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## ESSCA launches “Flashbacks”, a collaborative investigation game to prevent risks in student life

ESSCA School of Management is introducing “Flashbacks”, an innovative educational tool designed to raise student awareness of risky behaviours in festive, associative or everyday contexts. Developed as part of a call for expressions of interest from the Conférence des Grandes Écoles (CGE) and MILDECA, the game offers a participatory and immersive approach to prevention, based on investigation, dialogue and collective reflection. Following its presentation to CGE member institutions in Paris and Angers, “Flashbacks” is set to be rolled out to other schools from the start of the 2026 academic year

### A new approach to prevention

The creation of “Flashbacks” is part of an initiative led by CGE and MILDECA to encourage the development of new tools for addressing student risks in a concrete, positive and engaging way. For ESSCA, one of the project’s key objectives was to design a modern, accessible format capable of involving students in real-life situations, moving away from traditional top-down approaches.

From the outset, the School sought to draw on expertise within its own community. The studio **BEJOUE**, founded by **Coralie Franiatte**, an ESSCA alumna, and **Isa Terrier**, was selected to design the game from start to finish. The two co-founders worked for over eighteen months with ESSCA teams on every stage: scoping, research, game design, storytelling, graphic design and user testing, in collaboration with students, faculty, parents and staff. BEJOUE ensured the pedagogical and playful design of the project, combining game mechanics and prevention messages to create an immersive and engaging experience.

“With Flashbacks, we wanted to approach prevention differently: by giving students a voice, starting from their experiences, and turning sometimes sensitive situations into a space for collective reflection. The game helps to understand risks without moralising, to identify early warning signs and to recognise one’s role in ensuring everyone’s safety,” explains Hadrien Robidas, Head of Prevention Policies.

### An investigation game to understand, analyse and act

“Flashbacks” takes the form of a collaborative game in which groups of two to eight students reconstruct the sequence of an event based on nine scenarios inspired by real-life situations: alcohol or drug use, violence or harassment, hazing, road safety risks, and dangerous behaviours during internships or social events.

Each session unfolds in three stages:

1. **Investigation and documentation** – Players piece together the facts using cards for locations, characters, behaviours and consequences.
2. **Classification** – They position each situation on a board according to its severity and implications (14 categories, including physical risks, criminal liability and psychological impact).
3. **Collective solutions** – The group identifies ways to prevent, manage or support these situations, including assistance for victims.

# Press release



Sessions last between one hour and ninety minutes and are facilitated by a trained moderator, who leads a final debrief to consolidate learning outcomes.

## Successful initial rollout to over 1,000 students

After several testing phases in February and March 2025, “Flashbacks” was offered to all first-year ESSCA students during the 2025 induction period. More than 1,000 students took part. Evaluation of 620 respondents revealed highly positive feedback:

- **4.2 / 5** average rating
- **92%** would recommend the game to peers
- **92%** consider the format suitable for discussing prevention
- **85%** report increased awareness
- **86%** have a better understanding of the issues
- **86%** identify new levers for action

A [video presenting the initiative](#), featuring student testimonials, is also available.

### 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.

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

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