



PSE

POUR UN
SOURIRE
D'ENFANT



ANNUAL ACTIVITY REPORT

September 2018 – August 2019



MISSION, VALUES, KEY STATISTICS

Since 1995 Pour un Sourire d'Enfant (PSE) has been working in Cambodia to help children escape destitution and provide them the skills required to get a job. Recognised by the Cambodian authorities; it respects the sovereignty of the country, its customs and traditions; it collaborates with Cambodians to promote sustainable development.

Our mission

PSE's mission is to enable children to escape extreme poverty and lead them to a qualified, dignified and appropriately paid job through the comprehensive care of their needs and education programmes from early childhood to vocational training.

Key statistics: on average 6,908 children and 3,643 families helped during the year
(the statistics below are rounded)

FOOD



6,000 daily meals during the week and 1,800 daily meals during the weekends

HEALTH



PMI*: 25 babies
Handicapped: adapted classes (41 youngsters) and "Source de Vie" home (18)

PROTECTION



456 children board in our centres in Phnom Penh, Siem Reap and Sihanoukville
68 children placed in foster families

EDUCATION & SCHOOLING



4,831 children in school of which over 674 are in remedial schooling and almost 1,013 get school support
504 children are welcomed to our nurseries

VOCATIONAL TRAINING



1,393 youngsters in vocational training
20 trades available

HELP FOR FAMILIES



Rice Compensation
(7 tons / week)

OUR RESULTS

- ▶ 93% pass rate for the Brevet (CGE/GCSE level)
- ▶ 60.34% pass rate for the Baccalaureate
- ▶ 350 new graduates from vocational training courses
- ▶ More than 4,500 alumni have graduated and found a job

(*) Protection Maternelle et Infantile
(Mother & Child protection)



- More than 600 staff in Cambodia
- 5 staff in France
- 300 volunteers in PSE branches in France and in several other countries



- 90.7% expenditure is directed to the social programmes
- 9.3% overheads & fundraising expenses

from destitution ... to a vocation!

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Dear friends,

350 new graduates from our Institute, 6,908 children in our programmes, 3,643 families helped by our social team, the year 2018-19 has, once again, been a very active one for PSE! The needs are there: our beneficiaries, children and families living in great destitution, in Cambodia's large cities, mainly Phnom Penh, are left on the margin of society in a country where economic development benefits only part of the population.

All of our activities during the year were based on the major areas of focus identified in our new **2018-2023 strategic plan**:

- Consolidate our actions in Cambodia, constantly adapting our model of intervention to the realities of the urban and suburban centres in which we operate.
- Strengthen our support for the most vulnerable.
- Maintain the quality of our educational activities.
- Develop an efficient governance model and a dynamic associative life.

After assessing the evolution of the socio-economic situation in Sihanoukville, which made our actions less effective, we decided not to support new beneficiaries there. In Phnom Penh, the collaboration between our social team, working on the front line with the families, and all our teams delivering the "programmes" (schooling and vocational training, extracurricular activities, protection and housing, medical) has developed and will continue to do so. It allows us to be as close as possible to our beneficiaries and the situations they find themselves in so we can successfully guide the children's educational path.

Our support for the most vulnerable has been strengthened: through the establishment of an "Entre-deux" (In-between) programme for school dropouts, and through a new organisation and expanded teams for our special education section and our Source de Vie home.

We have **supported the development of our teachers** through numerous in-house training courses and exchanges with our partner organisations. The quality of our education is still based to a large extent on a lively teaching approach and practical exercises.

Thanks to the close relationships our Vocational Training Institute has built with the future employers of our young people, particularly to enable them to obtain internships, we have **tried an apprenticeship scheme** for students at the School of Hospitality and Tourism. A first in Cambodia where this type of training does not exist despite recognised benefits! In light of the success of the trial and the lessons we learned from it, we plan to offer it to a greater number of young people next year.

In October, **Pour un Sourire d'Enfant was awarded the IDEAS hallmark**, it demonstrates the quality of the governance, financial management and monitoring the effectiveness of our association's action. I am delighted with this attestation that reinforces the confidence of our partners and donors.

The dynamism of our associative life was displayed, once again, through the many events our branch network organised for the benefit of PSE and, for the first time, through a week-long trip about twenty very active volunteers took, to immerse themselves into life in our Phnom Penh Centre: a highlight of the year, memorable for all.

We are preparing for the future through plans for much-needed renovation work in the Centre, for which we have already carried out surveys, as well as continued investment in IT. These investments will enable our teams in Cambodia to work with maximum efficiency and provide us with modern tools adapted to our requirements for good management and oversight.

It is thanks to all of you, who form part of our "big PSE family", that we can act. **THANK YOU**, sponsors, donors, partners, volunteers, employees, for contributing to our mission with the poorest children in Cambodia to offer them a new future!



Ghislaine Dufour
President

PILLAR 1

A stronger presence in our current intervention areas and with families

Because of a growing exodus from rural areas, poor families are found on the outskirts of cities with even fewer job opportunities. A child with good education contributes, when the time comes, to the family income. But some families cannot wait.

Our ambition is to :

- Consolidate our action in Phnom Penh and continue to adapt our model for supporting young people and families to the realities of the **urban and peri-urban centers of Siem Reap and Sihanoukville**.
- Strengthen support for the most disadvantaged **parents**, through an improved information and counseling service, and by giving them access to short training courses and a job.

And always, our fundamentals: social criteria and aid adjusted according to poverty levels in order to promote empowerment; care for all the siblings; donation of rice to compensate for the income lost with children in school

PILLAR 2

Programs adapted to the most vulnerable young people

Many young people go to school for only a half-day and do not enjoy a favorable environment at home for study. Some students, quite wounded by life, struggle to dedicate themselves to their studies and drop out of the traditional school system or the remedial learning classes. Others in our families are handicapped and less likely to gain autonomy.

Our ambition is to :

- Strengthen our community **kindergarten** program and **tutoring** for children going to school part-time; develop **individualized support programs** for drop-out students.
- Work to secure a future for every child, regardless of their **disability**, by developing local partnerships.

And always, our fundamentals: support for schooling in public schools, remedial classes for those who are very behind in their learning or have never been to school, language courses, extra-curricular activities, health services and psychological support



STRATEGIC PLAN 2019-2023

PILLAR 3

The best school to enable the poorest to be integrated into society with dignity

The Cambodian world of work is evolving significantly, and is becoming more demanding on the skills, diplomas and behaviors of young people. The quality and relevance of training content and learning methods, as well as openness to the outside world, are key.

Our ambition is to :

- Strengthen the alignment of our professional sectors with the **Cambodian and ASEAN * markets**, as well as with the talents and motivations of our students.
- Continue to develop **Human Education** on behaviors, integrating it at all levels of the student's learning path.
- Develop **pedagogy**, continuing education for teachers, innovative practices and digital tools.
- Partner** with **local and international organizations** that share our values and are committed to long-term commitment.

And always, our fundamentals: training which is practice-oriented, and recognized by the Cambodian and ASEAN authorities

PILLAR 4

Effective governance and dynamic cooperation within the association

Having grown significantly, PSE needs to continue to operate effectively and under control, ensuring transparent and sustainable management for our donors and volunteers.

Our ambition is to :

- Develop a **training and talent development** plan for our Cambodian employees, to foster the autonomy of the local team, faithful to the spirit of our founders.
- Reserve, and maintain, a key place for **volunteers**, by developing our network of branches in France, internationally and in Cambodia, by mobilizing our **alumni**.
- Strengthen our capacities to **manage** and track our activities as well as to **measure the effectiveness** of our actions and our costs.

And always, our fundamentals: respect of the sovereignty of the country, working with the Administrations while preserving our independence, respect for the local culture, control of overhead and collection costs

*ASEAN : political, economic and cultural association of ten nations in Southeast Asia.

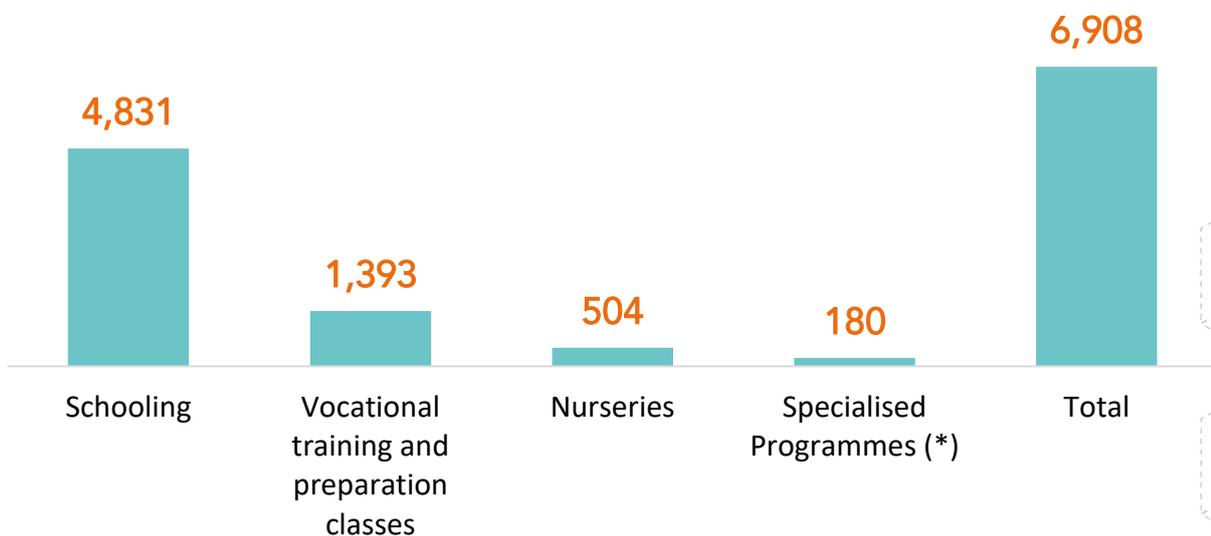
I – OUR PROGRAMMES – THE BENEFICIARIES



3rd September 2018 – start of PSE's 23rd school year

6,908 CHILDREN AND YOUNGSTERS BENEFITTED FROM OUR PROGRAMMES

Beneficiaries by programme 2018-2019 Annual Average



3,643 families, our children's families, benefitted from our support and being helped by our social team. Most live in Phnom Penh and its outskirts. (2,921 families). PSE is also present in Siem Reap and Sihanoukville. 25 NGOs entrust their children to us, primarily for our vocational training.

(*) Adapted education section for children with disabilities, Mother & Child Protection programme, and nursery assistants.

SIHANOUKVILLE – A REGION CHANGING RAPIDLY

The city has recently experienced very strong economic and urban development as a result of increased Chinese presence in the region. Since 2016, under the framework of the “New Silk Road”, Chinese investors have intensely ramped up construction in Sihanoukville – with condos, casinos, hotels and restaurants – thanks to a Chinese workforce that arrived in droves. This boom has benefitted only a few Cambodians, but it does not benefit the general population. The situation there has become more and more difficult particularly due to the rise in land prices and the draw of easy money for young people. Cambodian families are forced to sell their land or are being threatened with eviction.

It has become increasingly difficult for associations to operate in Sihanoukville due to the difficulty of recruiting and retaining staff. It has also been challenging to maintain schooling for children because of the temptation of easy money. So, the number of families PSE supports decreased in the Province of Sihanoukville, going from 401 in September to 348 in June 2019.

CAMBODGE



At the end of 2018, the Group 35 Community Centre (Day-care and Nursery) was closed because the owner didn't want to renew their lease. The children therefore were grouped together in the second PSE Community Centre in Sihanoukville, Group 37. PSE provides transportation to children who used to be cared for in Group 35 paillette.



After speaking with families, the social team proposed the following plan that will be put in place by the end of 2019:

- ▶ Directing a maximum number of children towards vocational training
- ▶ Stop integrating beneficiaries from 2018-2019
- ▶ Refocusing our activities on the Group 37 paillette

We are considering other actions.



I – OUR PROGRAMMES – HELP FOR FAMILIES

Rice distribution

We distributed more than 7 tons of rice per week during the year to more than 1,000 of the poorest families supported by PSE. With families moving further away from Phnom Penh, and therefore from PSE, we decided to distribute rice in three new places to get as close as possible to where they reside at Preak Ho, Sen Sok and Chbar Ampove II.



Emergency Aid for families

Our social team provides emergency support to families going through a crisis.

PROTECTION AGAINST DOMESTIC ABUSE



The social team regularly confronts situations of violence within families PSE supports. They look for the best solution available, like for this family, the children will come to live at PSE while the mother will go to her family in the Preah Vihea province until a solution is found that will enable them be reunited.

REHOUSING AND RECONSTRUCTION



Living in small houses made of sheet metal and wood that are subject to flooding with a high risk of fire our families often have problems related to their homes. Our social team provided emergency financial assistance to a family in Sen Sok to repair their roof that nearly collapsed on them.

ONE-OFF FINANCIAL SUPPORT



The social team may also provide emergency financial aid in situations of particularly high risk, as they did for this young PSE student who wanted to quit school in order to replace his mother at her work when she fell ill. They received \$30/month for 6 months so this student could continue his studies.

I – OUR PROGRAMMES – HELP FOR FAMILIES



Survey of families in May 2019 to update the personal information of families helped by PSE

"FLIP", Family Livelihood Improvement Programme



This year, short training courses helped 74 parents of children benefiting from our programmes.

A short course in Beauty/Aesthetics was added to the existing courses (sewing, cleaning and cooking).

49 of them managed to both find a job and keep it. It is not 100% successful, because our parents are sometimes too "far gone" by everything they have gone through.

In addition, 53 parents have obtained a microcredit to start an income-generating activity with our help; we help them to develop their activities.

Next year, we will start integrating youngsters who have failed at school and for whom the duration of our vocational training would be too long.

Sewing Workshop

Today, the sewing workshop has 30 employees, mostly women, the majority of them are mothers whose children are being cared for in our programmes. They produce uniforms for the PSE children and also fulfil outside orders (uniforms for various businesses, for example).



from destitution ... to a vocation!



4,831 children benefitted from our programmes:

- **4,157 children** enrolled in state schools, close to their homes, including 134 children attending remedial schooling there, using the curriculum created by PSE, which has been recognised by the Cambodian Ministry of Education. 81% of the children live in Phnom Penh or its outskirts. 72% of children are in primary classes, 21% study in middle school and 7% in high school. Among them **1,013 benefitted from the half-day school support programme** in our Centre in Phnom Penh.
- **674 children** in our own school in Phnom Penh which covers the primary and middle school years. Children take accelerated remedial schooling over 4 years, covering level 1 (CP) to level 8 (4^e), level 9 (3^e) is taught on a normal basis over a full year. The boarders also take their courses in the centre, because they need a safe environment and therefore cannot study in state schools.

2019 RESULTS

60.34% pass rate
for the Bac

93% pass rate
for the Brevet

Dropout rate
Remedial school 14.7%
State schools 8.1%

Focus on an educational event



The students in the school support classes at PSE organised a forum in English on 5th and 6th June on social and environmental issues. The students had to choose a subject and prepare a presentation. The themes discussed were the importance of a balanced diet, the practices of a good student, the importance of learning English, the effects of smoking, etc.

The students had to research, read and understand the information in order to share it using PowerPoint. It was also an opportunity for them to practice their English and get used to speaking in public.

Restructuring how we monitor pupils enrolled in state schools



PSE pupils in state schools attend part-time and often suffer from discrimination, in particular because supplementary lessons are charged for. We want them to have access to the same level of teaching quality as at the PSE Centre. This objective is part of the focus of our 2018-2023 strategic plan.

For the 2018-2019 school year, the 3,249 children (on average over the year) enrolled in state schools in and around Phnom Penh, while being cared for by PSE, attended 141 schools. Some are located up to 48km from our Centre in Phnom Penh.

This situation has become more and more incompatible with our objective of providing high quality and rigorous monitoring of children (tracking academic results and difficulties, absences, targeted tutoring for those who need it most, vocational guidance, etc.)

The social team and the team tasked with monitoring children in state schools worked together to group the students in 45 schools no more than 45 minutes away from our Centre. This regrouping will take effect at the start of the 2019-2020 school year.

An active pedagogy



The dynamic pedagogy in our general education programme was reinforced last year by the creation of a dedicated department.

The team provided a new mobile application to students that they developed to learn basic mathematics. Fun and accessible on a tablet, the tool promotes children's independent work. 80 tablets were acquired as part of the project.

With support from the Aldinie Foundation of the Maltem company, the Solidarikids association of the Anaik company and the FILUDON Fund.

Continuation of the school support programme in our Phnom Penh Centre

The school support classes took place in the morning and the afternoon alternating with lessons in state schools, from September 2018 to July 2019. The average number of beneficiaries of support classes over the 11 months was 1,013 children, divided into 34 classes from level 1 to level 12.

The beneficiaries are children whom PSE supports in their education in state schools. They live in and around Phnom Penh. The children with the weakest results were offered places in the school support programme.

At the start of the year, the children took pre-tests so we could measure their progress during the year. An exam was organised at the end of each month, as well as two exams during the year (late February and mid-July). The results obtained at the last examination were an improvement of 39% compared with those obtained during the pre-tests.

Each week, the teaching team participated in an educational meeting organised by the management of the "General Education" department. The team, like that of our Remedial School, also benefitted from pedagogical training (new teaching techniques) of 2 hours per week by the internal teaching department of PSE.

English classes were added this year, for students between level 4 and level 12.

LIBRARY IMPROVEMENT PROJECT

This year, a project was launched to set up an application to manage the books in our libraries. At the same time we have upgraded our catalogues of books so that they are more in line with academic needs and the interests of the students. This project was developed with the expertise of the Sipar association in Cambodia, they also provided training support for the team.



For the 2019-2020 school year, three libraries will be operational, each with a trained, full-time librarian (remedial school, preparatory and bridging classes, management and sales school) and eight reading areas, each with a trained coordinator (ECAP, boarders and in each of our six Community Centres). The project will continue throughout the year with further purchases and codification of books in the application, the organisation of activities related to reading and a "Reading Campaign" for all the children.

Project funded by the Pistorio Foundation and our branch – PSE Luxembourg

I – OUR PROGRAMMES – VOCATIONAL TRAINING

PSE Institute of Vocational Training (PSEI) in Phnom Penh trains young Cambodians giving them all the skills they need to find a decent job and to ensure their successful integration into professional and social life in Cambodia. Our mission, following our founders' wishes, is "to offer the best education for the poorest".

The courses are dedicated in a large part to practical as well as soft skills, English and core lessons.

They are open to students after they have got their 'Brevet des Collèges' level (GCSE equivalent) and lead to a certificate after two years equivalent to 'CAP' in France. The School of Management and Sales offers a two year diploma after 'Bac' level ('A' level equivalent) as well as a 'Bachelor in Business Administration' for students graduating from its BTS who are then pursuing a third year of studies.

The School of Media is available to students who have achieved a 'Bac' and after completing a foundation year. It offers two years diplomas in two different specialities.

The diplomas offered by the Institute are officially recognised by the Royal Cambodian Government.

1,393 students, on average, were trained this year:

- 852 students in 18 trades in our four schools;
- 526 students in preparatory and bridging classes which offer foundation courses and orientation support;
- 15 students were supported in higher education at universities or specialised institutions.

	SCHOOL OF HOSPITALITY AND TOURISM	Cooking and pastry making Restaurant Service Room Service / Laundry Service Reception Hairdressing, cosmetics	234 students on average over the year
	SCHOOL OF BUSINESS	Professional Bac in Administration & Accounting Professional Bac in Sales ("Technical Vocational Diplomas") BTS in retail marketing BTS in Human Resources BTS in Accounting ("Higher Diplomas programme") Bachelors degree in Admin & Accounting ("BBA")	365 students
	SCHOOL OF TECHNOLOGY	Car Mechanics Motorcycle Repairs Building Trades: Electricity Plumbing & air conditioning Building maintenance	92 students 111 students
	SCHOOL OF MEDIA	Cinema Production Post-production	50 students

I – OUR PROGRAMMES – VOCATIONAL TRAINING

Services are centralised at the Institute to benefit all the students

The Institute works in **partnership with 200 companies**. 615 students went on 3-month internships as part of their courses in 182 businesses. For the first time, 16 students on the Reception stream of the School of Hospitality and Tourism were apprentices during their second year in 6 partners hotels (see page 21).

All the students from the Institute are registered at the Ministry of Labour and Vocational Training. As well as taking school exams, **they also take State exams at the Institute**. They therefore have both the diplomas from the Institute AND the State diplomas from the Ministry when they pass.

Students from previous years who had not passed have the opportunity to take the State diploma at the Institute to validate their training and improve their chances in the job market. At the end January, 290 of them took the exam with an 82% pass rate.

At the end of May, **428 students from the Institute** took the **final State exam at the Centre with a 93% pass rate**.



Student Affairs Officers work in each school, in partnership with the social team to **monitor the children's personal situation**. It allows us to identify and to try and solve problems at the first signs of difficulties (unjustified or repeated absences, disciplinary problems...). **This initiative is proving its effectiveness.**

The drop-out rate at the Institute (bridging classes, preparatory classes and schools) is **5.6% this year**.



318 students and 149 employees of PSE did a **first aid course** organised by the Institute. This training is an additional asset on the job market, it improves health & safety for everyone and is a way to teach how to care for each other which is part of our education values.

I – OUR PROGRAMMES – VOCATIONAL TRAINING

An important job helping young people with their orientation

Information and help with career orientation is provided by a team led by the Institute in collaboration with the social team and our general education department.

Meetings and information workshops took place for all actors implicated: the pupils in state schools, those in the remedial school, their parents, partner NGOs specialising in education. The traditional open day at the Institute ‘the training show’ took place mid-March.

New tools were created such as a new leaflet about the Institute and several tests and questionnaires to help in the choice of orientation at every step.

This work combined with that of the social team helped 500 young people get into our preparatory and bridging classes in September 2019.



Preparatory and bridging classes at the Institute (“Foundation Studies”)



Orientation advice is part of the curriculum of these classes. A several step process is organised - information sessions, company visits, alumni testimonies, a trial of several days in the Institute school of their choice, orientation questionnaire, successive individual interviews – which has also allowed teachers to monitor every student and to validate their orientation choices.

There have been on average **526** students in these classes.

The students are all over 15. Thanks to this intensive programme, they can catch up and progress their studies at the Institute with a high probability of success. The students who leave the P4 preparatory class with the Baccalaureate level, can also, depending of the trade they choose, follow undergraduate studies in other vocational schools or at University.

96% of students who do the bridging classes pass the final State exam.

At the end of the academic year, **456 students** were able to join a vocational training course in one of the Institute Schools.



Transversal teaching

- **Foreign languages**

English lessons are offered to all the students, they are split by level following a test at the beginning of the year. 86% students pass the end of year English exam.

English teaching remains a challenge as most of our students start with a very low level while it is an essential skill requested by the majority of employers.

In order to improve their skills, PSE's teachers attended sessions on English teaching at a three days of workshops in Phnom Penh. These sessions gathered national and international experts, trainers and teachers. The new skills were worked on in internal sessions before being put into practice in their lessons.

647 students, who chose this option, also attended **French lessons**.

Two competitions amongst students were organised. 80 students read, did presentations and debated in public. A good opportunity to improve their oral expression skills and their confidence!



I – OUR PROGRAMMES – VOCATIONAL TRAINING

- **Environmental awareness & soft skills**



All the students in foundation studies classes and in the first year at the Institute, apart from those in the Media School due to a shortage of teachers, benefitted from **two hours a week of soft skills classes**. Lessons to build self-confidence were taught through games, role-playing, group discussion and interaction with the teachers: presence, determination, confidence, engaging... Four additional topics on 'living together' and interpersonal communication will be taught to students in second year from the 2019 academic year.

3 days focused on the environment took place in June on all the campus for all the children at PSE. A good opportunity to raise awareness to children and youngsters about protection of the environment, the battle against plastic and the renewable energies through stalls and animation.

We set up a new curriculum for a **course on the protection of the environment** in collaboration with the organisation ASSET H&C (*) and we trialled it with 18 volunteers from the School of Business. It includes studying good practice of Cambodian companies that care for the environment and, practical awareness activities outside school. This course will be taught to all the students in first year for one hour per week from the beginning of the 2019 school year.

(*) *ASSET H&C: assistance network between members providing solidarity training in hospitality and catering to promote social inclusion for under privileged people in South-East Asia.*



School of Media

The school had an average of **50 students**. The diplomas are now officially recognised by the Ministry of Labour and Vocational Training and by the Ministry of Culture and Art.

In January, the school organised the first French film festival in Phnom Penh with a turnout of 700 people with filmmaker Claire Denis as guest of honour. The Louis Lumière School, our school's partner since 2016 with whom we have exchanges on the curriculum and which sends experts and qualified teachers to hold "master classes" was represented by their General Director Vincent Lowy.

Nicolas Sacré, an experienced professional in film production in Belgium is the new director of our school.

School of Hospitality and Tourism

The school welcomed, on average, **234 students** in the 5 streams of the school, including 35 in our beauty and hairdressing course.

The diplomas from the 4 hospitality streams, accredited by ASEAN, have been recognised by the Ministry of Tourism since 2018. The diplomas from the 5 streams are recognised by the Ministry of Labour and Vocational Training.



The new **Hairdressing and Beauty** course curriculum, which was reviewed last year, was put in place with the help of Madame Rosine Bazzini, teacher at the CFA of Nice Côte d'Azur.

Practical training is at the heart of our teaching methodology. It needs to be done in professional conditions. The **renovation of the school workshop progresses**. The renovation of the application restaurant whose infrastructure has aged since its first renovation in 2008 is expected to complete in 2020.

The students and the teachers benefitted from the **dynamic relationship of the school with its partners** - companies and training schools – in Asia as well as in France.

The students thus experienced many highlights. Including:

- Two **sessions of practical training and multiple days of intercultural exchanges** when the teachers of the hospitality school of Pau Morlaas (64) and Douvres la Délivrande (14) came to Phnom Penh,
- the 4th year of the **students competitions** in December,
- The **competition between hospitality schools** organised by the Ministry of Tourism in September where several of our students won first places (1st prize in the barista competition, 2nd and 3rd prizes in the cocktail preparation competition, both the drawn 2nd place prizes in the bed preparation competition).



I – OUR PROGRAMMES – VOCATIONAL TRAINING

The teachers have benefited from **continuous training courses**:



- Practical barista training, and beverage preparation organised by the companies Monin and Kofi.
- Two school teachers, the head of room service and a cookery teacher respectively, were offered a 5-week internship at the School of Hospitality at Château des Vaux (28) by the Auteuil Apprentice Foundation.
- School officials participated in entrepreneurship and environmental ecology training organised by Asset – H & C (*), the regional platform for hospitality schools that PSE has been a member of since its creation in 2016. The implementation of recommendations from the 'Ecological Guide' presented during the training programme is planned from next year onwards in the training hotel/restaurant.



() : The ASSET – H & C was awarded the Grand Prix 2019 for Education and Vocational Training by the Pacific Asia Travel Association (PATA), in September 2019 . Our School of Hospitality plays an active role in this platform, whose member schools are renowned for their high-quality training courses, their positive impact on their students' living conditions and their contribution to a more responsible tourism industry.*



An innovative training programme trialed this year

The hotel school and the Institute's partnerships with numerous employers has allowed 200 students to be placed in internships related to their training programmes.

They have also enabled them to be **pioneers in the implementation of apprenticeship training in Cambodia**. This year, 16 students in their 2nd year of Receptionist course have benefitted from this format which has proven to be advantageous and effective in several countries. 6 partner hotels participated in the programme debut. The students alternated with training, 2 weeks at school / 2 weeks at companies, with a tutor in the company and an apprenticeship contract.

14 out of the 16 students graduated. They all found jobs and received a higher entry-level salary than average. The work achieved by the school and the Institute on this project has been recognised by the UN agency "ILO" (International Labour Organisation). The partner hotels wish to renew their engagement. Given the positive outcome of the scheme, the hotel management school will extend the programme in 2019/20 to a hundred second year students.

Project developed with help from the "Skills Development Fund" from the Cambodian Ministry of Economy and Finance and from the Henri Lachmann Foundation

REPLACEMENT OF PRACTICAL EQUIPMENT / RENOVATION OF THE "RECEPTION" WORKSHOP



For high-quality training, students need to train in realistic conditions. The School acquired new professional equipment such as a coffee machine, an ice-cream maker, a 4-door fridge for the kitchen in the practice restaurant.

Paintwork and changes to the layout have been completed to renovate the "Reception" workshop.

Supported by the Nord, Paris-Ile de France, Alsace Lorraine and Provence Alpes Côte d'Azur branches.

RENOVATION OF THE "FOOD & BEVERAGE SERVICE" WORKSHOP



The workshop has been refurbished with new equipment and new work surfaces. Given the size of the new workshop, it is now possible to organise workshops and courses linked to theory. The school uses the laboratory 8 to 10 hours a week for students.

Supported by the Paris-Ile de France, Bretagne and Aquitaine branches.

I – OUR PROGRAMMES – VOCATIONAL TRAINING

School of Business

The school welcomed **365** students on average, over 70% of them women.

As well as Bac Pro courses in sales and business administration/accounting (182 students), the school offers its students the possibility to pursue **higher education BTS** courses in Retail, Human Resources and Management/Accounting (164 students), and those who wish and have the ability, can complete a 3rd year of studies to get **Bachelor in Business Administration (BBA)**. 19 students have successfully achieved the latter this year.

The school opened in 2017 on our campus know as "OBK". The latest renovations involved **landscaping and extension of the canteen**.

Supported by EMBA Kellogg's Hong Kong and the AB PSE in Belgium.



The campus **Coffee Shop** is open to students, staff and PSE Centre visitors, it has been running since January. Managed by the students, this **new practical teaching activity** involves students from all streams in a common project. As well as applying their skills and knowledge, the students also develop responsibility, creativity, and behavioural competencies (teamwork).

Protection of the environment (recycling waste, no plastic...) and education for healthy diets are an integral part of the concept for the new coffee shop.

Supported by the Charitable Foundation of Pictet and Co Bank

The school has developed a **pedagogic approach the goal of which is "learn to learn"**. The students benefit from group and individual tasks during which they participate in workshops, go to the school's documentation centre ("Open space") or assist in expert conferences. Since the number of students has increased by around sixty this year, three part-time "Facilitator" positions have been created to strengthen the teaching team by supporting and monitoring the students during these periods of autonomous work.

Continued studies

24 BTS students, who qualified this year, will pursue their studies to Bachelor level (BBA) at the school in September 2019.

Three other students who graduated from the school have obtained a bursary to pursue their studies to Bachelor level at the "Asian University for Women" in Bangladesh. We continue to support them as part of our external graduate programme.

Focus on enriching experiences



As part of the partnership between PSE and Natixis Asia Pacific, 16 employees came to share their skills, in March, through conferences across several domains (finance, IT, human resources...) with the students.

In the summer, four of our students and a teacher were offered a 1-month internship in Hong Kong, working in different teams at Natixis. They greatly appreciated the professional and human experience!

School of Technology

The school has **111 students** in construction and **92** in mechanics on average.

Individual follow-ups with the students have improved thanks to the cooperation between the teachers and the Student's Affair Officer, there has been better attendance and involvement of students.

Emphasis has been placed on **training the educator** team who received coaching from the school's pedagogy coordinator, after many classroom assessments. The team has also attended several internal training courses, in pedagogy, communication and developing IT skills.

The Construction School

The new training course that covers **Building Maintenance** was introduced this year. The programme will be taught over a 2-year period, the same as the Electrical installation and Sanitary & Air Conditioning courses. The request to the Ministry of Labour and Vocational Training to recognise this new course will be submitted in 2019/20.

The school receives support from their partnership with **Schneider Electric Oversea Asia – Cambodia** for the electricity course. They provide follow-up and support to ensure the quality of both the training and the trainers.

They also benefit from interprofessional solidarity with **"Peintres du Sourire"**, which combines many French trading and distribution companies for decoration products, their industrial suppliers as well as clients, artisans and paint companies, who, each year, finance thousands of vocational training days for our students in construction (cf. page 44). Encouragement to learn their profession is shared with our students!

TESTIMONIAL

“My parents could not afford to pay for my education, I was very happy when I found out that PSE was going to support me! One year ago I started training in the School of Construction. The thing I love most is painting! The course has allowed me to develop my knowledge and skills that will one day allow me to pursue my dream of starting up my own business.”
Houth, 1st year student



The Mechanics School



The mechanics workshop has been expanded, which was necessary to provide suitable conditions to ensure the students are able to do practical exercises to appropriate quality and safety standards in both the car and motorcycle courses. The new equipment and tools have been bought and installed. An additional classroom has been built. The inauguration of the new workshop took place on 13th June in the presence representatives from Norauto and Motul, partners of the school.

The school has increased its student capacity, it will welcome 25 additional students in September 2019, thanks to this investment and the hiring of an additional trainer in car mechanics. The school has accommodated an increase in the number of people who wish to learn a mechanics trade while fulfilling the demands of the job market in Cambodia.

Supported by companies Norauto and Mobivia, the Motul Corazon Foundation, the BNP Paribas Switzerland Foundation (Help2Help programme) and the PSE Switzerland and PSE Nord branches.

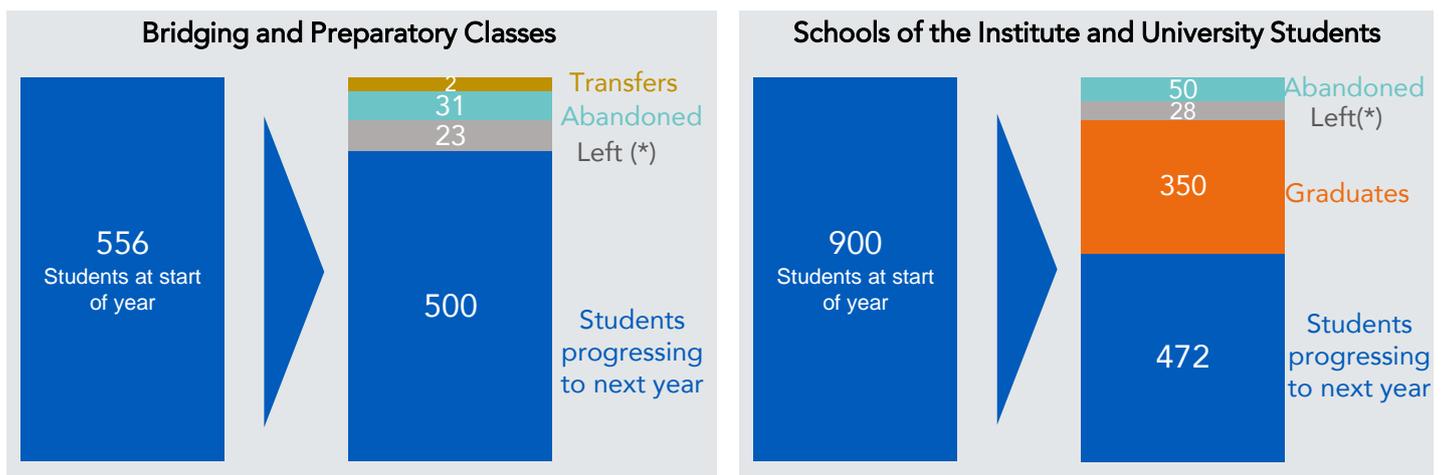


I – OUR PROGRAMMES – VOCATIONAL TRAINING

350 new graduates in 2019

- **94 graduates** from the School of Hospitality and Tourism, including 14 from the Beauty & Spa stream
- **160 graduates** from the School of Business, including 24 students who got their BTS diplomas but are continuing to study for a degree (BBA programme) at the PSE Institute in 2019/20
- **86 graduates** from the School of Technical Trades (construction: 42 and mechanics: 44)
- **6 graduates** from the School of Media
- **4 students** in higher education externally

Results for 2018-2019



(*) Left : students who changed their study plans; students who found an "acceptable" job before graduation

SOVANN: FROM REFUGEE TO BUSINESSMAN

Sovann was born in a refugee camp located on the border between Cambodia and Thailand and then moved to Phnom Penh with his family. They were so poor that Sovann couldn't study.

He heard about PSE and managed to join the programmes, which allowed him to go to school and also see his family life improve thanks to rice donations.

After graduating from the School of Business in 2007, PSE helped him find an internship in a company that would later hire him. He worked for five years before returning to PSE as a teacher in Accounting and Finance. He later returned to a private company as a manager in finance.



"As a child, I could never have dreamt of the beautiful life that I lead today; and it's thanks to PSE."

Community Centres

The Community Centres, which we also call “pailottes”, welcomed **504 children** on average over the year from Monday to Friday for the full day. Since PSE started, these places have been welcoming children to allow their mothers to work without worrying.

The youngest ones benefit from a day-care centre, and the 4 to 5 year olds from a kindergarten programme which we continued to improve by developing the quality of the content and training our teachers.

208 older children also benefitted from half-day after-school care (homework club). With the support of the Institution SEK (Spain), we have equipped all the pailottes with new tables and chairs, providing the children good conditions for studies and activities.

The pailottes also offer food adapted to the children by providing breakfast, lunch and afternoon tea.



With the help of PSE’s Hong Kong branch, **we reinstated a pailotte in Kien Svay** (formerly Veal Sbov), **in February 2019**. In recent years, many families have ended up in this district (south-east of Phnom Penh, about 20 km from the PSE Centre), they are victims of eviction from other districts in the province or have been simply pushed further and further out by the development of the city with the rising prices with which they cannot cope.

Our youngsters came to paint drawings on the walls, as part of their extra-curricular activities, to make this place a haven of joy and security for our little ones who would otherwise be left alone at home.

Today, we have **6 pailottes in the Phnom Penh region**, in the heart of areas of great destitution, for the wellbeing and training of children.

On the other hand, one of our two pailottes in Sihanoukville had to be closed (see p. 8).

The pailottes continue to be open places for parents, with regular meetings on educational and social themes.



Extra-curricular Activities Programme (ECAP)

Some **2,000 children** and youngsters benefit from this programme, which is an integral part of our educational vision. They study and / or stay in our Phnom Penh Centre.

Traditional Cambodian dance and sports lessons are included in the timetable of the students of our Remedial School and are optional for students at the Institute.



Sports, cultural and leisure activities are offered every evening, after classes, using the centre's sports facilities and fields, **as well as at weekends**. They are open to everyone, including local children. For the second consecutive year, the young interns at the Centre, accompanied by sports teachers, go, at the weekend, to the neighbourhoods where our families live and organise relaxation sessions, sports and games. It is our **"ECAP mobile"** initiative which has been very successful, there are 50 to 100 participants for each session.

An 11th sports and art club, the **badminton club**, has been established. Like all the other clubs, there is training and competitions almost every weekend. 700 children were enrolled in clubs this year, 45% of them girls.

The 11 clubs :

- Football
- Rugby
- Basket
- Volley
- Hockey
- Khorm (Cambodian martial art)
- Taekwendo
- Music
- Traditional dance and music
- Frontball
- Badminton



Our children and youngster discovered **frontball** in 2018, a new sport similar to the Basque pelota. In March, a frontball wall was inaugurated in the area reserved for sports and extracurricular activities, an initiative funded with the help of the Frontball Academy which works for the development of this sport as a tool for social integration.



The **football** club participated in important competitions throughout the year. The U20 boys had the joy and pride of playing while being filmed "live" by the Cambodian television channel My TV. The partnership established with the Real Madrid Foundation in 2015 continues and the club operates according to the Foundation's socio-sports school model, benefiting from knowledge sharing by its instructors.

The Cambodian company SMART supports the activities of the club.

* Extra-Curricular Activities Programme

I - OUR PROGRAMMES - EDUCATION

Scouts



The engagement in scouting, offered for three years now to boarders, interns and children in foster families, has involved nearly **180 children and youngsters** divided into 4 groups by age: Cubs, Scouts, Pioneers and Rovers. Among them are two disabled children housed at the "Source de Vie" home. **The number of scouts has increased by 76%**, proof if any were necessary, of the success and dynamism of the project. For some, this even poses difficulties in scheduling weekends when they are also invested in an ECAP sports club!

We are delighted to observe the development of children and youngsters who take the human values of the Scouts to heart. They demonstrate them in particular through the numerous solidarity activities which benefit other children thanks to the actions developed with our social team alongside our families communities and those with external partners, such as the NGOs "Action Cambodia Handicap" and "Children of Asia".



Summer camps, to maintain the continuity of the educational bond



An average of **3,252 children** a day were welcomed for a month during the August school holiday at 18 different camps / sub-programmes in Phnom Penh and its outskirts as well as in Sihanoukville and Siem Reap.

257 Cambodian monitors and 216 European volunteers supervised them.

The programme primarily benefits children at high risk of dropping out of school, those who have left school and those with specific needs such as foster children, boarders or those with disabilities.





Meals are prepared in our canteens and served on site for our youngsters at Remedial School, undertaking vocational training, interns and boarders including those from the "Source de Vie" home. Our main canteen has been covered with a real roof which provides better protection from rain and sun.

Meals are delivered:

- To day-care nurseries, an activity on the rise this year with the reopening of a paillote in Kien Svay and an increase in the number of children in that of Sen Sok
- And to state schools, where our children receive one meal a day (breakfast). In the furthest schools, children receive meal vouchers valid with local kiosks. Children who come to the PSE Centre for half a day school support classes have access to the canteen for breakfast, lunch or both.



At the request of the teaching and supervisory teams, the canteen team, this year, provide a mid-morning "snack" to youngsters and have added a dessert (fruit) to the lunch menu.

Since June, the canteen has also provided meals (breakfast, lunch and snacks) to the children in the care of the nursery assistants.

Emphasis is placed on the nutritional value of the meals and the selection of healthy and quality products, with the help of the medical team.

In total, almost **6,000 meals** are served **daily** from Monday to Friday.

SINOUN: FROM THE DUMPSITE TO THE PSE CANTEEN

In 1995, when Sinoun was working on Phnom Penh's open air dumpsite, she met Christian and Marie-France des Pallières, who quickly took her under their wing. After her schooling, she studied at PSE's vocational training course in accounting and administration. For the last five years, she has been manager of the canteen.

For Sinoun, eating well and eating enough to satisfy one's hunger is a right. She has turned her job into a passion, which in turn allows her to help those in need.

At the start of each school year, the teaching teams advise Sinoun of the number of children enrolled in PSE. She calculates the amount of food necessary and prepares the material and the menus in advance.

With her teams, Sinoun not only assures the nutritional balance of the children's meals, but also uses fresh, seasonal products.



I - OUR PROGRAMMES - HEALTH

Our health programmes are accessible to our beneficiary families and their children. The social team gives each family a health card. Depending on their "social level", families must contribute to medical costs. This sliding scale has been adjusted this year:

- Families on Social level 1 (the poorest): contribute 10 to 30% of the cost
- Level 2 : 30 to 50%
- Level 3 : 50 to 70%
- Level 4 : 100%.

Our central infirmary operates all week and Saturday morning, with qualified health professionals, doctors and nurses. It manages its own medical supplies. The medical activities are as follows:

- Medical consultations for children, parents, PSE employees; "cuts and scrapes"
- Medical monitoring of a few hours for slightly sick children or adults; referral and follow-up at the hospital for severe cases and chronic diseases;
- Systematic medical exam for "new PSE children", boarders and children placed with foster families;
- Vaccination against tetanus and hepatitis B and systematic treatment of intestinal parasites

Two mobile health units visit the 13 state schools where we have the greatest number of children at least once a week.

Another mobile unit goes to the neighbourhoods where many of our children's families live. It is also responsible for monitoring the health of the children in our six "community centres" (paillottes) in Phnom Penh and its outskirts.



Eye test conducted by Essilor in November 2018. Almost 900 children were issued glasses.



Team of volunteer chiropractors offered care to 300 children during their January 2019 mission.



A dental practice provides basic care (hygienist, fillings) and a mobile dental unit travels to neighbourhoods and the "community centres" for care and to spread dental hygiene messages.

Finally, a team of therapists carry out consultations with children, training for employees (supervisors, educators, teachers) as well as a drug dependence prevention and recovery programme.

TESTIMONY



"Having suffered from a lot of violence within her family, a large family, this young girl was noticed as being particularly aggressive in her school environment. She was placed in the care of a therapist with whom I was able to attend several consultations.

This young girl was very defensive at first, but allowed herself to be approached by the therapist who gave her several Skin Stimulation Resonance (RESC) sessions during which she looked at me suspiciously, wondering what I was doing there. The therapist explained to her that I was the person who had taught her the method of contact/listening. At the end of the 3rd session, she asked the therapist if she could draw a picture for me. She did it in 10 minutes ... and offered it to me with a big smile. I hadn't asked her any questions and had refrained from intervening during the sessions ...

The symbolism of this beautiful drawing moved me a lot. A girl – or boy – behind my armchair, a girl in a dress holding my hand in front...

As if her violent boy look was only an appearance but that in front of this image, she wanted to show herself as a young girl very sensitive to the kindness of others. To be continued... "

Patrick Fouchier, volunteer come to train PSE teams in RESC (Résonance Énergétique par Stimulation Cutanée) Skin Stimulation Resonance methodology.

from destitution ... to a vocation!

MOTHER AND CHILD PROTECTION (PMI)

The purpose of this specialised programme is to protect the health of babies and mothers and to educate them in health matters. Severely malnourished children are identified by the social team and the PMI team. 25 children, from a few months to almost 4 years old, were taken care of in our nutrition centre. Forty other babies for whom breastfeeding is either impossible (abandonment, illness, etc.) or difficult (exhausted, isolated mother, etc.) have benefitted from the distribution of milk at home. Mothers are supported in the care of toddlers.

The PMI also supported 16 pregnant women, organised hospital deliveries and promoted breastfeeding to 10 mothers with specific support.

Gynaecological consultations were carried out as needed for students and mothers. The team makes diagnoses and then refers them to the hospital for follow-up and treatment.

Finally, the PMI organises information meetings for families throughout the year on family planning methods.



ADAPTED EDUCATION SECTION (SEA)

We welcomed **41 children** split into two groups :

- **17 in integration class level 1** (formerly special class) for children with severe disabilities and limited autonomy
- **24 in integration class level 2** (formerly special needs class) for children likely to have a certain level of autonomy including in their professional livelihoods.



We have **reinforced the SEA team** that supervises the children, which improves the course of activities and learning and helps keep children with special needs safe. We were thus able to divide the integration class level 1 into two groups, including one with 10 children who, from now on, are in "day care" at the "Source de Vie" home where the activities are mostly about care, communication and attention to their daily and social life.

The heads of the SEA and "Foyer Source de Vie" are recognised by the Cambodian authorities for **helping to define a national policy for people with disabilities**. As such, they participated in several meetings and workshops organised by the Ministries of Education and Social Affairs.

“SOURCE DE VIE” HOME

The “foyer” welcomed **18 children** and youngsters with multiple disabilities, aged 6 to 24. Two of them are studying at the remedial school.

The team was reorganised into day, evening and weekend teams and is lead by a deputy manager. Children benefit from 3 medical visits per week. Staff have undergone several specialised training courses. We continue to develop our collaboration with professionals specialising in disability care (occupational therapist, speech therapist, psychomotor therapist, orthoprosthesis), through volunteering and / or through cooperation with organisations and professionals on site in order to seek and obtain the care and materials best suited to the needs of the children .

New wheelchairs and equipment



Pisey received the first moulded seat produced

We acquired 5 wheelchairs and 3 moulded seats specifically made for three of the children in the Foyer. The project is the result of the close collaboration between our team, our volunteer occupational therapist and the company FIZIC. This equipment greatly improves the physical support of children by offering them more comfort and autonomy. The project will be extended next year to allow other children from the Foyer to be equipped with the custom seats they need.

With the support of AB PSE (PSE branch in Belgium)

A new minivan specially equipped for the safe transport of children

The specific layout of the bus was designed in collaboration with the company FIZIC, specialising in orthotics and positioning. Thanks to this new bus, children and their companions will be able to travel in comfortable and safe conditions from the next school year.

With the support of CACEIS (via PSE Luxembourg Branch), Foundation Lord Michelham of Hellingly (via PSE Switzerland Branch) and AB PSE (PSE Belgium Branch)



Protection and Housing

465 children and youngsters benefitted from our protection and housing programme, **that is a 22 % increase over the previous year:**

- **327 boarders** 48% of them are girls ; 55% are 18 years old and over.
- **138 children in danger ("residents")** 51% of them are girls. They need protection – all of them are minors.

Welcoming more boarders has enabled more young people living in areas far from the Centre to come and study at our Vocational Training Institute. The capacity of the dorms (14 occupants each) was used to the fullest and additional rooms were appropriated from the boarders building, the use of which interchanges between rooms and classes. The size of the team in charge has been increased accordingly.

Solidarity actions, which contribute to the development of a sense of responsibility and a spirit of mutual aid, are well established in the programme and are organised regularly: activities with the youngest in the communities, assistance with environmental cleaning, snack sharing, etc. Outdoor activities are organised each month and day trips during the holiday period for those who cannot return home.

The boarders' pass rate at their school exams was 96%, the result of close monitoring and hours of supervised homework every evening. The oldest students who are boarding supervise these sessions. Cooperation with the teaching staff of the Institute was improved with the establishment of a regular monthly meeting with the educators of the boarding school, as was already in place with the teachers of our remedial school.

The **development of personalised follow-up** for each child via weekly meetings of the Protection and Housing team with psychologists and via the new "Entre deux" program has made it possible to considerably **improve the well-being of these children.**

"Entre Deux", a new programme for those in difficulty



Personalised monitoring of children with behavioural issues increased this year and no longer only covers boarders and residents, even though it was introduced by educators from the Protection and Housing team. We have evolved it into a real differentiated programme, called "Entre deux" (In-between), to evoke a particular "In-Between" time experienced by these youngsters and educators in order to allow them to bounce back towards a new direction.

Young beneficiaries are showing signs they are likely to become "dropouts". They stop attending school. The goal is to help them develop a project with individualised support, academic remedial activities, participation in communal activities within the centre ... They participate in the programme for 1, 2 or 3 weeks then benefit from longer-term personalised follow-up.

I - OUR PROGRAMMES - PROTECTION

A room dedicated to the "Entre deux" youngsters has been established(*), our educators have benefitted from exchanges on best practices with educators at Apprentis d'Auteuil. The manager of Protection & Housing and ECAP programmes (extra-curricular activities) attended training course in France with Apprentis d'Auteuil in December 2018.

Launched in November 2018, the "Entre deux" programme welcomed 71 youngsters for varying lengths of time. The majority of them came from the Remedial School. Ten boarders and residents participated in the programme.

67% of "Entre deux" beneficiaries went back to school or to a short vocational training program. Improvements are needed for next year to start care earlier and increase the proportion of youngsters who go back to school. The results are however very encouraging for a first year!

(* with the support of the PSE Luxembourg Branch)



Foster families and nursery assistants

68 children in need protection live with PSE foster families. This solution makes it possible to not separate siblings, especially when these siblings include very young children, and to maintain a context of family life. Monitoring of children and foster families is provided by our Protection & Housing team.

50 very young children under three years old were looked after by our nursery assistants during the day, while their parents are working or undergoing short vocational training as part of our FLIP family support programme.

Other Housing help

7 youngsters working in an internship or a first job were housed in our centre in Sihanoukville

II – OUR PROJECTS AND INVESTMENTS

Expanding our Centre in Phnom Penh

We have purchased land to the south of the centre in response to the growing demand. The newly acquired land has a surface area of 936 m².

Financed by PSE funds, the Jaques Duval Foundation and our PSE Hong Kong branch (via their theatre festival).

Construction of new school buildings

Reconstruction: a response to an urgent need

The school buildings that accommodate the 700 children who attend our Remedial School were those built first in our Centre in Phnom Penh. Built in wood more than twenty years ago to traditional Cambodian style, they have become dilapidated. They were extensively damaged by termites and the annual floods; the poor water evacuation system in our part of the city being a major factor.



We were forced to evacuate the buildings last October in the interests of security. Temporary classrooms have been set up in other PSE buildings and an additional 14 provisional structures have been built on a playground / football pitch.

The main rice storage building has been moved to our OBK campus, away from the work site, with only a small stock remaining onsite to cater for the needs of the canteen.

The stupa of “Papy”, as Christian des Pallières, founder of PSE, was called by the children, has been moved to a new part of the centre, visible and able to be visited. A ceremony has held to mark the occasion.

The building works were made possible thanks to the support of our PSE Midi Pyrénées branch thanks to their gala dinner in October 2018.



II – OUR PROJECTS AND INVESTMENTS

45 classrooms to be built to meet our demand



We run a school support programme for children in state schools for half a day to alternate with the classes they attend at schools. Classrooms are urgently needed to accommodate them. The programme was started in response to high school drop out rates. Inaugurated in 2017, the number of pupils has reached to 1,000 children, that is 500 pupils at a time. They are currently taught in temporary classrooms in the playgrounds.

45 new classrooms are required for them and the pupils of the remedial school programme. We were forced to demolish the existing dilapidated buildings; these must now be replaced.

Construction will run through the 2019/20 academic year. And will be completed as soon as possible in September 2020 for the new school year.

Surveys have been financed from PSE's own funds.



Renovation of the restaurant and the School of Hospitality and Tourism



Since its creation in 2002, 2,700 students have attended the School of Hospitality and Tourism, with an employment rate close to 100%. The practical experience our students gain is a crucial part of their training. The Lotus Blanc was last renovated in 2008 and is no longer up to the current standards of the restaurant trade.

The renovation will allow us to continue to provide high quality training by giving the students the opportunity to learn in an environment comparable to the one they will find in industry.

We have completed the research phase of the project and intend to begin renovation works in 2020.

The study was financed by individual donors (Nuit du Bien Commun), PSE Paris IDF, Ain-Rhone-Isere and Aquitaine via the Race for Heros 2019.



II – OUR PROJECTS AND INVESTMENTS

Further construction projects



This year we:

- extended the capacity of the workshop in the school of mechanics (cf. page 24)

With support from the companies Norauto and Mobivia, the Motul Corazon Foundation, the BNP Paribas Switzerland Foundation (programme Help2Help), and the PSE Nord and PSE Switzerland branches.

- The final developments have been completed at the OBK site of the School of Business (cf. page 22) with the extension of the canteen and completion of the gardens.

With support from EMBA Kellogg's Hong Kong via the PSE Hong Kong branch and the AB PSE branch in Belgium.



Our digital infrastructure gets upgraded



This year the task of upgrading our digital infrastructure was undertaken and completed. Thanks to the increased performance of the new fibre optic connection, our team and students are able to work more efficiently and in greater comfort.

New service and storage units have been installed in response to the growing needs of the Centre. We now run a more secure system capable of running the latest management and educational software. Our data is better protected and the content we are able to provide our students is of higher quality.

With support from the foundations of AnBer, Alfred and Eugénie Baur, Fitia and our branches PSE Germany, PSE Aquitaine, PSE Luxembourg and PSE Switzerland.

New school buses

Transportation is in high demand; to pick up children for the school run and to support extra curricular activities. Three buses needed to be replaced. Good second hand buses are hard to come by in Cambodia, despite this we successfully acquired two of the three very quickly. The children were able to benefit from these as early as January.

Supported by the parish of Saint Raphaël, the company Telefónica via our branch PSN Spain and by our branch For a Child's Smile UK.



For over 20 years, voluntary action has been at the heart of the association's operation: raising public awareness of the situation of the children, demonstrating how PSE responds to it, raising funds, ...

Each week, actions are organised by **more than 300 volunteers**, most of whom are mobilised within local support branches: 18 in France and 8 in other countries (Germany, Belgium, Spain, United States, Hong Kong, Luxembourg, United Kingdom and Switzerland).

Highlights that make sense to everyone

As the PSE network has grown, it has become necessary for volunteers to meet up: to impart news of what is happening at PSE in Cambodia, to inform and to share initiatives.

Twice a year, in autumn and in spring, a meeting is organised in Paris and it is open to everyone.

On these occasions, Marie-France des Pallières, and Christine Gaulier (Deputy Managing Director at that time) talked about the evolution of PSE in Cambodia and answered questions: it was an enriching exchange for all those who work for PSE throughout the year.

Moreover, an **immersion week** in Cambodia was organised in December 2018 in order to gain more knowledge.

It was a dense schedule for the twenty volunteers who came: the social team took this group to areas where our families live, followed by meetings with staff: the Health department, General Education, Vocational Training ...

An emotional stay where volunteering takes on an even higher dimension.

In the interest of the group, other stays will be organised.

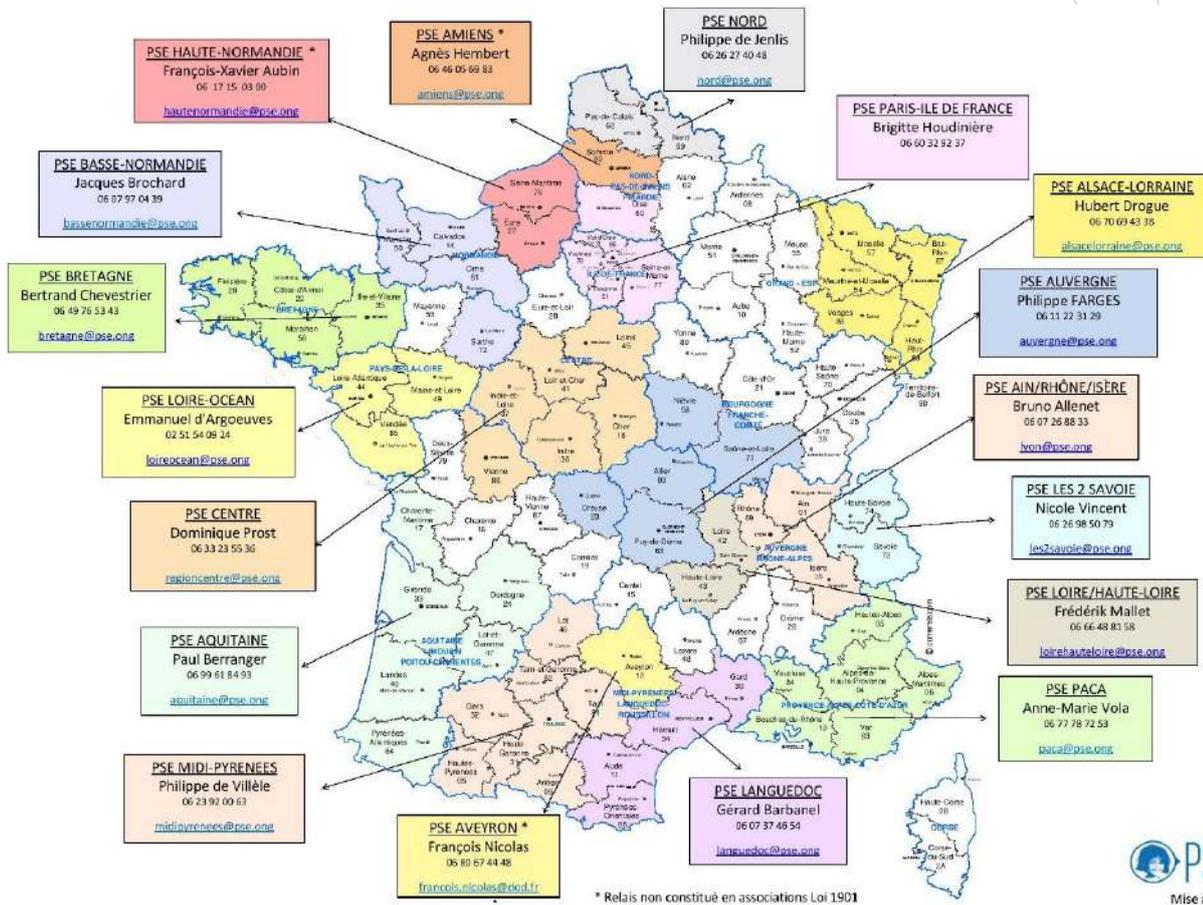


From 28th February to 30th April 2019, the traditional tour took place in France, Switzerland, Luxembourg and Belgium.

To encourage new sponsors in new regions, new organisers volunteered to help in particular in Burgundy (Beaune), Charente (Angoulême), in La Manche (Cherbourg), Pyrénées-Atlantiques (St Pée sur Nivelle) and Seine-et-Marne (Lagny s / Marne).

III – VOLUNTEERING

Our branches in France



PSE POUR UN SOUSRIRE D'ENFANT
Mise à jour Déc 2019

Our branches abroad



GERMANY
KinderlaechelnInDeutschlandPSE



HONG KONG
PSE Hong-Kong



BELGIUM
Action Belgique Pour un Sourire d'Enfant



LUXEMBOURG
PSE Luxembourg asbl



SPAIN
Por la Sonrisa de un Niño



UNITED KINGDOM
For a Child's Smile UK



UNITED STATES
For a Child's Smile USA



SWITZERLAND
PSE Suisse

The PSE network - always dynamic



Not a week goes by without an action in one of the PSE branches.

Showing the film *Les pépites* by Xavier de Lauzanne is still a good way to demonstrate our actions in new areas (St Pée sur Nivelle, Dinan, St Jean de Braye, Roche sur Yon, Boulogne sur Mer, Orléans, ...) and in major cities where branches are active (Montpellier, Paris ...).

Cambodian dinners are always a great success (Lyon, St Sébastien sur Loire, Marseille, Barjols ...), as well as golf tournaments (Strasbourg, Montpellier, Pornic, Vaucresson), Christmas markets and solidarity sales (pop-up store in Frankfurt, "Sourire d'artistes" in Montpellier,...).



In Hong Kong, the French Theatre Festival had its 4th year bringing together 1,600 spectators for this French Culture celebration.

In France, the Race of Heroes was held in Paris, Lyon and also for the first time in Bordeaux, with the participation of our local branches. A total of 105 runners and walkers participated to keep our children smiling!

Among the most exceptional events, we must not forget the gala dinners organised in Toulouse and Montpellier, with Thomas Pesquet and Frédéric Lopez. All the funds raised by these evenings were used for the construction of temporary classrooms and new school buildings in our school centre in Phnom Penh.



In Lille, the "Smiles in Choirs" concert in November 2018 brought together three school choirs to mark World Children's Rights Day. After the success of this first event, a dozen branches plan to participate in late 2019.

Finally, we can note a great dynamic in Lons le Saunier, a very young team is being established to raise public awareness in the Jura: raising awareness with students, screening *Les pépites* with Q&A ...

III - COMMUNICATION

Good visibility in the press and on social networks



In 2018, we began a collaboration with Julienne Berthaux, Elisa Gallois, Eve Bisson, Marion Sarradin and Vivianne Oz, who together form part of the top 10 "digital mums". Moved by the PSE cause, they decided to become **voluntary ambassadors**, thereby allowing us to maximize PSE's visibility while boosting involvement from within their communities of parent, young parents and future parents, and creating a new audience for PSE!

In January 2019, they joined a tour of PSE organised for the press, which led to 64 posts on their social networks while they were visiting PSE and afterwards. The posts elicited 45,000 reactions from within their communities. The impact on the number of our Instagram followers has been very strong as the number of followers has more than doubled.

Our ambassadors' beautiful publications



The **press trip** also allowed Valérie Robert, journalist from Version Femina, and a photographer, to come find out about PSE. At the end of the trip, a 4-page report with an interview of Marie-France des Pallières was published both in their print version and their Web version by Version Femina, a general-interest women's magazine, that distributes 38 daily regional titles with an audience of more than 6,000,000 readers across France and more than 500,000 visitors to their website per month.

The report in Version Femina



PSE ON TÉLÉMATIN



During PSE's 2019 Tour, Télématin, the famous France 2 morning show which has an average of 775,000 viewers, broadcasted a moving report on the work that PSE has accomplished for over 20 years in Cambodia.

Marie-France des Pallières and Seladavid, an ex-scavenger whose life changed thanks to the association, testified on Télématin the incredible human adventure that is PSE.

Changes to the web site

The [web site](#) has been changed to improve its usability and to better guide visitors' while on the site, particularly the homepage, and the "Our history and mission", and pages that allow visitors to "Find out about the PSE Centre" in Cambodia, as well as the site's regular news updates.

The Branch pages have also been renovated to become more like their own mini-sites.



New communication tools



We have created new tools aimed at businesses: a special small business leaflet as well as a brochure "Patronage & Partnerships: solidarity and meaningful projects."



III – PARTNERSHIPS

The support we receive from companies and foundations underpins our investment and development projects as well as our programmes. Some companies, in particular very small businesses, choose to get involved in our cause through sponsorship, expressing their societal solidarity while benefiting from particularly advantageous philanthropy tax relief in France.

A strong momentum with companies, driven by CSR (*)



At the end of 2018 and in association with their suppliers, the decoration professionals of the UGD and Club Onip trading networks renewed their "Les Peintres du Sourire" operation of product-sharing for the benefit of our Construction School for the 10th year. For their operation at the end of 2019, they were more committed than ever, they communicated with the general public through www.peintresdusourire.fr, a new website they set up.

Natixis Asia Pacific have multiplied the forms of their support, further strengthening the involvement of their employees in a united and unifying project. Whether based in Hong Kong, Singapore, Sydney or Shanghai, they formed clusters of volunteers by action themes: organisation of internal fundraising events, collection of donations in kind, skill-sharing with our students from the School of Business during a visit to our Centre in Phnom Penh in February, hosting 4 PSE trainees at their Hong Kong office in July (see page 23).

The involvement of employees is also at the heart of the support we receive from Thalès and their Foundation thanks to the salary rounding system by Microdon, from which PSE benefits for its school dropout support curriculum. Several of the company's employees in Toulouse also provided active voluntary support to our PSE Midi-Pyrénées branch for the organisation of their corporate gala dinner in October.



Specialising in the search for places in nurseries near employees' homes, the company "Ma Place en Crèche" has chosen to get involved with us to develop their societal impact and support a project which reflects their values and sense of purpose. It is quite natural that they chose to help our programme for the youngest children and their mothers, that of day-care and kindergartens in our community centres.

In June, during the annual meeting that "Ma Place en Crèche" organises for its partners offering micro crèches and crèche networks, the company presented their commitment to them by inviting them to join in. A well-received approach, already adopted by many, which contributes to strengthen the ties and sharing within the community of our new partner.

(*) CSR: Corporate social responsibility

Bleu Diffusion, a store in Saint Genis-Pouilly (69) which distributes the **Hydrosud** brand, has embarked on a product sharing operation for the first time. This financed the entire 2019 summer camp in Siem Reap. **Eligo Bois**, a company that distributes ecological heating products, renewed their own operation at the end of 2019.

Skills sponsorship and **skills volunteering**, sometimes in the context of **solidarity leave**, allow us to benefit from **technical assistance**, whether in Phnom Penh or our headquarters and branch network. We thus benefitted from the visit to Phnom Penh for an IT security audit mission conducted by two specialists from **Schneider Electric**, with the support of the Schneider Electric Foundation. Four Artelia employees, with the support of the **Artelia Foundation**, came on technical missions to help our building department. The **Kéa firm**, which specialises in strategy, management and organisation, supported us to define our five-year strategic direction (2019-2023).



Thanks to the involvement of our volunteers, who are company employees, we have access to support from their employers through their **requests for employee proposed projects**. The companies **Amundi Asset Management** and **Devoteam** have contributed to the financing of our projects through such schemes.

Through the partnerships we have established with the **Krama Heritage** companies - a young brand invested in responsible and cultural fashion - and **Lilo** - a search engine that redistributes half of its income to social and environmental projects - we benefit from **solidarity fundraising**.

Companies in **Cambodia**, whether they are subsidiaries of foreign groups or domestic, are also developing their CSR. Through this route, we benefit mainly from **donations in kind**, but also from **financial assistance**, like that of mobile phone company **SMART** which supports the football activities of our ECAP program. To support this development, we created a new position in Phnom Penh, responsible for projects and funding.

Trusting relationships with philanthropic foundations



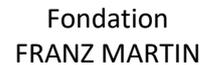
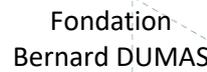
We are very careful to give philanthropic foundations the follow-up they expect so they can **measure the impact of their donations**. In this area, we have made great progress in our efforts to obtain the **IDEAS(*) label**, awarded to PSE in October 2018.

Several foundations have renewed their support. Some have been doing this for many years, such as the **Franz Martin** and **Albatros** foundations in Switzerland, the **Amanjaya** and **Blancmesnil** foundations and the **Haguro Fund** in France and the **Pistorio Foundation** in Italy. We are pleased with the bonds of trust we have forged together and that we continue building with all those who join us.

(*): Created in 2010, the IDEAS Hallmark attests to the quality of governance, financial management and monitoring of the effectiveness of the action of associations and foundations. IDEAS, Institute for the Development of Ethics and Action for Solidarity, is an independent body.

III – PARTNERSHIPS

Thank you to our partners and corporate sponsors



Et nos partenaires des



In France

The Annual General Meeting held on Saturday, 30th March 2019 elected Thierry Kuter to the Board of Directors. Thierry Kuter replaces Jean-Michel Drouault as Treasurer of the association.

We would like to thank Jean-Michel for his involvement for 10 years in this key function. He remains a member of the Board of Directors.

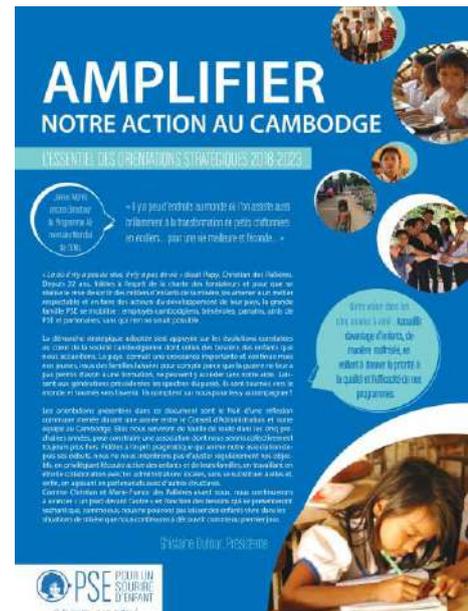


The IDEAS Hallmark attests to the quality of PSE's governance, financial management and tracking the effectiveness of its actions.

On Thursday 18th October 2018, we were awarded the **IDEAS Hallmark**. Created in 2010, this hallmark provides confidence to partners and funders.

We were awarded it after 18 months of work. The IDEAS team carried out a detailed analysis of our association, covering the key areas of the organisation in order to optimise its functioning and efficiency. Financial and management practices, control of our activities, information/reporting to donors... were some of the themes reviewed. This was an opportunity for us to formalise our practices and operating procedures in our Corporate Sponsorship Guide and the Branch Guide, as well as to update our Internal Regulations. At the end of the process an external audit was carried out by an independent chartered accountant.

We completed our strategic review for the coming five-years (2019-2023), during the year. The strategic approach we are adopting is based on the changes observed at the heart of Cambodian society, including the needs of the children we care for. The direction defined is the result of a joint consultation between the Board of Directors and our team in Cambodia. It serves as a roadmap to build an association of which, collectively, we will be ever more proud. Faithful to the spirit of pragmatism that has guided our association since its beginning, we will not refrain from regularly adjusting our objectives, actively listening to the children and their families is a priority, working closely with local administrations, without substituting them, and, finally, working in partnership with other bodies.



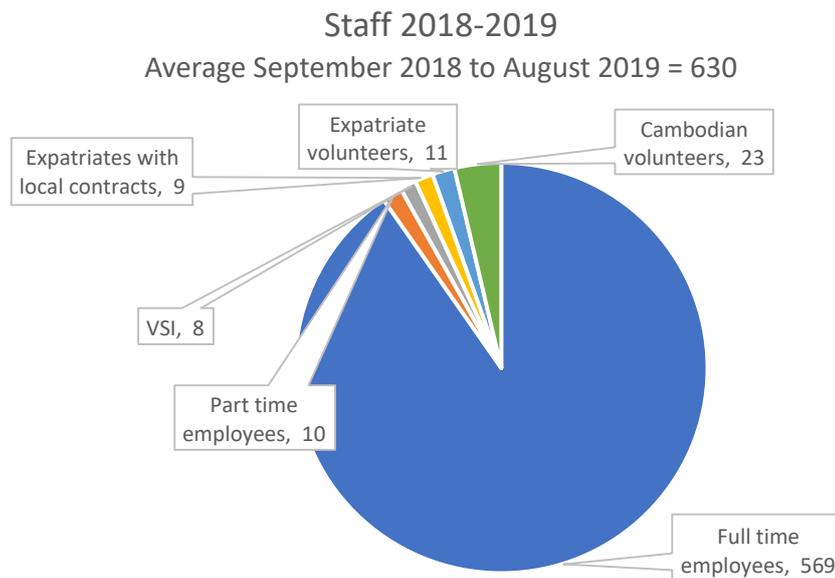
Established last year by the Board of Directors, **the Audit Committee** continued its work this year. Two audits were carried out, the first on the management of volunteers sent to Cambodia and the second on IT security at our Centre in Phnom Penh. One of our Cambodian employees was appointed internal controller in Phnom Penh.

The project to set up a new **finance & purchasing ERP** tool was initiated this year, it is due to be implemented in the first half of 2020. This new tool will simplify many tasks related to purchasing, accounting and the consolidation of annual accounts, as well as improve our monitoring, analysis and cost control capability.

IV – GOVERNANCE & MANAGEMENT

In Cambodia

630 staff members (average between September 2018 and August 2019) work in Cambodia to deliver our social missions, to a high level of quality. 95% of the staff are Cambodian. The workforce increased by 6.3% compared to last year. The evolution of the wage bill is commented on in the financial summary.



Our Managing Director, Borithy Lun, left us in August 2018 for health reasons. Elisabeth Bardon-Debats, a member of the Board of Directors, completed a second year as interim Managing Director, after having served in 2016-2017. Her interim role ended in September 2019 with the appointment of a Franco-Cambodian duo at the head of our activities in Cambodia: Christine Gaulier as Managing Director and Leakhena des Pallières as Deputy Managing Director in charge of programmes (excluding PSE-Institute).

V – FINANCIAL SUMMARY

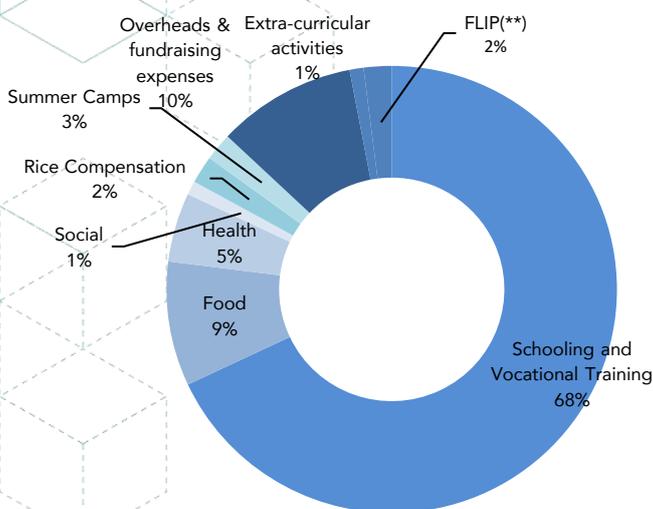
The overall cost per child per month across all our programmes(*) was **€77.5** (US\$88.6) at an exchange rate of €1 = \$1.1423. The number of beneficiaries has increased compared with the previous year (+5.4%).

This is an increase in costs compared to the previous financial year (+8.4%; €71.5) due in particular to the increase in our **wage bill** as well as that of our **food** programme.

The costs of each of the principle programmes varies by their type. This includes addressing the children’s basic needs (food, healthcare, etc ...) and overheads and fundraising costs.

	 Nurseries in the Community Centres	 Schooling – remedial and in state schools	 Vocational Training
By key programme	€67	€52.5	€125
Average across all programmes	€77.5		

Breakdown of consolidated cost per child, across all programmes 2018-2019 (rounded)



The cost breakdown per child remained stable compared to last fiscal year.

The overheads and fundraising costs represent 9.3% of our operating expenses.

Non-nominative sponsorships remain our primary source of funds.

PSE’s accounts are audited on an annual basis by Michel Llorens, a Statutory Auditor, Sèvres. The auditor’s report, the full accounts and a summary note from the Treasurer are available on our website: www.pse.ngo.

(*) Principle programmes: Schooling, Vocational Training, Community Centres, protection / housing, specialised programmes (Mother & Child protection, nursery assistants, adapted education section)

(**) Family Livelihood Improvement Programme (short training courses for adults)



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