

An over-indebted person is vulnerable and should not be granted any further credit. Having said that, access to a bank account and payment methods means they are not totally excluded from society in general.

Societe Generale offers a range of alternative means of payments under the trade name “GENERIS”. At the end of November 2013, 23,700 customers had subscribed to this service. (routing to GENERIS offer site)

In 2010, Franfinance and CGI also signed a partnership agreement with CRESUS. Today, the Group’s two French subsidiaries specialising in consumer loans recommend that financially vulnerable clients contact their local CRESUS association. A charter, signed by the association and the voluntary client, leads to an analysis of the customer’s finances and situation and the definition of a budget, followed by on-going close support to help them maintain their financial footing.

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**1,500 YOUNG APPRENTICES, OF 14 SCHOOLS, ALONGSIDE 11 CRESUS MEMBERS AND 70 SOCIETE GENERALE EMPLOYEES**

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As in the previous two years, the partnership was renewed in 2013 and extended to other regions following the initial tests carried out in the kick-off in two regions. In 2013, more than 770 Franfinance and CGI customers were put in touch with CRESUS.

A sponsorship agreement has also been signed with the CRESUS network.

**3. Financial education**

Aware that the intelligent use of bank products and services requires a financial “education” and access to clear information on these products and services, Societe Generale deploys throughout its network tools to improve the financial expertise of their customers.

**■ In France, Societe Generale and CRESUS worked together for four months in 2013 on an experimental pilot budgetary education programme conducted as part of a skills-based sponsorship.**

This Financial Education project aimed to increase awareness among young people to the issues of good budget management and took the form of joint volunteer actions in Apprentice Training Centres (CFA) in four regions of France that accepted the offer from Societe Generale and CRESUS.

**■ In this initial experimental phase, the high demand from the field reflecting the real interest in such cooperation made it possible to reach 85 classes in 14 schools and raise awareness among 1,500 young apprentices ages 16 to 25 alongside 11 CRESUS members and 70 Societe Generale employees (of the 100 volunteers) around a unifying project.**

Within the subsidiaries specialising in consumer loans, initiatives for financial education and improved transparency of services and information delivered to customers are deployed:

- in Poland, Eurobank developed “Household budget with Eurobank”, an educational programme on managing a family budget that is accessible via the Eurobank website as well as via another very well-known portal (Money.pl). The programme includes articles written by Eurobank experts that are easy to understand, FAQs and different tools such as calculators and a glossary that can be downloaded;
- in Brazil, Banco Cacique created an iPhone and Android app, “Meu Assistente Financeiro” (My Financial Advisor), that can be used to calculate the price of a loan and the monthly cost, and that gives users immediate access to information on the amount of the monthly payments, the amount of the loan and the interest rate;
- in Russia, Rusfinance organised various open days for the children from socially disadvantaged areas to explain how banks work. In the Rusfinance branches, “Borrower Guidelines” documents explain all of the facts that a borrower must take into consideration before signing up for a loan;
- for its partners’ sales forces, credit influencers, CGI has established a remote training tool on regulatory aspects (Lagarde Act and Insurance Intermediation). The main aim is to ensure that the employees of its partners understand the legislation that applies

to credit and insurance activities, and that their transactions comply with regulations and protect the interests of the consumer;

- Franfinance (as part of “Successful Lending”) has put in place initiatives to strengthen support for customers: training actions for partner brands to improve their ability to sell and to explain credit, an e-mail contact solution for customers to improve their monitoring and support, an online budget calculator allowing customers/prospects to assess their repayment ability, and an online educational section to inform customers/prospects about the various types of loans and how they work as well as specific advice for customers in financial difficulty.

In Morocco, SGMA participates in a global programme for increased access to banking services and financial education: banking institutions have made a concerted effort to initiate various actions to familiarise an uninformed public – including young people – with some basic financial concepts. This initiative includes visits by secondary and high school students organised within bank branches and a training tour of high schools, in all regions of Morocco. For its part, SGMA organised visits in 40 branches for 4,000 pupils and provided training to 2,000 high school students in different Moroccan cities.

Societe Generale has abcbanque.fr, a fun and educational website designed to teach children between the ages of 6 and 10 about money: the basics, what is it for, how is it made, etc. The website also has an online dictionary containing simple and clear definitions to money-related terms: what is an overdraft, what are shares, how do loans work, etc.

**➤ ABCBANQUE WEBSITE (AVAILABLE ONLY IN FRENCH)**

