

#7

IÉS!

IÉSEG NETWORK MAGAZINE



**AN ENTREPRENEUR
SPEAKS**
Philippe Albanel,
bringing generations
together

INTERNATIONAL
Mariam Traoré,
turning little
streams into
big rivers

24H WITH...
Laetitia Comets,
smiles and sharing
in Cambodia

**SOLIDARITY :
TOGETHER,
WE GO FURTHER**

THE MORE ALUMNI WE HAVE

...the more we grow! With the 2019 graduates, IÉSEG Network passed the magic figure of 10,000 members! It's a network that reflects its members: dynamic, multifaceted and forward-looking! The graduation ceremony is postponed until May 2021, but there will be plenty of opportunities to meet again in the meantime!

@ More information:
www.ieseg-network.com/events

AS MAGICAL AS EVER

Due to the coronavirus crisis, our annual #IÉSEGAlumniForever evening is postponed until September 18, 2020. Rest assured, the programme remains unchanged: it's taking place at the Théâtre du Renard, right in the middle of Paris, in an enchanting music hall setting. Immerse yourself in the magical world of Gus Illusionist (see IÉS! N°6) with an interactive, incisive and hilarious show. The evening includes a cocktail reception (with unlimited drinks) and ends on the dance floor! It's a chance to meet up with your classmates, expand your network and party IÉSEG style. Hurry, book your place for the event of the year and prepare to enjoy a unique and unforgettable evening.

@ More information:
www.ieseg-network.com/events

CHRISTMAS ALL YEAR ROUND!

Time really does seem to fly! It's already time to get in touch if you want to be part of the fifth IÉSEG Entrepreneurs Christmas catalogue. The idea is to bring together all the "Made in IÉSEG" gift ideas (whether they be products or services) for our community to give at Christmas. Last year, 39 entrepreneurs took part. It's a great way to advertise your savoir-faire, in an online catalogue, which is also published in paper form and distributed on the two campuses and sent out by post in November. Contact us to be part of this free showcase!

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SHARE YOUR EXPERTISE

If you're a graduate who would like to offer support to a fourth- or fifth-year master's student, the good news is that IÉSEG Network is renewing its mentoring scheme! You can help future graduates make the right decisions, give them access to your own network, support them in their search for an internship or help them prepare for a job interview. Your experience and advice are invaluable, so why not share them? You can meet up in person or virtually, and mentoring can be adapted to suit your circumstances and schedule. As ever, it's not the quantity that counts, but the quality. Can we count on you?

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Credit: Satisfaction
The Television Agency

SEE YOU AT THE THÉÂTRE DU RENARD ON
SEPTEMBER 18 FOR A MAGICAL EVENING:
#IÉSEGALUMNIFOREVER WITH GUS ILLUSIONIST!

Read the interview in IÉS! n°6

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Today, 33% of the elderly feel isolated. With **Chez Daddy**, **Philippe Albanel** offers them more than just a place to eat: he offers them a second family.

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24H WITH...

From Paris to Phnom Penh in Cambodia, was just a short step for **Laetitia Comets** when she joined the NGO **Taramana**. We spent 24 hours with her for a day full of sharing and smiles.

SOLIDARITY: IT CONCERNS US ALL

When we started preparing this seventh issue of IÉS! (which with your support is celebrating its second birthday), we had no idea of the crisis that lay around the corner. March 16, 2020 marked a turning point in all our lives and a universal value soon emerged - one which is sometimes overlooked - that of solidarity, one of the five pillars of IÉSEG training. We had made the right call by choosing it as the theme of this latest issue a few months earlier! Over the course of the following pages, we invite you to see it in action on a daily basis, through the commitment of our alumni around the world.

For IÉSEG Network, solidarity is so much more than just a word: it is its mainspring. And not just in the workplace, we encourage sharing and mutual help among all our members, in whatever way they can. As **Mariam Traoré** reminds us (interview p.8): little streams turn into big rivers. There's no doubt the inspiring testimonies of our alumni will make you want to follow in their footsteps...

Adaptability has also been one of our watchwords during this lockdown period. Our entire team has worked hard to keep in touch and support you by offering extra coaching, numerous webinars, a partnership with **Le Wagon** and courses on **Zoom**. Until we all meet on September 18, we hope you remain healthy and that you enjoy this issue. Stay positive and remember, after the rain comes the rainbow...

Laëtitia Dugrain Noël - IÉSEG Network Director (Grande École 2008)

Credit: Grégory Chris Misandeau

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(Grande École 2014)

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With **Day One**, **Élise Thibault-Gondré** reminds us that there's strength in unity! (Interview p.11).

Credit: Day One

THE ICOR PRIZE: REWARDING RESPONSIBILITY



Credit: IÉSEG

Have you heard of the ICOR prize? Organised by IÉSEG and its centre of excellence for Organisational Responsibility (ICOR), it awards a prize each year for the best student dissertation in the fields of organisational ethics, social responsibility and sustainability.

For the fifth year of the prize, a group of academic experts assessed a total of 17 projects to narrow them down to the three best. A panel of professionals then chose the winner from among the finalists. The ICOR prize was awarded at the beginning of March to Romain Batany (Grande École 2018) for his thesis "What are the barriers and constraints of firms within the food industry to the adoption of the concepts outlined in the circular economy?" Romain left no stone unturned in his dissertation: he was particularly interested in the internal and external factors which encourage companies to take sustainable decisions, in identifying the advantages but also of the difficulties associated with the adoption of recommended solutions, as well as considering the company's position in the supply chain. Congratulations to him and good luck to all future participants!

@ More information: <http://icor.ieseg.fr>

NEW MBA : CRACKING THE CODE



The new MBA in Leadership and Coding on offer at the Paris campus from October was developed in partnership with well-known coding school Le Wagon, and combines management, leadership, coding and web development. The one-year course is taught entirely in English and is aimed

at professionals with at least three years' experience who want to become true changemakers. Do you know someone who might be interested in this new programme? Take advantage of our co-option offer: get a €500 gift card if you introduce someone who signs up!

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Credit: Barbara Grossmann

SOUTH AFRICAN ADVENTURE



Credit: IÉSEG

Travel broadens minds... including those of Executive MBA students who spend an inspiring week every year for a learning experience overseas!

Last year it was San Francisco, and this January they flew to Cape Town in South Africa. They spent seven days in partnership with the University of Stellenbosch, immersed in courses, conferences, workshops and visits with the theme of entrepreneurship and the economy of emerging countries. They also had an opportunity to work with six entrepreneurs from Khayelitsha, one of the main townships in the city, to compare notes with them.

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IÉSEG FOCUSES ON CUSTOMERS



IÉSEG is proud to announce the launch of a new applied research project in data science, in partnership with international software development company Enfocus, which specialises in PDF productivity and workflow automation.

Led by IÉSEG's Centre of Excellence in Marketing Analysis (ICMA), the aim of this three-year project is to carry out research on the analysis of customer data resources, but also to determine the key factors in customer relations and product appreciation. Supervised by professor of business analytics and ICMA co-founder Kristof Coussement, a doctoral student will carry out this work both at IÉSEG and at Enfocus, in Belgium. "Our School and Enfocus share a common aim which is to provide innovative solutions for the future needs of businesses," said Kristof Coussement. "Currently, it is not so much the lack of data as its profusion that makes understanding customers' needs difficult."

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Credit: IÉSEG

ADAPTING TO THE CIRCUMSTANCES FOR ADMISSIONS

Due to the COVID-19 situation, written tests for the ACCÈS entrance exams had to be cancelled. In light of this, IÉSEG immediately took the necessary measures to guarantee a degree of equality between candidates. This is what happened...

A specially designed, fair and transparent system

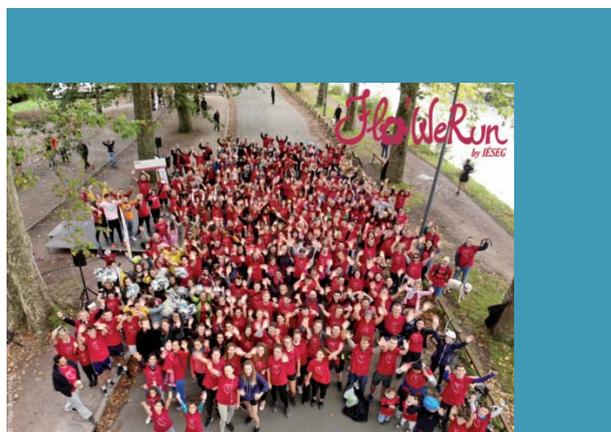
A Focus Group was immediately set up by the three partner schools who set the exam (ESDES, ESSCA and IÉSEG) to develop a fair, alternative admission system which was non-elitist, but still selects the best students. Measures included, among other things, a grid showing the correlation between the grades of the subjects taken in high school and the four papers of the ACCÈS exam. Note that the final ranking will of course take into account additional factors such as which high school the candidate attended and their particular situation (disability, etc.).

A community effort

Céline Verdrière, admission manager France, said: "Exceptional circumstances call for exceptional solutions. Everyone involved worked together in record time to put in place the fairest possible solution for candidates. In addition to their marks, we take into account references from teachers, their personal interests, but also the student's geographic and social situation."

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RUN FOR A GOOD CAUSE



Credit: Renaud Hennion

In 2017, three months after the birth of her second child, IÉSEG employee Florence died of peripartum cardiomyopathy ...

Since then, her father and all her family have been trying to raise awareness of this disease and its symptoms through their charity "Cœur des Mamans Priorité Prévention" (CMPP). They want to ensure that no young mothers lose their lives after giving birth. Last October, the IÉSEG community supported this cause by organising a run at the Citadel of Lille. Nearly 400 participants took part in the event, which raised funds for CMPP. We are aiming to do even better for the second event. We are inviting runners of all standards to join us on October 3 to smash the record, all in memory of Florence. All participants are welcome, whatever their level: the most important thing is taking part.

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WEBINARS: STAY AHEAD OF THE CURVE



Never more popular than during lockdown, webinars - a contraction of "web" and "seminars" - have also been increasing in popularity with the IÉSEG community.

IÉSEG Executive Development and Innovation, always at the cutting edge, has worked in collaboration with the IÉSEG incubator, to make a cycle of live 45 minute sessions available to entrepreneurs, executives, managers and leaders which are specially designed for them. Focusing on personal development, the eight online meetings produced between April 9 and May 4 allowed participants to calmly get to grips with the coming months in terms of organisation, management, finance, entrepreneurship. These varied and practical themes help them stay ahead of the curve, make the best choices in the current circumstances and find a new work/life balance. The initiative is certain to be renewed in the future for more discussions and interactivity. Don't miss the next sessions!

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Chez Daddy will be a colourful cafe, open to everyone and designed to encourage socialising between the generations.

Credit: Celina Schaaaf, Agence UCO

PHILIPPE ALBANEL

A NEW TYPE OF LOCAL SOLIDARITY

With family networks breaking up and support from neighbours slowly disappearing, 33% of elderly people say they now feel isolated, especially in big cities. Philippe Albanel (Grande École 2012), who set up a home help agency and founded the charity *Entour'âge Solidaire*, is embarking on a new challenge to help bring the generations together. In October, he is opening *Chez Daddy*, a unique type of cafe that he hopes will be a blueprint for others...

WHEN DID YOU START TO BE INTERESTED IN COMMUNITY PROJECTS?

I became interested in social entrepreneurship after reading a book by Muhammad Yunus, then I wrote my final dissertation on citizen engagement towards creating a social and charitable economy. After graduating, I obtained a social business enterprise and poverty certificate at HEC before joining Emmaüs Défi, managing a team of employees on inclusion schemes. In 2015, I set up a home help agency as a franchisee with Senior Compagnie. The turning point came in 2016 when I organised a conference about the isolation of elderly people - I wanted to do more and do something off my own bat. This is how the *Entour'âge Solidaire* charity came into being, launched in parallel with my business.

WHAT CAN YOU TELL US ABOUT ENTOUR'ÂGE SOLIDAIRE?

Once or twice a week, it offers inter-generational activities based on sharing the skills of local residents or local groups: it might be Marcelle's knitting workshop or trying out Nabila's traditional Algerian dishes, it could be a course learning how to use a smartphone or an appointment for a manicure with Héloïse. We also provide occasional help at home for elderly people who have a particular need (following the loss of a loved one, moving house, etc.). We have 150 volunteers, one employee, two people doing civic service and also interns. Our costs are mainly covered by subsidies, but this model will change in October 2020 with the opening of *Chez Daddy*.

YOU SEEM PARTICULARLY PROUD OF THIS NEW PROJECT...

I am! With *Chez Daddy*, we are moving up a gear by opening a café that's open to everyone and designed to encourage socialising between generations, right in the heart of the Croix-Rousse, in Lyon. There are three important aims: the passing on of skills, getting together through playing games, and sharing a meal together. It's in an ideal location on the ground floor of sheltered accommodation, opposite a high school and next to a creche with an 80 m² terrace to attract young people, and a children's corner to attract families. It will be like being at home: you can serve yourself drinks and cakes. We want the idea to be taken up elsewhere and we have a dream that within 15 years, everyone in France will have access to a second family close to home...

HOW WOULD YOU SUM UP ALL THESE PROJECTS?

I really come into my own when I feel useful and this has allowed me to satisfy the need to be constantly coming up with new ideas in a field which has huge possibilities. In this context the IÉSEG training was a great help as it taught me to manage a project from start to finish, to manage teams and also to sell my ideas to financial and operating partners.

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Aubin (far right) and the Extramuros team are convinced: we can change the world using our hands... and our ideas!

Credit: L'Œil Témoïn

AUBIN CRESTANI CONSTRUCTING A BETTER WORLD

When it comes to charity, [Aubin Crestani](#) (Grande École 2017) has got it nailed! Convinced that the world needed to be simpler and fairer, he went to work for carpentry charity [Extramuros](#) as a partnership manager in September 2017. Since then, he has been working day in and day out with its members to create social ties and promote the involvement of the most vulnerable members of society. He looks back on his memories of being a student for IÉSEG! and tells us what forged his values and commitments.

WHY DID YOU CHOOSE IÉSEG AFTER THE BACCALAUREATE?

At school, I had two passions: travel and music. As my career as a performer didn't go beyond the confines of my bedroom, I then had the idea of putting on a music festival or joining an international NGO. I decided to go to business school to give me time to decide and to learn to set up and then lead a project, whatever that might be. I was particularly attracted to IÉSEG because my family comes from the North: I saw it as an opportunity to discover my roots...

WHAT DOES SOLIDARITY MEAN TO YOU?

Even before the coronavirus crisis, we were all aware of environmental issues and witnessed increasing inequality in France. Rather than focusing on growth and innovation to meet these challenges, I see solidarity as a way of taking action at my own level. During my studies at IÉSEG, I had the opportunity to get involved in charities with an ecological and/or social aim (for example the "Project Co" in my second year) and then also during internships.

A CARPENTRY WORKSHOP WITH A TWIST

Situated in the 20th arrondissement of Paris, Extramuros is a charitable and ecological carpentry workshop that works only with recycled wood. By using popular education and making its materials and tools available on a pay-what-you-can basis, it creates social links in the neighbourhood and works to help integrate vulnerable groups into society. And there's a business element too since Extramuros organises charity days and team-building sessions where participants can build furniture together for companies or for a charity.

WHAT MEMORIES DO YOU HAVE OF YOUR FIVE YEARS THERE?

It's great that the School focuses on internships. The six that I did allowed me to refine my career plan and find new ways of working, in France and abroad. They also allowed me to apply what I had learned in the classroom to public and private non-profit organisations of all sizes. Also, I remember my trips to Chile and Cambodia, the national Enactus competition and the musical shows with EDHEC.

WHAT LINKS HAVE YOU KEPT WITH IÉSEG?

I have a group of friends who I relive our crazy years with as often as possible! I am pleased to note that CSR and social entrepreneurship are taking up more and more space in the programmes, and that many students are aware of them. These are positive trends. The Social and Solidarity-based economy accounts for 13% of jobs in France, so there are a lot of work opportunities! Please do get in touch with me to discuss the issue.

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When it comes to solidarity for the greatest number, Mariam wastes no time in stepping up...

Credit: WaterAid

MARIAM TRAORÉ

LITTLE STREAMS MAKE BIG RIVERS

Mariam Traoré (Grande École 2014) remembers it as if it were yesterday: when she was a student at IÉSEG, she was regularly told she and her classmates would one day become a changemaker. It's a sentiment that has become a guiding principle in an already full career, serving the country where she was born, and beyond. We talk to this inspiring role model.



Career path

Mariam graduated in 2014, and returned to live in her home country of Mali. Once there, she and her brothers set up a production and distribution company in the food industry. A few months later, she decided to take on new challenges and joined the charity WaterAid as head of resource mobilisation and contracts. It's a role in which she has flourished for four years.

WHEN DID YOU DECIDE TO MAKE SOLIDARITY THE GUIDING PRINCIPLE OF YOUR PROFESSIONAL LIFE?

I come from one of the poorest countries in the world, with all the challenges that implies, whether they relate to politics, security or the economy. I was confronted by these issues from a very early age, I grew up with a father who devoted most of his career to development projects. Continuing his battles seemed the obvious route to take and joining the World Food Programme (WFP) for my graduation internship only confirmed this.

WHAT DO WE NEED TO KNOW ABOUT WATERAID AND HOW DID YOU COME TO JOIN IT?

When I returned in Mali after IÉSEG, I learned about the various non-governmental organisations. I had learned a lot at WFP, but I was looking for a smaller charity so I could take on maximum responsibility despite my young age. WaterAid, which works in 28 countries, is the world's largest charity dedicated exclusively to water, sanitation and hygiene. It uses its in-depth knowledge to help communities living without these basic services and offers them solutions. I joined a small team that relies on partnerships with local organisations to implement their projects. Our principal watchwords are: sharing, learning and transmission.

WHAT EXACTLY IS YOUR ROLE?

I am principally in charge of mobilising resources and managing grants. An NGO operates like a business because it needs funding to turn its ideas into reality. It must also be accountable to its investors and transparent in its management. My most important job consists of finding the necessary funds to take the action which will improve people's living conditions. I draw up real business plans and then present them to backers who have been previously identified. Once the money is secure, I make sure it is spent according to the agreement. So I have a strategic position that means a lot to me because it has an influence on the daily life of many people.

WHAT IS THE SITUATION IN MALI TODAY?

The country has been going through a political and security crisis since 2012 which has had a devastating effect on the economy and more particularly on the water and sanitation sector. It means populations in disadvantaged areas are experiencing acute shortages. More than 4,000 children die each year from illnesses caused by a lack of clean water, sanitation and hygiene. That's why WaterAid focuses its actions in this area.

“WE NEED PEOPLE LIKE THOSE TRAINED AT IÉSEG TO PUSH CHARITIES TO FIND INNOVATIVE SOLUTIONS FOR COMMUNITIES”.

WHERE ARE YOU PARTICULARLY FOCUSING YOUR EFFORTS?

In recent years, we have focused on working in collaboration with other sectors, notably health and education. One in four health centres in Mali did not have a water point, and the management of biomedical waste was a disaster. We have developed a game-changing package of interventions: installing modern water systems, toilets and incinerators for waste and raising staff awareness in the importance of hygiene practices, etc. We now have a commitment from the government and several organisations to apply our approach in every health centre in the country.

WHAT ARE YOU MOST PROUD OF?

Our way of working, without a doubt. Contrary to popular belief, our mission is not only to provide drinking water for people or to build toilets. We are working with the Malian government to influence policies and explore solutions that enable communities to finance their needs. We are also experimenting with using art to change public attitudes and encourage fellow citizens to improve their hygiene practices.

MORE AND MORE GRADUATES WANT TO WORK FOR CHARITIES. HOW DO YOU EXPLAIN THIS?

It's hard not to be moved by the inequalities we see every day. Many of us want to do more than make a profit, we want to build a fairer world. You don't have to go to the other side of the world to do something,

you just have to look around. One piece of advice before considering working for a charity in a professional capacity: try it first on a small scale! For example, I worked as a volunteer throughout my studies...

WHY DO YOU GIVE THIS ADVICE?

Because to me it's essential to make sure this is a genuine interest and not just a passing fad. Beware of becoming disillusioned: you arrive thinking that you are going to change the world, but it's a sector that requires a lot of patience and selflessness. Bureaucracy can also put people off. It's a good idea to start with small structures where you can do everything and feel useful. For those who make occasional donations, I often say that even though that's a nice thing to do, "if you don't teach those you want to help to fish by themselves, you are continually having to start again".

WHAT DID YOU LEARN AT IÉSEG THAT HELPED YOU IN THIS ADVENTURE?

I was worried that my business school profile would be an obstacle, but it was a real asset! Charities are not short of technical experts, but in an increasingly fierce competitive environment, they need to stand out in order to survive. It means versatile people with commercial acumen are highly appreciated. For my part, I really found my niche. There's also another battle I would like to take on in the years to come: food security.

DO YOU HAVE A FINAL MESSAGE?

We need people with profiles like mine to push charities to be innovative in the solutions they provide to communities. We're counting on you!

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LOLADE GANIKALE STRENGTH IN NUMBERS



Credit: HandsOff

Ololade Ganikale is sure of one thing: teaching is the best weapon in the fight against preconceived ideas and the battle to change the way people think. It's a formula she's making available to as many people as possible.

HOW DID YOUR PROFESSIONAL LIFE BEGIN?

While I was studying at the University of Lagos, I did a digital marketing internship in a fast-expanding start-up. After I graduated in 2017, I carried on working for the business for a year, in customer service. Then I enrolled on a Masters in International Business Negotiation at IÉSEG to perfect my skills in these subjects.

WHAT DOES SOLIDARITY MEAN TO YOU?

It means defending what's right and fighting for what we believe in, alongside other committed individuals who share the same ideals. Solidarity also means working together to make the changes we believe are necessary for the world.

YOU ARE THE FOUNDER OF THE HANDS OFF INITIATIVE. HOW DID THAT BEGIN?

The starting point was my commitment to feminism. It opened my eyes to the toxic ideas circulating in Nigeria, especially about sexuality. It was after watching a video made by the NoMeansNo collective that I realised the concept of consent was not taught to young people in my country. So I decided to take action to change the situation in Africa and around the world. It is a challenge that is as complex as it is exciting.

WHAT ARE YOU DOING IN PRACTICAL TERMS?

Our slogan is "BreakTheCycle". It's about changing the way people think about sexual abuse and making the world a safer place for generations to come. Based in Nigeria, South Africa and France, our team of six permanent staff and 60 volunteers work tirelessly to achieve our goals. Our approach is based on teaching and is aimed at everyone, so that the shame switches sides and victims no longer feel guilty, but learn to say no. We are also working to create spaces to welcome LGBT people, especially in countries where homosexuality is considered a crime.

HOW DO YOU SEE THE FUTURE?

I would really like to get a job as sales manager in an international company and donate a percentage of my salary to non-profit organisations. In the meantime, you can support us in your own way: by becoming a volunteer, but also by donating money, time or skills. ALL help is welcome!

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With WaterAid, Mariam knows how to get her message across!

Credit: WaterAid

LAETITIA COMETS

SHARING AND SMILES

From Paris to Phnom Penh in Cambodia was just a short step for **Laetitia Comets** (Cognacq - Grande École 2008) so she could put her skills and her love of other people to work for the NGO **Taramana**. It was an adventure for the whole family since her husband and young children went with her for this two-year role with a charity. She is now in charge of both team and project management and gives us a glimpse into her daily life that reminds us the more we give, the more we receive.

Credit: Laetitia Comets
and Taramana



A CAREER FULL OF MEANING

After graduating in 2008, Laetitia joined the Pollutec exhibition team as communications manager. It was an ideal position for someone starting out as it involved a bit of everything. She found herself in a world of enthusiasts and pragmatists, but also one of environmental challenges and the technological solutions to solve them.

After nine years working in Paris, she decided she needed a new challenge and wanted to put her skills to use working with the most disadvantaged. It was a complete change of direction that took her to Phnom Penh in 2018 with her husband and children for a volunteer assignment. She joined Taramana, a Franco-Cambodian NGO that works to educate and improve the living conditions of more than 200 slum children.

To start with, she was responsible for communication, but her role expanded and she now has a pivotal position in running the charity. This summer, she will return to France and there is no doubt that the rest of her career path will be just as exciting... and charitable!



5.45AM

When my alarm goes off, the city has already started to wake up: you can hear cockerels crowing and the construction workers next door drinking their coffee. I take the time to have breakfast with my children and my husband before riding a scooter across Phnom Penh, to Taramana.

7.20AM

The day really starts when the bell goes and the students have assembly. In neat rows, they greet the whole team (photo 4). Every Monday and Friday, they sing the national anthem. The teachers then give instructions for the day's activities and read out notices. After the children leave for class, I have a meeting with the volunteers to see what everyone is doing and find out how projects are progressing.

10AM

The morning is generally spent visiting families who live in the slums, to check how they are doing and discuss their needs. This fieldwork is essential to understanding the real-life situation of the children we are dealing with. It is sometimes hard to imagine what lies behind their smiles and what they



are faced with outside the centre. We then have meetings with partners to organise our next projects. Recently, this was personal development training for teens and the chance for a group of girls to take part in a rugby tournament in Singapore.

MIDDAY

I have lunch in the Taramana canteen. This is a time that I particularly enjoy as we share the meal with the children and some of our Khmer colleagues. After enjoying dishes made by our cook, we enjoy playtime with the students in the playground before afternoon assembly. With games of French elastic, dancing, football or colouring... it's not exactly siesta time!

2PM

Team meetings tend to be held in the afternoon. I prepare the agenda so that each manager can share what's happening with all the staff, whether it's HR points, education, health, social support, extra-curricular activities, events, etc. We talk in English, Khmer and French, so sometimes it can take a while! It's because of this that



everyone feels invested in initiatives such as "Green Day" or the "Taramana's Got Talent" competition. We are committed to providing the children with meaningful activities to let them flourish.

4PM

It's already time to pick up my own kids from school. Enjoying the end of the afternoon with them is a new experience compared to the pace of life I had in Paris! Often, we take a break at the Institut Français to sip a grenadine and read comics at the media library.

8PM

The sun set a while ago and my children are asleep. I like to sit on the terrace and listen to the sounds of the city. With the six-hour time difference with France, it's also a good time to call family and friends... and even to do recruitment interviews with future volunteers!

@ More information:
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Credit: Day One

Élise (left) and Cindy, the two co-founders of Day One. Their brilliant idea was to allow you to get involved with good causes without giving up everything!

ÉLISE THIBAUT-GONDRÉ HARNESSING SKILLS FOR GOOD CAUSES

How to put your personal convictions into practice when at the same time you have to meet the demands of a career? This is a complex, but important question at a time when 85% of employees do not feel invested in their company.* Day One co-founder, **Élise Thibault-Gondré** (Grande École 2016) tries to answer this by helping companies get their teams involved in public benefit charities for a fairer economy. It is a winning formula for giving meaning to your work and reconciling growth with the common good.



Career path

After leaving School in 2016, Elise embarked on a career in the finance professions with several specialised firms (Societex CF and Galiena Capital). Over time, she discovered that many young workers felt disengaged in their professional lives and wanted their employers to allow them to give new meaning to their careers. With Day One she offers them tailor-made solutions and responds to challenges that combine CSR and human resources.

WHERE DOES YOUR COMMITMENT TO CHARITY COME FROM?

During my gap year, I went to Nepal to work for a charity that helped with the social reintegration of street children in Kathmandu. The 2015 earthquake happened just a few weeks later and I was struck by the extent of the action taken by international NGOs, but above all by the capacity of local charities to quickly spring into action and bring real help to the victims. I returned determined to provide them with more visibility and effective support. This desire to have a positive impact grew steadily but I did not really know how to put it into practice until I became interested in skills sponsorship...

WHAT IS SKILLS SPONSORSHIP?

It enables a company to give its employees the option of devoting part of their working day to helping a public benefit charity. Supported by the French authorities, this system benefits all sides. A French company can improve its image and appeal while making up to 60% of the employee's salary exempt from tax. The charity benefits from expertise that meets its needs and the employee finds a purpose and a way to invest in a cause that is close to their heart, without having to give up everything to achieve it. It is an innovative way to attract, develop and retain talented people by making the company's commitment tangible.

WHAT DOES DAY ONE ACTUALLY OFFER?

We like to think of ourselves as "engagement facilitators". We 'match' the skills and availability of employees with the needs of local charities, in France and abroad, in a supportive way. We offer tailor-made projects that can take several forms (team building, inter-contract, solidarity days, etc.), which allow us to work with organisations of all sizes.

CAN EVERY IÉSEG GRADUATE INVEST IN THEIR OWN WAY DEPENDING ON THEIR INTERESTS?

Absolutely! Solidarity is one of the pillars of our training, so it is only natural to continue the process after our studies. Feeling that you are having a positive impact on the world is one of the keys to personal and professional development. Everyone should be able to do something to fit in with what matters to them and the time available. Our role at Day One is to make this possible by being able to adapt to all situations: for example, we are designing projects with an educational impact lasting from one to several weeks, within charities. Through this activity and immersion training, employees will be able to develop their soft skills (taking an overview, developing open-mindedness, the ability to integrate and persuade, etc.) with experience in the field. Please do contact me to get involved through work!

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* Source : Fondation Gallup

CYRINE BEN HAFÄËDH BUILDING TODAY A BETTER TOMORROW

Can the words "social", "business" and "ethics" really coexist in the same sentence? **Cyrine Ben Hafaïedh** has no doubt that they can: as well as being an absolute necessity, social entrepreneurship is a real source of opportunity for the business world, our students, our graduates and of course for society as a whole. We talk to a professor-researcher who perfectly embodies the IÉSEG motto: "Empowering changemakers for a better society".

SOLIDARITY IS ONE OF THE PILLARS OF IÉSEG TRAINING. WHAT DOES IT MEAN TO YOU?

I like to think of it alongside another of the School's values: responsibility. As Abbé Pierre said: "We are all responsible together, responsible for ourselves and responsible for each other..." I try to put this into practice in my daily life: I am part of several help networks (intergenerational, mentoring, etc.) and I support charities that work with children. On a professional level, my commitment to solidarity can be seen in my support for teams and women in particular. It's no coincidence that I am a researcher in collective entrepreneurship: this is how I think of it, quite contrary to the individualistic vision you see in the media.

HOW DOES THE SCHOOL MANAGE TO DEVELOP THIS SPIRIT OF SOLIDARITY AMONG ITS STUDENTS?

There are many examples of this and I am proud to be part of an establishment that goes way beyond mere words and actually takes action. I'm thinking in particular of "Projects Co" in the second year where the subjects chosen are often charitable (supporting people with disabilities, helping children who have failed at school, etc.). You can also see it in the community life of the School with the Humanitarian Aid Office which works to create a better world, or the ENACTUS charity which promotes social development through entrepreneurial

"MORE AND MORE OF OUR STUDENTS ARE REALISING THAT SOCIAL ENTREPRENEURSHIP OFFERS VARIOUS AND EXCITING CAREERS"

action. And let's not forget the ICOR center (see p.4) and the many courses which instil this spirit of making a contribution to society.

YOU ARE THE ACADEMIC MANAGER OF THE CRÉENSO MODULE. WHAT DOES IT CONSIST OF?

This is a good example of what I was talking about in the previous question. Students are invited to use their skills to work for social economy aid projects, the winners of the CRÉENSO Prize. The 15 Masters students selected for this module are given a six-month project to help them understand the particular challenges of social entrepreneurship and the methodology of the business model in the aid sector. This elective allows them to develop their capacity for empathy, an essential quality for embarking on such a process: you must understand the world around you and the project's stakeholders. They also come into contact with leaders engaged in the field who help them question the impact of each of their decisions. Many of them go beyond their academic studies and continue with their project or commit to outside projects, etc.

HOW DO YOU EXPLAIN THIS FASCINATION FOR SOCIAL ENTREPRENEURSHIP?

For the most part, it is undoubtedly connected to the quest for meaning which drives the younger generation. They no longer want just a salary, they also want to be useful to society, to do good in the world, to work with others who share their values and they want to work for companies that take the needs of society into account in their businesses. More and more of our students are realising that businesses and society are not mutually exclusive, on the contrary. In a class yearbook, one student on the



Credit: IÉSEG

Many courses and projects instil a spirit of solidarity in students and a feeling that they are contributing to society.



Credit: IÉSEG



CRÉENSO module put it this way: "I felt I had found my place and this year has really changed my vision of the economy and my career plans". It's really encouraging!

WHAT CAN YOU TELL US ABOUT THE CRÉENSO PRIZE?

In 2011, IÉSEG Network, IÉSEG and the Ceetrus Foundation for Social Entrepreneurship launched the Prix National du Créateur d'une Entreprise Sociale (CRÉENSO) with a double aim: to contribute to the success of new companies that favour human a social dimension, and to the emergence of a new generation of entrepreneurs (all info on www.creenso.fr). One of its most famous winners is Frédéric Bardeau, founder of Simplon. This was a real success story with its "Network of Digital and Inclusive Factories". I should also mention "CetteFamille" which enables elderly people or those in need of care to live in a friendly and specially-adapted environment, "Vigne de Cocagne" (the first vineyard to help people back into work in France) or "La Vie est Belt" which appeared on the French TV equivalent of Dragon's Den: *Qui veut être mon associé!*

WITH SOCIAL ENTREPRENEURSHIP, HOW DO YOU FIND THE BALANCE BETWEEN PROFITABILITY AND SOLIDARITY?

That is precisely what makes it difficult, but also what makes it so interesting! In addition to the traditional challenges faced by any entrepreneur, there are additional problems: knowing how to convince people without being immediately able to measure the social impact; the scarcity of so-called classic financial resources; an unusual way of working since your customers are rarely the beneficiaries of your actions; your ability to recruit and bring together your teams, and your ability to adjust your rates, etc. Everything rests on your business model, which must be highly innovative to stand out. I recommend a practical approach: start from a set of available resources, involve the stakeholders and build a viable and sustainable project together. It's a huge challenge, but so exciting!

DO YOU HAVE ANY OTHER ADVICE?

Test your commitment: social entrepreneurship is much more complex than conventional methods. Take a rational and pragmatic approach: think about the problem you want to solve and never take your eyes off it throughout the creative process. Finally: get started! There will never be an ideal time. Don't wait until all the planets are aligned. I hope that eventually all businesses will have at least some charitable dimension. It's up to you to lead by example right now...

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Career path

Cyrine Ben Hafaïedh has been a professor-researcher in the Innovation & Entrepreneurship sector for more than five years. Academic director of the brand new Masters in International Business and Technology which will launch in September 2020, she is also the academic manager of the CRÉENSO module. She teaches social entrepreneurship at the School, but also through an online course in English, entitled "Social Entrepreneurship". Passionate about innovation, she heads a module offered by AlterActions which allows students to carry out a voluntary consultancy project for those working in the social economy.

OUR GRADUATES ARE ON THE MOVE!

These are some of new jobs our graduates have moved into over the last few months. Congratulations to all of them!



GRÉGOIRE FAUCHON DE VILLE-PLÉE (GRANDE ÉCOLE 2010) is now Conquest Sales Team Manager at ALD Automotive.



ERWANN BERTHÉLEMÉ (GRANDE ÉCOLE 2000) joined MACIF as Director of Group Innovation.



GÉRY RANSON (GRANDE ÉCOLE 2009) is the new Administrative and Financial Director at Rosemoor.



MATTHIEU PETIT (GRANDE ÉCOLE 2015) is now head of the Nutella Group at Ferrero France.



MAXIME LEPORT (GRANDE ÉCOLE 2013) has been appointed Pension Fund Analyst at Total.



MARIE ALBANE VERNET GARNIER (GRANDE ÉCOLE 2014) is now Business Controller at Richemont, in Singapore.

SOCIAL MEDIA : FOLLOW US!



To ensure you don't miss any IÉSEG Network news between two issues of IÉS!, see our social media: LinkedIn, Facebook, Twitter and Instagram @iesegnetwork

BIRTHS AND WEDDINGS

It's good to share all our graduates' great moments, send them to L.noel@ieseg.fr. You'll get a little surprise from us!

BIRTHS

Grande École 2001 – Enzo, son of **Florent Zampoli** and his companion, born March 22, 2020.

Grande École 2008 – Armand, son of **Laure Laffineur** and Thomas Gheselle, born March 28, 2020.

Grande École 2009 – Théo, son of **Thomas Charpentier** and his companion Julie, born February 12, 2020.

Grande École 2009 – Chloé, daughter of **Florian Le Fourn** and Ejing Zhang, born July 23, 2019.

Grande École 2009 – Chloé, daughter of **Théodora Coccozza**, and her companion Cédric, born April 1, 2020.

Grande École 2009 – Clotilde, daughter of Marie-Madeleine and **Adrien Peneranda**, born March 14, 2020.

Grande École 2010 – Thaïs, daughter of **Aurore Bar** and

her companion Anthony, born January 12, 2020.

Grande École 2012 – Edouard, son of **Caroline** and **Marc Ammeux**, born February 21, 2019.

Grande École 2013 – Alban, son of **Aurore Genret** and **Jean-Baptiste Mullié**, born January 10, 2020.

Grande École 2013 – Iris, daughter of **Agathe Leman** and **Maxime Leport**, born April 9, 2020.

Grande École 2014 – Célestine, daughter of **Tiphaine Barthel** and Hugues Mayolle, born February 12, 2020.

WEDDINGS

Grande École 2013 – Karen L'Etienne and **Arnaud de Beranger**, September 28, 2019.

Grande École 2013 – **Sophie Lempereur** and Thomas Scott, June 1, 2019.

Grande École 2017 – **Sarah Gillot** and Cédric, August 24, 2020.



Edouard, son of Caroline and Marc Ammeux (Grande École 2012)

TRAINING TO GET YOU ON TRACK



Credit: IÉSEG

A deal for an exclusive partnership with Le Wagon, ranked the best web development training in the world, ushers in a new era for IÉSEG Network...

Our network is expanding its range of services and now offers three online modules to help develop your web skills. So what does the training involve? Whether you need help with the digital transformation of your business, launching a start-up that will get everyone talking or accessing new business opportunities, Le Wagon will help you take a step in the right direction. Each module involves between 25 and 30 hours of training in English, which you can follow at your own pace, on the following themes: "Develop your responsive website", "Go from PowerPoint to Prototype with UX/UI Design", "Data Analysis: From Excel to Python". There are new virtual classes every month!

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WELCOME TO THE CLUB



Credit: IÉSEG Network

Great news: the Digital Marketing and Innovation Club (DMI) has joined forces with the G9+ Institute which brings together more than 20 Alumni groups. It's a great opportunity for our graduates...

IÉSEG Network is proud to join this prestigious Institute which represents 50,000 digital experts and has links with Arts & Métiers and HEC to name just two of all its partners. The think tank holds a large number of meetings throughout the year addressing all the technological, societal and economic aspects of a rapidly changing sector. As IÉSEG alumni, you are invited to attend these meetings! It's a good opportunity to meet up with industry experts and expand your network. From today, you can also get involved in the running of our DMI Club by becoming one of its representatives alongside Quentin Drilhollé (Grande École 2014, on the right in the photo). Get in touch with us to find out more about these topics.

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RAISE A GLASS TO LUXEMBOURG



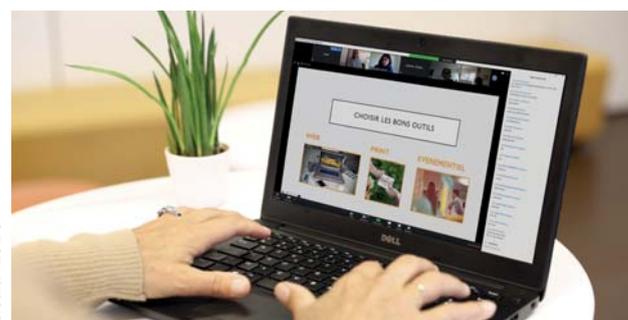
Credit: Valentine Biemans

While we are waiting until it's safe to get together again with friends after work, we look back at a memorable meet-up that exemplifies our no-holds-barred approach!

Luxembourg Club members met up on February 11 for a Spanish wine tasting evening. A group of 50 alumni and students enjoyed an evening of fun and networking at a private party in the Vinoteca store. Everyone who attended can now safely say that wine is much more than a drink: it's a lifestyle and a passion that brings together all the generations. Club representatives and the organisers of this great event, Valentine Biemans (Grande École 2015), Alice Bouquet (Grande École 2013) and Robin Doutriaux (Grande École 2015), were delighted with its success: "The number of participants had doubled compared to last event organised in the Vinoteca store! We now have a clear objective: to maintain this momentum for the next meet-ups." We wish them well ...

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A NETWORK THAT KNOWS HOW TO ADAPT



Credit: IÉSEG

During the lockdown, IÉSEG Network has come up with lots of ways to keep in touch with its alumni. Among them is the establishment of a Career services offer entirely online comprising of coaching, workshops and webinars.

In the spirit of helping others and showing solidarity, IÉSEG Network offered an extra coaching session to alumni who need someone to talk to or who want to use this time to think about how to move forward in their career. The network also organised six webinars in April and May - including a cycle of three meetings on the theme of "the decision-maker in action" run by an army officer. Finally, an online co-development workshop has been organised for the first time. The interest generated by these events, which had up to 100 participants logging on, has made IÉSEG Network keen to continue developing its online sessions, to reach even more people...

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