

Paris, 7 October 2020

Saving lives: Fondation CNP Assurances launches a new call for projects to install defibrillators and raise public awareness

As part of its efforts to promote equality of opportunity in healthcare, and more specifically its “Saving lives” focus, the CNP Assurances Corporate Foundation is launching a new call for projects to support local authorities with less than 10,000 inhabitants that are committed to installing defibrillators and training the public in their use.

More than 50,000 people die every year in France from an out-of-hospital cardiac arrest. In our country, the survival rate of victims of a cardiac arrest is only 5%, compared with 40% in European countries where the population is better trained in life-saving techniques and where all public places are equipped with automated external defibrillators (AEDs). A quick reaction thanks to knowledge of first-aid techniques and the use of a defibrillator could save numerous lives.

For 10 years, the CNP Assurances Corporate Foundation has devoted itself to promoting better care of cardiac arrest across the whole country. It has thus already supported the installation of more than 4,500 defibrillators in 3,000 local authorities, as well as public awareness-raising and training programmes in life-saving techniques. The Foundation has played a pioneering role in an area in which legislation has strengthened the obligations of local authorities over the last few years.

For this new call for projects, the Foundation has shifted its focus onto local authorities with less than 10,000 inhabitants. Subject to certain conditions relating to eligibility and after its board of directors has examined the application, the Foundation may provide them with financial support for a defibrillator made available outside or accessible 24/7. The provision of the equipment is necessarily subject to awareness-raising and training programmes in life-saving techniques.

“Improving care following cardiac arrest is everyone's concern. It is not a medical act, but a civic gesture. As part of its mission to promote equality of opportunity in healthcare, the CNP Assurances Corporate Foundation has played a pioneering role in this area. It continues its commitment today by providing targeted support to regional authorities with less than 10,000 inhabitants, while shifting its focus to training and awareness-raising”, explains Agathe Sanson, Vice-Chair of the CNP Assurances Corporate Foundation.

Applications must be submitted by 30 October 2020.

To submit a project:

- Download the application form on the website [cnp.fr](https://www.cnp.fr/le-groupe-cnp-assurances/qui-sommes-nous/la-fondation-cnp-assurances/notre-mission-arret-cardiaque-et-premiers-secours) (<https://www.cnp.fr/le-groupe-cnp-assurances/qui-sommes-nous/la-fondation-cnp-assurances/notre-mission-arret-cardiaque-et-premiers-secours>)
- Send the application form exclusively by e-mail to fondation@cnp.fr (unprotected version in Word format).

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 38 million insured in personal risk/protection insurance worldwide and more than 12 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 profit of €1,412 million in 2019.

About CNP Assurances Corporate Foundation

Founded in 1993, Fondation CNP Assurances is committed to public health. What is its role? To promote, support and initiate any action and any project of general interest in the healthcare field. It became a corporate foundation in 2011, and may be regarded as an extension of CNP Assurances' mission: to protect people and everything they value over the long term. The actions supported by the Corporate Foundation nurture the value of openness that characterises the brand and drives CNP Assurances employees. Openness to others, vulnerable individuals, innovative partnerships and helpful solutions. Fondation CNP Assurances is focused on reducing social inequality in healthcare and saving lives. It is a signatory to the Sponsorship Charter drafted by ADMICAL and its members, and open to all corporate sponsorship players.

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