



Paris, le 06 juin 2023,

Ifop Group partners up with the *Napoleons* community for the 17th edition of the Summit in La Baule

In 2023, Ifop Group and Les Napoleons will join forces in a partnership for the 17th edition of the Summit focusing on the “Repair” theme which is to be held in La Baule (Loire-Atlantique) from 28th of June to 1st of July.

Ifop Group will be supporting Les Napoleons in its goal of bringing to light key societal issues and providing concrete solutions as well as complementary and diverging views for decision-makers in the aim of fostering critical thinking and shaping tomorrow’s world. A mission which is firmly in line with the unwavering values and professional drive that buoys the Group.

Repair: a theme that naturally takes centre stage

The theme of this edition imposed itself of its own accord as it encompasses so many of the fundamental shifts observed in society during recent years. Indeed, the verb embodies in its own right the very concept of a cycle. Being clearly further reaching than a mere fashion or generational cycle, it is of the utmost importance to fully grasp its scope both in terms of intentions and attitudes, on all levels.

This comes as an opportunity for Ifop Group – now comprising of Ifop, Sociovision, Occurrence, Deep Opinion, Brain Value – to showcase its know-how and deploy a range of exclusive studies that will instil the Summit with tangible insights when it comes to addressing citizens and consumers in France and internationally.

Ifop Group speakers with complementary perspectives

The key findings of these studies will be presented by Ifop Group CEO **Stéphane Truchi** and Sociovision Managing Director **Rémy Oudghiri** during the Summit, as well as Occurrence co-founder and Managing Director **Assaël Adary** during the Before event.*

Frédéric Dabi, Director of Ifop Group’s Opinion department, will also be sharing his point of view in the Napoleons Voice series.

Alongside other speakers such as ... **Ghada Hatem-Gantzer**, gynaecologist and founder of La Maison des Femmes; **Gilles Boeuf**, biologist specialised in biodiversity and the oceans, ex-president of the National Natural History Museum; **Olivier Goy**, co-founder of October and whose life-story inspired the film *Invincible Été*; **Camille Aumont-Carnel**, feminist activist specialised in sexual education and TV journalist on the Allô docteurs health programme broadcast on France 5; and **Chloé Morin**, political scientist and essayist.

The 17th Summit at La Baule will bring together an open community of women and men driven by the shared belief, willingness and determination to promote virtuous, ethical innovation for all.

*private event by invitation only.

Read more about the 2023 edition: <https://lesnapoleons.com/>



About Ifop Group

Ifop Group is a human-sized company ranked in the Top 5 market research institutes in France. It has been the leader in opinion polling since 1938 and a key player in quantitative and qualitative marketing studies in Europe, the USA and China. Since 2018, Sociovision has enriched the Group's offer with unique observatories and exclusive data science know-how. In 2022, the acquisition of Occurrence, an independent research and consultancy institute, and its subsidiary Deep Opinion completes Ifop Group's offer in the field of communication strategy evaluation. In 2023, Brain Value, the qualitative studies leader in France, instils new momentum to the Group's qualitative and strategic planning know-how to ascertain its clients receive even more comprehensive support.

<http://www.ifop.com>

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