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PRESS RELEASE

BNP Paribas Cardif: university students challenge in the #TheIdea4U contest to build the insurance of the future

BNP Paribas Cardif, among the top ten insurance companies in Italy¹, continues its path of Open Innovation. Following up to the success of Open-F@b, the pan-European call4ideas addressed to start-ups that will soon be launched as fourth edition, the company wanted to transfer this positive experience by directly involving **students of Italian universities**: young, motivated, creative, not yet influenced by working environment's patterns and logics, but first of all digital natives. This is how **#TheIdea4U contest** was born. It has been designed to identify young innovators who will challenge each other by designing Smart-Health and wellness digital insurance products, addressed to lifestyle and health.

The projects, to be submitted within May 26th, have to explore different aspects: from market analysis to concept development, from the definition of the digital interface and Big Data and Analytics set to the communication strategy, to potential partners to involve and to customers and Company benefits.

The candidates who will propose the most innovative ideas, will be evaluated by a commission composed of Isabella Fumagalli, CEO of BNP Paribas Cardif in Italy, and other Company top managers, and will then be invited to attend the final battle that will be held in Milan at the BNP Paribas Diamond Tower.

The winner will receive an exclusive internship opportunity at BNP Paribas Cardif Marketing Department, with the possibility of supporting the Company in the development of innovative insurance products. BNP Paribas Cardif confirms then its great attention to innovation and to young talents as a key asset to develop a new concept of insurance closer to people and in line with the needs of digital users.

If you are a university student and you think you have the right idea, you can sign up by May 26th through the platform <https://justknock.it/it/briefDettaglio/219/bnp-paribas-cardif-theidea4u-marketing-internship.html>

¹ ANIA Ranking 2015



**BNP PARIBAS
CARDIF**

The insurer
for a changing
world

About BNP Paribas Cardif

No. 1 worldwide in creditor insurance*, BNP Paribas Cardif creates innovative savings and insurance solutions designed for performance in a world shaped by the emergence of new uses and lifestyles.

A subsidiary of BNP Paribas, the company has a unique business model anchored in partnerships. BNP Paribas Cardif co-creates solutions with distributors in a variety of sectors, who then market the products to their customers.

BNP Paribas Cardif is a recognized global specialist in personal insurance, serving 100 million clients in 36 countries with strong positions in three regions – Europe, Asia and Latin America.

With over 10,000 employees worldwide**, BNP Paribas Cardif had gross written premiums of €27.1 billion in 2016, 57% of which was generated outside France.

Follow the latest news about BNP Paribas Cardif: [@bnpp_cardif](#)

** Source: Finaccord*

***Headcount of legal entities managed by BNP Paribas Cardif: nearly 8,000 employees*

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