

Jean-Laurent Bonnafé becomes Thematic Champion for the HeForShe initiative

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In the scope of the HeForShe movement launched by the United Nations in 2014, Jean-Laurent Bonnafé, Director and CEO of BNP Paribas has reinforced his commitment to gender equality by joining 8 Thematic Champions.

BNP Paribas intensifies its commitment to women's rights

By becoming a Thematic Champion, Jean-Laurent Bonnafé will be reinforcing his commitment and, together with all BNP Paribas employees, undertake concrete initiatives to attain equality and professional diversity. In this **three-year partnership**, BNP Paribas will focus on two key aspects:

- **Increase diversity** in certain business lines of the Bank that were traditionally made up of mostly women or men.
- **With the HeForShe campaign and the UN, support women entrepreneurs** around the world who are creating and developing renewable energy solutions.

Gender equality is central to the corporate commitment of BNP Paribas where **53% of all staff members are female, with 27% women among the 2,500 senior managers** ? compared to less than 10% over a decade ago. The partnership is therefore a further step in reinforcing the proactive policy of professional equality that BNP Paribas put in place over 10 years ago.

Women represent more than half of the world's population, and companies need to go further collectively to ensure the right conditions for all women to leverage their skills, talent and creativity.

Thematic Champion

- **Jean-Laurent Bonnafé**

Director and CEO BNP PARIBAS



Thematic Champion, HeForShe movement

The HeForShe Thematic Champion initiative consists of **mobilising a group of heads of state and public and private sector leaders** to publicly promote and concretely act in favour of gender equality in specific areas. Thematic Champions make a three-year commitment to focus on an area of gender equality within their sphere of influence.

The new HeForShe Champions were chosen because they were considered to be in the best position **to advance gender equality and contribute to change in their sectors and communities.**

This article first appeared on the group website of BNP Paribas and can be found at group.bnpparibas/en/news/jean-laurent-bonnafé-thematic-champion-heforshe-initiative

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