



## PRESS RELEASE

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### CNP Assurances – a partner in the national Les Entrep' programme to promote entrepreneurship among young people

**CNP Assurances and the *Association Nationale Les Entrepreneuriales* (national entrepreneurial association) both wish to raise young peoples' awareness of the importance of entrepreneurship and have entered into a partnership agreement to roll out the *Les Entrep'* programme among as many young people in France as possible.**

The ANLE, an association recognised as being in the public interest, is rolling out the *Les Entrep'* programme across France via its regions. The programme, which provides people with training in how to set up companies, is completely free and is open to any young person who has obtained their *bachelor's degree*. As part of its transformation, which involves in particular opening up to start-ups, CNP Assurances has implemented a number of initiatives designed to help entrepreneurs set up companies.

Supporting the ANLE was therefore a completely natural move for France's leading life insurance provider, as further evidence of its social commitment. In addition to helping to produce a SPOC<sup>i</sup> on jobs in the insurance sector and in so doing contributing to *Les Entrep'* e-learning content, CNP Assurances will share the wide-ranging expertise of its staff with these young people. The *Les Entrep'* programme encourages people to show initiative, it showcases people's expertise and it introduces these young people to corporate life by providing them with a practical training path and an opportunity for professionals and company directors share their experience with them.

As the ANLE's insurance partner, CNP Assurances had already opened its doors to the young people of the 2019 *Les Entrep'* intake in the Ile-de-France region: on 5 March, 15 of them met the Group's employees at its head office who gave them practice with future recruitment interviews and advice on more effectively presenting their projects. On 26 March, 90 young people with entrepreneurial projects presented their pitches as a team in front of a panel partly made up of representatives of CNP Assurances. The panel named the winners who will represent the Ile-de-France region and go head-to-head with 13 other regional teams as part of the *Les Entrep'* France Awards on 24 May in Paris.

## About CNP Assurances

CNP Assurances is the leading personal insurer in France with net profits of €1.367 billion in 2018. The Group is active in Europe and Latin America, with its secondary market strongly positioned in Brazil.

It has more than 37 million personal protection policyholders worldwide and over 14 million in savings and pension plans. Insurer, co-insurer and reinsurer, CNP Assurances designs innovative retirement and savings solutions. They are distributed by many partners and are adapted to their distribution modes, from physical networks to platforms that are 100% online, and the needs of customers in each country.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998 and relies on a stable shareholder base (the Caisse des Dépôts, La Banque Postale, the BPCE Group and the French state).

## About the *Les Entrep'* programme

Created in Nantes in 2004, the *Les Entrep'* programme is France's leading completely free network for providing young people seeking to develop their entrepreneurial and intrapreneurial potential with practice and resources for setting up companies. Being entrepreneurial means getting things done! There are no lessons, no teachers, no walls... the programme involves practical simulations in project mode based on Deep Thinking, Business Model Canvas and Lean methods. Professionals and company directors support the interdisciplinary teams. Every year between November and March, nearly 1400 young people in France test, experiment with and try out their initial ideas, sounding out their markets with a view to transforming them into business opportunities.

The *Les Entrep'* programme – some figures:

- ✓ 14 regional locations
- ✓ 33 campuses with more than 300 centres and universities involved
- ✓ more than 10,000 young beneficiaries
- ✓ more than 2400 business ventures and the same number of success stories
- ✓ more than 1400 entrepreneurial skills certificates
- ✓ more than 120 companies created

## CNP ASSURANCES PRESS CONTACTS

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

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

Tamara Bernard +33 (0)1 42 18 86 19

Laetitia Steunou +33 (0)1 42 18 87 06

Follow us on:



## LES ENTREP' PRESS CONTACTS

[emilie.moreauquelton@lesentrep.fr](mailto:emilie.moreauquelton@lesentrep.fr)

Emilie Moreau Guelton +33 (0)9 71 20 38 19

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<sup>i</sup> SPOC: small private online course