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PRESS RELEASE

MEDIATRANSPORTS and RATP join forces to promote micro-donations to charities in the Paris metro

MEDIATRANSPORTS and RATP are launching an experiment in the Paris metro to encourage micro-donations, particularly for Restos du Cœur, the first charity to benefit from this innovative concept. The system is simple: screens equipped with contactless payment technology have been installed on the landing doors in Concorde station on line 1 to make it easier for passengers to donate.

Thanks to these screens equipped with NFC sensors (based on near-field communication, a contactless technology), developed by the Ingenico group, metro users can now make small donations (€2 or €5) to Restos du Cœur simply by tapping their bank card on the screen.



Valérie Decamp, CEO of MEDIATRANSPORTS, explains: "This experiment is part of MEDIATRANSPORTS' strategy to roll out, in addition to advertising, new types of service for passengers, similar to what is now being done in terms of cultural event services at the metro kiosk, installed in December 2018 in the Saint-Lazare metro".

Patricia Delon, Director of Marketing and Customer Experience at RATP: "By introducing this micro-donation scheme for users, RATP is letting charities test new forms of fundraising in the huge laboratory that is the Paris metro. This new system also enhances travellers' travel time."

In the existing context of the decline in charitable giving, Patrice Blanc, Volunteer Chair of Restos du Cœur, adds: "We are constantly looking to test the most innovative forms of fundraising and how to approach donors. This experience, made possible thanks to the Saxoprint Creative Awards competition, which is sponsored by MEDIATRANSPORTS, fulfils this brief. We hope it will help to instil new habits in donors."

About MEDIATRANSPORTS

MEDIATRANSPORTS, the leading French advertising network for transport communication, includes METROBUS, which operates the advertising spaces of RATP and more than fifty public transport networks throughout France, and MEDIAGARES, which markets advertising spaces in SNCF stations and on SNCF RESEAU platforms.

About RATP

An expert in sustainable mobility, RATP is one of the five largest urban transport operators in the world. With its 14 metro lines, two RER lines, seven tram lines and 350 bus lines, the multimodal network operated by RATP in the Paris region is the largest in the world to be managed by a single company. The network carries more than 12 million passengers every day.

The RATP group devises, designs and implements infrastructure development projects, operates and maintains networks of all modes of transport (metro, regional train, tram, bus), and develops innovative mobility assistance services (passenger information, remote ticketing, fares, customer marketing).

About Restos du Cœur

The charity Restos du Cœur fights poverty in all its forms. During its first campaign, Restos du Cœur served 8.5 million meals. In 2017–2018, it distributed 130 million meals to 860,000 people, assisted by the charity's 72,000 volunteers. Because a meal is not enough, many support services have been set up to help people regain their independence. The relationship of trust built up while working with beneficiaries, and volunteers' commitment to helping them, allow Restos du Cœur to offer various routes to social reintegration: workshops and integration gardens, emergency accommodation beds, trucks and hot meal points, Restos Bébés du Cœur, holidays, school support and literacy workshops, introduction to IT, budgeting advice, access to legal assistance and personal micro-loans, etc. More details can be found at: www.restosducoeur.org

Press contact:

MEDIATRANSPORTS: Alexandra Lafay, Deputy Director of Communications / CSR / Public Affairs
+33 (0)1 46 90 52 56 – +33 (0)6 71 57 96 20 – alexandra.lafay@mediatransports.com

RATP: Marion Pujo-Sausset, Press Officer
+33 (0)1 58 78 87 87 – marion.pujo-sausset@ratp.fr

Restos du Cœur: +33 (0)6 43 47 46 51 – presse@restosducoeur.org