

**#Intrapreneurship****Crédit Agricole Assurances  
kicks off its 3<sup>rd</sup> Innovation Challenge**

Crédit Agricole Assurances is pleased to announce the launch of the 3<sup>rd</sup> Innovation Challenge, a core component of its intrapreneurial strategy. The challenge is open to all Crédit Agricole Assurances employees in France and across the world and involves four key areas: acculturation, ideation, incubation and experimentation.

This year, Crédit Agricole Assurances has decided to focus on customers and will be asking employees to come up with new ideas for “important life moments” in areas such as savings/retirement, property & casualty insurance and personal protection. The aim is to come up with solutions and services that can make our customers’ lives easier and to assist them at important times in their lives: loss of a job, work-related and company risks, buying a home, setting up a business, selling a business, death, etc.

*“In a sector that is evolving, we want to improve the way we work together and push ahead with the adaptation of our solutions, processes and organisation. Innovation concerns everyone and we believe that each individual can come up with good ideas and solutions to better our businesses and strengthen our relationship with our customers” - Caroline Nicaise, Director of Innovation at Crédit Agricole Assurances.*

In the first two years of the Innovation Challenge, 2016 and 2017, more than 1,500 employees took part in acculturation initiatives. 300 of them got involved in ideation events, 12 projects were taken to the incubation stage by 60 intrapreneurs, 7 projects resulted in concrete developments and a start-up was formed: Stockly.

Stockly (<http://www.stockly.fr>) came about in the very first year of the Innovation Challenge. It is a platform for farmers with spare storage facilities and people looking for a place to store their leisure vehicles (motorhomes, classic cars, caravans, boats, trucks, vans, mobile homes or motorbikes). Since its launch in September last year, more than 5,000 storage spaces have been posted on the site in 200 towns and villages across France.

**Crédit Agricole Assurances**

Crédit Agricole Assurances, the leading insurer in France, brings together Crédit Agricole’s insurance subsidiaries. The group offers a range of savings, retirement, health, personal protection and property insurance products and services. They are distributed by Crédit Agricole Group banks in France and in 9 countries worldwide, by wealth management advisors and general agents. Crédit Agricole Assurances companies cater for individuals, professionals, farmers and businesses. Crédit Agricole Assurances has 4,600 employees. It reported 2018 revenues of €33.5 billion (IFRS).

[www.ca-assurances.com](http://www.ca-assurances.com)

**Press contacts**

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

Géraldine Duprey +33 (0)1 57 72 58 80 / (+33)7 71 44 35 26

[service.presse@ca-assurances.fr](mailto:service.presse@ca-assurances.fr)

