

Paris, 12 May 2016

Heart attack and first aid: Fondation CNP Assurances launches a new call for projects aimed at municipalities

Fondation CNP Assurances has launched a new call for projects aimed at local authorities committed to installing defibrillators and training people in their use.

Created in 1993, the mission of Fondation CNP Assurances is to promote, support, and initiate all actions and projects of general interest in healthcare.

In 2009, as part of its commitment to key public health issues, Fondation CNP Assurances chose to contribute to improving the response to heart attack victims by encouraging French municipalities to install defibrillators in public places and offer first aid instruction to as many people as possible.

This action by Fondation CNP Assurances is perfectly consistent with its healthcare initiatives and completely in keeping with the company's business and values (protection and assistance, lifelong prevention of hazards).

An area of commitment for Fondation CNP Assurances

Each year, 40,000 to 60,000 people die from a heart attack outside of a hospital. That is ten times more than the number of victims of road accidents. In France, the survival rate for victims of a heart attack is estimated at between 2% and 3%. It is as high as 40% in some European countries where the population is better informed about first aid techniques and where more public places are equipped with automated external defibrillators (AED). A quick reaction thanks to knowledge of first aid techniques and the use of a defibrillator would allow 5,000 to 10,000 lives to be saved each year.

To contribute to this effort, over the past seven years, Fondation CNP Assurances has launched several calls for projects and has funded the installation of more than 3,200 AEDs and public awareness-raising actions on how to use the equipment in more than 2,100 municipalities and local communities, representing a sum of €2,033,700.

Since the decree of 4 May 2007, all individuals are permitted to use a semi-automated or automated external defibrillator. Generalising the installation of defibrillators and providing first aid training to the public are a requirement of public health.

Eligibility conditions for the call for projects

The project must be conducted by a community of municipalities, an urban community, a joint association, an association of mayors, or a municipality and be supported by a project manager.

Any group project (projects of communities of municipalities, urban communities, associations of mayors, etc.) allowing resources to be optimised and offering volume discounts on equipment will be favoured by the foundation.

The project must:

- propose the installation of automated, semi-automatic, or fully automatic defibrillators,
- be accompanied by an action to inform and raise awareness amongst the population such as Alert Massage Defibrillate (AMD),
- be put into effect in the year following the decision by the board of directors of Fondation CNP Assurances to support the project.

Fondation CNP Assurances terms of funding

Fondation CNP Assurances may offer its financial support:

- For the purchase of one or more semi-automatic or fully automatic defibrillators for free access in public places (excluding installation costs). The funding offered by the foundation concerns the total number of defibrillators installed as part of the project;
- And towards the organisation of an informative and awareness-raising action such as Alert Massage Defibrillate (AMD).

Please note that Fondation CNP Assurances does not fund:

- Projects already conducted (no retroactive funding: invoices must be prepared after the date of the foundation's board meeting when the project was selected)
- Expenditures related to the installation and maintenance of defibrillators,
- Official first aid training courses such as France's PSC1 and others that exceed the level of information and awareness-raising actions such as Alert Massage Defibrillate (AMD).

To submit a project

Download the application at [cnp.fr: https://www.cnp.fr/Nos-engagements/Fondation-d-entreprise/Arret-cardiaque-et-premiers-secours](https://www.cnp.fr/Nos-engagements/Fondation-d-entreprise/Arret-cardiaque-et-premiers-secours).

Or request it by e-mail at: fondation@cnp.fr.

Send the application to Fondation CNP Assurances:

- Send a paper copy by post to:
Fondation CNP Assurances – 4, place Raoul Dautry – 75716 Paris Cedex 15
- and an electronic version (unprotected version in Word format) to: fondation@cnp.fr

Applications must be submitted before 30 September 2016.

Group projects involving municipalities (projects of communities of municipalities, urban communities, joint associations, associations of mayors, etc.) allowing resources to be optimised and offering volume discounts on equipment will be favoured by the foundation.

About Fondation CNP Assurances

In 2015, after serving major public healthcare issues for over 20 years, Fondation CNP Assurances decided to step up its commitment and make the reduction of social inequalities in healthcare its priority, by supporting national projects echoing its values and involving young people. It has implemented a €4 million multi-year action programme devoted exclusively to the projects that it supports. Fondation CNP Assurances has signed the Charter of Corporate Philanthropy developed by Admical.

About CNP Assurances

CNP Assurances is France's leading personal insurer with net profits of €1,130 million in 2015. The Group also has operations in other European countries and in Latin America, with a significant presence in Brazil. It has more than 36 million personal risk/protection insureds worldwide and more than 13 million savings and pensions policyholders. For 160 years, CNP Assurances has been protecting people against the risks of everyday life. The Group designs and manages life insurance, pension, personal risk insurance and protection products (term creditor insurance and health insurance).

- In France, CNP Assurances distributes its individual insurance products through La Banque Postale and the Caisses d'Épargne, as well as through its own network: Amétis. In Brazil, its second largest market, the Group's partner is Caixa Econômica Federal, the country's second-biggest state-owned bank.
- In group insurance, CNP Assurances crafts tailor-made personal risk, pension and term creditor insurance products that are aligned with the needs of companies, local authorities, mutual insurers, non-profit organizations, and banks in Europe and Latin America.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 (the first market) and has a stable shareholder structure thanks to the signing of an agreement between its major shareholders (Caisse des Dépôts, La Banque Postale, Groupe BPCE and the French State).

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