

Crédit Agricole Assurances kicks off its 9th caregiver initiative campaign

Crédit Agricole Assurances' 9th nationwide call for applications to support French associations or public interest bodies that are developing initiatives to help caregivers* will run from 4 February to 4 April 2019.

Crédit Agricole Assurances is as committed as ever to associations working to help caregivers through its support for early-stage and fledgling initiatives centred on the following themes:

- **young caregivers:** what are the consequences on the personal development of young caregivers and how can they be protected?
- **caregivers and employment:** how can experience as a caregiver be capitalised on in a work setting, through new skills or new career plans?
- **healthcare prevention:** how can prevention measures be taken to avoid or reduce the risks to caregivers and preserve their health?

The initiatives selected will not only receive financial support for a year but also assistance in a wide range of aspects such as: securing additional funding, communicating, finding partners and reaching out across a broader geographical area.

Associations can submit their applications between 4 February and 4 April 2019 by visiting www.ca-assurances.com. Every year, the jury is on the look-out for concrete initiatives that can have real and lasting benefits for caregivers. In this 9th year of the programme, there will be a particular focus on the innovative aspect of initiatives to make caregivers' daily lives easier.

"The ageing population and the need to care for dependent people are two major social issues that are particularly close to our heart. Caregivers have been the focus of our sponsorship actions since 2010. Until then, there had been little awareness of the challenges that they face. So far, we have supported more than 150 local community initiatives as part of an overall budget of more than two million euros." - Caroline Nicaise, CSR Director at Crédit Agricole Assurances.

*In France, more than 11 million people provide unpaid care (source: BVA survey, May 2017), on an occasional or permanent basis, to dependent adults or children in need (due to illness, accident, disability or old age). Very often, the responsibility that this brings can place a considerable burden on the health, daily lives and careers of this caregiving community. A number of widely welcomed solutions have been found to help, such as training, awareness, respite care, psychological support and help in reconciling work and personal life.

As a parallel to its commitment towards associations of caregivers, Crédit Agricole Assurances signed company agreements in September 2016 for its own employees who act as caregivers for their loved ones.

For more information and to submit an application visit: www.ca-assurances.com

Examples of initiatives supported in 2018

Nouveau Souffle – 78110 Le Vésinet

Assessment and coaching for 30 family caregivers who wanted to return to work, to encourage them to take the leap with the help of an online test and two coaching sessions.
www.nouveausouffle-asso.com

Eclore – 93100 Montreuil

Introduction of an innovative digital service, coupled with a Facebook chatbot, to provide help for young caregivers who are not in the system and address the specific challenges that they face.

www.eclo.re

COREPS Nord-Pas-de-Calais – 62000 Arras

Understanding the challenges faced by young caregivers through a survey that will be sent out to young caregivers and health service workers.

<http://coreps.npdc.fnes.fr>

Crédit Agricole Assurances

Crédit Agricole Assurances, a European leader in bancassurance, brings together all Crédit Agricole entities operating in the insurance sector. It provides savings, retirement and personal protection products and services as well as death and disability plans and non-life insurance cover. These products are distributed by Crédit Agricole's retail banks in France and in nine other countries, by wealth management advisors and insurance agents. Crédit Agricole's insurance companies cater for individuals, the self-employed, farmers and businesses. Crédit Agricole Assurances employs 4,400 people and reported revenues of €30.4 billion for the year ended 2017 (IFRS). www.ca-assurances.com

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