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## **Crédit Agricole Assurances employees drive carbon-neutral with WeNow!**

In line with its CSR strategy, Crédit Agricole Assurances is announcing that it has signed a partnership deal with WeNow, a Green Tech startup that offers a connected solution to measure and neutralise CO<sub>2</sub> emissions for business travel, while saving fuel.

Reducing both fuel costs and your carbon footprint: that is the commitment made by WeNow through its connected solution that is now available on a voluntary basis to Crédit Agricole Assurances employees for their business travel.

The principle: a connected box fitted in each vehicle makes it possible to collect a range of useful information, detect sources of energy waste and identify behaviours to reduce fuel consumption. Through a mobile app, drivers benefit from personalised coaching on eco-driving, combined with fun activities, team challenges, etc. The WeNow solution also makes it possible to offset all CO<sub>2</sub> emissions for vehicle fleets by funding [UN-approved projects\\*](#) and operations to plant trees in France.

*"It is part of our corporate responsibility to train our employees to adopt eco-driving practices, helping them to minimise their impact on the climate. The solution offered by WeNow will enable us to not only reduce, but also neutralise CO<sub>2</sub> emissions for our business car journeys",* confirms Frédéric Thomas, Chief Executive Officer of Crédit Agricole Assurances.

*"We are very proud to welcome Crédit Agricole Assurances on board as one of our committed clients. We are well aware of the in-house approach rolled out by Crédit Agricole Assurances to promote exemplary behaviour. Measuring, reducing and offsetting our carbon footprint: these are new habits that need to become an integral part of everyone's day-to-day lives in order to combat global warming with a pragmatic, efficient and effective approach. We have everything to gain by making a collective commitment now",* concludes Fabien Carimalo, cofounder of WeNow.

### **Learn more about WeNow**

WeNow develops and markets the world's only connected solution\* enabling drivers to reduce CO<sub>2</sub> emissions on their journeys, while making savings as well. With a connected box fitted in their cars and a mobile app, WeNow coaches drivers on eco-driving and enables them, in three stages, to measure, reduce and neutralise their vehicle's CO<sub>2</sub> emissions. WeNow has been B-Corp certified since August 2017 and is one of the first 17 solutions to be awarded the Solar Impulse Foundation label.

\*WeNow is the only French company to have been chosen as a United Nations Climate Champion for its carbon-neutral approach: measuring, reducing and offsetting CO<sub>2</sub> emissions.

### **About Crédit Agricole Assurances**



Crédit Agricole Assurances, France's leading insurer, unites together Crédit Agricole's insurance subsidiaries. The Group offers a range of savings, retirement, health, personal protection and property insurance products and services. They are distributed by the Crédit Agricole Group's banks in France and in nine other countries around the world by financial advisers and multi-line insurance agents. The Crédit Agricole Assurances companies serve individuals, professionals, farmers and businesses. Crédit Agricole Assurances has 4,600 employees. It reported 2018 revenues of €33.5 billion (IFRS).

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