

## Press Release

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Nanterre, 29 May 2018

# BNP Paribas Cardif teams with General Assembly to prepare for tomorrow's jobs

BNP Paribas Cardif is accelerating its transformation and reinventing its approach to innovation with the signature of a partnership with General Assembly, a global leader in career transformation. This partnership will equip teams at the international insurance provider with the skills of tomorrow. General Assembly continues its international development with this partnership and is opening a campus in France.

### An ambitious collaboration to address demand for new skills

The fourth industrial revolution is driving changes in many professional fields to adapt to the new needs of businesses and to new modes of consumption. While new skills are continually emerging, as many as 800 million jobs are expected to disappear by 2030, according to a [study](#) by the McKinsey Global Institute.

BNP Paribas Cardif, which counts **10,000 employees in 35 countries**, is committed to supporting its teams in addressing these major shifts in the skills required by businesses. The insurer and General Assembly **aim to train 1,000 employees by 2022** and will open these training sessions to staff of BNP Paribas Cardif distribution partners<sup>1</sup> and to the BNP Paribas Group.

Beginning in June 2018 this partnership will see the launch of a **SKILLS' UP programme**, which will enable BNP Paribas Cardif employees to upskill by enhancing their expertise, or reskill by learning new competencies.

Training sessions will take place at the **new General Assembly campus** in Paris, at *Bivwak!*, the BNP Paribas transformation and innovation project accelerator where a number of BNP Paribas Cardif employees regularly work, and onsite in many countries where the insurer is present.

BNP Paribas Cardif and General Assembly will offer **training with personalized courses** that combine **e-learning and classroom sessions**, concretely integrating the company's initiatives into the course content. Initial sessions for 75 employees in **June 2018** will cover **UX Design** (User Experience Design) and **data**.

*"We are very proud to begin this partnership with General Assembly, a disruptive force in professional training. By supporting the career growth of our staff we help them acquire the in-demand skills of tomorrow and equip them to make an active contribution to the company's transformation,"* says **Renaud Dumora, Chief Executive Officer of BNP Paribas Cardif**.

*"With this partnership, BNP Paribas Cardif and General Assembly seek to create accessible and impactful pathways in technology, data, design and related in-demand skill disciplines. We are thrilled to partner with BNP Paribas Cardif to accelerate our presence and growth in Paris, and look forward to using our cutting-edge training models to teach their employees and their partners the skills to best prepare for the future economy,"* adds **Jake Schwartz, CEO and co-founder of General Assembly**.

## A major partnership to accelerate the transformation of BNP Paribas Cardif

This partnership with General Assembly underlines the insurer's commitment to accelerating its transformation as part of its **Cardif Forward development plan for 2020**, which emphasizes digitization, and at the same time marks **a new approach to innovation**.

In 2014 BNP Paribas Cardif opened its **Cardif Lab'** to promote the company's digital innovations and technologies with potential application for the insurance industry. Cardif Lab' has been instrumental in nurturing an innovation culture among staff while facilitating exchanges with partners in a wide range of industries.

Four years later, the Cardif Lab' is evolving, becoming more than a dedicated space at BNP Paribas Cardif headquarters by taking on a new role as **an accelerator for the company's transformation** that engages directly with the different stages of innovation. The missions of the new Cardif Lab' include:

1. **Carry out** research and development work (*Envision*),
2. **Encourage** the emergence of new ideas and **support** project development (*Make*),
3. **Share** knowledge and **develop** skills (*Learn & Connect*).

*"The new partnership with General Assembly is a key component of our new Cardif Lab', which takes a new role as an accelerator for the company's transformation. Skills development is a cornerstone of ad hoc training with General Assembly, and also builds on the "test and learn" approach to project deployment, following trials carried out during our applied research projects. BNP Paribas Cardif will thus be a learning enterprise, an essential asset in a relentlessly changing environment,"* says **Nathalie Doré, Chief Digital & Acceleration Officer of BNP Paribas Cardif**.

This holistic approach is aligned with BNP Paribas Cardif's **open innovation strategy**, which leverages exchanges with its partners, the academic community<sup>2</sup> and startups.

### About BNP Paribas Cardif

World leader for creditor insurance<sup>3</sup>, BNP Paribas Cardif plays an essential role in the lives of insured customers, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. In a world shaped by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partners distributors in a variety of sectors (banks and financial institutions, automotive companies, retailers, telecommunications companies, energy companies, Independent Financial Advisors and brokers...) who then market the products to their customers. BNP Paribas Cardif is a recognized global specialist in personal insurance, serving 100 million clients in 35 countries with strong positions in three regions – Europe, Asia and Latin America. BNP Paribas Cardif also plays a major role in providing financing for the economy. With over 10,000 employees<sup>4</sup> worldwide, BNP Paribas Cardif had gross written premiums of €29.7 billion in 2017, 57% of which was generated outside France.

Follow the latest news about BNP Paribas Cardif [@bnpp\\_cardif](#)

### About General Assembly

General Assembly (GA) is advancing the future of work by equipping individuals and organizations with the most in-demand 21st-century skills. Offering training and assessments in web development, data science, digital marketing, and more, GA is building transparent career pathways for people, and sustainable, diverse talent pipelines for employers. With 22 locations, immersive online offerings, onsite trainings for the Fortune 500, and a global community of professionals nearly 1 million strong, GA is the leading source for training, staffing, and career transitions.

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<sup>1</sup> BNP Paribas Cardif co-creates its offers with nearly 500 distributor partners in a wide range of industries (including banks and financial institutions, automaker financing arms, retailers, telecoms and energy companies, independent financial advisors and brokers) who market these solutions to their customers.

<sup>2</sup> Chair for Excellence in Data Analytics & Models for Insurance with the Institut de Science Financière et d'Assurances de Lyon ; BADGE Service Culture and Customer experience with the Grenoble Ecole de Management ; Applied research program on customer experience with the MIT Design Lab in Boston – United States

<sup>3</sup> Source: Finaccord - 2017

<sup>4</sup> Headcount of legal entities managed by BNP Paribas Cardif: nearly 8,000 employees