



# Sustainable Development Dynamics

Dear reader,

**A**s you are aware, BNP Paribas issues every year a Corporate Social and Environmental Responsibility (CSER) Report, along with its so called "Annual" Report, more "traditional business-oriented" which includes also the comprehensive Financial Statements of our Company for the previous Fiscal Year.

It nevertheless seemed to us that in the field of Socially Responsible Investment (SRI), as it happens regarding the business-related items, you would like to be in touch with companies on an uninterrupted basis. We are therefore delighted to present you with this issue of "**Sustainable Development Dynamics**", a periodic information tool regarding the achievements of BNP Paribas in the field of Corporate Social and Environmental Responsibility/Socially Responsible Investment (CSER/SRI).

Our ambition in this process is to keep you posted of all the facts and events (and not only the "big things") occurring in the everyday life of our Company in these matters (whether they are related to corporate governance, sponsoring, quality, environment, human rights, ethics and compliance, ...), for you to be really associated with the way CSER/SRI is "living and well", as a truly integrated part of the way BNP Paribas is conducting its business for a value creation process in the interest of all its stakeholders.

We wish you a good reading of this 17<sup>th</sup> issue of SUSTAINABLE DEVELOPMENT DYNAMICS.

PS: Should you not (or no more) be the person dealing with CSER/SRI matters within your firm, we thank you to be kind enough to pass this publication to the persons involved, as well as to keep us informed of such changes, so that the next messages could be correctly routed.

## BNP PARIBAS NAMED MOST ATTRACTIVE COMPANY IN FRANCE

A survey measuring the best employers in France, entitled "*Palmarès employeurs 2010*", ordered by the job search engine *RegionsJob*, in partnership with French newspaper *L'Express* and *L'ANDRH\**, has named BNP Paribas the most attractive company in France and in the Paris region. The survey, which aims to identify the most attractive companies, was carried out among 9,184 respondents from a representative sample of the French population. In addition to an overall opinion, several assessment criteria were taken into account: HR policy, management quality, social commitment, economic image, and employee pride in working for the company. The Group was also highly rated in the areas of professional/private life balance and social commitment.

\*L'ANDRH: French national association of HR managers

## A SUCCESSFUL FIRST YEAR FOR THE ODYSSEE JEUNES PROGRAMME

In the framework of the programme, 82 educational school trips were organised to South Africa during the FIFA World Cup and 3,200 pupils from the Seine-Saint-Denis *department* participated. The grants received for the project covered more than half the total cost of these trips, and as such, noticeably reduced the financial participation from the pupils' families. These trips often had a historical or foreign language objective, but they are also intended to allow children to discover another culture or consider social responsibility issues. The programme will continue into the 2010/11 school year. The *Odyssee Jeunes* programme is in line with the Group's commitment to promoting knowledge-sharing and favouring education in deprived neighbourhoods in France.



## BNP PARIBAS CELEBRATES 150 YEARS IN INDIA

A number of events were recently organised to mark the 150<sup>th</sup> anniversary of BNP Paribas' presence in India, where the objective of the Group is to triple its revenues by 2013. BNP Paribas has multiplied its initiatives to develop microfinance and support women in the Indian society and economy. To demonstrate this commitment, BNP Paribas inaugurated its photographic exhibition "Women Changing India".

## FRENCH RETAIL BANKING WINS "BEST CUSTOMER SERVICE OF THE YEAR" AWARD

French Retail Banking (FRB), via its Customer Relationship Centres (CRC) and its website bnpparibas.net, has won the "Best customer service of the year" award in the "Banks" category. Companies were assessed on the quality of their customer service based on speedy responses, quality reception, personalised relations, etc. Eight weeks of tests were carried out by BVA, a French pollster, using "anonymous clients" to contact each participating bank via 100 phone calls, 49 internet contacts and 11 letters. The tests were used to determine the award-winners.

The award praised BNP Paribas for its multi-channel model, which is at the heart of its 10-year old strategy and attaches great importance to customer satisfaction.

Each year, the bank's Customer Relationship Centres handle around 5 million incoming calls and 400,000 incoming emails. Moreover, more than 2 million internet-users consult their account and carry out banking transactions on bnpparibas.net.

## BNP PARIBAS SPONSORS DISADVANTAGED STUDENTS IN THE US

As part of its commitment to Diversity, BNP Paribas last January began partnering New York-based Prep for Prep, a not-for-profit organisation which awards scholarships to promising students from disadvantaged backgrounds to enable them to have a private education at a leading school or university. Prep for Prep also offers each student personal development training and career guidance through workshops and seminars. Today, Prep for Prep sponsors around 1,600 students attending the country's most prestigious secondary schools and universities. Moreover, 92% of Prep for Prep's young scholars have completed their university education and have earned a degree.

## A QUESTION OF RESPONSIBILITY

The present confidence crisis, which is having a very negative impact on the consumer credit market, underpins BNP Paribas Personal Finance's strategy of being strongly committed to developing responsible lending®, not only through communications but also (and above all) in the day-to-day running of the business. In the third issue of the publication *Question of Responsibility*, BNP Paribas Personal Finance clearly explains its approach to responsible lending® in France via Cetelem, its commercial brand: from the Cetelem Foundation which teaches people how to budget and favours the prevention of excessive debt, to a mediation service set up at the beginning of the year 2010, and a range of responsible loans, and finally the annual business performance indicators. Furthermore, this publication offers a pragmatic analysis of the key aspects of consumer credit law in France and reviews BNP Paribas Personal Finance's position ahead of the numerous regulatory changes expected in the French consumer market.



## TEB SIGNS A €50M LOAN AGREEMENT WITH THE FRENCH DEVELOPMENT AGENCY

TEB (the Turkish subsidiary of BNP Paribas) has signed a €50 million loan agreement with the AFD (French Development Agency) to support the investments of SMEs in energy efficiency and low carbon technologies in Turkey. The loan from the AFD will enable TEB to provide long-term financing under suitable conditions to support the eco-friendly investments of its SME clients, corporate clients, municipalities and sub-municipalities, especially in energy efficiency and renewable energy.

## BNP PARIBAS GERMANY MOVES TO NEW OFFICES IN FRANKFURT

After two years of construction, the new offices of BNP Paribas Germany in Frankfurt now house a total of 700 employees. The building meets the environmental quality standards of the DGNB, the German association for sustainable buildings: replacement of the traditional air conditioning system by a special heating/cooling system on the ceiling of each floor, use of "grey water" in the toilets, energy saving lamps, motion sensors for lighting, a stand-by mode for machines not in use, individual cooling of servers, and waste management.



## DIVERSITY LABEL CONFIRMED FOR BNP PARIBAS



BNP Paribas was the first bank to receive the Diversity Label in January 2009. The Group was commended for its numerous initiatives since its signing of the Diversity Charter in 2004. Valid for three years, this label commits the Bank to an ambitious process of progress.

Following the first audits of the Marseilles and Paris regional divisions and BNP Personal Finance, it was the turn of the Lyon and Nancy regional divisions and BNP Paribas Assurance to demonstrate their diversity commitments and initiatives. The recent audits confirmed the validity of the label.

## LAUNCH OF THE CETELEM FOUNDATION FOR BUDGET TRAINING

The Cetelem Foundation was created in 1992 under the aegis of the Foundation of France. Its main aim is to offer budget training. To this end, the Cetelem Foundation for budget education and five large charities: AGIR abcd, Aurore, CRESUS, le Secours Catholique and Fondation Agir Contre l'Exclusion (FACE), have set up the training courses. The courses are mainly aimed at young people before they start their professional life, and more widely, at people facing a change in their personal or professional situation.

The courses give people practical training on how to prepare and stick to a budget, manage a bank account, understand different methods of payment, obtain financing for a personal project, etc. This initiative is part of Cetelem's approach to developing responsible<sup>®</sup> lending.



## BNP PARIBAS SUPPORTS TELETHON IN FRANCE AND ITALY

BNP Paribas has been a partner of the charity Telethon since 1987 when it was founded. With the aim of supporting research into muscular dystrophy, the Group is using its expertise and encouraging staff to get involved. In France, BNP Paribas has undertaken several initiatives, including the "Branches Telethon", the "Parisian Buildings Telethon" and the "Tennis Telethon". This year, BNP Paribas has also organised the "Bourse and Finance Telethon Race" to take place in Paris. In Italy, BNL has been a partner of the Telethon for 19 years. Since the foundation of Telethon in Italy, BNL has raised approximately €200m for the charity (€13m alone in 2009).



## BNP PARIBAS CORPORATE PHILANTHROPY: PHILANTHROPY FOR A CHANGING WORLD

To take into account the expansion of the Group and to reinforce its philanthropic commitments, BNP Paribas has founded BNP Paribas Corporate Philanthropy. BNP Paribas Corporate Philanthropy is managed by the BNP Paribas Foundation, which has been the cornerstone of the Group's philanthropic initiatives for the past 25 years. It ensures the consistency of philanthropic projects carried out worldwide. Its missions are:

- to define and shape the Group's philanthropy policy around five pillars: Culture, Social Inclusion, Education, Medical Research, and Environment;
- to advise and coordinate philanthropic initiatives carried out by the Group;
- to create platforms for discussion and experience-sharing;
- to ensure sound governance of business lines/countries that pursue the philanthropy policy at BNP Paribas.

## A SOLIDARITY PROJECT FOR HAITI

Thanks to the efforts of a number of employees, BNP Paribas Fortis recently launched an initiative that will give a new life to furniture and equipment of a former Fortis Bank Branch. As these items, although quite recent, did not meet BNP Paribas Group standards, the decision was made to donate them to an NGO.

The choice fell on "Ateliers sans frontières" ("Workshops without frontiers") and its aid project in the Republic of Haiti, which was struck by a massive earthquake in January 2010.

Accordingly, representatives from the NGO visited the Branch to draw up an inventory of items that could be usefully exported to Haiti. Other furniture belonging to the former HQ of Fortis Banque France, housed in the same building, has also been sent. These items will help to equip Haiti's government offices and universities.

## BNP PARIBAS FORTIS RECEIVES CAÏUS AWARD FOR CULTURAL PHILANTHROPY

Each year, to encourage philanthropy, Prométhéa hosts the Caïus Awards. The event, which has been running since 1989, presents the finest examples of cultural philanthropy in Belgium and rewards companies that demonstrate a commitment to national and cultural heritage. This year, the jury awarded the 'Special Jury Prize' to BNP Paribas Fortis for its active support of the Queen Elisabeth Competition, a prestigious international music contest. The long-term commitment of BNP Paribas Fortis (2010 marked 20 years of cooperation with Queen Elisabeth organisers) was an important factor in the jury's decision, as was the fact that the Competition attracted a very diverse public. BNP Paribas Fortis has not only made music culture more accessible to young people, but has also involved staff in the process. This cultural commitment shown by BNP Paribas Fortis comes within the framework of BNP Paribas Corporate Philanthropy, which ensures the consistency of philanthropic initiatives worldwide.



## €5 BILLION FOR 40,000 PROJECTS' PROGRAMME IS A GREAT SUCCESS

In order to meet the needs of SMEs, craftsmen, tradesmen and small retailers, French Retail Banking (FRB) set up in September 2009 a programme aiming at providing €5 billion in finance for 40,000 projects over a period of 15 months. The results of this programme, which closed on the last day of 2010, far exceeded the Group's targets. Over the 15 months, FRB was able to support close to 50,000 projects with finance totalling €6 bln. This result underlines the strong commitment of the FRB teams, and the BNP Paribas group as a whole, to supporting the real economy.

## CIB HONOURED IN COMMODITY BUSINESS AWARDS

CIB received the Award for Excellence in the field of Corporate Social Responsibility at the Commodity Business Awards ceremony organised by *Commodities Now* magazine.

This award gives due recognition to BNP Paribas for the commitment to CSR shown by various CIB business lines during 2010, ranging from innovative financing solutions for sustainability projects, to pioneering market-based mechanisms to combat climate change. Adjudicated by a panel of market experts brought together by *Commodities Now* magazine, the Commodity Business Awards reflect the vision, processes, technology, strategy and execution of companies right across the sector.

## BNP PARIBAS SUPPORTS 'CAMPSITE' INCUBATOR PROJECT

BNP Paribas inaugurated in Paris a business incubator project entitled *Le Camping* ('The Campsite'). Launched by the association Silicon Sentier, in partnership with FRB and technology tracking and promotion entity l'Atelier BNP Paribas, the aim of the project is to support the development of a dozen innovative companies. Some 40 mentors, including experts from the branch network in Paris, will guide the companies in devising products, drawing up their business models and holding meetings with initial investors. This project is yet another example of the support BNP Paribas provides to innovation and to the real economy.

Silicon Sentier ('Silicon Trail') is an association comprising some 170 technology companies in the Ile-de-France region. It provides a platform for young, innovative enterprises to dialogue together and attracts notice, thereby contributing to innovative development, economic growth and job-creation.

## BNP PARIBAS HUNGARY STAFF UNITE TO COMBAT POVERTY

For the first time, all BNP Paribas Group business lines in Hungary decided to join forces in 2010 to support an anti-poverty initiative. For the charity initiative, entitled MikulásGyár (Santa Claus Factory), BNP Paribas staff collected food, clothing and toys. Then, over 200 volunteers from the Bank helped MikulásGyár sort the donations at Budapest's Heroes' Square.

MikulásGyár is a well-known event in Hungary, run annually since 2005, with 13 locations all over the country collecting donations, which are then distributed by the Red Cross and the Hungarian Post Office to families in need. This year some 160,000 people received aid under this charity initiative.



## BGL BNP PARIBAS SUPPORTS STAFF IN THEIR CHARITY

In the framework of its "Coup de Pouce" charity programme, BGL BNP Paribas presented a cheque for €39,720 to 14 charities in which staff in Luxembourg is involved.

The "Coup de Pouce" programme aims to encourage Group employees in their charity work and confirms BNP Paribas' growing commitment to CSR (Corporate Social Responsibility) initiatives.

In parallel, a charity Christmas market was held at the bank's HQ. The charities supported were invited to present their activities to BGL BNP Paribas staff and encourage them to buy Christmas presents, the proceeds of which were given to a worthy cause.

## BNP PARIBAS SUPPORTS PERFORMING ARTS EDUCATION IN HONG KONG

BNP Paribas in Hong Kong and the BNP Paribas Foundation are sponsors of the "Artists in Residence Project 2011-13". This multi-disciplinary arts education programme enhances the appreciation of the performing arts among secondary school pupils in remote areas of the city. This year's programme is under the patronage of the Birmingham Royal Ballet.

After the auditions, 38 children from three secondary schools were selected to join the programme and take part in nine master classes with the Birmingham Royal Ballet and Hong Kong performing arts professionals.

## RECRUITMENT CAMPAIGN IN FRANCE: 4,000 PERMANENT CONTRACTS IN 2011

In 2011, BNP Paribas plans to create 4,000 permanent positions, 1,300 temporary part-time positions for students and 1,200 student internships. The Group's recruitment breaks down into 40% recent graduates and 60% experienced profiles in more than 300 different professions. Moreover, 60% of recruits join Retail Banking, 20% Investment Solutions, 10% CIB, and 10% the central functions.

## BNP PARIBAS AUSTRALIA SUPPORTS FLOOD VICTIMS

Since December 2010, the Australian states of Queensland and Victoria have been hit by severe floods which have caused massive destruction to townships and infrastructure in addition to the loss of lives.

As a way of supporting the victims of this natural catastrophe, BNP Paribas Australia encouraged staff to donate to the Premier's Flood Relief Appeals in both states. The funds raised will be administered by the Red Cross.

BNP Paribas decided to match all staff donations. A total of A\$ 37,730 (€27,600) will be donated to the appeal.

## BNP PARIBAS ASSURANCE'S CSR PERFORMANCE APPLAUDED BY VIGEO

BNP Paribas Assurance has been involved in CSR (Corporate and Social Responsibility) initiatives since 2006. It thus decided to join a group of insurance companies whose CSR performance was evaluated by Vigeo\*. BNP Paribas Assurance was the only unlisted insurer to take part in this survey (June 2010).

The survey helped BNP Paribas Assurance to identify its strengths and areas for improvement and to benchmark its performance against its main competitors. Out of the 35 insurers evaluated, BNP Paris Assurance came tied-first in the Environment category and achieved excellent results in the other categories.

\* Vigeo is the leading European supplier of extra-financial analysis

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