

Fondation
d'entreprise



Levelling up

health outcomes

2021 Annual Report



The **CNP Assurances Corporate Foundation** was founded in 1993 with a remit to improve public health in France. What is its role? To promote, support and launch initiatives and general-interest projects in the health arena.

Since becoming a corporate foundation in 2011, we have worked towards fulfilling CNP Assurances' mission of acting:

As responsible insurers and investors driven by the civic calling of our group, we promote an inclusive and sustainable society with our partners by providing solutions that protect and facilitate all walks of life to as many people as possible.

The CNP Assurances group is a leading personal insurer in France, other European countries and Brazil. With its life, retirement, loan, personal risk and health insurance, CNP Assurances helps find solutions for the various changes its customers face during their lives.

We are a signatory of the Charter of Corporate Philanthropy drawn up by Admical and corporate sponsors.

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Credo

CNP Assurances' sponsorship and philanthropy activities deliver on the Group's commitment to an inclusive and sustainable society in which everyone can thrive.

The initiatives we take, in our capacity as its Corporate Foundation, complement CNP Assurances' mission of providing protection. They cultivate the people-first approach and positive engagement that motivate its employees. We engage with others and with vulnerable individuals, pursuing innovative partnerships and effective solutions.

As France's leading sponsor of initiatives to alleviate social inequalities in health, we endeavour to level up health outcomes.



"Again over the past year, the Foundation's activities have reflected our commitment to level up health outcomes. As the Foundation's new Chair, this report gives me an opportunity to express my sincere gratitude to all our partners, employees, directors and, indeed, our whole team."

"Thanks to everyone's efforts, the educational and risk prevention projects we support show it is genuinely possible to devise novel and effective solutions that help to save lives and reduce inequalities in health. These positive outcomes spur us on to do even more so that all people, and especially the young, are able to take ownership of their health and their future."

Stéphane Dedeyan,
Chair of the CNP Assurances Corporate Foundation

The CNP Assurances Corporate Foundation

putting corporate social responsibility into action

The Covid-19 pandemic again brought into focus the persistent health inequalities that are a blight on our society. In many cases, it made the predicaments facing the most vulnerable groups even worse, and tipped even more people into financial hardship, especially the young.

In response, CNP Assurances reaffirmed its commitment to guiding and supporting difference-making projects to improve people's lives.

We are spearheading the Group's commitment by backing organisations that lend a helping hand to those in greatest need and in so doing delivering on our goal of helping to level up health outcomes.

In addition to the financial contribution from the Group, we can leverage health expertise from its ecosystem and count on the engagement of its employees to help find ways of making a difference and support the adoption of innovative, effective solutions by our partners.

Mission :

Levelling up health outcomes

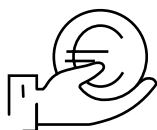
2 priorities :

- ▶ Reducing social inequalities in health
- ▶ Saving lives

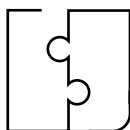
1 key enabler:

- ▶ Energising employees

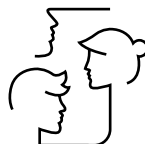
Funding:



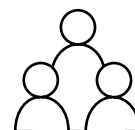
€800,000 € p.a.



11 non-profits supported
+ **1** university research lab



5,591
CNP Assurances group employees worldwide



3 employees seconded by CNP Assurances to the Foundation

Beneficiaries:

79,000 young people

guided along the path to more equal health outcomes in 2021



Action principles:

► Accelerate projects that deliver real progress

- Spark innovative health, education and community-building solutions that are effective in protecting people and society over the long term
- Build together with our partners risk prevention initiatives and health and well-being programmes
- Involve employees and support their engagement projects

► Create the right conditions for projects to operate independently

- Measure and document the results of our actions
- Support positive and effective solutions



"These guiding principles speak to the determination driving those who make CNP Assurances' commitments come alive.

Every year, the projects we deliver with our partners demonstrate that together we can think outside the box and find ways to mitigate people's vulnerability to health issues, leaving no one by the wayside.

We firmly believe this constructive dialogue with our partner organisations, predicated on listening, experience-sharing and pooling our respective areas of expertise, can advance our common goal of improving people's lives."

Agathe Sanson,
Vice-Chair of the Foundation

Working together for more equal health outcomes

The CNP Assurances Corporate Foundation is perfectly suited to hosting trials, discussions and insight-sharing. We act as a hub for ground-breaking, general-interest initiatives by non-profits, citizens, and employees from our parent Group geared towards levelling up health outcomes.

We support our main partners over the long term and enable them to develop their projects and achieve nationwide coverage. They all have the same objective of reducing social inequalities in health and saving lives.

Partners

Priority Reducing social inequalities in health

Alliance pour l'éducation – UW

Equal opportunities and keeping students in school

ADOSEN

Addiction prevention

AGIVR

Well-being of employees with disabilities

BSF

Educating young people about health issues

Fondation de la Vocation

Helping hand for talented healthcare trainees

FAGE

Tackling student hardship and poverty

SynLab

Lowering high school students' stress and anxiety levels

Unis-Cité

Educating young people about health and avoiding high-risk behaviour

University of Bordeaux

Action research into life skills in a school environment

Priority Saving lives

Sauv Life

Community first-responders

**Le Secours populaire français
& Les Petits Frères des Pauvres**

Spreading knowledge about emergency CPR techniques

CNP Assurances' employees put forward projects, then choose or take part in the initiatives supported by the Foundation.

Governance

and the Foundation's activities



Governance

The role of the Board of Directors is to set the Foundation's strategic direction, evaluate its initiatives, approve the budget and vote on projects.

Our Board has 13 members, including 5 well-known figures specialised in the Foundation's focus areas, and 8 representatives from the CNP Assurances group.

6 representatives from our parent Group

- **Stéphane Dedeyan**, Chief Executive Officer, Chair of the Foundation
- **Agathe Sanson**, Head of Stakeholder Dialogue, Communication and Group Sponsorship, Vice-Chair of the Foundation
- **Vincent Lebrun**, Group Head of Tax, Treasurer of the Foundation
- **Bérengère Auxoux-Grandjean**, Chief Human Resources Officer
- **Xavier Larnaudie-Eiffel**, Deputy Chief Executive Officer
- **Dr Martine Reverberi**, Head of the Insurance Medical department

2 representatives of CNP Assurances' employees

- **Alicia Maboia**, Customer Executive, La Banque Postale Vie
- **Christophe Boisdevesys**, Project leader, Partnership France and Ametis network BU

5 well-known civil society figures with relevant expertise

- **Dr Virginie Halley des Fontaines**, a public health physician and a member of France's senior public health council (HCSP)
- **Pr Alain Serrie**, senior university lecturer, lead consultant at Lariboisière hospital's department of pain medicine and palliative medicine, member of the national academy of surgeons, member of the national academy of medicine
- **Dr Michel Bignand**, a specialist in emergency medicine, a former chief medical officer of the fire and emergency response department in Paris
- **Geneviève Justin**, principal of the Collège Plaisance junior high school in Créteil
- **Camille Marc**, head of the Entreprendre & + endowment fund

Geneviève Justin and Camille Marc were appointed at the Board of Directors' meeting of 7 December 2021 to replace Daniel Berachategui and Bénédicte Menanteau. They will provide fresh insights informed by their experience and respected expertise in education and corporate philanthropy, which will help to guide the Foundation's activities. Following their appointment, more than 70% of the CNP Assurances Corporate Foundation's directors are women.

At the same meeting, the Board also approved **amendments to the CNP Assurances Corporate Foundation's Articles of Association** permitting board meetings to be held by any remote means and written consultations to be carried out where exceptional circumstances so require.



Geneviève Justin, Director

I've long been committed to implementing the International Convention on the Rights of the Child. In my role as head of a junior high school, I've been championing Article 24, which states "the right of the child to the enjoyment of the highest attainable standard of health and to facilities for the treatment of illness and rehabilitation of health", as well as ensuring "no child is deprived of their right of access to such healthcare services". Reducing social inequalities in health during adolescence, a key period in every individual's development, therefore seems to me to be an extremely worthwhile educational cause and a tremendous way of building towards a sustainable and inclusive society. During my term of office with the Foundation, I will pay special attention to the initiatives and partnerships fostering the acquisition of life skills.



Camille Marc, Director

I'm delighted to be bringing to the Board of Directors the benefit of the experience I have gained in the world of philanthropy, corporate sponsorship and non-profits, and my support with technical issues concerning the projects submitted to the Foundation.

The Foundation's activities in 2021

The permanent team

The team's role is to design and manage programmes, expand partnerships and prepare the strategic priorities for presentation to our Board of Directors.

It reviews applications, monitors and implements the initiatives chosen and handles financial and administrative issues.



Isabelle Millet-Caurier
General manager

Nubia Fève
Communications executive

Anne Guiard-Giudicelli
Project leader

Corporate sponsorship and philanthropy communications

In 2021, the high level of interest shown in CNP Assurances' Foundation & Corporate philanthropy publications across all the channels of communication confirmed our communities' interest in our social justice agenda.

- **96 publications** (cnp.fr, Instagram, Twitter, LinkedIn, Facebook)
- **2.1 million impressions**
- **47,000 interactions** (likes, comments, shares)

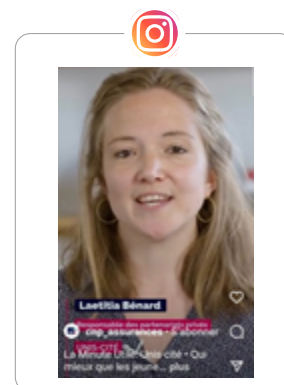
Since the beginning of the year, we have given our partners a platform via "Minutes utiles", a video format published on CNP's social media. This represents another opportunity to raise the awareness of our followers concerning the good causes supported by the Group and to secure their backing.



#LaMinuteUtile
Fondation de la Vocation
200,000 views



International Human
Solidarity Day
8,300 views



#LaMinuteUtile
Unis-Cité
130,000 views

Highlights and key figures for 2021

Reducing social inequalities in health

Success stories and outcome of partnerships established over the past 5 years

Built and developed jointly with the Foundation's support, the "Health" parts of the Défi Jeunesse (Alliance pour l'éducation-UW), Ideas Box (Bibliothèques Sans Frontières) and Re'Pairs Santé (Unis-Cité) programmes have now proven their effectiveness for young people. With these projects moving into the deployment phase, the series of partnerships we have established over the past five years to reduce health inequalities has come to a successful conclusion, opening the way for fresh initiatives.

New call for projects

Our Board of Directors, which keeps its finger on the pulse of the hot topics in young people's health and well-being, has decided to explore in more depth issues related to how school students acquire life skills. We launched a call for projects and set up a selection committee during 2021, paving the way for the establishment of five new partnerships from January 2022 and a new form of commitment – action research.

79,000

young people assisted

4,000 young people

accessed Idéas Box Santé content

Over **40,000 students**

benefited from Fage's support

Over **25,000 young people**

learned about how to look after their health via the Re'Pairs Santé d'Unis-Cité programme, with **25%** of them young refugees or from underprivileged urban districts

1 young talented health-related trainee

supported by the CNP Assurances Corporate Foundation with the Fondation de la Vocation

9,930 young people

supported in 2021 under the L'Alliance pour l'éducation-UW's Défi Jeunesse programme to help young people from underprivileged backgrounds pursue their career goals, including 7,200 benefiting from "well-being" initiatives

Saving lives

Following completion of the SAM-SAUUV pilot project led by the SAUV Life non-profit, we decided to lend our support to our partner's Citoyens de choc project.

Partnerships were established with the Secours Populaire Français (SPF) and Petits Frères des Pauvres (PFP) non-profits to roll out defibrillators at venues open to the public, and to deliver training and awareness sessions on CPR techniques.

Employee projects

7 employee projects supported by the Foundation to bring to fruition initiatives they are pursuing through non-profits in their own time. These projects aim to prevent risk and promote health and well-being through education and community-building. In total, we have provided backing for close to 110 employee projects since our inception.

Breakdown of 2021 budget by type of initiative



Our Board of Directors committed to projects representing €905,894 in 2021. Although expenditure in 2021 topped the Foundation's annual endowment, this reflected an underspend in 2020 as a result of the pandemic.

In the period from its inception in 2011 until year-end 2020, the Foundation disbursed €7,046,059. The additional €905,894 disbursed in 2021 brings the total to €7,951,953.

Outlook for 2022

Our 2019–2022 multi-year action programme will come to an end in 2022, but the Corporate Foundation's life will be extended for another three years.

Our focus for the year will be on implementing the partnerships adopted in 2021, co-construction and monitoring the projects chosen.

Our partnerships

Outcomes and commitments



Reducing social inequalities in health

Outcomes and commitments

What do “social inequalities” in health really mean?

The steady increase in life expectancy is a testament to the improving state of health of the general population in France. However, not all population cohorts have benefited equally from the progress made over recent decades. Not only have health gaps persisted, these are actually tending to widen.

Social inequalities in health arise from the conditions people are born into, and in which they grow up, are educated, live, work and grow old. Poor access to healthcare, high-risk behaviour, educational gaps, poverty and loneliness combine from childhood on and can cause health problems, leading to further vulnerability and exclusion.

Economic, social and cultural difficulties experienced during childhood have negative health repercussions in adult life, especially where individuals come from underprivileged backgrounds or do not remain in education.

So how can we address this situation?

To remedy this divide, the CNP Assurances Corporate Foundation has been implementing initiatives over the past six years to reduce social inequalities in health.

Together with our non-profit partners and with the support of our parent group's employees, prevention is our priority, and teaching young people how to look after their health and well-being forms the cornerstone of our activities.

Review of the partnerships that ended in 2021

The CNP Assurances Corporate Foundation and its partners have adopted a co-construction approach to developing content. Our goal is to put health and well-being issues at the heart of projects in order to support the most vulnerable young people.

We spent the first five years of our partnerships designing, trialling and validating the positive impact of three groundbreaking programmes:

- Alliance pour l'éducation-United Way's "Défi Jeunesse-Santé & Bien-être" project
- Unis-Cité's "Re'Pairs Santé" project
- Bibliothèques sans Frontières' "Idéas Box Santé" project

To ensure non-profits are able to pursue and develop over the long term the initiatives we have set in motion together, the 2021 endowment was channelled into consolidating projects and putting them on an independent footing. Our partners will thus have time to find new sources of support that will help give the health and well-being content-based projects a life of their own so they can reach an even larger number of young people.

Alliance pour l'éducation-United Way

Equal opportunities and helping young people stay in education in priority areas



To give young people the power to choose their future path, we first began working alongside Alliance pour l'éducation back in 2015. Together we co-constructed the "health and well-being" pillar of the Défi Jeunesse programme, which is delivered to 11- to 18-year-old students attending REP (priority education network) schools. This set of activities and practical tools helps young people from priority areas to find their own path by giving them better self-knowledge and more insights into the business world.

2021 Key figures

- Financial support: €175,000
- 9,930 young people supported, 7,200 of whom benefit under the "well-being" programme
- 10 areas, 34 schools
- 60 businesses committed to offering internships and workshops to students

Outcomes and impact of the 2015–2021 partnership

Through this partnership, we have been able to take concrete steps to foster the inclusion of the most vulnerable young people.

- The "health and well-being" component now represents one of the pillars of the Défi Jeunesse programme made available to **24,000 young people** over the past six years
- **Over 60% of beneficiaries report having enhanced their life skills** as a result of the programme: They claim to feel more at ease when talking to others and know their strengths (Improve impact study, 2020–2021)

After receiving an endowment totalling more than €900,000 over 5 years to build this framework and prove its effectiveness, the non-profit can now roll out the Défi Jeunesse programme's "health and well-being" component across a multi-stakeholder network of the 17 Cités Éducatives educational cities in France.

Unis-cité

Educating young people about health and avoiding high-risk behaviour



The "Re'Pairs Santé" programme is France's first nationwide health and prevention programme that takes a peer-to-peer approach to addressing at-risk behaviours in recreational environments. Young people doing their civic service take on the task of educating their peers about health issues.

2021 Key figures

- Financial support: €150,000
- 25,650 beneficiaries, with 25% of them refugees or from underprivileged urban districts

Outcomes and impact of the 2015–2021 partnership

Inclusion, innovation and engagement are the terms that best describe the Re'Pairs Santé programme created jointly by the CNP Assurances Corporate Foundation and Unis-Cité.

- Over six years, 123,000 young people took this health-related pathway, which successfully met the varying needs of beneficiaries from various different horizons or experiencing various different health issues
- The project's momentum was maintained by continuously refreshing and digitising content and ensuring teams made allowances for the recent health-related constraints
- The Tremplins Unis-Cité event attracted interest among CNP Assurances employees, and they went on to lead coaching sessions aimed at helping young people to unlock the full value of the experience and skills they had gained during their civic service

Thanks to the project's success and its takeaways, Unis-Cité plans to continue developing a health component focused on addiction prevention and young people's mental health.

Bibliothèques Sans Frontières (BSF)

Educating young people about health issues



The Ideas Box Santé is a mobile media library sent out to priority urban and rural areas. It is packed with educational resources and runs events giving young people insights into health-related issues such as well-being/unhappiness, addiction prevention, access to rights and healthcare.

2021 Key figures

- Financial support: €100,000
- 4,000 beneficiaries

Outcomes and impact of the 2015–2021 partnership

The Ideas Box Santé project was forged jointly from 2015 onwards by Bibliothèques Sans Frontières and the CNP Assurances Corporate Foundation, including input from the non-profit's scientific committee. Thanks to the partnership, BSF was able to formulate a new approach to health risk prevention and to scale it up to the next level.

To date, 12,000 young people have accessed the Ideas Box Santé's content, and its positive impact has been measured using the CAP assessment methodology.

The project represents a springboard for the development, together with other partners, of fresh new approaches. These include the design of digital health risk prevention kits, and the incorporation of a major life skills component, which can effectively support unskilled young jobseekers with their search for employment.

Commitments to reducing social inequalities in health in 2021

In 2021, we extended our outreach commitments for students.

FAGE (French federation of student associations)

Tackling student hardship and mental health issues



The pandemic and the ensuing economic and social crisis we are currently experiencing is drastically widening inequalities. Young people have not been left unscathed. An entire generation has seen its prospects cloud over.

- 1 in 5 young people are currently living below the poverty line
- 3/4 of people aged 18 to 25 report struggling to pay their rent and to afford a healthy and balanced diet and personal hygiene products
- 1/4 young people report having suicidal thoughts
- 94% of students report that the pandemic has disrupted their studies (Ipsos & Fage survey – May 2021)

In response to these findings, we have reaffirmed our support for FAGE's actions.

Just as we have done since 2016, we are supporting the "AGORAé subsidised grocery stores" project, which aims to tackle student hardship, prevent distress and champion good health among young people.

2021 Key figures

- Financial support: €80,000 + a one-time €50,000 donation
- 24,932 students have accessed AGORAé's products and services
- 144 trainee health workers benefited from seaside & mountain breaks under the "Un bus, un campus" programme

Commitments for 2022

Through a further €80,000 grant to FAGE in 2022, the Foundation will contribute towards opening new AGORAé grocery stores, running the 31 existing units and overhauling their access procedures. This grant will help to maintain the psychological support provided to students and inform them about existing risk prevention arrangements. A hundred volunteers will be trained to provide emergency mental health first aid. Three group workshops and 50 individual sessions will be funded in connection with workforce training and support in preventing psychosocial risks.

Marcel Bleustein-Blanchet foundation helping young people realise their vocation Helping hand for talented healthcare trainees



We are extending our partnership with the Fondation de la Vocation, which supports young talents by providing a grant to help them realise their vocation.

We formally sponsored Sara Chabba, a lawyer based in Dublin (Ireland) specialising in minorities law, at a ceremony held on 6 December 2021. This funding will help the 22-year-old finish her studies. She will then be able to fulfil her dream of defending the most underprivileged communities and follow in the footsteps of her grandfather, a UNICEF activist, who spent his whole life fighting for human rights.

New partnerships agreed in 2021 for implementation in 2022

Our Board of Directors gave the go-ahead at its 7 December 2021 meeting to support for five new projects that will help to reduce social inequalities in health among young people.

Following a call for projects launched in the first half of 2021 and with the assistance of Group employees, we picked two new projects focused on the well-being of 16–25 year-olds, both those living with a disability and those in the mainstream education system.

- **The AGIVR non-profit's "Pass Bien être" well-being project**
- **The SynLab non-profit's "Prevent high-school student stress and anxiety, reduce social inequalities in health" project**

Three additional projects were also chosen to take the Foundation's impact up to the next level:

- **ADOSEN's Coop-Addict project**
- **The Alliance pour l'éducation's "Employee engagement and Educational cities" project**
- **The University of Bordeaux's DAVANTAJ action research project**

These innovative projects will be co-constructed with the Foundation's input. In each case the goal is to help the young people assisted to gain life skills¹ – during their education and throughout their life – so they can embrace patterns of behaviour supporting their health and well-being:

- Be able to solve problems – Be able to make decisions
- Think creatively – Think critically
- Be able to communicate effectively – Handle interpersonal relationships adeptly
- Be self-aware – Act empathetically towards others
- Be able to manage stress – Be able to manage emotions

These projects, targeting young people in education or at the beginning of their social and working lives, aim to give them the ability to make decisions about their future direction, whether to pursue further studies or join the workforce.

To maximise their social impact on as many people as possible, these projects take a global and multi-disciplinary approach to life skills without focusing on specific ability gaps or health issues. They help to foster more equal health outcomes, both day-to-day and over the long term.

In 1993, the WHO introduced the broad concept of life skills, which primarily refers to the "abilities [...] that enable individuals to deal effectively with the demands and challenges of everyday life. They enable the individual to maintain a state of mental well-being and to positively adapt to the situations they encounter, while interacting with others and with their culture and environment in a constructive way." Life skills, or psychosocial competencies, play an important role in promoting health in the broadly accepted notion of the term that extends to physical, mental and social health. World Health Organization. Life skills education in schools. Geneva: WHO, 1997

AGIVR (Agir pour vivre)

Fostering inclusion and the well-being of people living with disabilities



Founded in 1957 by parents and friends of children with learning disabilities or mental health issues, the AGIVR non-profit, a member of the Unapei federation supporting the rights of people with disabilities, supports pathways and develops the empowerment of project beneficiaries in the Auvergne-Rhône-Alpes region.

Objectives

The CNP Assurances Corporate Foundation supports the “Pass Bien-être” training programme project catering chiefly for 16- to 25-year-olds supported by AGIVR.

The project has set itself two main objectives:

- Giving young people the means to acquire by themselves and to develop knowledge facilitating the adoption of behaviour supportive of their health and well-being
- Developing the life skills critical for them to establish their place in society and the workplace

In pursuit of this goal, the training programme, which we were involved in co-constructing, offers people living with disabilities activities and tools catering for their abilities, enabling them to gain more independence, decide how they want to live their life, feel a sense of purpose and play a full part in society.

This pilot programme aims to lay the foundations for larger-scale deployment by other Unapei-affiliated organisations as independent projects.

Key figures and expected impact

- Financial support: €35,000 in 2022
- 150 to 200 people to receive the training every year (600 participants over three years)
- Assessment planned with support from Unapei and Improve, an organisation specialised in social impact

Depending on the results of each annual assessment, we may extend our support for a further year, up to a maximum commitment of three years.

SynLab

Support teachers to help students achieve success



SynLab is a non-profit founded in 2012 to pursue a very simple, but very powerful idea: teachers provide the best chances of success for students from underprivileged backgrounds.

The organisation runs the premier educational community in France. It supports teachers and principals as they help the country's 12 million students along the path to success and provides various forms of assistance and guidance, both online and face-to-face, and today, one in three teachers has signed up.

Objectives

We are providing our support to the “Prevent high-school student stress and anxiety, reduce social inequalities in health” project.

Backed by the ÊtrePROF platform, this project assisting education professionals aims to unlock every young person's potential:

- Its goal is to develop high school students' well-being by enhancing their teachers' ability to support them
- It brings together a community of volunteers, highly attuned to the factors influencing well-being at school, so teaching practices can be altered to reduce student stress

Key figures and expected impact

- Financial support: €80,000 in 2022
- 500 teachers, 45,000 high-school students, 2,000 classes in the 2021/2022 school year (3,000 teachers, 270,000 high-school students, and 12,000 classes within three years)

Plans are afoot to measure the project's impact in terms of how it changes teaching practices. Depending on the results of each annual assessment, we may extend our support for a further year, up to a maximum commitment of three years.

ADOSEN

Educating young people about the risks of addiction



Founded in 1962 by mutual MGEN, ADOSEN – Prévention Santé MGEN, is a non-profit with a charitable purpose approved by the French ministry for education. Its activities within the education community aim to improve student well-being, from infant school through to university, with a focus on health, citizenship and community outreach.

Objectives

We are supporting ADOSEN's Coop-Addict project. Its goal is to help junior-high and high-school students gain the life skills they need to keep them addiction-free.

The project is built around a board game – part escape game and part role-play game – and aims to nip addictive behaviours in the bud through a reflexive, peer dialogue-based approach. During the five sessions in the programme, the theme of addiction is addressed from various angles: dependency, pleasure, freedom, peer group pressure, and values.

Coop-Addict was launched in November 2021 to coincide with the tobacco-free month and is currently being rolled out in school and education-related environments.

Key figures and expected impact

- Financial support: €65,927 to support project implementation between 2021 and 2022
- 15,000 school students and 220 educators to be trained in the 2021/2022 school year (35,000 school students and 600 educators to be trained by 2023)

Quantitative and qualitative assessments based on observing participation are scheduled. Depending on the results of each annual assessment, we may extend our support for a further year, up to a maximum commitment of three years.

Alliance pour l'éducation – United Way

Equal opportunities and helping young people stay in education in priority areas



Alliance pour l'éducation–United Way is a non-profit that strives to promote equal opportunities and keep young people from priority urban and rural areas in education so they are able to make informed choices for their future.

Objectives

Over the past six years, CNP Assurances has thrown its weight behind the Défi Jeunesse programme, with a special focus on well-being, including self-awareness, managing emotions and stress.

This year we are developing a new "Employee engagement and Educational cities" project with the non-profit.

Guidance and orientation is a factor that aggravates social inequalities for young people, and so the project aims to strike early, at the junior high stage, to give the underprivileged the tools they need to make informed, goal-appropriate decisions.

Partnerships in two areas:

- Employee engagement with young people attending schools in priority areas: CNP Assurances' employees have been encouraged to provide support for young people and help them learn more about the world of work and find their own way within it
- Coordination and closer monitoring of students under the Educational cities programmes in Toulouse and Sarcelles: the development of this reporting process aims to give the organisation a clear overview of the programme, keep individuals on appropriate individualised pathways, track their progress and measure the impact more effectively

Key figures and expected impact

- Financial support: €130,000
- The project's impact on young people and the various project partners (schools, businesses and non-profit partners) will be measured

The programme will also be assessed based on the number of employees supporting young people, their insights and their feedback. The KPIs will be laid down in tandem with an evaluation of both Educational cities, with close attention being paid to the Group's contribution to the programme.

Depending on the results of each annual assessment, we may extend our support for a further year, up to a maximum commitment of three years.

Université de Bordeaux

“DAVANTAJ” action research project



The University of Bordeaux's DAVANTAJ action research project represents a new departure for us.

Objectives

This new type of project aims to provide answers to two questions:

- To what extent (which young people, and how) and under what conditions (environment, school organisation, etc.) do existing programmes educating young people about best health and well-being practices enable them to develop life skills, firstly, in a school environment and, secondly, under the Alliance pour l'éducation–United Way's Défi Jeunesse programmes?
- What scope is there for social media in this approach?

Based on an academic literature review, the project plans to carry out a study using the realistic evaluation approach, to draft recommendations and then to create an analytical and intervention support tool for the development of life skills among junior-high and high-school students, including those attending schools in priority education networks (REP and REP+).

Commitment for 2022

A €99,000 grant will be provided to this project in 2022. Depending on the results of each annual assessment, we may extend our support for a further year, up to a maximum commitment of three years.

Saving lives

Outcomes and commitments

In the firm belief that saving lives is what good citizens do and a matter for everyone – citizens, public authorities, non-profits and businesses – we have long made this one of our top priorities.

SAUV (Savoir Agir face à l'Urgence Vécue)

SAM-SAUV project



Since 2019, we have partnered with the SAUV (Savoir Agir face à l'Urgence Vécue) non-profit, which has devised SAUV Life, a collaborative GPS-enabled app that can help people take action in medical emergencies.

The SAM-SAUV project came to an end in the past year with highly positive outcomes:

- Our support equipped the mobile Sam-Sauv units with portable telemedicine kits used at patients' homes by carers and community responders called in pending the emergency services' arrival
- 3,475 patients were treated in 2021 across the Paris, Val-de-Marne and Manche departments
- 97% of the patients surveyed said they were happy with the role played by the Sam-Sauv project teams

This partnership has opened the way for fresh thinking in how unscheduled medical treatment needs are handled. The pilot was a real success, with most regional health authorities in France now considering it as a system that can avert the need for hospital visits in certain cases.

Commitments for 2022

Le Secours populaire français & Les Petits Frères des Pauvres Defibrillators and life-support skills



Building on the corporate philanthropy initiatives established in 2020 with CNP Assurances, **Le Secours populaire français (SPF)** and **Petits Frères des Pauvres (PFP)** joined the ranks of our partners in 2021:

- **Les Petits Frères des Pauvres-Age** is an organisation that runs 28 facilities for the elderly, people living with disabilities, and those experiencing isolation or social exclusion
- **Le Secours populaire français** is a non-profit that supports people experiencing poverty or financial hardship and guides them towards suitable healthcare and risk prevention programmes. The organisation draws on its volunteer "Médecins du Secours Populaire" network of medical and social professionals and its 1,256 access, community outreach and healthcare points located across France.

These non-profits came to us with a request to kit out their access points with defibrillators and provide training for the employees, volunteers and service users in emergency CPR techniques.

Grants of €50,000 (SPF) and €30,912 (PFP) respectively were given to these projects.

Implementation has been delayed until late 2022 as a result of pandemic-related disruption

Sauv Life Citoyens de Choc

We support the new "Citoyens de Choc" project originating from the SAUV Life community, which now has 600,000 volunteers. Under the programme, citizen responders are trained in emergency CPR and kitted out with a mobile defibrillator.

Angers was chosen as the first city for roll-out of the project with the support of the local authority and emergency services. CNP's office there will no doubt encourage employees to sign up to the programme. The project will also be deployed in a seaside town and a winter sports resort by year-end 2022.

Employee engagement

Project outcomes



Employee involvement in CNP Assurances Corporate Foundation's initiatives

CNP Assurances' employees play a key role in our bold corporate philanthropy and sponsorship initiatives, demonstrating that we are truly part of a community committed to serving others by tapping into individuals' expertise and talents.

We support projects undertaken by employees in a personal capacity at non-profits that champion health and well-being through education and community-building.

In addition, we invite interested employees to become involved in our initiatives.

Projects selected by employees

Amid the lingering pandemic situation and the increased difficulties of individuals facing financial hardship, especially young people, a large number of CNP Assurances group employees took part in the selection of three non-profits that each received a €30,000 grant to support their activities following a vote held by the Foundation.



Action contre la faim

An international humanitarian organisation committed to ending world hunger



Co'p1 – Solidarités Étudiantes

A non-profit organisation providing assistance to students in need



ActionFroid

A non-profit organisation providing assistance to the homeless during severe cold spells

Seven employee projects supported in 2021

Efforts to ease student hardship



On remplit le frigo

Food parcels and personal hygiene kits are collected and distributed to meet the essential needs of students in the Île-de-France region experiencing financial hardship.

A project sponsored by Nassradine Tazouta.
Grant: €5,000



L'Épicerie sans prix de l'OSAA (OSAA's priceless groceries)

(Organisation Solidaire des Aides Administratives)

Unsold products collected from participating local stores are offered to students in difficulty by young volunteers from the organisation to help combat food poverty and waste.

A project sponsored by David Miseray
Grant: €5,000

Inclusion, social and inter-generational diversity



Association Espérance

Children living with learning disabilities are taught to swim and in the process helped to feel confident and safe in the water so they are able to go swimming with their family.

A project sponsored by Nicolas Jessen
Grant: €5,000



Atout cœur – Annecy

To foster greater social and workplace integration, a disability-friendly restaurant has been opened up to provide training and jobs for people with a learning disability, overseen by caring professionals.

A project sponsored by Ivan de Prins

Grant: €5,000



Tandem réfugiés

Individuals afforded international protection are supported with their administrative formalities, job and housing search, and forging relationships with the wider population to facilitate their integration in France.

A project sponsored by Vincent Lebrun

Grant: €5,000

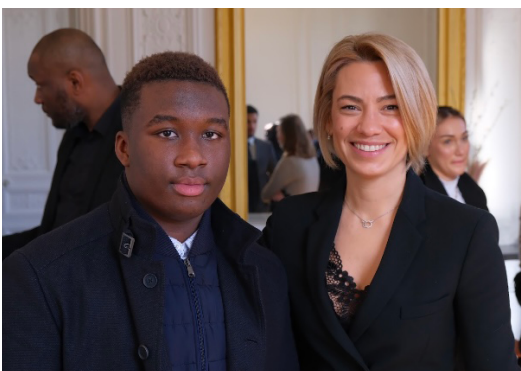


Etoile Angers Basket (EAB)

Under the Baskool inclusion through sport project, young people from priority urban areas are offered an educational, citizen-led, social programme run by the basketball club in conjunction with schools and non-profits in Angers.

A project sponsored by Stéphane Boutin

Grant: €5,000



Réussir ensemble

Mentoring workshops are held for high-school students led by elderly people experiencing isolation. The goal is to level up opportunities through guidance, foster the inclusion of senior citizens and build an inter-generational dialogue.

A project sponsored by Caitlin Borges

Grant: €5,000

Insights from partners

Working alongside our partners to achieve more equal health outcomes, we help them build towards an inclusive and sustainable society by providing protection solutions and making life easier for as many people as possible.

The projects we support capture the essence of our Group's mindset, our collaborative model, the outcomes we expect and our ultimate goal of making a positive difference.

Insights from partner organisations:

Engaging with others and the world around us

AGIVR

"Our partnership with the CNP Assurances Corporate Foundation gave a huge boost to our project. The Foundation's teams had a perfect grasp of our goals and our aim of empowering young people with a disability to make the right decisions for their health.

The Foundation guided us through the process of establishing the programme. Its teams devoted plenty of time to this and listened to us carefully. They successfully unlocked the project's potential and drew our attention to potential sticking points, while suggesting ways of overcoming difficulties.

Thanks to this sharing of ideas and co-construction approach, approximately 200 young people with a learning disability or mental health issue will gain access during 2022 to training and acquire new techniques for expressing their wishes and making decisions about their health, their daily life, etc.

We are sincerely grateful to the teams for this experiment, which, we hope, will now remain up and running for a long time to come!"

Fanny Filancia

Partnerships and development executive

Co-construction with stakeholders

SynLab

"The pandemic exacerbated the unhappiness and difficulties young people, and teenagers in particular, were already experiencing. Stress and anxiety can have lasting consequences on students' schooling. With that in mind, we decided to launch a large-scale project to raise awareness and support teachers, who are confronted with this issue time and again. Our target with the EtrePROF.fr platform is to nurture a culture of well-being among school students and to help reduce inequalities in health and foster the inclusion of all students. The CNP Assurances Corporate Foundation's teams have supported us, setting demanding goals and lofty ambitions, to facilitate deployment of this groundbreaking project in France."

Elise Renaudin

Head of Partnerships

Useful actions

ADOSEN

"Empowerment is one of the main requirements for the commitments entered into by ADOSEN Prévention Santé MGEN. And ADOSEN is proud of its collaboration with the CNP Assurances Corporate Foundation around the Coop-Addict programme for combating addiction in young people, a major public health priority. The goal is for us to reap the benefit of the financial backing and personal support of an organisation that shares the same values as us. This partnership has enabled us to reach out to young audiences on a daily basis in mainland France and French overseas departments and territories with an active, dialogue-based and reflexive approach drawing on their experience and behaviours. The programme has helped developed their critical thinking and life skills, both essential for preventing addictions."

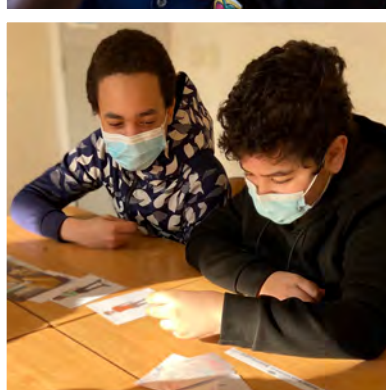
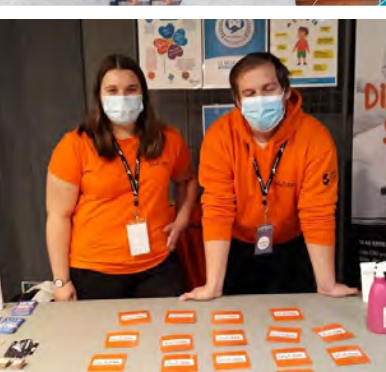
Sofia El Yousfi
General manager

Positive impact

University of Bordeaux

"The CNP Assurances Corporate Foundation wants to play an active role in developing the life skills of teenagers so they are better able to look after their health. To this end, the research team at Bordeaux university hospital's prevention department put forward the DAVANTAJ project. Its goal is to develop an evaluation and guidance framework for actions in order to enhance the life skills of junior-high and high-school students, including those at REP and REP+ priority education networks. This approach will be used to support the assessment of the relevance of the projects requesting funding and to guide these projects' sponsors with rolling out their action programme."

Olivier Aromatario
Public health research engineer



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