

PRESS RELEASE

Paris, 16 December 2019

Fondation CNP Assurances commits with SAUV Life to saving lives and continues its partnerships to reduce social inequalities in health

At its board of directors' meeting of 11 December 2019, Fondation CNP Assurances approved its strategic focus "Saving lives" by a new partnership with SAUV Life to encourage the involvement of rescue volunteer citizens acting ahead of SAMU (French medical emergency services). It also reaffirmed its commitment to reducing social inequality in healthcare through prevention and promoting health and well-being among young people.

A new partnership with SAUV Life (Savoir Agir face à l'Urgence Vécue) in "Saving lives"

Since 2009, Fondation CNP Assurances has been involved in the "Saving lives" strategic focus and enabled the installation of more than 4,500 defibrillators in France, as well as raising awareness among the population on their use.

It wishes to strengthen its commitment by diversifying its partnerships, particularly by drawing on the contribution of new technologies that promote citizens' action.

To do this, it is partnering the SAUV Association, which is behind the collaborative geolocation app SAUV Life, supporting citizens taking action in medical emergencies. At present, SAUV Life relies on 300,000 rescue citizens covering 46 departments. Thanks to their involvement in this collaborative work, 79 hearts have started again in 6.5 months. The application received the Coup de cœur Trophy at the CES (Consumer Electronic Show) in Las Vegas.

Fondation CNP Assurances' partnership with SAUV Life is an extension of the SAUV Life tool to all the actions that save lives and in white zones. It is intended to create a community of volunteer citizens, "rescue citizens acting ahead of SAMU", a new link in emergency help, created to act, in a white zone (an area located more than 30 minutes from professional help), before SAMU's arrival.

Moreover, the board of directors welcomed Dr Michel Bignand, former chief medical officer of the Paris Fire Brigade, director of studies at the Val-de-Grâce military hospital (army health service) and emergency medical training, as a qualified person director. His recognised professional expertise and experience in the "Saving lives" strategic focus will ensure the pertinence of projects supported by the Foundation in this area.

Renewal of existing partnerships

Fondation CNP Assurances renewed its support for Bibliothèques Sans Frontières (BSF), FAGE (Fédération des Associations Générales Etudiantes), Unis-Cité and United Way L'Alliance (UWA).

Bibliothèques Sans Frontières (BSF - Libraries without Borders)

After two years of action, the roll-out of the Health Ideas Box, a tool-co-created with Fondation CNP Assurances, enabled more than 5,000 young people to benefit from the programme in Boulogne-sur-Mer, then in Sarcelles. For 2020, Fondation CNP Assurances is focusing its strategy on two main objectives:

- Creating a new Health Ideas Box and supporting projects already in progress
- Distributing content and activities among healthcare players and public education

Fondation CNP Assurances is multiplying the impact of this programme enabling BSF to train and engage at least 30 structures in 2020.

Fondation CNP Assurances has set itself the ambitious target of 10,000 direct beneficiaries in 2020 with the roll-out of the Health Ideas Box in France.

Unis-Cité

In 2016, Fondation CNP Assurances undertook with Unis-Cité to create France's first major programme dedicated to preventing high-risk behaviour and promoting healthcare in young people by their peers, "Les Re'pairs Santé". After two years of extensive deployment, the 2019-2020 plan prioritises the consolidation of the programme with:

- 220 volunteers from 16 to 25 years old mobilised
- 24 branches, including 2 new ones.

New strategic approaches spotlight the theme "well-being and self-respect", via awareness-raising measures (training module and mental health and self-respect action kit, raising awareness on discrimination) aimed at young people, the teaching staff and parents associations.

In addition, an experiment aims to co-construct and implement a health course among 50 young refugees on civic service at Unis-Cité.

FAGE (Fédération des Associations Générales Etudiantes - Federation of general student associations)

Fondation CNP Assurances has renewed its support for FAGE (Fédération des Associations Générales Etudiantes) to continue the establishment of AGORAé grocery stores in France. AGORAé grocery stores were created in 2011 and are also spaces for discussion and solidarity, to combat student deprivation and facilitate access to a healthy and balanced diet for those whose resources are limited. The network currently numbers 20 AGORAé stores and has a target of 28 by 2021. The objective is to support 3,000 students in 2020 and 3,500 in 2021 through the system.

Fondation CNP Assurances also supports FAGE in developing and making available student association support tools on preventing addictions and more generally student unhappiness.

United Way L'Alliance (UWA)

Fondation CNP Assurances and United Way L'Alliance (UWA) are continuing the innovative co-construction and roll-out of the "well-being" component of the Défi Jeunesse programme for 31 colleges located in priority regions. 10,500 young people will be supported in 2019-2020. Its roll-out in secondary schools is being considered.

These five partnerships are subject to the partner conducting an impact assessment.

In addition, the board of directors of Fondation CNP Assurances supported employees' projects undertaken to together build a more inclusive society.

About CNP Assurances

A leading player in the French personal insurance market, CNP Assurances operates in 19 countries in Europe and Latin America, where it is very active in Brazil, its second largest market. As an insurance, coinsurance, and reinsurance provider, CNP Assurances designs innovative personal risk/protection and savings/retirement solutions. The company has more than 37 million insured in personal risk/protection insurance worldwide and more than 14 million in savings/retirement. In accordance with its business model, its solutions are distributed by multiple partners and adapt to their physical or digital distribution method and to the needs of customers in each country.

CNP Assurances has been listed on the Paris Stock Exchange since October 1998. The Group declared a net income of €1,367 M in 2018.

About Fondation CNP Assurances

Working to tackle major public health challenges for over 20 years, the Fondation CNP Assurances has made reducing social inequality in terms of health a priority focus. It is also committed in the strategic focus "Saving lives". Its role is to support and assist innovative projects that benefit society and provide concrete ways of improving equal opportunities in the health sector.

Press 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

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