

Issy-les-Moulineaux, 9 January 2024

CNP Assurances signs a new partnership with Association pour la Fondation CRÉSUS to support its “Dilemme Avenir” programme and fight against financial exclusion

Pursuing its work alongside Association pour la Fondation CRÉSUS as part of its sponsorship commitments, CNP Assurances is supporting the innovative “Dilemme Avenir” programme on budget and financial education with a contribution of €50k in 2024.

The CRÉSUS federation is a long-standing network of 27 associations and a registered charity supporting people in financial difficulty and working to prevent over-indebtedness.

The federation's new Dilemme Avenir programme aims to educate citizens on managing their budgets in the medium to long term. The programme is underpinned by the expertise acquired by CRÉSUS in the fight against exclusion and in budget and financial education for the general public.

It consists of a collective and educational board game, an ideal way to widely disseminate complex concepts and promote financial education for the greatest number. Through its entertaining and accessible educational approach, the programme encourages savings and dialogue on investment and protection issues of which citizens are not sufficiently made aware over the course of their lives. The game furthers understanding of the economic, legal and social mechanisms of savings, insurance and retirement.

Addressing current changes in French society and the need to positively support these transformations, the board game aims to inform players and simplify financial terms and targets an audience already aware of basic budget management.

Initiated in 2022, the partnership between CRÉSUS and CNP Assurances has already enabled the development of the “Dilemme Education” programme, focused on basic budget management, and the “Dilemme Entrepreneurs” programme, aimed at raising awareness among all those considering becoming an entrepreneur and developing the knowledge of future young entrepreneurs.

This project perfectly embodies CNP Assurances' corporate mission by enabling it to act alongside Association pour la Fondation CRÉSUS for a more inclusive society by supporting those in need of a solution to enhance their life course.

It is part of a partnership initiated more than a year ago with Association pour la Fondation CRÉSUS, as part of which CNP Assurances has financially supported the Dilemme programme on budget and financial education and employees of Amétis, an employee network of the CNP Assurances Group, have on a voluntary basis co-hosted workshops to raise awareness of finance and insurance for the most vulnerable.

Agathe Sanson

Director of Stakeholder Dialogue, Communication and Sponsorship at CNP Assurances



"We are proud to continue our support for the Dilemme programme supported by Association pour la Fondation CRÉBUS and thus contribute to training the general public in budgetary and financial management. This support is in line with our corporate mission as a responsible insurer that works for a more inclusive and sustainable society, with the ultimate objective of the Dilemme programme being to combat financial exclusion. We also owe this support to the commitment and involvement of our customers and our employees, particularly those in our Amétis network, whom I thank wholeheartedly."

About CNP Assurances

Present in 19 countries around the world, the CNP Assurances group is a leading player in the insurance industry with more than 6,500 employees and net profit of €1,939 million in 2022 (IFRS 4). A subsidiary of La Banque Postale, CNP Assurances is a member of the major public financial group. In France, CNP Assurances is No. 1 in property loan insurance, No. 2 in life insurance and, in 2023, will have integrated the property insurance activities of La Banque Postale, making it a comprehensive insurer of property and persons. It is the fifth largest insurer in Europe, particularly in Italy, which is now its second largest market after France. In Brazil, the Group's solid growth has enabled it to reach third place. Based on a multi-partnership or "open" model, its solutions are distributed through long-term strategic partnerships. In total, more than 32 million people worldwide are insured by CNP Assurances for personal risk/protection and 14 million for savings and pensions. CNP Assurances is a responsible insurer and investor (€400 billion invested in all sectors of the economy). It works to promote an inclusive and sustainable society by providing solutions that protect and facilitate all life journeys for as many people as possible.

About Dilemme

In keeping with its economic and social innovation purpose, Association pour la Fondation CRÉBUS continues to develop its Dilemme educational programme, aimed at preventing financial exclusion through budget management and financial education. Built around fun tools (large-format board games and dedicated apps), the Dilemme programme offers a learning method that continually shifts between theory and practice. The primary mission of Dilemme is to change the relationship with money and train responsible citizens and consumers who will have the tools and knowledge necessary to become more independent.

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