

PROMOTING  
INCLUSION DURING  
'INTEGRATION WEEK'

Les SHARKOUNETS

# OUR TEAM : LES SHARKOUNETS



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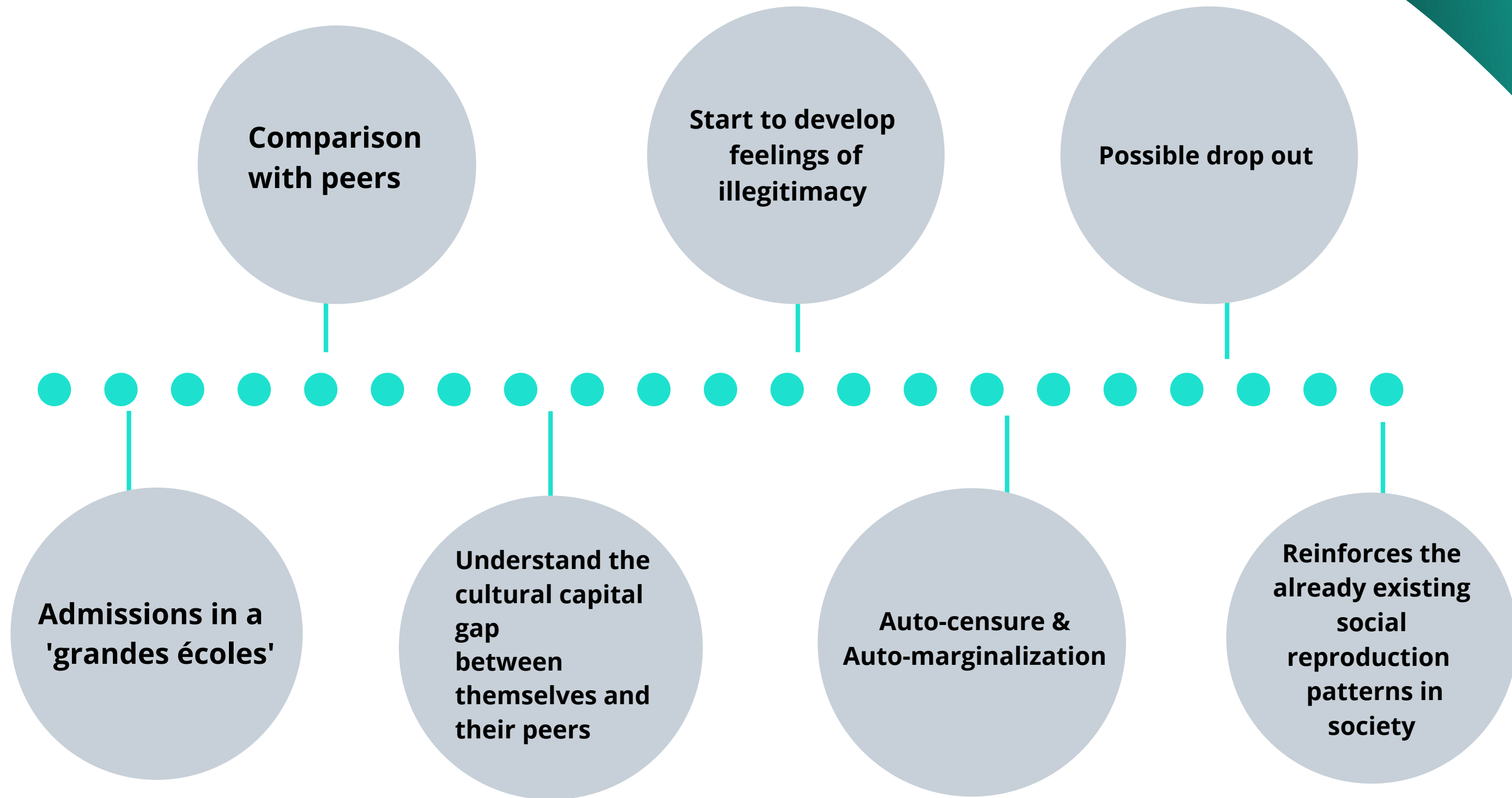
Clothilde CORSON



Aicha HASSOUNA

# ILLEGITIMACY IN CULTURAL CAPITAL

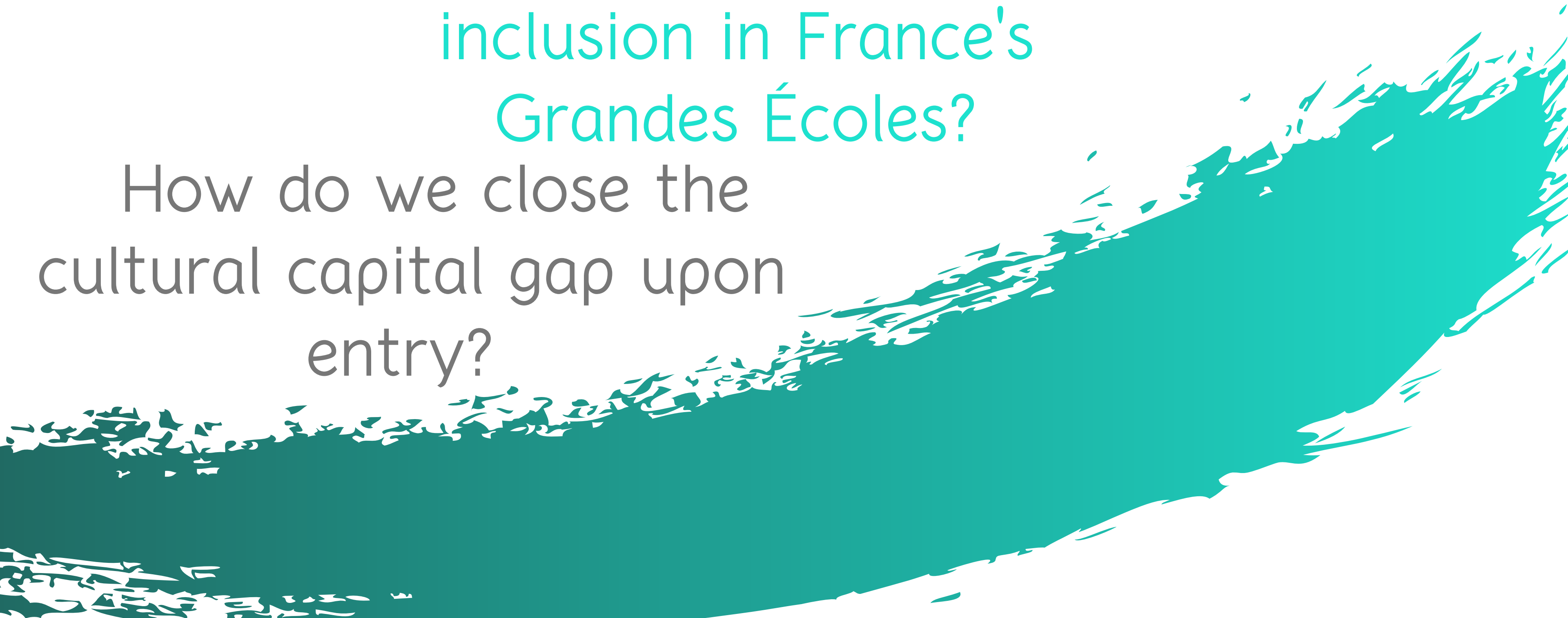
**Initial condition:**  
Certain Students from disadvantaged socio-economic backgrounds



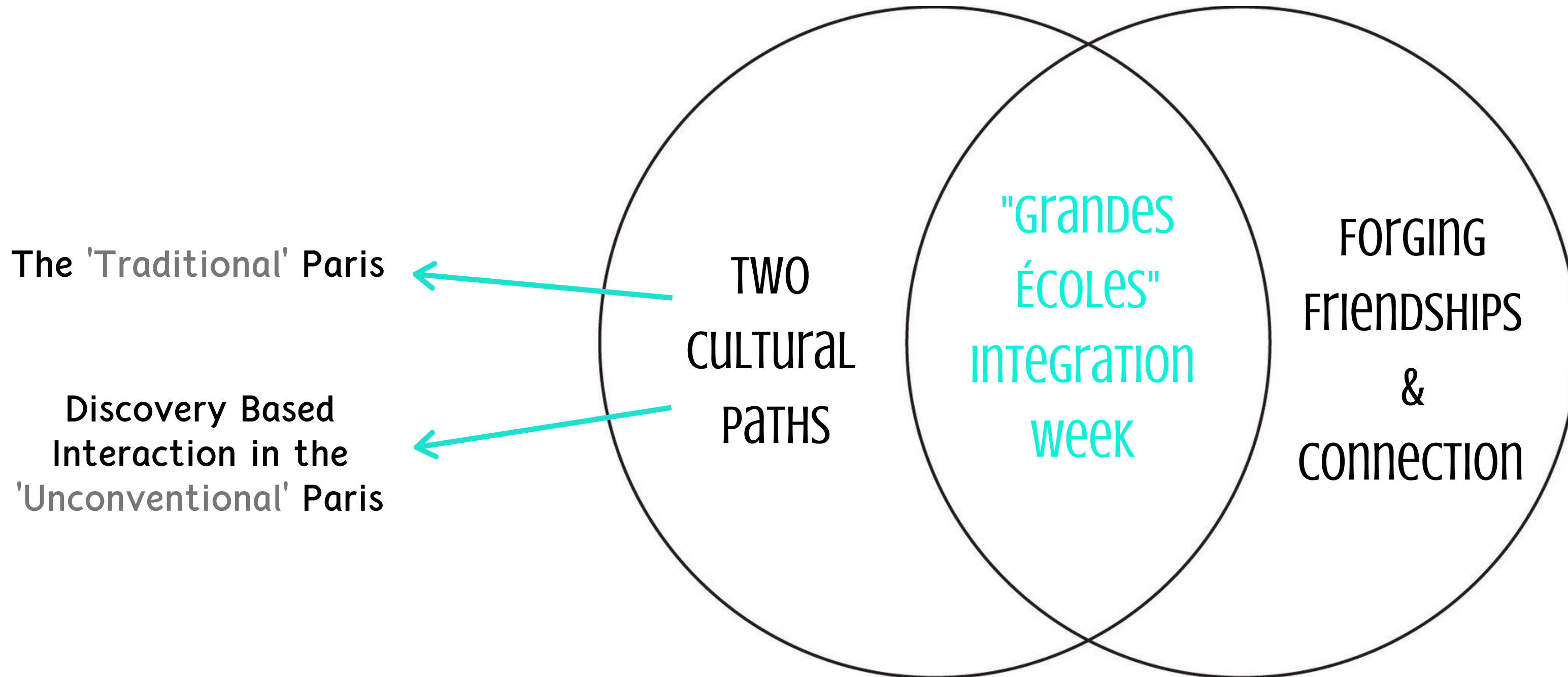
How to break this  
vicious cycle?

How do we promote  
inclusion in France's  
Grandes Écoles?

How do we close the  
cultural capital gap upon  
entry?



# OUR PROPOSAL

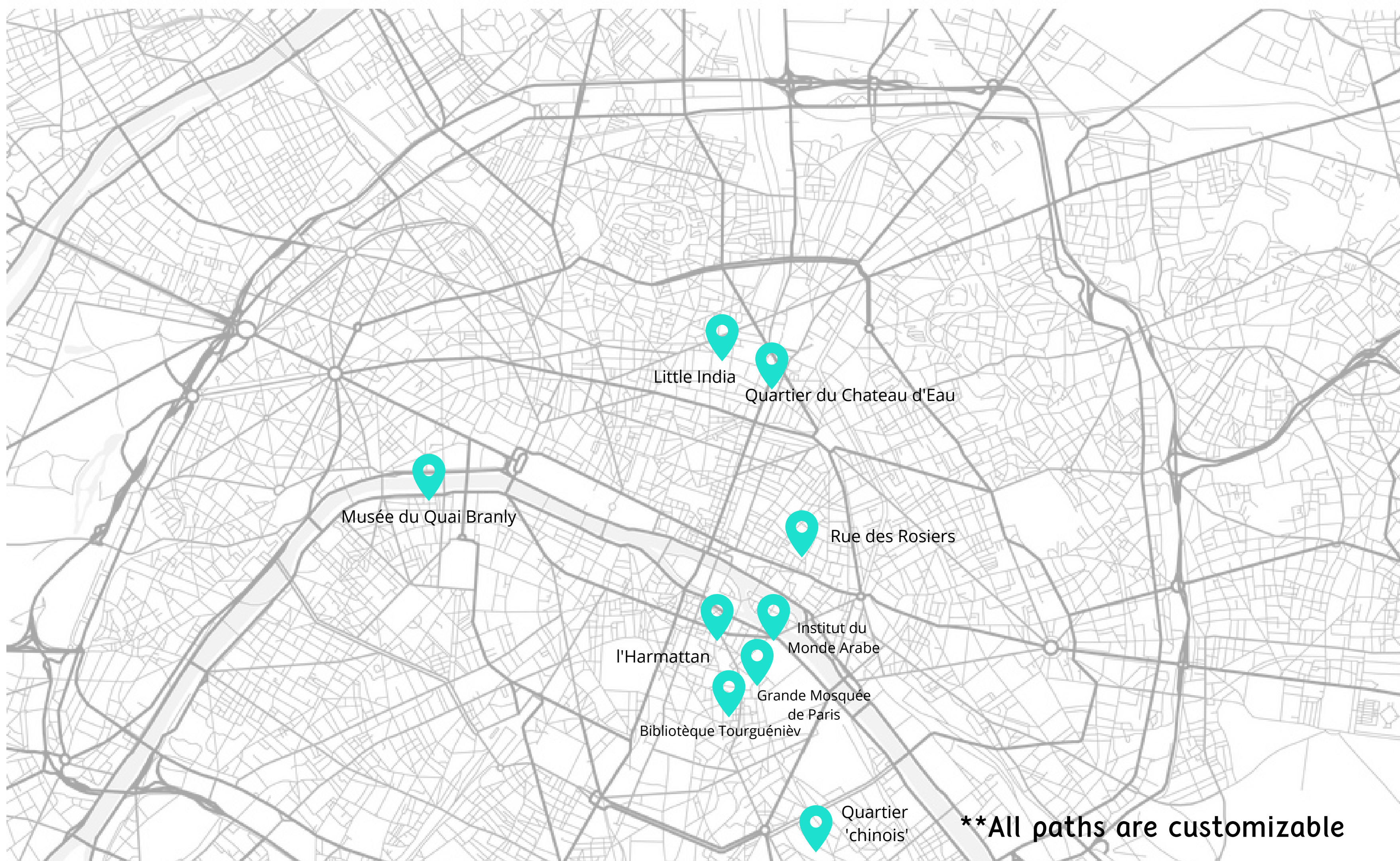


Example: The 'Traditional' Paris



**\*\*All paths are customizable**

Example: The 'Unconventional' Paris



Musée du Quai Branly

Little India

Quartier du Chateau d'Eau

Rue des Rosiers

l'Harmattan

Institut du  
Monde Arabe

Bibliothèque Tourguénièv  
Grande Mosquée  
de Paris

Quartier  
'chinois'

**\*\*All paths are customizable**

# TWO TOOLS TO MAKE IT WORK



An app to  
communicate  
efficiently to  
students



A timeline of all the  
visits done with  
stickers to illustrate  
them

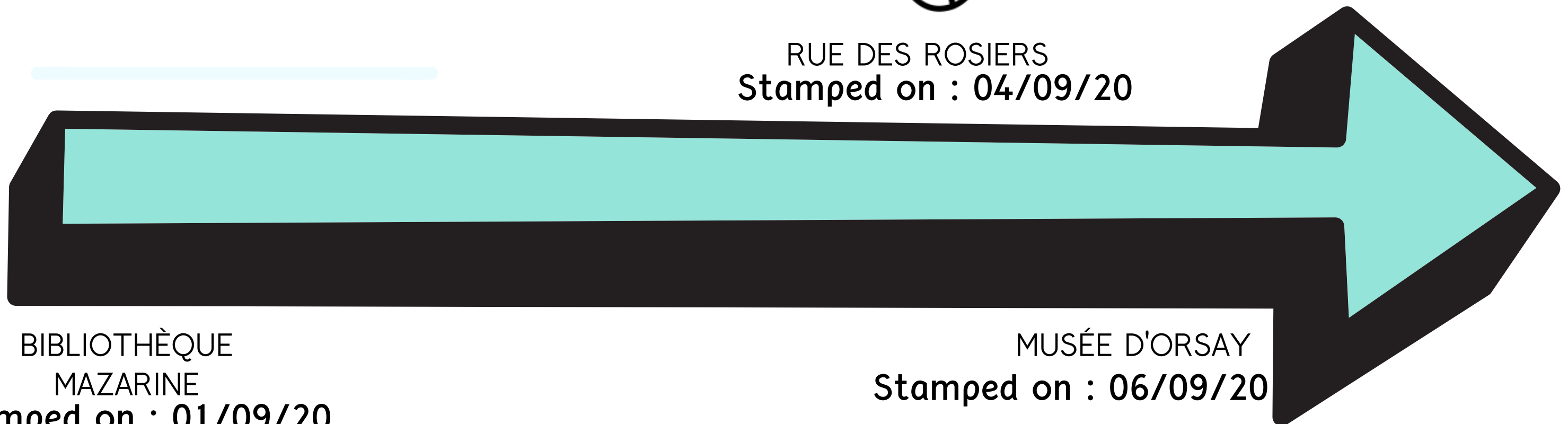


# MY INCLUSIVE CULTURAL PATH **TIMELINE**

NAME :  
PROGRAM :  
YEAR :



RUE DES ROSIERS  
Stamped on : 04/09/20



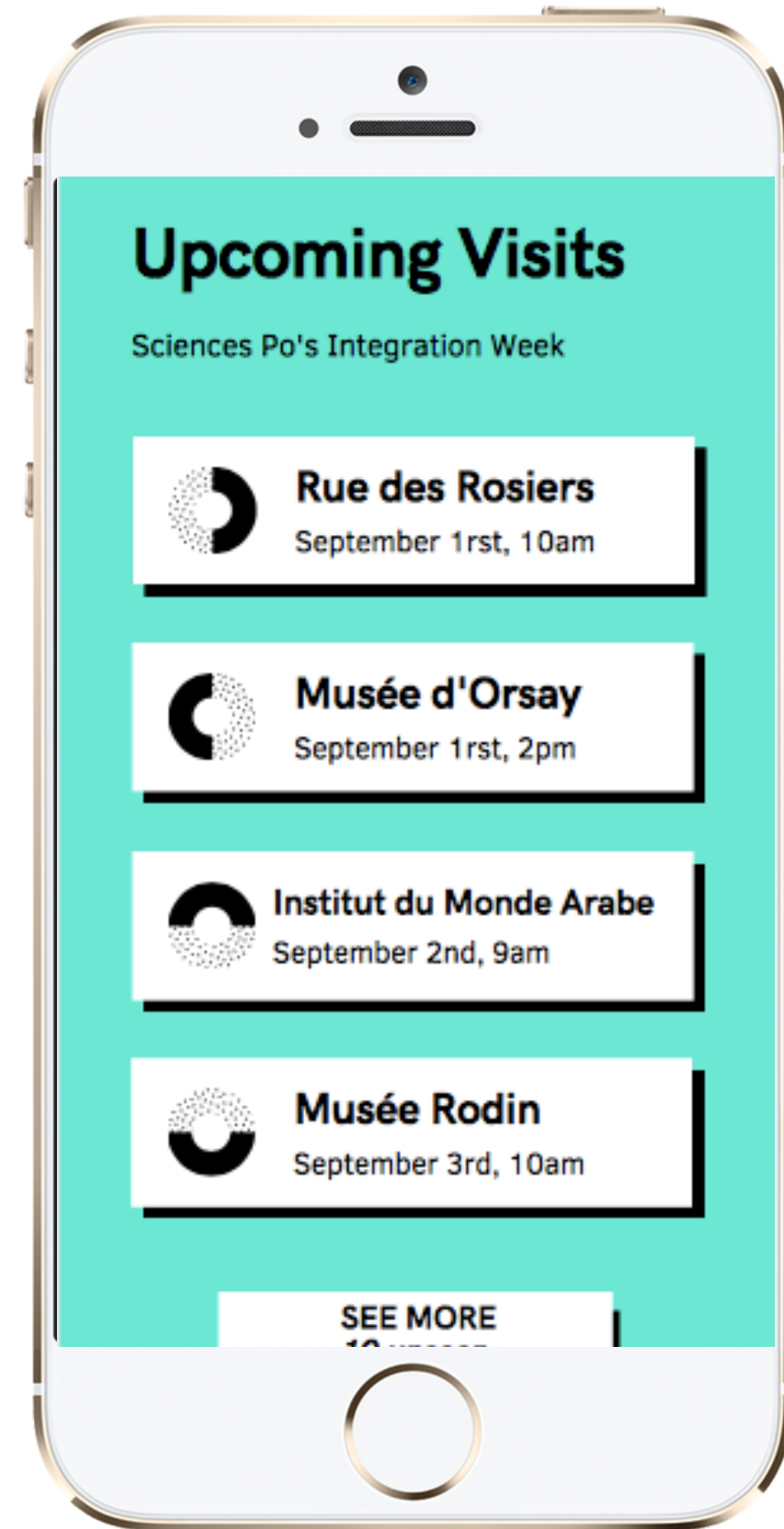
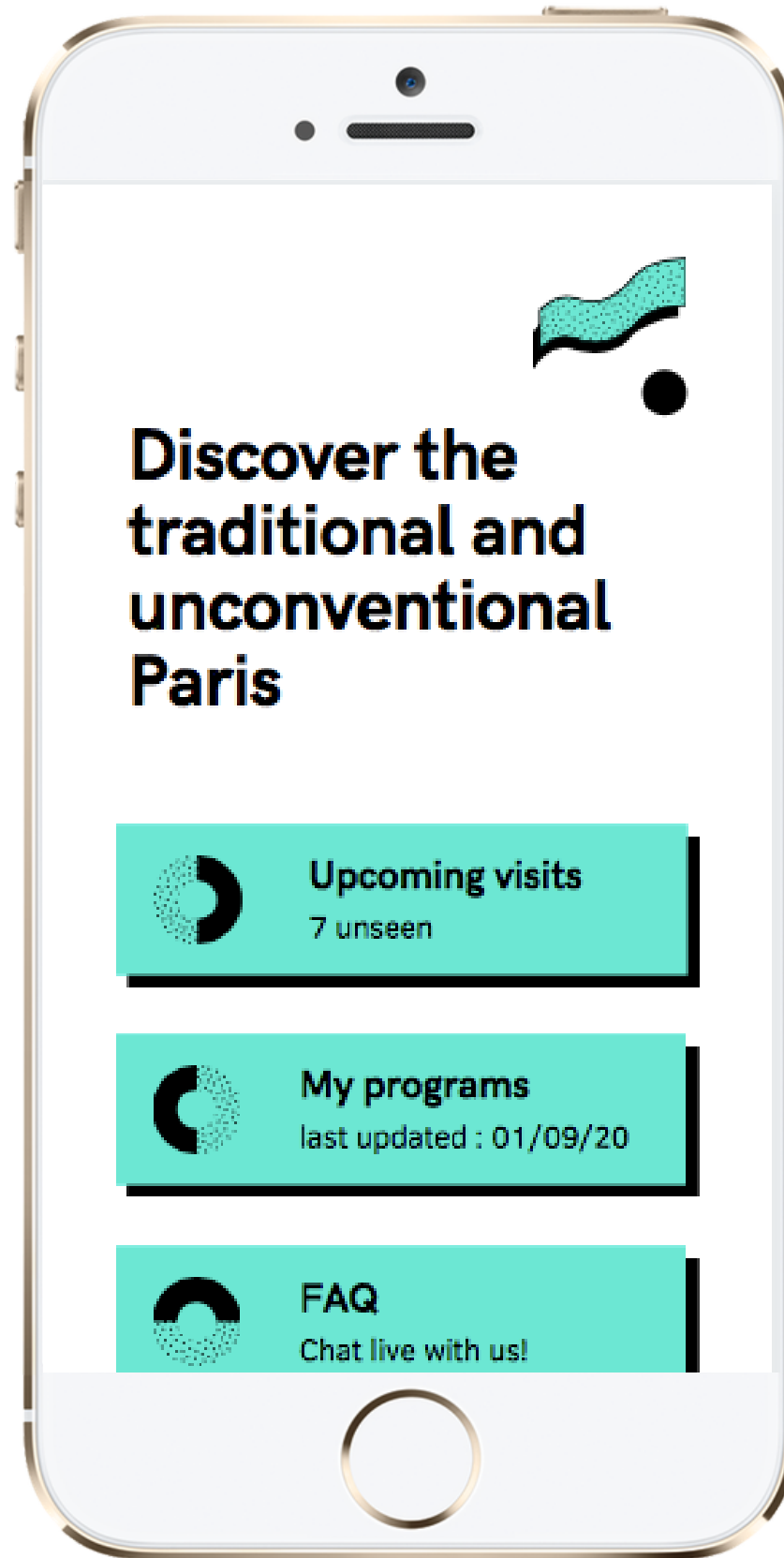
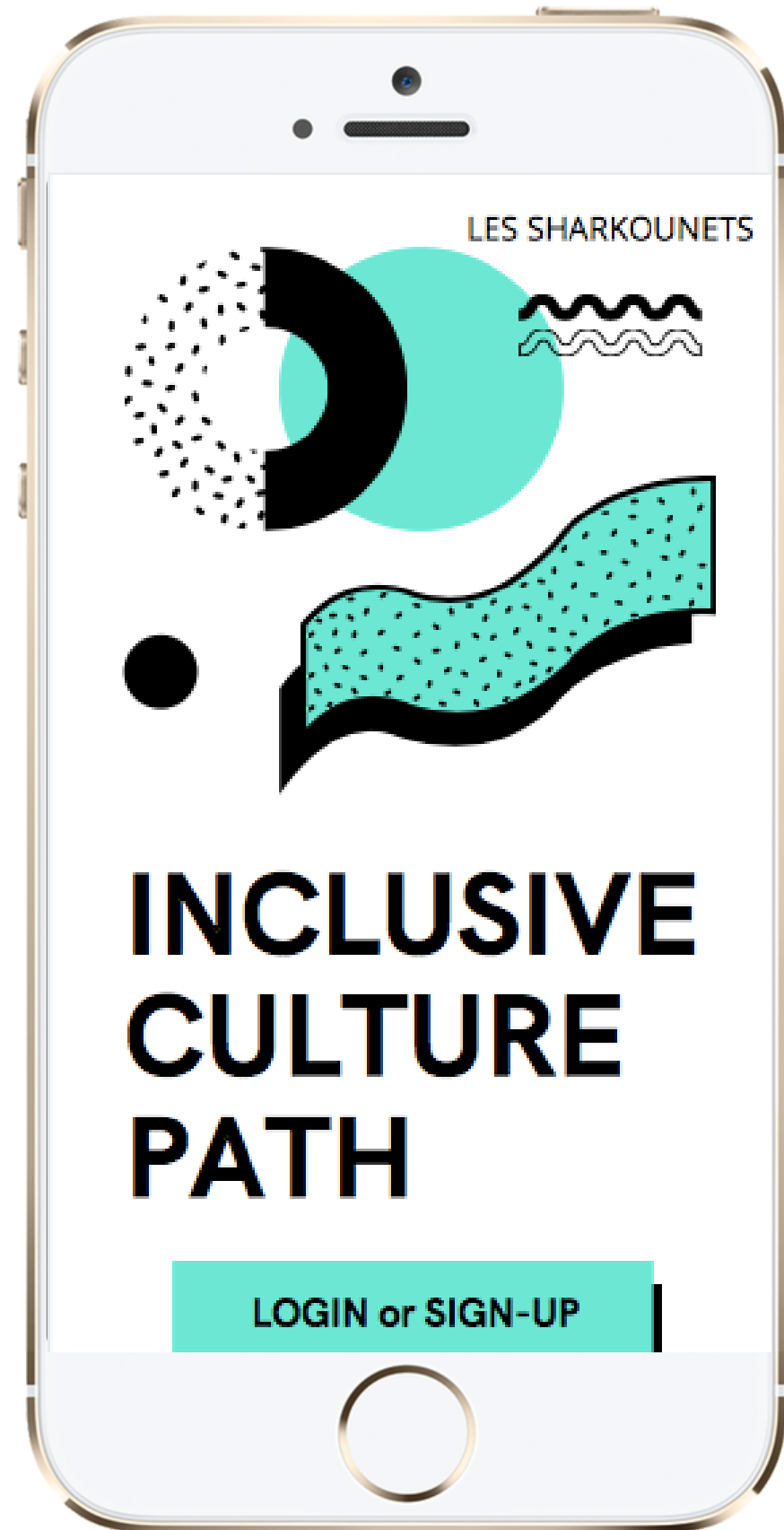
BIBLIOTHÈQUE  
MAZARINE  
Stamped on : 01/09/20



MUSÉE D'ORSAY  
Stamped on : 06/09/20



# APPLICATION DESIGN DRAFT





## A SUSTAINABLE PROJECT

**Will be done yearly, with a larger scope each time**  
**The variety of partnership will guarantee a sustainable service**

## BENEFITS OF ART&CULTURE

**Diversity of the meaning of "culture"**  
**Brings together individuals who wouldn't have interacted otherwise thanks to art**

## DIFFERENT APPROACH FROM STUDENT ASSOCIATIONS

**Costless or no subscription Activities**  
**Interactions are not based on common interests, but on the variety of individuals**



## LACK OF INTEREST FROM GRANDES ECOLES ADMINISTRATIONS

**Solution: Have a precise and flexible communication plan, promoting diversity and the benefits for students.**

## DIFFICULTY IN FINDING PARTNERS

**Solution: Rely on Grandes Écoles' reputation and promote the project as a mutual exchange**

## GATHER INTEREST FROM STUDENTS

**Solution: Promote the "Grande École experience" and balance dominant and minority culture**

# EFFICIENCY



- 👍 Immediate qualitative results
- 👎 Long term results difficult to measure

# ORIGINALITY



Solution connecting common tools for education and inclusion

# FEASIBILITY



- 👍 Applicable with the administration's help and collaborative partners

# DEPLOYMENT STRATEGY



## ESTABLISH SOLID PARTNERSHIPS

**Private Institutions  
(Luxury Brands)  
Public institutions  
(Museums,  
Cultural Institutions)**

## DEVELOP THE APP

- 1. Reference the partnerships**
- 2. Localize them in Paris**
- 3. Upload the app on smartphone platforms**

## PROMOTE THE CONCEPT

- 1. Pitch the product to sell it to a Grande École**
- 2. Custom make programs for each university**
- 3. Communicate (posters, social media ...)**

## ORGANIZE THE EVENTS

- 1. Communicate with the students about the aim of the project**
- 2. Actively update with "challenges"**
- 3. Ask for feedback**

# POSTER DESIGN DRAFT



SCIENCES PO INTEGRATION WEEK

## **INCLUSIVE CULTURAL PATH**

SHARE YOUR CULTURE AND DISCOVER BRAND NEW  
ONES THROUGH TRADITIONAL AND  
UNCONVENTIONAL VISITS!

SEPTEMBER 1<sup>ST</sup>

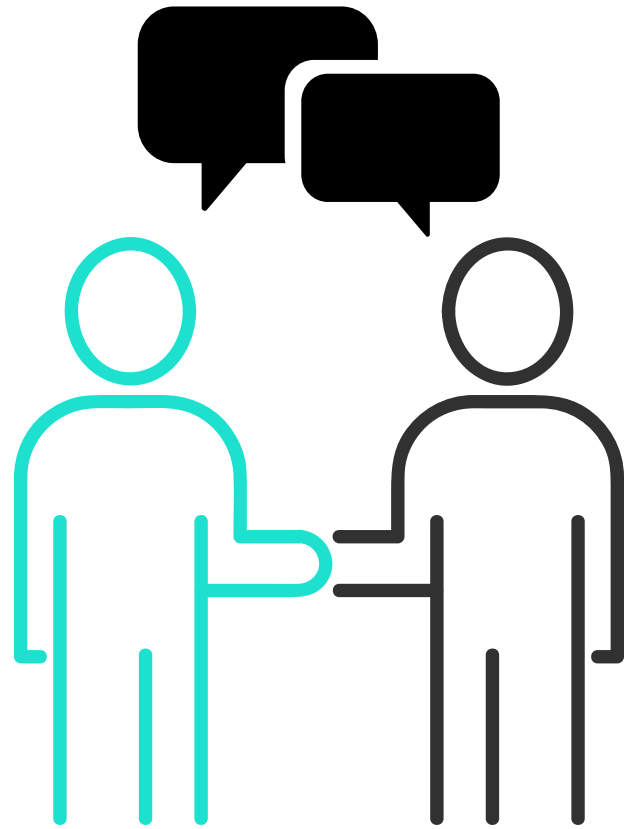
SCIENCES PO INTEGRATION WEEK

2020-2021

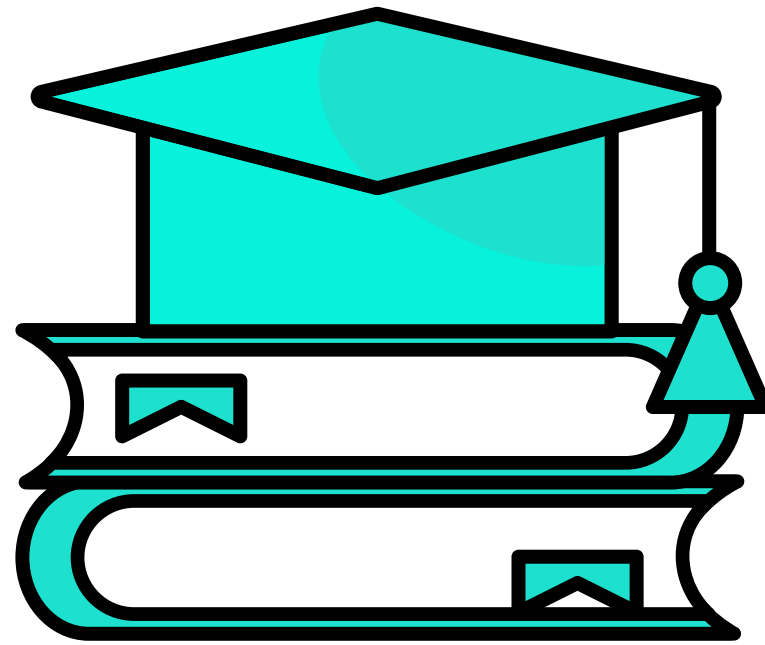
**WANT TO DISCOVER  
THE TRADITIONAL AND  
THE UNCONVENTIONAL  
PARIS ?**

SEPTEMBER 1<sup>ST</sup>  
MEET UP AT 10 AT  
THE PÉNICHE

# EXPECTED POSITIVE IMPACTS



MORE EXCHANGES AND  
INCLUSION



BETTER ASSIDUITY AND RESULTS



BETTER VISIBILITY FOR OUR  
PARTNERS

# ROI ANALYSIS: Costs

Long Term  
Investment



App design  
Partnerships

Forging Friendships

Short Term ROI

Introduction to the student's new environment

**Increased confort & sense of belonging**

Improved relationship between students & school administration

Punctual  
Investment



Entry Tickets  
Staff  
Transport

Potential ROI

Improved reputation for France's Grandes Écoles

A Lesser Dropout Rate

Less spending in student psychological medical care and less burn out

**Contribution to breaking social reproduction's vicious cycle**