

PRESS RELEASE

**UNDER EMBARGO UNTIL
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New IFOP survey: French divided over economic opportunities in the suburbs

Today, the first “Davos for the Suburbs” (*Davos des Banlieues*) is being held at the CESE (Economic, Social and Environmental Council) on 17 and 18 September 2024. At the initiative of the non-profit organisation Quartiers d’Affaires and its founding president Aziz Senni, this economic forum, the first of its kind, aims to boost French and international public and private investment in the 1506 districts prioritised by the city’s policy (QPVs – *quartiers prioritaires de la ville*) in order to generate job creation and combat the prejudices often associated with these areas. An exclusive IFOP survey, conducted in partnership with the French Banking Federation (FBF – Fédération Bancaire Française) and the Suburbs’ Economic Forum (Forum Économique des Banlieues) reveals for the first time the perception of economic opportunities in French suburbs.

A contrasting perception of the suburbs: a wealth of diversity but societal obstacles

The survey shows that the French are divided over the economic opportunities offered by the suburbs. While 44% of respondents believe that these areas offer equal or even better opportunities than other parts of the country, 35% believe that the suburbs are disadvantaged.

The obstacles to the development of suburbs, as perceived by respondents, are mainly societal rather than economic. Insecurity (50%) and negative biases (40%) are seen as the main obstacles to overcome.

The strengths of suburbs highlighted

Despite these obstacles, the French recognise several advantages specific to the suburbs:

- **Proximity to urban centres**, in particular company headquarters, cited as the first advantage.
- **Cultural and social diversity** (24%) as well as the **human wealth** of these areas, particularly through the talents of all generations as well as motivated young people (19%).

The state – a key player in supporting the economic development of the suburbs

Nearly half of French people (49%) believe that the state has not done enough to support the economic development of the suburbs. Among the popular measures, **professional training** (45%) and **simplification of administrative procedures** (44%) stand out as essential levers to encourage the economic development of these areas.

High expectations of public authorities

Respondents said the increase in the number of businesses in the suburbs, facilitated by measures such as infrastructure development and financial support, could have a significant impact. In particular, they anticipate:

- **Job creation** (54%),
- **A boost to the local economy** (36%),
- **A reduction in inequalities** (35%),
- And an improvement in the image of the suburbs, often tarnished by prejudice.

Davos des Banlieues 2024: a forum to transform the economic outlook

The *Davos des Banlieues*, which will take place on 17 and 18 September, is a unique initiative that will bring together economic players, local politicians and entrepreneurs to encourage investment in the city's priority districts (QPVs). The purpose of this forum is to change the perception of the suburbs and accelerate their economic development. This meeting will be an opportunity to discuss the issues raised by the IFOP survey and to propose concrete solutions for a prosperous economic future in these areas.

About the French Banking Federation

The French Banking Federation (FBF) is the professional organisation representing all banks established in France. It has 326 member banking companies, including 116 foreign banks. It is the voice of the profession on all major issues, particularly regulatory matters. Its mission is to promote banking and financial activity in France, Europe and internationally. It defines the profession's positions and proposals vis-à-vis public authorities and economic and financial authorities. It represents the banking profession in the media, in political and institutional circles, to consumers, professional associations, teachers and think tanks. Based in Paris, the FBF also has an office in Brussels. It is also present throughout France through a network of 101 regional and departmental committees.

About the Suburbs' Economic Forum

Founded by entrepreneur Aziz Senni, the non-profit organisation Quartiers d'Affaires is the organiser of the first "Davos for the Suburbs" (*Davos des Banlieues*).

The objective of the Suburbs' Economic Forum is to mobilise the major economic, political and administrative decision-makers alongside players in economic inclusion in order to act together on the development of the poorest areas in our country.

The Suburbs' Economic Forum represents: 1,000 participants, 100 speakers, €900m in private investments mobilised, €100m in public and private orders mobilised for the sustainable growth of the 250,000 small- and medium-sized businesses based in the 1506 QPVs.



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