A COMMITMENT TO
CULTURE, SOLIDARITY
AND THE ENVIRONMENT

Activity report 2015

BNP PARIBAS
FOUNDATION
In a quickly and profoundly changing world, BNP Paribas corporate philanthropy is evolving and constantly renews its actions in order to adequately deal with the challenges of an environment subject to ongoing transformation in many areas.

The multi-disciplinarity of our commitments enables our foundation to offer close support to the women and men who strive every day for the common good in respect of culture, solidarity or the environment. This requirement is of deep concern to us.

2014 marked the 30th anniversary of BNP Paribas Foundation. 2015 has shown that the experience acquired over the last three decades holds promise for forthcoming years. **We have innovated throughout our fields of action, set up new programmes and have endeavoured to respond to a range of challenges:** be part of the assistance to refugees in Europe, developing greater awareness of the stakes at play at the Paris Conference on climate change (COP21), improving access to culture and promoting the arts as an essential means of progress in education.

These many commitments are being followed up not only in France but elsewhere around the world. Thanks to its teams in the field, the international scale of BNP Paribas corporate philanthropy and its dynamism can be perceived almost everywhere. This pledge of quality is the hallmark of all our actions.

Michel Pébereau
Honorary Chairman of BNP Paribas
Chairman of the BNP Paribas Foundation
Throughout 2015, BNP Paribas Foundation implemented numerous innovative projects in its major fields of action: COP21, and not the least, in which the foundation was deeply involved, the roll-out of its new Dream Up international programme, its founding sponsorship role in the two-yearly Circus Arts International Biennial (Marseille), its invitation to those under 28s’ to Opéra pre-premieres, or again the 10th anniversary of its Projet Banlieues (Suburbs Project).

The BNP Paribas Group Foundation also plays a very active role in the action plan for assistance to refugees in Europe, validated by the Bank in September 2015. As the managing entity of the Group’s corporate philanthropy, the BNP Paribas Foundation is pleased to reveal from the pages of its 2015 activity report the scope of those numerous actions conducted in support of public interest worldwide. It also highlights the great value we place on the involvement by BNP Paribas teams who locally support the actions of a corporate philanthropy policy open to the world, respectful of cultures and offering help to the most vulnerable.

As a reflection of these projects as a whole, the 2015 activity report also presents some key figures from its world progress reports drawn up by the Foundation over more than six years. Indeed, it is one of the few foundations in Europe to support such an analytical database with documentation and to publish the results therefrom on the Internet. This is just one of the numerous digital innovations the Foundation is developing to recount its actions and promote those of its partners.

Jean-Jacques Goron
General Delegate of BNP Paribas Foundation

© Michel Labelle
BNP Paribas announced in September 2015 a €5m aid plan to support refugees arriving in Europe. BNP Paribas Foundation plays its part in this significant initiative with a grant of €2.6m.

It has given commitments to three important partners in the area of humanitarian aid to meet urgent needs in respect of integration and education:

Samusocial in Paris for assistance to vulnerable persons, the apprenticeship programme of Apprentis d’Auteuil and the High Commissioner for Refugees (HCR). Through its Coup de Pouce (Helping Hand) programme, the Foundation is also committed to supporting employees who are personally involved in aiding refugee associations.

A COMPREHENSIVE INITIATIVE ON A EUROPEAN SCALE

BNP Paribas’ aid plan for the reception of refugees in Europe is on the one hand deployed in France through actions by the BNP Paribas retail banking network, by its Emergency and Development Fund and by the BNP Paribas Foundation and, on the other hand, in Europe through programmes implemented in Austria, Belgium, Germany, Italy, Luxemburg, Poland and Spain.
The year 2015, relative to the numerous commitments made by BNP Paribas Foundation to promote Solidarity, was marked by two important events:

The 10 year anniversary of Projet Banlieues (Suburbs Project), with a commitment boost by the Foundation to promote education;

The creation of Dream Up, the BNP Paribas Foundation’s new international programme promoting education through the arts.
The 10 year anniversary of Projet Banlieues:
A boosted education-oriented commitment

Since 2005, BNP Paribas Foundation and the BNP Paribas French retail banking network have developed Projet Banlieues (Suburbs Project) programme in France: our local staff meet neighbourhood associations which actively promote “living together in harmony”, who combat exclusion and participate in equal opportunities programmes. This human adventure is one where, in the field, Bank staff and association leaders make their way forward together.

To celebrate the 10th anniversary of Projet Banlieues, BNP Paribas Foundation in 2015 gave a boost to its education initiative commitment by:

- Increasing its grants by 60% (£410k in 2015);
- Increasing its support to 3 associations already in partnership with the Foundation to ensure their development:
  • Afév (an ongoing 20-year partnership) organizes educational support for youngsters by student volunteers. In 2015, the annual grant increased from £150k to £200k per annum for the three years from 2015 to 2017. This will back Afév’s domestic development and give prominence to its important initiatives: The “School dropout refusal Day”, the Observatory of young committed people.
  • Proxité (an ongoing 12-year partnership) strives for the educational and professional integration of the young through personal assistance provided by active volunteers. BNP Paribas Foundation’s support amounts to £40k each year from 2015 to 2017. Target for 2015: doubling the number of sponsorships in the Paris area and expanding to three new major urban districts: Lille, Toulouse and Rouen.
  • EPA (an ongoing 2-year partnership) promotes the entrepreneurial spirit in school environments. The Foundation’s grant increased in 2015 from £50k to £80k per annum for the three years from 2015 to 2017, to widen the reach of its “EPA Mini Entreprise” programme to include the professional high schools of the three urban districts of: Marseille, Nantes and Strasbourg.
Assisting young people to become autonomous

INTERVIEW WITH MATTHIEU LANTIER, DIRECTOR OF PROXITÉ

Proxité, briefly, is...

Proxité is the sponsorship of 500 young people from working-class neighbourhoods in the Paris area by active volunteers arranging weekly meetings for each youngster.

How is sponsorship by active volunteers seen as an advantage by young people assisted by the association?

For young people who have educational or professional difficulties, the benefits of the attention paid to them and advice offered outside of the family and institutional context is enormously helpful to them. A true Pygmalion effect can be seen to emerge: being able to count on the support of an adult who has succeeded in life, by following his example, helps to pave the way for their future. It offers hope and that is very positive.

What projects are you planning with the assistance granted by BNP Paribas Foundation?

First of all, we would like to meet the needs of young people awaiting sponsors. The aim is to double the number of sponsored young people by 2017. Development projects in other regions will see daylight, particularly in Toulouse and Lille. Finally, we will be able to innovate and increase the impact of our action by working closely with other associations dedicated to youth and, systematically, with the backing of the business community.

proxite.com

Proxité: support for a partner by the Foundation and its deployment

The Foundation came into contact with this association in 2004 through its Coup de Pouce (Helping Hand) programme dedicated to the commitment of employees.

Proxité has extended its reach over the years and is now very important. As a response to this expansion, the Foundation prolonged its support from 2006 to 2014, and significantly via the “Local Initiatives” section of the Suburbs Project. But the initiative is ongoing! There are currently 19 BNP Paribas staff who sponsor Proxité youngsters.

This strong commitment means that in practice volunteers dedicate between 20 and 50 hours annually to the youngster they sponsor for more than two years. BNP Paribas Foundation took a further step forward in 2015: within the framework of the 10th anniversary of the Suburbs Project and with boosted education-oriented support, it chose Proxité as one of its flagship partners.
Projet Banlieues: Creating neighbourhood solidarity together

Testimony by Marie-Hélène Grangien, Director of the Paris Buttes Chaumont Group (75019) and Evrard Klein, of the Voisin Malin association.

Marie-Hélène Grangien: Our local retail network in Paris is one of the most recent in the Suburbs Project. Within our area, there are some sensitive neighbourhoods in the north of the 19th district of Paris with citizens in difficulty but there is also lots of potential. Being personally involved in Projet Banlieues is part of all colleagues’ team-based approach. We had already made a great effort with associations working with major hospitals in the area.

Evrard Klein: We met together at the La Villette branch, in the area where we intervene, to present the association, its aims and needs. It clicked together. We had to meet up again. We then drew up our dossier together.

MHG: We had to know precisely how to offer support. Money was not part of the issue at that moment. What set things in motion was the invitation to your first national event.

MHG: We made sure there was a mix of participants: partners, volunteers, banking officials. The testimonies of participating “neighbours” were striking. We were already theoretically aware of the issues. Now we had to build together. Our motivation was such that the dossier was validated by the Projet Banlieues commission.

EK: The backing of BNP Paribas Foundation enabled the manager of the sector to make a commitment in the 19th district: the recruitment of new “neighbours”, meetings with town hall partners, service industry partners, etc. That meant that the initiative would not evaporate. The Foundation’s support for the two-year period is therefore vital.

MH: Support beyond the short-term is indeed important... After new actions are launched they need time to become routine. We are also working with Voisin Malin to meet and talk with the public of the area who, because of illiteracy, have difficulty manipulating ATMs. And of course colleagues make commitments in other ways: in December 2015 they mobilized to enable Voisin Malin to integrate the governmental initiative, “La France s’engage” (France’s undertaking).

EK: That vote of trust was like an award to us!

MHG: We were talking of action over time but two years passes very quickly with all our projects!

EK: In any case it has opened up prospects for our domestic development, for new work and training initiatives... But there is still a great deal to do.

Voisin Malin: Boosting a positive dynamic in the neighbourhoods

5 million citizens live in underprivileged neighbourhoods in France. All players involved in social activities have noted that some people have become resigned to isolation and a deterioration of the environment. The feeling of disconnection and loss of confidence leads to withdrawal and rejection of institutions.

Voisin Malin strives to mobilize citizens in their daily lives in their neighbourhoods by forming bonds and mutual help between themselves and local structures.

The association provides citizens the keys to resolve their problems and grasp opportunities (access to social tariffs, to jobs, taking advantage of services), giving them the inclination to take action in these neighbourhoods. This is a true invitation to unleash positive dynamics once more in the neighbourhoods via their inhabitants.

Voisinn-malin.fr
Dream Up: A new international programme

Launched in late 2014 to mark the 30th anniversary of the Foundation, Dream Up teams were formed in 26 nations throughout 2015.

The Dream Up programme enables 30,000 youngsters around the world to learn and grow up through art practice. Art thus becomes an arm that can level inequalities and allow social integration. Classical music, jazz, theatre, graphic arts or video... All these supports are henceforth in place. Dream Up invariably uses the local talent and know-how already in the neighbourhoods. This guarantees that the approach is of quality and ongoing.

Europe

**BELGIUM:** The Mus-E Belgium association has set up “Carte Blanche” in Brussels: this cultural project for schools was created with artists to open the door for the underprivileged to artistic practices. 80 children, 8 to 9 years old, mostly from foreign lands and not always able to speak French or Dutch can take advantage of initiation in the plastic arts, dance and music.

**UNITED KINGDOM:** In partnership with the Royal Academy of Arts, this project enables 40 children, aged 5 to 11 and their families from the Church Street Ward neighbourhood, to discover various art forms by meeting educators and by taking part in workshops in order to arouse and develop their creativity.

**Other European Dream Up nations:** Bulgaria, France, Germany, Ireland, Italy, Luxembourg, Poland, Portugal, Romania, Spain, Turkey.

Asia-Pacific Region

**CHINA:** In partnership with Taipei’s Ricci Institute, China’s version of Dream Up is multidisciplinary. The project involves migrants and families whose children feel socially excluded. Dream Up enables 230 children to learn the rudiments of music, painting, sketching and dancing at weekly held workshops. They regain confidence in themselves, thus reduce their feelings of insecurity, offering them something of the joy of living.

**TAIWAN:** Set up by the TECO Dream Up Foundation in Taiwan, the “Aboriginal Kids Cultural Training Program” aims at promoting Taiwanese indigenous art and culture. 100 aboriginal youngsters, aged 12 to 16, learn the traditional songs and dances practiced by various Taiwanese autochthon indigenous.

**Other Asia-Pacific Dream Up nations:** Australia, Hong Kong, India, Singapore, South Korea.
The American continents

COLOMBIA: The **Orquesta Sinfonica de Antioquia association**, set up in 1945, offers 3,000 children aged 3 to 12 from poor families, the opportunity of developing their musical capacities and sensitivity. But also of cultivating basic values like discipline and the respect of others.

Meetings with professional musicians, concerts and participation in international festivals are part and parcel of this innovative programme.

UNITED STATES: The **LINES Ballet Company**, is a celebrated contemporary ballet founded in 1982 by the choreographer Alonzo King, a partner, what is more, of the Foundation. With San Francisco Dream Up, it targets underprivileged children aged 6 to 16, to whom it offers cultural openings by physical expression and practising excellence by dancing.

*Other North and South American Dream Up nations: Brazil, Canada, United States - New York.*

Africa

SOUTH AFRICA: The “**Shakespeare School Festival**” programme was thought up by the **Educape association** and teaches the art of acting to 350 youngsters from Johannesburg neighbourhoods and nearby towns. Its purpose? To develop confidence, mastery of language and a cultural opening to these young people through the staging of abridged versions of the works of… Yes, Shakespeare!

MOROCCO: The **Étoiles de Sidi Moumen Cultural Centre** was set up by the **Ali Zaoua Foundation** in this poor neighbourhood of the suburbs of Casa-blanca. Thanks to Dream Up, it offers 80 children and teenagers, aged 5 to 18, the opportunity of attending music classes. But also of arranging and attending concerts and master classes staged by Moroccan or foreign musicians. An invitation to discovery for these children and teenagers and a window open for them to the world.
Cultural commitment is a cornerstone of BNP Paribas corporate philanthropy.

To strengthen this ongoing undertaking still further, the Foundation made sure that throughout 2015 it gave support to its partners; contemporary dance choreographers, artists of new circus arts and jazz composers.

But 2015 was also marked by a series of innovations backed by new structures, a large-scale operation of access to culture for all and the taking on of new partners.

Lastly, the approach was pursued by supporting cultural heritage with the restoration of works of art in France and worldwide.
The C2RMF and BNP Paribas Foundation: a partnership at the service of heritage conservation

“For more than twenty years, BNP Paribas Foundation has assisted the restoration of works of art in close partnership with the Center for Research and Restoration of the Museums of France (C2RMF). This partnership is a true sign of the trust and cooperation that reigns between our two institutions: our teams take stock of current or planned projects once or twice a year.

The works selected depend on several criteria: the artistic or symbolic value of a work of art in a collection, the balanced geographical coverage of France and its territories, the works’ scientific and pedagogical interest or even the urgency of such interventions. It could also be a question of the last piece in a collection for restoration; or a work whose cost of restoration is too high for a commune, such as at Bauxwiller for the restoration of Godefroy de Bouillon cared for by an angel by Pierre Mignard; or even as at Bourges for a painting re-attributed to an artist as it was the case for Venus and Love by Luca Penni. Thus it is that for our mission of heritage conservation and preservation, any work of art is important. These safeguarding campaigns across France as a whole underscore our networking action throughout the regions and our concern for developing greater public awareness to the restoration efforts made by the State. This partnership highlights the advisory and knowledge dissemination role played by C2RMF, a centre that is not accessible to the general public. From the last two decades have emerged a bottom line, an assessment, a methodology and an ethical concept. This amounts to a guarantee of quality at the service of works of art and citizens who can take advantage of them.”

Isabelle Pallot-Frossard, Director of the Centre for Research and Restoration of the Museums of France (C2RMF Centre de Recherche et de Restauration des Musées de France) and Lorraine Mailho, Director of the Restoration Department of C2RMF.

MAJOR RESTORATIONS IN 2015

Within the framework of its “BNP Paribas for the Arts” programme, the Foundation has backed for more than twenty years, numerous restoration schemes in museums in France and elsewhere. Should be especially noted for 2015:

– La Conquête du cheval, (The breaking-in of a horse) by Jean Dunand, at the André Malraux Museum, Le Havre (photo),
– Some one hundred terra cotta tiles at Sévres, Cité de la Céramique (photo),
– Interior view with a woman playing virginals by Emanuel de Witte – Museum of Fine Arts, Montreal, Canada (photo),
– Before the ball, by Leonard Foujita, Ohara Museum, Kurashiki, Japan.
New Circus Arts: New Circus Arts International Biennial

BNP Paribas Foundation has been for many years an attentive patron of new circus arts. In 2015, it has emphasized its initiatives by participating in the creation of the first International New Circus Arts Biennial (Biennale internationale des Arts du Cirque) in Marseille and the PACA area (Provence Alpes-Côte d’Azur). Following the success of “Cirques en Capitale” project, initiated by CREA – Mediterranean Circus Center – in the framework of Marseille-Provence 2013, numerous players from this artistic scene have gathered and created key moments dedicated to creative contemporary circus.

It involved both creating an international event matching the significant dynamism of contemporary circus arts around the world and settling in a territory, in this case Marseille and the PACA area (Provence-Alpes-Côte d’Azur).

The Foundation reacted favourably to the wish of the organizers that the shows should circulate in this large area, under the big top, in theatres or even on industrial wasteland.

The International New Circus Arts Biennial supported by the BNP Paribas Foundation, its founding patron, was thus deployed from 22 January to 22 February 2015. More than 69 circus troupes and 300 international performers staged their shows to 80,000 spectators. The “Mediterranean Circus Center” coordinates this very first Biennial. It was assisted by some twenty or so cultural operators including the Théâtre d’Arles, the Théâtre de la Criée in Marseille and the Théâtre Liberté in Toulon.

For its part, the Foundation has significantly involved the BNP Paribas’ regional management in Marseille and has allowed its staff as well as its customers to attend the shows.

BIAC IN FIGURES

- 80,000 spectators
- 47 venues for the shows in 24 towns of the region
- 20 foreign troupes and 38 French troupes including 11 from the region
- 15 young troupes staged their first show
- More than 10,000 seats reserved for school pupils in ZEPs (educational priority areas) and in the social realm
Kaori Ito, choreographer backed by the Foundation

One should not be taken in by the delicacy of her physique with those unfettered and fluid movements; in fact, Kaori Ito is a bundle of sheer energy never really at rest.

Her story started very early. Dance lessons at the age of 5, a recognized promise for the future at 18, while at the age of 21 she enrolled in the department of dance at Purchase University in the state of New York to study the techniques of Graham, Cunningham, Limon and Horton.

Having returned to Japan, in 2003 she obtained a diploma in sociology and education at the Saint-Paul University of Tokyo before going back to New York within the framework of the International Studies Programme for Artists set up by the Japanese government. A quick introduction to this lady’s energy... She hit France in 2003 when she danced the main role in Iris by Philippe Decouflé before joining the Preljocaj troupe for Les Quatre Saisons (2005) followed the year after by her role in James Thierrée’s Au revoir Parapluie... She could also be seen working with Sidi Larbi Cherkaoui or Alain Platel.

And of course, she is also a choreographer. Her first work, Noctiluque (2008), was inspired by Kafka’s Metamorphosis; her third, the Island of No Memories, won the first prize at the Reconnaissance contest in 2009...

Then she embarked in the domain of the cinema, then painting, and then... in 2015, with I dance because I don’t trust words, all is interiorized, concentrated like a child with its game, a duet with her father. Another mistake would have been to assume that energy leaves no room for depth...

Article written by Philippe Verrièle
Pre-Premieres at the Opera:
25,000 seats for €10 for youth under 28s’

For more than 10 years the BNP Paribas Foundation has been accompanying the ticket pricing policy of the Opéra national de Paris with regards to young people.

Upon his arrival at the head of the Opera in 2014, Stéphane Lissner offered Premiere seats to young people and in so doing introduced a new dynamic to this partnership.

Launched in 2015, this original initiative has enabled 25,000 young people under 28s’ to attend 13 pre-premiere of the season 15-16 at a special rate of €10 at the Opera Bastille or at the Palais Garnier: “I was pleased to be able to programme these 13 performances, points out Stephane Lissner, Director of the Opéra national de Paris. Young people under 28s’ have attended pre-premieres of performances among the most anticipated on the international scene. These future spectators must have the doors of the Opéra kept open to them to ensure they become appreciative lovers of the art.”

The BNP Paribas Foundation has decided to offer 800 seats to a young and enthusiastic audience who cannot necessarily afford to pay an admission ticket at the Opéra. Thus, 300 tickets were made available to the students of the Conservatoire national supérieur de Musique et de Danse de Paris and more precisely to the persons from the Department "Choreographic Disciplines". 500 other seats have been offered to young people from 14 to 28 through contests organized by the Foundation social networks (Facebook and Twitter).

“Through this action, the BNP Paribas Foundation helps foster the Opéra national de Paris in its development policy encouraging cultural democratization. It affirms its commitment to ensuring that young people have access to artistic excellence” confides Michel Pébereau, President of BNP Paribas Foundation.

Some of the performers discovered by these young audiences: singers Jonas Kaufmann, Bryn Terfel, Anna Netrebko, Sonya Yoncheva, Olga Peretyatko; Prima ballerinas and ballet dancers of the Ballet de l’Opéra national de Paris; productions and choreographies by Romeo Castellucci, Krzysztof Warlikowski, Alvis Hermanis, Alex Ollé, Dmitri Tcherniakov, Claus Guth, Calixto Bieto, Benjamin Millepied, Anne Teresa de Keersmaeker, Alexei Ratmansky and Justin Peck.
Jazzwomen, Airelle Besson and Anne Paceo, new Foundation partners

Two young women, who over the last few years, at the peak of their thirties and with their infectious smiles, resoundingly but unobtrusively, knock you over with their talented “French-composed jazz.” Two friends who at all times “enjoy sharing while giving their music priority” (Airelle Besson). Two true creators of music at the forefront of their art who are able to blend the composition of music with the energy of improvisation. Two musicians who have, finally, chosen to assert their personalities through instruments that were traditionally played only by men: percussion for Anne, trumpet for Airelle.

In 2007, Anne Paceo (“Victoires du Jazz” award in 2011) set out on her drum-beating musician’s path via tonic and eclectic projects, initially in a jazz trio Triphase, then a quintet Yokaï and currently a quartet with Circles, a democratic group divided equally between men and women that splashes out, between songs and instrumental swerves, with its organic, poetic grooves and always with inspiration. After this deluge of awards (Django Reinhardt Award from the Jazz Academy and Victoires du Jazz Award 2015) that gave rise to the creation of Prélude, her musical production with guitarist Nelson Veras, Airelle Besson today continues her musical career with a group under her own name. In this egalitarian and complementary quartet, with no double-bass but boasting a singer; the trumpet player’s pleasing tone that is full and rich with its warm coppery sound elegantly alternates the airborne, meditative and floating passages with more dance-like, peachy, even groovy pieces, composed like speedily intoxicating ritornellos. Enchanting!

Article written by Pascal Anquetil
Under the COP21 Paris banner, climate change was in 2015 made a subject for debate everywhere. BNP Paribas Foundation, side by side with the researchers it supports, provided concrete help to enable major events to be organized for the general public to make them aware of the challenges facing them in coming decades.

Attentive to its partners, 2015 was marked as a year of innovation by the assistance the Foundation offered to partners in their crowdfunding campaign.
Pre-COP21 conferences

Throughout 2015, BNP Paribas Foundation initiated or was associated with partner researcher conferences. These periods providing information and offering exchanges with the general public as much as with the group’s employees, contributed to the considerable effort needed to clarify the challenges faced by all citizens.

The “Oceans 2015 Initiative” at the Paris Oceanographic Institute

July 2015, the “Oceans 2015 Initiative” initiated debates with a series of conferences aimed at alerting the general public about the major challenges that oceans represent for future planetary climatic balances. These meetings were organized by the Prince Albert II of Monaco Foundation and the BNP Paribas Foundation within the framework of their support for research on climate change. This event, based on the publication by some twenty researchers of a study published in the review Science, revealed that if oceans until now absorbed 93% of the excess heat in the atmosphere and 28% of CO₂, this was not inoffensive. To ensure that oceans continue to play their regulating role in our climate, we must become aware of the urgency of keeping them healthy. Among those conferences, the researchers involved in the Soclim and Subglacior (Foundation partners) programmes, gave an account of their research progress, seen in the context of future COP21 negotiations.

Conferences initiated by BNP Paribas Foundation

The organization of 10 conferences enabled employees of the Group and the general public to become aware (particularly through articles in the press) of the challenges of climate change while underscoring the importance of our partners. These meetings that brought together a thousand or so listeners were also accessible on the official YouTube channel of BNP Paribas / Environment Foundation.
For the COP21 conference, Universcience set up an exhibition sponsored by BNP Paribas Foundation. For several months, the public was able thus to be informed on the state of our knowledge about climate change. This mobile exhibition was built to tour the world.

“For Universcience, underlines Alain Labouze, commissioner with Isabelle Bousquet of the Climat 360° exhibition, BNP Paribas Foundation was legitimately associated with the exhibition by virtue of its significant commitment to promote basic research on climate change.” The event was divided into several parts: first of all the exhibition itself that was based on a scientific survey carried out by Sciences Actualités, the journalistic wing of the Cité des Sciences. But also the posting, in the entrance hall, of 14 large format prints (3.80m / 5.70m) by photographer Kadir van Lohuizen, taken during his sea voyage to meet peoples who are already confronted with rising sea levels everywhere around the planet.

In the same entrance hall, an artistic installation through the joint action of Les Radiolaires, la Bulle de Cristal (Crystal Bubble) and White Cube whose message was anticipation. “We wish to ask visitors questions, underlines Alain Labouze, and give their imagination full reign by these futuristic visions of the presence of earth dwellers in a modified climatic environment.”
A scientific and citizen-oriented exhibition

“It is clearly a journalistic investigation and a citizens’ exhibition: a 360° investigation, to allow for no area of shadow,” sets out Alain Labouze. “The documentary part was formulated for us all, the general public, watching the news on TV where it is stated that the challenges are immense. What are these diagnoses based on? The exhibition provides some of the keys. For Sciences Actualités, as for the Foundation, it was decisive to be able to appoint as scientific advisor, Valérie Masson-Delmotte, Vice President of the GIEC* scientific group and an internationally famous paleo-climatologist. She was able to advise us throughout the elaboration of the project. It was a watertight guarantee given to our publics as to the quality and to the great rigour of the documentary work achieved and its clarifications.”

The scientific exhibition, on the first floor, was divided into 4 parts: diagnosis and first impacts, causes and man’s responsibility, scenarios of greenhouse gas emissions together with climate change, and finally the search for solutions. Hundreds of data put into context to enable each one of us to understand more clearly.

To go still further:
- Interviews given by 21 experts: bit.ly/1TKLE3s
- A look at the exhibition: bit.ly/1Vi7ufv

Climat 360° is backed by a mobile version linked to a network of French institutes around the world and welcomes visitors particularly in nations where BNP Paribas operates. In 2015, it set up in Brazil, in the Czech Republic, in Senegal and in Hong Kong. In the latter city, employees of the Group were invited to BNP Paribas Hong Kong HQ to attend the conference organized by D’Jérôme Chappellaz, a specialist climate scientist behind the Subglacior project, that was sponsored by BNP Paribas Foundation within the framework of the Climate Initiative programme. Also scientific adviser of the “Ice and Sky” documentary, D’ Chappellaz enabled these employees to broaden their knowledge on matters of climate.

* GIEC: (Group of Intergovernmental Experts on the changing Climate)
Among the ten research programmes backed by BNP Paribas Foundation, the APT* project studies the impact of the acceleration of thawing permafrost on climatic deregulation. This phenomenon is still largely unknown and not properly integrated in climatic models used by GIEC.

Permafrost, the planet’s soil that is permanently frozen, stores the equivalent of 1,600 billion tonnes of carbon (estimation), i.e. twice the carbon content of the atmosphere at present. With thawing induced by global warming, enormous quantities of CO₂ could be released into the atmosphere resulting in a considerable increase in greenhouse gases. This planetary upheaval initially results in a radical modification of the Inuit people’s environment causing land settlement and landslides, changed landscapes and interference with the fauna and flora and therefore with their hunting and gathering habits.

At present, the force behind this climate feedback cannot be assessed with certainty because processes involved in the rate of permafrost thawing and in the transformation of frozen carbon reserves are insufficiently understood and therefore incorrectly dealt with in climate models. To fine-tune the models, the APT project team is studying how to precisely predict changes in permafrost temperatures, how to predict greenhouse gas emissions generated by the said thawing and to quantify permafrost / climate feedback.

The APT project is coordinated by Florent Domíné, at the Takuvik research laboratory, founded and run in common by the CNRS and Laval University in Quebec.

apt-permafrost-research.net
takuvik.ulaval.ca

*APT: Acceleration of Permafrost Thaw By Snow-Vegetation Interactions
Crowdfunding: the sharing of understanding on climate change

For the first time, French scientists have launched a participative funding campaign aimed at the general public via the Web platform, Ulule.com

An educational challenge for us all
Most laboratories in partnership with the Foundation, supported in their basic research on climate, are concerned with elaborating educational projects and developing awareness on the part of the general public. They all know that their works, very often extremely complex, are important from the scientific point of view but also for ordinary citizens. This requires a great effort to promote the dissemination of knowledge. Conferences provide support but in a conventional way. Internet and crowdfunding, on the other hand, offer a considerable levering effect and enable immediate collaborative mobilisation. The Foundation, together with Ulule.com, has set up the operation whose objective is twofold: raising an abundance of funds donated by the internet community and assisting their partners to familiarize their teams with these new types of funding.

Science, pedagogy and interaction: two very different projects have been launched on the back of crowdfunding experiences.

EDUC’ARCTIQUE BY THE TAKUVIK LABORATORY
“Educ’Arctique” by TAKUVIK is aimed at teaching Canadian Inuit pupils (13-17 years old), and in their active participation in the project, about the thawing of the permafrost, a major challenge in their environment. Apart from measuring soil temperatures and snow depths, these teenagers interact with scientists via an educational website.

ulule.com/educarctique

“66° SENTINELS OF THE POLAR OCEAN” BY THE OCEANOGRAPHIC LABORATORY OF VILLEFRANCHE
The project suggested that cybernauts fund a sentinel robot to explore under the Antarctic ice! It involves improved knowledge of the Southern Ocean, whose role is essential in the planet’s climate system but whose waters covered with ice are largely unknown. All these data are there to be shared with young people, via the laboratory’s pedagogical website:

monoceanetmoi.com

ulule.com/66-sentinelles-ocean-polaire/
BNP Paribas corporate philanthropy expresses itself in all the countries where the Group operates. "If it is true that BNP Paribas Foundation ensures the coordination of the Group corporate philanthropy policy, each country is involved in contributing to the community in the heart of which the Bank evolves. Culture, Solidarity or Environment are spelled out depending on the nation’s sensitivity and on the teams and the partners that are backed. Below are listed some of the actions among the 4,000 projects that BNP Paribas corporate philanthropy develops yearly around the world."
BELGIUM

WORK/TRAVAIL/ARBEID, BY ANNE TEREZA OF KEERSMAEKER, AT WIELS

BNP Paribas Fortis strives vigorously to promote culture and the arts in Belgium. For decades it has given its support to the famous Reine Elisabeth Competition and to Flanders Festival. It has also made commitments to cultural centres such as La Monnaie, BOZAR, Flagey and WIELS. It was in this famous WIELS contemporary art centre that the project Work/Travail/Arbeid by Anne Teresa of Keersmaeker was brought to fruition with the backing of BNP Paribas Fortis and BNP Paribas Foundation.

Work/Travail/Arbeid opens the door to reflection on the status of choreography among the arts by placing dance routines in museums: how can you display, like other works of art, a choreographed exhibit within a museum and enable it to remain alive during the establishment’s opening hours. Supporting Work/Travail/Arbeid emerged as an obvious choice, as much by the pioneering nature of this choreographic project in its museum setting as by the grandeur of associated venues: the work of art inaugurated in 2015 at the WIELS art centre, backed by Théâtre de la Monnaie, then subsequently presented in Munich during the Summer of 2015, is destined to continue its cultural path: the Paris Pompidou Centre with the Opéra national de Paris (early 2016), then London’s Tate Modern and the Barbican Theatre later in 2016, before New York’s MoMA in 2017.

USA

BANK OF THE WEST: NASDAQ BUDGET MANAGEMENT INNOVATION AWARD

Bank of the West is developing a vast digital budget education programme supported by EverFi, an important player in the field of digital teaching innovation. The programme, disseminated from a website, is designed to help 3,500 children from underprivileged families who attend classes in 30 of California’s high schools. 70 teachers also contribute their skills. During the semester-long programme, these high school pupils familiarize themselves with finance terms and learn to manage concepts like credit, rates of interest, saving, credit cards or taxes. Bank of the West staff also have the opportunity of becoming volunteers to back up this digital system: they relate their experiences in respect of all the concepts dealt with during the numerous videos, 3D games and animations. The aim is not only for the children to develop awareness of these concepts but also to become more confident in managing their personal finances. In 2015, Bank of the West won the Nasdaq Budget Management Innovation Award for its programme.

SINGAPORE

MAKE A CHANGE IN SINGAPORE: ACTIONS IN FAVOUR OF LOCAL COMMUNITIES

“Make a change” is a solidarity programme launched in 2015 by BNP Paribas APAC (Asia Pacific) and shared by all the nations of the region. The programme encourages colleagues as a whole to offer their time and skills to the communities in which they live and work using a great array of voluntary actions at their disposal. The Make a Change in Singapore benevolent team concentrates its efforts on two charity operations for the Breast Cancer Foundation of Singapore and for the Food from the Heart (FFTH) welfare organization. The resulting mobilisation enabled funds to be collected and toys and games to be distributed among underprivileged communities.
BNP PARIBAS CORPORATE PHILANTHROPY

SENEGAL

KORDABA SCHOOL: ABLAYE CISSOKO’S CENTRE FOR THE TRANSMISSION OF HIS ART

BNP Paribas Foundation is a partner of musician Ablaye Cissoko to help him further his career and disseminate his works. This action can in no way be dissociated from his deep attachment to his instrument, the kora. When Ablaye announced his idea of opening a music school at Saint-Louis in Senegal to teach and pass on his musical art, the Foundation and BICIS unhesitatingly backed this educative and artistic project. “I was very lucky, points out Ablaye, to have been brought up in an extended African family for whom it was extremely important that familiarity with, and the technique of playing, traditional musical instruments including the kora should be preserved and passed on. Urbanisation and globalisation break the transmission of the art of playing the kora, from the elders to the young people. The Kordaba School counteracts this lack.” Opened in late 2015, it enrols girls and boys that Ablaye and three other teachers initiate in the art of the kora.

ablaye-cissoko.com/fr/ecole-kora

TUNISIA

“I BUY A MUG, I HELP A CHILD”

The action under the banner of “I buy a mug, I help a child” consists of collecting funds by the sale of mugs from UBCI employees to finance the purchase of 300 satchels and school materials. At the start of the 2015-2016 school year, UBCI volunteer employees travelled through several of Tunisia’s regions distributing satchels to children most of whom are from poor families.
ITALY

“LA GRANDE MADRE”,
MILAN’S FLAGSHIP EXHIBITION

BNL BNP Paribas Group is the main sponsor of the “Grande Madre” exhibition whose venue was in Milan from August to November 2015. One hundred international artists contributed to this vast exploration of the iconography and representation of maternity. Visitors could follow a guided path leading from the ideal maternal feminine figure across the history of art to the notion of “nutrition”. By backing this initiative, BNL expressed its determination to promote culture in all its forms.

lagrandemadre.org

RUSSIA

BNP PARIBAS CIB RUSSIA SUPPORTS THE NADEZHDA (HOPE) ORPHANAGE

BNP Paribas CIB Russia has supported the Nadezhda (Hope) orphanage since 2007. Located at Obninsk, 100 km from Moscow, this children’s shelter cares for 200 youngsters with mental disorders. Most of them are from families without social protection or who are orphans.

Over the last few years, BNP Paribas CIB in Russia has contributed to the renovation of numerous facilities in the orphanage. The fitting of new insulated windows has enabled the children to enjoy the comfort of warm dormitories and games rooms. Renovated bathrooms and kitchens have also improved the children’s lives. BNP Paribas CIB also arranges IT training courses at Nadezhda.

A visit by benevolent staff from Moscow has also become a tradition: BNP Paribas teams take part in numerous works designed to make the various premises and green spaces more welcoming.

BRAZIL

THE SOUNDLY REASONED WORKS OF VIK MUNIZ

Vik Muniz is one of the great figures in Brazilian contemporary art. The soundly reasoned catalogue of his works, a real account of his approach from 1987 to 2015, has been published in two volumes of 1,400 works and 60 series of artwork thus classified. This work was made possible through the partnership of BNP Paribas Brazil with publisher Editora Capivara. The partnership reflects BNP Paribas Brazil’s active policy in supporting the creation of art in Brazil and of the country’s artistic heritage.
USA

REOPENING OF WHITNEY MUSEUM

One of New York’s greatest museums, the Whitney Museum, was enlarged in 2015, with the construction of a new building designed by architect Renzo Piano. BNP Paribas USA contributed in a sponsorship role to this new phase in the upgrading of this great museum mainly dedicated to 20th and 21st century American art.

whitney.org/About/NewBuilding

MOROCCO

BMCI FOUNDATION, SPONSOR OF JAZZABLANCA

An unmissable event on the international jazz scene, the 10th edition of “Jazzablanka” was a great success. BMCI, the festival’s corporate sponsor, staged a festival for 20,000 spectators, free of charge, in United Nations Square.

jazzablanka.com

CHINA

RISING STAR PIANO FESTIVAL

This festival is organized by BNP Paribas in China and BNP Paribas Foundation in partnership with the Central Conservatory of Music of Beijing and the Conservatory of Music of Shanghai. It represents a cultural event of major cultural importance in China where tens of millions of people play the piano. Rising Star arranges contests for promising young Chinese pianists and gives them the chance of winning awards to widen their musical horizons to the world.
ALGERIA

PARTNER FOR THE RESTORATION OF NOTRE DAME DE SANTA CRUZ AT ORAN

Perched on Mount Murdjadjo, Notre Dame de Santa Cruz has been emblematic in the landscape of Oran since the 16th century. The people of Oran, whatever their culture or religion, have always been attached to this edifice. BNP Paribas El Djazaïr is supporting the preservation operation. The first tranche involved the restoration of the steeple and the statue of the Virgin Mary in 2015. The whole preservation operation will be terminated early in 2017.

santacruz-oran.com

KOREA

GREEN LEADER PROGRAM: EDUCATION THROUGH THE ENVIRONMENT

Since 2011, BNP Paribas Cardif in Korea has coordinated an educational Project through the Environment, the Green Leader Program, in partnership with the NGO Forest for Life. This definitely intergenerational action targets an underprivileged public who is introduced to autonomy through gardening. In 2011, BNP Paribas Cardif, to set the project in motion, offered support to the Children’s Welfare Centre at Dongmyung, by planting trees and setting up rooftop vegetable gardens. Green Leader then went further by giving the children the status of “Green Leaders” thus encouraging them to understand the environment through the practical experience of gardening. The programme then went further still by associating elderly persons with it from the Social Welfare Centre at Myeonmok. More than 60 paired persons (one child, one senior) put into practice an original intergenerational cooperative experimental scheme that was then recognized and labelled by the Korean Minister of the Environment.

International Coup de Pouce (Helping Hand)

Coup de Pouce, under the name of Apoyamos tus ideas, Mano Amica, Help2Help, Mao² or Helping Hand Award Program in 2015 benefited more than 300 projects set up by BNP Paribas employees around the world for the total sum of €318,402.00. The programme is expanding in 11 countries including the APAC region: Belgium, France, Guinea, Italy, Luxembourg, Morocco, Portugal, Spain, Switzerland, Tunisia and the USA. In 2015, the APAC countries involved were: Australia, China, Hong Kong, India, Indonesia, Philippines & Vietnam.

COUP DE POUCE – USA (NYC)

Coup de Pouce (Helping Hand) was launched in 2015 in the U.S. with 7 employees to back their various commitments: scientific experimentation for the underprivileged young (Biobus); educational and cultural programmes (Roeliff Jansen Community Library – NYC); baroque music (Long Island Baroque Ensemble); a marine habitat (Wildlife Conservation Society - NYC); extreme deprivation (Embrace Relief); assistance for the disabled (A Very Special Place); development of entrepreneurship in Haiti (EGI Haiti).

COUP DE POUCE – MORROCCO

Since it was created in 2009, Coup de Pouce in Morocco has provided support for 71 solidarity actions implemented by BMCI employees. 14 of them were supported in 2015 in various fields of action for their associations; many are dedicated to the youth of Morocco: the distribution of hundreds of school satchels (Al Madina, Essalam and Missimi associations); the provision of 4 classroom libraries, of a medical caravan (Kénitra) and of a special room for children suffering from Down’s syndrome (Étoiles du Palais sportif); the 1st edition of the “Kids’ Athletics” race (Oued El Hajja); the purchase of a portable ultrasound scanner (Ladies Circle Tanger 8).

COUP DE POUCE – PORTUGAL

Launched in 2009, the Coup de Pouce programme has known an ever growing success among the 3,000 employees of BNP Paribas Portugal. In 2015, the 7th edition paid tribute to seven associations that received their awards at Lisbon’s Arpad Szenes Vieira da Silva museum. The associations were as follows: Associação Centro Dia 3ª Idade de Unhos; A Voz do Operário (Moita); União Zoófila; Academia dos Champs; Lar/Creche de São José; Liga para a Protecção da Natureza and Ponto de Apoio à Vida.
THE FOUNDATION COMMITMENTS

BNP Paribas Foundation, under the aegis of the Fondation de France, has launched and developed its commitments with a slightly larger 2015 budget and with greater effort focused on the Environment in the context of COP21. The different themes making up the three fields of action convey the committed actions with greater precision.

Total budget of €7.4m

Culture

Solidarity

Environment

DEDICATED BUDGETS

€1.7m i.e.
23% dedicated to culture

€1.3m i.e.
17.5% dedicated to the environment

€4.4m i.e.
59.5% dedicated to solidarity

DEDICATED BUDGETS

€0.75m to music
€0.72m to performing arts
€0.20m to museums

€2.29m to combating exclusion
€1.95m to equal opportunity
€0.16m to employee volunteer commitment

€1.20m to climate change research
€0.10m to development of awareness by various publics

• 8 restoration projects underway
• 24 artists accompanied in the development of their projects
• 18 festivals and production companies supported
• 19,293 people invited (personnel, customers, publics) incl. 10,300 in the regions and 1,800 abroad
• 6 “Foundation stopover”, partner meetings with employees of BP2S Group at Pantin, Cardiff at Nanterre
• 800 seats offered to under 28s at Opéra national de Paris
• 36 supported projects or programmes
• Odysée Jeunes: with Seine-Saint-Denis council and Ministry of Education. Educational visits by Seine-Saint-Denis middle school pupils. In 2015 €1m, 130 educational visits for 5,532 children
• Coup de Pouce (Helping Hand): 43 personnel projects supported
• 7,500 young people benefited from after-school provided by Afev volunteers
• 30,000 benefited from Dream Up programme

• 10 climate conferences: 1,000 participants (half of whom were employees)
• Expo 360*: 30,000 visitors/month
• 137 free annual family Universcience “passes” and more than 700 admission tickets distributed free of charge
Long-term commitments

For the last 32 years, the Foundation has supported potential talent and backs its partners over time, whether they are artists, researchers or actors of solidarity. This support gives them the time and resources to achieve and develop their projects.

CULTURE

- More than 80 artists supported

ENVIRONMENT

- €6M commitment to funding scientific research on climate change

CLIMATE PROGRAMME INITIATIVE

- Support for 10 research teams
- Laboratories or scientific institutions involved

SOLIDARITY

- 160,000 spectators invited over 10 years

SINCE 2006, PROJET BANLIEUES (SUBURBS PROJECT):

- 200,000 beneficiaries
- 320 neighbourhood organisations supported
- 16 new local Adie branches established
- 10,000 micro-loans leading to the creation of over 8,000 jobs

ODYSSEES JEUNES SINCE 2010:

- 106 middle schools and 42,268 of their pupils have benefitted from school trips

**THEMES OF SUPPORTED PROJECTS FROM 2003 TO 2015**

- 34% Humanitarian
- 34% Healthcare and Disabilities
- 32% Local solidarity (education, poverty, integration)
BNP PARIBAS CORPORATE PHILANTHROPY ON A GLOBAL SCALE

BNP Paribas operates worldwide according to three major fields of action defined by the Group and managed by BNP Paribas Foundation: Culture, Solidarity and the Environment. Within this ecosystem, each nation carries out its actions appropriate to the local community where the Group operates.

KEY FIGURES 2015

DATAPHILANTHROPY.BNPPARIBAS.COM: FIND OUT MORE ABOUT BNP PARIBAS CORPORATE PHILANTHROPY DATA ON THE INTERNET!

Every year, the Foundation with all the sponsorship mission leaders of all involved nations, draws up a digital report of all the actions launched. These data are then integrated into an innovative Web application with free access thus enabling everyone to be aware of the extent of BNP Paribas corporate philanthropy actions. Filters enable the manipulation of cursors according to the field of action, region, nation, etc. All 4,012 projects conducted in 2015 can be browsed!
BNP Paribas patronage in 3 fields of action
Breakdown of World budgets in 2015

A total budget of €39.1m
I.e. 4,012 projects carried out in 51 countries

Culture

- €5.90m Performing Arts
- €0.93m Heritage
- €1.44m Others (literary, awards, etc.)

Solidarity

- €9.46m Equal opportunity
- €6.10m Local initiatives
- €3.81m Microfinance
- €3.13m Education, Studies, chairs and research
- €3.06m Employees commitment
- €1.58m Preventive healthcare

Research

- €1.37m Environmental research
- €1.49m Medical research
- €0.79m Development of awareness to the Environment

€8.27m i.e. 21.1% dedicated to Culture
€3.65m i.e. 9.3% dedicated to Research
€27.14m i.e. 69.5% dedicated to Solidarity
TO INFORM AND SHARE

ON FACEBOOK

Whether on Twitter for the relay of live events – a show, an “Odyssee Jeunes” (Youth Odyssey) meeting, a conference presented by a climatologist – or the Facebook page signalling the dates of forthcoming events, creative productions in progress or partnership news updates, the issue is systematically not only one of innovation or the sharing of actions but also one of true dialogue with the general public, with the Group’s employees or even with internauts who are customers of the Bank.

In 2015, the Foundation wished to provide this dialogue greater scope to reach beyond the mere task of informing, by offering the digital community the chance of becoming acquainted with the projects it supported: this was how they received extremely advantageous invitations, e.g. 280 seats for the under 28s to attend pre-premieres at Opéra national de Paris (cf. page 18) or how fans were mobilized to promote crowdfunding campaigns launched by Foundation partners.

Lisa Simone, Festival Jazz à Saint-Germain-des-Prés Paris © Frank Loriou

Working through its social support networks, BNP Paribas Foundation highlights the projects of its partners: artists, those involved in solidarity or researchers. The digital space is an effective way of appreciating the multitude of supported projects that, by their very nature, are very varied in respect of deadlines, audiences and events. The Foundation’s Web-networking partnership group forms an extensive information-sharing ecosystem.

Coup de Pouce: support to Ganesha Kids, an association which improves access to school for children from slums of Benares.

Ensemble Matheus with 200 young people at Théâtre Graslin in Nantes during the rehearsal of their baroque concert.

Raising awareness about the melting of the permafrost by supporting Educ’artique’s crowdfunding campaign on Ulule platform.
Crowdfunding and corporate philanthropy to promote projects

Crowdfunding has emerged from the impetus given by social networks, from their wish to participate directly in projects, particularly in general interest projects. Corporate philanthropy, through its citizen-oriented reach, is made possible by the partners it helps financially and for whose projects it assists over several years resulting thereby in a relationship of trust and one with an advisory function. Corporate philanthropy is currently dedicated to opening up new forms of cooperation and co-creation, to these new possibilities that are promised a bright future through digital innovation.

Crowdfunding strategies backed by the experience of corporate philanthropy have given rise to this unprecedented synergy. “Crowdfunding and the intervention of foundations to promote their partners’ projects via a website are truly complementary,” states Romane Cohade, in charge of partnerships at Ulule.

“We mostly act directly with initiators of projects. The fact that a foundation backs the funding campaign of one of its partners is advantageous for several reasons. First of all, the mere fact of selecting any project: the Foundation decides on the areas of predilection – in 2015 it was environmental research – and invites those partners likely to commit themselves to the approach and arranges meetings with our teams.

Initiators of projects are therefore not the only beneficiaries of this backing. Furthermore, a commitment to crowdfunding with the Foundation whose backing you receive presents the opportunity of becoming an expert in the area. Crowdfunding necessitates the learning of processes to enable true success in the raising of funds. It cannot be improvised. BNP Paribas Foundation and Ulule developed funding campaigns in 2015 where the scope of backing was shared. This know-how is at the very core of the Foundation. It is also the way we get involved in any project: initiators are provided the backing of Ulule at their side by online chats throughout their campaign. Subsequently, at the very heart of the campaign, the Foundation introduced the rule: ‘€1 given by a cybernaut = €1 given by the Foundation’. This counts a lot for contributors. Finally, the Foundation relayed those campaigns on the social networks and throughout its vast communities, whatever field of action was involved. This lever is very important to enable successful crowdfunding.”

ON TWITTER

@FondationBNPP
facebook.com/FondationBNPParibas
Fondation.bnpparibas.com

FIGURES

1.4m online people on social network
500,000 on the Internet
More than €25,000 collected

Thanks to @FondationBNPP for this pre-premiere @operadeparis! Such unexpected delight for youth!
FOUNDATIONS IN BNP PARIBAS CORPORATE PHILANTHROPY NETWORK

BNP Paribas develops and sets up its sponsorship actions wherever it does business, either directly via the Bank's various business activities or through dedicated foundations. As a result of its international expansion the Group now integrates 11 foundations. The network in France includes the BNP Paribas Banque de Bretagne Endowment Fund and the Emergency and Development Fund.

BELGIUM, BNP PARIBAS FORTIS FOUNDATION
BNP Paribas Fortis Foundation has since 2010 conducted a robust corporate responsibility policy and has made commitments in Belgian society in three directions:
• Support for associations with the aim of integrating children and youngsters in difficulty by education,
• Encouraging employees to make commitments in the voluntary sector,
• Arranging solidarity actions promoted by the Bank as a whole in Belgium.

BRAZIL, BNP PARIBAS CULTURAL FOUNDATION
Set up in 2003, the BNP Paribas Cultural Foundation is active in the area of culture. It plays a role in preserving and highlighting Brazilian history and heritage. By this commitment, it supports museums, literature and the publication of books on historical Brazilian figures.

BNP PARIBAS BULGARIA FOUNDATION
BNP Paribas Bulgaria Foundation, set up in 2010, is dedicated to the areas of Culture, Solidarity and the Environment. These actions involve BNP Paribas staff through actions like the Soup Kitchen scheme and the programme entitled “One day out of the orphanage”, a cultural outing. Another, Get ready to succeed, involves financial support for bright students with potential whose parents have limited resources.

USA, FIRST HAWAIIAN BANK FOUNDATION
First Hawaiian Bank Foundation is a major sponsorship player in the promotion of communities in Hawaii, Guam and Northern Mariana Islands (CNMI). It funds more than 400 nonprofit organizations in the areas of solidarity and particularly education. The “Kokua Mai Employee Giving Campaign” is a fund-collecting campaign aimed at the Bank’s employees and retirees who can moreover personally invest in partnership associations through the “Community Care Employee Program”.

FRANCE, CETELEM FOUNDATION
Under the aegis of The Fondation de France, Cetelem was set up in 1992. Its mission is to develop and promote budgetary education by prevention and social and economic integration.

ITALY, BNL FOUNDATION
Set up in 2006, BNL Foundation plays a key role in the field of Solidarity, through Italy’s Telethon event, secondly to help those living in precarious conditions with its soup kitchens action and thirdly in the area of international solidarity (Aquila and Haiti earthquakes). By means of its Mano Amico (helping hand) programme it supports personnel working as volunteers in associations. A major culture and museum sponsor, BNL Foundation offers support to numerous exhibitions and has built up a very large collection of 5,000 works of art.

MOROCCO, BMCI FOUNDATION
Since the late 90s, BMCI has developed an active social and cultural development sponsorship policy in Morocco. The foundation, created in 2008, has made important commitments in the field of solidarity through integration via training projects and helping underprivileged people or with disabilities. It encourages BMCI employees to personally invest in social and community projects. In the cultural field, it backs musical and literary talent and a jazz festival (Jazzablanca); it highlights Moroccan culture and is committed to the development of reading in Morocco.

BNP PARIBAS SWITZERLAND FOUNDATION
Set up in 2002, BNP Paribas Switzerland Foundation is dedicated to promoting dialogue between the banking environment and the cultural, social and medical world in which it operates. A partner of important museums, it plays a role in safeguarding works of art. It is also supportive of HEAD, a leading design school in Geneva.
Two new foundations in Germany and Poland

BNP Paribas develops and implements its corporate philanthropy projects wherever it does business, either directly via the Bank’s various businesses or via dedicated foundations. The Group now numbers 11 foundations: Belgium, Brazil, Bulgaria, France, Germany, Italy, Morocco, Poland and Switzerland, USA (Bank of the West & First Hawaiian Bank Foundation). Added to these in France are the Fonds de dotation BNP Paribas Banque de Bretagne and Emergency and Development Fund.

**BNP Paribas Stiftung**

Set up in August 2015, the Stiftung finances emergency and long-term action missions anywhere in the world to help populations in danger. This innovative fund collects donations from BNP Paribas personnel around the world. The sum of donations collected by personnel is doubled by the fund and directly paid over to 3 reference NGOs (MSF, Care, Red Cross), specialists in disaster and humanitarian catastrophe situations.

**BGZ BNP Paribas Stiftung**

Set up in 2006, BGZ Foundation was renamed BGZ BNP Paribas Foundation in 2015 in conformity with the merger of the BGZ and BNP Paribas banks. The Foundation is committed to the social field (mainly education) and backs cultural projects favouring the Polish community. It carries out its own programmes and backs projects conducted by NGO leaders in their particular fields.

**Fonds de dotation BNP Paribas Banque de Bretagne**

This Fund actively intervenes in the areas of culture, education and solidarity in keeping with the sponsorship policy of BNP Paribas Foundation. Since its creation in 2012, it has supported numerous associations and through its solidarity programme, it backs initiatives in favour of socially excluded young people.

**Emergency and Development Fund**

Set up in 2012, the Fonds Urgence et Développement (Emergency and Development Fund) finances emergency and long-term action missions anywhere in the world to help populations in danger. This innovative fund collects donations from BNP Paribas personnel around the world. The sum of donations collected by personnel is doubled by the fund and directly paid over to 3 reference NGOs (MSF, Care, Red Cross), specialists in disaster and humanitarian catastrophe situations.

**KLASA: Assisting talented pupils to become autonomous**

BGZ BNP Paribas Foundation continues with one of the flagship programmes initiated by BGZ Foundation, Klasa, and set up in 2003. This programme is intended for low-income families who live in small towns and who are very successful school pupils: without this sponsorship they could never contemplate long university studies. These young people are taken care of for three years to ensure their autonomy and a job. 600 students from 300 localities have benefited from the programme since 2003. Among the list of former Klasa pupils there are legal experts, reporters, bankers and even astronomers!

**Assistance to young isolated refugees**

Initiated by Caritas Don Bosco, BNP Paribas Stiftung backs an assistance programme for young isolated refugees in reception centres in Würzburg. Everyone receives a school kit to start his schooling.
A structured governance

Set up in 1984 under the aegis of Fondation de France, BNP Paribas Foundation is concerned with contributing to a more harmonious development of the cultural, economic and social environment in which the BNP Paribas Group operates. The executive committee of BNP Paribas Foundation, chaired by Michel Pébereau, guarantees sound governance. It unites the college of the founder’s representatives from BNP Paribas’s various divisions and business activities, together with a college of experienced people selected for their skills in community based organisations.

The executive committee is backed by three orientation committees (Culture, Solidarity, Environment) and three committees dedicated to the Solidarity programmes: Projet Banlieues (Suburbs Project), Coup de Pouce (Helping Hand), Odyssée Jeunes Youth Odyssey).

EXECUTIVE COMMITTEE OF THE BNP PARIBAS FOUNDATION

FOUNDER’S COLLEGE

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<thead>
<tr>
<th>Name</th>
<th>Position</th>
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<tbody>
<tr>
<td>Michel Pébereau</td>
<td>Honorary Chairman of BNP Paribas, Chairman of the BNP Paribas Foundation</td>
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<tr>
<td>Alain Papiasse</td>
<td>Vice-Chairman of the BNP Paribas Foundation, Head of BNP Paribas Corporate &amp; Investment Banking (CIB)</td>
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<tr>
<td>Marie-Claire Capobianco</td>
<td>Head of BNP Paribas French Retail Banking</td>
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<tr>
<td>Bertrand Cizeau</td>
<td>Head of Group Communication BNP Paribas</td>
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<tr>
<td>Camille Fohl</td>
<td>Chairman BNP Paribas Management Board Germany</td>
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<tr>
<td>Maxime Jadot</td>
<td>CEO and Chairman of BNP Paribas Fortis Board</td>
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<tr>
<td>Thierry Laborde</td>
<td>CEO of BNP Paribas Personal Finance</td>
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<tr>
<td>Yves Martrenchar</td>
<td>Head of BNP Paribas Human Resources</td>
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<tr>
<td>Eric Raynaud</td>
<td>CEO BNP Paribas APAC</td>
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<tr>
<td>Pierre De Villeneuve</td>
<td>CEO of BNP Paribas Cardif</td>
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<tr>
<td>Philippe Zivkovic</td>
<td>Chairman of the Supervisory Board – BNP Paribas Real Estate</td>
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QUALIFIED MEMBER

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<thead>
<tr>
<th>Name</th>
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<tr>
<td>Guy Darmet</td>
<td>Head of Maison de la Danse de Lyon (1980 – 2011), Founder and Artistic Director of the Biennale de la Danse</td>
</tr>
<tr>
<td>Pascal Dreyer</td>
<td>Expert of Disability matters</td>
</tr>
<tr>
<td>Philippe Gillet</td>
<td>Geologist, Vice-President of the École Polytechnique Fédérale, Lausanne</td>
</tr>
<tr>
<td>Dominique Ferriot</td>
<td>University professor, former Director of the Musée des Arts &amp; Métiers (Paris)</td>
</tr>
<tr>
<td>Régine Paillard</td>
<td>Principal of high school in Paris</td>
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MEMBER OF HONOUR

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<th>Name</th>
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<tbody>
<tr>
<td>Martine Tridde-Mazloum</td>
<td>Former Managing Director of the BNP Paribas Foundation – Chairman of the CNAC</td>
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The Fondation de France is represented by its Managing Director, Francis Charhon.
CSR at BNP Paribas is represented at the executive Committee by Laurence Pessez, its Managing Director.
SOLIDARITY COMMITTEE

Gérard Binet
Managing Director of Cardif

Marie-Claire Capobianco
Head of BNP Paribas French Retail Banking

Bertrand Cizeau
Head of Group Communication, BNP Paribas

Marie-José Gancel
Managing Director of Fondation Cetelem for Budget Education

Raphaëlle Leroy
CSR Project Manager & Consumer Relations Department BNP Paribas BDDF

Barbara Level
Head of Diversity and HR CSR, BNP Paribas

Laurence Pessez
Head of CSR at BNP Paribas

CULTURE COMMITTEE

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HR Business Partner, BNP Paribas

Laurent Chouraki
Deputy Head of BNP Paribas CIB

Marianne Huvé-Allard
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Philippe Jardin
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Caroline Pez-Lefevre
Head of Corporate Coverage EMEA BNP Paribas CIB

Françoise Puzenat
Retail Banking Manager – BDDF Paris Opéra Garnier

CLIMATE INITIATIVE COMMITTEE

Philippe Gillet
Geologist, Vice-President of the École Polytechnique Fédérale, Lausanne, Switzerland.
Chairman of the Climate Initiative Committee.

Joanna Haigh
Professor of Atmospheric Physics and Head of the Physics department at the Faculty of Natural Sciences, Imperial College London.

Corinne Le Quéré
Professor of Climate Change Science and Policy at the University of East Anglia and Director of the Tyndall Centre for Climate Change Research.

Thomas Stocker
Professor and Head of the Climate and Environmental Physics Department at the University of Berne, Switzerland.

Riccardo Valentini
Professor of Forest Ecology at the Università degli Studi della Tuscia, Italy.

Jean-Pascal Van Ypersele
Climatologist who holds a PhD in Physics and is a Professor at the Université Catholique de Louvain, where he is co-head of the Masters programme in Environmental Management and Sciences; He was elected Vice Chair of the IPCC (Intergovernmental Panel on Climate Change) in 2008.

COUP DE POUCE COMMITTEE

Dominique Bellion
Disability Mission Project Manager HR Group BNP Paribas

Anna Boccaccio
Head of Institutional Relations, BNL

Emmanuelle Humann
CSR Project Manager – BGL BNP Paribas

Isabelle Palsky
BNP Paribas Group Communication Web editor in chief

Laure Chantal Peltzer
BNP Paribas Fortis Foundation

Karin Schintgen
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Anne-France Simon
General Manager BNP Paribas Fortis Foundation

Olivier Vandebruck
BDDF RH – Recruitment Policy & Social Projects

Marie Vernier
Project Manager for Foundations Fondation de France

PROJET BANLIEUES COMMITTEE

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François Bermond
Retail Banking Manager – Evry

André Bretin
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Head of BNP Paribas French Retail Banking

Hubert Chevallier
Retail Banking Manager – Midi Toulouse

Paul Chouraqui
Retail Banking Manager – Rives de Seine

Bertrand Cizeau
Head of Group Communication BNP Paribas

Henri Derhy
Retail Banking Manager – Nice et Corse

Bénédicte Dhenin
Retail Banking Manager – Avignon

Pierre Geissler
Retail Banking Manager – Strasbourg

Marie-Hélène Grangien
Retail Banking Manager – Paris Buttes-Chaumont

Mikaël Le Gall
Retail Banking Manager – Lille

Raphaëlle Leroy
CSR Project Manager & Consumer Relations Department BNP Paribas BDDF

Pascal Lovato
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Thierry Martin
Retail Banking Manager – Saint-Denis

Philippe Moron
Retail Banking Manager – Cergy-Pontoise

Laurent Nilles
Retail Banking Manager – Nantes

Marc Ponsero
Retail Banking Manager – Enghien-les-Bains

Philippe Sauteraud
Retail Banking Manager – Mantes-Vallée de Seine

Marie Vernier
Project Manager for Foundations Fondation de France

Patrick Widmaier
Retail Banking Manager – Marseille

ODYSSÉE JEUNES COMMITTEE

The functioning of the programme is based on an agreement between the BNP Paribas Foundation, the local Council of Seine-Saint-Denis and the Departmental Educational Services. The Odyssey Jeunes committee is composed of members of those three entities.
PARTNERS OF THE FOUNDATION

DIRECTORY OF FOUNDATION PARTNERS 2015

PARTNERS – SOLIDARITY

COUP DE POUCHE

AAC, Brésil
Accueil Goutte d’or, France
Action et mission sociale des messagers du grand roi, Haiti
Amiens-jeunes, France
APACA – Association pour promotion des Arts et des Cultures Africaines, France
Association «Pour Quentin», France
Association des droits de l’homme, France
Association Échanges Phocéens, France
Association Espoir de vivre, Togo
Association François Aupetit, France
Association généralisée des familles du 13è, France
Association Maladie Foie Enfant (AMFE), France
Association pour la Formación Médicale au Cambodge (AFMC), Cambodge
Association pour la Gestion et l’Animation des Equipements Sociaux et Culturals – Centre social, Tunisie
Au jardin de Fourchebeche, France
Aviron Club Pays Viennois, France
Banc d’écolier, Chine
Cercle Celtique des îles d’indre – Kel’c keltiek
Clubs de Créteil Thomas du Bourgneuf, France
DIKE, Sénégal
Du fun pour tous, France
Espérance joie des Enfants, Madagascar
Excellium, Côte d’Ivoire
FESSEF (Fédération des Etudiants et Stagiaires Sénégalais de France), France
Fondacio, Philippines
Fondation Culturespaces, France
Ganesh Kids, Inde
Hirondelle de l’avenir, Bénin
Institut Grand Large, France
Institut de Développement de l’Éthique et de l’Action pour la Solidarité (IDES), France
La bagagerie d’antigel, France
LaSalle Des Soeurs, France
LaLuu Du CŒUR, France
Laurent Fugain, France
Le Thill’actions, France
L’École à l’Hôpital, France
LES ÉCERIES DES PAPUCES, France
Les petits frères des pauvres, France
Les z’herbes folles, France
Mécanat Chirurgie Cardiaque, France
MOINS D’HANDICAPS, Sénégal
Princesse Margot, France
Tout le monde chante contre le cancer, France
Vaincre La Mucoviscidose, France
Vélo Sport Nantais Rugby, France
Villages Internationaux d’Enfants - Branche Île de France de la section française du CISV, France
VoisinMalin
Votre École Chez Vous, France

PROJET BANLIEUES

1000 Visages Production
960° SUD
A.S.P – Accompagnement scolaire des Pavillons sous Bois
AASDAF
Académie des Arts du Cirque Fratellini
ACR Chaîniers des jardins de Cergy-Pontoise
ADSEA 95 (Association Départementale de Sauvegarde de l’Enfance et de l’Adolescence du Val d’Oise)
AGG CSC Marnaudes
AIS 44
AMIDON 84
Amitié Partage
Animation Grigny 2
APES
ASSISC
Association 100 transitions
Association Artistique de Vernouillet
Association Arts et Développement Rhône Alpes
Association CULTURE POUR TOUS
Association des Jeunes de la Madeleine
Association des Officiers de réserve et des réservistes du 93
Association Dialogue de Femmes
Association DIVA – Le Hublot
Association Femmes ACTIVES
Association Femmes Solidaires 91
Association il était une fois
Association Jean-Luc François
Association Jolis Mômes Production
Association Joëls Mômes Production
Association LIRE ET ECRIRE (dissolution septembre 2015)
Association Loisirs Pluriels de Paris 19e
Association LIRE-Dclic
Avenir Enfance
CIC – LES HIVERNALES
Centre Charles Peguy
CENTRE DE FORMATION AVERROES
CINEVIE
Clichy sous-bois Athlétisme
Créa (Centre d’Ével Artistique)
CREP Médiiterranée (Club régional d’entreprises pour l’insertion)
C’WEST, citoyen de l’ouest
D’Clic
Diagonales – Diagonales Solidarités
DIAPASON
DROPP DE BETON
En Italie
En Marche
Ensemble pour le développement humain ENTRENT SAISOLE ANAMICALE (ESA)
Épicerie et Solidarité Solépi
ÉPILOGUE
Ere de jeu
ESF Croix des oiseaux
Espace Créateur de Solidarités
Espace Multimédia Athlène
F.F.E.L. Familles-Enfants-Educations et Loisirs
FaSol
Frères Poussière
Génération Marais
Grignywood
Il était un Truc.
Image Aiqué Compagnie Christiane Véricel
Iris Hockey Lambertsart
Jeux créativité partage
Kat’cha
La Baraka
LA CLE (Association Compteur Lire Ecrire)
La Fontaine aux images
La Main Fine
La Marmite
La Toile
Lance-croquettes – Musiques de traverse
L’Appart
L’ART DE VIVRE
Le Bon Crâneau
Le Maillon
L’école en dans
Les Ariances
Les Deux Rives
Les Pas Perdus
Lille Sud Insertion
LIRE-Dclic
L’Olivier des sages
LUMIERES DES CINES
Médiation Cité
MERL
Mirly-Solidarité
OASIS DAMOUR
Objectif Pour l’Emploi
One, two, three… RAPI
Orchestre Symphonique Divertimento
PHArt et Balises
Platine Sésame Métisse
Pourquoi Pas nous
REDECOME
Régie Associative Pierrefitoise d’Insertion et de Développement
Réseau Santé Social Jeunes de la Ciotat et ses environs
Résolut Aujourd’hui
SOLIDARITE INFORMATIQUE
SOS REUSSITE SCOLAIRE
Thalassanté Estaque Riaux
UNIS VERS le SPORT
THALASSANTÉ RIAUX
TRAVERSANT 3
TRAVERSANT 5
UNIS VERS le SPORT
Ville Simplement
Vivre Ensemble
Voutil-Malin

EDUCATION

Afév
Cartooning for Peace
ÉPA – Entreprendre Pour Apprendre
La Fabrique du Regard/d/e Bal
Le Rocher Oasis des Cités
Proxité
PARTNERS – CULTURE

PERFORMING ARTS
Yoann Bourgeois
Sidi Larbi Cherkaoui
Emanuel Gat
Groupe acrobatique de Tanger
Kaori Ittoto
Michel Kelemenis
Alonzo King
Vaclav Kunes
Abou Lagraa
Phia Ménard
Chloé Moglia
Tatiana Mosio-Bongonga
Angelin Preljocaj
Sébastien Ramirez /Honi Wang
Pierre Rigel
James Thierrée

MUSIC
Airelle Besson
Ablaye Cissoko
Laurent Cugnet
Thomas Enhco
Antoine Hervé
Stéphane Huchard
Anne Paceo
Baptiste Trotignon
Louis Winsberg

MUSEUMS
Château, Azay-le-Rideau
Palais des Papes, Chapelle Saint-Martial, Avignon
Château, Champs-sur-Marne
Musée d’Orbigny-Bernon, La Rochelle
Musée André Malraux, Le Havre
FRAC PACA
Musée national d’art moderne Centre Georges Pompidou, Paris
Musée Jacquemart-André, Paris
Musée Hyacinthe Rigaud, Perpignan
Cité de la Céramique, Sèvres
Musée des Beaux-arts de Montréal, Canada
Musée Ohara, Kurashiki, Japan

FESTIVALS
Music festivals:
L’esprit du Piano, Bordeaux
Lilé Piano(s) festival
Jazz à Saint Germain-des-Prés, Paris
North Sea Jazz Festival, Rotterdam
Piano aux Jacobins, Toulouse
Saint Louis Jazz, Sénegal
Tanjazz, Maroc

Performing arts festivals:
Biennale Internationale des Arts du Cirque
Festival d’Avignon
Montpellier Danse

THEATRES & PERFORMANCE HALLS
Maison de la Danse, Lyon
Maison de la Musique, Nanterre
Théâtre des Amandiers, Nanterre
Centre national de la Danse, Pantin
Théâtre national de Chaillot, Paris
Saint-Denis Jazz Club

PARTNERS – RESEARCH

• Archives nationales
• Centre d’études nordiques (CEN), Université Laval, Québec
• Centre National de recherche météorologique, Groupe d’études de l’Atmosphère Météorologique (CNRM/GAME)
Toulouse Grenoble
• CEREGE (Aix-Marseille Université/CNRS/IRD/ Collège de France)
• Division Technique de l’Institut national des Sciences de l’Univers (DT - INSU)
• Global Carbon Project
• Helmolz – Centre Potsdam – GFZ German Research Centre for Geosciences
• Institut national de la recherche scientifique, centre Eau-Terre-Environnement, Ville de Québec
• Institut Pierre Simon Laplace (IPSL)
• Instituto Mediterraneo de Estudios Avanzados (Espagne)
• La Maison de la Simulation (CEA/CNRS/ INRIA/Université d’Orsay/UVSQ)
• Laboratoire Atmosphères Milieux Observations Spatiales (LATMOS)
• Laboratoire d’Océanographie de Villefranche – LOM, UPMC-CNRS
• Laboratoire de Géosciences Paris Sud, GEOPS
• Laboratoire de Glaciologie et Géophysique de l’Environnement (LGGE)
• Laboratoire de Météorologie Dynamique – LMD, ENS-CNRS-UPMC-École Polytechnique
• Laboratoire des Sciences du Climat et de l’Environnement – LCSCE (CNRS/CEA/UVSQ)
• Laboratoire d’Océanographie Microbienne – LOM, UPMC-CNRS
• Laboratoire Interdisciplinaire de Physique (LIPhy)
• Laboratoire Professions, Institutions et Temporalités (PRINTEMPS)
• Le Centre d’histoire naturelle des sociétés contemporaines (CHCSC)
• Le Laboratoire Sciences de l’Univers au CERFACS
• LESE – Laboratoire l’Écologie Systématique et Evolution (Université Paris-Sud/CNRS)
• L’Observatoire des Sciences de l’Univers (OSU), Institut Pythées
• Météo France
• Monterey Bay Aquarium Research Institute (USA)
• Plymouth Marine Laboratory (Royaume-Uni)
• Station biologique de Roscoff
• TAKUVIK (Université Laval/CNRS)

Social and Solidarity Economy
Adie
France Active
Initiative France

High Precariousness
Apprentis d’Auteuil
Restaurants du Cœur
Samusocial de Paris
UNHCR

Odyssée Jeunes Middle Schools 2014 / 2015
Christine de Pisan, Aulnay-sous-Bois
Claude Debussy, Aulnay-sous-Bois
Gérard Philippe, Aulnay-sous-Bois
Gabriel Péri, Aubervilliers
Jean Moulin, Aubervilliers
Georges Politzer, Bagnolet
Rosa Luxembourg, Aubervilliers
Le Parc, Aulnay-sous-Bois
Montpellier Danse
Festival d’Avignon
Biennale internationale des Arts du Cirque

Partners – Research

Université de Toulouse
Station biologique de Roscoff
TAKUVIK (Université Laval/CNRS)
Université de Sherbrooke, Centre d’applications et de recherches en télédétection (CARTEL)
Université du Québec à Trois-Rivières, Département de Chimie-Biologie
Université McGill, Département de Géographie, Montréal