BNP Paribas is the official sponsor of Rock in Rio Lisbon 2022 and invites all employees to the festival

LISBON, 24 NOVEMBER – BNP Paribas in Portugal joins the largest music event in Portugal and becomes the official sponsor of the 9th edition of Rock in Rio Lisboa, taking place, in Lisbon, in June 2022. As well as increasing its support for Culture, the Bank intends to foster get together moments with its teams, clients and partners, making the commitment of inviting all of its employees – around 6,500 – to the festival.

BNP Paribas has been present in Portugal for over 30 years and, with this sponsorship, aims to be closer to the Portuguese population, and raise awareness of its active role in Portuguese society over the past years. At the same time, the Bank makes a joint commitment with Rock in Rio's maxim of contributing towards building a better world – The BNP Paribas Group itself equally holds a longstanding commitment of supporting its clients and partners in its energy transition journey, such as the most recent Net Zero Banking Alliance of becoming carbon neutral by 2050.

"For BNP Paribas, this project is much more than a partnership. This is part of the Group's global strategy of becoming closer to the Portuguese population, reinforcing our longstanding relationship with the country. It represents a set of common values, particularly with regard to sustainability, corporate social responsibility, diversity and inclusion. We also want to make a difference among our employees and this is why we are inviting all of our teams to be present and celebrate together, following two years of having gone through a global pandemic that has raised many challenges" reveals Fabrice Segui, CEO for BNP Paribas in Portugal.

"BNP Paribas has been present in Portugal for over 30 years and has been trying, in sustained way, to innovate and make a difference in society. Culture and entertainment are sectors with which the Bank already has a historical relationship. We thought that this was the perfect opportunity for people get to know us better, as well as our mission and set of values. And if this is the first time we are going to sponsor a music festival, then it should be Rock in Rio, a truly differentiating event with a mission that is tailored to ours", says Vera Nobre Leitão, Head of Communications for BNP Paribas in Portugal

According to Roberta Medina, Executive Vice President of Rock in Rio, "We are very happy to have a company such as BNP Paribas reinforcing the importance of culture and entertainment for the balance of society and individual well-being. Life is to be experienced live, and over the next 7 months we will jointly share our vision for the world and invite both the public and BNP Paribas' employees to dream about this big moment of being reunited in June at the City of Rock".

Rock in Rio will be taking place on 18, 19, 25 and 26 June and, until then, BNP Paribas and Rock in Rio will be developing different initiatives, both internally and externally, sharing their common journey.

Classification : Internal

About BNP Paribas

BNP Paribas is the leading bank in the European Union and a leading international banking player. Present in 68 countries, with more than 193,000 employees, the Group has key positions in several banking and financial services activities, structured around three main operating divisions:

- Retail Banking (RB), which brings together the Group's retail banking networks and several specialized businesses;
- Investment & Protection Services (IPS) for savings, investment and protection solutions;
- Corporate & Institutional Banking (CIB), which serves two client franchises: Corporate clients and institutional investors.

Established in Portugal since 1985, BNP Paribas was one of the first foreign banks to operate in Portugal. Thus, for more than three decades, it has been gradually consolidating its presence in the Portuguese market.

https://www.bnpparibas.pt/en/

About Rock in Rio

Rock in Rio was created in 1985 with the vision of a better world, seeking to give voice to an oppressed generation and attracting tourism and income to the city of Rio de Janeiro. The festival was born big and in its first edition broke audience records. Today, it is guided by being "much more than music" and continues, in each edition, to create a positive impact for the country and city where it takes place.

The internationalization of what is now the largest music and entertainment festival in the world, began in Portugal in 2004 - where the event is still held today. Since then, the festival has invested more than 200 million Euros in the country, having generated more than 73 thousand jobs in Portugal alone (direct and indirect). Over 10.2 million visitors have already passed through Cities of Rock around the world (which include, in addition to Lisbon and Rio de Janeiro, Madrid and Las Vegas), over 20 editions representing 119 days of events and more than 2000 musical attractions. Its 36 years of history of a festival that marked the music scene, conquered the public and became a true experience park.

In line with its commitment to the future, in 2001 the festival launched the social project "For a Better World" and, since then, it has been expanding its activities, adopting and encouraging practices that support all and contribute to building a better world, joining companies and partners that share the same vision for this. The festival has already created more than 242,500 direct and indirect jobs (in a total of 20 editions) and invested more than 35 million Euros in social and environmental causes. It has received several national and international recognitions for its projects in terms of sustainability: in 2009 received the Energy Globe Award for the Rock in Rio Escola Solar project; in 2017 the Global Conservation Hero Award from Conservation International for the Amazonia Live project; and in 2018 the Sê-Lo Verde of the Ministry of Environment for the good sustainability practices implemented. 2013 was the culmination of all the work, obtaining the ISO 20121 standard certification in Sustainable Events. This year, the festival reinforces its commitment to go even further, launching a set of sustainability goals until 2030 that aims to increase its impact on the social, environmental and economic pillars. In line with the Sustainable Development Goals promoted by the UN, these goals are already being achieved in the 2022 editions of the festival – in Portugal and Brazil – and are proposed to, over the next years, train 100,000 people, be waste zero in all editions of the festival (0% waste in landfill), zero food waste in all editions, involve 100% of stakeholders in its sustainability policy, be 100% accessible, inclusive and plural event, and guarantee all the adequate safety, health and well-being conditions for 100% of those involved in the construction of City of Rock.

Rock in Rio-Lisboa oficial website: www.rockinriolisboa.sapo.pt
Press Room: www.imprensa.rockinriolisboa.sapo.pt