

ParisTech

#Cooperate #Undertake #Share

EDITORIAL

CHRISTIAN LERMINIAUX
President of ParisTech

As you know, with the birth of IP Paris, ENSAE, ENSTA and Telecom, officially decided to leave ParisTech on December 31, 2019 to fully dedicate themselves to the creation of this experimental establishment.

At the same time, the seven other schools - AgroParisTech, Arts & Métiers ParisTech, Chimie ParisTech, l'Ecole des Ponts ParisTech, l'ESPCI Paris, l'Institut d'Optique Graduate School and MINES ParisTech – have reaffirmed their desire to work together.

For more than twenty years, despite the changes in its scope, ParisTech has been able to continually renew itself.

At a time when our world is undergoing major transformations with the ecological and digital transition, where higher education is seeing great changes with the impact from the new Baccalaureat to the ramp-up of apprenticeship programmes. Engineering schools have a major role to play to bring engineering education in line with the needs of companies.

In this context, ParisTech is a place of exchange all the more important as our schools have the feature of being highly involved in research and of educating 30 to 70% of engineers who go on to do PhDs.

ParisTech is a strong brand and recognized throughout France and Internationally, as the results of the survey on its reputation confirmed which we invite you to discover in this newsletter. Our network brings together schools which have a common culture and allows their members to conduct projects together based on engineering excellence, in France and abroad. European University, Africa ... ParisTech is already investing in new projects.

FEATURED

Values, actions, reputation, the major teachings from the ParisTech survey



Sophie Mougard

Christian Lermينياux

From February 5 to March 15, ParisTech conducted a survey on the perception of its brand, its values and its actions. Open to students at ParisTech graduate schools, to their alumni, to their administrative and academic staff, to their PhD candidates but also to teachers and students of the High Schools and Higher Education Schools Preparatory Classes, to administrations, to research organisations, to companies, to the media and communication agencies, **this collected 5881 responses.**

The results have been processed with the support of the ENSAE Junior Enterprise. Replies to the survey came from **90% of present and former students of the schools. 50% of persons replying were between 20 and 35 years old.** Questioned both on the reputation of ParisTech, its links with their school, its positioning with respect to groupings..., they gave their advice massively and expressed their expectations through many comments. **More than 3000 quotes were received.**

CHRISTIAN LERMINIAUX
Président of ParisTech,
director of Chimie ParisTech

Why conduct a survey into the brand and its reputation of ParisTech?

SOPHIE MOUGARD
Vice-président of ParisTech,
director of the Ecole de Ponts ParisTech

CL: ParisTech needs to better refine its brand in a context of confusion related to new groupings of establishments. We wanted to better understand what was the image of ParisTech, the potential of the brand internationally and with employers. This survey was not conducted with the goals of internal governance, but really to know how to best use our brand and to draw the best from it.

What main information do you retain from the results of this survey?

CL: ParisTech exists and continues to be known. The number of responses received is remarkable, which means that the brand does not leave people indifferent, notably the students and former students of our schools who feel concerned.

SM: What comes out from the results of the survey is first of all, the good image of ParisTech in general, attachment to the brand, international visibility.



What are the assets of the ParisTech brand expressed in the responses to the survey?

CL: Behind the ParisTech brand is first and foremost, excellence in engineering. This is a key point that we have identified. In some ways, it is our DNA. The ParisTech brand also has a real reputation internationally which encourages us in the actions which we lead.

SM: 35% of respondents attribute the best mark to excellence. Which burnishes the ParisTech brand. The majority of our former students mention ParisTech in their CVs. 52% of employers pay attention to the mention of ParisTech in a CV. These are strong indicators and confirm the relevance of the brand.

The survey showed that the actions of ParisTech remain little known...

CL: Indeed, there are many things done but little is spoken of them. That the actions of ParisTech are not often presented as such. For example, the ATHENS programme of European students or teaching

chairs exchanges is known as is collaborative research, but they are not always linked to being from ParisTech. We must qualify our collaborative programmes more as being those of ParisTech.

SM: Knowing the actions is not a gauge of recognition of the brand. The projects are known by those active in these projects or those who are in the ecosystem. It is not surprising that the former students cannot cite all the actions of ParisTech, just as most do not know the current projects of their school... It is true however, that this contributes to the strength of the brand. It is the consistency of our communication on collaborative projects, the message which consolidates these projects are our values.

But then ParisTech is not just defined by these projects... It is also a place where value is created, in particular in commissions where we can discuss our common issues . This is essential.

A lot of respondents mention difficulties to understand the brand in the context of new groupings...

CL: We must have a clear discourse on the fact that ParisTech is not a rival for the current re-consortia, University Communities or other. We do not envisage delivering degrees which are already delivered by consortia whose schools are members (PSL, Université Paris-Saclay, etc.). We are however attached to the Engineer Degree for which the schools are accredited. ParisTech is an inter-University Community entity and as such makes the link precisely between University Communities and engineering.

SM: It is not the institutional structure which allows us to lead our actions. The pooling of resources continues to be possible. What is important is the fact that the schools wish to pursue these projects and that we share the same values. ParisTech is a trans-University Community alliance which can continue to exist despite changes in structures.

To conclude...

CL: ParisTech is known, rallies, spurs. Indeed, there are many expectations for this brand We must therefore run with it and develop it.

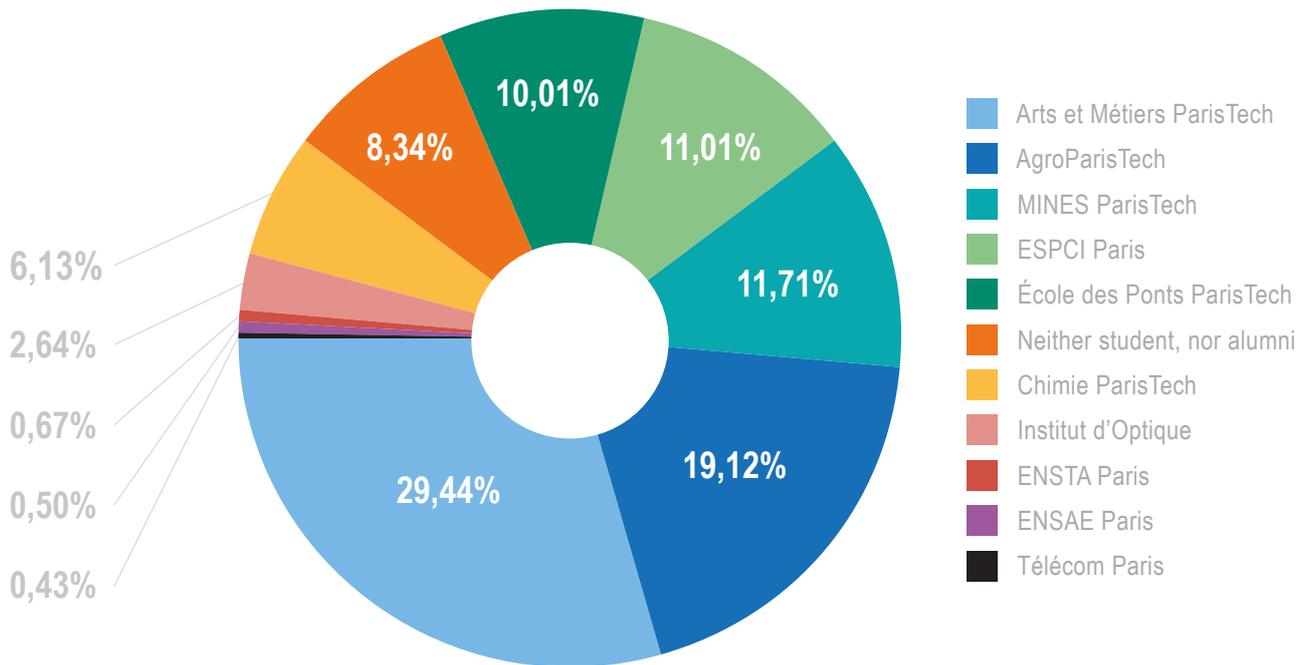
SM: Despite the major upheavals in higher education and research, ParisTech is still there after 20 years. This brand has real value. The results of the survey are very encouraging. The brand reinforces us. The schools would be wrong not to embrace it...

SEREVAL ELEMENTS TO RETAIN FROM SURVEY

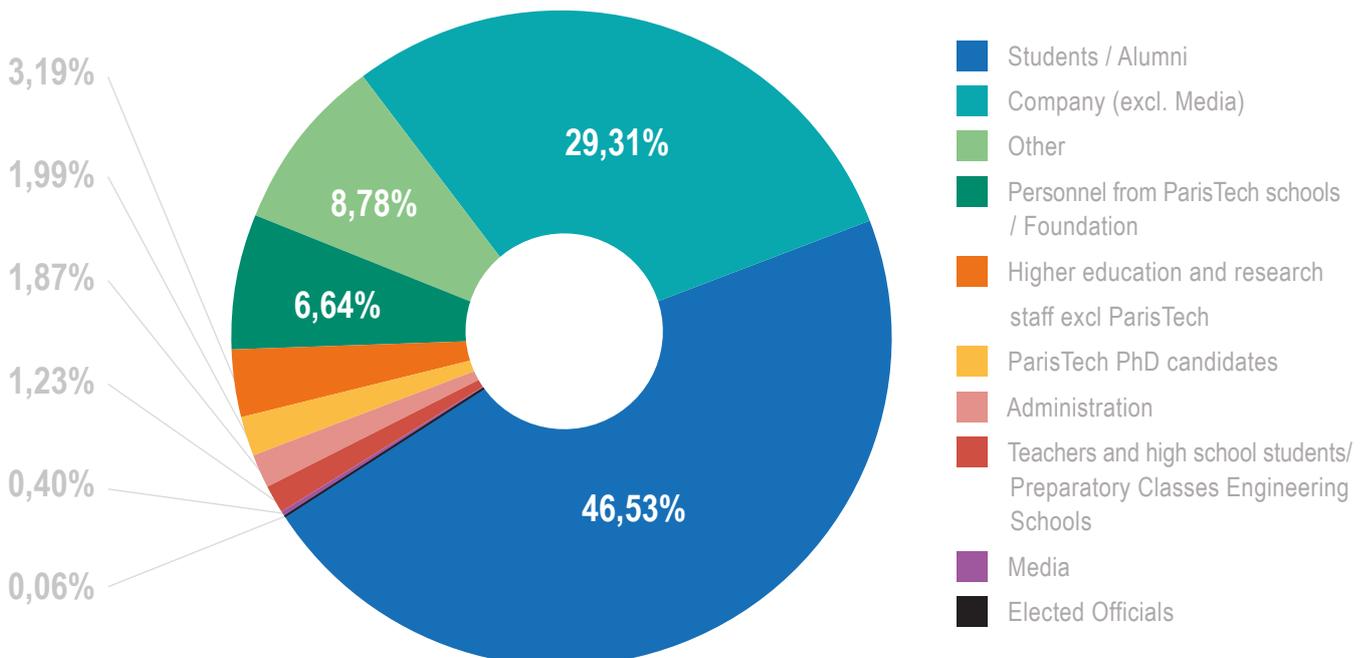
- 5881 persons responded to the survey of which:
- 30.7% were women and 69.3% were men,
 - 574 French from abroad and 411 foreigners,
 - +50% were between 20 and 35 years old.



ORIGIN OF RESPONDENTS



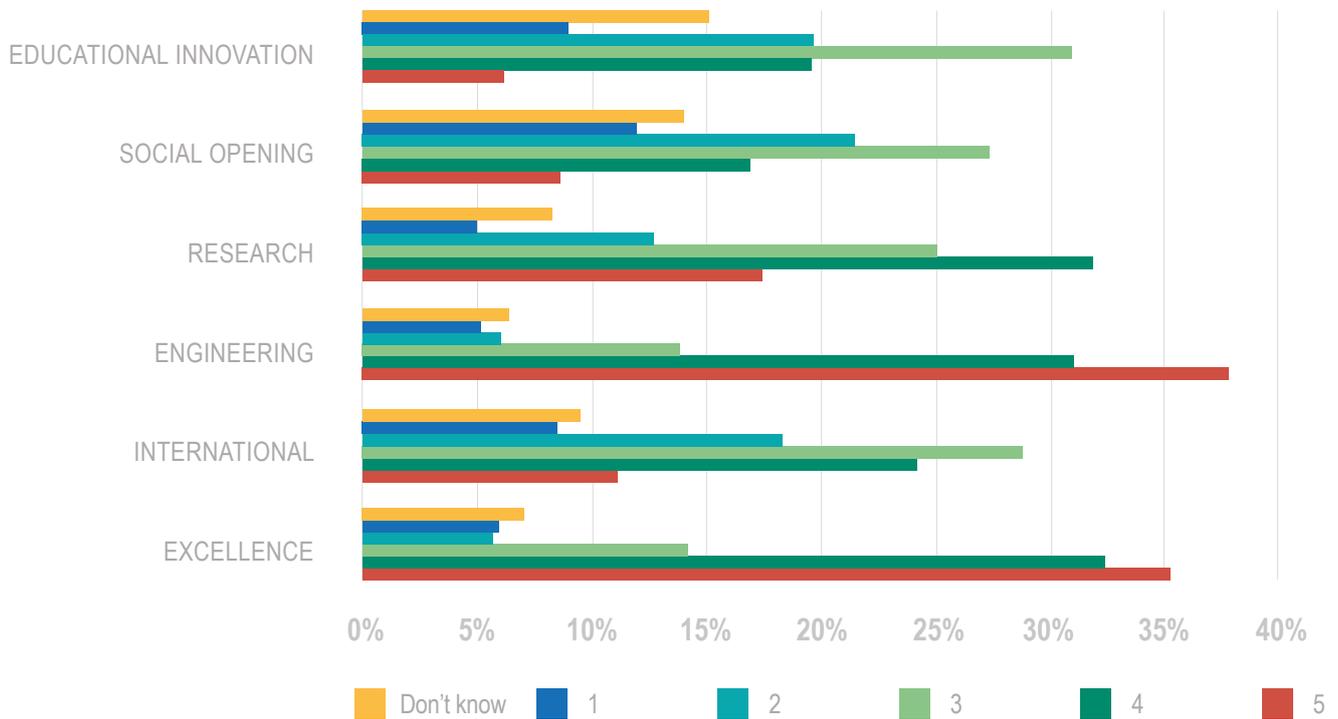
SITUATION OF RESPONDENTS*



* Only one response was possible. Therefore, you can find the students and alumni who, for example, ticked "Company (excl. media and publicity companies)" rather than the box "Student, pupil or former student (alumni) of one of the ParisTech schools. The category "Other" covers retired persons.

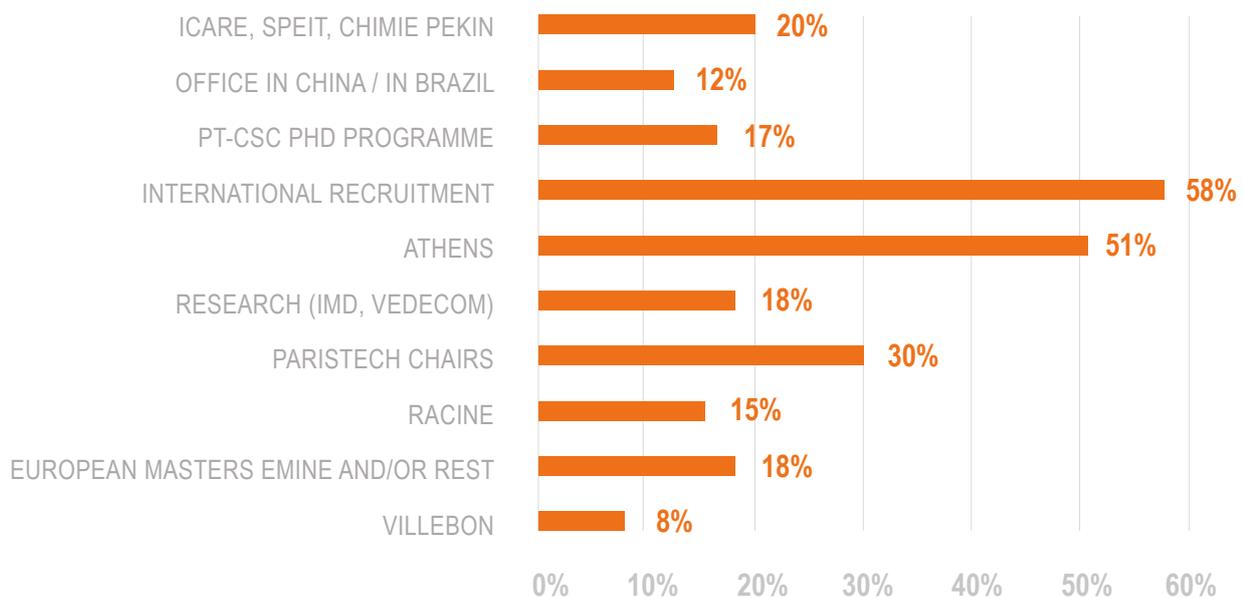
THE ASSETS OF THE PARISTECH “BRAND”

The overall image of the ParisTech “brand” is positive. ParisTech remains synonymous with excellence, engineering, research and international perspective.



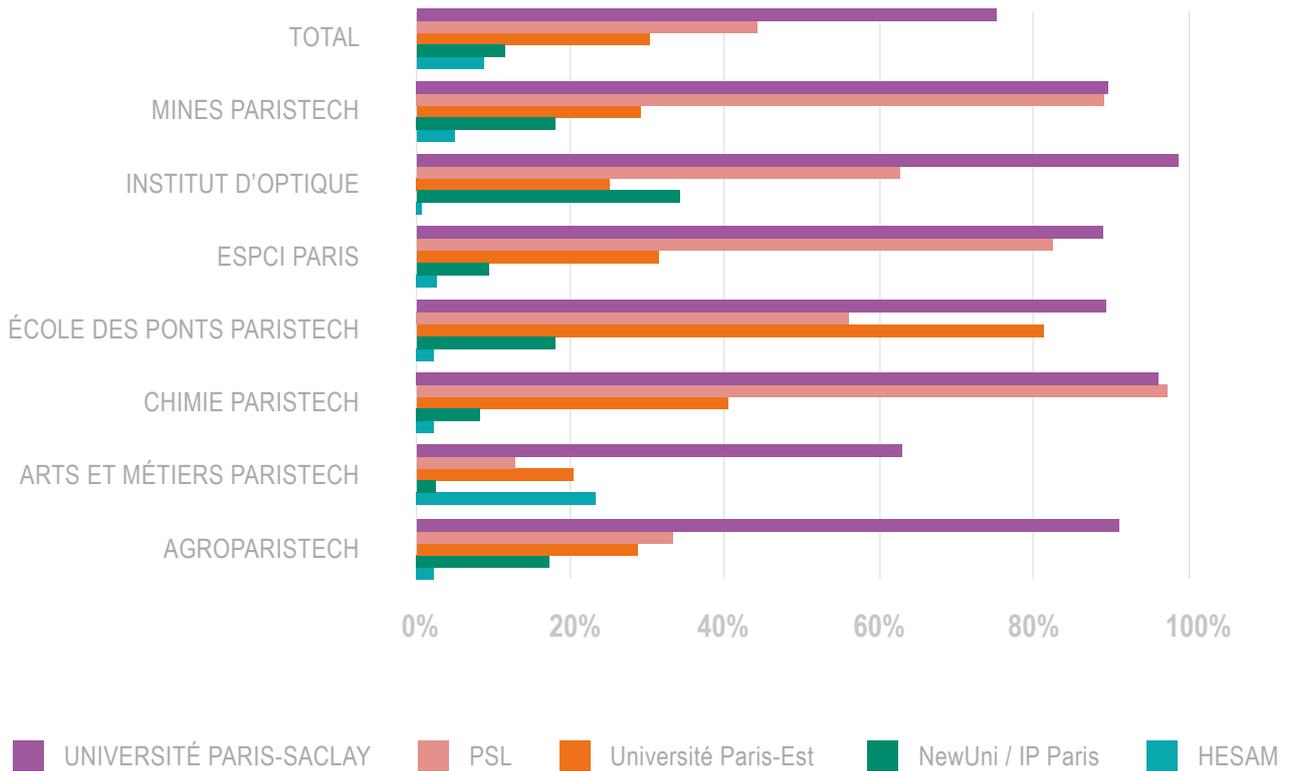
35,13% of respondents attribute the best mark (5) to “Excellence”.

% OF RESPONDENTS KNOWING THE ACTIONS OF PARISTECH



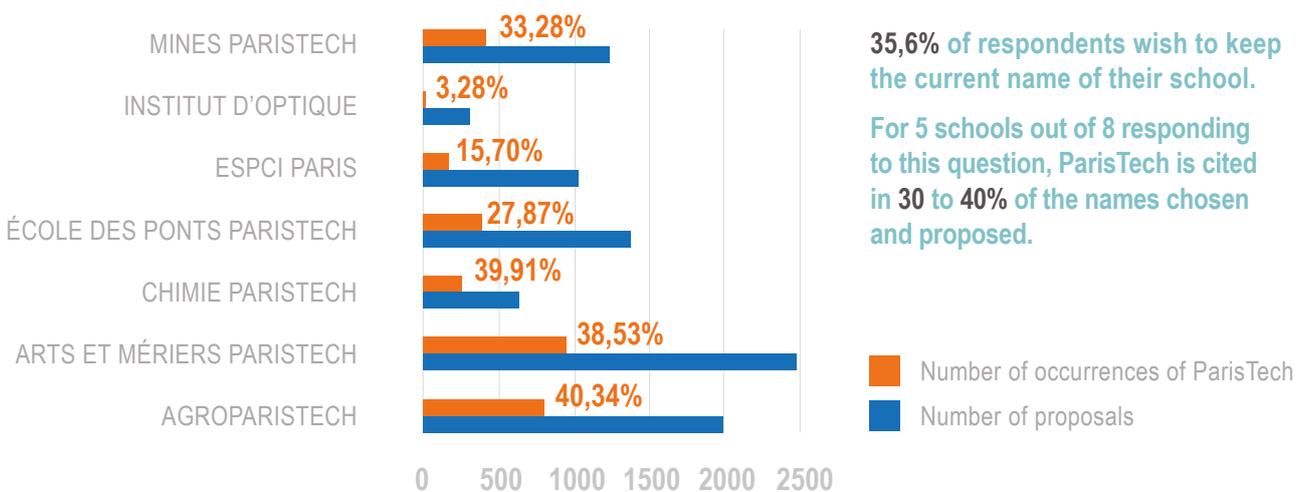
The actions of ParisTech remain little known. Apart from International actions (coordinated recruitment of international students, ATHENS), the respondents have not heard much about educational innovation (RACINE), inclusion (Institut Villebon-Georges Charpak) or research (Sustainable Mobility Institute, training and research chairs).

REPUTATION OF THE GROUPING



The brand is more unclear since the graduate schools integrated with the University Communities. Overall, the new higher education landscape is seen as confusing. Moreover, some people think that ParisTech no longer exists!

PARISTECH IN THE NAMES OF SCHOOLS CHOSEN OR PROPOSED



51,94% of recruiters questioned confirm looking at the ParisTech brand on a CV.
56,82% of students and former students questioned confirm including the ParisTech brand on their CV.

Amongst the expectations expressed, we retain: more synergies between the schools, more possible exchanges between the schools and with international partners of ParisTech, more information on the actions of ParisTech, more innovation in the teaching, more social opening.

THE PORTRAIT



ISABELLE DE LIGNIVILLE

ParisTech
Delegate
for communication

A bit about your career...

I have been assisting higher education establishments in their communication, for some 16 years now. After an M2 Master's Degree in company and institutional communication, I started as associate director of communication at Ecole Polytechnique before becoming head of the department for 5 years. I then rejoined the teaching organisation for the insurance sector as director of communication and educational resources.

For the last 7 years, I have been advising and implementing communication strategies for schools and networks, mainly in higher education: The Fédération Gay-Lussac which groups together chemistry in France (of which Chimie ParisTech and ESPCI Paris are members), the Collège de Paris which is a consortium of schools in the area of design, luxury goods and fashion, the EPFL on an internal communication project and publicity agencies.

What do you see as your mission as the delegate for communication for ParisTech?

I advise ParisTech on its positioning, its communication strategy and I coordinate the implementation of a certain number of actions. For 2 years now, I have been trying to clarify the positioning of ParisTech which, since 2015, is no longer a government establishment but which remains a beautiful network with prestigious schools bearing the excellence of French engineering. We have re-organised and boosted our digital communication, launched this newsletter allowing to rally together around projects and achievements of ParisTech, developed communication tools for an international public. And of course, we have just completed this survey on the brand which has been a lot of work over the last few months.

What are the challenges of your assignment?

ParisTech is a very beautiful brand incarnated in the actions of all sizes when taken together within the network: international, inclusion, social awareness and educational innovation. ParisTech must re-define itself in an environment where the directions never stop shifting. In terms of communication, this is exciting: we must know how to re-invent the brand while capitalising on its history and its positive aspects. The results of the survey are encouraging and shall allow us to rebound for reflecting on and adjusting our strategy.

Having been active within ARCES for more than 10 years, the association which groups together higher education communication, I am convinced of the strength of the network and the commonality of skills needed for going forward.

INTERNATIONAL ACTIONS

Agreements

Academic and Scientific Cooperation Agreement with the Institute of Aeronautical Technology (ITA) in Brazil

MoU with the University of Mines and Technology (UMaT) in Tarkwa, Ghana

Framework with the State University of Novosibirsk (NSU)

MoU ICARE between MINES ParisTech, representative of ParisTech, and HUST (Wuhan)

Agreement for a double degree with Escola Politécnica (USP-EP)

Visits

15th GB of Shanghai Jiao Tong ParisTech Elite Institute of Technology (SPEIT) March 29 2019

1st graduation ceremony of SPEIT (Shanghai, China) March 30 2019

Visit of V. Lafèche (MINES ParisTech) and C. Lermigniaux (Chimie ParisTech) to Wuhan for ICARE April 1st 2019

2th GB of Chimie Pékin April 2 2019

Promotion missions in China, in Columbia, Russia, Brazil and Argentina April-May 2019

15th BRAFITEC Forum at the Federal University of Uberlandia (Brazil) June 5-8 2019

1st Franco- Columbian conference on higher education, research and innovation (Medellin) June 12-14 2019

Reception of delegations

Delegation from the Institute of Aeronautical Technology (ITA), Brazil March 26, 2019

Delegation from 13 Columbian Universities, ACOFI and COLIFRI April 8, 2019

Delegation from the Norwegian University of Science and Technology (NTNU). April 12, 2019

Delegation from the Friedrich- Alexander Universität Erlangen-Nürnberg (Germany) June 4, 2019

Delegation from the University from Nairobi (Kenya) June 4-5, 2019

INTERNATIONAL



Last April 12, ParisTech welcomed Gunnar Bovim, the Rector of the Norwegian University of Science and Technology (NTNU). The partners have collaborated for many years in the field of student mobility and in particular in ATHENS. They wish to reinforce this partnership by increasing student mobility in both directions. The IDEAM and EELISA European University strategic partnership projects must contribute to it. ParisTech and NTNU shall also reinforce their scientific collaborations in the framework of European projects. Areas of common interest are being explored.



ParisTech is a winner of the call "Support for development of French Higher Education in Africa (ADESFA)" with the project French-African Cooperation for Engineering in Africa. The results were made public in April by the Minister for Europe and Foreign Affairs (17 projects selected out of 197 submitted).

ParisTech will develop partnerships with, on the one hand, the University of Nairobi in Kenya, which plans to build an engineering complex and on the other with the University of Mines and Technology (UMaT) in Tarkwa and the Kwame Nkrumah University of Science and Technology (KNUST) in Kumasi in Ghana. The first missions shall take place in the Summer of 2019.

ParisTech has been developing partnerships with Columbian Universities since 2013. Thus, on April 8, ParisTech welcomed a delegation from ACOFI, the equivalent of Cdefi, to present Engineering training in France to the 13 Universities represented.

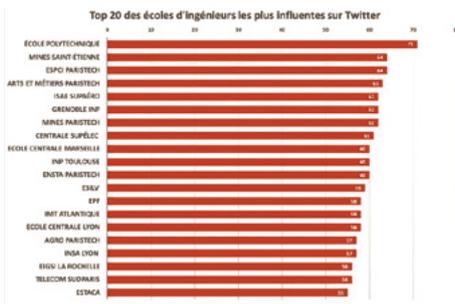
TEACHING



The educational correspondents of RACINE ParisTech - the network of assistance and innovation in teaching met for its annual seminar on June 4. On the programme: finalising of the teaching catalogue for 2019-2020, preparation for a day devoted to feedback on teaching skills transfer, reflection on the hybridisation of courses.

10 workshops were proposed for next year's catalogue around themes covering a wide field of educational education; the video capsule, blended learning, games in teaching, working with groups of students, design thinking, etc.

COMMUNICATION



ParisTech reunites a larger and larger community on social networks with 8,500 followers on Twitter and 15,000 on LinkedIn. Note also, 5 ParisTech schools – ESPCI Paris, Arts et Métiers ParisTech, Mines ParisTech, ENSTA Paris, AgroParisTech - are in the top 20 of the most influential Engineering Schools on Twitter (source Le Figaro - Headway Advisory). Follow us on @ParisTech News and LinkedIn.



In this special issue you will find an interview with each Director, portraits of students, faculty and presentations of student associations. The viewpoint of this dossier is to show the specificity of each of our schools but also what they have in common. The programmes that we have implemented together over the last 20 years. Check out the ParisTech website for more information.

INCLUSION



The inclusion commission met on March 18 on the theme "Sexual Harassment & Communication". About thirty representatives from the teaching, communication, social diversity and/or woman/man equality services as well as students attended. The participants displayed both critical thinking and good humour: "If you want to summarise the situation, you can draw a white (heterosexual) man!". They also established the basis of a "kit" of actions to prevent and combat harassment. Written minutes and a video were produced. The dynamic engaged continued during the next meeting of the diversity commission on June 11 with the finalising of this kit and the choice of action, common to all the ParisTech schools.

FOUNDATION



On March 26, the Fondation ParisTech held the awards ceremony for the *Jiyuu – Hugo Sarrade grant*. Created in January 2016, on the initiative of Stéphane Sarrade in memory of his son Hugo, victim of the terrorist attack on the Bataclan, this grant -delivered under the aegis of the Fondation - helps students from the ParisTech schools to go to Japan in the framework of their scientific education. This year, Lamia Lamrani, student at ENSTA Paris, who aroused the enthusiasm of the jury, amongst the 12 candidates received, received a cheque for five thousand euro, before crews from the Japanese Fuji TV television.

IN THE SCHOOLS



AgroParisTech

The project of consolidating the Paris Region AgroparisTech sites involves bringing together all the teaching, education and research activities of AgroParisTech in the Ile-de-France, working in close relations with INRA in the framework of twelve mixed (University/ CNRS) Research Units.

Groundbreaking started in January 2019 on the western border of the Polytechnique Business Park in Palaiseau. At the beginning of the 2021 school year, this 66,000 m² campus will bring together the 2000 students and 1350 staff of AgroParisTech and the National Institute for Agronomy Research (INRA), with their 920 faculty and research personnel.



Arts et Métiers ParisTech

Arts et Métiers ParisTech and Dassault Systems have signed a agreement protocol to train engineers for the industry of the

future and to assist industries with their digital transformation. Several activities are planned based on the Dassault Systems 3DEXperience platform. The 6000 students of Arts et Métiers will have access to it to support multi-disciplinary collaborative usage.

This will allow them to assemble a continuous digital industrial chain, the design a recycling programme, passing by design, production and maintenance.



Chimie ParisTech

Carine Robert (IRCP, Organometallic Chemistry and Polymerisation Catalysis Group), associate professor at Chimie ParisTech, has been named as diversity advisor, an assignment of engagement to combat any form of discrimination. Dr. Robert has already invested several years in training policy and innovative education (scientific blog, educational videos) in the Institut Villebon Georges Charpak, promoting equal opportunity. One of the first actions at Chimie ParisTech will be a publicity campaign for combating sexism and harassment.



École des Ponts ParisTech

Roger Frank has been named as the scientific integrity advisor for the Ecole de Ponts ParisTech. Sophie Mougard, the president of the Ecole de Ponts ParisTech has nominated Roger Frank, an honorary professor at the Ecole de Ponts ParisTech and Emeritus Director of Research at the Navier Laboratory (geotechnical group - Cermes) as the school's scientific integrity advisor (Cermes). The School has recently adhered to National Ethics Charter for research profession, of January 26, 2015, developed by the CNRS and many other French research institutions.



MINES ParisTech

The 5th edition of the student competition on intelligent electrical networks, organised by the French National Committee for International Consulting on Major Electrical Networks (CNF CIGRE) was held in Paris on May 23, 2019. For the 4th year running, two students from the Specialised Master's programme on Optimisation of Energy Systems (OSE), organised by the CMA MINES ParisTech, have won 1st prize in the competition. Bravo to Hamza Mraïhi and Aboubakr Machrafi for their article on "Loss predictions on the electricity transport network".

ParisTech, the major engineering schools network.

The complementarity of areas of excellence of the schools provides students, researchers and all of the partners (institutional and company) with an exceptional consortium offering unique transdisciplinarity. ParisTech has strong interactions in teaching and research via many partnership agreements.

www.paristech.fr • Follow us