

**Fondation  
d'entreprise**



**Levelling up  
health outcomes**

2020 Annual Report

The **CNP Assurances Corporate Foundation** was founded in 1993 with a remit to improve public health in France.

To achieve this, we promote, support and launch initiatives and general-interest projects in the health arena.

Since becoming a corporate foundation in 2011, we have worked towards fulfilling CNP Assurances' mission of acting as responsible insurers and investors pursuing our Group's people-first agenda. Together with our partners, we are looking to build an inclusive and sustainable society by providing protection solutions and making life easier for as many people as possible.

The CNP Assurances group is a leading personal insurer in France, other European countries and in Brazil. With its life, retirement, loan, personal risk and health insurance, CNP Assurances helps its customers deal with the various changes they face in their lives.

We are a signatory of the Charter of Corporate Philanthropy drawn up by Admical and corporate sponsors.

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## Credo

CNP Assurances' sponsorship and philanthropy activities deliver on the Group's commitment to an inclusive and sustainable society in which everyone can thrive.

The initiatives taken by its Corporate Foundation complement CNP Assurances' mission of providing protection and cultivate the people-first approach and positive engagement that motivate its employees. We engage with others and with vulnerable individuals, pursuing innovative partnerships and effective solutions.

As France's leading sponsor of initiatives to alleviate social inequalities in health, we endeavour to level up health outcomes.

# The CNP Assurances Corporate Foundation puts corporate social responsibility into action

**In response to the difficulties and the new priorities arising from the Covid-19 pandemic, CNP Assurances is restating, with renewed purpose, its goal of supporting general-interest projects with a positive impact on society.**

Our efforts to level up health outcomes build on CNP Assurances' core mission of protecting – for the long haul – people and everything that they hold dear.

In addition to receiving a financial contribution from the Group, the CNP Assurances Corporate Foundation can draw on health expertise from its ecosystem and count on the engagement of its employees to help find ways of making a difference and support the adoption of innovative, effective solutions by its non-profit partners.

Mission :

## Levelling up health outcomes

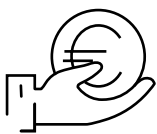
Two priorities:

- ▶ **Reducing social inequalities in health**
- ▶ **Saving lives**

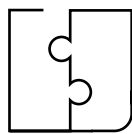
One key enabler:

- ▶ **Energising employees**

## Funding:



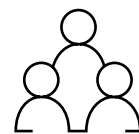
**€800,000 p.a.**



**6** non-profits and  
over **3,150** local  
authority partners



**3,000**  
CNP Assurances  
employees  
in France



**3** employees  
seconded by CNP  
Assurances to the  
Foundation

## Beneficiaries:

**More than 60,000 young people**

guided along the path to more equal health outcomes in 2020





## Action principles:

### ► Accelerate projects that deliver real progress

- Spark innovative health, education and community-building solutions that are effective in protecting people and society over the long term
- Build together with our partners risk prevention initiatives and health and well-being programmes
- Involve employees and support their engagement projects

### ► Create the right conditions for projects to operate independently

- Measure and document the results of our actions
- Support positive and effective solutions



#### **Alicia Maboja, Director:**

"I was only recently appointed as a director, and I'm delighted to be involved with the CNP Assurances Corporate Foundation's projects. I'm a big believer in people helping each other and having each other's back. In the current situation, we can see just how important it is to reach out. We need to bring about change in individual and collective behaviour to create a world with more togetherness."



#### **Christophe BOISDEVESYS, Director:**

"2020 was a year like no other in many respects. As I joined the Board of Directors of the CNP Assurances Corporate Foundation during the Covid-19 pandemic, I needed to immerse myself in the Foundation's projects. Gaining an understanding of what each one was aiming to achieve and supporting their efforts seemed vital to me. From the very first conference call-based Board meeting, which made a big impression on me, I was alarmed by the situation students were facing. Assisting them was and remains a priority from my perspective. As well as representing employees on the Foundation's Board, my appreciation of and commitment to the various causes blossomed during the year. In addition, the calibre of the employee-sponsored projects spurred me on to make a greater personal commitment."



# Working together for more equal health outcomes

The CNP Assurances Corporate Foundation is perfectly suited to hosting trials, discussions and insight-sharing. We act as a hub for ground-breaking, general-interest initiatives by non-profits, citizens, municipal authorities and employees from our parent Group geared towards levelling up health outcomes.

The cooperative spirit and sense of solidarity created by our parent Group and its partners shine through in the projects we support – championing education and raising health and well-being awareness among young people and vulnerable populations.

We support our main partners over the long term and enable them to develop their projects and achieve nationwide coverage. They all have the same objective of reducing social inequalities in health and saving lives.

## Non-profit partners

### FAGE (French federation of student associations)

Tackling student hardship and poverty

### Unis-Cité

Educating young people about health and avoiding high-risk behaviour

### Alliance pour l'éducation-UW

Equal opportunities and helping young people stay in education in priority areas

### Bibliothèques Sans Frontières

Educating young people about health issues

### Marcel Bleustein-Blanchet foundation helping young people realise their vocation

Helping hand for talented healthcare trainees

## Employees, citizens and municipal authorities

### CNP Assurances' employees

Support for educational and community-building projects sponsored by employees involved with non-profits pursuing health and well-being initiatives for young people and vulnerable populations

### Community first-responders

Standing in until paramedics arrive to help save lives

### Local authorities

Initiatives to treat cardiac arrest and CPR techniques

## Governance

The Board of Directors has 13 members, including five well-known figures specialised in the Foundation's focus areas, and seven representatives from the CNP Assurances group. Its role is to set the Foundation's strategic direction, evaluate its initiatives, approve the budget and vote on projects. It met twice during 2020.

### 6 representatives from our parent Group

- **Antoine Lissowski**, Chief Executive Officer, Chairman of the Foundation
- **Agathe Sanson**, Head of Strategic Marketing, Communication and Sponsorship, Vice-Chairwoman of the Foundation
- **Vincent Lebrun**, Group Head of Tax, Treasurer of the Foundation
- **Bérengère Auxoux-Grandjean**, Group Chief Human Resources Officer
- **Xavier Larnaudie-Eiffel**, Deputy Chief Executive Officer
- **Dr Martine Reverberi**, Head of the Insurance Medical department

### 2 representatives of CNP Assurances' employees

- **Alicia Maboa**, Customer Executive, La Banque Postale Vie
- **Christophe Boisdevesys**, Sales Executive, Amétis and Social Protection business unit

### 5 well-known figures with relevant expertise

- **Dr Virginie Halley des Fontaines**, a public health physician and a member of France's senior public health council (HCSP)
- **Bénédicte Menanteau**, a specialist in sponsorship, philanthropy and societal engagement and a member of the Haut Conseil à la Vie Associative, a body advising the French government on non-profits and charities
- **Pr Alain Serrie**, senior university lecturer, lead consultant at Lariboisière hospital's department of pain medicine and palliative medicine, President of the CLUD (Comité de Lutte contre la Douleur, Lariboisière-Fernand Widal, a committee aiming to reduce pain), honorary president of the SFETD (French society of pain research and treatment) and president of DSF (Douleurs Sans Frontières, pain without borders).
- **Daniel Berachategui**, principal of Samuel de Champlain high school at Chennevières-sur-Marne
- **Dr Michel Bignand**, a specialist in emergency medicine, a former chief medical officer of the fire and emergency response department in Paris.



# The Foundation's activities in 2020

## The permanent team

The team's role is to design and manage programmes, expand partnerships and prepare the strategic priorities for presentation to the Foundation's Board of Directors. It reviews files, monitors and implements the initiatives chosen and handles financial and administrative issues.



**Isabelle Millet-Caurier,**  
Head of the Foundation



**Anne Guiard-Giudicelli**  
Project leader



**Nubia Feve**  
Communications Officer

## Corporate sponsorship and philanthropy communications

In 2020, we launched new communications vehicles and boosted our digital presence through initiatives in the press, on the cnp.fr website and on social media to raise the profile of our projects and reach new internal and external audiences.

- **20% increase in digital traffic** (cnp.fr, Facebook, Twitter and LinkedIn)
- **192,000 interactions** (likes, comments, shares)
- **55.4 million views** (all channels combined) with **140 messages published**



**SAUV Life**  
**997,000 views**



**SAUV Life**  
**4,200 views**



**CRIPS Ile-de-France /  
Ideasbox Santé**  
**4,000 views**



**Covid-19: "A bus for a  
campus" operation**  
**8,000 views**

## 2020 facts and figures

Despite the coronavirus pandemic and its devastating economic and social impact on many of our fellow citizens, 2020 was a year of adaptation and innovation for the CNP Assurances Corporate Foundation and our partners, as we embraced change to meet the needs of vulnerable communities.

### Reducing social inequalities in health

**More than 60,000**

**Young people**

**7,500 young people**

accessed Idéas Box  
Santé content

**More than 20,000 people**

received food aid provided by FAGE

**26,524 young people**

learned about how to look after  
their health via the Re'Pairs Santé  
programme, with a trial conducted  
specifically targeting **172** young refugees

**1 talented young  
healthcare trainee**

supported by the CNP Assurances  
Corporate Foundation with the Marcel  
Bleustein Blanchet foundation helping  
young people realise their vocation

**6,850 young people**

supported under the L'Alliance pour  
l'éducation-UW's Défi Jeunesse programme,  
which aims to help young people from  
underprivileged backgrounds pursue  
their career goals



## Saving lives

- **225 new defibrillators** lifted the number installed to 4,725 over the past ten years
- Close to **150 municipal authorities** have joined our initiative to save lives by training people as first responders

## Employee projects

**12 employees** supported by the Foundation to bring to fruition projects they are pursuing through non-profits they are involved with outside work. These projects aim to prevent risk and promote health and well-being through education and community-building. In total, the Foundation has provided backing for close to 100 employee projects since it was first established.

### Breakdown of 2020 budget by type of initiative



\*€565,000 = €310,000 approved by the Board in June and December 2020 + a €255,000 commitment over two years approved by the Board in December 2019

In the period from its inception in 2011 until year-end 2019, the Foundation disbursed €6,488,959. The additional €557,100 disbursed in 2020 brings the total to **€7,046,059**.



# Reducing social inequalities in health

## Partnership review

### What does “social inequalities” in health really mean?

The steady increase in life expectancy is a testament to the improving state of health of the general population in France. However, not all population cohorts have benefited equally from the progress made over recent decades. Not only have these health gaps persisted, they are actually tending to widen.

Social inequalities in health arise from the conditions which people are born into, then grow up, are educated, live, work and grow old in<sup>(1)</sup>. Poor access to healthcare, high-risk behaviour, educational gaps, poverty and loneliness combine from childhood on and can cause health problems, leading to further vulnerability and exclusion.

Economic, social and cultural difficulties experienced during childhood have negative health repercussions in adult life, especially where individuals come from underprivileged backgrounds<sup>(2)</sup> or do not remain in education.

### So how can we address this situation?

To remedy this divide, the CNP Assurances Corporate Foundation has been implementing initiatives over the past five years to reduce social inequalities in health.

Together with our non-profit partners and with the support of our parent group's employees, prevention is our priority, and teaching young people how to look after their health and well-being forms the cornerstone of our activities.

### What action did we take in response to the pandemic?

In 2020, the Covid-19 pandemic accentuated social inequalities in health, initially hitting the most vulnerable and needy among us.

We were at action stations throughout the pandemic, ready to support and guide our main non-profit partners. Given our longstanding relationships with them and their prior experience, we were able to introduce emergency initiatives and adapt the programmes we have been pursuing together in recent years. Employees played their part, by helping to select projects and providing remote coaching sessions for school students.

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(1) World Health Organization - Commission on Social Determinants of Health (2005-2008)

(2) Lombrail & Pascal - Inégalités sociales de santé et accès aux soins [Social inequalities in health] - Les Tribunes de la santé 2005/3.



## FAGE (French federation of student associations)

### Tackling student hardship and poverty



### Objective

The CNP Assurances Corporate Foundation supports two of FAGE's programmes:

- Development of AGORAé, a network of subsidised grocery stores helping to make healthy food and essential products affordable for students struggling to make ends meet
- Introduction on campuses and in the AGORAé stores of workshops promoting student well-being focused on mental health, psychosocial and addiction-related risks.

### 2020 highlights

**#FocusCovid-19:** Young people aged between 18 and 25 have felt the full force of the health, economic and social crisis through financial difficulties, a reluctance to access healthcare, depression, etc.

As soon as the first lockdown was introduced, CNP Assurances scaled up its support for FAGE, a Foundation partner since 2016. A one-off €100,000 donation combined with FAGE's proactive approach led to the rapid roll-out of badly needed emergency food and mental health support to the most vulnerable students in deteriorating situations.

- 55,000 food parcels were handed out at some 20 locations
- Over 20,000 students received assistance
- 113 hours of free remote mental health support were provided
- Two seaside and mountain trips were arranged for 100 young people, including trainee health workers

## 2020 Key figures

- Financial support: €85,000 + a one-time €30,000 donation to pay for the trips
- 3 new AGORAé stores, expanding the network to a total of 24
- 3,000 beneficiaries
- 43 student welfare initiatives on campuses
- 2 national gatherings bringing together the AGORAé and well-being teams

## Impacts

The annual EVAGO survey assesses the social benefits of the AGORAé stores and their impact on beneficiaries' lives. It confirmed the genuine benefits of the AGORAé stores for students' finances and nutrition, as well as for their academic performance. The programme has also helped to raise awareness about students' distressed situation as a public health issue.

## Synergies

With the installation of a defibrillator on hand 24/7 at FAGE's headquarters, and our programmes teaching students CPR techniques, we have also been able to combine our two action priorities in terms of levelling up health opportunities.

## Commitment for 2021

Through a further €80,000 grant to FAGE in 2021, we will be extending our support for the 24 AGORAé subsidised grocery stores. Four additional stores will open, and 75 new workshops will be run to address student distress and hosted in these communal facilities that have become part of everyday life.

## Alliance pour l'éducation-United Way

### Equal opportunities and helping young people stay in education in priority areas



### Objective

To help young people from priority urban areas pursue their career of choice, we have maintained the partnership with Alliance pour l'éducation that we first established in 2015.

Together we have mapped out the health and well-being strand of the Défi Jeunesse programme, which arranges yoga, theatre and public speaking classes and citizenship awareness programmes for junior high school students.

### 2020 highlights

- The health and well-being plan is now being rolled out on a larger scale after it was successfully piloted in a high school
- CNP Assurances' employees responded to our call for assistance to help young people prepare more effectively for their future by taking part in coaching sessions arranged for students at vocational high schools in priority areas.

**#FocusCovid-19:** despite the lockdown and the one-third reduction in the number of young people on its books, l'Alliance maintained its educational support through a rapid ramp-up in the digital Défi Jeunesse programme. It has also forged closer ties with the government-sponsored Cités Éducatives initiatives, especially those in Sarcelles and Toulouse.

## 2020 Key figures

- Financial support: €175,000
- 6,850 young people supported, 5,000 of whom benefit under the well-being programme
- 10 areas, 30 junior high schools, 2 new high schools
- 45 businesses committed to offering internships and workshops to students

## Impacts

The “national education” and the “programmes, regions, associations” commissions, the monitoring committees and the governing bodies of the l'Alliance with which we are involved report on the social impact of the Défi Jeunesse programme.

The young people assisted by the programme have given Défi Jeunesse an overall rating of 8/10, as it makes a real difference to their personal development. The workshops they take part in help build up their self-confidence and their ability to work in a team and expand their career horizons.

## Synergies

The part played by the young volunteers under Unis-Cité's Re'Pairs Santé programme in the l'Alliance partner schools and the shared “health-related” materials forged close ties and useful connections between these two longstanding partners of ours.

## Commitment for 2021

In 2021, CNP Assurances Corporate Foundation will help support 10,500 young people in 29 junior high and 3 high schools with its €175,000 grant to l'Alliance pour l'éducation-UW. It will also smooth the way for the addition of the “Crée ton avenir !!!” careers development strand to the Défi Jeunesse programme, opening up new career prospects for students at the partner schools.

## Unis-cité

### Educating young people about health and preventing high-risk behaviour



#### Objective

Unis-Cité's "Re'Pairs Santé" programme, which we have helped shape since 2016, is France's first nationwide health and prevention programme that takes a peer-to-peer approach to addressing at-risk behaviours in recreational environments, with young people doing their civic service informing and educating their peers about health issues. Together, the volunteers and programme participants take charge of their own health and help others to do the same.

#### 2020 highlights

Together with Unis-Cité and some 50 young refugees doing their civic service, we designed a health initiative specially targeting young refugees: "Re'Pairs Santé pour et avec de jeunes réfugiés !".

Despite the pandemic, this novel programme geared to the specific circumstances facing these young people was trialled successfully, sowing the seeds for them to pass on tips for looking after their health to their peers.

#### #FocusCovid-19:

Steps were taken to adapt the Re'Pairs Santé programme as soon as the first lockdown began to make sure the young volunteers could continue working with their peers.

- Health guidelines were circulated to all the Unis-Cité regional branches to keep the programme running in line with the necessary protective measures.
- Relevant content (on issues such as addictive behaviour, well-being and self-esteem, emotions, sex and consent, mood management, mental health, and depression) was prepared in a digital format so that it could be used for remote training.



## 2020 Key figures

### Between November 2019 and June 2020:

- Financial support: €150,000
- 216 volunteers taken on
- 1,040 sessions organised for 26,524 participants in 22 areas

### During the lockdown:

- 154 sessions organised for 1,748 participants
- Health coaching trialled for 172 young refugees

## Impacts

- Over 92% of participants agreed that the programme and peer-to-peer approach helped them to gain new knowledge or to enhance their existing knowledge about health issues
- Young people doing their civic service and well-versed in the health facilities and organisations available in the local area, also gain valuable skills for their future careers (interpersonal skills, teamwork, open-mindedness, etc.)
- Re'Pairs Santé has now been recognised by the CNAM (French national health insurance fund) for its work on combating addiction.

## Synergies

- Unis-Cités volunteers are accredited by L'Alliance pour l'éducation-UW to give talks in schools
- Unis-Cité and Bibliothèques Sans Frontières share their health-related content and materials.

## Commitment for 2021

The CNP Assurances Foundation has renewed its support for the Re'Pairs Santé programme in 2021 with a €150,000 grant. Unis-Cité has an ambitious roadmap for the future:

- Bringing in 228 new volunteers across 25 areas
- Focusing action in priority on particularly vulnerable young people affected by the pandemic (target of 25% of participants from priority urban areas or having been granted international protection)
- Rolling out a learning-by-playing-games module concerning pandemics and protective measures
- Stepping up work on addictions, well-being and self-esteem issues, which are priorities in the current environment

At the Tremplins Unis-Cité event, CNP Assurances employees will lead coaching sessions helping young people to unlock the full value of the experience and skills they gained during their civic service.

## Bibliothèques Sans Frontières (BSF)

### Educating young people about health issues



### Objective

'The Idéas Box Santé is a mobile media library devoted to health information and risk prevention jointly designed by health experts from the CNP Assurances Corporate Foundation, BSF's teams and young people for their peers.

The mobile unit travels around priority urban and rural areas to provide children, teenagers and young adults with educational resources and run events giving them health-related insights on issues such as well-being/unhappiness, prevention of drug abuse, access to rights and healthcare.

### 2020 highlights

- **CRIPS Ile-de-France, winner of the third Ideas Box Santé call for projects**

BSF's Scientific Committee, on which Dr Virginie Halley des Fontaines, one of our directors, sits, shortlisted three entries, which were reviewed by a panel consisting of ten CNP employees based in Angers and Paris. The project from CRIPS IdF (regional AIDS information and prevention and young people's health centre) to deploy the Ideas Box Santé as part of their workshop in local communities was picked.

- **Creation and trial of the digital health risk prevention kit**

The aim of the kit produced with our support is to scale up the health risk prevention capabilities of BSF's partners. The kit, available on a web server and offline, provides a whole host of new theme-based content (psychosocial skills and well-being, sexual and emotional life, Covid-19), activity sheets and remote training tools. The resource catalogue is an invaluable complement to the 23 Ideas Box units already operating across France.

**#FocusCovid-19:**

During the pandemic, BSF was able to roll out innovative new programmes thanks to its pro-active teams:

- Remote learning platforms
- Special roll-outs of the Ideas Box Santé for health workers' children during the first lockdown in Boulogne-sur-Mer, followed by health initiatives to reinforce messaging for the general public after the lockdown was lifted.

**2020 Key figures**

- Financial support: €198,000
- 3 Ideas Box Santé (Sarcelles, Boulogne, CRIPS IdF)
- 3 new resource kits (disability, autism, access to rights)
- 30 organisations have been given access to the Health risk prevention kit (Unis-Cité, municipal authorities, winners of the calls for projects, etc.)
- 20 front-line partnerships (schools, centres for teenagers, educational success units, special home education and medical care service, medical-educational institutions)
- 2,000 people benefited from public initiatives based around the Ideas Box Santé
- Addition of the CNP Assurances Corporate Foundation's video on CPR techniques

**Impacts**

The annual evaluation conducted by BSF using the CAP method reflects the positive impact achieved by the Ideas Box Santé, which was given a satisfaction rating of 4.7 out of 5 by young people and their entourage in Boulogne-sur-Mer and Sarcelles.

To date, 7,500 young people have accessed 800 content items and 100 activity sheets. These resources and the events run by mediators, media librarians and teachers associated with the programme are tailored to meet the needs of young people and their coaches:

- Facilitating access to prevention messages in key health areas
- Championing adoption of healthier behaviour
- Cutting through preconceptions
- Spotting key influencers in an area, and providing tools and venues to deliver good support
- Boosting the mediation capabilities of partners and social-educational and health professionals
- Fostering the creation of a network of local stakeholders engaging with the Ideas Box Santé

The Ideas Box Santé, together with the new digital health prevention kit, helps to advance our objective of reducing social inequalities in health.

**Synergies**

BSF and Unis-Cité share their health content and training kits

**Commitment for 2021**

We are extending our support to BSF with a further €100,000 grant to consolidate on the three Ideas Box Santé units and make them more autonomous in 2021.



## Saving lives

### Partnership review

**In the firm belief that saving lives is what good citizens do and a matter for everyone – citizens, public authorities, non-profits and businesses – we have long made this one of our top priorities.**

### **AED programme: cardiac arrest and CPR**

Since 2009, we have made a concerted effort to improve the care provided to cardiac arrest victims throughout France.

We have taken a lead in this area and put it firmly on the public health agenda. As a result, close to 4,800 defibrillators have now been installed by over 3,000 municipal authorities, together with CPR training workshops for the general public. French law now obliges all facilities open to the public to be equipped with an automated external defibrillator (AED).

### **Testimony from Paris City Hall**

*"In 2017, the Mayor of Paris submitted an application to the CNP Assurances Corporate Foundation's call for projects to purchase automated external defibrillators and to run CPR training for the general public. Paris is a very busy city, attracting many tourists on top of its population of 2.2 million! As things stand, there are close to 700 defibrillators in the city, with 66 in public spaces, to provide care for as many people as possible should they suffer cardiac arrest. We would like to thank the CNP Assurances Corporate Foundation for the support it has given to Paris, a city where everyone can save a life."*

Given what we have achieved in this area over the past ten years and more, we are now keen to scale up efforts to the same level in other lifesaving techniques.

Prior to reallocating our resources to other areas, we have decided to bring the AED programme to a conclusion by dedicating the final call for projects to municipal authorities with a population of 10,000 or less as many of them have limited infrastructure.



## Testimony from municipal authorities

### Ville-en-Vermais (Meurthe-et-Moselle department)

*"The Foundation's grant was instrumental in our being able to buy an automated external defibrillator that has been strategically positioned at an easily-accessed, prominent outdoor location in the centre of the village. The heated case protects it from bad weather. It has been registered on the Les Bons Samaritains' website and the municipality's own website, and the local population has been informed about it to make sure it can be used to help as many citizens as possible. Training in groups will be arranged by the technician and a local professional firefighter trained in first aid once pandemic conditions permit."*

### Condé-en-Brie (Aisne department)

*"An automated external defibrillator was installed on 22 December 2020 at a strategic location close to the wedding hall, the town hall grounds and the festivities square – three venues potentially attracting groups of people."*

### Longuevillette (Somme department)

*"The 2019 call for projects by the CNP Assurances Corporate Foundation for municipal authorities which commit to installing cardiac defibrillators and training inhabitants in how to use them was a great opportunity for Longuevillette. Given that this type of equipment is relatively expensive for a small municipality of 80 inhabitants, such as Longuevillette, the Foundation's support was the key factor for our elected officials. The requirement of having to provide training was completely justified and enabled local people to learn first-aid techniques and how to use the AED. We are very grateful to the Foundation and to its directors for this sterling initiative, which will save lives."*



## **SAUV (Savoir Agir face à l'Urgence Vécue)**

### **Community first-responders, backing up paramedics**



### **Objective**

If you suffer a cardiac arrest, every minute's delay in receiving medical care cuts your survival chances by 10%. Rapidly dispatching trained citizens to patients in need until the paramedics or first aid-trained firefighters arrive are the goals of SAUV, a non-profit organisation that has designed the collaborative SAUV Life GPS-powered app. To date, SAUV Life has over 450,000 community first-responders registered across 52 departments in France.

As a SAUV Life partner, we were involved during 2019 in designing the project to train community first-responders in areas where the emergency services face long journeys (usually rural areas, more than 30 minutes away from emergency services' bases).

### **2020 highlights**

#### **#FocusCovid-19:**

Given the need to tweak this project as a result of the pandemic, we reassigned our support to SAUV Life to back up trials of the Les SAM-SAUV programme. Health professionals and volunteers notified by SAUV Life are dispatched to the homes of patients who have called the emergency services. They generally work in pairs and are equipped with special Covid-19 scooters and telemedicine vehicles. Healthcare staff conduct a preliminary medical evaluation and PCR tests to ensure the patient accesses the most appropriate care pathway. Community first-responders help to make the treatment less daunting.

The innovative framework was trialled in the Manche department during the first lockdown. It combines responsiveness and versatility and puts the community first-responder, assigned by the SAUV Life app, at the heart of the process.

## 2020 Key figures

- Financial support: €66,000
- 372 people were cared for, 287 PCR tests were carried out and 26 transfers were completed during the 2-week trial.

## Impacts

During the initial trial, it was estimated that over 50% of patients assisted by the Les SAM-SAUV programme did not have to be taken to hospital.

- The system provides more efficient treatment and helps to ease the burden on hospital A&E departments.
- The Les SAM-SAUV programme represents an additional means of conducting telemedicine consultations and Covid-19 testing for sick people who do not have a primary care physician.
- After the trial period, the Les SAM-SAUV programme was accredited as an “SAS” healthcare access service able to deliver emergency and unscheduled life-saving medical care to the population anywhere and at any time.
- The SAUV Life programme has attracted significant media coverage and a great deal of interest on social media. It promotes volunteer engagement and helps to save more lives, a core pillar of our mission.

## Commitment for 2021

We have extended our support for the SAUV non-profit so it can continue the experimental roll-out of the Les SAM-SAUV programme and expand it beyond the special Covid-19 programme.

- A €60,000 grant is to be allocated for a trial with three fully kitted-out vehicles and training for additional community first-responders.
- A further €20,000 is to be devoted to promoting the SAUV Life app, a key channel for attracting community first-responders. The new programme will be evaluated in late 2021.



## Employee involvement in CNP Assurances Corporate Foundation initiatives

**CNP Assurances' employees play a key role in our bold corporate philanthropy and sponsorship initiatives, demonstrating that we are truly part of a community committed to serving others by tapping into individuals' expertise and talents.**

### Objective

We support projects undertaken by employees in a personal capacity at non-profits that champion risk prevention and well-being through education and community-building.

### 2020 highlights

Every year, we invite interested employees to take part in the projects that we nurture and support.

#### Third Ideas Box Santé with Bibliothèques

For the first time in 2020, around a dozen CNP Assurances employees made up the panel of judges for the award of the third Ideas Box Santé, a health-themed Ideas Box. It gave them the chance to get to know the Foundation's initiatives better and raise awareness about them within their teams and among their colleagues, to spark greater engagement.

## L'Alliance pour l'éducation-UW's high-school student coaching programme

On 1 and 10 December 2020, twenty employees held coaching sessions as part of CNP Assurances' month-long special initiative for twenty 16/17-year olds at the Lycée professionnel Virginia Henderson high school (Val d'Oise department), a partner of Alliance pour l'éducation-UW's Défi Jeunesse programme for young people from underprivileged backgrounds. The goal was to help high school students draft a cover letter and also give them a mock interview with a view to securing an internship with a business and, more generally, realise their career goals.



## 2020 Key figures

- 12 employees formed the Ideas Box Santé panel of judges
- 20 employees provided coaching
- 12 employee projects supported

## Impacts

### High-school students coached by employees

A member of the high school's staff commented: *"The workshops were a massive help for our students. They said they learned so much about themselves. They reported back that the coaches were very patient with them, and that their conversations flowed very naturally. Some employees passed on their contact details and said they were happy to talk to the students at any time during the year, which they really appreciated. They would really like more such workshops. Teachers, too, spoke very highly of them. Many teachers said it would be great if their own class could benefit from the initiative. A tremendous amount of work was done, and that was a big help because teachers are not trained in providing careers advice and have little time to cover it. The insights gained by students will be shared with the others who did not attend the workshop as a reference source. It's a long-term investment that will be followed up on throughout the year and into the subsequent year. For students and teachers alike, these workshops meet a real need, and they are all very grateful for all the help they received."*

## Commitment for 2021

We plan to repeat the coaching session by employees for students, as well as the call for projects and the Tremplins Unis-Cité coaching sessions for young people doing their civic service auprès des jeunes en Service Civique.



## 12 employee projects supported in 2020



### Eva pour la Vie

providing a special treat for children with cancer, their siblings and their parents at an animal centre in Chantilly or a seaside walk at La Rochelle. A project sponsored by Besma Fatnassi Malkout, Meryem Lagrawiw Alfi, Malika Chaira, and Hynd Boutra. Grant: €5,000



### Les amis de Gandiol

creating shared gardens and building a well in a small village in the Senegalese brush enabling populations without any land to feed themselves sustainably. A project sponsored by Sylvie Brunelle. Grant: €4,000



### Versailles rugby club (RCV)

for the acquisition of 2 portable defibrillators and education of young players in how to use them. A project sponsored by Florence Simon-Lévêque and Anne Wallois. Grant: €3,000



### Voiles Sans Frontières (VSF)

to build a health facility in Diogane, a Senegalese village currently six hours away by canoe from the nearest hospital. A project sponsored by Diariétou NDong. Grant: €5,000



### Association Rêves

to enable sick children to make their dream come true: visit a theme park, take part in a festival. A project sponsored by Fouzia Hammou. Grant: €5,000



### Au coin de la roue

to help rebuild social ties in isolated rural communities in the Saumurois region around the non-profit's special "meet-up" truck, adapted to make it accessible for people with reduced mobility. A project sponsored by Gilles Roussillat. Grant: €5,000





### Annivoeux

to help children in hospital celebrate their birthday and raise the general public's awareness about paediatric cancer through a cycling event from Paris to Bordeaux. A project sponsored by Halima Mokrani. Grant: €5,000



### Entente Sportive de la Forêt (ESF77)

to establish a Nordic walking group for people looking to take up a physical activity again, especially as part of their recovery from illness. A project sponsored by Isabelle Cabot. Grant: €5,000



### Pousse-Pousse

to install a library and games room between the primary school and the centre of the village at Tan Thoi in Vietnam providing health information, and restoring the pool for swimming lessons. A project sponsored by Isabelle Viaud. Grant: €3,500



### France Alzheimer 49

to create a warm and friendly small-scale book and DVD library for people requiring care and their carers. A project sponsored by Laurence Guitard. Grant: €4,100



### Association Française du Vitiligo

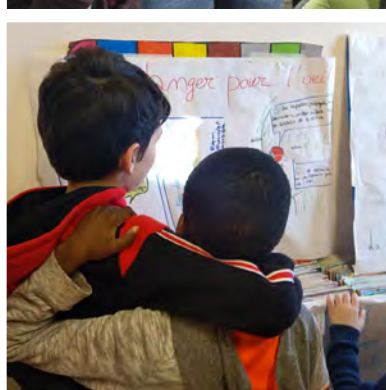
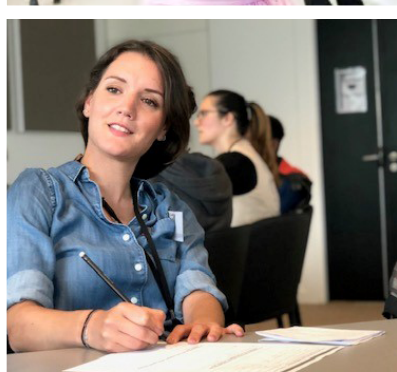
to create a short animation film for young people suffering from vitiligo (skin depigmentation) to overcome their isolation. A project sponsored by Salah Bellili. Grant: €5,000



### Excision, Parlons-en!

to help to prevent and protect teenage girls against the risk of genital cutting through a campaign to provide information and raise awareness in the general public, media and institutions. A project sponsored by Ramata Kapo. Grant: €5,000







## Commitments and outlook

**The projects we support capture the essence of our Group's mindset, our collaborative model, the outcomes we expect and our ultimate goal of making a positive difference.**

Working alongside our partners for more equal health outcomes, we help them build towards an inclusive and sustainable society by providing protection solutions and making life easier for as many people as possible.

Comments from the non-profits and employees involved:

### Engaging with others and the world around us: coaching with the L'Alliance pour l'éducation–UW

**A CNP Assurances employee:** *"I was delighted to be able to support a high-school student and help him harness his skills and attributes for his future training. It's a constructive and effective approach for students, giving them the time they need to unlock their full potential. The programme also gives the employee a unique opportunity to really make a difference. It's a great experience, and I'd love to do it again!"*

### Shaping programmes together with stakeholders: adaptation by SAUV Life to Covid-19 with SAUV

**SAUV:** *"The project was unable to go ahead as initially planned, and so SAUV contacted the CNP Assurances Corporate Foundation and proposed changes adapting the project to the crisis.*

*The new project consisted of making volunteer carers equipped with scooters available to the emergency services for rapid evaluations of Covid-19 patients. Making the necessary adaptations was a smooth and simple process, as the Foundation's representatives had perfectly grasped the need to adapt to the pandemic situation. We would really like to thank the teams who made this process so straightforward and enabled us to rapidly set up solutions to tackle the crisis."*

### Effective action: support for young refugees with Unis-Cités

**Unis-Cité:** *"In 2020, the CNP Assurances Corporate Foundation showed its trust in Unis-Cité by commissioning it to set up educational and health initiatives for 172 young refugees. Building on the success of this trial, Unis-Cité plans to champion the development of this type of programme for people whose mother tongue is not French. It will focus on the importance of considering taboos and specific cultural and religious aspects, giving reassurance to programme participants, overcoming preconceptions and explaining how patient/doctor confidentiality works. Appropriate formats will be offered, using tools and media with pictures to make things easier to understand, plain and simple language, formation of single-gender groups, etc. Social events to promote idea sharing and conversations are also planned.*

*The CNP Assurances Corporate Foundation is a partner that really tries to help us make an even greater difference and stands alongside us, closely involved every year in setting the future direction for our Re'Pairs Santé programme."*

### Positive impact: support for students struggling financially together with FAGE

**FAGE:** *"FAGE's experience is that students and younger people in general are reluctant to seek healthcare and are engaging in higher-risk behaviour, and that their mental health is deteriorating. Through our network of student associations, we are looking to lower the risks they take, while improving access to healthcare. During the first 12 months of the pandemic, the action supported by the CNP Assurances Corporate Foundation made a real difference, enabling hundreds of young people to keep their heads above water. Health must not become an obstacle to studying, meeting others and ultimately joining the workplace."*



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