

## Press release

25<sup>th</sup> August 2023

### NEW ACADEMIC YEAR 2023

## **SPLASH PROJECTS and MAKESENSE: 2000+ ESSCA students to benefit from positive-impact solidarity integration days across the school's six French campuses**

ESSCA has chosen the start of the new academic year as an opportune moment for self-discovery, forging links, and building a collective student body whilst acting in support of tomorrow's world. As keen as ever to reserve a top-quality welcome for its new students as they settle in, ESSCA School of Management also strives to draw upon their energy from the very outset to commit to meaningful projects, thereby encouraging the new cohort to become active participants in transition.

It is for these reasons that the school has implemented a positive-impact event taking place over 29<sup>th</sup>-31<sup>st</sup> August in tandem with its association partner, Splash Projects. Solidarity integration days featuring actual community initiatives carried out in medical colleges and nursing homes will be held simultaneously across the school's six France-based campuses in Aix-en-Provence, Angers, Bordeaux, Paris, Lyon, and Strasbourg.

In conjunction ESSCA will be offering from September a second scheme with the international organisation Makesense.

### **A committed and supportive integration week for learning the fundamentals of management via a collective project**

For the third year running, ESSCA School of Management is joining forces with Splash Projects, an international associative organisation offering experimental, innovative, and impacting learning programmes that feature actual community actions. Charity projects are therefore to be set up for 1<sup>st</sup>-year Grande Ecole students in Aix-en-Provence, Angers, Bordeaux, Paris, and Lyon (29<sup>th</sup>-31<sup>st</sup> August) and in Strasbourg (29<sup>th</sup>-30<sup>th</sup> August).

**The purpose?** To offer students a socially committed integration week that, from the very beginning of the academic year, will provide them with practical teaching linked to a management project and develop personal and groupwork skills. **Over 1000 students will be ready and willing to provide assistance within medical colleges and nursing homes as**

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**part of the initiative. They will be tasked with creating safe, sheltered areas for people suffering with mental or physical disabilities**, which will include building places for relaxation, viewing platforms over garden areas, and natural pathways. This project has been designed in the spirit of establishing long-lasting set-ups that will bring genuine added value and above all an improved quality of life for the children, adolescents, and dependent OAPs concerned.

“This scheme enables students to get to know one another via an active project and to settle into student life by overcoming any pre-conceived ideas they may have whilst learning concrete management techniques and the ways of realising a joint project together”, adds **Marie Courtois, ESSCA School of Management Student Experience Director**.

### **The Splash Projects programme in detail**

This year six projects will be run simultaneously in the near vicinity of ESSCA's Aix en Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg campuses. Close to 1000 students, plus teachers and members of the Splash team will be involved, with the first students to take part arriving on Tuesday 29<sup>th</sup> August. The last student day will take place on Thursday 31<sup>st</sup> August, except on the Strasbourg campus where a two-day programme is on offer, finishing on Wednesday 30<sup>th</sup> August.

#### Programme (subject to change):

- 8.00am – arrival of participants
- 8.15am – briefing sessions (health and safety, tools)
- 8.45am – beginning of project work
- 12h45pm - lunch
- 4.45pm – end of project/award ceremony

### **A second complementary scheme to be held in September under the joint banner of social commitment and impact with the Makesense team and 1000+ students.**

To continue its efforts in support of social and environmental consciousness, ESSCA School of Management is also offering an integration set-up for 1<sup>st</sup>-year Bachelor's and 4<sup>th</sup>-year Grande Ecole students. For the second year in a row, the school is partnering with Makesense, an international organisation whose mission is to implement collective mobilisation tools and programmes for an inclusive, sustainable society.

This two-day event will enable students to improve their knowledge of self, benefit from concrete shared experiences, and commit to supporting society and the environment by developing their skillset.

ESSCA's six France-based campuses (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg) will be simultaneously on hand to take part, representing almost 400 Bachelor's and 680 Master's students.

#### The aims:

- **Raise awareness of making an impact via action**, including an experimental approach to social and environmental consciousness and how to kickstart social and environmental commitment.

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- **Discovering the most committed players in the area** (associations or entrepreneurs) around the school's campuses, the challenges they face; their mission, and how they are set up.
- **Connecting the six campuses** despite the distance between them by creating a harmonised, convivial, and challenging experience.

**On 6<sup>th</sup>-7<sup>th</sup> September 1<sup>st</sup>-year Bachelor's programme students will be tasked with resolving a series of challenges** On the agenda will be numerous debates and tasks designed to put them in the shoes of a social entrepreneur, introduce them to design thinking methodologies, help them devise entrepreneurial solution concepts in response to social and environmental problems, and take part in intercampus competitions and challenges.

**On 28<sup>th</sup>-29<sup>th</sup> September 4<sup>th</sup>-year Master in Management students (those on the programme from the outset and new parallel admissions arrivals) will take part in a "turf battle".** This initiative will introduce them to impactful professions, establish links with social entrepreneurial figures, involve them in games and debates, have them explore innovative governance models, and then take action by building the early bricks of their own project.

### About ESSCA

Based on its rich 114-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school since its foundation in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, a Specialised Master, and Master of Science programmes The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the school is an internationally renowned institution.

Strengthened by a multi-campus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 20,000 alumni working all across the world and currently welcomes 461 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasburg), Hungary, China and (in the near future), Spain and Luxemburg.

[www.essca.fr/en](http://www.essca.fr/en)

### ESSCA

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