

PHILANTHROPY NEWSLETTER



EDITORIAL

At Safran, we're fully aware that innovation is the key to success and that heavy investments in training and improvement actions are needed to maintain our leadership. We therefore support a raft of dynamic and creative projects tied to education. Whether helping youngsters improve their reading and writing skills, enhancing access to art and culture, or learning computer programming, Safran backs everybody who wants to ensure equal access to knowledge in its myriad forms, so that all individuals can find fulfillment.

Our employees are also involved in philanthropy actions, because these measures foster greater unity within Safran, and help lend meaning to our lives. We are all proud to belong to a responsible enterprise that shares the fruits of its success with our surrounding communities, and to make our own contribution to ensuring that equal opportunity is not just a promise, but a reality.

PASCALE DUBOIS
Executive Vice President, Communication

CONTENTS

P. 2

2016 contest: Our Neighborhoods have Talent

P. 3

Dressed for Success: *La Cravate Solidaire*

P. 4

ESSEC Business School supports Ari@ne Exploradome, a hands-on science museum

P. 5

Coup de Pouce, the "helping hand" association

P. 7

Montluçon: equal access to art and culture
Théâtre-Sénart stages educational actions

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INTERVIEW

2016 contest Our Neighborhoods have Talent



Jean-Luc Vergne - Président of BGE

3 questions for Jean-Luc Vergne, President of BGE

SAFRAN, CONVINCED THAT UNDERSERVED NEIGHBORHOODS ARE SEEDBEDS FOR ENTREPRENEURS WHO WILL DRIVE ECONOMIC GROWTH, HAS PARTNERED THE *TALENTS DES CITÉS* (“OUR NEIGHBORHOODS HAVE TALENT”) CONTEST FOR SIX YEARS. THIS CONTEST IS ORGANIZED BY BGE, A FRENCH NON-PROFIT ORGANIZATION FORMED BY 50 LOCAL ASSOCIATIONS TO PROVIDE SUPPORT FOR ENTREPRENEURS AND DEPLOY SUSTAINABLE SOLUTIONS FOR EMPLOYMENT AND LOCAL DEVELOPMENT. BGE PRESIDENT JEAN-LUC VERGNES SHARES HIS THOUGHTS ON THE CREATION AND DEVELOPMENT OF THIS CONTEST.

What role does BGE play in the *Talents des Cités* contest?

Jean-Luc Vergne: *The contest was created in 2002 at the initiative of the French Ministry of Urban Affairs and the Senate, which immediately placed BGE in charge. Our legitimacy is due to a strong local presence and a long-standing commitment to the development of business in underserved neighborhoods. In fact, we’re firmly convinced that potential entrepreneurs can be found everywhere. We pledge to discover and support them. On behalf of the ministry, the Senate, the Caisse des Dépôts and all partners, we are handling this at the local level to unveil the talented entrepreneurs everywhere in France.*

What are the economic, social and educational benefits of *Talents des Cités*?

Jean-Luc Vergne: *First, by rewarding ambitious projects, this contest shows that economic development comes from all neighborhoods.*



Since being founded, the contest has distributed awards to 570 men and women, whose companies have generated over 2,600 jobs.



average (82% after 3 years, versus 71%, thanks to funding, media exposure and support measures). They create wealth in their neighborhood, while also providing inspiration for coming generations. They embody new professional prospects and show youngsters in the neighborhood that creating a business and financial success are real possibilities. We’ve also noted that a number of prizewinning projects have an educational aim, with the idea of training the young generation and giving them the keys to success.

***Talents des Cités* counts on major public partners, like the Senate, the Ministry of Urban Affairs, Youth and Sports, etc. Why is support from private companies like Safran also important?**

Jean-Luc Vergne: *The Talents des Cités contest aims to spotlight a development path, potential and economic success. Recognition of the prizewinners is all the more important and visible when a major enterprise like Safran supports the contest and project selection. Having the support of Safran is a major advantage for us. Without our faithful partners, nothing would get done. The contest’s resonance is based on this singular alliance between the public and private sectors.*

Furthermore, former prizewinners have recorded a survival rate largely exceeding the national

LEARN MORE ABOUT BGE
<http://bge.asso.fr/>

Safran sponsors a digital school, Fabrik@web Kids



A long-standing partner to the *Talents des Cités* contest, Safran also decided this year to sponsor Fabrik@web Kids, an ambitious project designed to foster equal opportunity, which should generate sustained benefits for participants. It's a **digital technology school for children from 7 to 17, with a special emphasis on writing computer code.**

For creators Azouz Manai and Malika Zebbiche, learning to write code has several advantages: it allows young people to cope with the impact of new technologies; it can re-motivate some youngsters on the verge of dropping out; and, above all, it's an advantage for the future, since all digital and information technology-related businesses are and will continue to be job creators. The school also welcomes teachers who want to learn programming and share this with their students, an approach that also helps nurture inter-generational relations.

The two creators added: *"Our sponsor, Safran, is a great model: this large international group mobilizes its 66,500 employees from around the world to make a successful digital transformation. The aim is also to foster greater access to education. From our viewpoint and at a smaller scale, we have worked a lot to start up Fabrik@web Kids, and we're very proud of how far we've come. We also received a 'special mention' from the contest jury. This has bolstered our conviction that 'to innovate' is a verb that can be conjugated in all tenses, throughout one's life. And that's an idea we never get tired of sharing."*

LEARN MORE ABOUT FABRIK@WEB (Planoise neighborhood in Besançon - Doubs)

<http://kids.fabrikaweb.fr>

LEARN MORE ABOUT TALENTS DES CITÉS

<http://www.talentsdescites.com/>

The number:

250



Safran's corporate philanthropy department organized a donation of business clothes at two of the Group's Paris area facilities along with the association *La cravate solidaire* ("Solidarity Ties"). Thanks to our employees' generosity, we collected some 250 kilos of clothes — suits, skirts, shoes, jackets, shirts, etc. They will be offered to people in need so they have the right clothes for job interviews. While you "can't judge a book by its cover", in this case the cover can help! It's one way for people to regain their confidence and self-esteem after months or years of no longer paying attention to their appearance.

Since being created in 2012, *La cravate solidaire* has already supported more than 1,200 job candidates. They all talked with an image consultant to help them choose appropriate clothes, and the association also offered tips on preparing for a job interview. This initiative has been a success, since nearly 70% of the people receiving support aced their interview!

LEARN MORE ABOUT THE ASSOCIATION

<http://lacravatesolidaire.org/>

Safran supports ESSEC Business School on Ari@ne project

Safran is supporting the ESSEC Business School on Ari@ne, a MOOC (massive open online course) project to help high school students get ready for higher education. **Its objectives are to unveil talent and help each student draw up an educational plan.**

The teachers, heavily involved in this initiative, are trained in the use of MOOCs, and in facilitating student orientation. They wield innovative teaching tools, enabling them to more easily tackle offbeat subjects in their classrooms, such as “What is intelligence?” Discovering that there is not one, but eight different forms of intelligence allows students to boost their self-confidence, and realize that everyone has his or her own place in society. This is a very positive message, which helps valorize each student and also creates the conditions needed for everyone to succeed. **Developing human potential is one of Safran’s core values.**

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<http://www.essec.fr> ou

<http://egalite-des-chances.essec.edu/>

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SEE THE VIDEO



MORE

Ari@ne facts & figures in 2016-2017

- 25 high schools participating
- 5 departments in France (95, 78, 92, 93, 52)
- 200 new teachers trained
- Nearly 10,000 high-school students involved
- 72 videos used in class
- Classroom activities all year long

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Safran and Exploradome team up to spotlight science!



The Exploradome is a children’s science and technology museum with a focus on digital and sustainable development, located in an underserved neighborhood of Paris suburb Vitry-sur-Seine (94). Safran supported the development of three innovative experiments for visitors: Fluorescence, Sandbox and

Winning Billiards. It’s a **totally interactive** museum, because you learn better when you’re involved! As the innovative museum says, it’s “Forbidden to not touch!” Tutors are present at all times so they can develop the scientific concepts introduced here, in line with the visitor’s age. The concepts addressed are also found in **national educational programs**. Experiments like these are an invaluable pedagogical aid for the teachers who accompany their classes to the museum. Since the Safran experiments were set up in June 2016, **some 2,200 students have visited the museum, or about 65 classes.**

LEARN MORE ABOUT THE EXPLORADOME

<http://www.exploradome.fr/>



SEE THE VIDEO

INTERVIEW

Coup de Pouce, the “Helping Hand” association

An interview with Robert Bourvis, President

SAFRAN SUPPORTS THE ASSOCIATION COUP DE POUCE (“HELPING HAND”), CERTIFIED BY THE FRENCH MINISTRY OF EDUCATION AS A COMPLEMENT TO PUBLIC EDUCATION. CREATED IN 1984, THIS ASSOCIATION AIMS TO **ALLOW EACH CHILD, NO MATTER WHAT THEIR SOCIAL OR FAMILY BACKGROUND, TO SUCCESSFULLY ACQUIRE AN EDUCATION. THE AMBITIOUS OBJECTIVE OF THE ASSOCIATION IS TO ENSURE THAT PUBLIC SCHOOLS FULLY PLAY THEIR ROLE. WE ASKED ROBERT BOURVIS, THE ASSOCIATION’S PRESIDENT, TO DESCRIBE THE PROGRAM IN GREATER DETAIL.**



Robert Bourvis, President of Coup de Pouce

Could you tell us more about your association’s goals?

Robert Bourvis: *In France, more than 100,000 students leave primary school every year without mastering reading and writing. Working closely with schools, our association strives to avoid these early failures and support young students who do not get appropriate help from their families after school, so that they can learn to read. The association was founded over 20 years ago, and operates throughout France.*

What are your relations with the Ministry of Education and local city halls?

Robert Bourvis: *From the beginning, we have enjoyed a close and fruitful collaboration with the Ministry of Education. Furthermore, our relations were bolstered by a three-year agreement signed in March 2016. At the local level, it’s the city halls*

that decide to set up and manage Coup de Pouce Clé (key) clubs for reading and writing. More than 250 towns and cities are now involved in this movement.

How does a Coup de Pouce Clé club operate?

Robert Bourvis: *It all starts a few weeks after the beginning of the school year, thanks to the very attentive and committed teachers who see that some students are having problems. To quickly break the cycle leading to failure at school, they ask these students if they want to join a Coup de Pouce Clé club, which is under the responsibility of a paid, trained tutor. Each club has five students and meets four times a week, for one and a half hours after classes, in the school premises. Parents also take on a concrete role, which favors learning efficiency and retention.*

How did you develop your reading aid method? And how does it benefit the youngsters in these clubs?

Robert Bourvis: *The club-based concept was developed by educational researchers, and complements the work done by the teacher.*



It intensifies children's contacts with writing, stimulates their appetite for learning, helps them discover the joys of word play, and strengthens their self-confidence by experiencing some level of success on a daily basis.

It also fosters and develops the commitment of parents, who are often far removed from the world of education. The upshot is that school once again becomes, for both young and old, a space for knowledge and equal opportunity.

How many children have you helped since the association was founded, and what are the results?

Robert Bourvis: *Over the last 20 plus years, nearly 110,000 children have enjoyed the benefits of the Coup de Pouce Clé clubs. Results show not only that 80% have become good or average readers from about six/seven years old, but also that three-fourths of these students want to learn more, since*

they have finally been convinced that they are capable of it. Furthermore, 85% of parents say that they are ready to support their children's studies in the future — and that's absolutely critical.

What are the benefits of Safran's sponsorship?

Robert Bourvis: *Safran's sponsorship allowed us to create Coup de Pouce Clé clubs in Vernon, Le Havre, Rouen, Paris and Argenteuil. This type of support also helps enrich the overall educational policy, for the benefit of all students, with innovations and complementary methods such as the one we developed, which have largely proven their effectiveness. **Thanks to a joint effort by all stakeholders — families, schools, teachers, cities and sponsors — we can combat illiteracy. And that has to be a shared commitment to help the young generation.***

By working together, let's turn the dream of everybody succeeding in school into a reality!

MORE

Coup de Pouce Clé clubs in 2015/2016:

- 246 cities in France and French overseas departments
- 1,300 schools
- 2,210 clubs
- 11,060 children and their parents
- 3,000 tutors
- 4,300 teachers
- 1,000 regional agents
- 2,080,000 hours of support



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LEARN MORE ABOUT COUP DE POUCE

<http://www.coupdepouceassociation.fr/>

Montluçon: fostering equal access to art and culture

Safran supports AGAEP (*Association de Gestion des Activités Éducatives, Culturelles et Sportives de l'Enseignement Public*), an association for the management of educational, cultural and sports activities in public education, in Montluçon, central France, to develop the “artistic and cultural education initiative” set up by the French Ministry of Education.

This initiative is based on three fundamentals: meetings with artists and their works, individual and collective practices in different areas of art, and learning about cultural benchmarks to help develop a critical mindset.

The aims of the association AGAEP reflect this approach and are designed to:

- enable children in primary and junior high schools in underserved areas to attend one or two shows offered by local cultural partners;
- participate in workshops where they can meet the artists.

Some 700 children of all ages from 28 classes in these areas were able to take part in a wide variety of artistic and cultural activities: workshops with

professional actors to stage their own show, or to see live shows in their city. The Desnos school, for example, hosted a puppet show based on traditional tales. Other students worked with professional musicians to provide entertainment at a neighborhood fair for four schools, along with participation by parents.

For Safran, the leading private sector employer in this region, equal opportunity should apply to everyone, of all ages.



LEARN MORE

http://www.education.gouv.fr/pid25535/bulletin_officiel.html?cid_bo=71673

http://www.education.gouv.fr/pid25535/bulletin_officiel.html?cid_bo=91164

Safran supports actions by the new Théâtre-Sénart



Students of choreographer Isabelle Terracher take a bow during the year-end show on the Théâtre-Sénart stage.

Drawing on Safran's sponsorship, the new Théâtre-Sénart theater in the greater Paris area has implemented innovative educational actions for children in underserved neighborhoods. The underlying idea is to inspire

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<http://www.theatre-senart.com>

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them so that they want to learn more about art and culture - as in the dance workshop shown here. It works! And the pupils have proven to be motivated, excited and constant.



SEE THE VIDEO