

16 September 2014

**Foundation VINCI pour la Cité, VINCI Autoroutes Foundation for Responsible Driving and PSA Peugeot Citroën Foundation launch call for solidarity mobility projects**

- The first call for projects launched jointly by three corporate foundations
- €600,000 financing for non-profit organisations
- All projects supported by employee sponsorship

**Supporting citizen initiatives**

For the first time in France, three corporate foundations – Foundation VINCI pour la Cité, VINCI Autoroutes Foundation for Responsible Driving and the PS Peugeot Citroën Foundation – have combined their complementary skills to launch a joint call for projects. The VINCI pour la Cité and PSA Peugeot Citroën foundations will contribute projects supported by their expertise in mobility and solidarity, while the VINCI Autoroutes Foundation will contribute its know-how in raising awareness about responsible driving. This initiative aims to broaden and accelerate the development of ways to improve the mobility of underprivileged and/or marginalised people in urban and periurban areas.

**Mobility, a prerequisite for social integration**

Commuting is the third highest priority of people living in France after safety and the quality of housing<sup>1</sup>. In 40 years, the average home-workplace journey has increased from 3 km to 30 km; the cost of a driving licence now represents five months of RSA, the benefit paid to low- or no-income people. Mobility, a priority factor for social integration, is one of the main levers for getting people back to work. However, between 6 and 8 million working-age people in France currently experience difficulties in getting from place to place<sup>2</sup>. Maintaining or re-building the links between populations and regions is therefore essential.

**A catalyst for social innovation**

The non-profits on the ground are already working in numerous areas related to mobility: helping people to obtain their driving licence, teaching them to use public transport, car-pooling, car-sharing, micro-credits, low-cost vehicle repairs, on-demand transport, and motorbike and car rentals, etc. The objective of the call for projects is to foster the trials of innovative and practical approaches, with the support of the three foundations' expertise. These low-cost mobility projects may then be rolled out extensively in France and the rest of Europe.

**Projects to be submitted by 15 October 2014**

Selected projects will receive a maximum grant of €30,000, representing a total budget of €600,000, together with skills sponsorship from VINCI and PSA Peugeot Citroën employees. Launched at the beginning of September 2014, the call for projects will close on 15 October 2014.

For further information, go to <http://mobilite-et-reinsertion.fr/>

<sup>1</sup> Ipsos study for VINCI Autoroutes, "Commuting for residents in large urban areas: new services to improve their daily lives", February 2014.

<sup>2</sup> Auxilia study, "Inclusive forms of mobility", 2013.

#### **About the Foundation VINCI pour la Cité**

The Foundation VINCI pour la Cité, created in 2002, is the bridge between the world's largest concessions and construction group and the players who innovate in the field of combating all forms of exclusion (access to work and building the social fabric in priority districts). It illustrates VINCI's determination to be a lasting partner in the community. To date, the foundation has supported almost 1,500 projects in France and around the world. It contributes the skills of one or more Group employees to each of the selected non-profit organisations. Since the foundation's creation, almost 2,000 local sponsorship arrangements have been set up, establishing long-term partnerships. With an annual budget of €2.5 million, the foundation also awards grants to non-profits to fund their investments. Grants totalling €24 million have been awarded for this purpose.

[www.fondation-vinci.com](http://www.fondation-vinci.com)

#### **About the VINCI Autoroutes Foundation for Responsible Driving**

Created in February 2011, the VINCI Autoroutes Foundation for Responsible Driving is a laboratory, an observatory and an information tool devoted to the combat for road safety. Its aim is to help change behaviour on the road and help drivers to be players in their own safety. Actions taken include road risk awareness campaigns, financing innovative scientific research in certain areas of dangerous behaviour that have not been adequately explored or are poorly recognised by road users, and financing citizen and non-profit initiatives in favour of responsible driving.

<http://fondation.vinci-autoroutes.com>

#### **About the PSA Peugeot Citroën Foundation**

The PSA Peugeot Citroën Foundation was created in June 2011 in response to the Group's determination to be an active participant in the development of mobility-related solidarity. It is a key component of the Group's corporate social responsibility policy, expressed through support for local innovative initiatives.

In three years of activity, the foundation has supported almost 250 projects proposed by non-profits, NGOs and entities of general interest.

[www.fondation-psa-peugeot-citroen.org/fr/](http://www.fondation-psa-peugeot-citroen.org/fr/)

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