



Press Release  
Paris, 8 December 2022

## **La Banque Postale and Project Syndicate to launch the *Sustainability Book Award***

**La Banque Postale and Project Syndicate, an international non-profit media organisation, are launching the "Sustainability Book Award", a new international academic prize that will be awarded each year to a book that contributes to a better understanding of global sustainability issues. The first winner of the award will be announced in July 2023 following the deliberations of an international jury of business leaders and sustainability experts.**

The "Sustainability Book Award" is the result of a partnership between two players resolutely committed to a fair and sustainable transition of our societies, our economies and our development models. It is intended to recognise books that deepen and improve understanding of major issues and trends that will shape the 21st century.

*"I am proud to see this first edition come to fruition with the support of a prestigious jury made up of economic figures and experts in sustainable development. This partnership with Project Syndicate is in line with the DNA of La Banque Postale, a player committed to the just transition. It demonstrates our deep commitment to supporting academic research and scientific work, which are often the source of major advances and developments in our societies, and are also the foundations on which trust is built between a population and its leaders,"* **highlights Philippe Heim, Chairman of La Banque Postale.**

**Roman Frydman, Founding Director of Project Syndicate, adds:** *"For the past 20 years, sustainability in its many forms – political, economic, and of course environmental – has moved steadily to the centre of Project Syndicate's editorial agenda and our contributors' concerns. But it must be said that it would not be possible to promote the thinkers and cutting-edge ideas shaping this vitally important domain without the support of visionary leaders and institutions, which is why we are thrilled to collaborate with La Banque Postale on bringing this annual book award to life."*

For this first edition, the jury will be composed of various economic figures and experts in sustainable development: **Daron Acemođlu**, economist and professor at the Massachusetts Institute of Technology (MIT); **Solange Bandiaky-Badji**, President of the Rights and Resources Group; **Philippe Heim**, Chairman of the Management Board of La Banque Postale; **Ilona Szabó**, co-founder and President of the Igarapé Institute; and **Gernot Wagner**, climate economist at the Colombia Business School.

The competition is open to authors from all countries who have already published a book in English with a publishing house.

The deadline for entries is 23 January 2023.

The winner of the first edition of the prize will be announced on 5 July 2023 at the Dialogues de l'économie citoyenne<sup>1</sup>, an event organised by La Banque Postale in Paris. He or she will receive a prize of €15,000.

For more information and to find out how to submit your entry for the award, please visit: <https://bookaward.project-syndicate.org/award/sustainability-book-award-2023>

#### **About La Banque Postale:**

La Banque Postale group, including CNP Assurances, is a leading European bancassurer at the forefront of sustainable finance. With its diversified business model and wide range of affordable products, the Group partners with 20 million individual and business customers. A subsidiary of Le Groupe La Poste, La Banque Postale offers local banking services through 17,000 contact points, including 7,600 post offices, throughout France.

The new strategic plan, "La Banque Postale 2030", is designed to support La Banque Postale's ambition to become France's favourite bank, thanks to an integrated, multi-channel bancassurance offer organised around three distinctive brands: La Banque Postale for day-to-day banking services, Ma French Bank for mobile banking services, and BPE for private banking services. As a community bank, La Banque Postale is fully focused on shaping a just transition to an economy and a society capable of responding to environmental, social, regional and digital challenges.

#### **About Project Syndicate:**

[Project Syndicate](https://www.project-syndicate.org/) produces and delivers original, high-quality commentaries to a global audience. Featuring exclusive contributions by prominent political leaders, policymakers, scholars, business leaders, and civic activists from around the world, we provide news media and their readers with cutting-edge analysis and insight, regardless of ability to pay. Our membership includes over 500 media outlets – more than half of which receive our commentaries for free or at subsidized rates – in 158 countries.

#### **La Banque Postale press contacts:**

Caroline Gin – [caroline.gin@laposte.fr](mailto:caroline.gin@laposte.fr) - +33 06 10 25 04 47

France Plasse – [france.plasse@laposte.fr](mailto:france.plasse@laposte.fr) - +33 06 08 47 75 41

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<sup>1</sup> Dialogues de l'économie citoyenne: La Banque Postale's signature annual event which aims to bring together academics, economists, business leaders, heads of international institutions, central bankers, investors and NGO representatives to address the main issues related to transitions - environmental, social, digital and territorial - as well as the role of economic and financial stakeholders in this context.