Opening up the arts to underprivileged youth

DREAM UP: A NEW GLOBAL SOLIDARITY PROGRAMME FOR 2015 - 2018

Information Packet
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In September 2015, the BNP Paribas Foundation launched its new global solidarity programme: “Dream Up”. The goal of this project is to help underprivileged children and adolescents by getting them involved in artistic and creative activities. Dream Up is active in 26 countries across the globe, targeting young people who are socially-excluded or without qualifications as well as those who live in poverty or are disabled. It has a budget of over €1.5 million, providing assistance to local non-profit organisations in recipient countries for a period of three years.

Our goal is to support projects for at least three years because this sort of partnership needs time to work: for stakeholders to get to know one another, discover ideas, enact procedures, and so on. It’s a mindset, a real mentoring relationship.

To expand this programme and give it a human face, Dream Up has chosen as its ambassador Abou Lagraa, a dancer and choreographer whose artistic career has received support from the Foundation for years. Abou’s life story and personality fit perfectly with the aims of Dream Up. “Yes, you can” is the message that Abou Lagraa brings to young people. As an ambassador of the programme, he is a living symbol of the new frontiers that artistic expression can open up, and he spreads this message through his work with the non-profit organisations receiving Dream Up support (see the interview with Abou Lagraa on page 7).

According to Jean-Jacques Goron, Managing Director of the BNP Paribas Foundation responsible for the Group’s arts patronage, “The purpose of Dream Up, which is the flagship programme of our global solidarity policy, is to fight against exclusion, promote equal opportunity, and encourage volunteer efforts by BNP Paribas employees. It’s a commitment that we made at the Foundation’s 30th anniversary, serving both culture and community development, the two keystones of our patronage policy.”
Active in five continents, a programme with unprecedented geographic reach

The Dream Up programme’s initiatives were launched simultaneously in autumn 2015 in Australia (Sydney), Belgium (Brussels), Brazil (São Paulo), Bulgaria (Sofia), Canada (Montreal), China (Sichuan province), Colombia (Medellín), France (Paris), Germany (Berlin), Hong Kong, India (Mumbai), Italy (Rome), Ireland (Dublin), Luxembourg, Morocco (Casablanca), Poland (Warsaw), Portugal (Lisbon), Romania (Bucharest), Singapore, South Africa (Johannesburg), South Korea (Seoul), Spain (Madrid), Taiwan, Turkey (Istanbul), the United Kingdom (London) and the United States (New York and San Francisco).

Thirteen of the 26 beneficiary countries are in Europe (seven of which had been beneficiaries of the “Smart Start” programme, the pilot phase of Dream Up), while six are in Asia, four in the Americas, two in Africa, and one in Australia, all operating under the Dream Up banner. In each of these countries, Dream Up targets a group of dozens or hundreds of children each year, from ages 5 to 18, as appropriate.

In all, nearly 10,000 young people benefit from this worldwide initiative each year, or nearly 30,000 over three years.
Initiatives that meet local needs by connecting local operators and committed employees

In order to be consistent with local needs and ensure its ability to last over time, Dream Up was arranged in direct partnership with BNP Paribas networks abroad. They are the ones who have identified local associations and non-profit organisations and have chosen them for their efforts that align with the goals of Dream Up, based on a clear set of specifications. Knowledge of the area and the people who live there is critical when it comes to promoting equal opportunity by offering young people a chance to express themselves. Dream Up’s geographical breadth, which matches BNP Paribas’ global reach, also help to encourage BNP Paribas employees to volunteer in support of the programme.

In this programme, learning or perfecting an artistic discipline and assisting with the creative process require regular practice and include at least one public presentation (film screenings, concerts, festivals, theatrical performances, exhibits, etc.) within the year. Depending on the available infrastructure, the workshops or courses may take place during school hours, weekends, or vacations; at a primary, middle, or secondary school; at the organisation’s own premises; or even in paediatric wards.

In order for its efforts to succeed, each organisation sponsored by the Programme is granted €20,000 per year for three years.

Exacting requirements, with special attention paid to the positive impact on the education of youths in the programme

In order to be eligible for the Dream Up programme, the projects must meet a certain number of criteria (excerpt from the programme application). They must:

• Benefit children and young people ages 5 to 18 from underprivileged backgrounds or who live with a disability in one of the previously mentioned countries where the BNP Paribas Group operates.
• Teach one or more artistic practices on a regular basis
• Benefit an identified group for a period of time in order to measure its effects
• Be based in a neighbourhood or town close to a BNP Paribas location
• Be presented by a non-profit organisation (association or institution) that has been in existence at least two years.
• Each project must each year organise at least one event where the children's work is publicly presented. These events should include family participation.
• Special attention will be given to projects that have a positive impact on students’ school performance (progress, attendance, etc.), and whenever possible, will make it possible for BNP Paribas employees to join in.
• The organisation supporting the project must release a report twice a year (June and December) about activities specific to the funded project.

Note: Faith-based or political organisations, personal projects, and one-time events are not eligible for this programme.
Childhood and art: Another window into the world and the self

“Artistic and cultural education is a powerful opportunity to allow children, whatever their age, to find their voice in the world.”

Serge Tisseron, psychiatrist and psychoanalyst

The arts were chosen as the focus of Dream Up because of the relationship that the Foundation has long had with artists and creators. Because it believes that artistic expression reduces isolation and promotes equal opportunity, the Foundation has always assisted and supported many talented individuals in the fields of music, dance, etc. It is therefore natural to provide young people living difficult lives the chance to flourish and exist through art, and to combine community development and artistic creation.

Whether it’s by teaching music, theatre, videography, dance, singing, visual arts, drawing, photography, or circus performance, each project aims to provide the young beneficiaries of Dream Up with the self-confidence and opportunities to express themselves that they don’t always get. More than just teaching a technique or a craft, Dream Up aims to help them overcome their circumstances, educational status, economic disadvantages or even disabilities. They experience teamwork (orchestras, etc.), respect, and listening to others (theatre, etc.). They learn about or rediscover the value of concentration, zest for life, sharing and self-esteem, and acquire tools to tell their own stories.

1- At the seminar entitled «Les défis de l’éducation artistique de culturelle pour tous, de la maternelle à l’université,» held on 24 June 2014 by the French Senate Committee for Culture, Education and Communication, the group «Pour l’Éducation, par l’Art,» and the Observatoire des Politiques Culturelles.
I was particularly proud and enthusiastic when the BNP Paribas Foundation asked me to be the ambassador of its new Dream Up programme for the next three years. This is an honour. During those three years, Dream Up will help organisations in 26 countries on five continents give underprivileged children access to education through practising the arts. This moved me a great deal, partly because I found this initiative to be wise and generous, and also because it directly echoes my own life story. By helping with dance workshops in these centres and schools, I’ve had the chance to offer them a universal language, a language of the body that anyone can learn no matter their age, native tongue, socioeconomic status, level of education, or disability.

As a French dancer of Algerian descent, it took me a lot of tenacity to get where I am today. I was born in Ardèche, France, to Algerian parents, in a humble Muslim family. Dancing has been in my blood since I was a child, but I started late, at 16-and-a-half, without daring to talk about it with my father, whom I had long told I was going to handball practice. I was so passionate that I slept while nearly doing the splits! For years, only my mother knew about my passion. Until the day when I had to admit the truth, because I was to enter the National Conservatory of Dance in Lyon. When my parents came to see me, it was a shock to them, but also a great source of pride that their son was enrolling in such an elite institution of higher learning. I was like the Algerian Billy Elliot of Annonay!

Accomplishment and personal growth through artistic creation mean many things to me... I want to pass along this potential to the young people I meet, to break down barriers, to open doors and to discover talented artists all over the world. Dancing is hard work most of all, but it’s also a matter of confidence and luck. Because people had confidence in me, I’ve had that chance. This is also why I called my company “La Baraka” when I launched it in 1997. And then everything happened so quickly, a sign that, yes, it is possible!

In 2009, I won the Best International Dancer prize at the Movimentos festival in Wolfsburg. This recognition made me a role model to some, which is definitely a good thing, though I don’t like to be labelled based on my background. I like to blaze trails and it’s no accident that I work on merging ballet, hip-hop, and contemporary dance to rejuvenate the genre in each of my creations. For 10 years, the BNP Paribas Foundation has played a very important role in the development of my work and my dance company, so it was only natural that we continue moving forward together.
It was also a great joy for me to show the children and teens in the Dream Up programme that through art, they can become someone, develop their personality, meet people, cultivate their interests, get educated, and create a mindset that will bring them to places they couldn’t have or would never have imagined possible.

I know what I’m talking about. By meeting young people through Dream Up, I would like to give them the self-confidence they need to flourish and dare to pursue what they enjoy doing.

To me, dance is a powerful way to convey an idea, and can help young people understand, even when you don’t speak their language, that they have a place, a voice in the world, a way to express themselves and to exist against all odds. Some of the young people in the programme have danced before, others have not. Getting children and young people to dance for the first time, seeing them get swept up in it, is something I love. I have been doing it with my Company for years, and it takes perceptiveness, tact, and psychology. In dance, psychology is critical. Along with practice, naturally!

Dream Up isn’t about handing out t-shirts to kids, it’s a long-term effort aimed directly at the person who needs it, and I feel totally in tune with that. Money should serve minorities and the underprivileged, and the organisations doing this work deserve to be put in the spotlight. I would like politicians to learn from this and for their consciences to be awakened. Who knows, some of these kids might even get a career out of it!
AROUND THE WORLD with 28 Dream Up projects

AFRICA

Shakespeare in Johannesburg
The “Shakespeare School Festival” programme was conceived by the Educape NGO, and teaches theatre to 350 young people from neighbourhoods in Johannesburg and surrounding towns. At their own schools, these 8-to-17-year-old students work with their teachers to stage abridged versions of the works of Shakespeare. The plays are then presented to the public in schools and at the Joburg Theatre. In 2016, the 400th anniversary of the playwright’s death, many performances are being staged, which will bring added attention to this programme.

Opening the way to opera, in Johannesburg and Pretoria
“Adopt A School” is a programme set up by the Gauteng Opera to introduce and train young people in opera. It works with nearly 180 students aged 13 to 18 from underprivileged neighbourhoods in the cities of Johannesburg and Pretoria, South Africa.

Musical stars in Sidi Moumen (Casablanca)
Located in the underprivileged neighbourhood of Sidi Moumen on the outskirts of Casablanca, the Les Étoiles de Sidi Moumen Cultural Centre was created by the Ali Zaoua Foundation. Through Dream Up, it offers about a hundred young people ages 5 to 18 the chance to take music classes (reading music + guitar, piano, percussion, etc.) as well as opportunities to produce and attend concerts and master classes by Moroccan or foreign musicians.
AMERICAS

Raising voices in São Paulo
In Brazil, the “Escola de Musica Monte Azul” project, set up in partnership with the Associação Comunitaria Monte Azul, helps nearly 200 children ages 9 to 18 from the outskirts of São Paulo. Through Dream Up, they can discover or hone their musical expression through individual or group classes in string instruments, orchestration, and singing.

Transcending hardship through dance in Montreal
The Les Grands Ballets Canadiens dance company in Montreal conducts four projects in partnership with four university health centres. These projects are aimed at helping 2,500 young people ages 12 to 18 suffering from anorexia, cognitive impairment, or neglect by offering dance therapy. The sessions are held in the hospitals and schools of Montreal.

La Música de Antioquia
In Colombia, the Orquesta Sinfónica de Antioquia provides 3,000 young people ages 3 to 10 with tools for developing their music skills. Encounters with symphonic works, concerts, and participation in international festivals are the purpose of this programme, which takes place in Medellín, Envigado, El Retiro, Cali, Pereira, and Armenia.

Visual arts buddies in New York City
Non-profit organisation Free Arts NYC, located in New York, focuses on the visual arts. It encourages 175 to 250 young people ages 6 to 12 to create an artistic work. This work is done in pairs, with each child being accompanied by a volunteer.

Learning about dance in San Francisco
The LINES Ballet company is a contemporary dance company founded in 1982 by famous choreographer Alonzo King. It works with Dream Up to offer “Connecting with Our Neighbourhood”, a programme that gives underprivileged youths aged 6 to 16 in San Francisco access to dance classes while building their cultural awareness. At the same time, it allows them to express themselves through dance, giving them a path into that world, and gives them the opportunity to perform in public. In addition, the LINES Ballet company has been supported for years by the BNP Paribas Foundation and its California subsidiary, Bank of the West.
Paintbrushes, notes, and dance to fight isolation in Chinese provinces
With Dream Up, the Ricci Institute in Taipei, China, is conducting a multidisciplinary project based on the issue of migrants and displaced families whose children suffer and feel excluded. Through music, drawing, and painting classes, the programme supports these young children (ages 7 to 12) in Qingshen county, Sichuan province, and in Ruifong, Gao, and Xuidagei.

A rhythmic beat in Seoul
In South Korea, Dream Up has chosen to partner with the KACCC (Korean Association of the Community Child Centre). Its programme, “NANTA”, offers children from underprivileged backgrounds the chance to discover a form of non-verbal performance with drums. This activity relieves stress and allows about a hundred children ages 5 to 13 to gain or regain self-confidence.

Dance, film and drawing in Hong Kong
Hong Kong Arts Festival leads the “Artists in Residence” project that centres on multiple disciplines: dance, film and drawing. Nearly 30 children ages 14 to 16 are brought into workshops organised and hosted by an international artist in residence as well as local artists. These young people perform on-stage at the Hong Kong Arts Festival.

Music awareness in Mumbai
In Mumbai, India, the “Discovery Music” programme run by the Mehli Mehta Foundation is aimed at over 300 young children ages 6 to 8 attending school in underprivileged areas. They are introduced to music during school hours with professors trained by Naheed Cruickshank, a global specialist in music appreciation.

A choice of music, theatre and dance in Singapore
Through its projects, the Little Arts Academy offers various activities to over 100 children ages 7 to 12 from underprivileged areas of Singapore. The first part of the programme, “Arts of Play” offers these young people the chance to learn the basics of music, theatre, dance or the visual arts. The children can then hone their skills in the discipline of their choice during the second part of the programme, entitled “Foundation”.

Remembering aboriginal songs and dances in Taiwan
Through the “Aboriginal Kids Cultural Training programme,” 100 indigenous Taiwanese adolescents ages 12 to 16 get education in traditional song and dance from different aboriginal tribes in Taiwan. The project led by the TECO Technology Foundation.
Exploring sounds in Berlin
Discovering and deciphering sounds is the focus of the "Klangradar" project. German non-profit organisation Netzwerk Junge Ohren, in collaboration with Klangradar, serves the outskirts of Berlin where more than 150 young people ages 6 to 12 can explore sound during their school hours.

Visual arts, dance and music in Brussels
In Brussels, the association Mus-E Belgium has created "Carte Blanche", a school art project that collaborates with professional artists to provide art classes to underprivileged audiences. It is aimed at 80 children ages 8 to 9, mostly of foreign origin, who do not always speak French or Dutch. Through this programme, they receive an introduction to the visual arts, dance and music.

Painting, pottery and dance for the children of Sofia
Bulgarian non-profit organisation International Women’s Club plans to train about 40 young people from educational centres or orphanages in painting, pottery and dance via its “Art for every child” programme. These 5- to 18-year-old children and teens can also attend workshops and meet-ups that will be held in Sofia.

Civic filmmaking in Madrid
“Los valores, una experiencia de cine” is a programme conducted by non-profit organisation Norte Joven directed at young people from disadvantaged backgrounds who are often failing school. By actively participating in the production of short films and features in the form of silent films, fictional work, TV news shows, and more, nearly 50 teens between the ages of 12 and 17 in Madrid will learn the importance of civic values.

Freeze-frame, French style
In France, since 2010, the Fabrique du Regard non-profit organisation, created by Le Bal (a space in Paris devoted to the pictorial arts), has trained nearly 2,000 young people ages 6 to 18 from priority education zones in reading, understanding and producing images through video, photography and graphic design.

Music, dance and theatre in San Basilio
In Italy, the association Mus-e Roma operates in working-class neighbourhoods in Rome and in paediatric hospitals so that children, often immigrants, can learn and participate in the arts. Dream Up gives 1,200 children ages 6 to 11 access to workshops (theatre, dance, singing, mime and painting) in San Basilio, a neighbourhood in northwestern Rome.

Art & technology in a Dublin hospital
The “Cloudlands” project set up by the Irish non-profit organisation Helium Arts gives a voice to about 30 children and teens with chronic illnesses hospitalised at Temple Saint Children’s Hospital. Artist Rachel Tynan leads workshops for them that combine art and technology: role-playing, films, music, puppets, social media and more. The children, aged 10 to 16, are also encouraged to communicate with the outside world in other ways to overcome their immobility, creating a community beyond the hospital.

The issue of migration on stage in Luxembourg
“Home Sweet Home” consists of creating a theatrical, dance or musical show in which professional artists and young refugees perform together to tell their stories. Combining art and social development, the Théâtre Travers asbl collective brings the growing issue of refugees in Europe to the stage, giving voice to 240 adolescents aged 12 to 18.
EUROPE (continued)

Initiation to music in the heart of Warsaw
 Polish non-profit organisation Fundacja Muzyka jest dla wszystkich (Music Is For All Foundation) wants to make performing and listening to music accessible to the masses. With Dream Up, it provides introductory classes in music, singing, and playing instruments to 140 children living in five group homes in working-class districts of Warsaw. These young people aged 16 to 18 also have the opportunity to explore cultural sites and attend concerts in the heart of the city.

Two orchestras for Lisbon
Orquestra Geração is for young people in troubled neighbourhoods around Lisbon and divides its musical programme into two orchestral projects. They are “Gerajazz”, offering training to children who have shown an interest in jazz; and “Orquestra Municipal” for children with a solid grounding in music who want to continue their learning outside of school. In total, 70 young people ages 12 to 16 form these two orchestras, which regularly get the opportunity to perform in public.

Life’s a circus in Bucharest...
In Romania, the Parada Foundation, which offers assistance and promotes social integration for the homeless, arranges circus-themed workshops at its day centre. This initiative provides educational support and a way to integration for 30 excluded and marginalised youths ages 5 to 18. Adults who used to live on the street as children host the workshops and train today’s disadvantaged youths.

London’s Academy opens its prestigious doors
The Royal Academy of Arts in London opens its doors to 40 children (5 to 11) from the city’s underprivileged neighbourhoods so they can understand what art is all about. After the visits, these young people create their own works of art under the tutelage of professionals and volunteers.

Transcendence through music in Istanbul
Led by the Turkish Foundation for Children in Need of Protection, created in 1979, the “TEB Children Chorus” programme gives introductory and development courses in music to 40 children between the ages of 5 and 11 who are in troubled circumstances or in need of social welfare (orphans, absent families, etc.). The classes take place in the foundation’s “Village” and are led by Oguzhan Balci, a famous composer and orchestra leader in Turkey, who has adapted his teaching to this special audience.

OCEANIA

“Arts in the dust”: Music and dance for indigenous children
Barnados Australia, a major NGO that works to protect children, offers indigenous youths in New South Wales music and dance workshops to fight depression and keep them from failing school. More than 150 children are involved in this project.
ABOUT
THE BNP PARIBAS FOUNDATION

A leader in arts patronage in France

Created in 1984 under the authority of the Fondation de France, the BNP Paribas Foundation is chaired by Michel Pébereau, honorary chairman of BNP Paribas. Jean-Jacques Goron has been its Managing Director since January 2015. It is made up of a team of 10 people. In 30 years, the Foundation has evolved with the Group to become a leader in the field of corporate arts patronage. It coordinates the BNP Paribas Group’s patronage policy internationally. The BNP Paribas Foundation acts in three areas: culture, community development and the environment. It has an annual budget of 7 millions of euros, about 60% of which is devoted to community development initiatives. Since 1984, over 300 cultural projects, 40 programmes, and a thousand social and educational initiatives have earned its support in France and around the world. The BNP Paribas Foundation pays close attention to the quality of its commitment to its partners, with the goal of supporting innovative projects and assisting them over the long term. Listening, support and trust are hallmarks of its involvement.

A role in coordinating the arts patronage of BNP Paribas The Foundation is central to the BNP Paribas Group’s patronage efforts, while also coordinating the policies implemented in the Group and aiding in the international development of patronage wherever the Bank operates. “Few corporate groups conduct their arts patronage as BNP Paribas does, with full transparency. A reporting process for philanthropic activities to know exactly what is being done, with what budget and how they are divided between our three key areas, represents a truly original approach.” (Jean-Jacques Goron).

High flexibility of choice and decision-making The Foundation’s structure allows decisions to be made locally in order to identify the best projects with full knowledge of the issues. Depending on the amounts committed, the decision is made in either the Executive Committee or the programme-specific committees. The Executive Committee has 16 members. The other seats are divided between the heads of the Bank’s various business lines, and qualified figures who provide their expertise. The committee meets twice a year. It exercises decision authority but also delegates.
BNP PARIBAS FOUNDATION IN FIGURES / 2015

Established in 1984

Budget € 7.4 M

3 spheres of action

10 employees

THE ARTS 2015

- 9 on-going restoration campaigns
- 24 artists accompanied in the development of their projects
- 18 supported festivals and initiatives
- 16,000 people invited

Committed during the period
- > 80 supported artists
- > 300 cultural projects
- > 700 works of art restored in 169 French and foreign museums and monuments
- > 63 publications dedicated to permanent museum collections

SOLIDARITY 2015

- € 2,285,000 allocated to combatting social exclusion
- € 1,955,000 allocated to equal opportunities
- € 160,000 allocated to promote employee volunteer commitments

In France
- > 35 projects or programmes supported
- > 106 colleges and 36,000 young people benefited from school trips as part of the “Odyssée Jeunes” programme in Seine-Saint-Denis
- > 7,500 young people benefited from after-school academic support provided by Afer volunteers

Abroad
The Dream Up Programme was launched: 30,000 young people in 26 countries benefited from 28 educational projects through artistic activity

Committed during this period
Since 2003: > 1,000 associations have been backed by the “Coup de Pouce” (Helping Hand) programme which promotes the voluntary commitment of BNP Paribas employees

Since 2006: > 200,000 people have benefited from “Projet Banlieues”, a programme that provides support in working-class neighbourhoods; 330 local associations have received support; 16 local ADIE (Association for the Right to Economic Initiative) branches have been set up and 10,000 micro-credits have been granted which has led to the creation of more than 8,500 micro-businesses and more than 8,000 jobs

ENVIRONMENT 2015

- € 1.2 M research on climate change
- € 0.1 M on raising public awareness

Budget € 1.3 M

10 research teams were supported as part of the “Climate Initiative” programme
12 scientific laboratories or institutions took part.

Since 2010, € 6 M has been invested into research on climate change

BNP PARIBAS CORPORATE PHILANTHROPY ON A GLOBAL SCALE IN 2015

- € 27.14 M for Solidarity (69.5%)
- € 8.27 M for The Arts (21.1%)
- € 3.65 M for Medical and Environmental Research (9.3%)

4,012 projects were carried out in 51 countries

Under the aegis of Fondation de France
APPENDICES
Since its creation 30 years ago, the BNP Paribas Foundation has sought to support cultural, educational and social life in France and in the countries where BNP Paribas operates.

Some of its activities have proven the benefit of art practice in education: self-sufficiency, building responsibility and gaining self-confidence are just some of the features that promote the integration and success of marginalised youths.

In 2015 the BNP Paribas Foundation will launch Dream Up, an international programme in arts-based education. This initiative is intended for children and adolescents from underprivileged backgrounds or who live with a disability, and will make it possible for them to regularly practice music, singing, dance, theatre and the visual arts.

Since 2012, a Dream Up pilot programme (Smart Start) has been launched in eight European and four Asian countries. The positive effects of this experimental phase have led the Foundation to increase its support for the programme and to roll it out in the following 30 countries:

- In Europe: Belgium, Bulgaria, France, Germany, Italy, Ireland, Luxembourg, Poland, Portugal, Romania, Spain, Turkey, Ukraine and the United Kingdom.
- In North & South America: Brazil, Canada, Colombia, Mexico and the USA.
- Asia-Pacific: Australia, China, Hong Kong, India, Singapore, South Korea and Taiwan.
- In Africa and the Middle East: Algeria, Morocco and South Africa.

Each Dream Up project will receive a grant from the BNP Paribas Foundation of €20,000 per year for three years, beginning in 2015.

**PROJECT SELECTION**

In each of the countries in question, the project will be selected by contacts at BNP Paribas (Communication and/or CSR). Those contacts will be tasked with appraising the project in coordination with the organisation carrying it out and transmitting the application to the BNP Paribas Foundation (1 project per country) for review. The Foundation will be responsible for ensuring that the application for each of the projects is complete (project background, goals, implementation, planned evaluation, budget, etc.) and that the project itself aligns with the programme’s goals before giving its approval and awarding it a grant.

The Foundation reserves the right not to accept a project if it does not meet the criteria stated above.

**SELECTION CRITERIA**

To be eligible, the project must:

- Benefit children and young people ages 5 to 18, who are from disadvantaged backgrounds or have disabilities in one of the previously mentioned countries where BNP Paribas Group operates:
- Teach one or more artistic practices on a regular basis.
- Benefit an identified group for a period of time in order to measure its effects.
- Be based in a neighbourhood or town close to a BNP Paribas location.
- Be presented by a non-profit organisation (association or institution) that has been in existence at least two years.
- Each project must each year organise at least one event where the children’s work is publicly presented. These events should include family participation.
- **Special attention will be given to projects that have a positive impact on students’ school performance (progress, attendance, etc.), and whenever possible, will make it possible for BNP Paribas employees to join in.**
- The organisation supporting the project must release a report twice a year (June and December) about activities specific to the funded project.

**NOTE:** Faith-based or political organisations, personal projects and one-time events are not eligible for this programme.

**EXAMPLE PROJECTS**

- **Creation of an orchestra class in an underprivileged neighbourhood**
  
  This project consists of teaching a class in a primary school located in an underprivileged neighbourhood of a major urban area on how to perform music together. Led by a professional instructor, the volunteer children form an orchestra that will practice and perform concerts throughout the school year.

- **Creation of an introductory theatre programme**
  
  This programme allows students at primary schools to benefit from introductory theatre workshops with professional artists. At the end of the year, students perform their show to a large audience.

- **Introducing young people with and without disabilities to dance**
  
  The project consists of introducing children affected by disabilities of different types (motor, visual, auditory, etc.) to dance, in groups that also include children without disabilities, under instruction from professional dancers.

**HOW DO I SUBMIT A PROJECT?**

The project organiser must complete the application form (next page) and submit it, along with all documents that could explain the project, to the local BNP Paribas contact.
1st section, to be completed by the organisation presenting the project

OVERVIEW OF THE ORGANISATION

Name of the organisation: ..................................................................................................................

Date organisation was founded: ......................................................................................................

Address: ........................................................................................................................................

Postal Code: __________ City: ...........................................................................................................

Country: ..........................................................................................................................................

Telephone: __________________ Fax: __________________

E-mail: ................................ Website: .................................................................

Number of employees: ......................................................................................................................

Number of volunteers: ......................................................................................................................

Contact

Title, first and last name: ..................................................................................................................

Position within the organisation: ......................................................................................................

Telephone: __________________ Fax: __________________

E-mail: ................................ Website: .................................................................

Purpose

Describe its general activities (nature and volume of the activities, target audiences, geographical scope, other projects).

What are the main partners (public and private) that are supporting you in the long term? ..............

Documentation about the organisation (must be included with the application)

☐ Financial statements for the previous year
☐ Last report on activities
☐ Bylaws of the organisation or equivalent document (organisation charter listing its name, purpose, general rules of operation, and rights and obligations of each member)
☐ Makeup of the Board of Directors and/or makeup of the organisation’s leadership
☐ Official document certifying that the organisation is a non-profit
☐ Bank information (IBAN or equivalent)
OVERVIEW OF THE PROJECT

Name and summary of the project

Could you describe the background behind this project? (How did it come about? What needs does your project expect to address? Can you specify where the project will take place and its geographical scope?)

What are your project's objectives?

What activities are implemented to achieve them?

Who are the direct beneficiaries of your project (category, age, etc.)? Can you estimate how many there will be?

Project calendar: Specify the project's start and end date and indicate each of its phases, particularly the performance phase

What resources are required to carry out the project? You must submit a detailed budget for your project that separates the grants requested (including the one requested from the BNP Paribas Foundation) from the grants obtained, indicating your partners if any.

Project evaluation: specify indicators for assessing your actions (measurable, achievable information consistent with the project's goals).

Additional information and documents: you can include with this application any documents that may further describe the project and the organisation behind it.
APPLICATION STATEMENT

In the event that the project presented above is selected by the BNP Paribas Foundation:

- I agree to submit information about any changes to the project and to facilitate the coordination of meetings that will be held to monitor that project.

- I authorise BNP Paribas to use the name of the organisation that I represent and mention its partnership in support of the described project for its internal and external communications.

- To that end, I also authorise BNP Paribas to reproduce, use, and represent documents (photographs, videos and text) that I have submitted to it in any media (besides commercial advertising) around the world.

By signing this form, I certify that all the information I have entered on it is accurate. I certify that I have the rights and authorisations to submit this application form.

Date and signature preceded by the words “Lu et approuvé” (Read and approved)

2nd section, to be completed by the BNP Paribas contact

BNP Paribas contact
Title, first and last name: ..........................................................
Function/Business line: ........................................................ Country: ..........................................................
Telephone: ................................ Fax: ..........................................................
E-mail: ..........................................................

How did you select this project? Why?

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Have you ever worked with the organisation submitting this project?

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Do you also plan to fund this partnership? Provide equipment? Get employees involved? Can you specify the amount of these contributions?

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How would you promote this project?

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Comments

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BNP Paribas launches *Dream Up*, an international education programme designed to enable 30,000 underprivileged youngsters in 26 countries to pursue an artistic activity over three years.

In line with its policy of international development, the BNP Paribas Foundation is now launching the *Dream Up* programme. This Corporate Philanthropy programme is of unprecedented scope, running in 26 countries on five continents, in close liaison with the BNP Paribas Group network. *Dream Up* will enable 30,000 children and teenagers from underprivileged backgrounds or living with a disability to receive training and guidance in an artistic activity through projects run by local charity organisations.

**DREAM UP: SUCCESSFUL PILOT TEST NOW GOES FORWARD!**

In 2012, the BNP Paribas Foundation began a test phase of this Corporate Philanthropy programme under the name Smart Start. Running in eight European and four Asian countries, Smart Start provided assistance to 7,000 youngsters over a three-year period (2012-2014). Following the success of the pilot phase, the BNP Paribas Foundation has now decided to make this educational programme the flagship of its international Social Inclusion policy, extending it to 26 countries¹ all over the world under the name “*Dream Up*”.

BNP Paribas Foundation Chief Executive Jean-Jacques Goron underlines: “Practising an artistic discipline, of whatever kind, enables children and adolescents to become more aware of their own abilities. It’s an excellent way to help them make sense of the world around them and find their place in it. Theatre performance for instance gives them a chance to face the public and experience practical coexistence with others in a collective project that requires both personal involvement and respect for others if it is to succeed. Art is a wonderful means of personal development for these young people.”

¹- Australia, Belgium, Brazil, Bulgaria, Canada, China, Colombia, France, Germany, Hong Kong, India, Ireland, Italy, Luxembourg, Morocco, Poland, Portugal, Republic of South Africa, Romania, Singapore, South Korea, Spain, Taiwan, Turkey, UK, USA
To be eligible for a *Dream Up* grant, a project must be designed to benefit children or teenagers, 5 to 18 years old, who come from an underprivileged background, live with a specific handicap or are failing in their schooling, and must be running in a town or neighbourhood close to a BNP Paribas Group establishment so as to give local Group staff the opportunity to get involved in the project activities. Jean-Jacques Goron points out: “It’s part of BNP Paribas Foundation policy to provide support to each project for at least three years. We believe that Corporate Philanthropy should take a long-term approach. It takes time to get to know the organisations, find the right ideas and set up the necessary procedures. This is about real partnership.” As with the pilot phase, each of the selected projects will receive a grant of €20,000 per year over three years.

**ARTISTIC DISCIPLINE: AN EXCELLENT EDUCATIONAL TOOL**

Priority has been given to projects likely to have a positive impact on the youngsters’ schooling, especially in terms of improving their school attendance and helping them to make real progress. All the projects being supported under the *Dream Up* programme will enable the young participants to learn about and practice one or more Arts activities on a regular basis. They will also put on at least one public showing or performance, such as a video screening, a concert, dance or circus arts performance or festival, in front of their families, friends and loved ones, plus sometimes also artists or professionals in the chosen field.

**WIDE DIVERSITY OF PROJECTS**

The projects being supported under *Dream Up* include, among other initiatives, music lessons culminating in a public performance by children from the Monte Azul favela in Sao Paulo, Brazil; training in understanding visual imagery for French youngsters; singing lessons for Turkish teenagers; and learning to act Shakespearian plays for young South Africans in Johannesburg, but the basic objective is always the same: to open new horizons for underprivileged or marginalised youngsters, encourage them to pursue a dream and build a life for themselves.
The lessons and workshops may take place in school hours, at weekends or during the vacation and may be held at the school or college, on the premises of the charitable organisation running the project, or even in the paediatric department of a hospital. Explains Jean-Jacques Goron: “We’ve given priority to projects that focus on getting the youngsters to open up to arts and culture. To take an example, in Singapore we came across a non-profit called the Little Arts Academy, which offers children multi-disciplinary artistic training. The approach – giving kids the opportunity to ‘try out’ different activities before deciding what they like best and where their talents lie – really appealed to us. We’ll also be supporting, under Dream Up, a San Francisco ballet school project that enables young people threatened with social marginalisation to train in modern dance.” Almost all the Dream Up projects will commence simultaneously this month.

To view video clips from the Dream Up programme:
https://www.youtube.com/watch?v=6dE3ngpDbmQ

About the BNP Paribas Foundation

Under the aegis of the Fondation de France, the BNP Paribas Foundation has been playing a key role in corporate philanthropy for 30 years. It is also encouraging and contributing to the BNP Paribas’ philanthropic policy growth in all parts of the world where the Group does business.

The BNP Paribas Foundation’s activities are aimed at promoting innovative projects dedicated to culture, social inclusion and the environment. It is paying close attention to provide optimal support to its partners, through a long-term commitment. Dialogue, loyal support and a relationship based on trust are the hallmarks of its involvement. (bnpparibas.com/en/bnpparibas-foundation)

About BNP Paribas

BNP Paribas has a presence in 75 countries with more than 185,000 employees, including 145,000 in Europe. It ranks highly in its two core activities: Retail Banking & Services (comprised of Domestic Markets and International Financial Services) and Corporate & Institutional Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy and Luxembourg) and BNP Paribas Personal Finance is the leader in consumer lending. BNP Paribas is rolling out its integrated retail banking model across Mediterranean basin countries, in Turkey, in Eastern Europe and a large network in the western part of the United States. In its Corporate & Institutional Banking and International Financial Services activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fastgrowing businesses in Asia-Pacific.

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In autumn 2015, for its 30th anniversary, the BNP Paribas Foundation launched Dream Up. The goal of this ambitious project is to support the artistic development of young people who are socially or educationally marginalised, economically disadvantaged or have disabilities, all over the world. The programme has a budget of over €1.5 million and provides assistance to local non-profit organisations chosen based on how well their activities align with Dream Up’s goals.

In Morocco, thanks to Dream Up’s support, the Ali Zaoua Foundation (a non-profit organisation founded in 2009 by Nabil Ayouch and Mahi Binebine) and its Les Étoiles de Sidi Moumen Cultural Centre offer real musical training for youths at the Centre, which is located in Sidi Moumen. Dream Up has helped the project to purchase musical instruments, organise classes in reading music and playing instruments, provide compensation to music teachers, and give young people the chance to attend concerts and participate in workshops and master classes led by Moroccan or foreign artists invited to the Centre. The promising young artists from Les Étoiles de Sidi Moumen now have the chance to explore new sounds and perform in the Centre’s concert hall, which is gaining renown among the city’s cultural circles for its programming.

Abou Lagraa, choreographer and ambassador of the new Dream Up programme, teaches dance to promising young artists from the working-class neighbourhood of Sidi Moumen, Casablanca.

From 14-18 March 2016, Abou Lagraa met and taught dance to children and adolescents at the Les Étoiles Cultural Centre in Sidi Moumen, a heavily working-class neighbourhood on the outskirts of Casablanca, Morocco. Dream Up, the new global solidarity programme, organised this encounter between these young people, who are the beneficiaries of the programme, and Abou Lagraa, its ambassador. This role is close to his heart, because he is fully on board with the spirit of Dream Up and also because it reminds him of his own experience as a French dancer from a humble family of Algerian origin. Morocco is the first stage of the workshops he will be offering, as opportunities arise, to non-profit organisations in partner countries during the three years the programme will last.
The programme therefore helps open up the neighbourhood by bringing in artists and audiences and by connecting it a little more to Casablanca, which is so close yet still so far away for the children of Sidi Moumen. The arrival of Abou Lagraa, with whom some young people worked for three hours a day for a week, is a highlight of the Dream Up programme. The 21 young people selected, 13 girls and 8 boys ages 10 to 20, will have the opportunity to talk with Abou Lagraa and receive artistic training from him. For his part, he has worked with Sophia Akhmisse, the Centre’s director, to prepare a special programme on the subject of “individuality”. This work will be performed tonight before the students’ families and friends, as well as local authorities.

“Yes, you can” is the message that Abou Lagraa intends to convey to these youths during their encounter and collaboration, his first as ambassador for Dream Up:

“I would like to give them the self-confidence they need to flourish and dare to pursue what they enjoy doing. To me, dance is a powerful way to convey an idea, and offers a universal language, a language of the body that anyone can learn no matter their age, native tongue, social status, level of education, or disability.” Other Abou Lagraa workshops are being organised in the months ahead in other “Dream Up countries.”

About the BNP Paribas Foundation
Under the oversight of the Foundation of France, the BNP Paribas Foundation has been a major player in corporate patronage of the arts for 30 years. It also coordinates the global development of the BNP Paribas Group’s arts patronage, wherever the Bank operates. The BNP Paribas Foundation takes a multidisciplinary approach to its work, supporting innovative projects dedicated to culture, community development and the environment. The BNP Paribas Foundation pays close attention to the quality of its commitment to its partners, with the goal of assisting them with their projects over the long term. Since 1984, over 300 cultural projects, 40 research programmes, and a thousand social and educational initiatives have earned its support in France and around the world. (fondation.bnpparibas.com)

About BNP Paribas
BNP Paribas operates in 75 countries, with over 185,000 employees, including nearly 145,000 in Europe. The Group holds key positions in both of its main fields of activity: Retail Banking & Services (comprising Domestic Markets and International Financial Services) and Corporate & Institutional Banking. In Europe, the Group has four domestic markets (Belgium, France, Italy, and Luxembourg) and BNP Paribas Personal Finance is number one in credit for individuals. BNP Paribas is also expanding its integrated retail banking model in the countries around the Mediterranean basin, Turkey and Eastern Europe, and has a large network in the western United States. In its Corporate & Investment Banking and Investment Solutions activities, BNP Paribas also enjoys top positions in Europe, a strong presence in the Americas and solid and fast-growing businesses in Asia-Pacific.

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Abou Lagraa’s first workshop in March 2016

Several months after the launch of the Dream Up programme in 26 countries, its ambassador Abou Lagraa held his first workshop for young people in the programme at the Ali Zaoua Foundation’s “Les Étoiles de Sidi Moumen” Cultural Centre on the outskirts of Casablanca, Morocco. Morocco is the first stage of the workshops he will be offering, as opportunities arise, to non-profit organisations in partner countries during the three years until 2018, the length of the programme.

From 14-18 March 2016, Abou Lagraa assisted about twenty young people by teaching them dance for two hours a day after school, in addition to the music classes they are taking at the Cultural Centre. 13 girls and 8 boys ages 10 to 20 were able to receive artistic instruction from the choreographer, who sought to engage them on the subject of “individuality”, in solo dance, restore their sense of personal value beyond the community.

On the evening of Friday, 18 March, the young people performed the choreography they had worked on all week before their families and friends, along with their teachers and some representatives of local authorities. In June, the year’s musical work will be performed.

Starting my term as “Dream Up ambassador” in Morocco, and the neighbourhood of Sidi Moumen, has had a very special meaning for me, as I come from a neighbouring country. During these five days of mutual exploration, it was a challenge to get some young people moving who had never danced before and to bring them out of their comfort zones, even though they’ve been shaped by their own country’s dance styles and by hip-hop. But I was impressed by their commitment and dedication. I’m proud of these 20 girls and boys whom I shared this adventure with, and impressed by the energy they showed in rehearsals and on the night of the performance before their families and friends. They tore up the room like real artists. I also admired the unflagging commitment shown by the leaders of the “Les Étoiles” Centre to these young people whom they warmly welcome from morning to night. I also admire the two founders of the Ali Zaoua Foundation, which started the Centre. They dream of Moroccan youth flourishing through artistic expression. As for myself, I’m proud I could make my mark on this fantastic Dream Up programme. The idea was to give each participant something for the future, to leave them with a tangible and intangible gift, because that’s what dance is.”
In Morocco, the Ali Zaoua Foundation (a non-profit organisation founded in 2009 by Nabil Ayouch and Mahi Binebine) and its Les Étoiles de Sidi Moumen Cultural Centre were chosen by the BMCI Foundation and the BNP Paribas Foundation to receive a grant under the programme. Thanks to Dream Up, young people at the Centre receive a real musical education. In concrete terms, the €20,000/year grant for three years will help fund the beneficiaries’ involvement (50 DH per month and per subject), the purchase of musical instruments, compensation for the volunteer music teachers (graduates of the conservatory, mostly from the neighbourhood of Sidi Moumen) and fees related to the master classes held, etc.

More broadly, the Les Étoiles de Sidi Moumen Centre offers young people access to culture and artistic creation through multidisciplinary classes (arts and languages). Youth from the neighbourhood can receive introductory or advanced teaching in music, dance, theatre, visual arts, etc. in French (theatre) and English.

This venue has a creation/expressions space, as well as rehearsal spaces that host talented youths from the neighbourhood (musical groups, dance companies, theatre troupes, etc.) Its artistic programming is gaining recognition and attention in Casablanca’s cultural circles.

About the BMCI Foundation

Founded in 2008, the BMCI Foundation continues and develops the arts patronage activities begun by BMCI, a citizen’s bank, in the 1990s, in the fields of culture and community development (education, disabilities, music, publishing, etc.)

It carries out a strong social responsibility policy and is committed to a changing Morocco, where solidarity is an essential value. The BMCI Foundation seeks to support the social integration of people who are marginalised or have disabilities, to optimise cultural development in public schools, to promote local heritage, and to support Moroccan artists. It also encourages social engagement among its employees with a "helping hand" initiative, a programme that since 2009 has supported small non-profit organisations in which BMCI employees are personally invested. This serves as an extension of the patronage policy enacted by the BNP Paribas Foundation.

In keeping with the activities of the BMCI Foundation, CSR at BMCI is developing a skills volunteering programme that lets employees and directors serve public institutions in Morocco. (www bmci.ma)
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