



Press release

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Caring for carers Crédit Agricole Assurances selects three key themes for its new carer initiative campaign

Launched as part of Crédit Agricole Assurances' sponsorship programme for carers, this initiative is in keeping with the Crédit Agricole Group's societal project and its commitment to promoting social inclusion. Since 2010, more than €2.5 million in funding has been provided to nearly 200 projects across France. Now in its 13th year, the Crédit Agricole Assurances carer initiative campaign will run from 6 March to 30 April 2023 with a view to funding local community initiatives that address carers' needs.

The three focuses this year will be on:

- **Developing “outreach” approaches:** a number of studies suggest that 47%¹ of carers find it difficult to identify with their role as “carer”. Highlighted in campaigns to combat poverty, the notion of “outreach” involves reaching out to people who do not ask for help, or feel that they are not entitled to receive help, and therefore do not exercise their rights or avail of the support that is out there. What are the new ways or strategies of identifying family carers who would benefit from an “outreach” approach?
- **Tackling regional disparities:** developing the services available to help vulnerable people in their homes and support their carers in all parts of the country, even the most remote areas (rural areas, overseas territories), where the development of adequate healthcare services is long overdue. What approaches have been developed by associations that work to combat regional disparities in order to improve the support given to all carers?
- **Giving carers a greater role in inclusive housing:** support for shared living and the development of inclusive housing are gaining more traction and more and more people with a disability or elderly people who have lost autonomy are now living in these new places, which rely on family involvement. What specific actions are being taken to ensure that carers can get involved in day-to-day activities and in aspects relating to the manner in which such places are managed and administered?

In addition to financial support, the chosen associations will receive training to help them with communication issues, obtain funding and develop partnerships.

Introduced last year, a special jury prize will be awarded to one particular association in addition to the initial prize. The chosen association will receive individual support over a period of several months to help consolidate its business model to ensure the sustainability of its project, define a strategy to develop its resources, and enhance its skills and tools to become more efficient.

Associations can submit their applications at www.ca-assurances.com between 6 March and 30 April 2023.

¹ BVA/April Foundation survey, 2022

About Crédit Agricole Assurances

Crédit Agricole Assurances is France's leading insurer and comprises the insurance subsidiaries of Crédit Agricole. The group offers a range of savings, retirement, health, personal protection and property insurance products and services, which are distributed by Crédit Agricole Group banks in France and in nine countries worldwide by wealth management advisors and general agents. Crédit Agricole Assurances companies serve individual customers, the self-employed, farmers and businesses. Crédit Agricole Assurances has 5,700 employees. It reported 2022 revenues of €35.3 billion (IFRS).

www.ca-assurances.com

Press contacts

Françoise Bololanik +33 (0)1 57 72 46 83 / +33 (0)6 25 13 73 98

Nicolas Leviaux +33 (0)1 57 72 09 50 / +33 (0)6 19 60 48 53

service.presse@ca-assurances.fr

