



**FONDATION
BNP PARIBAS**

**“The only route that offers
any hope of a better future for all
humanity is that of cooperation
and partnership.”**

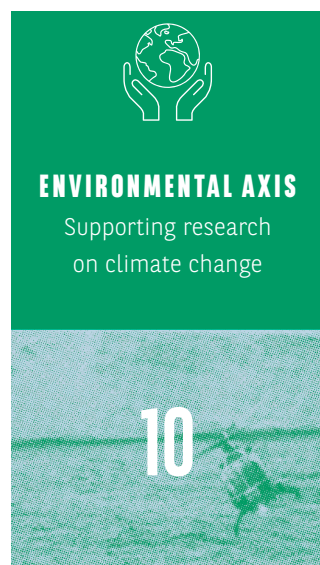
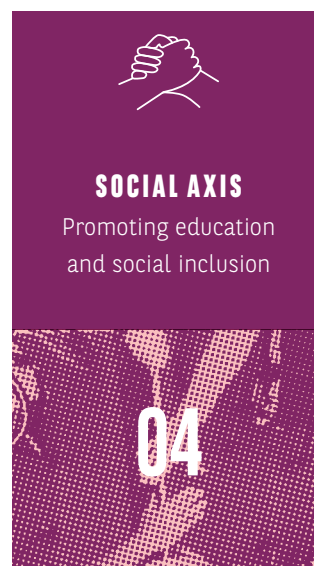
KOFI ANNAN

UNITED NATIONS SECRETARY-GENERAL (1997-2006)

SPEECH TO THE U.N. GENERAL ASSEMBLY, 24TH SEPTEMBER 2001

SUMMARY

Corporate philanthropy actions of the BNP Paribas Swiss Foundation focus on 3 major axes: Social, Cultural and Environmental.



BNP PARIBAS SWISS FOUNDATION

Created in 2002, the BNP Paribas Swiss Foundation has assigned itself the task of promoting dialogue between the bank and its surrounding environment, on issues that are as much cultural, as they are social and environmental.

Today, the BNP Paribas Swiss Foundation is considered an eloquent example of corporate philanthropy, in line with the actions undertaken over the last thirty years by the Group Foundation.

The BNP Paribas Swiss Foundation is as committed to the conservation and awareness of the wealth of Swiss museums, to encouraging young artists and performers, to supporting projects in favour of education and social inclusion, as it is to supporting research on climate change.

Foundation governance consists of a Foundation Council chaired by the CEO of BNP Paribas (Suisse) SA, Monique Vialatou, and a Secretariat supervised by the Managing Director of the Foundation, Isabelle Wolff.

The independence of the Foundation Council is a priority and is ensured by the presence of two external members.

The BNP Paribas Swiss Foundation thus serves as a vector for the values of the BNP Paribas Group, around which it strengthens a sense of company belonging while opening up new horizons for the bank and its employees.

SOCIAL AXIS

PROMOTING EDUCATION AND SOCIAL INCLUSION

Since its creation, the BNP Paribas Swiss Foundation supports projects that aim to address all forms of social exclusion, whether they affect the aged, people suffering from disabilities, migrants or teenagers with learning difficulties.

Education and encouragement of the younger generation remains a key for a durable and sustainable development.

These issues concern us all, and so the Foundation encourages bank employees to get involved in the community by actively supporting solidarity initiatives in which they take part outside their professional lives.



A “Coup de Pouce” for employees

The Foundation’s “Coup de Pouce” programme aims to encourage initiatives of general interest and support for the most destitute, in which Bank employees are personally engaged, outside of their professional lives. Since 2004, bank employees in Switzerland have been involved in more than 200 solidarity projects backed by the Foundation.



The BD Zoom award

In order to encourage the discovery and reading of comic books in the school environment, while raising awareness of the contemporary wealth of this art form in French-speaking Switzerland, the Foundation joined, in 2016, with the Department of Public Instruction, Culture & Sport of Geneva to create this BD (comic book) award. The BD Zoom award enables pupils from Secondary II level, and in particular those from the professional training sector and welcoming classes, to elect and offer a prize of CHF 10,000 to a laureate, from a selection of comic books by French-speaking Swiss authors, or edited in French-speaking Switzerland.



“1h per m²: a student under my roof”

Launched in 2016, in partnership with the association Pro Senectute and the University of Geneva, this new initiative is aimed at strengthening inter-generational bondage and tackling social isolation of senior citizens, while facilitating student accommodation in Geneva. The project “1h per m²: a student under my roof” provides the exchange of a room for a few hours of help and assistance through inter-generational cohabiting.

Swiss Open, the wheelchair tennis tournament

Since 2014, the Foundation supports the “Swiss Open Starling Hotel Geneva”, one of the best reputed wheelchair tennis competitions in the world. During the tournament, some of the world’s best players and amateurs alike meet, while more than 100 volunteers are involved throughout the tournament. Every year several dozen bank employees volunteer to help in the organisation and running of the event.



Opportunity

En 2019, la Fondation et l'entreprise sociétale réalisent ensemble le programme «Opportunity, Training today for tomorrow's jobs». Depuis plus de 30 ans, réalisat a développé un modèle de formation innovant basé sur les principes de l'apprentissage. Il permet à des demandeurs d'emploi, qui n'ont pas de formations adaptées aux attentes des employeurs, d'accéder efficacement au marché du travail.

Le programme « Opportunity » vise ainsi à étendre ce modèle de formation dans toute la Suisse et pour les secteurs économiques les plus porteurs d'emploi aujourd'hui et demain. L'impact attendu est un élargissement des opportunités d'accès à l'emploi au bénéfice de l'économie et de la société.

En collaboration étroite et pragmatique avec tous les acteurs de l'économie locale, l'ambition première des partenaires est ainsi à la fois d'essayer une nouvelle formation aux métiers techniques du digital, et de mener des études approfondies sur les opportunités liées aux grands enjeux sociétaux actuels : transition écologique, objets connectés et digitalisation de masse, vieillissement de la population et « silver economy », etc.

Opportunity
Training today for tomorrow's jobs
with **réalisat** and **FONDATION BNP PARIBAS**



yojoa

Yojoa propose une solution d'inclusion économique des jeunes à la marge, notamment des jeunes réfugiés entre 16 et 25 ans. Anciennement connu sous le nom de « projet RISE », le programme leur permet d'effectuer des stages en entreprises et les accompagne dans le développement de leur projet professionnel. Basé sur une approche holistique, Yojoa maximise les chances de ces jeunes d'accéder à l'apprentissage et à l'emploi, et de devenir ainsi des citoyens productifs et autonomes.



ENVIRONMENTAL AXIS

SUPPORTING RESEARCH ON CLIMATE CHANGE

The Group's Foundation is actively engaged in favour of research on climate change via the programme Climate Initiative. Since 2010, several projects run by research laboratories of an international scope have been backed for a total of 12 million euros. The Group's objective is to understand the causes and impact of global warming in order to anticipate the consequences on our environment and on populations throughout the world.

It's within this context that the BNP Paribas Swiss Foundation took a new turn in 2016 and decided to extend its activities to environmental philanthropy.



The Swiss Polar Institute

Based at the Swiss Federal Institute of Technology in Lausanne (EPFL), the Swiss Polar Institute is a consortium of Swiss universities created in 2015 and dedicated to the study of the Poles and other extreme environments.

Part of the first major project for the Institute was an international scientific expedition to do a complete tour of the Antarctic continent: the Antarctic Circumnavigation Expedition (ACE). In 2016-2017, the BNP Paribas Swiss Foundation supported two of these projects in particular, concerned with "investigating air-sea interactions" (Heini Wernli, ETH Zürich) and "analysing why the ocean has become less salty" (Katherine C. Leonard, EPFL).

Since 2017, the BNP Paribas Swiss Foundation and the Polar Institute have renewed their partnership to create the "Polar Access Fund". These funds allow young researchers from Swiss universities to receive up to 20'000 CHF in grants, to help them undertake their first expedition in polar regions, to study the phenomena related to climate change.





CULTURAL AXIS

PRESERVING HERITAGE AND ENCOURAGING YOUNG ARTISTS

The BNP Paribas Swiss Foundation has been committed for almost 15 years now to participating in programmes for the restoration and preservation of major works from artists such as Max Ernst, Auguste Rodin, Pablo Picasso and Paul Véronèse. For the last few years, the Foundation has participated in cultural mediation programs which promote access for everyone to swiss museums, particularly those using new technologies to highlight their heritage.

Additionally, the Foundation now supports artistic productions in the field of dance.

LabElysée

Living worksite in the heart of the Elysée Museum in Lausanne, LabElysée is an area dedicated to the experimentation of digital culture. It questions the part institutions dedicated to photography play in the digitalization context of society and invites visitors, at the museum and online, to participate in the elaboration process of tomorrow's photography museum.



Multimedia rooms at the Fondation Beyeler

After having worked together for many years on the restoration of masterpieces, the BNP Paribas Swiss Foundation and the Fondation Beyeler have set up a new partnership which combines new technologies and mediation. During major exhibitions, Fondation Beyeler visitors can discover a "multimedia room" in which they will explore a digitally interactive experience about the artists' life and works. Thanks to the new technologies offered in each "multimedia room", this form of unprecedented access to art attracts a large audience.



Pablo Picasso, Arlequin assis, 1901, Oil on canvas, lined and mounted on a sheet of pressed cork, 83.2 x 61.3 cm. The Metropolitan Museum of Art, Purchase, Mr. and Mrs. John L. Loeb, 1960 (60.87).

© 2019. Image copyright The Metropolitan Museum of Art/Art Resource/Scala, Florence.

The Field

The BNP Paribas Swiss Foundation supports Swiss theatre arts by cofounding "The Field", an independent dance troupe introduced by the Tanzhaus Zurich. The troupe consists of local and international dancers, of different ages and careers, who design their own performances while being mentored by different renowned choreographers. The troupe also offers various mediation activities.



THE COLLECTION

THE BNP PARIBAS SWISS FOUNDATION'S ART COLLECTION

The Art Collection was created in the 1960s and enhanced in the 1980s by a significant acquisition phase that continues today.

The Collection is articulated around Modern European Art (Max Ernst, Joan Miró, Arman, etc.) and Swiss art specifically (Max Bill, Le Corbusier, Louis Soutter, etc.).

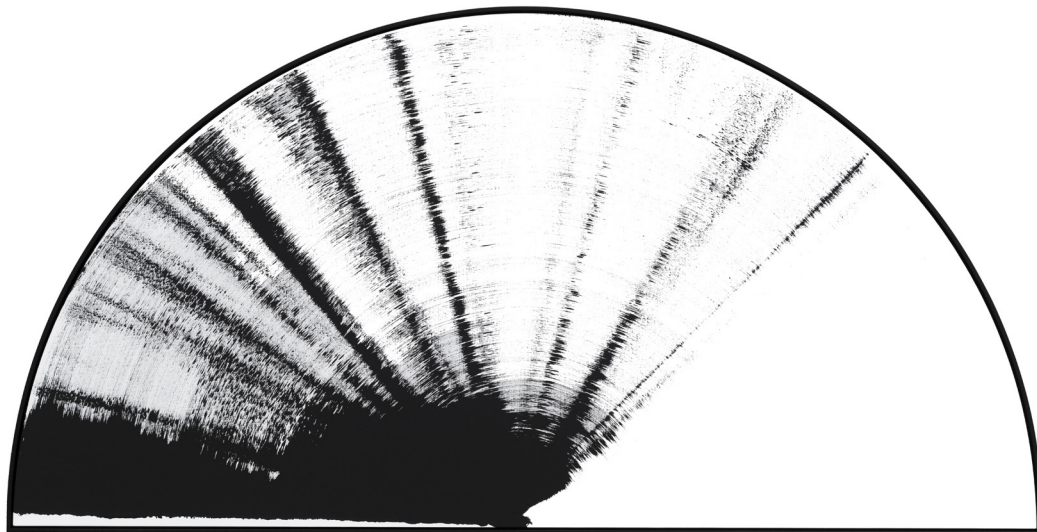
Works from the Collection are presented mostly in the entrance halls and client's reception lounges of BNP Paribas sites in Switzerland. The Collection is the reflection of the bank's identity, not only for its employees, but also for its clients and visitors, thanks to the quality and diversity of the works that compose it.



A dialogue with the Swiss cultural scene

The Foundation's interest in art and the cultural sector is equally demonstrated through the partnerships built with institutional actors, particularly with major Swiss museums. Some of the Collection's art works are granted on loan, for example for exhibitions. This way, appreciation and knowledge of the Collection is spread beyond the confines of the bank alone.

In a desire to invigorate and expand the Collection, the Foundation has also chosen to favour the acquisition of works from contemporary Swiss artists, like Claudia Comte, Sébastien Mettraux and Aurélie Pétrele. Indeed, this support of young artistic creation is perfectly in line with the philanthropic values endorsed by the Foundation since its creation.



Claudia Comte, *Half-Circle Painting, Black & White #9*, 2017



Max Ernst, *Festin suite*, 1974

Partners of the Foundation

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swiss open
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TANZHAUS ZÜRICH

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DE GENÈVE**

yojoa Youth Job
Accelerator

Contact

BNP Paribas Swiss Foundation

Place de Hollande 2
CH - 1204 Genève
swiss.fondation@bnpparibas.com

For additional information on the
BNP Paribas Swiss Foundation:
www.bnpparibas.ch



Marco Scorti, *450-530 m.s.l.m.*, 2016 (détail) / Aurélie Pétrell, *Axionométrie*, 2017 / Yann Gross, *Milagros, Mucha Vista, Pérou*, 2013

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