

# BNP PARIBAS

Combating social exclusion with culture and education



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*BNP Paribas in South Africa addresses children's rights in an innovative way, by providing underprivileged children access not only to education; but also arts and culture; as a way to widen horizons and build confidence.*

## BNP PARIBAS' SUSTAINABILITY STRATEGY

BNP Paribas aims to be a responsible economic player and has pursued sustainable development policies since 2002. Their CSR policy is based on 4 pillars comprised of 12 commitments:

1. **Economic Responsibility:** Financing the economy in an ethical manner
2. **Social responsibility:** Pursuing a fair and committed human resources policy
3. **Civic responsibility:** Helping to combat social exclusion and promoting education and culture
4. **Environmental responsibility:** Combatting climate change

The Bank also has the BNP Paribas Foundation whose initiatives include social inclusion, education, culture and public health projects. Globally, there were ~4000 philanthropy projects implemented in 2014, with a budget of €40 million.

## ADDRESSING CHILDREN'S RIGHTS: DRIVING EDUCATION INITIATIVES

**Governance:** The CSR initiatives are being steered on a Group level, with 13 key performance indicators. These indicators also feature among the extra-financial criteria in the employees' incentive plan. An important KPI under Civic responsibility is the number of people who attended financial-education programs in 2014

**Inspiring young women to pursue a career in Finance or Engineering:** An issue in South Africa is that it is very hard to find female talent in the Finance/ Engineering field, due to structural blockers in society.

To combat this, the Bank has set up a programme for underprivileged females to break the mould; by offering the opportunity to go on excursions, attend networking events, and to meet female role models. The aim is to provide inspiration to these individuals and show them the possibilities that are available after a higher education.

## BNP PARIBAS AT A GLANCE



### COMPANY PROFILE:

A leading bank in the Eurozone and a prominent international banking institution with headquarters in France

### REVENUE '14:

€39.2 billion excluding exceptional items

### AFRICAN PRESENCE:

BNP Paribas has a presence in South Africa with a Full Commercial Branch, established in Johannesburg in 2012. The Bank also holds a majority stake in local stockbrokerage, BNP Paribas Securities South Africa in Cape Town and owns RCS, a consumer finance company, also based in Cape Town.



## CULTURE AS A TOOL TO BUILD CONFIDENCE AND COMBAT SOCIAL EXCLUSION

The BNP Paribas Foundation was established 30 years ago. It is a major player in corporate philanthropy, and is responsible for implementing the Group's corporate-philanthropy policy internationally. There has always been a strong emphasis on creativity and innovative projects which focus on culture and social inclusion. In 2014 the Foundation launched 'Dream Up', a programme of arts education in 30 countries including South Africa, aimed at vulnerable or disabled young people. 'Dream Up' in South Africa has two components: 'Shakespeare stage production' and 'Opera talents discovered'

**Shakespeare stage production:** This component of 'Dream up' provides the opportunity to join the Shakespeare school, where teachers are trained and the children are able to set up a complete production. Specific educational establishments are selected, for this initiative and are provided with access to the best theatres and operas. The project aligns to youth development, job creation and social cohesion, as well as equal inclusion of children with different abilities. The project has proven to be a true confidence builder and also shows impact on overall academic results.

**Opera talents discovered:** This component of 'Dream up' involves giving young talented singers from previously disadvantaged communities the opportunity to further their studies and to gain experience in the field of vocal performance and theatre. Young talents are identified and selected for a 3 year program with Gauteng Opera, one of South Africa's leading opera companies. The aim is to produce South African opera performers with a high ambition-level for the global stage.

### GOING FORWARD

Going forward, BNP Paribas in South Africa looks forward to maximising on the great success that has been started with the Opera and Shakespeare 'Dream Up' projects. The Bank will also look to leverage upon the existing Community Investment initiatives that are already established through the Branch and BNP Paribas Securities South Africa

### SELECTED SCORECARD INDICATORS WHERE BNP PARIBAS IS DOING VERY WELL



Strategic programs



Issues beyond child labor

The project has proven to be a true confidence builder and also shows impact on overall academic results.

