

Issy-les-Moulineaux, 27 March 2024

CNP Assurances Group supports the Institute of Conservation and Sustainable Development of the Amazon in favour of the bioeconomy

CNP Assurances, through its Brazilian subsidiary CNP Seguradora, is supporting the Institute of Conservation and Sustainable Development of the Amazon (Idesam) to develop socio-environmental initiatives in Amazonas State (Brazilian Amazon) in favour of five community associations present in the region. Depending on the initial results, the 12-month pilot project could be extended more widely across the Amazon region.

In concrete terms, CNP Assurances will invest BRL 2.5 million (approximately €500k) in Idesam through its Brazilian subsidiary CNP Seguradora. Through the investment, CNP Assurances is supporting nearly 500 Amazonian communities with the aim of promoting entrepreneurship and income generation in the production of vegetable oils, nuts and wood furniture. The project helps Amazonian families living far from urban centres to cope with their numerous social problems and improve their quality of life, while serving to preserve the environment. The Group's support will also enable the planting of more than 5,000 trees to restore degraded areas.

These initiatives are being implemented by the Institute of Conservation and Sustainable Development of the Amazon (Idesam), a civil-society organisation that promotes initiatives aimed at fostering the sustainable economy in the region.

According to André Vianna, Technical Director of Idesam, the objective of the programme is to implement actions that enable these communities to generate income and strengthen these families in social terms: *"In practice, we will offer these organisations technical and management assistance to create sustainable value chains, strengthen the management of their businesses and directly support the marketing of their products. Deforestation will continue to be an issue if no investments are made to change the local economic matrix."*

As a responsible investor committed to the green transition, CNP Assurances had a full €27.2 billion in green investments in 2023, notably through significant investments in sovereign and corporate green bonds. It has devoted €3.5 million to initiatives with a societal impact through the CNP Assurances Foundation, Instituto CNP Brasil and sponsorship.

François Tritz

CEO of CNP Seguradora



“We are convinced that our support for the sustainable businesses of communities will help to foster environmental preservation.

We will not be able to safeguard forests without investing in training and creating sources of income for the people of the region. The CNP Assurances Group is working with its partners to forge an inclusive and sustainable society by providing solutions that protect and facilitate all walks of life to as many people as possible. Working alongside Idesam, this programme of measures for a more sustainable future for all is particularly relevant to our Group’s corporate mission.”

About CNP Assurances

Present in 19 countries around the world, the CNP Assurances group is a leading player in the insurance industry with more than 7,000 employees and net profit of €1.550 billion in 2023 (IFRS 17). A subsidiary of La Banque Postale, CNP Assurances is a member of the major public financial group.

In France, CNP Assurances is No. 1 in property loan insurance, No. 2 in life insurance* and, in 2023, will have integrated the property insurance activities of La Banque Postale, making it a comprehensive insurer of property and persons.

It is the 5th largest insurer in Europe, particularly in Italy. In Brazil, the Group’s 2nd largest market after France, it is the No. 3 insurer in savings/pensions and borrower insurance. With its multi-partner model, its solutions are distributed as part of long-term strategic partnerships, or as part of an “open” model. In total, more than 36 million people worldwide are insured by CNP Assurances for personal risk/protection and 14 million for savings and pensions. CNP Assurances is a responsible insurer and investor (€400 billion invested in all sectors of the economy). It works to promote an inclusive and sustainable society by providing solutions that protect and facilitate all life journeys for as many people as possible.

**France Assureurs 2022 key data.*

About CNP Seguradora

CNP Seguradora is part of the CNP Assurances Group, a French company created more than 170 years ago and present in 19 countries in Europe and Latin America. The Group’s own brand in Brazil, CNP Seguradora was launched in March 2023, making the global vision of “Insuring a more open world” a reality in Brazil. Through its multi-partner model, the company aims to provide insurance solutions that protect and facilitate the lives of its customers and to boost access to its products, thus contributing to a fairer and more inclusive society. Find out more about CNP Seguradora: www.cnpseguradora.com.br

About Idesam

Idesam is an Amazon-based NGO. Present in the region since 2004, it works in favour of the conservation and sustainable development of the Amazon and its populations. Idesam qualifies as an “OSCIP” public-interest social organisation and has been recognised as the best environmental organization in the North Region of Brazil, winning the Best NGO Award in 2020 and 2023. It was awarded the 2022 Social Entrepreneur Award by the Brazilian daily *Folha de S. Paulo* and the Schwab Foundation in the “Innovation and Environment” category. It has also been certified as an Actor of the UN Decade on Ecosystem Restoration (2021-2030). Find out more: www.idesam.org

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