

***Because there are too many clichés within photography...***

## **CNP Assurances awards the Pic for Change Diversity-Gender Equality prize that seeks shake up the representation of societal and environmental subjects in corporate communication**

On Monday 14 March 2022, CNP Assurances awarded the Diversity-Gender Equality prize to the Colombian photographer Camila Garcia for her photo entitled "THE ARTIST" as part of the PicforChange competition. This competition was launched by Pic&Pick, a French solidarity image bank, to offer a different perspective on society in corporate communication.



THE ARTIST @Camilla Garcia

The PicForChange operation rewards the most original and stimulating photos to enable advertisers, communication agencies, media... to better illustrate and promote environmental, social and societal topics.

The jury, consisting of experts from the communication (advertisers and agencies), image (iconographers, gallery owners, etc.) and associative sectors, rewarded the photographers who presented the most creative, authentic and fair images on four themes: sustainable finance, disability, diversity/gender equality and environmental protection.

As a responsible insurer and investor, CNP Assurances acts for an inclusive and sustainable society. As a partner of the PicforChange operation, CNP Assurances was a member of the jury and awarded the Diversity-Gender Equality prize to Camila Garcia, a Colombian photographer based in Toulouse, for her photo entitled "THE ARTIST". Speaking about the photo, Camila Garcia said: *"Our intention with Audrey is to show diversity in the world of photography: difference is our strength. We need to show it with pride because it is what makes us free and unique."*

The first 5 photographers were awarded prizes of €5,000. The images of the nominated artists will be displayed in a touring exhibition and communicated through the partners' various 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 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 only natural for us to be a partner in the PicForChange photography competition organised by the Pic&Pick image bank and to award the Diversity-Gender Equality prize. 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."*

This Tuesday, 15 March, from 11am to 7pm, visitors will be able to admire the photos at the Factory Polka - 14 rue Saint-Gilles, 75003 Paris

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. It reported net profit of €1,552 billion in 2021.

## Contacts

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