

***Because there are too many clichés in photos...***

## **CNP Assurances, partner of the PicForChange operation to shake up the representation of societal and environmental subjects in corporate communication**



CNP Assurances supports the call for photos project launched by Pic&Pick, the French solidarity image bank, to take another look at inclusion and diversity in corporate communication. The operation called PicForChange intends to reward the most original and stimulating photos to enable advertisers, communication agencies, media... to better illustrate and promote environmental, social and societal themes.

As a responsible insurer and investor, CNP Assurances acts for an inclusive and sustainable society. A partner of the PicforChange operation, CNP Assurances is a member of the jury and will award the "inclusion and social contact prize" This jury, consisting of experts from the communication (advertisers and agencies), image (iconographers, gallery owners, etc.) and associative sectors, will reward the photographers who present the most creative, authentic and fair images on three themes: responsible finance, inclusion and social contact, biodiversity, climate, agriculture and food.

The first 5 photographers whose photos are selected will receive a grant of €5,000 and the images of the nominees will be the subject of a touring exhibition and communication on the partners' different channels. For advertisers, agencies, associations and media partners, it is the opportunity to renew their iconographic resources to communicate differently and positively support the social, societal and environmental transition.

### **Agathe SANSON**

Director of Communication, Strategic Marketing and Sponsorship at CNP Assurances



*"Our commitment as a responsible insurer and investor is also reflected in all the aspects of our communication. It is therefore legitimate for us to be a partner in the PicForChange call for photos project organised by the Pic&Pick image bank. In line with our raison d'être, we therefore intend to act and take a less stereotypical and fairer look at inclusion and diversity in our communication. "*

## Timetable of the PicForChange call for photos project:

- Official launch: 22 November 2021
- End of the submission of photos: 14 February 2022
- Jury vote: from 15 to 25 February 2022
- Awards ceremony and exhibition at the Gallery and at the Polka Factory: March 2022

For more information: [www.picandpick.com](http://www.picandpick.com)

## About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe, particularly 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 has more than 36 million insured parties in personal risk/protection insurance worldwide and more than 12 million in savings/pension. 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.

## Contacts

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