

CNP Assurances supports the film “Soyons Fous” to change views on mental illness

CNP Assurances sponsorship is providing support for the production of a documentary which aims to combat stereotypes and change society's view of people suffering from mental illness. The documentary, entitled “Soyons Fous”, will follow around 15 people, the majority of whom live with mental illness and none of whom have any previous film-making experience, as they go about producing a western with help from professional film-makers.

As a responsible insurer whose purpose includes promoting an inclusive society, CNP Assurances will contribute €60,000 over two years to finance “Soyons Fous”. This powerful documentary will immerse the viewer in an unprecedented human experience, by following every stage in the creation of a western by a team of women and men of all ages, the majority of whom live with mental illness. Some big names in cinema (Emmanuelle Bercot, Corinne Masiero, Hubert Charuel, etc.) will first pass on their knowledge and experience through practical workshops.

In France, mental health problems affect nearly 12 million people and 70% of people with mental health problems feel discriminated against. The documentary “Soyons Fous” aims to change society's view of mental illness, which represents a disability that is unrecognised and invisible in professional as well as private life. It will have a long-lasting impact, as those involved will not only be trained in film-making techniques and paid, but also receive help making the most of their skills. “Soyons Fous” will be shown in cinemas and on television and be promoted in numerous social media posts.

This project was made possible thanks to support from the Entreprendre endowment fund which works to help people who are “different”, to support them and reintegrate them into life, particularly by using art to improve mental health.

Agathe SANSON

Director of Strategic Marketing, Communication and Sponsorship at CNP Assurances



“As a responsible insurer and in accordance with our purpose, we are delighted to support production of the documentary Soyons Fous, an innovative project which not only aims to change society's view of mental illness, but also to offer career opportunities in cinema professions to project participants.”

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, notably in Italy, and in Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance, and reinsurance provider, CNP Assurances designs innovative personal risk/protection and savings/retirement solutions. The company has more than 36 million insured parties in personal risk/protection insurance worldwide and more than 12 million in savings/retirement. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method, as well as to the needs of customers in each country in terms of their protection and convenience.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 and is a subsidiary of La Banque Postale. The Company reported net profit of €1,350 million in 2020.

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