



LOCAL
FOOTPRINT®
MADE IN UTOPIES

**MEASURE
THE SOCIO-ECONOMIC
IMPACT
OF YOUR BUSINESS OR PROJECT**

UTOPIES®

A SOUND EXPERTISE IN ANALYSIS & VALUATION OF ECONOMIC IMPACT



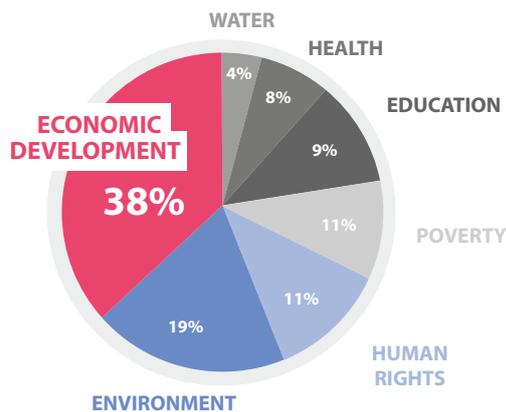
LOCAL FOOTPRINT® measures the economic impact

- of any business, supply chain, industry, infrastructure, event or investment project
- in any local, sub-national or regional area
- in 186 countries

LOCAL FOOTPRINT® shows very realistically how a local economy operates. It reveals how a metropolitan area, state, province, region or country reacts to a monetary flow. Moreover, it brings out working hypotheses for optimizing local economic benefits.

WHY MEASURE YOUR ECONOMIC IMPACT?

THE #1 CSR
ISSUE THAT
STAKEHOLDERS
WOULD LIKE
COMPANIES
TO ADDRESS



Global CSR Study, Cone Communication & Echo, 2013



Tell your company's story, beyond your products and services, by measuring your contribution to your ecosystem and showing how you create value for your stakeholders



Secure your business model: supply chain, social license to operate, public services contracts, calls for bids, shareholder relations



Meet the expectations of national and local authorities who want a greater proportion of locally-generated value added redistributed in their territories



Prove and quantify your local commitments (eg local purchasing, local employment, fair taxation), especially if these commitments are promoted in corporate communications



Enable your financial partners (investors, local authorities...) to assess their local Return On Investment



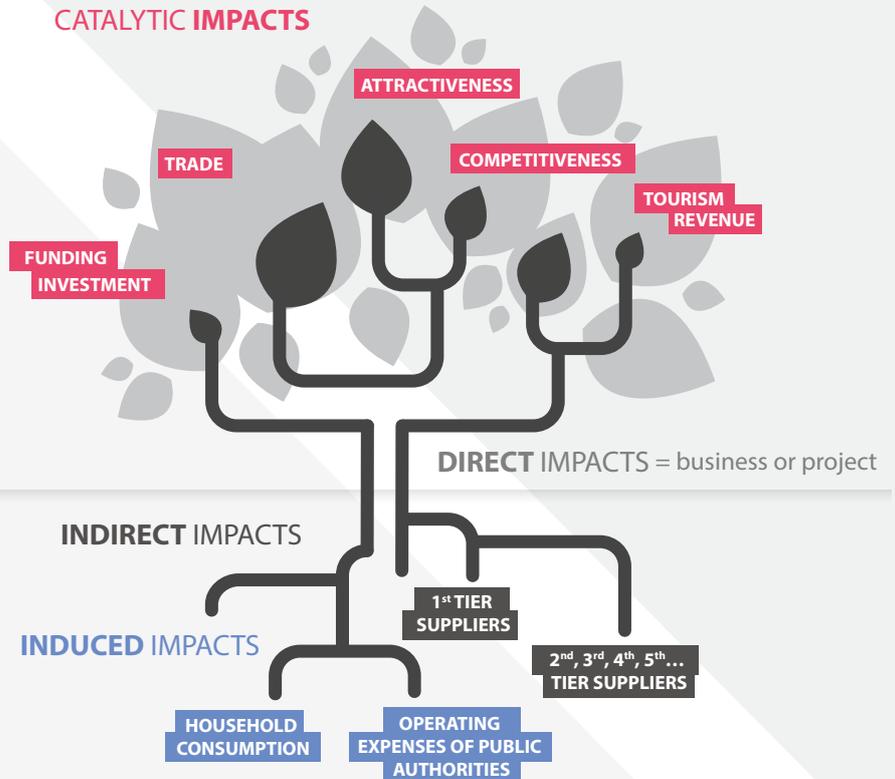
Comply with new CSR reporting requirements (eg ISO 26 000, Global Reporting Initiative: EC7-EC8- EC9, French Grenelle II environmental law, Integrated Reporting)

2

AN OVERVIEW OF THE WORKINGS OF YOUR LOCAL ECONOMY

WHAT YOUR COMPANY DOES OR MAKES HAS A POSITIVE IMPACT ON THE COMMUNITY by giving local businesses access to new markets, and by contributing to their competitiveness and growth.

THE MONEY YOUR BUSINESS SPENDS BENEFITS THE COMMUNITY (eg purchasing, salaries, taxes, investments, sponsoring).



1

A ROBUST METHOD

LOCAL FOOTPRINT® is based on scientific data and models:

- Input/output model invented by Wassily Leontief, Nobel prize for Economic Sciences
- The Bristol method of applying Leontief's input/output tables to regional economics
- Established international and local statistics used to construct the tables for any area in the world

2

A WIDE RANGE OF INDICATORS

- Monetary (eg production, value added, public revenues and expenses, remuneration)
 - € Including "Contribution to GDP"
- Non-monetary (eg employment, self-employment, gender differences, qualifications)
 - 👥 Including "Supported jobs"

3

AN UNRIVALED LEVEL OF DETAIL

All of the impacts determined by LOCAL FOOTPRINT® are broken down by business sector.

LOCAL FOOTPRINT® comes in three versions:

- 64 sectors (Eurostat – 27 countries)
- 35 sectors (WIOD database – 39 countries)
- 25 sectors (EORA database – 186 countries)



4

EASY IMPLEMENTATION

LOCAL FOOTPRINT® can use different inputs:

- Real expenses (easily extractable accounting data)
- Forecast expenses (in your business plan)
- Simulated expenses (eg urban planning scenarios)

DATA IS COLLECTED ON EXCEL SHEETS
(limited work time for your teams)

3

GET THE INSIGHT YOU NEED TO MAXIMIZE ECONOMIC BENEFITS

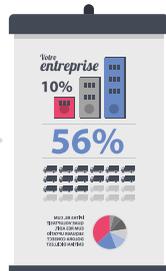
LOCAL FOOTPRINT® enables you to achieve a better understanding of the economic workings of the area(s) you operate in. The data **LOCAL FOOTPRINT®** provides can also help you put your local performance into perspective, and to zero in on the most promising opportunities for cascading maximum benefits to the local economy.

- ✓ Is your local procurement policy in line with the specialization areas of your suppliers?
- ✓ In which purchasing categories could your local procurement policy make the most progress?
- ✓ What's the real matchup between the local labor pool and your present or coming recruitment needs?
- ✓ How does your local performance compare to the theoretical average, given the inherent strengths and weaknesses of the local economy?

4

GET THE SUPPORT YOU NEED TO SHOWCASE YOUR ACHIEVEMENTS

**LOCAL
FOOTPRINT®
RESULTS**

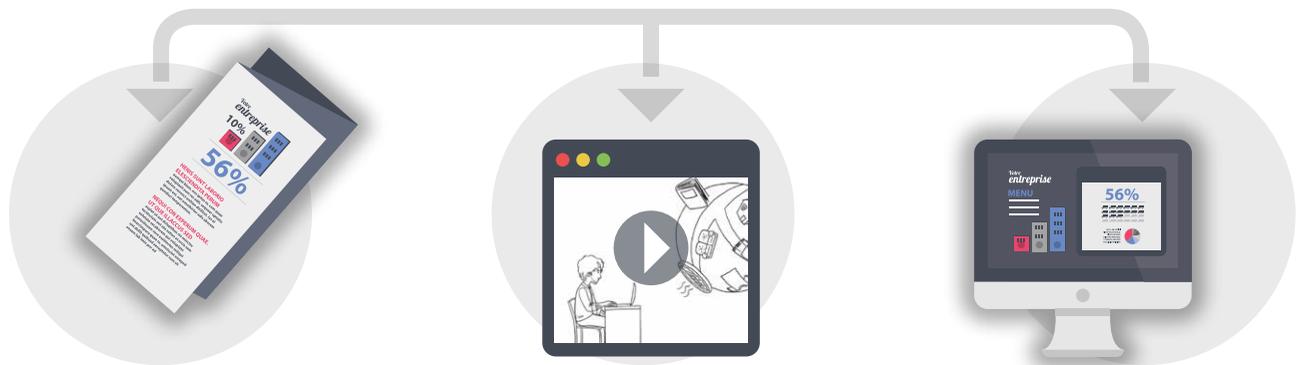


PatteBlanche INFOGRAPHICS



With your usual communication partners, or ours, PatteBlanche, an agency specialised in sustainability and CSR communication.

Make the diagnosis & findings yours and publish them as you see fit. Post them to your website. Put them in your newsletter, promotional materials or reports. You can even use animated PDF to liven up a sustainable development webpage or an electronic CSR update.



COM
EXTERNAL

**FACT-FILLED
CSR FLYER**

A printed or electronic document that presents your approach and details your achievements, which you can hand out at meetings and sales calls or post to your website for visitors to download.

COM
INTERNAL
EXTERNAL

**VIDEO MOTION
DESIGN**

Animate results with a video clip on your social media pages or YouTube channel...

COM
EXTERNAL

**DEDICATED
WEBPAGE**

A showcase for your diagnosis, spotlighting what you give back to the community, and developing interaction with your visitors.

A FEW CLIENT BUSINESS CASES

A PROVEN TRACK RECORD

IN THE EVALUATION OF ECONOMIC IMPACT



CRÉDIT AGRICOLE

Evaluation of the local footprint of a regional bank: impacts of financial services and banking operations. Crédit Agricole is a leading French network of 39 regional banks.



EDF

Evaluation of the impacts of the French electric utility group. Worldwide impact broken down by type of business. Impact in France broken down by region and type of business.



ANIA

Socio-economic footprint study, commissioned by the French National Food Industry Association (ANIA), broken down by region.



LIMAGRAIN

Assessment of the economic footprint of an international agricultural cooperative group in the Auvergne region of France. Limagrain is specialized in seeds and cereal products.



FLEURY MICHON

Study of the economic footprint of a leading ready-to-eat foods group, in western France and Alaska (for the supply of surimi products).



PIERRE FABRE LABORATORIES

Analysis of the local economic impacts of periwinkle purchases in Madagascar by the third-largest French pharmaceutical laboratory.



RUNGIS INTERNATIONAL MARKET

Analysis of the regional, national and global economic footprints of the French central wholesale fresh foods marketplace.



ACCOR

Evaluation of the hotel group's global economic footprint, with a focus on 15 countries where Accor does business.



GREATER LYON AREA

Study of the economic development of the second largest metropolitan area in France, considering such factors as local business development, high-impact sectors, and economic leakage.



STADE DE FRANCE

Study of the local economic benefits of the 75,000-seat national stadium of France, located just north of Paris, owned and operated by a consortium.



VINCI AIRPORTS

Measurement of the local economic footprint of three Cambodian airports operated by a leading French concessions and construction group.



SNCF

Assessment of the regional economic impacts of the French national railway company's purchasing policy.

"The Pioneering sustainable development consulting agency" (**Enjeux-Les Echos**)

Ranked No.1 sustainable development consulting agency in France since 2011
(**Décideurs Magazine**)

Ranked ninth top sustainable development consulting agency worldwide
(**Décideurs Magazine**)

1st B Corporation certified company in France and member of Best of the World 2014 for internal corporate social responsibility
(**B Corporation**)

From design to implementation, UTOPIES® has been guiding and supporting businesses and public administrations for over twenty years, helping them to make sustainable development an integral part of their policies and practices. Our multidisciplinary team of experts can cover every facet of sustainable development:

- Strategy
- Innovation and sustainable marketing
- Extra-financial reporting and communication
- Local socio-economic footprint
- Environmental footprint
- Sustainable purchasing
- Stakeholder relations
- Sustainable urban planning and construction
- Social housing
- Sustainable food processing and restaurants
- Sustainable cosmetics and health products
- Sustainable commerce and retail
- Responsible tourism

CONTACTS:

Arnaud FLORENTIN

Director of studies and metrics
florentin@utopies.com

Florent LEVAVASSEUR

LOCAL FOOTPRINT® Manager
levasseur@utopies.com

Fanny ROUXELIN

LOCAL FOOTPRINT® Consultant
rouxelin@utopies.com

UTOPIES ©

25 rue Titon, 75011 Paris, France

www.utopies.com

Tel: +33 (0)1 40 29 43 00