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Crédit Agricole strengthens its employees' community engagement

Like the 18 million French people who volunteer, many employees of Crédit Agricole are committed to promoting projects with a social impact. For the past 11 years, Crédit Agricole has supported their efforts. Now, Crédit Agricole S.A. is organising an association day on its Montrouge campus.

Offering associations access to new expertise and new practices

24 general interest associations in which employees of Crédit Agricole S.A. and its subsidiaries are actively involved on a personal level, will participate in this day of sharing best practices.

This collaborative event promotes exchange between associations and serves to advance their expertise through theme-based workshops. The three subjects chosen for this year are:

- ✓ “Evaluating your impact”
- ✓ “Pitching your project”
- ✓ “Digital communication: which channels for which key messages?”

It is the second edition of this event organised in partnership with Pro Bono Lab, an organisation specialising in commitment through skill-sharing (skills-based volunteering/mentorship)¹.

Highlights of Crédit Agricole's Coup de Pouce Solidaires initiative

The participating associations are all winners of the *Coups de Pouce Solidaires* (“a helping hand”) initiative, which supported since 2008 general interest associations in which employees are involved. In 2018, 125 associations obtained funding from Crédit Agricole as part of this initiative.

In addition to financial support from Crédit Agricole, these associations can benefit from tailored advice to help them find concrete solutions to their development challenges. In 2018, 50 employees put their professional skills for a day to use to advise their colleagues on a project with an association.

¹ Since 2011, Pro Bono Lab has organised events during which employees help charitable organisations learn the skills they need to develop and maximise their impact.

The majority of initiatives carried out by these associations are focused on social impact in France and abroad: health, disability advocacy, sport, education and assistance for the most vulnerable. Most of them are small organisations.

[Find out more about the “Coups de Pouce Solidaires” initiative](#)

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