

PRESS RELEASE

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Fondation CNP Assurances and Bibliothèques Sans Frontières are partnering up to bring the *Ideas Box* concept to the field of health



Bibliothèques Sans Frontières (BSF) and Fondation CNP Assurances are joining forces to create a mobile information and prevention space focusing on healthcare. Based on the BSF *Ideas Box* model, the winner of the presidential contest "La France s'engage", a new concept in the fight against health-related social inequality will be developed through this partnership.

Through its *Ideas Box*, a fully functional mobile media library, Bibliothèques Sans Frontières is offering vulnerable populations access to quality cultural and educational resources. The four modules of the *Ideas Box* can fit on two crates, and can be set up anywhere in less than 20 minutes to create a 100m² cultural space, where young people and their families can find an internet connection, tablets featuring educational applications, computers, a collection of books and magazines as well as informative videos.

In its commitment to reducing health-related social inequality, Fondation CNP Assurances has announced a partnership with BSF to make use of the *Ideas Box* model to promote healthcare. This new concept will mainly address young people and their families from isolated rural areas and priority education zones designated by the city, and will be an innovative tool to support the public health policies of local communities. The educational content of this *Ideas Box* will be chosen by Fondation CNP Assurance's experts, in association with the BSF teams. It will feature prevention messages about the following issues: nutrition, drugs and addictions, sexual education, unhappiness, sleep, hearing damage, pain management, emergency response, healthcare rights, juvenile diseases and others. Fondation CNP Assurances will spend €230K per year on the project.

About Fondation CNP Assurances

In 2015, after serving major public healthcare issues for over 20 years, Fondation CNP Assurances decided to step up its commitment and make the reduction of social inequalities in healthcare its priority, by supporting national projects echoing its values and involving young people. It also continues its commitment begun in 2009 to improve emergency and heart attack response. It has implemented a €4 million multi-year action programme devoted exclusively to the projects that it supports. Fondation CNP Assurances has signed the Charter of Corporate Philanthropy developed by Admical.

About BSF

Bibliothèques Sans Frontières œuvre pour que chaque femme et chaque homme, à travers le monde, puisse vivre dignement et s'épanouir à travers un accès facilité, ouvert et libre aux bibliothèques, à l'information et à l'éducation et ce, dans un souci constant de promotion de la diversité culturelle. Depuis sa création en 2007, BSF cherche à inventer la bibliothèque du 21ème siècle. Plus qu'une simple collection de livres, la bibliothèque a aujourd'hui un impact transversal sur la société depuis la lutte contre la précarité et les inégalités sociales jusqu'au renforcement des compétences des populations en passant par la stimulation des énergies créatrices et de l'entrepreneuriat.

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