

Issy-les-Moulineaux, 19 June 2025

## **CNP Assurances renews its commitment to the “Connexion Amazonie” project in Brazil to support local families and preserve the Amazon rainforest**

CNP Assurances has just announced the renewal of its support for the “Connexion Amazonie” project, conducted in partnership with the Institute of Conservation and Sustainable Development of the Amazon (Idesam) and sponsored by two of its Brazilian entities: CNP Seguradora and CNP Assurances Holding Latam. CNP Assurances will be investing an additional R\$2.5 million to support local families and preserve the Amazon rainforest.

After an initial pilot phase launched in 2024, which produced extremely positive results, the project is entering a new one-year phase with an additional investment of R\$2.5 million (around €400,000). The announcement was made on 6 June 2025 at the Paris Business Forum organised for President Luiz Inácio Lula da Silva's state visit to France.

**François Tritz**

CEO of CNP Seguradora



*“The first phase of the project made real progress, both in strengthening the skills of families and in creating local value chains, while promoting the preservation of the rainforest. We are convinced that protecting the Amazon depends on the sustainable economic development of local communities.”*

### **A positive-impact model for the Amazon region**

The pilot phase benefited 500 families by encouraging sustainable entrepreneurship through the production of vegetable oils and butters, the extraction of raw materials from socio-biodiversity<sup>i</sup>, and the manufacture of artisanal products from certified wood. With the support of CNP Seguradora, tree planting has contributed to the ecological restoration of deteriorated areas.

The aim with phase 2 is to extend the impact to 550 families and preserve an additional 2.5 million hectares of forest. In 2025, the project is being rolled out in Brazil in key areas including Apuí, Lábrea, Itapiranga, São Sebastião do Uatumã and Tapauá, with technical training, support for productive management, and marketing initiatives.

## Maximiliano Villanueva

Head of the Latin America Business Unit and member of the Executive Committee of CNP Assurances

*"Our investment in the Amazon is in line with the corporate mission of the CNP Assurances Group: to protect as many people as possible and contribute to a more inclusive and sustainable society. The Conexão Amazônia project concretely embodies the type of positive transformation we are seeking to promote in Latin America, linking environmental impact, productive inclusion and long-term development."*



### Concrete results

In one year, the project generated more than R\$2.1 million in revenue from the marketing of products by participating organisations – more than double the initial target. In addition, 228 people have received vocational training in sustainable productive practices and two million hectares of forests have been preserved (a surface area equivalent to that of Slovenia).

At the same time, the commercial dimension of the project has been strengthened with the support of specialist firms and the development of the Inatú Amazônia® community brand.

This renewal confirms the commitment of the CNP Assurances Group to the ecological transition and is part of the preparatory actions for COP30, to be held in Belém (Brazil) from 10 to 21 November 2025, with the Amazon at the heart of global debates.

## André Vianna

Technical Director of Idesam



*"This partnership with CNP Assurances has made it possible to structure sustainable value networks in the Amazon, double the oil production capacity in the Uatumã Sustainable Development Reserve, and significantly increase community revenue. The aim with the new phase will be to increase the number of families and organisations involved, while strengthening their autonomy."*

## About CNP Assurances Group

The CNP Assurances Group is a property and personal insurer with more than 8,300 employees. It generated net income of €1,550m in 2023. A subsidiary of La Banque Postale, the Group is no. 2 in property loan insurance and life insurance in France. It is the fifth-largest insurer in Europe and the third-largest insurer in Brazil. Its solutions are distributed in 19 countries by various partners and insure more than 36 million people in personal insurance and protection, and 14 million in retirement savings. CNP Assurances is a responsible insurer and investor (€400bn invested in all sectors) that works for an inclusive and sustainable society, protecting and facilitating all life paths.

### Contacts

#### CNP Assurances

Florence de Montmarin +33 (0)1 42 18 86 51  
Tamara Bernard +33 (0)1 42 18 86 19

[servicepresse@cnp.fr](mailto:servicepresse@cnp.fr)

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*<sup>i</sup>An integrated system of natural biodiversity and human communities that raises awareness of the use of natural resources and their fair distribution among all the beneficiaries of a territory.*