



## PRESS RELEASE

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# The Care Project – Rifts and new horizons: redrawing the lines of solidarity in France

**As announced in 2016, CNP Assurances and the startup, The Boson Project, are presenting the outcomes of their year of collaborative encounters in a White Paper on 12 October during the REAVIE 2017 conference. This paper entitled “Rifts and new horizons: redrawing the lines of solidarity in France”, compiles ideas for building new forms of solidarity in the face of challenges to our social model.**

The white paper is the fruit of intergenerational and interdisciplinary reflection, fostered through a series of six conferences hosted by CNP Assurances and The Boson Project, which not only provided a forum for numerous experts, but also encouraged the public, including well-known figures from the fields of insurance, social protection, human resources and consulting, to participate and react. The Care Project relies on collaborative reflection to explore new lines of solidarity in a divided world, in which the social model is being transformed and the digital revolution is redrawing boundaries.

### **Ideas included a number of surprises**

Speakers on the Care Project surprised the audience by calling into question the idea that there is a digital generation gap, asserting on the contrary that digital technology could supply the tools needed to promote exchanges between generations. There was a particular focus on newly emerging attitudes towards time and space and the resulting concept of multiple work models. This approach made it possible to glimpse the future of social protection in a context where salaried employment is being challenged as the dominant mode of work. It also led to considering the possibility of transposing the Scandinavian model to French digitised society.

One of the takeaways of this reflection was that the real dividing line in terms of segmentation is between those who have the ability to adapt to a changing world and those who do not. The challenge now is to help everyone develop the keys to understanding change via new forms of training and lifelong education, as illustrated by various undertakings in civil society.

*“The Care Project has kept its promises: this white paper – the result of an unprecedented collaboration between CNP Assurances, the leading personal insurer in France whose motto is ‘Ensuring all our futures’, and a committed young startup like The Boson Project – confirms that the social protection of the future will function via increased personal accountability driven by an acute sense of the collective,”* said Isabelle Millet-Caurier, manager of the research and external relations department of the social protection and services BU at CNP Assurances.

*“The Care Project is a first! It is a first for pushing the interdisciplinary approach to the extreme by eliciting the perspectives of a wide range of experts, as well as the viewpoints of those attending the conferences, thus paving the way for a new approach to the future. It is also a first because this initial reflection cycle addresses all viable means of calling our social protection model into question, without taboos, so as to better identify the individual challenges and responsibilities of all parties in building future forms of solidarity. Lastly, it is a first thanks to the meaningful partnership between two organisations – CNP Assurances and The Boson Project – each with its own deeply rooted DNA, with the end result being both explosive and constructive,”* added Emmanuelle Duez, founder of THE BOSON PROJECT.

To read the White Paper:

[https://www.cnp.fr/content/download/4390/98905/version/1/file/Livre-blanc-THE-CARE-PROJECT\\_octobre2017.pdf](https://www.cnp.fr/content/download/4390/98905/version/1/file/Livre-blanc-THE-CARE-PROJECT_octobre2017.pdf)

## About CNP Assurances

CNP Assurances is the leading personal insurer in France with net profit of €1.2 billion in 2016. The Group is also active in Europe and Latin America, with a strong presence in Brazil. It has more than 35 million personal protection policyholders worldwide and more than 14 million in plans and pension plans. For 160 years, CNP Assurances has been protecting people against the risks of everyday life. We design and manage life insurance, pension, personal risk and protection products, including term creditor insurance and health insurance.

- With respect to personal insurance, CNP Assurances markets its products via La Banque Postale and the Caisses d'Épargne, as well as through its own network, Amétis. In Brazil – its second market – the Group is a partner of Caixa Econômica Federal, the country's second largest state-owned bank.
- With respect to group insurance, CNP Assurances designs bespoke products in the fields of health and protection, pensions and term creditor insurance designed to meet the needs of companies, local authorities, mutual insurance companies, associations and banks, in both Europe and Latin America.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 (Premier Marché) and relies on a stable shareholder base embodied by a pact signed between its main shareholders (Caisse des Dépôts, La Banque Postale, Groupe BPCE and the French state).

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