

*Lille - May 21, 2021*

## **CRÉENSO Prize: IÉSEG School of Management and Fondation Ceetrus pour l'Entrepreneur Social reveal the winners of the 10th edition**

On May 12, 2021, the “Fondation Ceetrus”, animated and managed by Nhood France, and IÉSEG School of Management awarded four prizes for the CRÉENSO\* national social entrepreneurship competition, which celebrates its 10th anniversary, during an online event. Bio Demain – a young North of France start-up, which launched a fair trade food brand to help farmers to switch to organic cultivation, won the 1<sup>st</sup> Prize.

The aim of the CRÉENSO Prize is to reward and put in light the innovative and economically viable projects of men and women who create social enterprises, by means of a double endowment awarded in two stages:

1. **A year of support from an IÉSEG Master student:** during the academic year, the student supports and accompanies the founder of a winning social enterprise in one of the main domains of their program: marketing/communication, audit and control, human resources, management, etc. This is part of a graded module for the Grande Ecole Program at IÉSEG.
2. At the end of the year of support, **the Fondation Ceetrus pour l'Entrepreneur Social awards €25,000** to the four projects selected by the jury

Of the 60 or so applications received for this edition, [14 entrepreneurs were selected in October 2020 to benefit throughout the year from the support of an IÉSEG student](#). On May 12, 2021, a jury made up of around 10 experts deliberated online to select the best four projects.

The winners of the 2021 CRÉENSO Prize are the following:

- **The first prize, €10,000, was awarded to Bio Demain, start-up founded by Maxime DURAND et Stéphane DELEBASSÉ, based in Lomme (59).** For a farmer, switching to organic takes time (almost three years) and is costly (its production decreases strongly while he needs to invest in labour, training and material). Bio Demain helps these farmers in transition period by buying their products at a fair price and reselling them to the consumer by promoting the conversion process).
- **The second prize (€7,000) was awarded to Sloly (Roubaix – North of France)** created by Morgane DE VILLERS and François-Xavier POULAIN. To awaken children to nature, the brand has developed wooden games, activity books and books 100% made in France using natural and ecological materials, respectful of the planet and children's health, adopting a Zero Waste approach.

- **The third prize (€5,000) was awarded to Circul’egg (Anthony – Ile-de-France)**, founded by Yacine KABECHE. In a circular approach, Circul’Egg reuses eggshells at the end of the factory by transforming them into two new products: a calcium carbonate powder and an eggshell membrane powder. These products are then sold on the animal feed market and the nutraceutical market.
- **Finally, the jury’s special prize (‘le prix Coup de Cœur’) went to Tirelires d’Avenir (Paris)**, launched by Louis FALGA and Benoit FLOQUET. Tirelires d’Avenir provides financial help to young adults who have no ties with their families and no resources, often coming from the « Aide Sociale à l’Enfance » homes. This helps protect them from extreme fragility that would cause them to drop out and fall into exclusion from society.

The “Fondation Ceetrus”, animated and managed by Nhood France, and IÉSEG School of Management invite you to the 2021-2022 edition of the CRÉENSO Prize! All the information, important dates and application form will soon be available [on the website](#).

\* *Prix national du Créateur d’une Entreprise Sociale – [More information about the CRÉENSO prize \(in French\)](#)*

#### **About Nhood**

Nhood is a new mixed-use real estate operator owned by AFM (Association Familiale Mulliez) and a player in the regeneration of urban real estate with a triple positive impact: societal, environmental and economic (People, Planet, Profit). Its expertise covers the animation, operation and commercialisation of mixed-use sites, asset management, development and promotion at the service of a vision of more resilient, ecological cities with a wide mix of neighbourhood functions and uses (local shops, short circuits, housing, offices, transition urban planning and third places). Nhood France brings together the real estate skills and know-how of 374 experts to enduringly regenerate and transform a managed initial portfolio of 82 commercial sites managed in France, including 66 Aushopping centers, and around 30 urban projects. [www.nhood.fr](http://www.nhood.fr)

#### **About IÉSEG School of Management**

Established in 1964, IÉSEG School of Management is one of the top business schools in France. As a French Grande École and member of the Conférence des Grandes Écoles, IÉSEG is one of the most prestigious higher education institutions in the country. It has also been awarded the triple crown of international accreditations: AACSB, AMBA, and EQUIS. The School currently has 6,100 students at its two campuses; the historic campus in Lille and at Paris La Défense. Bachelor, Master of Science and Postgraduate Programs at IÉSEG are taught in English. IÉSEG collaborates closely with Europe’s largest fundamental scientific agency, the French National Centre for Scientific Research (CNRS). 77% of IÉSEG’s permanent faculty is international, and the school has a network of more than 300 partner universities in 75 countries. [www.ieseg.fr](http://www.ieseg.fr)

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