

“Sponsorship programmes at the service of the general interest are one of the foundations of BNP Paribas’ commitments. We listen to society in the many countries where we are active. In an age of enthusiasm as well as anxiety stemming from the rise of inequality and the threat of climate change, such programmes are seeking to contribute new solutions based on local realities and to chart new courses alongside many players in civil society. We are pushing the envelope and are striving to develop useful projects for all involved. BNP Paribas backs ●●●

BNP PARIBAS CORPORATE PHILANTHROPY  
2017 ACTIVITY REPORT



**BNP PARIBAS**

The bank for  
a changing  
world

●●● cultural, solidarity and environmental with the company's commitment policy, focusing on energy Let's take, for example, the many education and youth addition, our sponsorship programmes are at the service present: our company accompanies local realities, which met contemporary needs such as support for art and intense commitment to disadvantaged quarters and persons be met without the contribution of scientific research takes into account the commitment of the Group's employees social solidarity actions. BNP Paribas intends to place taking risks with partners who dare, undertake and together, with the common conviction that evenly distributed growth can build a better

programmes, aims to develop programmes that integrate transition, new generations, entrepreneurs and territories. programmes being developed on every continent. In of social entrepreneurs and areas where BNP Paribas is set new social dynamics in motion. BNP Paribas has also access to culture for as many people as possible; increasingly in great distress; and climate change challenges, which cannot and public awareness-raising campaigns. It also across the world who contribute their time and skills to its philanthropic action under the banner of innovation by offer expert responses to the challenges of living contributing towards more sustainable and future.”

**Michel Pébereau**  
Honorary Chairman of BNP Paribas  
Chairman of the BNP Paribas Foundation

**Jean-Jacques Goron**  
Head of BNP Paribas  
Corporate Philanthropy

**CULTURE**<sup>P. 04</sup>

**SOLIDARITY**<sup>P. 14</sup>

**ENVIRONNEMENT**<sup>P. 30</sup>



A TOTAL BUDGET OF

€42.12M

(including €40.2 million in patronage from the countries where BNP Paribas is present  
and €1.88 million from the European Refugee Assistance Plan)

**Culture, solidarity, environment**

are the three key words guiding all the sponsorship actions carried out by BNP Paribas's teams worldwide. This issue will focus on young dance and jazz talents, jazz festivals, education, introduction to entrepreneurship, intergenerational relationships, the commitment of BNP Paribas employees and aid for refugees in Europe. Lastly, because all that human energy is being expressed on a planet weakened by climate change, we explore how, in 2017, BNP Paribas doubled its funding for climate change research.

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Over and above the emotion and joy we experience from artists in their quest and questioning through art form, they give us points of reference for seeing the world differently. Precursors and often visionaries, open to other cultures, they are able to detect changes at work in our societies and play a proactive part in these transformations. They invent forms, invite us to question our certainties and take part in collective experiences which help to build a shared imaginary world. That is why BNP Paribas places contemporary creation at the heart of its cultural patronage. Committed to many artists and the institutions that host and distribute their works, the group notably offers its support to contemporary

# CULTURE

dance and jazz music. Attentive to the world and its changes, the aim of this patronage is to cultivate innovative projects. Tailored, long-term support, a trusting relationship with partners, networking with helpful personalities, highlighting the value of projects and meeting with the public are all a key part of our approach. And because art and culture are essential to positively project into the future, BNP Paribas strives, in the many countries where the group is active, to develop actions that promote younger generations — one of the priority causes of its commitment policy.



Jann Gallois

CHOREOGRAPHER AND FOUNDER OF C'É BURNOUT

## “This BNP Paribas Foundation partnership is my very first backing spanning several years.

It obviously represents far more than financial support helping to consolidate the artistic, technical and administrative team of my performance company. It is valuable recognition of my artistic initiative, hence encouraging my research in choreography and my artistic intuition. Receiving this long-term support is an even bigger opportunity given just how rare this type of commitment is these days. I know that this companionship will create a special relationship built on dialogue, encounters and exchange. Real trust has been placed in me. *Quintette*, the choreographic piece I created in 2017, will be nourished by this new context.”

● JANN GALLOIS

📍 FRANCE

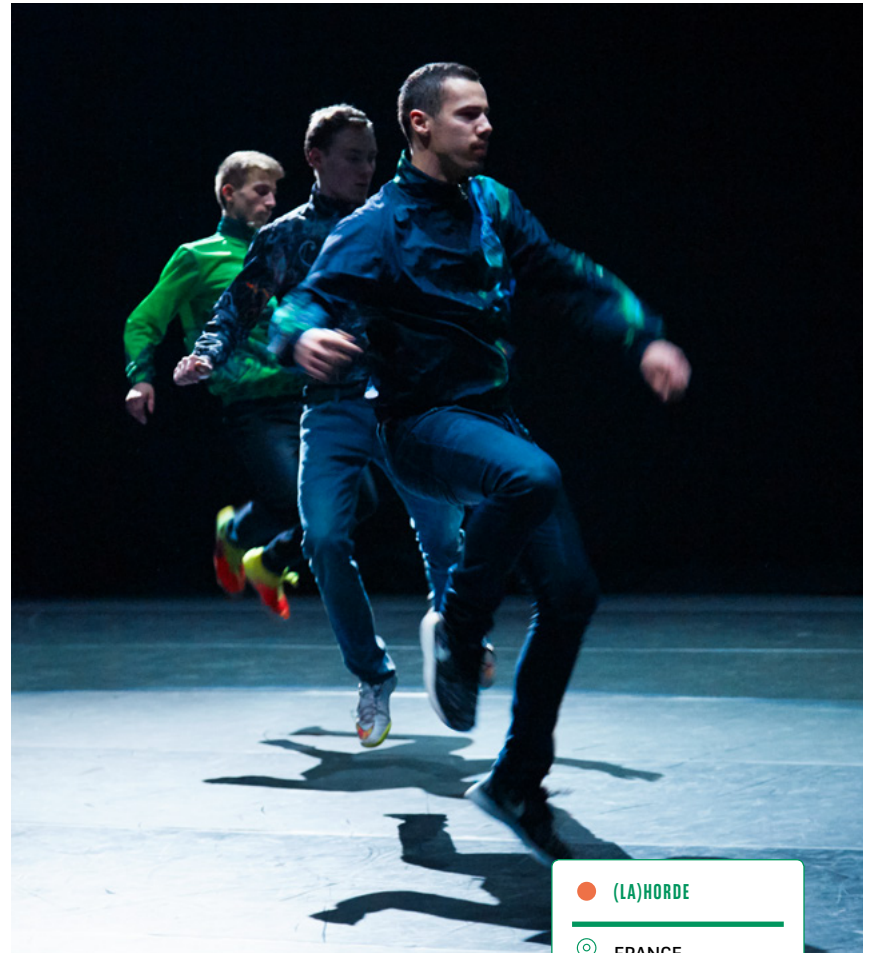
👤 BNP PARIBAS  
FOUNDATION



**(LA)HORDE**  
ARTISTIC MOVEMENT

# "Digital and its potentials are at the heart of our work."

Marine Brutti, Jonathan Debrouwer and Arthur Harel are the three founding artists of the collective (LA)HORDE, a multidisciplinary artistic and "post-Internet" movement. On tour in 2018, their play *To Da Bone* brings together European jumpers.



● (LA)HORDE  
📍 FRANCE  
👤 BNP PARIBAS FOUNDATION

## HOW DOES (LA)HORDE WORK?

**(LA)HORDE** – (LA)HORDE is the result of individualities that express themselves, debate, and exchange around the creation of common works, with the aim of confronting ideas and points of view. Each of us brings our experience and their passions and we share our discoveries, which allows us to go faster and further. The Internet, which we use with a certain hindsight, is a major part of the spirit of our collective. In the context of issues relating to the culture of gesture, body and dance, we are currently focusing on the virality of gesture and its consequences: the accessibility of new practices, the abolition of borders, the tutorial, the link with traditional folk dances, the question of copyright, and cultural appropriation.

## JUMPSTYLE PERFORMERS BROADCAST THEIR DANCE AROUND THE WORLD BY FILMING THEMSELVES ON THEIR YOUTUBE CHANNELS. WHY BRING THEM TOGETHER ON A STAGE?

**(LA)HORDE** – For us, the stage is synonymous with refuge and hospitality. It remains a place of freedom where artists take the time to come together around artistic, political and social issues. Jumpstyle dancers are self-taught enthusiasts who, without any help, have created an international network, through YouTube tutorials. We first came into contact with French jumpers, who became the characters in our film *Novaciéries*. Its

success led us to write a play, for which we consulted over 500 online profiles and selected 15 dancers. Their meeting offline makes it possible to deal with the questions of the individual and the group, contemporary counter-culture, Europe, its anger and its positive aspects... All through dance, a universal language.

## AMONG THE COMPANIES SUPPORTED BY THE BNP PARIBAS FOUNDATION, YOU ARE ONE OF THOSE WHO ARE MOST SHAKING UP CREATIVE CODES. ARE YOU A NEW GENERATION OF ARTISTS?

**(LA)HORDE** – In the essence itself of our collective, we advocate universality and horizontality, as does an entire generation. Another marker of our era is our freedom of format: we evolve in a natural way between contemporary art, contemporary dance and cinema. By creating bridges between disciplines, we try to get around the limits previously established by institutions, to better reverse the binary nature of genders and make the body speak, on stage, on the Internet or at venues. This approach, which still arouses misunderstanding or mistrust, seems completely normal to us, and this desire for freedom is ever more present among our contemporaries. ■



● YOUNG TALENTS JAZZ SPRINGBOARD

📍 FRANCE

BNP PARIBAS FOUNDATION

## Donatienne Hantin and Frédéric Charbaut

CO-FOUNDERS OF THE PARIS JAZZ FESTIVAL  
IN SAINT GERMAIN-DES-PRÉS

**“Starting a career as a young jazz musician requires a lot of support and resources.**

You need to build notoriety among professionals and the public, record a disc, understand the music profession and its artistic and legal context, prepare your multimedia promotion and more... That is why we have created the “Tremplin Jeunes Talents” (Young Talents Springboard) of the Paris Jazz Festival in Saint-Germain-des-Prés with the BNP Paribas Foundation, also patron of the festival. In addition to the €2,000 prize grant, the winner receives one full year’s support from professionals and the Foundation. In this way, the winner is able to fast track all the essential steps that don’t involve being on stage, strictly speaking. Six Ring Circus won the prize in 2017, a group of young musicians who explore hybrid, progressive and free jazz.”

## Cécile Mc Lorin Salvant

JAZZ SINGER

### The Django Reinhardt 2017 Award from the French Jazz Academy

Cécile’s voice masters every octave, her recitals have become a reference, her performances combine jazz classics, free jazz and French song. Nothing can counter the elegance and serenity of this 28-year-old Franco-American artist. Her excellence is also irresistible: 2010 winner of the Thelonious Monk International Jazz Competition (top contest in the USA), she also won the Paul Acket prize at the North Sea Jazz Festival in Rotterdam awarded by the BNP Paribas Foundation and the Django Reinhardt 2017 Award from the French Jazz Academy.



● CÉCILE McLORIN SALVANT

📍 FRANCE

BNP PARIBAS FOUNDATION



● PAUL LAY

📍 FRANCE

BNP PARIBAS FOUNDATION

## Paul Lay

JAZZ PIANIST

**“This newly created partnership with the Foundation is a true sign of confidence, placing value in my musical background**

**and encouraging me to be ever more creative. It stimulates my desire to accomplish new feats and create bolder music. This financial aid will help make a recording project paying tribute to Louis Armstrong a reality, plus a solo album and a dance performance show. I have a very strong desire to bring dance and jazz together. This support also serves to consolidate my organisation and better manage promotional activities with the support of a press attaché throughout the year.”**



Emanuel Gat  
CHOREOGRAPHER

**“As soon as there’s somebody in front of me who wants to participate in a game, in a dance workshop I teach, the way is clear.”**

These workshops create encounters that open dance up to everybody; encounters that nurture my work and bring situations and gestures to my attention that perhaps I wouldn’t have noticed with dancers I’ve worked with for years. I joined a dance workshop myself by chance one day when I was 23. There, the choreographer Nir Ben Gal saw something in me that allowed me to become a dancer without the usual training barriers. Six months later, I was dancing professionally in his company. The workshops I teach are based on that experience. They’re about more than transmitting; they’re about circulating energy.” A BNP Paribas Foundation partner since 2009, choreographer Emanuel Gat leads many workshops year round open to all, depending on tours and the dissemination of his work. In 2017, he led a workshop at the Dublin Dance Festival, of which the foundation was a partner.

Interview of Emanuel Gat, in artist residence at La FabricA in Avignon - 2018.

● EMMANUEL GAT  
« WORKSHOPS »

📍 FRANCE

👤 BNP PARIBAS  
FOUNDATION



## Queen Elisabeth Competition: 550 children invited to the cello semi-finals

The 80-year-old Queen Elisabeth Competition is one of Belgium's foremost cultural events. In 2017, it was devoted to the cello for the first time. BNP Paribas Fortis invited 550 children, including 50 from disadvantaged neighbourhoods. The latter participate in the BNP Paribas Foundation's international "Dream Up" project (see pages 18 and 19), which supports the work of Mus-E Belgium. This organisation offers them an art programme at school. In the main auditorium at Flagey, one of Brussels' biggest cultural centres, they attended the semi-finals of the competition, which Victor Julien-Laferrrière won a week later.



**Anonymous**

A WINNER OF THE GAME ON THE FOUNDATION'S TWITTER ACCOUNT

**"I won my seats on the BNP Paribas Foundation Twitter account..."**

This event is a very good idea because it allows young people to discover a place that they normally wouldn't dare set foot in. Buying a ticket to the opera never would have crossed my mind." Since 2015, the BNP Paribas Foundation has been a partner of the Opéra national de Paris by supporting its policy of offering under-28s access to culture. In 2017, 27,000 young people attended previews of the season's ballets and operas. The foundation also offers tickets on its Twitter account, @FondationBNPP.

## North Sea Jazz Festival: learning about jazz while having fun

Every July for 42 years, Rotterdam has hosted the North Sea Jazz Festival (NSJF), the world's biggest jazz party. It's huge, diverse and generous! BNP Paribas Netherlands has supported this magnificent music festival for seven consecutive years. The BNP Paribas Foundation sponsors the Paul Acket Award, which is given to a promising young jazz talent. But the NSJF is also a place to share music, enjoy the instrumental experience and transmit jazz in all simplicity. The jazz of tomorrow takes root in the kids of today.



## Guillaume Sendron

MEMBER OF COMPAGNIE XY, ABOUT "JOURNEYS"

**"We're already blown away as soon as we set foot outside the door."**

It's so awesome. We offer our bodies and our acrobatic language like pathways for strangers who have strayed from their path of the moment in an entertaining complicity, to be invited on a journey that doesn't exist without them but of which they are totally unaware." From 2017 to 2020, Compagnie XY, a collective of around 20 acrobats, is offering immersive, poetic, ephemeral "journeys" in public spaces. Their encounters with cities, neighbourhoods and streets began in Nablus, Palestine in summer 2017. A partner of the BNP Paribas Foundation since 2016.



COMPAGNIE XY  
"JOURNEYS"

FRANCE

BNP PARIBAS  
FOUNDATION

"HALKA" GROUPE  
ACROBATIQUE DE TANGER

MOROCCO

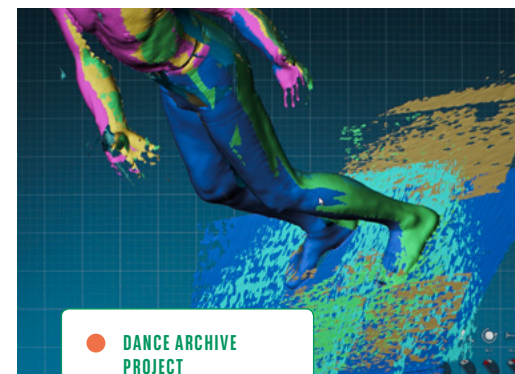
BHCI  
FOUNDATION



## Dance Archive Project : combining Butoh and new technologies

The Dance Archive Network is an organisation working to promote and revitalise the archives of Kazuo Ohno, the founder of Butoh dance, Japan's "dance of darkness". The Dance Archive Project combines sharing archives with dance shows. Its "Yoshito Ohno Archives/Digital 3D in Motion" project aims to record dancers' movements with motion sensors and share the experience through artistic and educational videos. The BNP Paribas Foundation and BNP Paribas Japan support the Dance Archive Project: its goals coincide with the foundation's desire to speed up the development of international dance sponsorship programmes combined with new technology.

**"It is not important to understand what I do; it is perhaps even better not to, but to simply react to the dance."** – Kazuo Ohno



DANCE ARCHIVE  
PROJECT

JAPAN

BNP PARIBAS  
JAPAN

## Sanae El Kamouni

FOUNDER OF THE TANGIER ACROBATIC GROUP

**"Halka is Morocco's oldest traditional dance form. All Moroccan acrobats start with *halka*."**

Twelve years ago, the Tangier Acrobatic Group was formed with help from Aurélien Bory, a choreographer then supported by the BNP Paribas Foundation. For years now, we've been partners with the BMCI Foundation and the troupe has toured internationally. After several shows, with this *Halka* they wanted to make a statement on stage and write their first group show. From Moroccan beaches to venues around the world, the dissemination of our work needs constant support."





**FESTIVAL VARIATIONS**

**FRANCE**

**BNP PARIBAS  
FOUNDATION**

**Patrick Gyger / Cyril Jollard**

**DIRECTOR OF LE LIEU UNIQUE / MUSIC PROGRAMME COORDINATOR FOR LE LIEU UNIQUE  
AND NANTES FESTIVAL VARIATIONS**

# “There is a real audience for art offerings in Nantes.”

In partnership with the BNP Paribas Foundation, national centre for contemporary arts and music venue in Nantes – Le Lieu unique, has been organising the first festival Variations in springtime since 2017, featuring piano and keyboard music concerts. It is a new type of resolutely innovative festival covering a wide spectrum, from classical to experimental music, with jazz, electro and pop in between.

## **HOW WAS THE PARTNERSHIP BETWEEN BNP PARIBAS FOUNDATION AND THE FESTIVAL VARIATIONS TEAM SET UP?**

**PATRICK GYGER** – The Foundation and Le Lieu unique obviously have different missions, but it turns out that we champion many dance and music artists in common. Attentive to each other's projects, we began discussing the possibility of an event which would assert the cultural arts we each hold dear. We came up with the idea of creating a music festival which would be both exacting and generous. The festival programme and gateway to the public consolidated on the concept of keyboard and piano music. This family of instruments enables us to work with the Cathedral and its organs, offer elec-

tronic music at the university campus and experimental music evenings at Le Lieu unique, among others.

## **WHAT ROLE DOES THIS BRAND-NEW MUSIC FESTIVAL PLAY IN THE ARTISTIC LANDSCAPE OF THE CITY OF NANTES AND ITS REGION?**

**P. G.** – There is a genuine public for the artistic events offered in Nantes and for music in general, from specific contemporary projects to more classic offerings. However, these different art forms are often categorised into sectors and it is difficult to go from jazz to Debussy to electronic drones in the same day in one single location. We have made this possible with the Variations festival which revives the enchantment of certain venues, usually considered inaccessible to the general public.

## **CYRIL JOLLARD, WHAT IS THE MEANING BEHIND YOUR FESTIVAL'S PROGRAMME?**

**CYRIL JOLLARD** – Our mission is to present high-flying artists in a setting which is free (as often as possible) so that creative music is of easier access to all. With increasingly restrictive budgets, notably due to a reduction in government grants, it is our duty to diversify our means of funding. The Foundation's support helps us to create an event which brings together all forms of music while offering a programme as comprehensible as possible by the largest audience possible. With Variations, we want to present the vitality of contemporary and experimental creation. The idea of contemporary music can scare off many. That is why we have preferred to offer our concerts in simpler formats. By offering original experiences, we wager on the public's faculty to create its own souvenirs and memories of these moments. For now, we have met this objective with the first two very fine editions of the festival. ■

# AFRICA, LAND OF JAZZ

THE BNP PARIBAS FOUNDATION, IN CONNECTION WITH BNP PARIBAS TEAMS IN CERTAIN AFRICAN COUNTRIES, SUPPORTS, AS IT DOES IN FRANCE, JAZZ FESTIVALS THAT CAN BE INSTITUTIONS OR EMERGING EVENTS. THEY ALLOW THE PUBLIC TO HEAR LOCAL YOUNG TALENT AS WELL AS WORLD-FAMOUS ARTISTS.

## JAZZ À CARTHAGE FESTIVAL

TUNISIA

UBCI



## Pierre Bérégovoy

CEO, UBCI GROUP BNP PARIBAS

**“With support from the BNP Paribas Foundation, the exhibition of photos by Patrick Zachmann,**

from the prestigious Magnum agency, is making its first stop in Africa, at Jazz à Carthage, in Tunis. This gives jazz fans a chance to discover the daily lives of artists on tour, on stage, backstage, in rehearsal or in their private lives. It’s a beautiful lesson in humanity.” The 12<sup>th</sup> Jazz à Carthage festival featured an eclectic, international line-up: Oriental talents crossed paths with European pop sensations and precious representatives of great black music. This year, the exhibition of Patrick Zachmann’s photographs added an intimate touch, out of the spotlight.

UBCI Group BNP Paribas, the festival’s partner since 2013, is now the official partner.



## JAZZABLANCA FESTIVAL

MOROCCO

BMCi FOUNDATION

## Moulay Ahmed Alami

DIRECTOR OF JAZZABLANCA FESTIVAL

**“Like the city, Jazzablanca is open to the world and proud of its diversity.**

It’s a place where people breathe and interact to nurture our emotions and resist prejudice.” Jazzablanca’s very dense programme on four stages is particularly diversified. Every year since its creation in 2006, the organisers have achieved their goal of bringing the world’s music to Casablanca. From LP to Habibi Funk, Roberto Fonseca and Pink Martini, the 2017 fest proved that the mission is still being accomplished!

## Franck Guillet

GENERAL SECRETARY,  
BICIGUI GROUP BNP PARIBAS

## CONAKRY JAZZ FESTIVAL

GUINEA

BICIGUI



**“Mixing cultures is the goal of the Conakry Jazz Festival’s team.**

International artists and local groups perform on the same stage for three nights. The event features Guinean music at the same time as Leslie Lewis’s tribute to Ella Fitzgerald and Bossa Zina’s Brazilian groove. That makes for some beautiful musical journeys!”



● SAINT-LOUIS  
JAZZ FESTIVAL

● SENEGAL

● BICIS



**Ablaye Cissoko**

GRIOT AND KORA PLAYER

**“The Saint-Louis Jazz Festival is currently the only cultural event held annually in Senegal.**

This festival, which celebrated its 25<sup>th</sup> anniversary in 2017, is also the only event that allows for the intermingling of local musicians with their traditional instruments, and international stars of jazz. It is a springboard that offers young talents the chance to progress, thanks to master classes. It’s the flag bearer for the city of Saint-Louis, Senegal!”

**The 25 years of Jazz à Ouaga!**

Jazz à Ouaga celebrated its 25<sup>th</sup> anniversary in 2017! Over 200 musicians performed around 20 concerts at three different venues. The programme featured jazz, blues and related genres, not to mention the Jazz-Performance music contest and Jazz School, where middle and high school students were introduced to jazz by listening to music and meeting professional musicians.

● JAZZ À OUAGA FESTIVAL

● BURKINA-FASO

● BICIA-B



● BAHRAIN JAZZ FEST

● BAHRAIN

● BNP PARIBAS  
BAHRAIN



**Jacques Michel**

HEAD OF BNP PARIBAS MIDDLE EAST AND AFRICA

**“Reinforcing our deep rooted commitment to Bahrain and its local community,**

BNP Paribas was honoured to sponsor the first ever Bahrain Jazz Fest which was attended by more than 3,000 music enthusiasts in 2017. In particular, we were delighted to have the opportunity to support local jazz musicians through the inaugural event, and provide them with a platform to be heard and recognised in front of an international audience of jazz lovers.”

All around the world, BNP Paribas teams are developing actions of general interest and engaging socially, with particular focus on the most vulnerable people. Among these are young people who need help to grow, to flourish, to discover their talents, and to increase their personal confidence. In each case, the diversity of situations, the specificity of the territory, and the precise location where this solidarity is expressed, gives a particular tone to the BNP Paribas teams' engagement on the ground. Needless to say that education in all its forms is the spearhead of many of these projects. Whether it is enabling talented students living in precarious situations to continue their studies, socialising young people through

# SOLIDARITY

education via artistic practice ("Dream Up"), revealing early vocations for entrepreneurship, or promoting intergenerational co-living. And then there is the engagement of employees, which is continuously developing. This is demonstrated by the "Help2Help" programme, which supports employees in volunteering in 30 countries, as well as the ever expanding skills sponsorship project. In this tumultuous world, BNP Paribas, the leading European bank, launched its Refugee Assistance Plan in Europe in 2015, which it reinforced in 2017. Here once again, there is a question of responsibility in all territories, and benevolence towards the most vulnerable.



● ODYSSEE JEUNES

📍 FRANCE

🧑 BNP PARIBAS  
FOUNDATION

**Christian**

PUPIL FROM LYCÉE JEAN-JAURÈS IN PANTIN (93)  
ON AN ODYSSEE JEUNES SCHOOL TRIP, IN AUVERGNE,  
IN THE SAGNES NATURAL RESERVE IN LA GODIVELLE (63).

## “What I love about this trip is the mountains.”

We came to learn about climate, peat bogs...  
I'd never heard that word before and it's really nice:  
there's the earth, there's the water, and the earth  
moves when you walk, a bit like quicksand.”

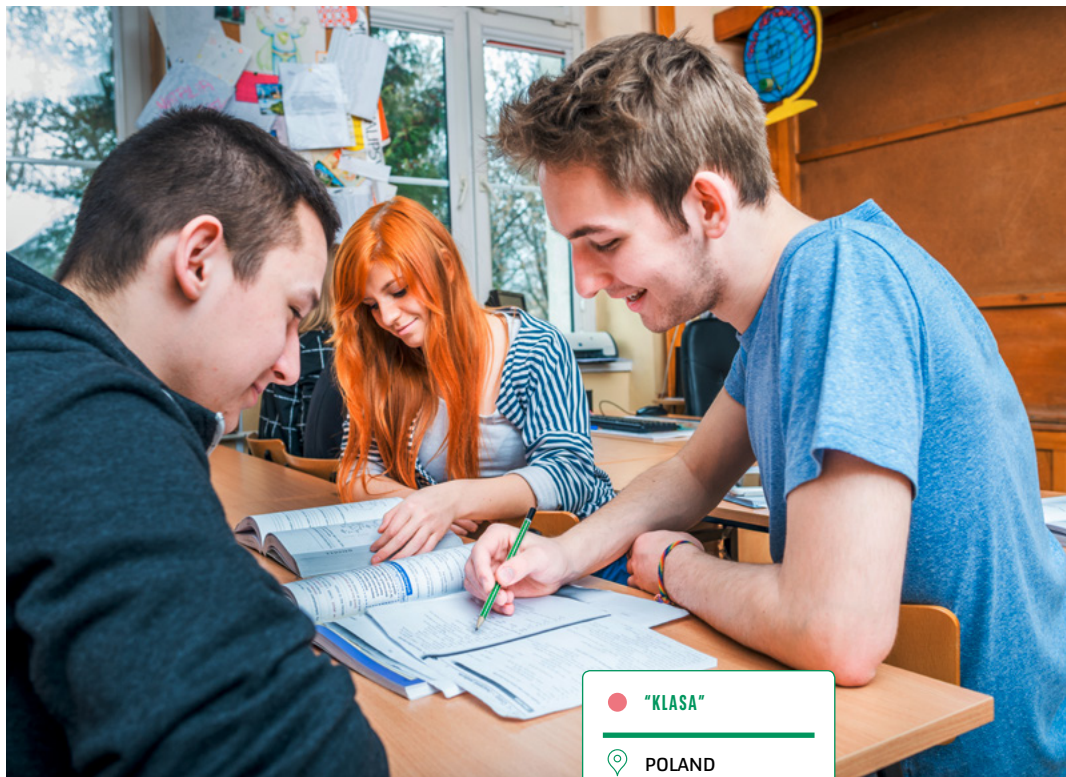
Since 2009, the BNP Paribas Foundation, in connection  
with the Seine-Saint-Denis Departmental Council and  
Departmental National Education, has implemented an  
atypical, innovative programme to support school trips  
by middle school students from Seine-Saint-Denis. It has  
already benefitted nearly 40,000 students.



**Wiesław Kossakowski**

HEADMASTER OF THE III LO (MARINE SCHOOL) IN GDYNIA,  
AND A PARTNER OF THE PROGRAMME "KLASA"

# "A good education goes hand in hand with a strong civic sense!"



● "KLASA"

📍 POLAND

🧑 BGZ FOUNDATION  
BNP PARIBAS

Since 2003, the "Klasa" programme by the Foundation BGŻ BNP Paribas has supported 700 students from underprivileged and rural backgrounds, notably those highly gifted in school. During high school, students benefit from attending the most prestigious secondary schools in the country, as well as from food, board, and all the materials necessary for a good schooling. At university, the Foundation continues its financial support for one year. Moreover, "Klasa" students participate in the "You can count on me" programme, during which each of them implements a social solidarity project.

## WHAT IS THE IMPACT OF THE "KLASA" PROGRAMME AT YOUR SCHOOL?

**WIESŁAW KOSSAKOWSKI** – A good secondary school is one that distinguishes itself by the geographic, social and cultural diversity of the young people who attend it. In such a school, the students, their parents and the institution have the opportunity to learn from each other. Thanks to the "Klasa" programme held by the Fundacja BGZ BNP Paribas, our school has been made accessible to brilliant students from challenging backgrounds. Between 2009 and 2017, thanks to "Klasa", in our school alone, 65 youngsters from 5 different provinces followed a curriculum of excellence.

## AND WHAT MAKES THIS PROGRAMME SO SPECIAL?

**W.K.** – "Klasa" students are required to participate in the "You can count on me" programme. Some work with the local orphanage, others in retirement homes. There

are also some who help at the SPA, which raises funds for associations, or participate in the political life of the city (a pupil has been part of the Gdynia municipal council). Sometimes their actions are rewarded with prizes. The "Klasa" students brilliantly represented the school at Olympics of eloquence, latin and science. One of them even won the Explory Science Contest in 2014.

## WHAT HAS HAPPENED TO FORMER BENEFICIARIES OF "KLASA"?

**W.K.** – All graduates from III LO and the programme go on to pursue graduate studies. The vast majority chose engineering courses, others are lawyers, psychologists or are in economic education. The "Klasa" community is made up of students who excel at school, but who also engage in social work. They are talented, ambitious and above all, responsible. They are a good example for future generations. As you know, their motto is "*Vir Honestus and Bonus civis*" ("a honourable human and a good citizen"). "Klasa" is a model of educational excellence. It is a wonderful ambassador for our school, but also for Polish education! 📌

**Marc Felis**

HEAD OF BNP PARIBAS FORTIS FOUNDATION

## “Tutoring is an antidote to failure at school.”

In Belgium, universal access to Flemish or French language education is not yet a reality, and young people of foreign origin and/or from disadvantaged socioeconomic backgrounds often suffer from failure at school. The BNP Paribas Foundation Fortis supports the tutoring programmes of 6 universities<sup>(1)</sup>, with the support of Queen Mathilde of Belgium. Every year, 150 students benefit from remedial classes provided by student volunteers. It is a relevant and economical initiative, as repeating a school year costs 7,000 euros, compared to the cost of this much less expensive sustainable tutoring: 169 euros.”

(1) La Chaloupe-UCL, Schola ULB, UGent, UNamur-UCL, Universiteit Antwerpen, VUB (Brutus).



- TUTORING BETWEEN THE GENERATIONS
- BELGIUM
- BNP PARIBAS FORTIS FOUNDATION



- “1 H PER SQ.M”
- SWITZERLAND
- BNP PARIBAS SWISS FOUNDATION

### 1 hour per square meter

Claudine is in her sixties. Her roommate? Lucianna, a statistics student from Brazil! They quickly became friends and have already spent Christmas together. Raymond is in his eighties, and is recently widowed. His loneliness has been dispelled since his house has resonated to the flute music of Ewa, a young Polish woman. Arlette is 90 years old and has shared her home for the last two years with a Spanish student. These intergenerational duos exist thanks to “1 hour per sq.m.”, a clever programme of which the BNP Paribas Switzerland Foundation is a partner. The idea? Aged, or less senior people, offer accommodation to a student in exchange for a few hours of service. It’s a very human way of reconnecting generations.

### To KAPS or not to KAPS?

600 students in 30 cities where Kolocations with Solidarity Projects by the AFEV house these young volunteers. In exchange for a place to live, they accept the mission of developing an initiative or solidarity project with local inhabitants. Simple, practical and truly personally powerful.



- YOUNG VOLUNTEERS FOR A BETTER LIVING TOGETHER
- FRANCE
- BNP PARIBAS FOUNDATION



## “DREAM UP”

“DREAM UP” IS A BNP PARIBAS FOUNDATION INTERNATIONAL PROGRAMME IN 30 COUNTRIES ON EVERY CONTINENT. NEARLY 30,000 YOUNG PEOPLE FROM DISADVANTAGED BACKGROUNDS BENEFIT FROM THESE COURSES, WHERE PRACTICING AND EXPERIENCING ART GIVES THEM AN OPENNESS TO THE WORLD, SELF-CONFIDENCE AND THE POSSIBILITY OF SOCIAL MOBILITY. “DREAM UP’S” AMBASSADOR IS CHOREOGRAPHER ABOU LAGRAA, WHO LEADS WORKSHOPS AROUND THE WORLD SEVERAL TIMES A YEAR.



● “DREAM UP”  
JOHANNESBURG

● SOUTH AFRICA

● BNP PARIBAS  
FOUNDATION

● “DREAM UP”  
SAN FRANCISCO

● USA/CALIFORNIA

● BNP PARIBAS  
FOUNDATION



**Alonzo King**

DANCER AND CHOREOGRAPHER

**“Art has become very elitist in the United States,” says American choreographer Alonzo King. “It’s no longer taught in schools.**

Yet art has the power to transform individuals.” To help children become emancipated through art, he created the HeART with LINES dance programme, supported by “Dream Up”. The programme teaches children not just the basics of dance, but also self-confidence. *“It’s very important for a child to be told, ‘yes, you can!’”*

**Kseniya Filinova-Bruton**

FOUNDER OF EDUCAPE, PARTNER ASSOCIATION OF THE “DREAM UP” PROGRAMME

**“Educape aims to mobilise the collective and individual dreams of our country’s youth**

through the performing arts and education,” says Kseniya Filinova-Bruton, the founder of Eduscape, an organisation partnered with the BNP Paribas Foundation’s “Dream Up” programme. During the Shakespeare Schools Festival in Johannesburg, South Africa, the world’s biggest youth theatre festival, the famous English playwright was worthily celebrated for the inspired performances of 2,000 children from 70 schools.



● “DREAM UP”  
SINGAPORE

● SINGAPORE

● BNP PARIBAS  
FOUNDATION

**Abou Lagraa**

DANCER AND CHOREOGRAPHER

**“We refuse that children are deprived of access to art just because they can’t afford it.”**

That’s the motto of Little Arts Academy, an organisation in Singapore that introduces children and teens to the arts, including dance. Thanks to “Dream Up”, they participated in a one-week workshop led by choreographer Abou Lagraa, the programme’s ambassador. “What I like about these children, whether in Singapore or anywhere else in the world,” he says, “is that they have things to say because it’s harder for them than for other children (...) When they start dancing, they transmit something to each other.”



● "DREAM UP" PORTUGAL

📍 PORTUGAL

👤 BNP PARIBAS  
FOUNDATION

**Antonio Wagner Diniz**  
DIRECTOR OF ORQUESTRA GERAÇÃO\*

**"The orchestra was founded in 2007 with 15 children and now has a total of 1,078.**

These youngsters come from areas challenged by major economic difficulties where practically no family structure exists. By setting up an orchestra, our aim is not to train musicians but to combat school dropout rates and offer children a hobby to keep them from getting caught up in drugs and delinquency. They make friends and become a group of young people who take care of each other. Thanks to their weekly orchestra practice, they acquire better concentration skills and have improved results at school. We play music; we don't teach music theory. It's about educating in trust through experience."

\* Generation Orchestra.



Henri-François Roland

GROUP DIRECTOR OF BORDEAUX MÉTROPOLE

# "We are full-fledged actors in the suburbs."

"Projet Banlieues", an initiative launched by BNP Paribas in 2006 to financially and personally support associations promoting social inclusion in deprived neighbourhoods, is being expanded. In 2017, 3 new programmes were launched in Valenciennes, Montpellier as well as in Bordeaux, a city that is experiencing a new economic renaissance. Interview with Henri-François Roland, group director at Bordeaux Métropole.



**"PROJET BANLIEUES"**

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**FRANCE**

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**BDDF AND  
BNP PARIBAS  
FOUNDATION**

## WHEN AND HOW WAS "PROJET BANLIEUES" ROLLED OUT IN BORDEAUX?

**HENRI-FRANÇOIS ROLAND** — In October 2017. When I arrived in Bordeaux in 2015, there was a real desire to put a CSR policy in place in Bordeaux Métropole. And "Projet Banlieues" is a wonderful amplifying lever for this policy. First, we met with numerous actors active in the Bordeaux social integration policy who helped us to identify associations. Bordeaux Mécènes Solidaires has been a real help. And then, the circle is made virtuous: thanks to our "Parlons Cœur" event, during which associations aided by employees present their initiatives, as well as our awareness policy, the agency directors of Bordeaux Métropole suggest associations.

## WHY IS THIS PROGRAMME IMPORTANT FOR BNP PARIBAS AT THE LOCAL LEVEL?

**H.-F. R.** — The bank is evolving. We are full-fledged actors in the suburbs. We don't want to limit ourselves solely to our business of resources, credit and insurance. As a major economic and social actor, we have to go further in our approach, in order to support the evolutions of society, either economically or socially. And "Projet Banlieues" is one of the tools. In addition, both our employees as well as our customers expect us to give even more meaning to their actions. After having sometimes

been dubbed a "Sleeping Beauty", Bordeaux has been transforming over the last 10 years. 15,000 new inhabitants settle here every year! And they bring the values of their time, societal and environmental. As a bank, we have to respond to this.

## TODAY, HOW AND WITH HOW MANY ASSOCIATIONS ARE YOU WORKING?

**H.-F. R.** — Today, we financially and personally support 6 associations. In March 2018, we will decide on the support of a dozen associations. We support them first financially, to the tune of 3,000 to 10,000 euros. And the impact is significant: the associations explain to us that working over the long term, our support lasts for years, and with us, represents a mark of credibility to them. Our employees also contribute time, through skills sponsorship. Finally, we support them in a more traditional way for us, by solving their banking questions (advances on grants, means of payment, etc.). We are only at the beginning, but collectively, we are very mobilised so that our partners in this very specific territory will come and join with us. ■

## After-School All-Stars offers a thousand and one activities in Hawaii!

The First Hawaiian Bank Foundation is playing a major role in the field of education and support for local populations in Hawaii. In this context, it offers support to one of the United States' largest associations, the After-School All-Stars, which takes care of over 70,000 children from disadvantaged backgrounds, from New York to Honolulu. In Hawaii, 2,000 Hawaiian high schoolers from underprivileged neighbourhoods now have access to a large number of extra-curricular activities. The idea being to nurture the number of hours spent outside of class in the afternoon (with classes finishing early in the American school system), as this can quite often lead to dropping out of education.



YUKON STUDENT  
ENCOURAGEMENT SOCIETY

CANADA

BNP PARIBAS  
CANADA



### Tara Christie

PRESIDENT OF VICTORIA GOLD YUKON STUDENT  
ENCOURAGEMENT SOCIETY

**"We know that one of the most important things our territory's students can do is also one of the most basic:**

go to school every day. Working together as a community to encourage regular school attendance is one of the most powerful ways we can prepare our children for success – both in school and in life. By making school attendance a priority, we are helping Yukon students get better grades, develop healthy life habits, avoid dangerous behavior and have an improved chance of graduating from high school."

ASEEMA  
CHARITABLE TRUST

INDIA

BNP PARIBAS  
INDIA



### Dilbur Parakh

FOUNDER-CHAIRPERSON OF ASEEMA CHARITABLE TRUST

**"Aseema has been working in the tribal villages of Igatpuri since 2005.**

We have now set up a School for Tribal Children in Awalkhed, Igatpuri. This is attended by 250 students: all of whom are first generation learners. At the School, every child receives a high quality education and multiple opportunities to grow. This is empowering future generations of the tribal community, which has historically been marginalised. We are extremely grateful to the BNP Paribas team, which has been an indispensable part of our journey since 2014. This relentless commitment and support has enabled us to realise our collective dream of a brighter tomorrow for the children living in this remote tribal village."



**Julien Leclercq**

**PRESIDENT OF ENTREPRENDRE POUR APPRENDRE (EPA)**

# "Reveal to young people their entrepreneurial potential!"

## **WHAT IS THE VOCATION OF ENTREPRENDRE POUR APPRENDRE?**

**JULIEN LECLERCQ** – Entreprendre pour Apprendre is an association that works towards encouraging young people to take entrepreneurial action in their lives through business creation. We are here to help young people develop their employability, by realising their own abilities and discovering their talents through four project-based programmes.

## **LET'S TALK ABOUT YOUR ICONIC PROGRAMME: THE MINI-ENTERPRISE.**

**J.L.** – We offer four programmes for 8 to 25-year-olds. We have a framework agreement with the French Ministry of National Education which allows us to offer the programmes during school hours. Our flagship programme is called "The Mini-Enterprise". We reach out to almost 23,000 youngsters with this programme every year. During the course, students set up a project from start to finish. They find an idea for a company, design the business model, conduct recruitment interviews, prepare and implement their communication plan, market their product(s) and manage sales whose revenues are then donated to a third-party association. At the end of the course, they either terminate the project after an overview of what they have learnt or the project continues.

## **WHAT IS SPECIAL ABOUT YOUR PARTNERSHIP WITH THE BNP PARIBAS FOUNDATION AND BNP PARIBAS CARDIF?**

**J.L.** – It is a three-year financial partnership to develop the programmes. However, what is most important to us is the "people" aspect of these partnerships. One of BNP Paribas Cardif's commitments is to co-opt the "mini-enterprises" of mentor employees who meet with students two hours every month to answer any questions they have. The teams always really enjoy the events we organise in partnership with the Foundation and at BDDF (Innov'EPA days). At WAI Paris<sup>(1)</sup>, students of advanced vocational training (BTS) from the Seine-Saint-Denis area were invited after a day of pitches to meet and discuss with Michel Pébereau and Marie-Claire Capobianco about the future of banking. It was quite exceptional!

## **WHAT DOES BEING AN ENTREPRENEUR MEAN TODAY?**

**J.L.** – There are 2 ways of looking at it. In the literal sense, an entrepreneur is someone who creates a business. For us, the term has a far broader meaning: it's a way of viewing your life and society in general. To be

Since 2014, BNP Paribas (with the support of its Foundation, BNP Paribas Cardif and BDDF Retail Banking in France) is a partner of the Entreprendre pour Apprendre (Junior Achievement) association in several countries. Here is an interview with Julien Leclercq, President of EPA France, who highlights the empowering benefits of youth entrepreneurship!



an entrepreneur means believing in yourself and your ability to make things happen, being a proactive player in your present and future.

## **ENTREPRENEURSHIP BE LEARNT?**

**J.L.** – Yes, at school, we work to show why it's important to learn. When you set up a company, you need to know a thousand different things. And that's something you learn. A lot of young people are unaware of their talents. They need to discover their own abilities.

## **DO YOU BELIEVE WE SHALL ALL BE ENTREPRENEURS IN THE FUTURE?**

**J.L.** – As entrepreneurs of our own lives, yes I do hope so. We are increasingly entrepreneurial in fact. We have all we need to believe in ourselves, be happy and change the way things are done! ■

(1) WAI Paris: We Are Innovation (WAI) has been created by BNP Paribas – BDDF to support companies looking to innovate: not only start-ups, but also mid-tier and large company customers.

## When future generations learn...and teach in return

Thanks to BNP Paribas Korea's "Dream and Plan the Future" programme, run with the support of Junior Achievement, college and high school students are preparing their future careers with the help of BNP Paribas employees. First and foremost, they consolidating solid foundations in finance. And it's a virtuous circle: they are then invited to transmit this knowledge to other children, again with the support of their mentor banker.



## Students and bankers in workshops

In the United States, Bank of the West supports 22 Junior Achievement branches, where over 4,100 students benefited in 2017 from budget education courses from 300 employees, over the year donating ...2,300 hours. When maths take on a tone of engagement...



## Marc Felis

HEAD OF BNP PARIBAS FORTIS FOUNDATION

### "Beginning in 2017 and running until 2020, the Story-me project works on French

and Flemish technical and professional education in the Brussels Capital Region. Eight company foundations, including the BNP Paribas Fortis Foundation, co-constructed this collective intelligence dynamic together with community and regional authorities, educational networks and eight on-the-ground partners. This civil mobilisation is enhancing the entrepreneurial skills of more than 3,000 students from 11 educational institutions. From young pupils to those just about to leave, all high schoolers benefit from the project, which runs a curriculum over multiple years."





## Yves Martrenchar

GROUP HUMAN RESSOURCES DIRECTOR  
AND MEMBER OF THE EXECUTIVE COMMITTEE

# "Small streams form mighty rivers."

Yves Martrenchar, Group RHD and executive committee member, discusses the "Help2Help" programme and the growth of skills sponsorship. This is an opportunity to emphasize the power of the commitment of employees of a company like BNP Paribas.

### WHY IS EMPLOYEE ENGAGEMENT OF MAJOR IMPORTANCE FOR THE BNP PARIBAS GROUP?

**YVES MARTRENCHAR** – A socially committed employee is someone who will give the best of themselves, not only performing well, but to do so in the best possible way, in line with our values. We obviously assess our employees' possibilities for engagement. What matters to them are the long-term development prospects: letting them know that we will train them and offer them development within the Group. And they want to work for a respectful and socially responsible company. In today's world, recommendation is key. Our employees, like our customers, are our best ambassadors. And it's important that they feel comfortable in the company so that they recommend us to people around them as a bank or insurer, but also as a socially responsible employer. This is the ultimate goal of the new HR strategy that we are implementing by 2020. People often confuse employee commitment with corporate engagement but a company engagement surely nurtures employee involvement.

### LET'S TALK ABOUT THE "HELP2HELP" PROGRAMME WHICH HAS BEEN WORKING FOR NEARLY 15 YEARS IN SOME 30 COUNTRIES... IS IT AN ESSENTIAL ELEMENT IN EMPLOYEE COMMITMENT?

**Y. M.** – I really like this programme. A few years ago, when one of my colleagues said they'd obtained a grant for the association she was involved in, she was very moved and I was happy because I saw how important it was for her. This programme has a great impact. You know, I come from retail banking, and in this business we know that small streams form mighty rivers. Thanks to the BNP Paribas Foundation and local teams in 30 of our countries, "Help2Help" involves a great many employees. The involvement of each of them is strengthened, and so they become great ambassadors for the Group.



● **EMPLOYEE ENGAGEMENT**

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📍 **WORLDWIDE**

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👤 **BNP PARIBAS**

### 2017 SAW THE DEPLOYMENT OF A SKILLS SPONSORSHIP SCHEME FOR EMPLOYEES AT THE END OF THEIR CAREERS.

**Y. M.** – Already in France, some 50 employees, and soon 150 by the end of 2018, are involved in missions with associations of general interest or public utility, for 6 to 24 months. Their initial feedback has been very enthusiastic. For the associations concerned, it's also extremely beneficial: we're talking about very experienced people, and they are naturally highly appreciated resources. So it's a unique opportunity to transition towards retirement.

### WHAT WOULD YOU LIKE TO SAY TO SENIOR EMPLOYEES WHO WOULD LIKE TO GET INVOLVED, BUT STILL AREN'T QUITE SURE?

**Y. M.** – That they should talk to people who've done it! They will realise how much their skills are needed and valued by the associations, and far beyond what they might imagine! It's a strong engagement that fully responds to BNP Paribas' desire to make a positive contribution to society. ■

# “Help2Help” around the world

Created in France in 2003, under the name of “Coup de Pouce”, this sponsorship programme aims to support BNP Paribas employees’ involvement in associations that work for the benefit of general. Over time, “Coup de Pouce” has grown internationally: currently, 30 countries Group have their program. At the end of 2017, the programme has also changed name for all countries to be under the same banner: “Help2Help”... in Africa, Asia, in America or Europe!



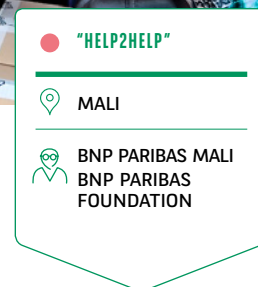
## Samir Mezzine

DIRECTOR MANAGER OF BICIM<sup>(1)</sup>

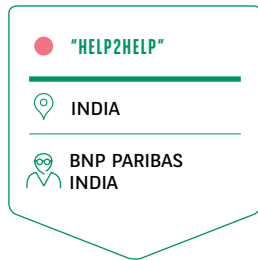
### “Donating solar power kits to students in a village without electricity,

like Mouzoun, transforms the schooling of these young people. We understand how much school children are the key to sustainable development for themselves, their families, and Malian society. In 2017, BICIM wanted to launch its “Help2Help” programme and join the other 29 countries from the BNP Paribas group who are supporting employees’ social commitments. The delivery of solar power kits to the students of Mouzoun, made by the Vision Jeunes association, and specially funded this year thanks to the Fondation BNP Paribas, is a project driven by one of our colleagues. It’s a project whose impact for this village is immediate, and of which we are particularly proud”.

(1) BICIM: International Bank for Trade and Industry in Mali.



earmarked for the “Help2Help” programme in 30 countries where BNP Paribas is located



### Milind Kulkarni

OPERATIONAL RISK OFFICER, BNP PARIBAS HONG KONG

**"Through TOUCH, my colleagues and I help underprivileged children from Mumbai to enhance their overall development."**

TOUCH was founded in 1994 to help underprivileged children from Mumbai to realize their potentials by supporting their education and their overall development. It is a school on wheels! Children are taught on board through a non-formal educational programme involving games, audiovisuals and activities. The bridge school operates in the suburbs in Mumbai close to BNP Paribas India office. As a result, it offers significant employee volunteering opportunities for India's employees as well. The "Help2Help" grant will also provide support to 15 students in a residential school which is operated by TOUCH in a rural area approximately 100km from Mumbai.

### Kelly Rice

ASSISTANT VICE PRESIDENT, OFFICE OF THE CORPORATE  
SECRETARY BNP PARIBAS USA, INC  
35 YEARS INVESTED AS IN THE HARLEM GOJU ASSOCIATION

**"Harlem Goju Association primary objective is to develop sound-minded individuals through martial arts training in the gojū ryō style of karate**



and to understand the value of family, self-respect and the importance of education. All the dojos (schools) of HGA offer free martial arts instruction to students of all ages. Its mission is to instil confidence, pride, build character and eliminate violence in the community. Harlem Goju Association believes martial arts is more than just kicking and punching. We help to instil the discipline required to achieve higher education. We are extremely grateful to "Help2Help" for assisting us in 2017 to provide a little financial assistance to our students that were going directly to college upon graduation from high school!"



### Patricia Sendino

LEGAL RESPONSIBLE FOR STRUCTURED FINANCE, CORPORATE BANKING  
AND GLOBAL MARKETS LEGAL DEPARTMENT BNP PARIBAS SPAIN

**"In the field of deafness, cochlear implants are an electronic revolution which replace deficient inner ears.**

In Spain, this operation is not funded by Social Security. The donation made to my association will allow a deep deaf child, whose family does not have the means to access this solution, to benefit from an implant. It's very moving." Patricia Sendino joined the Foundation, "Dales la Palabra" ("Give them a Say") in 2008, when her son's bilateral deafness was detected. "Dales la Palabra" was established in 1999 by hearing-impaired parent, and parents of affected children, to promote inclusive education as a fundamental human right.





● SKILLS SPONSORSHIP  
PROGRAMME

📍 FRANCE

👤 BNP PARIBAS

**Yvan Clairret**

CUSTOMER RELATIONS MANAGER, SECONDED TO  
THE LIBRARIES WITHOUT BORDERS ASSOCIATION  
AS PART OF THE SKILLS SPONSORSHIP PROGRAMME

## “I have been an actor in my mobility and my skills sponsorship”.

Less than two years from his retirement, Yvan Clairret is anticipating it with complete peace of mind. In his other life at BNP Paribas, he was a customer relations manager and served for a time as staff representative. It's only a short step from bank mediation to cultural mediation. It was a step that Yvan took happily in 2017, thanks to BNP Paribas' skills sponsorship programme. Since then, he has been working at Libraries without Borders (BSF, an association aiming to make books accessible to everyone). Between HR missions and content for Latin America, his adopted land, Yvan Clairret admits to having become “the nomad of BSF”. But most of all, thanks to this scheme that places him at the disposal of BSF for the last two years of a full career, he is “setting up a socially engaged future” for himself. Definitely, he assures us, even in retirement, he is going to continue his work for BSF. An end to professional life in the form of openness to others, access to culture, and to reading: there are worse things!



Catherine Wihtol de Wenden

DIRECTOR OF RESEARCH AT CNRS AND MEMBER OF  
THE BNP PARIBAS FOUNDATION EXECUTIVE COMMITTEE

# Refugees: “Emergency housing is the priority.”

Catherine Wihtol de Wenden, Director of Research at CNRS, the French national centre of scientific research, and eminent specialist in migratory issues for the last 30 years, puts the crucial topic of migratory pressures into perspective.



● REFUGEE ASSISTANCE PLAN

📍 EUROPE



BNP PARIBAS  
AND BNP PARIBAS  
FOUNDATION

## HOW HAVE MIGRATORY FLOWS EVOLVED IN THE WORLD SINCE THE CREATION OF UNHCR IN 1950?

**CATHERINE WIHTOL DE WENDEN** — There are 65 million refugees in the world today. However, not all have UNHCR refugee status. Only 22 million do so, to which can be added another few million refugees who have UNWRA\* status. International migrants total 260 million, among which are counted refugees. The increase in migrants is quite significant: in 1975, there were 77 million migrants; in 2000, 120 million and today, 260 million of which only 22 million have refugee status. This is a very small number given the total.

## HOW DO YOU EXPLAIN THE INCREASE IN MIGRATORY FLOWS TOWARDS EUROPE?

**C. W. DE W.** — This increase towards Europe is structural; it is no longer solely based on short-term reasons. Factors of mobility are far more wide-spanning than in the past. It is a grass root trend corresponding to demographic structures. For example, the young population of Africa or structural inequalities in human development between the rich and the poor, how women who wish to leave are treated, and also environmental and climatic reasons.

## WHAT IS EUROPE DOING TODAY AND WHAT COULD IT DO FURTHER?

**C. W. DE W.** — Europe is trying to contain the flows and is fully braced on the issue of border security. The key elements of its migratory policy are based on control, dissuasion and repression, a policy which Europe is not managing to impose on regions of migrant origin. It could do better. There are many refugees of the 2015 crisis who have not found shelter. We could also reopen labour migration opportunities.

## YET, THE PEOPLE WELCOMED OFFER AN ECONOMIC CONTRIBUTION...

**C. W. DE W.** — Yes, they do and it would be an even bigger contribution if they could work legally. It's very clear to see! We are losing money by prohibiting people from working. They are supported at the expense of the State. By leaving people in illegal situations for such a long time, they end up working on the black market. That's not the right solution either.

## AS PART OF ITS REFUGEE HOSTING PLAN IN EUROPE, BNP PARIBAS HAS LAUNCHED SEVERAL INITIATIVES (EMERGENCY CARE, EDUCATION, SOCIAL AND PROFESSIONAL INSERTION). WHAT SHOULD THE PRIORITY BE?

**C. W. DE W.** — Emergency housing. What strikes me the most is that several hundreds of minors sleep in the streets around France even today. It's unacceptable! If we want these people to have a chance in life, they must not be out sleeping in the streets. It's the most dangerous place, especially for minors. This is where the urgency lies, above anything else! We need to find a solution, especially for young people under the legal age of full responsibility, for whom we have an obligation of housing and education. ■

(1) United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA).

● UNHCR

📍 EUROPE

👤 BNP PARIBAS FOUNDATION



## In 2016, BNP Paribas drew up a 5-million-euro refugee aid plan

to help the most impacted European countries settle refugees. The plan was extended in 2017 and 2018 and endowed with €3m borne by 9 countries of the Group<sup>(1)</sup>. The BNP Paribas Foundation is a partner of the Samusocial in Paris, Apprentis d'Auteuil and the UNHCR. In 2017, in Greece and Serbia, most of the aid went to protection and health (development of community facilities in refugee camps and cities, housing, education, protection of child victims of sexual violence, etc.).

(1) Austria, Belgium, France, Germany, Greece, Italy, Luxembourg, Poland, Spain.

● CEA(R)

📍 SPAIN

👤 BNP PARIBAS SPAIN



### Support from CEA(R)<sup>(1)</sup> for refugee children

CEAR observed that many refugees in Europe are children. Strengthened by its experience in helping adult refugees, CEAR developed a programme specifically for boys and girls who have fled their country in extreme conditions to help them physically and psychologically recover. BNP Paribas in Spain has become a partner of CEAR, helping to complete the renovation of a welcome and education centre and create a space dedicated to artistic activities for young refugees.

(1) Comisión Española de Ayuda al Refugiado.

### A canteen for refugees

The BNL Foundation (BNP Paribas in Italy), as part of its refugee aid plan, has helped to fully refurbish the cafeteria of the Centro Astalli in Rome, which since 1981 has welcomed refugees in Italy. With 400 volunteers, the Centro Astalli, which is run by the Compagnie de Jésus, serves 300 meals a day in its cafeteria and looks after refugees, sometimes until their integration.



● CENTRO ASTALLI

📍 ITALY

👤 FONDAZIONE BNL BNP PARIBAS



Rising temperatures, increasing natural risks, melting glaciers, rising sea levels: climate change is undeniably one of the greatest challenges of our time. It risks undermining our way of life and will have serious and irreversible consequences for human beings, ecosystems and the global economy. Today, it is therefore necessary to improve our knowledge of techniques for collection and utilisation of climate data. This will enable policy makers, companies, public and private institutions, as well as every one of us, to adapt our behaviour and have the ability to limit its impact. A strong ambition in terms of environmental responsibility is at

# ENVIRONMENT

the heart of BNP Paribas' social engagement. Since 2010, the BNP Paribas Foundation has been developing the "Climate Initiative" programme, aimed at deepening knowledge of climate change and its impacts on the environment. It has already enabled 10 international research teams to study the climate and raise awareness in over 200,000 people. Collection of new data on past climates in Antarctica and in tropical zones, assessment of the impact of climate change on coral reefs, and the carbon sequestration capacity of soils cultivated in Africa. From 2017 to 2019, 8 new international research projects have received a total of 6 million euros in funding.



SENSEI

POLES

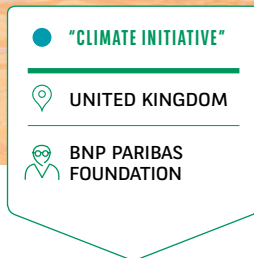
BNP PARIBAS  
FOUNDATION

### Christophe Barbraud

RESEARCH DIRECTOR, CHIZE CENTRE FOR BIOLOGICAL STUDIES  
(CNRS/UNIVERSITÉ LA ROCHELLE)

**“All climate models, even the most optimistic,**

show that sea ice surface will drastically decline in the coming century. We want to anticipate the consequences of this gradual disappearance by observing, in the most precise way possible, the responses of marine predators.”



**COULD YOU PLEASE TELL US MORE ABOUT YOUR BACKGROUND AND YOUR WORK ON CLIMATE MODELLING PROJECTS?**

**FRIEDERIKE OTTO** — I am a physicist by training, specializing in theoretical physics and quantum mechanics and then did a PhD in philosophy of science. This is certainly not the classic training for a climate scientist but it taught me the analytical skills necessary to work with complex climate models but more importantly I learned to ask the big questions. Climate Change is one of these areas where big questions need to be asked and answered. We know the world is warming because of the greenhouse gas emissions humans are emitting into the atmosphere by burning fossil fuels. What we do not know very well at all is what the impacts of this warming are locally. Global mean temperature does not kill anyone, but extreme weather events do. So that is the question I am trying to answer together with my team here in Oxford and other researchers around the world: Whether and to what extent has climate change altered the risk of extreme weather events to occur.

**ACCORDING TO YOU, WHY ARE ENVIRONMENTAL PROTECTION AND CLIMATE CHANGE ADAPTATION THE MOST IMPORTANT SUBJECTS FOR A SCIENTIST TO WORK ON?**

**F. O.** — I wouldn't want to make a science importance ranking; there are other very important scientific subjects. But we all want to live in a world that does not harm us and unless we know not only that the climate is changing but also how we cannot use available resources most effectively and adapt against the hazards where climate change is a real game-changer while

**Friederike Otto**

SENIOR RESEARCHER AND SCIENTIFIC COORDINATOR OF THE GLOBAL CLIMATE SCIENCE PROGRAMME AT THE ENVIRONMENTAL CHANGE INSTITUTE (ECI), UNIVERSITY OF OXFORD

**“Corporate philanthropy plays an increasingly important role in funding science.”**

Friederike Otto, Senior Researcher and scientific coordinator of the Global Climate Science programme at the Environmental Change Institute (ECI), University of Oxford, stresses the crucial role of scientific research in solving the environmental problems facing us today.

disentangling from cases where, e.g., changing land-use is the primary driver behind a drought. Maybe even more importantly though, only if people (including scientists) understand what a changing environment means today, in their lifetime in their country for their day-to-day life and feel as well as know that it's not an abstract problem. Real problems might then be high enough on the priority list that people remember in the voting booth.

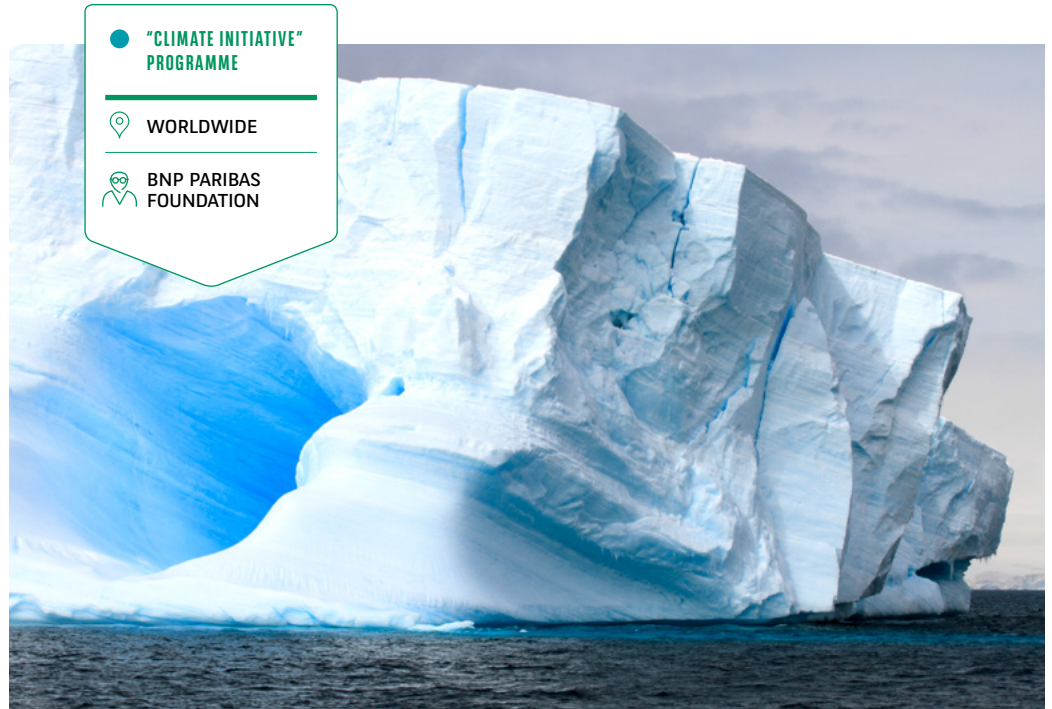
**WHEN IT COMES TO CORPORATE PHILANTHROPY, WHAT IS THE ROLE OF ACTORS SUCH AS THE BNP PARIBAS FOUNDATION IN FIGHTING CLIMATE CHANGE?**

**F. O.** — Corporate philanthropy plays an increasingly important role in funding science. Traditionally philanthropy would fund NGOs while research councils would fund science. With less and less funding available through governments (Brexit, Trump...) and a growing understanding that scientists and decision makers need to interact directly to speed up finding and implementing solutions for environmental problems corporate philanthropy is needed to make this happen. But it is not only the funding (although that is essential I can't highlight this enough), if the corporate world and science become less different planets that can only be a good thing for the planet we live on. ■



## Created in 2010, the “Climate Initiative” programme has taken on a new momentum,

formalised in 2017: until 2019, the budget is 2 million euros a year, or 6 million euros to fund eight international research projects. They focus on collection of new data on past climates in Antarctica and in tropical zones, assessment of the impact of climate change on coral reefs, and the carbon sequestration capacity of soils cultivated in Africa.”



73

universities and research institutions worldwide

8

international research projects

178

projects, 178 researchers, professors and engineers



### Christophe Barbraud

RESEARCH DIRECTOR, CHIZE CENTRE FOR BIOLOGICAL STUDIES (CNRS/UNIVERSITÉ LA ROCHELLE)

### “We’ve already studied the impact of the shrinking of the ice sheet on Emperor penguins

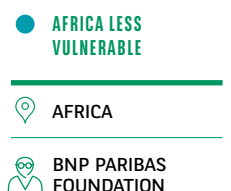
and forecast that their global population will fall 19% by 2100. Now we’d like to do that with several species of birds and marine mammals. The SENSEI project (SENTinels of the SEa Ice) brings together 13 teams of researchers from six countries with support from the French Polar Institute (IPEV). It studies the consequences of the reduction of the ice sheet (nearly 4% per decade) on the species that live or hunt there or depend on it to reproduce.”

### Mark New

DIRECTOR OF THE AFRICAN CLIMATE AND DEVELOPMENT INITIATIVE (ACDI) AT THE UNIVERSITY OF CAPE TOWN

### “Vulnerability to climate change depends on the risk of undergoing extreme weather

events and also on the sensitivity of the areas exposed, in other words human interventions adapted to the local situation or not. We want to understand the influence of both components and offer specific solutions to reduce the vulnerability of African countries in the future.”





## Valérie Daux

CLIMATE AND ENVIRONMENTAL SCIENCES LABORATORY (CNRS/CEA/UVSQ)

**“We want to use trees throughout the Andes to reconstruct past drought episodes and understand the current tendency towards drying better.”**

In 40 years, major droughts have become increasingly frequent, especially in sub-tropical regions. The trend could be due to the changes observed in the size of atmospheric Hadley cells. This causes large-scale disruption of air convection movements, which redistributes warmth from the equator to the tropics on either side of the globe. Researchers want to make millennia-old trees speak in the Andes, “the only place in the world where there is a continuum of trees from the tropics to the high latitudes,” says Ms. Daux.



THEMES

LATIN AMERICA

BNP PARIBAS  
FOUNDATION

## Lydie Lardy

UMR ECO&SOLS – MONTPELLIER  
SUPAGRO/CIRAD/INRA/IRD

**“A few years ago, soil was never discussed at international climate meetings.**

We want this project to help put family farming and soil at the centre of the debate.”

By storing 2 to 3 gigatons of carbon, soils contribute to the absorption of 20 to 35% of man-made carbon emissions. The SoCa project aims to understand carbon capture dynamics in sub-Saharan Africa and offer models to improve farming methods. This is a win-win proposition: more carbon in the ground means more organic matter beneficial for the soil’s fertility, thereby boosting agricultural output. The goal is to fight climate change and increase food security at the same time.



SOCA

AFRICA

BNP PARIBAS  
FOUNDATION



TROPICAL

BRAZIL

BNP PARIBAS  
FOUNDATION

## Marie-Pierre Ledru

MONTPELLIER INSTITUTE OF EVOLUTION SCIENCES (UM/CNRS/IRD/EPHE)

**“The Colônia crater offers a unique opportunity to explore the record**

of climate variability in Brazil’s tropical forest. By taking a core sample of this geological structure, we hope to answer a question that’s been puzzling us for decades: why do so many species live in tropical forests?” Tropical studied the past 800,000 years of the climate in tropical zones. The Colônia depression in Brazil is a 300-metre deep bowl resembling a gigantic crater. Geologists, who think a meteor impact caused this formation, are studying sediment that built up in it over several hundred million years.



## Valeriano Parravicini

ISLAND RESEARCH CENTRE AND ENVIRONMENTAL OBSERVATORY (CRIOBE, CNRS, UPVD/IPSL)

**“We know why coral is dying, but the impact on the services they render man is less clear.”**

Rising water temperatures are having a massive impact on coral reefs, leading to their bleaching. In 2016 and 2017, “two massive bleaching episodes occurred in consecutive years for the first time,” says Valeriano Parravicini, professor and researcher at the École Pratique des Hautes Études (EPHE). The REEF Services project aims to study the services coral reefs provide for nearly 500 million people worldwide and forecast the impact of climate change on these static animals.



- REEF
- OCEANS
- BNP PARIBAS FOUNDATION

- RE-IMAGINE
- WORLDWIDE
- BNP PARIBAS FOUNDATION



## Joost Vervoort

RESEARCHER AT OXFORD UNIVERSITY AND PROFESSOR AT UTRECHT UNIVERSITY

**“Many opportunities to adapt to climate change are lost due to a disconnect between climate forecasts and national and supranational policy decisions.”**

The IPCC<sup>(1)</sup> has written up various climate and socio-economic scenarios, which the northern countries use to design their long-term adaptation policies. The Re-imagine Climate Governance project aims to ensure that those future scenarios lead to means of governance adapted to and effective in the world’s most vulnerable regions so that they become tools in developing countries’ decision-making processes.

(1) Intergovernmental Panel on Climate Change.

## Joël Savarino

CNRS RESEARCH DIRECTOR AT THE ENVIRONMENTAL GEOSCIENCES INSTITUTE (CNRS/GRENOBLE ALPS UNIVERSITY/IRD/GRENOBLE INP)



- EAIIST
- ANTARCTIC
- BNP PARIBAS FOUNDATION

**“France and Italy’s polar logistics facilities (including the Concordia station) have allowed us to organise this unprecedented crossing of**

Antarctica, which helps to shed light on the continent’s mass balance and decipher our glacial climate archives.” The EAIIST project systemically researches how Antarctica’s mass will change in the next decades as a result of warming oceans. Will the loss of mass already observed on its coasts spread to its central regions? If global warming causes more evaporation, and therefore more precipitation, in Antarctica’s central areas, will that offset coastal melting? The international team’s crossing of the ice sheet aims to develop tangible models.



● ONE PLANET FELLOWSHIP

📍 AFRICA

👤 BNP PARIBAS  
FOUNDATION  
AND THE BILL &  
MELINDA GATES  
FOUNDATION

## Dr Wanjiru Kamau-Rutenberg

DIRECTOR OF AFRICAN WOMEN IN AGRICULTURAL RESEARCH & DEVELOPMENT (AWARD)

# “This fellowship is a tremendous investment into the future and

relevance of scientific research into climate change both in Africa and in Europe. By bringing together an intergenerational network of scientists from across Africa and Europe then strengthening the leadership skills of emerging climate scientists from both continents, we are building a robust pipeline of climate science leaders for the coming decades.”

The BNP Paribas Foundation and the Bill & Melinda Gates Foundation, in partnership with the Agropolis Foundation, have created the One Planet Fellowship, a 15 million dollar sponsorship programme over 5 years. Funded equally by the two foundations, it will support 600 African and European researchers working on climate change adaptation in Africa. The programme also aims to reinforce the African and European scientific community working on this issue.







# "Youth for the climate"

In 2017, the BNP Paribas Foundation teamed up with the Global Youth Video Competition, which showcases what young people are doing to fight climate change. Altogether, 247 candidates between the ages of 18 and 30 from 94 countries participated in the competition, which is co-organised by UN Climate (UNFCCC), UN Development (UNDP) and Television for the Environment (TVE). The two winners were in Bonn for COP23.



**Younes Lamsaoui**  
TEACHER IN MARRAKECH, MOROCCO

**"Teaching is the key to change. As a teacher, I try to engage my students in climate issues**

by creating activities or simple science experiments involving the impact of climate change on our city, Marrakech. When Marrakech hosted COP22, we visited the 'village'. Some of my colleagues and I created the Climate Ambassadors Club: we visit schools to promote sustainable development. Marrakech, the red city, is going green and we want to be part of that!"



**Adarsh Prathap**  
SCIENCE & BIOTECHNOLOGY STUDENT AT KERALA AGRICULTURAL UNIVERSITY, INDIA

**"I participated in the competition in order to raise public awareness of how important mangroves are in the eco-system.**

Stretching out over hundreds of square kilometres, they play a role in biodiversity and protect people from tsunamis. Near me, in Kerala, they protected 18 villages. Nothing manmade could ever replace the complex action of mangroves."



## Share the status of environmental research

The BNP Paribas Foundation funds climate change research and disseminates the state of knowledge to the Group's employees as well as to the huge public of Internet users online. In 2017, 8 conferences in France and the United Kingdom were led by partner researchers and broadcast live on social media.



BNP Paribas's sponsorship operates on every continent in three major areas of action defined by the Group and managed by the BNP Paribas Foundation: culture, solidarity and environmental research. Every country within this ecosystem carries out actions in connection with its economic and social context.

# CORPORATE PHILANTHROPY

A TOTAL BUDGET OF

€42.12M

(including €40.2 million in patronage from the countries where BNP Paribas is present and €1.88 million from the European Refugee Assistance Plan)

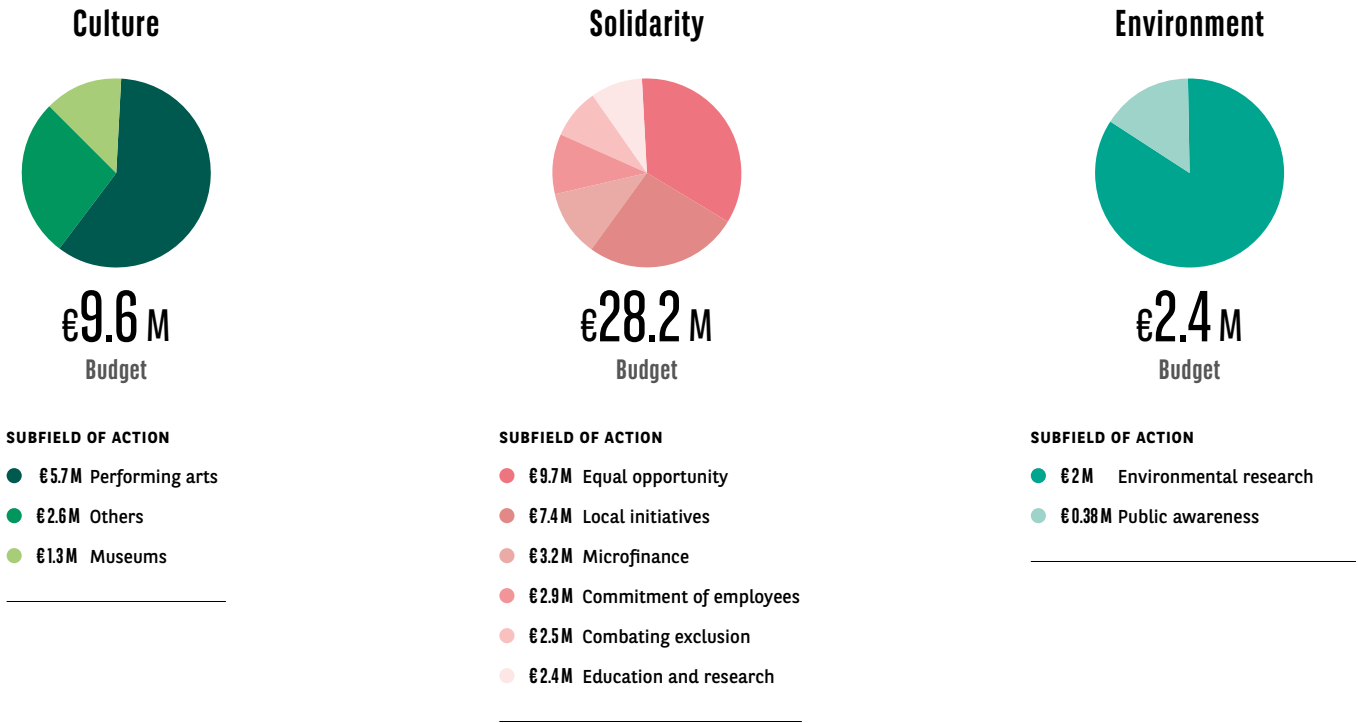
70 %  
Solidarity

24 %  
Culture

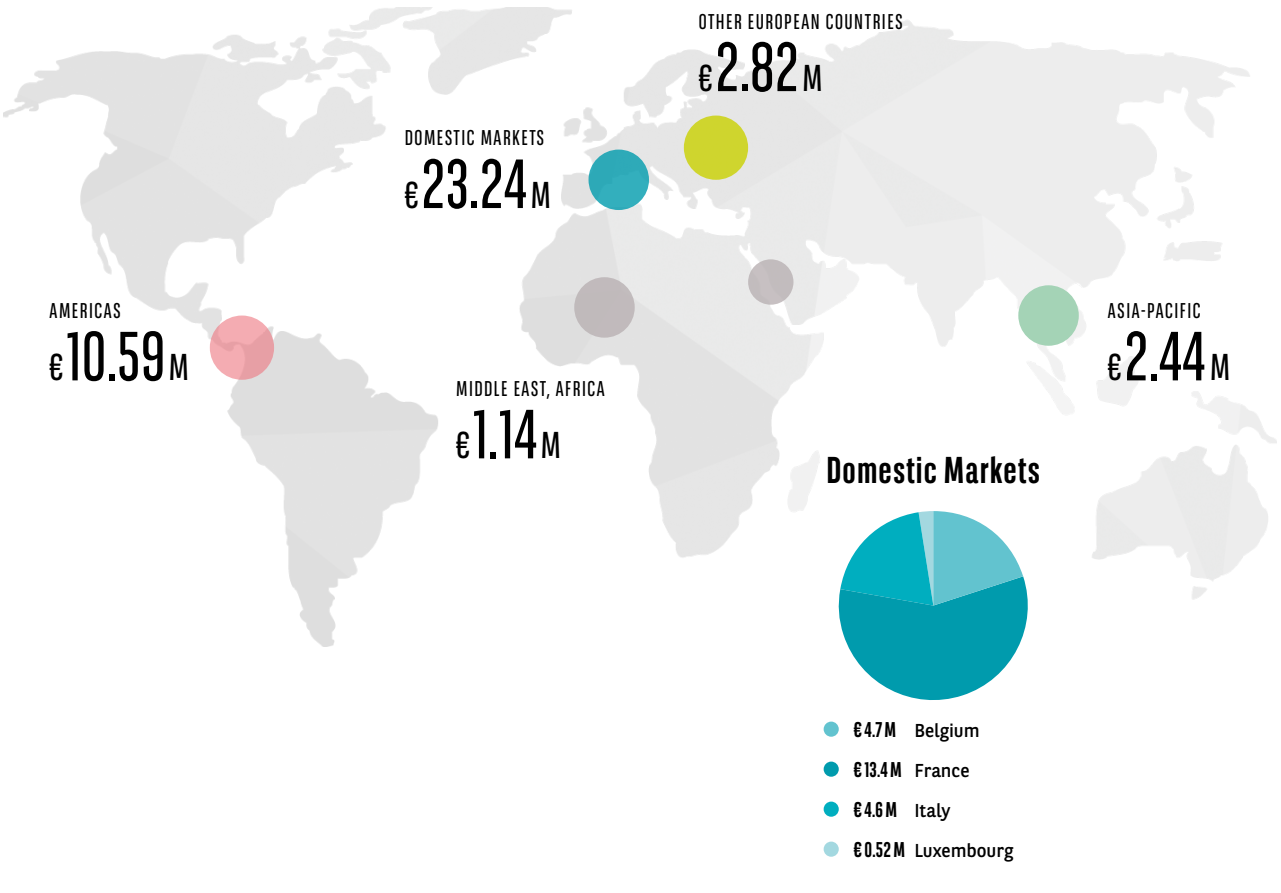
6 %  
Environment



## Fields of action of BNP Paribas corporate philanthropy

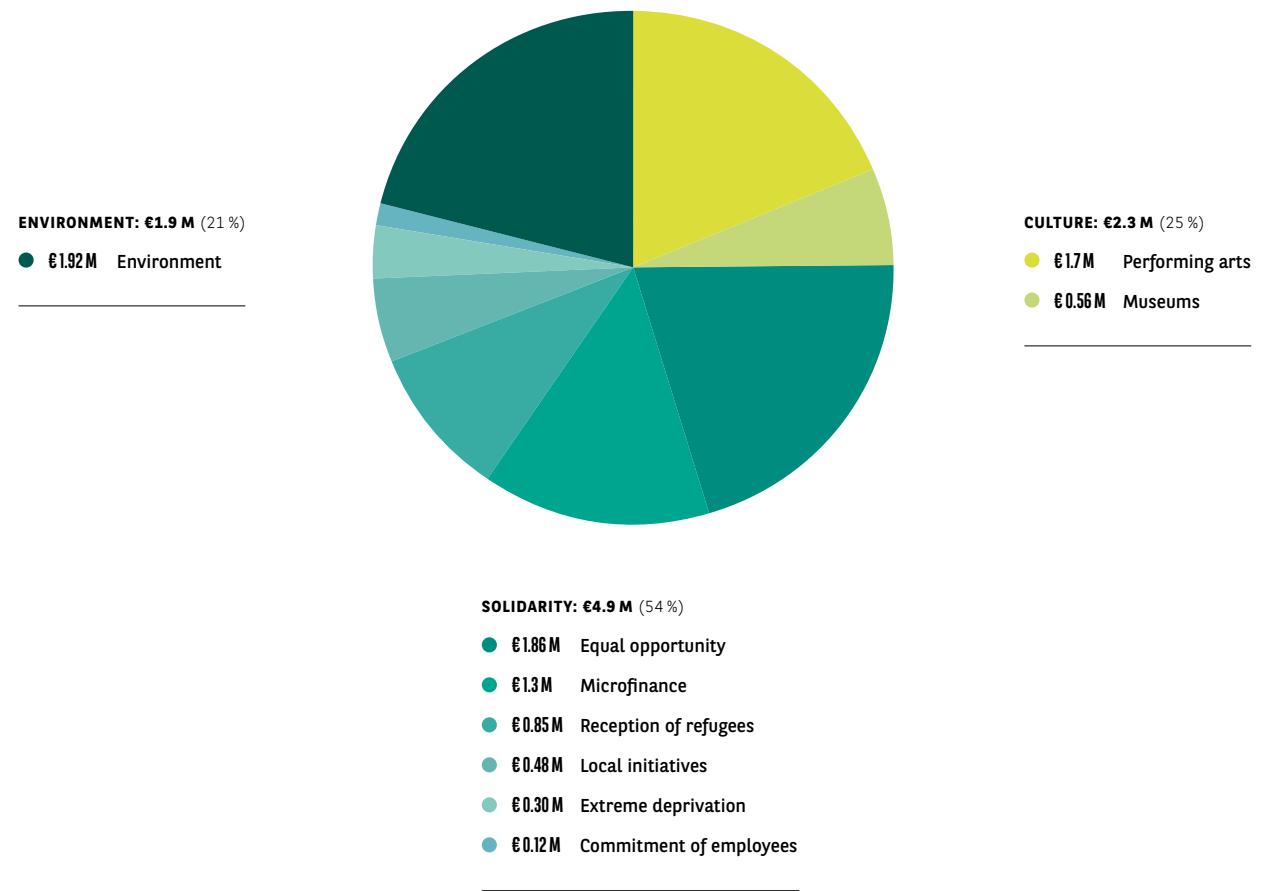


## BNP Paribas corporate philanthropy world budgets




# THE BNP PARIBAS FOUNDATION

In 2017, the BNP Paribas Foundation has developed a reflection to redraw its commitments by 2020. In the field of culture, it favors two creative territories: dance and jazz, supporting 25 artists, numerous festivals and institutions; in the social field, it works for education, social integration and living together; its international “Dream Up” programme continues to expand and the Refugee Assistance Plan for Europe is consolidated for years to come. Lastly, the BNP Paribas Foundation doubles its budget for environmental research through its “Climate Initiative” programme.



€ 600,000

dedicated to the “Dream Up” programme  
(30,000 YOUNG BENEFICIARIES OF THE INTERNATIONAL PROGRAMME OF EDUCATION THROUGH ARTISTIC PRACTICE)



25

artists supported by  
BNP PARIBAS (CHOREOGRAPHERS, CIRCUS ARTISTS, JAZZWOMEN AND JAZZMEN)



8

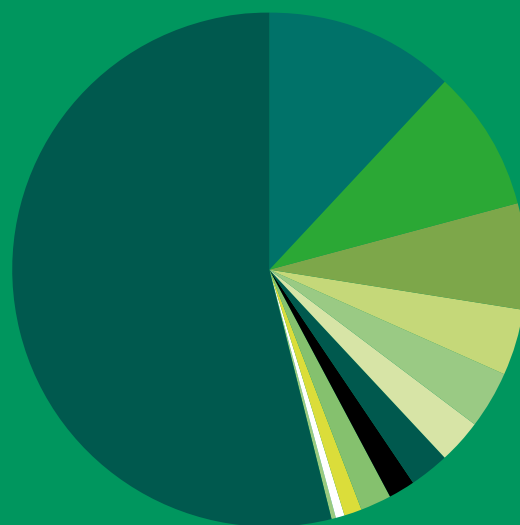
new environmental  
RESEARCH PROJECTS FOLLOWING THE 2016 EUROPEAN CALL FOR PROJECTS



# THE BNP PARIBAS FOUNDATIONS IN THE WORLD

Specific to BNP Paribas, the Group includes 13 funds and foundations in the world that sustain long-term philanthropic programs. Their commitment represents 38% of BNP Paribas' overall patronage budget.

- €9.1M BNP Paribas Foundation
- €2M First Hawaiian Bank Foundation
- €1.5M BNP Paribas Fortis Foundation
- €1.1M Fondazione BNL BNP Paribas
- €0.7M BNP Paribas Swiss Foundation
- €0.6M BMCI Foundation
- €0.5M BGŻ BNP Paribas Foundation



- €0.4M Fundação cultural BNP Paribas Brazil
- €0.3M Rescue & Recover Fund
- €0.3M BNP Paribas Stiftung Deutschland
- €0.2M Cetelem Foundation
- €0.1M Fonds de dotation BNP Paribas - Banque de Bretagne
- €0.01M Foundation BNP Paribas Bulgaria



## 15 YEARS THE BNP PARIBAS SWITZERLAND FOUNDATION'S 15<sup>TH</sup> ANNIVERSARY

**Founded in 2002, the BNP Paribas Foundation Switzerland**

strives to promote Swiss artistic heritage, encourage young creators and performers, promote education and social inclusion and support research on climate change. In 15 years, more than 30 cultural projects and about 20 societal initiatives have benefited from its support, each supported by renowned partners such as the Geneva University of Art and Design (HEAD), the Geneva Department of Public Education, Geneva University Hospitals, Lausanne Polytechnic, Geneva Grand Theater, Fondation Beyeler in Basel and, more recently, the Swiss Polar Institute.



Find all the BNP Paribas corporate philanthropy figures on the Web and discover its dynamic 3D globe!



**BNP PARIBAS**

The bank for  
a changing  
world