



ESSCA

Press release

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SPLASH PROJECTS: an impactful and inclusive start to the new academic year for 1600+ students on ESSCA's six campuses

For the beginning of the 2024-25 academic year, ESSCA decided to offer its first-year students an innovative kickstart to forge new links and establish a collective spirit whilst acting in the interests of tomorrow's world. On 27th-30th August, the new intake on the School's six campuses (Aix-en-Provence, Angers, Bordeaux, Paris, Lyon and Strasbourg) were to be called upon for a series of meaningful activities.

In partnership with Splash Projects, Bachelor and Grande Ecole-Master in Management programme students are to be tasked with a number of socially conscious projects for residents of shelters designed for people with disabilities, medical education institutes, and employment care centres.

Fully aligned with the School's values of humanism, responsibility, agility and reliability, this test enables Bachelors students to experience a federating and innovative project whilst benefitting from an original teaching approach, the initiative forming a part of their curriculum.

A week of socially responsible, committed integration designed as an introduction to the fundamentals of management via a collective, meaningful project

For the fourth year in a row, ESSCA is joining forces with Splash Projects, an international associative body offering experimental, innovative and impactful learning programmes delivering genuine results for the community. This year, and for the first time, first-year Bachelors in International Management students will take part in this adventure, which will include a new feature "Go Karting with a purpose".

Charity projects are due to be set up for all first-year students in Aix-en-Provence, Angers, Bordeaux, Paris, Lyon and Strasbourg, over 27th-30th August

The aim? To offer students a socially committed freshers' week and, as of the beginning of the new academic year, provide them with practical teaching linked to a management project, personal skills, and groupwork. **Over 1600 students will be working with medical education institutes, shelters for people with mental or physical disabilities, and employment care centres. They will be tasked with a variety of missions:** building sheltered leisure and discussion areas, viewing platforms in gardens, nature trails, and furniture, among others. ... The scheme has been implemented in the spirit of setting up long-

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lasting structures that will bring genuine added value and above all an improved standard of living for children, teenagers, and dependent adults, whilst also raising self-awareness and learning to work in a team. In so doing, strong links are established, with students continuing to visit the residents after completion of the project.

New this year: almost 500 first-year Bachelors in International Management students will also take part in the experiment under a new format: **“Go Karting with a purpose”**. They will contribute to this socially conscious project by building small, four-wheel go-karts in teams. Following a playful and competitive race, **the students will dismantle their go-karts in order to turn them into furniture**, thereby helping finish the furniture of which construction was started by Grande Ecole-Master in Management students.

Social and educational significance

Alongside these days spent on building projects, ESSCA has this year added an extra teaching innovation. The Splash Projects scheme will from now on be incorporated into the Project Management module. All first-year Grande Ecole-Master in Management students will be tasked with working on the various phases of a management project, enabling students to acquire practical and theoretical skills that will be crucial to their professional future.

“This project is perfectly aligned with our fundamental values, leading to a positive impact on a human, social and environmental scale. Not only does it offer a human and social adventure but also a key opportunity to learn and develop, enabling students to apply the principles of project management within a real and enriching context”, specifies **Jean Charroin, Dean & CEO of ESSCA School of Management**.

“The scheme offers students the opportunity to meet up in different circumstances via an initiative that helps them settle into student life, push themselves and open up to others. At the same time, they discover in a concrete manner the principles of project management, teamwork, and the strength of a collective. From their very first day at ESSCA they join forces via a unique challenge that enables them to create strong ties with their classmates whilst achieving something concrete and of immediate value”, adds **Marie Courtois, ESSCA Student Experience Director**.

The Splash Projects programme in detail

Six projects will be conducted simultaneously within medical education institutes and employment care centres close to ESSCA’s campuses on 27th-29th August for Grande Ecole programme students at Aix en Provence, Angers, Bordeaux, Lyon, and Paris and on 27th-28th August in Strasbourg. First-year Bachelor programme students from the various campuses will be involved on 30th August, with the exception of those on the Strasbourg campus (29th August). The project will reach its conclusion on 30th August with a closing ceremony attended by staff, residents of the centres and institutional partners in order to unveil the results of the students’ work

A typical daily project schedule:

- 8:00am – arrival of participants
- 8:15am – safety and project management briefing
- 8:45am – 4:00pm - construction
- 4:30pm - debriefing

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About ESSCA

Based on its rich 115-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, an MBA Business & Technology, 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, with degree-awarding training (including an Executive Master in Global Management) and inter-company programmes. ESSCA is also developing on-line designed by ESSCA online campus.

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. It features in 54th place among the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multicampus 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 over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasbourg), Hungary, China and most recently in Spain and Luxembourg.

www.essca.eu/en

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Marguerite Moulin

Tel: 00 33 2 52 09 40 27
marguerite.moulin@essca.fr

Communication

Stéphanie Masson / Myriam Boukaïa

Tel: 00 33 6 84 65 17 34 / 00 33 7 50 69 52 56
smasson@madamemonsieur.agency
mboukaia@madamemonsieur.agency