



Sustainable Development and Social Responsibility (SD&SR)/PRME 2016
APPENDIX 11: Partnership between NGO Pour un Sourire d'Enfant (PSE) and ESSEC

Contacts	Charles Cho, Professor and Director of the Centre of Excellence for Management and Society (CEMAS) Anthony Tigé, Board Member for Pour un Sourire d'Enfant (PSE)
Name of initiative	Pour un Sourire d'Enfant (PSE)-ESSEC partnership
Area(s) of action	Education, International Solidarity
Issues	A study conducted in 2013 as part of the ESSEC for the Common Good initiative found that students, faculty, staff, and ESSEC alumni considered international solidarity in education as a top-priority development strategy for ESSEC's Sustainable Development and Social Responsibility policy. In response, the partnership that had begun a few years earlier to support PSE, its management school, and the quality of vocational training in Cambodia was further strengthened. One of the key objectives is to give the sponsored children top-quality vocational training tailored to the job market so they can easily find a job and become financially independent to then help their families and communities.
Objectives	The qualitative goal is to improve the training at the management and sales school run by the NGO PSE to enable students to easily find a paying job after the graduate. The quantitative objectives are jointly determined every year by PSE and ESSEC.
Brief description	The ESSEC-PSE partnership began in 2009 when Dominique Xardel, former Director of the ESSEC Group, decided to become involved in helping PSE's new management and sales school in Cambodia. He quickly rallied other faculty members to volunteer for missions. Two alumni also went to work at PSE for several years. An official partnership agreement was signed in 2014, whereby ESSEC offers PSE its academic expertise and excellence. PSE in turn gives ESSEC an opportunity to get employees, students, and graduates involved in a meaningful project in an extremely motivating and rewarding environment.
Learn more	www.pse.org rse.essec.edu/themes/solidarite-internationale/pse
Budget	ESSEC provides a budget for faculty travel expenses and auditing mission. PSE covers the costs of food and lodging.
Indicators	2011-present: <ul style="list-style-type: none"> - Eight sponsorship missions and social audit to the School of Business (SOB): three for Thomas Mériaux, five for Dominique Xardel - six missions for ESSEC Cergy faculty members (two for Charles Cho, one for Estefania Santacreu-Vasut, one for Xavier Pavie, one for L. Bibard, one for Stefan Gröschl) - Actions have been conducted in Singapore for exchanges between ESSEC and PSE, for example: In 2015-2016, eight SOB teachers attended ESSEC for 1-2 month trainings, for a total of 33 weeks of training; remote learning for Junior Consulting projects done by Master's students at ESSEC Singapore focused on resolving SOB's issues. - Social Entrepreneurship Chair Class of 2015 seminar was held in Cambodia: 22 students and employees spent one week at PSE - 2016: Three ESSEC students completed their first-year Bachelor's internship at PSE in June
Facilitating elements	Thomas Mériaux, full-time volunteer facilitator
Obstacles, problems,	PSE's teacher turnover rate makes it difficult to train instructors because teachers

solutions	who have been trained by ESSEC faculty members leave PSE on a regular basis. But beginning in 2015, PSE has managed to retain a loyal core group of teachers who stay and pass on to others what they learned from the ESSEC professors.
Comments	Feedback from ESSEC faculty who went on these missions show they all agree that going to PSE is a worthy endeavour, from a personal perspective but also from a professional standpoint (see the article by C. Cho and E. Santacreu-Vasut).
SD&SR Guidelines	Chapter 2 - Governance/Action Plan



"On behalf of Pour un Sourire d'Enfant (PSE), I would like to thank the ESSEC Group, CEMAS and the organisers of Involvement Week for giving me an opportunity to teach a large number of MBA and BBA students about PSE at that event.

It was more than just a presentation. They also organised working groups with students where we brainstormed to find solutions to the major challenges PSE is facing now in terms of its members being younger and more international and the use of new information and communications technologies.

Who better than students to offer solutions on spreading the word about PSE to young people? Some ideas came up repeatedly, for example you need to get an Instagram account to communicate with young people and there is still great value in speaking about the organisation at schools and universities, which enabled us to quickly put together some actions to increase the association's visibility with students.

Better yet, many students really fell in love with the association and are now getting together to create a club at ESSEC to support PSE and Cambodian children.

It is much more than I could have hoped for and that is why I want to say thank you once again to everyone who made this possible."

Thank you speech by PSE Board Member Anthony Tigé (E09) to attendees of PSE Day at Involvement Week 2016