

July 16, 2025

IMPACT ESSCA celebrates its 5th anniversary: A meaningful and socially engaged start to the academic year for over 1,600 students across ESSCA's six French campuses

Assigned to various community service projects, first-year students will design and build useful facilities for children, families, and adults facing hardship.

From 2 to 5 September 2025, and for the fifth consecutive year, ESSCA School of Management will mobilise more than 1,600 first-year students from its Master in Management (Programme Grande École) and Bachelor in International Management programmes across its six French-speaking campuses for a collective and socially engaged induction week. This initiative, now a key milestone in the student journey, blends experiential learning with community service.

Renamed IMPACT ESSCA (formerly Splash Projects), this innovative onboarding programme enables students to begin their academic journey by working in teams on hands-on projects that benefit vulnerable communities—children with disabilities, homeless families, individuals undergoing medical treatment, and more.

Over four days, students will design and build outdoor furniture and facilities while learning the fundamentals of project management, teamwork, and social responsibility. This immersive and impactful experience aligns perfectly with ESSCA's new strategic plan, KAIROS 2030, which places student experience and societal impact at the heart of the school's priorities.

A purposeful integration: building for others while learning the basics of project management

For its fifth edition, IMPACT ESSCA remains true to its founding mission: **to unite first-year students around a meaningful and socially beneficial project**. Students from the Master in Management and Bachelor programmes across the six French campuses (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg) will be assigned to collaborative projects in specialised care and support centres such as IMEs (Medico-Educational Institutes), IEMs (Motor Education Institutes), FAMs (Medicalised Care Homes), CHRs (Shelters and Social Reintegration Centres), and other social institutions. **They will design and deliver useful installations for local organisations supporting vulnerable populations.**

Each campus partners with a different host organisation. In Paris, students will work with the CHAT/AEMO emergency shelter centre (Temporary Accommodation Centre / Open Educational Support), which supports nuclear and single-parent families with children experiencing homelessness. **They will design and install sustainable facilities to improve the living environment for both children and parents staying at the centre.**

These constructions—benches, furniture, play cabins, shaded rest areas, sensory platforms—are all designed in consultation with educational teams and tailored to the needs of the beneficiaries. The project is **supervised by technical experts and integrated into a dedicated project management module, offering students a professional, immersive, and deeply human experience.**

*“This induction week is a key moment that **mobilises both the students’ skills and their humanity. They discover the reality of teamwork, fieldwork, and social challenges.** IMPACT ESSCA is both an act of solidarity and a hands-on introduction to project management”* explains Marie Courtois, Director of Student Experience at ESSCA.

Two formats, one shared ambition: starting the year with a meaningful collective experience

From 2 to 4 September, Master in Management students will participate in solidarity projects. In small teams, they will co-create durable equipment with partner organisations to improve the daily lives of residents.

On 5 September, 500 students from the Bachelor in International Management programme will take part in a creative and socially engaged initiative for the second year running: **Go Karting with a Purpose. Students will build four-wheeled go-karts, which will later be transformed into furniture** to complement the installations created by Master’s students. A symbolic and playful race will be held with residents before the transformation. This format fosters creativity, cooperation, and impact.

This dual initiative strengthens the project’s core objective: **connecting students to real-world challenges, developing soft skills, encouraging mutual support, and promoting teamwork.**

Each campus will host a **closing ceremony** with students, faculty, institutional partners, and host organisations. These events will **celebrate the achievements, highlight key moments from the week, and showcase the students’ commitment from day one at ESSCA.**

Indicative daily schedule:

9:00 AM – Arrival of participants
9:15 AM – Safety and project briefing
9:30 AM to 4:00 PM – Construction work
4:30 PM – Debriefing

IMPACT ESSCA in numbers (5 years):

- **5th edition in 2025**
- **5,100+ students involved since 2021**
- **30 constructions or installations completed**
- **20 partner social organisations supported**
- **2,000+ direct beneficiaries: children, families, adults**

About ESSCA

With a 115-year history, ESSCA School of Management is a recognised French and European institution. A pioneer in pedagogical innovation and social and economic inclusion, it is committed to continuous development, integrating the demands and challenges of the contemporary world, with the ambition to train responsible leaders and entrepreneurs to support organisations in their transformations.

A private higher education institution of general interest (EESPIG), operated by a non-profit association and a member of the Conférence des Grandes Écoles, ESSCA offers a Bachelor in International Management (state-recognised and awarded the grade of licence), a Grande École Programme (state-recognised and awarded the grade of master), Masters of Science (awarded the grade of Master), and an MBA in Business & Technology (state-recognised). The School also provides a range of programmes specifically designed for executives, managers, and operational teams, including degree programmes (such as an Executive Master in Global Management...) and inter-company training courses. Finally, ESSCA develops online programmes through its ESSCA Online Campus.

Thanks to its triple accreditation (AACSB, AMBA, and EQUIS), which brings together less than 1% of the world's top business schools, ESSCA is an internationally renowned institution. It is ranked among the top 100 Masters in Management worldwide by the Financial Times and 53rd globally for customised executive education programmes. In terms of impact and research, ESSCA appears in the Times Higher Education and ARWU (Shanghai Ranking) listings.

With a multi-campus structure, ESSCA contributes to strengthening the attractiveness of regions and promoting French expertise in higher education and research, both nationally and internationally. The School relies on a network of more than 22,800 alumni across the globe and currently welcomes over 500 faculty members and staff, as well as 7,800 students across its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg), China, Spain, Hungary, and Luxembourg.

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