



SOLIDARITY. By forming a long-term partnership with the “Musiciens de la Prée” orchestra, Safran illustrates one of the defining characteristics of its patronage strategy, namely a commitment to creating links between its social and cultural commitments.

SAFRAN PATRONAGE: AT THE CROSSROADS OF SOCIAL AND CULTURAL COMMITMENTS

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“Our commitment to meeting both social and cultural needs is already reflected in the Group’s two foundations,” explains Françoise Descheemaeker, director of patronage programs at Safran. The Safran Foundation for integration combats all forms of social exclusion and supports the integration of disabled young adults, whether physical, mental or social disabilities. The Safran Foundation for music supports talented young musicians both at school and as they start their careers. For example, this foundation contributed to the career development of young pianist David



Françoise Descheemaeker,
director of Group
patronage programs

Greilsammer, named “discovery of the year” in the instrumental soloist category at the 2008 *Victoires de la Musique Classique* classical music awards. Working outside the scope of its two foundations, Safran supported the Solidarity concert series organized by the Musiciens de la Prée orchestra, an initiative that in fact combined its social and cultural commitments – two areas that are often mutually exclusive. The orchestra calls on a pool of about 50 talented young musicians from Europe’s leading conservatories, and has developed a very unique approach. For instance, it organizes the “Seasons of Solidarity” series to support humanitarian actions, with four concerts a year.

In concert for research

With Safran as a new partner, the orchestra organized a special Autumn 2007 concert to support a national campaign for brain research on degenerative neurological diseases. Held at the Gaveau concert hall in Paris, this concert raised public awareness of these diseases, while donating all receipts to the Neurodon association to finance a research grant.

INTERVIEW



PEJMAN MEMARZADEH,
CONDUCTOR OF THE MUSICIENS
DE LA PRÉE ORCHESTRA

“Through music we form ties between the public and humanitarian actions”

What was behind the creation of the Musiciens de la Prée association?

The creation of this orchestra reflects two objectives. First, of course, the music itself, through a total commitment to establishing our ensemble as a top-flight orchestra. But it also reflects our desire for music to help people on two levels: by expressing solidarity, especially through the Seasons of Solidarity concert series, and by fostering a dialog between East and West.

How is the Seasons of Solidarity series organized, and has it been successful?

We regularly organize concerts at the Gaveau concert hall in Paris to support humanitarian

actions. These are moments of musical pleasure of course, but also moral and even financial support, since we donate all receipts. We have already given nine concerts, attended by more than 5,000 people, allowing us to donate some 260,000 euros to various associations.

Would you say that the orchestra is like a small business?

Yes, in fact it is: we have four permanent employees and a very dynamic board of directors. That also means we have been able to deploy various development initiatives. For instance, we recently started a “friends of the association” club, to recognize and encourage the loyalty of our most faithful supporters.

Along the same lines, a Spring concert supported the European Leukodystrophy Association (ELA). Other concerts will follow this coming Autumn for the association “Aviation without Borders”, and in the winter for “Fondation d’Auteuil”, a foundation for disadvantaged youths.

Safran’s partnership with Musiciens de la Prée is not limited to the Seasons of Solidarity concerts. In March 2008, the agreement was

extended to a third partner, the French Ministry of Education. More than 800 junior high school students from disadvantaged areas in Paris, Créteil and Versailles were invited to Gaveau for a concert that won unanimous praise. As Françoise Descheemaeker notes, “For those who are excluded from society, opening the door to culture is one of the best ways of encouraging integration and a drive to succeed.” ■