

Fondation
d'entreprise



Levelling up

health outcomes

2019 annual report
CNP Assurances
Corporate Foundation



The **CNP Assurances Corporate Foundation** was founded in 1993 to focus on public health. Our remit is to promote, support and implement health-related initiatives and projects benefiting the common good.

Our activities as a corporate foundation since 2011 have built on and extended the mission that CNP Assurances has pursued for the past 170 years of protecting – for the long haul – people and everything that matters to them.

CNP Assurances is firmly rooted in the public sector and works closely and constructively with its partners to build protection solutions to meet everybody's needs, whatever turns their life takes. It designs and manages life insurance, pension, personal risk insurance and protection products (term creditor insurance and health insurance). The CNP Assurances group is a leading personal insurer in France, with operations in other European countries and in Latin America, chiefly Brazil.

We are a signatory of the Charter of Corporate Philanthropy drawn up by Admical and its members, which is open to all corporate sponsors.

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Credo

CNP Assurances' sponsorship and philanthropy activities should put into action the Group's commitment to act as a good citizen striving for a more inclusive society and a sustainable environment.

The initiatives taken by its Corporate Foundation should complement CNP Assurances' mission of providing protection and cultivate the positive engagement that is a hallmark of its brand and motivates 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 aim to widen horizons and possibilities and level up health outcomes.

The beating heart

at the centre of the Group's commitment to society

The CNP Assurances Corporate Foundation, the beating heart at the centre of the Group's commitment to society

Mission

levelling up health outcomes

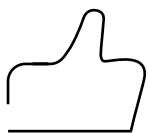
Two priorities

- ▶ Reducing social inequalities in health
- ▶ Saving lives

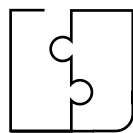
One key enabler

- ▶ Energising employees

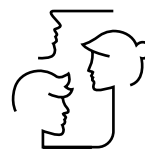
Funding



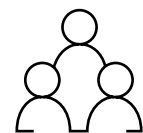
€800,000 p.a.
endowment from CNP
Assurances



6 non-profits and
close to **3,000**
partner municipalities



2,873
CNP Assurances
employees



3 employees
seconded by
CNP Assurances
to the Foundation

Beneficiaries

Over 57,000 young people
guided along the path to more equal
health outcomes in 2019
(See details on p. 9 and following)

Over 4,500
defibrillators installed
since 2011

€252,232
in support granted to
over 240 municipalities



4 commitments

- ▶ Engage with others and the world around us
- ▶ Build solutions together with stakeholders
- ▶ Support positive and effective solutions
- ▶ Achieve a positive impact, laying the foundations for a more inclusive society and a sustainable environment



“For the past 10 years, the CNP Assurances Corporate Foundation's commitment to saving lives has helped equip local authorities with defibrillators. With its support for Sauv Life, the Foundation is now encouraging everyone to train in life-support techniques so they can stand in until paramedics arrive.”

Dr Michel Bignand, director of the CNP Assurances Corporate Foundation



“As a school principal, I see at first hand the impact of CNP Assurances Corporate Foundation's support for programmes that help young people from underprivileged areas pursue their chosen career.”

Daniel Berachategui, director of the CNP Assurances Corporate Foundation



An open ecosystem

FAGE (French federation of student associations)

We support the subsidised grocery stores managed by students for students and initiatives to prevent student hardship.

United Way L'Alliance and Unis-Cité

We have created a joint health/wellbeing programme with each of these partners and identified synergies between them to maximise their reach.

Bibliothèques Sans Frontières

Our health experts were involved in producing content for Idéas Box Santé and assisted in the front-line implementation alongside health prevention specialists

Marcel Bleustein-Blanchet foundation helping young people realise their vocation

We give a helping hand to young people in challenging social situations seeking to work in healthcare professions.

Local authorities

We pay part of the cost of rolling out defibrillators and provide training in how to use them.

Community first-responders

The Sauv Life collaborative app has been extended to cover areas that the emergency services cannot reach in 30 minutes, in conjunction with the ambulance service.

Employees

We support non-profits via employees' commitment to projects in areas that tie in with our action priorities and host a special coaching programme at CNP Assurances for young people from Unis-Cité who have completed their civic service.

Board of Directors

Its 13 members approve the programmes and constructively challenge their content and the outcomes they achieve.

Governance

The Board of Directors of the CNP Assurances Corporate Foundation has 13 members, each appointed for a 5-year term. They include representatives of the group that established the foundation, representatives of its employees, and well-known figures with respected expertise in the areas in which the Foundation is active.

The Board of Directors lays down our strategic direction, selects projects and picks our flagship campaigns.

6 representatives from our parent Group

- **Antoine Lissowski**, Chief Executive Officer, Chairman of the Foundation
- **Agathe Sanson**, Head of Strategic Marketing, Communication and Sponsorship department, Vice-Chairwoman of the Foundation
- **Vincent Lebrun**, Group Head of Tax, Treasurer of the Foundation
- **Bérenghère Auxoux-Grandjean**, 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 Mabo**a, customer executive, Banque Postale Vie
- **Christophe Boisdevesys**, sales executive, social protection business unit

The Board of Directors noted at its meeting of 12 September 2019 that the appointments of Jeanne Métais and Sébastien Masset were ending. The social and economic committee nominated their successors on 6 January 2020. Alicia Mabo and Christophe Boisdevesys will join the Board of Directors with effect from 17 June 2020.

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**, an expert in sponsorship, philanthropy and societal engagement and a member of the Haut Conseil à la Vie Associative, a body advising the government on non-profits and charities.
- **Prof. Alain Serrie**, senior 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), and 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 military doctor trained in emergency medicine, research director at Val de Grâce, the French army's medical headquarters. Until September 2019 he was chief medical officer of the Paris fire and emergency response department. In that role, he worked on improving recognition of cardiac arrest to improve the care provided from the moment a call is made to the emergency services until the patient arrives at hospital.

Dr Michel Bignand was nominated to join the panel of well-known figures with relevant expertise following the resignation of Prof. Pierre Carli. He was formally approved as a director at the 11 December 2019 meeting of the Board of Directors.

Breakdown of 2019 budget by type of initiative



In the period from its inception in 2011 until year-end 2018, the Foundation disbursed €5,496,093. The additional €992,866 disbursed in 2019 brings the total to **€6,488,959**.

2019 facts and figures

Over 57,000 young people received support

- **45,855** young people were educated about health and the risks in recreational environments
- **5,000** young people accessed Idéas Box Santé content
- **4,332** 11- to 15-year-olds were supported under the wellbeing programme
- **2,328** students have access to the Agoraé subsidised grocery stores
- **9** employees were hired and supported by our initiatives to prevent risk and promote health and wellbeing through education and community-building.

Initiative to save lives launched across more than 240 communities

The call for projects launched in the first half of 2019 elicited a strong response. A total of 176 applications was received with proposals to install 739 defibrillators and to train the local population to use them across close to 300 municipalities. We accepted 141 applications (over 240 municipalities) and provided €252,232 in total grants.

Leading the way forward

La loi du 28 juin 2018 a introduit l'obligation pour les établissements recevant du public de s'équiper progressivement d'un défibrillateur. Si cette décision souligne le caractère précurseur de la Fondation CNP Assurances, elle l'amène à repenser son appel à projets Défibrillateurs pour l'adapter à l'évolution des pratiques et des technologies. L'appel à projets nouvelle génération devrait être lancé en 2020.

Additional expert brought in to help the "saving lives" priority

On 11 December, Dr Michel Bignand joined the CNP Assurances Corporate Foundation's Board of Directors. He served until September 2019 as the Paris fire and emergency response department's chief medical officer, a role in which he worked on improving recognition and treatment of cardiac arrest. His expertise will be invaluable in shaping the new guidelines for the Defibrillators call for projects and in strengthening our "Saving lives" partnerships.

Scholarship scheme for **talented healthcare trainees** extended

The Marcel Bleustein-Blanchet foundation, which helps young people realise their vocation, awards scholarships to deserving beneficiaries to help them achieve their career aspirations. We have been a partner supporting healthcare trainees since 2016 and provided grants totalling €30,000 in 2019.

To mark our partner foundation's 60th anniversary, students from the Samuel de Champlain high school at Chennevières-sur-Marne learned about the commitment and vocations of the scholarship winners.

Harnessing synergies crucial for our projects to achieve maximum impact

We made a video about life-support techniques available to our "Reducing social inequalities in health" partners to raise awareness of them among young people.

Foundation's endowment **extended** for 3 years

CNP Assurances made the decision to renew its support for the Corporate Foundation under a third action programme endowed with a budget totalling €2.4 million over the 2019-2022 period, or €800,000 p.a.

It reasserted our "Reducing social inequalities in health" and "Saving lives" priorities, and we will continue to support employee engagement.



2,000 6- to 11-year-olds educated about preventing health risks with Idéas Box Santé



4,332 11- to 15-year-olds supported under the wellbeing programme



2,328 students have access to the Agoraé subsidised grocery stores



Reducing social inequalities in health

Partnership review

United Way L'Alliance



Objective

The Défi Jeunesse programme aims to help young people from underprivileged backgrounds pursue their career goals by breaking down potential educational and professional barriers. Through group and individual activities where the aim is to learn by having fun, and visits to businesses, junior high students are introduced as part of the “expertise” module to the business world and helped to map out their career plans. The second “conduct” module then seeks to identify and highlight their skills, to boost their self-confidence and helps them to show a positive attitude towards others.

We helped to create and design the ground-breaking wellbeing and health component of the Défi Jeunesse programme, which offers relaxation, yoga, drama, debating and citizenship-related activities.

Investment

In 2018-2019, we provided **€175,814** in funding for the Wellbeing/Health programme. In all, 33 partner non-profits, including **16** focused on wellbeing, contributed to implementation of the Défi Jeunesse initiative for **6,216** junior high students from 28 junior high schools in 8 areas (in Créteil, Toulouse, Versailles and Orléans-Tours), with **4,332** of them supported by wellbeing initiatives.

Reducing social inequalities in health

Partnership review

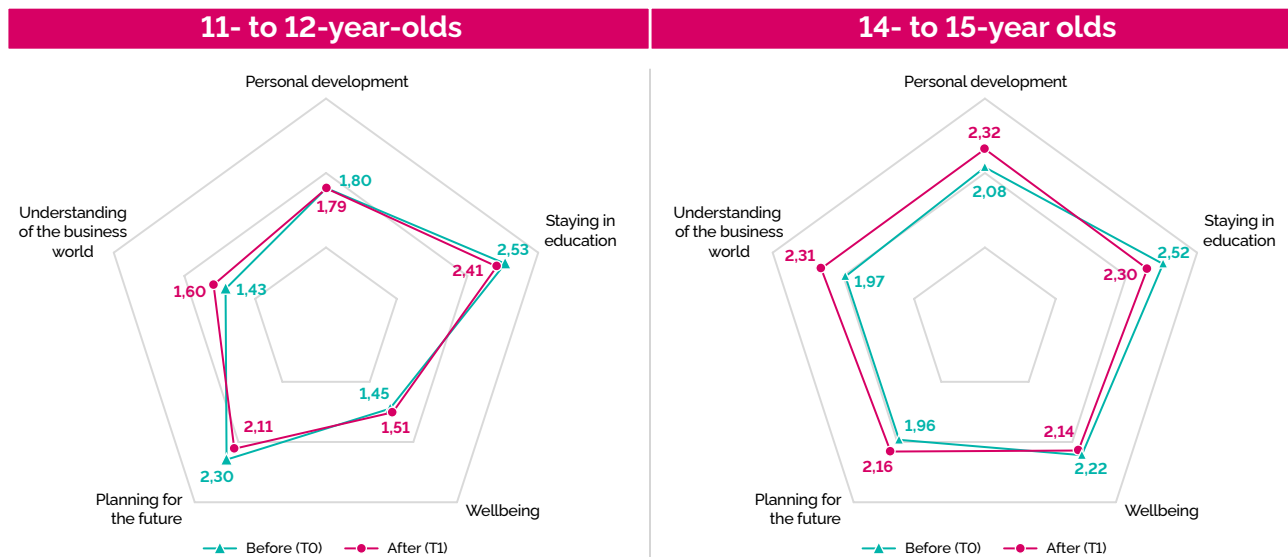
The 11- to 15-year-olds took part in enjoyable group activities aimed at identifying their skills, giving them insights into the world of business, shaping their career plans and preparing for their pre-high school internship, as well as building their self-confidence and understanding of others.

- For 11- to 13-year-olds: 6 learn-by-having-fun group sessions and 6 group "Wellbeing" sessions.
 - For 13- to 14-year-olds: 2 learn-by-having-fun group sessions, 1 visit to a business, and 1 drama session
 - For 14- to 15-year-olds: 1 internship preparation day and 1 drama session.
- + Individual support, for 12- to 15-year-olds: 15 educational support and career planning sessions and 10 "Wellbeing" sessions.

Results

Direct impact

The social impact of the 2018-2019 Défi Jeunesse programme was measured by (IM)PROVE, based on a sample of 3,250 young people focusing on 5 indicators: wellbeing, personal development, relationship with school, forward planning and understanding of the business world. Excerpt from the (IM)PROVE August 2019 report.



Greater wellbeing

Learning to manage emotions, feeling positive every day, not being anxious about going to school: **43%** of the 11- to 12-year-olds supported in groups and **60%** of the 12- to 13-year-olds supported individually reported that the Défi Jeunesse programme had given them a boost in their daily lives.

Increased ability among students to choose the direction of their life

- Greater understanding of the business world: **68%** of 14- to 15-year-olds stated that they had a better idea of how a business works.
- Greater ability to plan the direction of their education and their career: **67%** of 14- to 15-year-olds stated that they are more interested in planning the direction of their future studies and career and **75%** are aware of what would make a job a good fit for them

Acquisition of non-academic skills

65 % of the 11- to 12-year olds stated that the programme taught them about their skills and how to use them.

Keeping students in education

The Défi Jeunesse programme has helped to keep a higher proportion of the students it supports in education: **66%** of the 11- to 12-year-olds stated that the programme helped them realise the importance of school for their future life. **88%** of the 12- to 13-year-olds who received individual support claimed that the programme had improved their appreciation of learning. **69%** of the 14- to 15-year-olds said that the programme had improved how they view their schooling.

Indirect impact

- **Development of volunteer-backed support for the education system:** synergies and sharing of skills between education-oriented non-profits, financial support for their development, strategic guidance.
- **Efforts enhancing the image of educational institutions**

Synergies

We have started looking at ways of unlocking synergies between United Way and Unis-Cité, to make both our partnerships stronger.

Commitment for 2020 and 2021

We have agreed to extend our commitment to United Way L'Alliance for another two years. We will provide €175,000 p.a. in grant funding to cover the Wellbeing component of the Défi Jeunesse programme, which is open to 15,000 students in 31 junior high schools in underprivileged areas, and now one high school, too. United Way L'Alliance plans to produce more in-depth quantitative/qualitative analysis of the programme's impact.

Unis-cité



Objective

Unis-Cité's Re'Pairs Santé is the first nationwide health and prevention programme addressing at-risk behaviours that adopts a positive peer-to-peer approach. Young civic service participants pass on health-related information and help to raise awareness of the issues among other young people. We provide constructive challenge of the jointly developed programme at each Board meeting.

Investment

During 2018 and 2019, **270** young civic service participants aged 16 to 25 were trained in health issues, and they passed the information on and raised awareness across 30 areas. Their **1,725 interventions** reached **45,855** young people, thanks to the **€150,000** in funding we provided.

Results

A sociologist helps to measure the impact achieved by the Re'Pairs Santé programme, and the results showed a clear-cut qualitative improvement in its effectiveness and confirmed the benefits of a peer-to-peer approach. In all, 23 volunteers and 64 programme beneficiaries were interviewed in three areas – Lens, Rennes and Saint-Denis. The main outcomes are as follows:

For programme beneficiaries

- Acquisition of health-related knowledge
- Development of inter-personal skills (discussion, listening skills, etc.)
- Very substantial impact specifically on isolated minors

- Beneficiaries pass on their newly gained health-related knowledge to their loved ones
- The short format encourages them to discuss issues at greater length and to continue their conversations with the Unis-Cité volunteers
- Insight into the engagement aspects of civic service

For partner organisations

- A “different” and “complementary” peer-to-peer approach for reaching out to their audiences (schools and colleges)
- Discussion of health-related topics in venues where they are not usually covered, such as training centres, and hostels for young workers
- Relationship built between young people’s organisations and health partners at local level
- Insights into the civic service programme for the health organisations, which could host young people doing their civic service and engage them in health education and prevention of high-risk behaviour programmes

For civic service participants

- Greater knowledge about health-related programmes and organisations in their area
- Understanding of the best ways of improving their health
- Development of inter-personal and soft skills
- Very strong sense of making a difference among the target groups
- Improved self-confidence and optimism about the future

Synergies

- The synergies we have unlocked will enable Unis-Cité’s young civic service participants to go out into schools in the Orléans and Toulouse areas alongside United Way L’Alliance, making both partnerships stronger.
- In June, CNP Assurances hosted Tremplins Unis-Cité, a coaching initiative teaching young people who have completed their civic service how to capitalise on the experience and skills they gained. This was an excellent opportunity for CNP Assurances’ employees who act as coaches to see their skills really make a difference and share invaluable experiences.

Commitment for 2020

We will provide €150,000 in funding for the Re’Pairs Santé programme in 2020 and have set new strategic guidelines, such as a greater emphasis on the wellbeing and self-esteem aspects, and joint design with around 50 young refugees undertaking their civic service as part of a special Re’Pairs Santé initiative targeting young refugees.

French federation of student associations (FAGE)



Objective

Our partnership with FAGE aims to reduce student vulnerability and hardship in two ways. Firstly, it has set up a network of AGORAé subsidised grocery stores providing healthy food at more affordable prices. Secondly, it has launched a student hardship prevention plan through an array of initiatives on campus and at the AGORAé stores, such as mental health and psychosocial risk prevention workshops, as well as efforts to mitigate the risks of addiction.

Investment

During 2018 and 2019, we provided **€50,000** in funding to establish more AGORAé subsidised grocery stores. In addition to providing access to better nutrition, these grocery stores run by students for students provide a neutral location that is ideal for establishing social relationships and facilitating access to healthcare, legal representation and better studying conditions. We also provided **€30,000** in grant funding to the student hardship prevention programme.

Results

By year-end 2019, a network of **20 AGORAé** subsidised grocery stores had been built across France, with **2,328** eligible students benefiting from one on their campus. In total, **105 metric tons** of food and hygiene products were distributed during the university year.

Efforts to tackle addiction were stepped up. A wealth of new content was added to the dedicated digital platform, and four anti-addiction campaigns took place in Strasbourg, Brest, Reims and Amiens. These feature a debate following the screening of a film, a prevention village, a conference and an awareness-raising workshop.

The network has a financial impact, since beneficiaries' money problems means they are left on average with just €0.30 per day, or a budget of €9 per month to feed, clothe and entertain themselves. The AGORAé products account for around 75% of their residual spending.

Its impacts are also societal (greater public awareness of the vulnerability of certain students) and social (efforts to overcome loneliness).

Commitment for 2020 and 2021

We have confirmed our plans to provide grants to FAGE of €85,000 in 2020 and €80,000 in 2021. This financial support includes funding for a defibrillator at FAGE's headquarters in 2020 and training in how to use it.

The pace of the AGORAé network's expansion will shift up a gear, with 8 new stores opening, bringing the total to 28 by year-end 2021, serving at least 3,500 students. Initiatives addressing the risks of addictive behaviours and tackling hardship will be ramped up at the AGORAé stores and, where appropriate, at other campus locations (hostel, canteen, etc.). Over 100 actions, including 35 culinary workshops, will raise the profile of the issues and amplify the partnership's impact.

Over 20 %

of students live below the poverty line, compared with an average of 12.8% for the population at large ⁽¹⁾

30 %

decided to forgo medical examinations and/or treatment for financial reasons over the past 12 months ⁽²⁾

Some 20 %

of them present signs of psychological distress ⁽²⁾

(1) Insee survey "Revenu, niveau de vie et pauvreté en 2016" (Income, living conditions and poverty) published in December 2018.

(2) "Conditions de vie des étudiants" (Student living conditions) survey conducted by the ONVE student life think tank in 2016

Libraries without Borders (BSF- Bibliothèques Sans Frontières)



Objective

An Idéas Box Santé is a mobile media library devoted to health information and prevention. Our health experts helped choose its educational content and co-produced it with the BSF teams. Idéas Box Santé reaches out to underprivileged urban and rural areas and provides health resources in an extensive range of formats (games, books, digital media) and events (art, blog, theatre) specially designed for young people and their families.

Investment

We have undertaken to provide **€230,000** in funding to keep Idéas Box Santé running for the next 15 months. Following a call for projects that we launched together with BSF, the first Idéas Box Santé was introduced in Boulogne-sur-Mer in late 2017, followed by the second in Sarcelles in spring 2019.

Results

The media libraries reached **5,000** young people and completely transformed the health prevention approach in the areas they serve. The average satisfaction rate of users was 4.7 out of 5. Idéas Box Santé has been a hit with young people in Boulogne-sur-Mer. They soon became more knowledgeable, and so the project has helped to get rid of common health-related preconceptions. The Idéas Box has also attracted interest from specialists. Front-line health prevention teams in Boulogne-sur-Mer rate it very highly, and around 20 school nurses have been trained in how to use it. And uptake has increased now it is housed in the town's media library.

Over 50 activity reports were filed, and 800 content items were selected. More than 20 partnerships have been established in the areas where it operates. Content and activities have already been passed on to some 20 local authorities and partners in France.

Societal impact

- Health prevention standards have been raised in both areas
- Prevention-related jobs have been created in Sarcelles
- The fabric of the local social-educational network has been strengthened, and over 20 partnerships formed by the municipality with primary and junior high schools, social centres, activity centres, medical and educational institutions, special education services and in-home services, etc.

Social impact

- A health education and prevention campaign based on learning through fun activities reached **2,000** 6- to 11-year-olds (47% girls, 53% boys), **1,000** 11- to 15-year-olds (61% girls, 39% boys), **900** 15- to 25-year-olds (45% women, 55% men) and **600** over 25s (60% women, 40% men).
- Focus groups demonstrated that, by extension, the campaign had a tangible impact on families and those close to the direct users, especially via the children who took part in the activities.
- The health content has been used in over 20 BSF projects in France in partnership with local authorities.

Indirect impact

The Sarcelles and Boulogne municipal authorities achieved a higher profile for their actions among their populations and local stakeholders through this outreach.

Commitment for 2020

We decided to extend our partnership with BSF by providing €198,000 for a further year. Another call for projects will be launched in the first half of 2020, and the recipient of the new Idéas Box Santé will be selected with input from CNP Assurances employees. A "Health prevention" kit featuring all the health materials created to date will help the programme to achieve the greatest possible impact. For 2020, its target is to establish 30 units on the front line and reach 10,000 beneficiaries, with further outcome measurement.

Saving lives

Partnership review

Objective

We are backing efforts to equip public facilities with defibrillators and to train people as first responders to save lives.

Over the past 10 years, close to 3,000 municipal authorities have bought more than 4,500 defibrillators with financial assistance from us.

Investment

In total, 176 submissions were received to install defibrillators in 318 municipalities in response to a call for projects launched in the first half of 2019. We provided support for the installation of **454 defibrillators in over 240 municipalities** and through **€252,232** in total grants.

Coupled with the support for Sauv Life and the CPR training workshops, "Saving lives" disbursements totalled **€318,016** in 2019.

Analysis

The hefty increase in the number of submissions received to the call for projects in the first half of 2019 owing to the change in the regulations prompted us to cancel the programme scheduled in the second half.

A new law has made it a legal requirement for all facilities open to the public to have access to a defibrillator by certain deadlines. This change in the legislation is a testament to the foresight and leadership we have shown.



Substantial increase in grant funding

2016	2017	2018	First-half 2019
€165,000	€180,000	€171,000	€250,000

Our Board of Directors asked the Head of our Foundation to review the selection criteria for the forthcoming "Saving lives" call for projects due to be launched in 2020.

Commitment for 2020

Saving a life is not a technical procedure, it is simply what good citizens do. We have diversified our efforts by supporting the Sauv non-profit. This collaborative GPS-enabled app supports intervention by community first-responders, who are trained to stand in until paramedics arrive, especially when heart problems are involved.



The Board of Directors unanimously approved our commitment alongside Sauv Life for the project to train community first-responders in areas where the emergency services face long journeys. It will provide €65,160 in grant funding in 2020 for 12 of the 24 areas in France where the journey takes over 30 minutes. Once the results achieved during 2020 are known, our Board of Directors may extend support to the other 12 areas during 2021.



Employee engagement

Project review

Objective

We support projects undertaken by employees furthering risk prevention and wellbeing through education and community-building.

Investment and outcomes

Ten projects received a total of €36,850 in support under the two calls for projects launched in 2019. Of these, seven tie in with our priorities of promoting health education and inclusiveness and three with saving lives. Here is a synopsis of the projects.

Employee engagement

Project review



Community support facilities

to widen access to healthcare for residents and users of the L'Escale community support facilities. Aline Diouri is the sponsor of the project led by Habitat et Humanisme, an organisation based in Lyon. Grant: €5,000.



Inclusion through dancing

a project supporting 25 to 30 young people with disabilities. Magali Renard is the sponsor, and the project is run by Dansarte, an Angers-based organisation. Grant: €2,000.



Installation of two defibrillators

and training for the local population in how to use them in the rural municipalities of Saint-Rimay and Sainte-Anne (Loir-et-Cher department), to which the emergency services have extended journey times. Patricia Ruban Stoerkel is the sponsor of these two projects. Grant: €900 and €950.



Beating hearts

a project to provide CPR training for 400 10- to 13-year-olds in Vertou, a municipality in the Loire-Atlantique department. Romain Renault is the project's sponsor. Grant: €5,000.



Integration through fencing

of young people suffering from diseases such as blood-related conditions, obesity and diabetes. Christine Brosseau is the sponsor of the project run by SCO Escrime, an organisation based in Angers. Grant: €5,000.



Wi Filles

a project to give female junior high students from priority areas in Angers insights into jobs in the digital sector. Sébastien Masset is the sponsor of the project at a junior high school in Angers. Grant: €3,000.



Bringing people from different social backgrounds together through sport

to further education in underprivileged areas. Stéphane Boutin is the sponsor for this project by Étoile Angers Basket (EAB). Grant: €5,000.



Action against inherited cancers

prevention and support for at-risk families through medical information videos. Catherine Robineau is the sponsor for the project led by Généticancer, a Paris-based organisation. Grant: €5,000.



Construction of a physical classroom

for the Gandiol primary school in Senegal: providing a healthy learning environment for pupils of the Malicounda rural community. Sylvie Brunelle acted as sponsor for the project led by the Les Amis de Gandiol non-profit. Grant: €5,000.

The next step...

CNP Assurances intends to take skills sharing to the next level over the long term. It plans to do this by integrating it with assignments at our four main partners. Employees volunteering under the scheme will be seconded for one year, creating the possibility of long-term assignments that can truly meet needs.



Outlook and Commitments

CNP Assurances' commitments to achieving its goals shape all the actions we take together with our partners. Their projects capture the essence of our Group's mindset, its collaborative model, its expected outcomes and its ultimate goal of making a positive difference.

Engage with others and the world around us

One of our core principles is that engaging with others and the world around us is a path to personal and collective fulfilment. That's why we focus on projects bringing people together, building dialogue and vibrant communities, opening up new horizons for young people, and helping everyone to help themselves, to find their own place in society and to shape their own future.

The same mindset also motivates CNP Assurances' employees to take part in our programmes, to seek our support for non-profits for which they volunteer or for local authorities taking measures to ensure cardiac arrest is treated more effectively.

Build solutions together with stakeholders

We have embraced CNP Assurances' multi-partnership approach and provide funding for our partners and for the projects employees volunteer on.

In addition to financial support, we bring all our knowledge, skills and expert networks to bear so we can, together with our partners, create health- and wellbeing-related content perfectly suited to the real-life situations young people have to deal with today. We play our part in building new forms of outreach and harness synergies between the various organisations we support. Our approach is to bring together different areas of expertise, to share experience and insights from different disciplines and to learn all the lessons we can by building trust at every level.

Support positive and effective solutions

We aim to promote and support novel, replicable solutions robust enough to address the geographical, social and health-related challenges facing young people. We apply the same spirit of innovation as CNP Assurances does in its core business.

We support pilot projects, help to design tools and health education programmes specifically tailored to young people's challenges, lifestyles and language.

We provide financial support for the roll-out of programmes led by trained professionals mindful of the sometimes complex situations facing certain students, or by peers undertaking their civic service who have been trained to deliver health content in a school setting.

Achieve a positive impact, laying the foundations for a more inclusive and sustainable society

Our objective is to deliver practical and effective solutions. The partners, projects and ways of doing things we choose match up perfectly with this commitment.

Evaluating projects is an essential part of our approach, as it enables us to measure the outcomes achieved, make adjustments to raise their effectiveness and develop constructive partnerships.

We assess our impact using performance indicators set with our partners so that they accommodate our partners' ability to document outcomes, they provide our Board members with useful insights, and they increase the projects' appeal to other potential corporate sponsors.

By adopting this approach, we take CNP Assurances' goal of providing protection to the next level. Our actions fulfil the Group's commitment to a more inclusive society and a sustainable environment and help deliver on the CNP Assurances brand promise of insuring a more open world.



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