event to further expand the network!

Social networking.

With over 3 million followers across all accounts, ONLYLYON's social media channels represent a strategic audience that needs to be fed with a variety of messages and content that reflect a clear positioning. In addition to various local news items, several formats have been developed and distributed:

- **"Vies de Lyonnais"** (Lives of Lyon residents) is dedicated to inspiring figures such as Tiago Guedes (Maison de la Danse), Christian Têtedoie, Stéphanie Robieux (Oorion), Alain Mérieux (Institut Mérieux) and Mélanie Chiron (Robin des villes).
- **"Light-on"** to highlight key events in the region through video interviews.
- **"Points de vue"** (Points of view) to showcase the various municipalities of Lyon Métropole, such as Décines-Charpieu, Villeurbanne and La Mulatière.



In total, ONLYLYON posts generated over **19 million hits** across all social media channels with an engagement rate of 4.14% (compared to an annual target of 2.5%), up 0.3 points compared to 2023. This is a remarkable performance on social media, demonstrating **strong interaction with the community**.

Find ONLYLYON on [LinkedIn](#), [Facebook](#), [Instagram](#) and [TikTok](#)

ONLYLYON Partners

Getting businesses involved in regional co-construction.

Created and backed by 13 local institutions, the ONLYLYON initiative also relies on individuals committed to the region through the Ambassadors network. However, the region's influence and transformation are also a matter for businesses.

That is why ONLYLYON has designed a **programme dedicated to companies based in the region** that want to work alongside long-standing players in the ONLYLYON initiative to build, cooperate with other stakeholders and respond to their local responsibility challenges. Coming from different business sectors, these

companies of various sizes share a **commitment** to their local communities, an **ambition** to strengthen their regional impact and contribute to the region's **reputation**.

2024 will have seen the arrival of 13 partners (with seven new companies already signed up for early 2025) and the organisation of this new community around key events showcasing their industries, the challenges they face and interesting places in the region.

Getting to know each other better in order to work better together has been the motto of this first year.

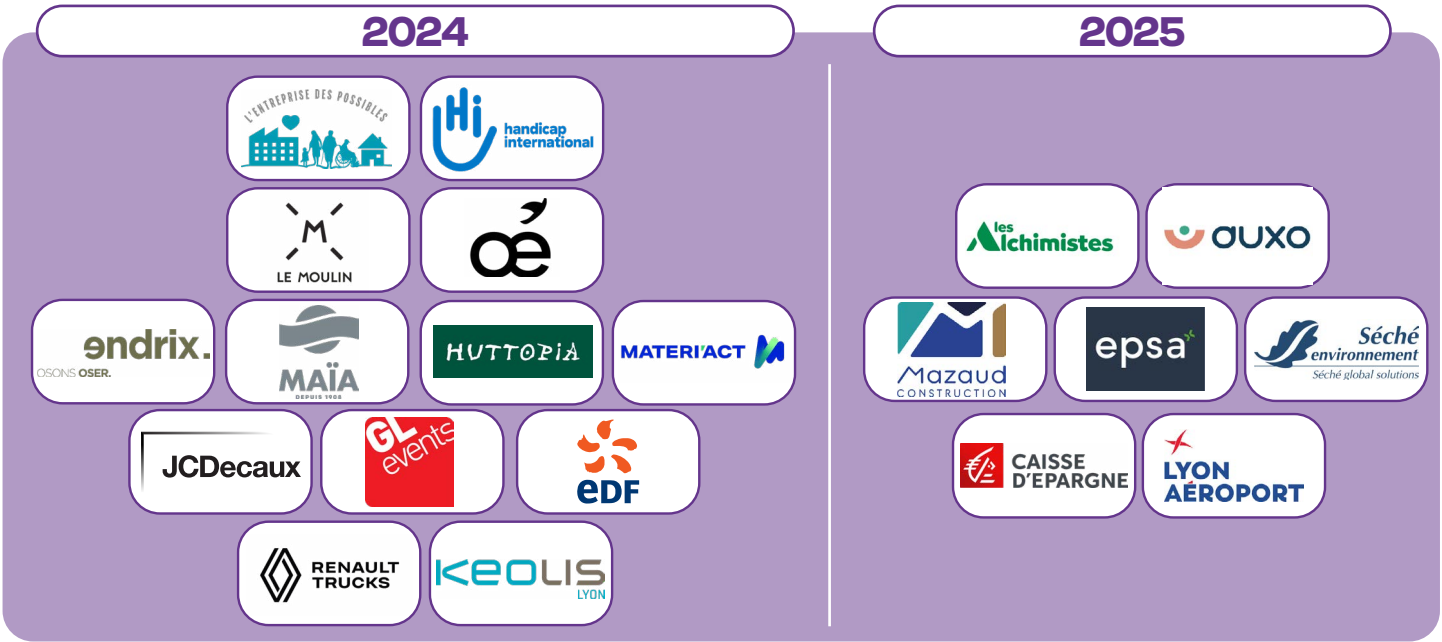
Quote
Nicolas Total,
Managing Director, Endrix

"As residents of Lyon, we are proud to combine our commitments and skills in support of the ONLYLYON initiative. This partnership allows us to strengthen our roots within a committed ecosystem. By working together, we can not only increase Lyon's influence on the national and international stage, but also actively support local businesses in their transition to more responsible and sustainable business models. Our collaboration with ONLYLYON enables us to build a robust and inclusive economic future for our city. It's time to get involved!"



CSRD workshop at Endrix (November 2024)

20 companies committed to working with us (as of 15 March 2025)



Quote
Laurent Vaudoyer, Rhône-Alpes Regional Director at JCDecaux.

"For over 60 years, JCDecaux, a French company and world leader in outdoor advertising, has been providing sustainable, innovative and useful street furniture and services financed by local and national businesses: bus shelters, self-service bicycles, self-cleaning public toilets, news-stands, etc.

True to its mission of improving the quality of life for all citizens, JCDecaux places the value of service, local presence and environmental quality at the heart of its solutions and its business."



Quote
Anne-Cécile Benita,
Corporate Communication Director Renault Trucks.

"The innovations that will emerge from these partnerships will not only benefit our customers and our entire company, but also society at large. This is a win/win situation."



ONLYLYON Invest achievements

- Business dev.
- Business set-up
- Cooperation

Attracting high value-added projects for a robust region and businesses.

To contribute to the region's resilience in line with its new mission, the Agency has reversed its approach to business development. The attractiveness of companies or solutions now serves **two fundamental purposes**:

- strengthening essential ecosystems and centres of excellence,
- and filling in the missing links.

This new approach requires **refining the business development plan** by moving to a bottom-up approach based on an in-depth analysis of the strengths present in the region and the needs of businesses and industries. To this end, two initiatives have been rolled out by the Agency:

- An initial EY study conducted on two strategic sectors (healthcare and sustainable industry), containing a benchmark of different areas at the forefront of these sectors and a study of value chains in the Lyon region in order to target solutions to be prioritised with a view to enhancing attractiveness;
- A new edition of the 'sector reviews' launched in 2023 at the initiative of the Board of Directors, to further develop the roadmap and the Agency's business development work for 2025.

Bringing the international strategy in line with the new purpose was completed in 2024 and is part of a partnership framework focusing on the **priority areas, which remain Europe, North America and Asia.**

Therefore, in 2024, **20 international missions** were carried out: England, Netherlands, Belgium, Spain (Barcelona), Switzerland, Italy, Sweden, Japan, Portugal (Lisbon), Norway (Oslo), Germany (Stuttgart), Finland (Helsinki), Canada (Montreal) and the United States (New York).

In North America

The **BIO San Diego** trade show in June provided an opportunity to explore new business opportunities with the help of Business France and in partnership with the AURA Entreprise agency. Ahead of the show, business development activities began in Boston. 11 meetings were held and four projects for setting up operations in the Lyon region were identified.

In October, the Agency helped organise a partnership mission to Montreal for the **40th edition of the Entretiens Jacques Cartier** (photo opposite), with a view to strengthening ties and investment opportunities between France and Canada. The mission provided an opportunity to meet a dozen prospective clients with exciting innovative projects.

The Canada mission was extended with a mission to New York with two aims: to install Benjamin Turley, the new North America Business Development Advisor (V.I.E.), recruited by the Agency and based in the Business France offices, and to contribute to the meetings of Centrale Lyon and EM Lyon alumni in anticipation of our partnerships on the Talents and Ambassadors initiative in 2025.



In Europe

The Agency has planned several successful business development missions with **Business France**, such as the Battery Show in Stuttgart in June and Eurobike in Frankfurt in July.

One of the highlights of 2024 was the partnership with the Lyon Métropole Saint-Etienne Roanne Chamber of Commerce and Industry at the **Slush** trade fair in Helsinki, where we supported a delegation of 10 talented start-ups in their fundraising efforts (photo below).



In Asia, in Japan

An initial mission was conducted in the spring and a second one at the end of November, with the aim of supporting the development of Japanese companies in our region and meeting key industrial players for whom France is a land of opportunity, investment and partnership.

A total of **22 companies and partners were met**, including Toray, Nagase (photo below), Kawasaki and Suntory, which are seeking to secure investments in the Lyon region. Several set-up projects were confirmed as a result of this business development exercise.



Business dev.

Business set-up

Cooperation

Reporting 2024 results aligned with our new vision.

Halfway through our transformation plan, the Agency introduced **new indicators** for its 2024 programme to go beyond the two traditional aims of economic development agencies (namely the number of projects set up and the number of jobs created within three years).

This is intended to better reflect its expanded activities serving the region and its resilience. ONLYLYON & CO's roadmap, through its ONLYLYON Invest economic development programme, also aims to **attract talent, investment, technological solutions** and **strategic partnerships**.



62
companies
set-up

Number of national or international business projects set up by ONLYLYON Invest in the Lyon region

1,263

jobs within 3 years



Number of jobs created in the Lyon region within 3 years by companies set up through ONLYLYON Invest

85 %
of projects
with impact(s)



Proportion of supported set-up projects (direct investments) with more than one impact among our five impacts: social, environmental, regional, productive, cooperative

International



40%
foreign
capital

Europe: 19 - North America: 2 - Asia: 2 (Japan / China) - Other: 2

Region



9 regional
impact projects

6 business set-ups and 3 solutions installed outside Lyon Métropole, in our partner regions

Others investments



3 "solutions" projects

Technologically or socially innovative projects attracted to the region



6 "partnership-rooting" projects

Supported cooperation initiatives between external and internal stakeholders

Focus on Services

55 talents
supported



Number of talents supported in the region in their search for employment or mobility

37 %
inclusive
projects



Proportion of businesses set up and supported by the Agency that contribute to employment inclusion schemes



35 financing
applications

Number of projects that have used our expertise in terms of seeking financing assistance

Discover all the companies we have supported.

Energies



Health and life sciences



Mobilities



Production systems



Digital



Textile



Impact services



Environment



Sustainable construction



Foodtech



Others



Portraits of business who came to the region in 2024

MOBILITY - DIGITAL

Roulenloc (Tiliti): digital vehicle rental marketplace

Roulenloc markets rental financing products for motor vehicles. What sets them apart is their focus on recent models that are already available on the market. They chose the Lyon region to open an operational base for telephone sales representatives and sales administrators because the labour pool there would enable them to support their ambitious growth plan. They were able to count on the support of local players, notably ONLYLYON Invest, as well as MMIE and France Travail for recruitment and integration, using the CV-free recruitment and simulation method (MRS).



BUSINESS SUPPORT SERVICES

Dimension Corde: training in working at height

Dimension Corde is an organisation specialising in training rope access technicians and teaching work at height. Its main customers operate in sectors as diverse as construction, public works, industry, telecommunications, renewable energies, natural risks and the entertainment industry. In 2024, the company chose Villeurbanne as the location for its new training centre.

It was supported by ONLYLYON Invest in this move, particularly in finding a suitable property with sufficient ceiling height to deliver its training courses. The organisation is also establishing partnerships with France Travail, skills operators and local authorities.



ENERGY - NUCLEAR

Thorizon: design of nuclear modules based on recycled materials

Thorizon is a spin-off of NRG, the Dutch national nuclear research institute, established in 2018, which focuses on the design of reactor modules and cores with the aim of deploying small nuclear reactors for industrial heat generation.

The group chose the Lyon region to set up its R&D centre in 2024 in order to benefit from the talent pool, nuclear ecosystem and local expertise. As part of their relocation, the Agency was able to mobilise its real estate department to organise visits to sites that met their needs. The financial department also provided follow-up support by identifying available sources of financing and organisation meetings with relevant public stakeholders.



SOCIAL AND SOLIDARITY - INCLUSION

Duo for a Job: an intergenerational mentoring programme

This Belgian association connects young people from immigrant backgrounds or refugees with people over the age of 50 to help them find employment. The programme enables experienced mentors to share their knowledge and support young people in their job search, while promoting the experience of senior citizens. In 2024, Duo for a Job set up a new branch in Lyon to develop its mentoring solution, in partnership with numerous partners including MMIE and France Travail. They have set up in the Maison de l'Apprendre's Tiers Lieu, which brings together associations dedicated to inclusion, training and education.



INDUSTRY - MOBILITY

Hess AG: hybrid mobility for more sustainable cities

This Swiss group, founded in 1882, specialises in the construction of buses, trolleybuses and hybrid buses, as well as specialised conversion equipment for commercial and light vehicles.

When looking to set up a vehicle maintenance and repair centre in France, it benefited from the support of ONLYLYON Invest in its search for real estate solutions tailored to the specific requirements of the business, as well as in the recruitment of technicians and warehouse staff.



INDUSTRY - TEXTILE

Novasoie: high-end finishing for textile accessories

Novasoie is a subsidiary of MSI, an exclusive subcontractor for a renowned luxury brand specialising in high-end finishing for textile accessories.

The company chose to set up in the heart of a historic textile region: Saint-Etienne Métropole (Saint-Symphorien-de-Lay), moving into a former industrial wasteland that will eventually provide 150 jobs, the majority of which will go to people who are isolated from the job market.



SUSTAINABLE CONSTRUCTION

Zinco Greenroof: German leader in green roofing systems

The group specialises in green roofs and sustainable construction solutions. It develops solutions to help cities adapt to urbanisation and climate change. Zinco now operates internationally in around 40 countries through local partnerships.

However, it wanted to open its own branch in France for economic reasons and chose the Lyon region for this project. The aim of opening this agency is to strengthen its commercial presence and support services on the national market.



Bringing our communities to life.

Regionaleconomiccooperationiscontinuingandgainingmomentum!

A strategic pillar of the Octopod approach, regional economic cooperation took shape in 2024 with the creation of a community of partner regions, led by ONLYLYON & CO within a single area of action, the Lyon region.

In view of the common challenges, the Agency wishes to assert its ability to **act beyond administrative boundaries**, to contribute to a positive impact on attractiveness and to the resilience of the wider region.

In 2024, the Agency set up a College of "Regional Institutions" (see page 9) within its governance structure, with the aim of **moving from a bilateral relationship to a multilateral approach**. A regional dynamic is therefore taking shape and asserting itself, with a common thread of proximity to the ground and cross-cutting actions to which the regions adhere. In this respect, the community has grown with the arrival of the Grand Bourg Agglomération and Communauté de Communes de l'Est Lyonnais regions, which have joined the nine regions already present.



Value creation

Among its flagship initiatives, ONLYLYON & CO has worked with the regions to promote their unique assets (economic, tourist, residential, etc.), with the aim of highlighting each one's specific characteristics and showcasing the richness of the Lyon region. This regional marketing project, under the joint banner of ONLYLYON, was the subject of a series of videos broadcast on social media and shared by influencers as part of the agency's 50th anniversary celebrations.



Promoting

As part of its commitment to cooperation, ONLYLYON & CO also coordinated the **partnership's presence at the SIMI trade fair in Paris** (photo opposite) last December. Alongside the Lyon Métropole, Saint-Etienne Métropole, the Portes de l'Isère Urban Community (CAPI), the Plaine de l'Ain Industrial Park (PIPA) and the Villefranche Beaujolais Saône Urban Community (CAVBS) came together on a joint stand to promote their strengths.

This **joint initiative** provided shared visibility and brought together elected officials and economic development leaders for a discussion to share perspectives on future joint actions.



Sharing a common vision with IPAs through Choose Europe

In 2022, ONLYLYON Invest joined the Choose Europe initiative (www.chooseeurope.eu), a collaboration aimed at promoting innovation and cooperation between 15 European cities/regions. The initiative focuses on several key aspects:

- Promoting talent and start-ups by providing resources and opportunities for entrepreneurs,
- Participating in events and partnerships to celebrate European tech innovators and foster international partnerships,
- Defining and implementing a joint communication strategy.

In 2024, the partnership continued with several highlights, such as the **annual meeting of agencies in June in Oslo with workshops on the theme of impact**, and the welcoming of a new IPA to the club at an event in Zurich: Invest in Gothenburg.

The agencies also came together at partnership stands at major global trade fairs: **Collision** in Canada on the theme of talent or **CES Las Vegas** in January 2025.



Working with our influencers to create positive impact

How can we better target the projects we attract? How can we successfully navigate the decisive stage of setting up a business? How can we ensure these projects are firmly rooted in the region?

These are the questions that ONLYLYON & CO wanted to explore in depth in partnership with all of its natural influencers in order to further improve the services offered for the increasingly complex projects being developed in the region.

Lawyers, bankers, HR consultants, accountants, real estate experts and notaries all contribute systematically through their professions to supporting new businesses in the region, in conjunction with ONLYLYON Invest. This was the starting point for a workshop organised in November at H7 on the sidelines of the European Impact evening. An area of cooperation to be deepened in 2025.

2025 Projects

Completing the Agency's strategic transformation projects.

The Agency's transformation will continue in 2025 with the roll-out of the final strategic pillars defined by Octopod (see the compass on page 7). After the sectors, governance, international development and regions, new projects will be tackled in parallel with the Agency teams' regular activities, with **two stated priorities**.

Rolling out the impact strategy

ONLYLYON Invest is the first economic development agency to assess the ex-ante impact of business set-up projects. This assessment will be strengthened in 2025:

- Each project supported will be rated according to an **impact score** in the form of a Nutri-Score, with the aim of achieving an overall average above C. This also involves more specific aims regarding the social impact of projects (**inclusion and integration measures** for people who are isolated from the labour market), which will be included in the overall score.



- **The complex task of measuring the ex-post impact of implementation projects** will be launched in 2025, in cooperation with the European agencies of the Choose Europe network and with the assistance of European experts. This impact assessment will include a real evaluation of the contributions made by the companies that have set up in the region and their use of resources (water, energy, land), which will require precise mapping of the activities carried out.
- Lastly, the Agency will continue to **involve its partners in the impact strategy** by strengthening inspiration and cooperation. A new edition of the European Impact Evening will take place in November 2025 to promote best practices and connect local businesses with impact solutions *made in Lyon*. A *learning expedition* to the Netherlands will also be organised with the partners college to meet various stakeholders involved in innovative initiatives.

Caring for the talent and skills needed in the region

Although the Lyon region is attractive due to its renowned education system and talent pool, local businesses regularly face recruitment challenges across various sectors and for all types of profiles.

ONLYLYON & CO will address this complex issue in 2025 from the perspective of attractiveness and its mission of cooperation.

4 areas of work are necessary, involving the entire governance of the association:

- **Attracting talent that is not available in the region in the short term** through *ad hoc* promotion and business development missions. An initial joint mission will take place in autumn 2025 in North America with the support of the Academic Institutions College.
- **Welcoming new talent** to the region through a dedicated programme and the dynamic network of ambassadors;
- **Inclusion of all talents** by promoting inclusion schemes with the companies supported;
- **Retaining talent**, particularly young graduates trained in the region, and directing them towards SMEs and mid-cap companies in the region.

Download our specific impact solutions!



Affirming our collective and long-term commitment to the 2025 priorities for action.

Strengthen the development of impact projects

The development of impact projects that meet the needs of the region will be conducted on two fronts:

- Sector councils will conduct **42 business development missions**, including 27 in Europe and internationally in segments identified by industry reviews;
- Area managers will carry out more general business development missions and some country explorations on the **strategic segments** identified:
 - United States: 8 business development missions, including one in partnership with Choose Europe, will be carried out by the agency's VIE based in New York;
 - Europe: the European business development manager will carry out more than ten missions;
 - Asia: 6 missions are already planned for the new area manager, including an important one in Japan and one in South Korea.

Continuing to attract businesses by addressing these priorities

- The service offering will be reviewed to **incorporate impact levers** (resource impact, social impact, etc.).
- The **Regional College will be strengthened** and will attend the SIMI trade fair in Paris, driven by the Agency and its broader governance structure.

Putting cooperation at the heart of our promotion strategy

In 2025, priority will be given to **community engagement** to enhance outreach and impact:

- Strengthening the community of Ambassadors abroad, particularly in North America, to support the global momentum towards 2025;
- Intensifying cooperation within the community of Partners;
- Launching the community of Agency companies that have relocated.



Corners during the first evening of European Impact at H7, presenting a selection of impact-focused solutions for businesses looking to transform themselves.

■ Lionel

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Mentions.

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ONLY LYON & CO

A red silhouette of a lion, the symbol of Lyon, is positioned to the left of the word 'LYON' in the main title.

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