



Green Gown
Awards 2016



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Finalist's case study

KEDGE BS Student Life Quality No Stress, just Wellness



Profile

- Higher Education
- 11,936 students
- 498 staff
- 7 permanent campuses
- 4 associate campuses

About the project

Summary

Kedge Business School has the responsibility of providing its students with a learning environment that is conducive to the optimisation of their scholarship. With this in mind, the School provides a unique service for its students called "Wellness". This initiative seeks to improve the quality of life and health of students, to be at the service of individual performance and to help prevent psychosocial risks. Wellness seeks not only to accompany students in distress, but aims to prevent such situations from occurring by raising their awareness on health related issues.

Project partners

The CEPAC (Caisse d'Epargne Provence-Alpes-Côtes d'Azur) is the principal Wellness KEDGE BS Partner since 2013. The MEP (student health insurance) is another partner with prevent animations on the Marseille campus, like the Espace Santé Bordeaux (University preventative medicine service) on the Bordeaux campus.

The results

The problem

We did not have any real problems when KEDGE BS created the Wellness but the School chose to take care of their students. We think our responsibility isn't only the scholarship support, KEDGE BS wanted to create an environment conducive to the personal and intellectual development of each student.

The approach

Launched in Marseille in November 2011, Wellness has progressively evolved from a project to a service on each of the School's French campuses. As part of this initiative, a number of services and spaces on each campus are dedicated to the Wellness of our students, such as:

- **Wellness counselling Centre:** this space is reserved for students who would like a confidential meeting with the school's psychologist or with a member of the Wellness Team (team counsellors trained by professionals to offer support and an attentive ear to Kedgers with problems or



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questions). The Wellness scheme is also a professional service with psychologists, a social worker and a mediator all ready to help any student who asks to meet them.

- Student Wellness Centre: open and comfortable spaces where we can find information related to health, nutrition, sports, stress, financial aid and other pertinent information and a lot of animations during the year to promote healthy lifestyles within the student community and contribute to wellness outreach activities. Activities are offered throughout the year, not only to help them learn how to manage your stress but also to discover and to get to know themselves better (physically and mentally) and feel generally good - sophrology, yoga, meditation, sport, diet...
- Sport Service: with plenty of sports facilities and professional trainers on the campus Kedgers can discover a new experience at School: test their mental and physical capacities, push themselves to the limit and maybe a little bit further, improve their concentration and performance, train for one of the inter-school sports championships teams, or simply help themselves to relax and unwind for a better daily life balance.
- Food Services: we have different restaurants on the KEDGE BS campuses with a large choice of dishes to permit at the students to make the right decisions concerning the sustainable development and the health.

Our goals

The School has created the Wellness scheme to encourage the KEDGE BS human and professional experience, and to help ensure its success. We want a unique experience, we explain them it's THEIR experience, a turning point in their life that will determine their future: the woman, the man, the decision-maker, player, citizen and manager of tomorrow that they will see themselves become. The Wellness Teams, with our different healthy services and the Wellness philosophy, is available to help them in this KEDGE BS experience.

Obstacles and solutions

The student difficulty to ask for help	We communicate a lot about the Wellness service confidentiality. We try to propose funny activities in order to de-dramatise the asking of help. With Life Campus projects, like the sport services, the Wellness service (psychologists also) is less stigmatized, with a more positive aspect.
The student difficulty to evaluate their gravity of problems	We explain there are no right or wrong reasons for contacting the team, simply needing to talk and be listened to is a perfectly valid reason.



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Performance and results

During the university year 2015-2016, the Wellness Teams talked with 347 students (volunteers, social worker or psychologists). In the same year, Wellness proposed more than 50 wellbeing and health animations/activities.

At the 2016-2017 back-to-school, we have 30 persons involved in Life Campus and Wellness support:

- 3 Wellness Teams with 14 volunteers, 3 psychologists, a social worker, a mediator, a wellness service responsible and a Student Service and Life Campus responsible
- 5 young volunteers civic service on Bordeaux, Marseille and Toulon campuses to develop healthy animations and supports
- A student association about health and wellbeing on Toulon campus
- 2 sports educators on Bordeaux and Marseille campuses
- A food committee with staff and students
- A close relation with the CSR department.

The future

Lessons learned

We take conscience about the necessity to have a young approach, fun speeches and support to capture their attention.

Sharing your project

We share our projects, ideas, good practices principally with the "Campus Responsables" members. Sharing our experiences permit us to challenge our self to develop new projects and to push ever further our students support.

What has it meant to your institution to be a Green Gown Award finalist?

It's a real appreciation Wellness Teams work, especially Wellness volunteers who allow time to students who have difficulties.

Further information

<https://student.kedge.edu/student-services/campus-life/wellness>

<http://www.letudiant.fr/etudes/ecole-de-commerce/yoga-meditation-et-calinotherapie-ecole-management-et-commerce-kedge-marseille-se-met-au-zen.html>