

Press release

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New Partnership signed between CEDEP and Live for Good

CEDEP, the international club for executive development in Fontainebleau, France and Live for Good, the Association dedicated to supporting young social entrepreneurs, set up by the Courtois family, are pleased to announce their official partnership.

On Saturday 21 July, this new partnership will launch officially with CEDEP hosting the “Selection Day” on its campus in Fontainebleau. 90 entrepreneurs will be given the opportunity to pitch their innovative projects, 50 of whom will be carefully selected by a team of volunteers, CEDEP and Live for Good teams, to attend a unique new programme – *Entrepreneur for Good*.

This partnership will provide these entrepreneurs with the unique opportunity to test, explore and launch their social or digital start-ups. Live for Good reveals the potential of these young entrepreneurs, who come from diverse backgrounds, and supports the development of their social projects, while CEDEP, whose values are deeply human, brings the entrepreneurs its expertise in business education.

The Entrepreneur for Good programme will bring together these 50 participants in August, October and November 2018 at three “bootcamps” hosted on the CEDEP campus. The content, co-designed by Live for Good and CEDEP, aims to enable each participant to become a social entrepreneur, based on two development themes: positive leadership and social innovation. CEDEP, with its faculty, is fully engaged to mentor the entrepreneurs and provide the teaching space “pro-bono” which confirms CEDEP’s deep commitment to sustainable business.

These young social entrepreneurs will also be provided with the opportunity to engage with CEDEP business leaders, faculty and experts to develop their business plans and discover techniques, tips and tricks. Additionally each of the entrepreneurs will benefit from an individual coach for 10 months, as well as online training resources. This unique journey will offer the group an incredible launch for their ground-breaking ventures.

At the end of the three bootcamps, five laureates will win the Gabriel Prize to launch their project. These frontrunners will win an 8-month incubation programme, a grant of 10,000€, a coaching course and a study trip to the Philippines.

Set up three years ago, Live for Good already has 300 young entrepreneurs within their community who have dared to act and not just conform to today’s rules, with the objective of improving our society. The Entrepreneur for Good programme also involves individual Coaches for Good and Corporates for Good who can get involved to support and inspire the young entrepreneur group.

Thomas Hinterseer, Managing Director, CEDEP: *“CEDEP is thrilled to have this opportunity with Live for Good. Our partnership supports everything in which CEDEP believes – transformation, humanism, agility, start-ups and giving back to society. The young social entrepreneurs of Live for Good are a breath of fresh air to our network and we truly believe that they can learn from our ecosystem, as we can learn from them. It’s positive and advantageous for everyone.”*

Jean-Philippe Courtois, Co-Founder of Live for Good: *“At Live for Good, we believe that social entrepreneurship and digitalisation can really help to shape a better world, regardless of the socio-cultural horizon of young people or their level of study. Through the Entrepreneur for Good Programme, young people will be able to design, test and start their first social start up in 10 months.”*

For more information, please contact [Debby Montelly](#) at CEDEP or [Judith Rozenblum](#) at Live for Good.

About CEDEP

Created nearly 50 years ago in the forest of Fontainebleau, CEDEP is an international executive education club built by and for its members. With over 20 members and active organisations, as well as an average membership duration of fifteen years, CEDEP and its members have a special and unique history and relationship. CEDEP’s Open Enrolment Programmes (OEPs) have run for nearly 50 years with the General Management Programme (GMP), our leading programme, launched in 1971. OEPs provide the opportunity for member companies to meet, mix, share and learn from each other.

CEDEP’s Company Specific Programmes (CSPs) are personalised programmes for which are tailor-made and co-designed with members to meet the company’s specific needs.

www.cedep.fr



About Live for Good

Co-founded in 2015 by Jean-Philippe Courtois - EVP & President Worldwide Sales, Marketing and Operations of Microsoft - and his family Pascale, Aurore and Romane Courtois, Live for Good's mission is to reveal the potential of young people from all walks of life through social entrepreneurship and digital. Through its various programmes, Live for Good raises awareness and supports young people by providing them with the resources and support they need to launch their social impact project.

live-for-good.org

