

Press Release

Paris, 29th September 2010

With Citizen Act, “Societe Generale’s Training Game”, Students Learn About Corporate and Social Responsibility (CSR)

A pioneer in "meaningful" business games, Societe Generale has launched the 2010-2011 CITIZEN ACT season. Open to students throughout the world, it gives them an opportunity to perfect their training and increase their employability based on a strong awareness of good citizenship, as illustrated by the game's slogan: “Play, Train & Act for Good”.

Students are invited to design responsible practices for the bank of the future and can register until the 5th of December 2010 by submitting a pre-project via the dedicated site: www.citizenact.com. At the end of the registration period, 45 teams will be selected and invited to Paris for the competition’s official launch held by Societe Generale employees. Beyond the training aspect, CITIZEN ACT will give the 3 winning teams a chance to immerse themselves in professional and cultural communities in the form of a trip.

In order to support the selected teams in developing their project, this year’s available online tools have expanded also: educational case studies, video content and also advice from both Societe Generale CSR experts and independent specialists (NGO, tutors, etc.) as well as all the necessary tools to generate information and a buzz around their project.

Much online content and support is available to the students as of today: a course in CSR fundamentals via an e-learning module developed by CEGOS and Societe Generale, CSR sheets, access to previous edition projects, etc.

Students can register on www.citizenact.com in teams of three people as of the 23rd of September 2010. They will find all the relevant information on the site and need to submit their projects before the 5th of December 2010.

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CITIZEN ACT stages

Selection

23rd of September – 5th of December 2010:

Students team up by three throughout the world and prepare a first presentation of their project designing responsible practices for the bank of the future. They submit it on www.citizenact.com. A jury made up of CSR experts and Societe Generale experts ranks the projects and the 45 first teams meet in Paris to begin developing their project.

Opening Meeting

Societe Generale will invite the 45 selected teams to the La Défense head-office on the 1st and 2nd of February 2011. For one evening and one day, the 135 contestants will come to Paris to meet their coaches (Societe Generale employees) and to attend workshops they can choose out of a selection, such as *“Drawing up a business plan”*, *“Social networks”*, *“How to market a presentation”*, *“CSR benchmarks”* or even *“What status for a CSR project”*, etc.

Four weeks to convince

After the Opening Meeting, the teams have 4 weeks to design their project on the dedicated wikiblog. They may use the online and offline tools that have been made available to them. As the buzz enters into the marking process, it is up to the teams to market their projects and publicize them: a buzzarometer will be added to their wiki and will act as a real-time indicator.

Final Contest

The 10 teams retained by the jury will be invited to Paris for the last round of the competition on the 20th and 21st of April 2011. This is the Final Contest. First a day's rehearsals with their coaches, then the orals in front of the jury, their coach and the other finalists. Three winning teams will be rewarded, as will one team chosen by Societe Generale employees.

About CITIZEN ACT

In July 2009, CITIZEN ACT was awarded CEL “TeChnology Enhanced Learning” certification by the EFMD (European Foundation for Management Development). CEL officially certifies that CITIZEN ACT is an international programme involving education and businesses. Societe Generale is the first bank to receive this certification.

Societe Generale

Societe Generale is one of the largest financial services groups in the euro-zone. The Group employs 157,000 people worldwide in three key businesses:

- Retail Banking, Specialised Financing & Insurance: Societe Generale serves 32 million individual customers worldwide.
- Private Banking, Global Investment Management & Services: Societe Generale is one of the largest banks in the euro-zone in terms of assets under custody (EUR 3,246 billion, March 2010) and under management (EUR 164 billion excluding Amundi, March 2010).
- Corporate & Investment Banking: Societe Generale tailors solutions for its clients across sectors by capitalising on its worldwide expertise in investment banking, global finance, and global markets.

Societe Generale is included in the socially-responsible investment indexes: FTSE4Good and ASPI. In 2010, the title of SAM Sector Mover was awarded to Societe Generale.

www.societegenerale.com