

Video transcript - Mission Libération – Interview with General Delion

What are the values of Mission Libération?

The values conveyed are the values of the French Republic and, adopting this transmission approach, it is important, now as in the past, that we highlight the notion of commitment.

In particular, the Second World War was a tragic period and families, along with institutions and businesses, experienced it in their own way.

Our mission today is to help everyone face their own history and, to this end, we have launched a number of projects, in particular a testimonial project. The testimonies are called “The Children of the Liberation”. These may be either from veterans or from children who lived through this period or have memories passed down from their parents.

And if any BNP Paribas employees in France or abroad would like to join this initiative, we would love to hear from them.

Do you have a message for BNP Paribas employees?

First of all, this message is one of thanks, because the Archives and History Department that you manage within the Group produces very high-quality content. We have been able to consult it and we are extremely proud to be associated with this through the Mission Libération label that we have developed together. Both the support you provide, as well as the way in which your own employees take ownership of this story of “ancestor banks”, to use your term, is extremely important in my view. It allows history to be passed on over the long term.

I will end with one last thing. In our mission, we will also try to move on to a slightly more digital phase in our transmission. With the passing years, the last witnesses are unfortunately gradually leaving us. We now need to adopt a more digital approach with regard to the younger generations. I know that the BNP Paribas Group works closely with educational institutions to be able to help students work in the field of transmission, and for that I would like to say a big thank you!