

Philippe de Woot Award Ceremony 2020 - HEC Liège

Line Didelot wins the 6th Philippe de Woot Award for the best graduate thesis worldwide dedicated to Corporate Social Responsibility (CSR)

Liège, 12 Nov. 2020 – HEC Liège-School of Management of the University of Liège hosted the 6th Philippe de Woot International Award Ceremony. Given the sanitary conditions, this 2020 edition, initially planned for last March, took place virtually. This was a first since the creation of the Prize 10 years ago.

The Philippe de Woot Award is a biennial inter-university prize rewarding the best graduate thesis worldwide for its original contribution to the understanding and reflection on Corporate Social Responsibility or sustainable development. The Award aims to encourage young people to think differently about the sustainable economy.

This year's Prize was awarded to LINE DIDELOT, a graduate of ICHEC, for her thesis entitled: "How can migrants, refugees and asylum-seekers through skill development and employment be integrated in Greek society by means of a centre for displaced persons in Athens, Greece? The ANKAA Project".

"The jury particularly appreciated the fact that the societal challenge of migration management is being approached from the original perspective of social entrepreneurship organizational models. It also underlined the relevance of the systemic approach deployed in the thesis, and its concrete and particularly inspiring results," emphasized Virginie Xhaufclair, co-chair of the juries.

The laureate wins a prize of 3,000 euros, half of which will be invested in an environmental or social project of her choice. This logically went to the ANKAA project.

HEC Liège received over 42 applications, which were evaluated by two juries: an academic jury and a jury of *stakeholders*, chaired by Professors Virginie Xhaufclair (HEC Liège) and Valérie Swaen (UCLouvain-LSM).

Six graduate theses were shortlisted by the academic jury, after which 4 nominees were selected for 3 projects:

Daniel Asger Caceres Larsen and Rasmus Grand Berthelsen (Copenhagen Business School - Denmark) for their graduate thesis entitled: "Collaborative Quest for Higher Yields: A

Conceptual Framework for Evaluating Market-Driven Development Interventions by Cross-Sector Partnerships”;

Isaline Thirion (HEC Liège - University of Liège) for her graduate thesis entitled: “How to drive impact performance in an impact-first investment fund, considering an impact-based financial reward scheme in particular?”;

Line Didelot (ICHEC - Belgium) for her graduate thesis entitled: "How can migrants, refugees and asylum-seekers through skill development and employment be integrated in Greek society by means of a centre for displaced persons in Athens, Greece? The ANKAA Project”.

More information about the pre-selected theses can be found on the event [page](#)¹.

"Winning the Philippe de Woot Prize was a very nice surprise," Line said. "I am particularly happy and proud for this recognition of my graduate thesis, which allows me to highlight a current and crucial concern: migration and the importance of social inclusion".

Valérie Swaen underlined the importance of teaching the values of CSR and sustainable development, made even more necessary by the current crisis, which shows the vulnerability of our modern society: "The difficult conditions we are experiencing today can be an opportunity to reshape higher education. We need to question our teaching practices. Interdisciplinarity, the use of active teaching methods that encourage creativity, students' reflection and emotional engagement, strengthened collaborations and partnerships with businesses, NGOs, public institutions: these are some of the pathways towards a true understanding of sustainability. »

Rob Hopkins, Founder and leader of the Transition Movement and guest speaker of the evening, then shared his original and powerfully motivating vision of things around two words that open many doors: "what if...". *"To face the climate and ecological emergency, to move things forward and change behaviors," he stressed, "we must create a collective desire through the power of imagination and narration". His speech was widely applauded by the 200 or so participants at the evening.*

The live session can be viewed on: <https://youtu.be/3yPAPbUTmkE?t=2467>

Summary of the award-winning thesis

In 2015, the influx of refugees from Turkey to Greece experienced an unprecedented increase, spread internationally as a crisis that required urgent support. Billions of euros were allocated to this situation, but what happens when funding stops and interest decreases? What about the needs of the local community, whose livelihoods also suffered greatly during the country's financial crisis? Involved in the refugee crisis since January 2016, five volunteers have founded "ANKAA Project", a non-profit organization active in Greece. The ANKAA Project aims to facilitate social inclusion in the Athens community by breaking the cycle of migrants' loss of autonomy. People are given the tools to create their own

¹ <http://www.hec.uliege.be/en/event/19>

sustainable solutions in order to rebuild their lives in dignity and on a personal level. A personalized program is created with the participants and with the support of a collaborative network and self-learning spaces to target skills development, vocational training, language, entrepreneurship, education and employment opportunities.

ANKAA works in co-construction with its partners and participants, as the entire project is supported by a strong network of individuals, groups, organizations, businesses and educational institutions. The vocational training program is open to refugees, asylum seekers, Greek citizens or any other member of the Athens community. This is an innovative and rare approach among the other actors active in Greece.

Origin of the Woot Prize

Founded by Charles de Liedekerke and UCLouvain, the "Philippe de Woot Prize" was created in 2010 to promote CSR research and reward the best graduate theses in this field. Throughout his 40-year career, Professor Philippe de Woot always encouraged students, companies, economic actors as well as international and national public organizations to adhere to ethics and CSR. He was a forerunner of the interest and commitment of the best companies and management schools in the field of CSR. A founding member and member of the Board of the King Baudouin Foundation, Philippe de Woot also directed the "Technology and Society" Class of the Royal Academy of Belgium. In the field of CSR, he participated in the creation of a global network, the "Globally Responsible Leadership Initiative".

At the initiative of UCLouvain, the Woot Prize is organized every two years on behalf of an association of Belgian universities and colleges: Antwerp Management School, HEC Liège - School of Management of the University of Liège, ICHEC Brussels Management School, the Louvain School of Management of UCLouvain, the Solvay Brussels School Economics & Management, the Universiteit Antwerpen, the University of Namur, the ULB, the University Saint Louis Brussels, and the Vlerick Business School.

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