



PSE  
POUR UN  
SOURIRE  
D'ENFANT



## Annual Activity

## Report

September 2020 - August 2021

# VISION, MISSION, VALUES

*Pour un Sourire d'Enfant (PSE) has been working in Cambodia, since 1995, to help children escape destitution and provide them the skills required to get a decent job. Recognised by the Cambodian authorities, the association acts with respect for the country, in collaboration with Cambodians to promote sustainable development.*

## Our vision

We wish for a world where there are no more children left behind; a world in which each child, regardless of their family background, has the possibility to grow in an atmosphere of peace, respect and love, and to develop so they can become a responsible member of society.

## Our mission

PSE's mission is to help children escape from extreme poverty and lead them to a qualified, dignified and properly remunerated job through a range of solutions adapted to their needs.

## Our values that guide our actions on a daily basis

"From destitution ... to a vocation" – this social responsibility implies sharing strong values, a spirit of collaboration and listening, and ethical commitments that must constantly inspire our choices and guide our decisions, our behaviour and our working relationships on a daily basis.

We are all committed to the following values which is reflected in our approach to the children, to each other - staff and volunteers - and to our partners

### RESPECT

Everyone has the right to be respected.



### PULL TOGETHER

We help each other meet the challenges ahead.



### TRANSPARENCY

We say what we do.



### LEAD BY EXAMPLE

We do what we say.



# EDITORIAL

**2020-2021**, a year of paradoxes and resilience. We were getting prepared to celebrate the 25<sup>th</sup> anniversary of PSE, a quarter of a century during which 12,000 children and their families escaped destitution, when the pandemic broke out.

By closing the schools, confining the people, denying families their small income, this pandemic has set us back 25 years.

**Thousands of children and youngsters were out of school and exposed to all sorts of dangers.**

All of PSE's teams, those in the PSE Centre in Phnom Penh, in Siem Reap and in Sihanoukville responded remarkably. Their main worry was the prospect of losing youngsters who could have been tempted to abandon their studies to help their families suffering from the economic impact of the crisis. The social team, teachers, educators, psychologists, split the contact list of all the children and teenagers amongst themselves, to **keep in touch** with them and to make sure they were safe. **Remote teaching**, something new in Cambodia, was organised thanks to the support of donors that allowed us to equip teachers and pupils, and to train everyone. **Food baskets** were distributed to families and emergency assistance was strengthened.

Confinement. Marie-France des Pallières found herself alone at the heart of the PSE Centre ... no matter, this confinement ended up being fruitful with the release of "Pour un Sourire d'Enfant" published by Albin Michel in October. It was also a good opportunity to reach a broader public, thanks to our patrons, Patrice Leconte and Frédéric Lopez, who participated in an event which was transmitted on social media.

A paradoxical confinement that allowed us to talk to a broader public.

Health crisis and social distancing ... no more public meetings, no more PSE tours to meet new supporters, no more working sessions around a table.

But still...

Meetings via videoconference which have widened the participation to larger numbers, as geographical distance has been overcome. A new paradox.

Social distancing yes, but also mobilisation of the volunteers throughout the PSE branch network, in different and innovative ways. Numerous fundraising actions that defied the restrictions.

And in Cambodia, if the pandemic has slowed down the pursuit of some objectives of the current strategic plan, another paradox is that it has allowed an acceleration of the introduction of digital technology, an opening up to tomorrow.

The year 2020-2021 also saw the arrival of one of our little gems, one of the children for whom PSE was founded in Cambodia, as the new managing director of PSE. Twenty-five years ago, Christian and Marie-France des Pallières asked the children on the Steung Mean Chey dump: "What do you need?

Today, it is **Leakhena, a former scavenger**, who asks children and youngsters from the poorest communities around Phnom Penh in Cambodia: "**What do you need?**" And, in keeping with the spirit that has driven the NGO for the past 25 years, the actors on the ground will develop the most appropriate solutions for an environment in the throes of transformation.

**Sponsors, volunteers, corporate sponsors, donors, these children and youngsters are counting on us to make these solutions happen.**



Ghislaine Dufour  
President of PSE



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# THE END OF THE SCHOOL YEAR 2020

The 2019-2020 academic year was heavily disrupted by the Covid-19 pandemic, with all schools being closed from the middle of May 2020. The academic year was extended until December 2020. The national exams of the Brevet and the Baccalaureate were postponed until the end of 2020.

After over 6 months of school closures, the students began returning to PSE in September 2020, respecting strict sanitary protocols that were put in place in order for the students to return in the best possible conditions. It was the Brevet students and those in vocational training, who were the first to return.

Gradually, all our students were able to return, including the nursery children who we welcomed back from October.

The vocational training students, who were able to return in reduced numbers of 10 to 15 students per class on a rotation basis, were able to pass their state exams in November 2020.



The Construction school exams



The return to the remedial school programme



The reopening of the nurseries (paillettes)

## Our students achieved a very high pass rate:

Diplomas	State Exam	Pass rate	Number of students who passed	Number of students who took the exam
Vocational training "Technical Vocational Certificate" - equivalent to a CAP or a Bac Pro in France The School of Hospitality and Tourism, Management & Sales and Technical Trades (Mechanics and Construction)	Level C1	90%	359	401
	Level C2	96%	24	25
	Level 3 – final diploma	94%	230	244
"Higher Diplomas" (Associate degree) – equivalent to BTS in France Management & Sales	Final diploma	100%	70	70
"Bachelor in Business Administration" – equivalent to a Bachelors in France Management & Sales	Final diploma	100%	23	23

- ◊ 392 students received their diplomas from our four schools (Hospitality and Tourism, Management and Sales, Technical Trades, Media) in 2020. 89% of them (349) responded to our follow up survey in December 2020
  - ◊ 85.5% (298 students) have a skilled job, 95% of which are consistent with their field of training
  - ◊ 4.5% (16 students) had not in fact graduated by this date because their internships had been interrupted by the Covid pandemic.
  - ◊ 10% (35 students) were without work
- 

On the 12th November, the schools were closed once again following a new wave of the pandemic in Cambodia. Up to the end of 2020, several more periods of closure followed in line with how the pandemic evolved in the country.

Over the course of this period, particular attention was given to the students in year 10 who took their Brevet in December 2020. Online classes were offered to those who owned a smart phone with an internet connection – this was a very small proportion of students. For the others, PSE resumed assigning homework.

On 30<sup>th</sup> November, the students in year 10 sat their Brevet with a 92.6% pass rate despite the very difficult learning conditions.

The Baccalaureate exams were cancelled because of the pandemic. The Education Minister announced that all the students would be awarded the Bac.

The drop-out rate for the year of 2019-2020 was 9%. This rate, which is an increase on previous years, is largely attributed to the disruption caused by the pandemic.

The rate was nevertheless kept to a minimum thanks to all the actions taken by our social team and our teachers, such as distributing homework and through school continuity actions.



# KEY DATES FOR 2021

## January 2021

- Start of school year with very strict health protocols!



## February 2021

- Closure of schools in Phnom Penh.
- Immediate preparation of **online schooling to ensure the continuity of education.**



## May 2021

- All teams mobilise to monitor pupils at risk of dropping out of school



## April 2021

- Strict lockdown imposed throughout Phnom Penh
- **Resumption of emergency food aid** to more than 1,600 families and their children



## March 2021

- Loaning of smartphones with internet credit to students and children to **maintain links**
- Distribution of **smartphones to parents of disabled children** to maintain links with the children



"I'M A SCAVENGER BUT I HAD TO STOP BECAUSE OF HEALTH RESTRICTION"  
SOBEN, SINGLE MOTHER



## June 2021

- Gradual resumption of **internships** for the students taking vocation training courses



## October 2021

- **Resumption of vocational training workshops** for first year students and those with final year exams: grade 9 (Brevet) and grade 12 (Bac).

Strict health protocols in place with classes limited to 15 children.

- Vocational training exams take place (with practical exams held at PSE, and theory exams online)



## September 2021

- **Partial reopening** of the school with a very gradual return of the children and a very strict health protocol



## November 2021

- Exams for placement to the refresher classes.
- **Refresher classes** for children in the remedial education programme and preparatory classes for vocational training in December 2021
- Resumption of nursery classes
- Disabled children return to their special education programme.



## December 2021

- Tests to evaluate children's levels to determine which class they should join at the start of the **next school year in January**



# KEY FIGURES FOR THE YEAR 2021

6,265 children on average over the year (January - December 2021)



## Our results

► 382\* new graduates from the vocational training institute

► Over 5,500 alumini in work

► 8% Drop out rate (9% in 2019-2020)



- 580 employees in Cambodia of which 96% are locals and 6 staff in France
- 300 volunteers in the PSE branches in France and overseas



- 90% of the spending is dedicated to the social missions
- 10% to overheads and fundraising

\* The numbers of new students were not available at the time of finalising this report. They will be provided in the next annual report.



# RESPONDING TO THE PANDEMIC

The **2020-2021 school year** started optimistically in January 2021, however challenges posed by the pandemic overturned the lives of the families PSE helps, once more, in February.

The **return of the pandemic to Cambodia** brought with it school closures on 23<sup>rd</sup> February 2021 followed by lockdowns and curfews until summer 2021. There were terrible impacts on our children and their families.

Our families earn meagre day wages from activities such as collecting trash or acting as street vendors. These activities were severely impacted by the arrival of strict health measures and regulations. There was a drop in prices for recyclables because of border closures with neighbouring countries, that are the main buyers.

Covid-19 also had a terrible impact on Cambodian children's school attendance. Between March 2020, and August 2021, Cambodian children had only four months of in-person schooling! The school closures caused children to return home where they encountered difficult conditions. They could no longer benefit from the daily meals at PSE's cafeteria and they found themselves in particularly difficult environments, with significant stress, even violence in certain cases, or the risk of having to work in frequently dangerous conditions.

**Actions PSE put in place during this period were essential for children and their families:**



Street vendors saw their activities drastically reduced as people no longer consumed outside for fear of catching Covid-19.

During the periods of strict lockdown, these activities obviously came to a complete standstill.



Distribution of emergency food baskets to make sure everyone had enough to eat.

Keeping in contact with students to help them manage situations they were encountering and to limit the number who might drop out.



On-line schooling to maintain a learning dynamic.

Stays with foster families for those who could not return home and medical care for those who needed it.



## Food aid

To ensure that the children and their families had enough to eat when the pandemic returned, PSE **restarted distributing emergency food aid in April 2021**.

Furthermore, food baskets containing canned fish, instant noodles and soy products were distributed to around 1,677 families every month from April to June in Phnom Penh, Siem Reap and Sihanoukville. Quantities were adjusted depending on the number of children in each family and the local context. Therefore, food baskets were more substantial in the outlying regions, notably in Siem Reap (Angkor) that were very badly impacted by the drop in tourism. The rice distribution that we regularly provide to around 1,000 families in precarious economic situations, has been extended to some 600 more families. On average, every family received 25kg of rice each month – the quantity adjusted according to the number of children.

Our teams have continually overseen the delivery of emergency aid, respecting any health restrictions in force while also adapting to the difficult conditions created by adhering to the very strict travel restrictions during the lockdowns in Phnom Penh.



**End of June**, the health restrictions were still severe, economic activity was restricted and slowing down and the schools were still closed.

The poor and vulnerable families, still could not go back to work generating small amounts of income, and the children continued to be at home, so PSE decided to extend its emergency food aid for three more months. During this period, every month around 1,909 families in Phnom Penh, Siem Reap and Sihanoukville, received baskets of food aid.

From 2022, we plan to go back to distributing the normal level of rice food aid to between 1,000 and 1,100 families.

**From October 2021**, the Covid situation improved, notably due to the success of the adult vaccination programme.



We continued distributing rice to a higher number of beneficiary families than normal even though numbers had dropped to around 1,500 families every month up until the end of the year.

**Economic activities resumed little-by-little** and schools were authorized to once again to welcome back children from levels 9 and 12 (the equivalent of 3e and Terminale), who would be taking their Brevet and Bac exams, in December.



“J’AI DE PLUS EN PLUS DE DIFFICULTÉS  
À GAGNER DE L’ARGENT”  
  
SARIN, PÈRE DE DEUX ENFANTS

*“Since the lockdown started, my wife lost her factory job. I continue to work picking up trash, but I have a harder and harder time earning money. Our incomes are not enough to feed our two children ... without PSE’s help, I don’t know how we would have managed.”*

Sarin, father of two children supported by PSE

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*“I am a single mother. I look after my little boy as well as my parents and sister. Currently, I can’t keep up with my family’s needs: I am a scavenger, but I have had to stop because of the health restrictions. I don’t have enough money to buy food for my family, or pay the rent.”*

Soben, mother of a child supported by PSE



“JE SUIS CHIFFONNIÈRE MAIS J’AI  
DÛ ARRÊTER À CAUSE DES  
RESTRICTIONS SANITAIRES”  
  
SOBEN, MÈRE CÉLIBATAIRE

### 1. The children studying in our school in Phnom Penh

Maintaining a connection with children and ensuring that school kept going were necessary for PSE to safeguard the education of these children, among the poorest in society.

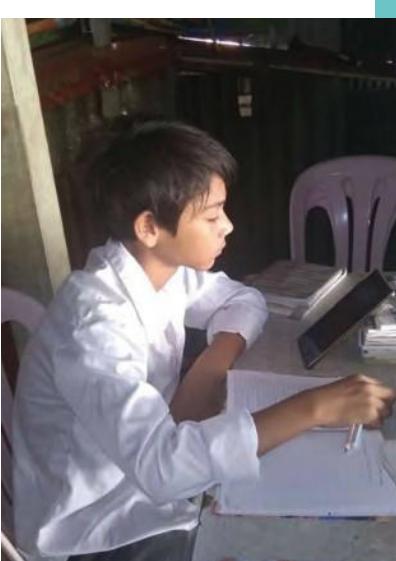
Beginning in 2020, PSE tested out delivering courses via Facebook Live with a small number of students who could obtain a phone. For the majority, PSE organised regular homework distribution. That allowed us to stay in touch with the children but was insufficient to offer real remote education: interaction was not possible with students on the Facebook Live platform; neither the teachers nor the students had remote learning training; also, most of the time, the students didn't have access to a phone or the Internet.

The goal therefore was for PSE to put in place a proper remote education system that allowed true connection and learning to take place. For that, it was necessary to adapt core subjects to online teaching, train teachers on digital tools and pedagogy and supply students with academic connectivity kits including phones and Internet service credits.

After a test phase with 60 students, followed by a trial development phase with 315 students, all students in the remedial education programme at the Centre, comprising 713 students, were able to follow the online courses starting in August 2021. Academic connection kits, smartphones with software that prohibited them from accessing dangerous websites as well as \$1 of weekly credit were distributed to all students.

54 teachers were trained by both the pedagogy and technology teams so they could learn this new way of teaching. 62 computers and tripods were distributed to teachers so they could work in good conditions.

Despite the risk of absenteeism, **at least 70% of children participated in the online courses**: there were 16 hours of Khmer, mathematics, English and soft skills classes every week for those at primary level and 20 hours of Khmer, mathematics, physics, chemistry, English and soft skills classes every week for those at secondary school level. The main reasons for absenteeism for the students were problems with internet connectivity, lack of motivation, or the need to work to earn money. During the rainy season, the strong rains also had an impact: the bad weather led to a bad Internet connection in houses with corrugated iron roofs in which most of the students live, or the rain made so much noise it was impossible to hear what was being said in the course.



To deal with the problem of poor internet connectivity or poor working conditions at home, PSE upgraded the internet connection in 4 paillettes. This made it possible to accommodate the students in remedial education, on a rotating basis, so that they could follow the remote courses in better conditions.

From September 2021, 90% of the children were attending classes online thanks to continuous monitoring of pupils by their teachers and the social team.

**At the end of September 2021**, before students sat the Brevet at the end of the year, they were allowed to come back to the PSE Centre to do their lessons in person to prepare for it. Other students in the remedial programme continued taking online courses then gradually returned to PSE, at first in half-size classes.

**In December 2021**, intense in-person refresher courses were held for all students. At the end of the month, they passed evaluation exams to determine which class they would go in to at the start of the next school year in January 2022. Two-thirds of them progressed to the next year and the remainder will repeat the year.





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*"From the beginning of the school closures, I taught my lessons online which my students follow from home. I go to my usual classroom but I am in front of empty chairs and my phone. The students have a strict schedule to follow according to the classes they are taking: online classes, working by themselves and exercises to do and lessons to learn.*

*There's a lot of prep work for each class: I write a very detailed lesson plan along with a PowerPoint Presentation to share with my students. This allows them to have some written documentation to refer to for the course. Then, to make sure they have mastered the material, I organise regular tests: that allows me to know if I have to go back over a lesson.*

*The problems with Internet connectivity are the first difficulty I must confront. Teaching remotely, it is also more difficult when a student is having problem understanding something. We must also succeed in motivating the students and we must continually work to find solutions to combat the risk that students will drop out, but with remote teaching, we need to recognise the willpower our students need to get through it – because despite the difficulties they face and the difficult conditions in which they live, I can tell that they really do their best!"*

Phat Haia, Maths teacher at PSE's remedial school

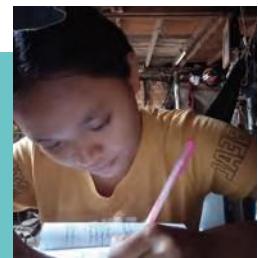
## 2. Students in Vocational Training

Mar - Aug  
2020

The Vocational Training Institute had already set up distance learning last year as a matter of urgency by adapting its courses and training its teachers in Google Classroom. Student participation was limited as the facilities needed to be developed.

Sep - Dec  
2020

The Institute worked on its online classes, teacher training on remote teaching platforms in order to quickly adapt in case schools were closed again. Teachers also benefited from online teaching pedagogy training.



Remote lessons

Jan  
2021

Students started the school year at school under strict rules governing health protocols. Their schedules already included some online teaching.

Feb  
2021

Teaching was able to switch quickly and easily to be fully online. Students received connectivity kits including a phone and internet credit.



Reprise de l'alternance

Apr - Jun  
2021

The strict lockdown in Phnom Penh forced the temporary suspension of apprenticeships for students in each of the streams of the Institute. They gradually returned to their companies from June. (See page 21 "Continued deployment of apprenticeships")

Sep - Oct  
2021  
Nov - Dec  
2021

The students were able to resume practical training workshops at the Institute and to sit the national intermediate C1 and C2 exams of their diplomas in vocational training.

The final national C3 exam for students finishing their courses took place in December. Students in both the preparatory and bridging classes took intensive in-person classes.



PSE distributed 450 smartphones to students who didn't have one and gave \$7 to each student in monthly credit to attend online classes. The smartphones were set up so students could not access unsafe sites. 322 headsets were also distributed to students who needed them.

Attendance rates and active participation was very good with 89% student attendance, and 83% passing their exams at the end of the first term; all of the teaching was delivered online. The Institute worked on improving the home-based work environment by organising an awareness meeting for parents at the beginning of the school year.



As for the teachers, 19 who were already proficient in using digital tools received extensive training on online teaching platforms, tools and pedagogy. They in turn trained their colleagues and served as advisors to offer ongoing help. A study focused on the teachers showed that 92% felt confident about teaching online with the tools they used thanks to the training provided by PSE's pedagogy team.



“

*"I contact my students every day for follow-ups. When they encounter a problem I call them to make sure that it won't affect their studies so they can continue to study online."*

Mao Ben, teacher at the School of Technical Trades

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*"Teaching online is not always easy, but we can at least keep up the school interaction and stay in touch. Sometimes, I prefer to call them directly to motivate them to participate in class and to check their homework."*

Pak Putheanouch, Bridge Class Teacher



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*"I would like to thank PSE for lending us smartphones with internet credit so that we can study online. I was very happy when I was provided with a school connection kit to study and learn. I hope the school will reopen soon!"*

Phunsomnang Phoeun, 19 years old, student at the Hotel and Tourism School in cooking and pastry training



### 3. Children with disabilities

Smartphones with internet credits were distributed to the parents of 27 children with disabilities from the adaptive education section so we could continue providing them with support.

A total of 23 children participated in online classes: on average 3 hours of Khmer, 3 hours of maths and 1 hour of play therapy each week. The other 4 students did not participate because their parents did not want them to or because they couldn't provide the necessary support during the class. This support is essential for students who lack the autonomy to connect and follow the teacher during activities where the teacher presents.

Teachers in the adaptive education section have also been trained in order to discover activities adapted to each child taking into consideration the tools they have at their disposal. The teachers have shown great creativity so as to make the online courses as engaging as possible.



"When the schools closed for the first time, we were allowed to travel, and we were able to go into the poorest areas in Phnom Penh where our families live and look after children with disabilities directly at home. We provided home schooling and looked after their well-being and assured their daily routines went smoothly. This worked to our advantage as it also allowed us to help train families in sanitary hygiene measures being adopted during this period.

As prevailing conditions grew worse and with the new school closures in February 2021, we could not move around or travel any more. So the school's distance education/monitoring system was extended to students with disabilities. It was very important as it allowed us to stay in contact with them and their families on a daily basis and ensure that everything was going well.

Implementing this system has not been easy for families or teachers. With remote classes, children must master a new way to learn and communicate, which was complicated for them...this was even more so for those with disabilities.

Thanks to the smartphones PSE supplied to families who didn't have one, we could call them for individual video sessions for remote classes and to conduct cognitive and physical therapy sessions. The most difficult part of distance education is capturing the attention of certain children who find it difficult to focus. Fortunately, families were very involved in our calls and participated in ensuring sessions went smoothly."

Chandy, special education teacher PSE

## Maintaining contact with youngsters

In order to stay in contact with youngsters at risk of dropping out, we established a **team of 28 psychologists, teachers and advisors.**

**1,500 youngsters over 12, who were identified as being at risk as they did not have a suitable place to study, family or financial problems..., benefited from this close monitoring via a once a week follow-up call.** Every member of the team called more than 50 youngsters every week in order to stay in touch and to help them resolve any problems they were facing.



*"I speak a lot with the youngsters and their parents to keep in touch. The youngsters know they can call me whenever they have a problem, are feeling stressed, don't feel well or want to talk. The calls allow us to stay well connected with the youngsters up until when the schools reopen, we can better guide them on the path best adapted to their needs."*

Sivorn, Member of the extra-curricular activities team, PSE

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*"I call each of the 56 students I am in charge of once a week to motivate them to study and to make sure they are doing well. The goal is to create a true connection with the students and their families, in order to help them and motivate them to hang in there and to study, despite their often difficult day-to-day lives! They need to feel comfortable enough to be able to talk to us about their difficulties, so we can find solutions together so they will continue to keep going and not give up."*

Ramorn, PSE education officer



*"The risk is that these children leave school and go off to work. Our role, therefore, is to do all we can to keep a connection between PSE and the youngsters so they can continue to commit to their education, that will later guarantee them a career and a better life. Thanks to the connection that we create with them, they trust us. On our end, we offer them quick and easy solutions when they encounter difficulties. We want them to be aware that PSE is always there for them, even at a distance!"*

Somaly, psychotherapist at PSE

Education counsellors who support children in state schools have begun providing support by telephone, calling them every two or three days in order to keep in touch and to stop students from dropping out.

A special form of support was put in place for the very youngest students, those who are usually taken care of in the nursery schools (paillettes) at PSE. From mid-February to mid-April 2021, there was a monthly distribution of homework, similar to 2020. With the establishment of a strict lockdown in Phnom Penh beginning in mid-April, teams put in place twice weekly support for students via phone. Starting in June 2021, the younger students were being supported via phone and a weekly distribution of homework was put in place for the Grande Section. 70% of students from the Grande Section received this support, and 98% of them were able to start primary school the following school year in January 2022.

## Foster families / boarding school

At the end of February, 2021, PSE's boarding school had to close its doors. As when the Centre closed for the first time in 2020, the boarders who were able to, returned to their families. The others were hosted by the same 12 foster families as the prior year, who volunteered to host all those who could not return home in the emergency. Some families have readily welcomed up to 23 students into their homes!



*"Living in a family with 20 children may appear difficult but despite it all, things are going well. Really, there is no time to be bored: every day we do our online classes. We help each other with our homework. The rest of the time we are busy together: we play, take photos, dance, draw, and, above all, we cook!"*

*When we were still able to, we went outside to play soccer or go on walks, always wearing masks. A few days ago our neighbourhood was placed in the red zone, which meant that we were not allowed to leave our house, except for emergencies, in order to limit the risk of transmitting Covid-19. So we can't go shopping, among other things.*

*Fortunately, the mother of my foster family, with help from PSE, was able to stock up on food before, and food baskets will be distributed to us. Despite that, the situation is complicated and can become pretty stressful, that doesn't prevent us from enjoying each other's company and having a good time together!"*

Karuna, vocational training student who was welcomed by a foster family.

## Medical care

Our medical team welcomed families and children in need of care, when not in lockdown and all the while complying with sanitary protocols. They then referred them to the most appropriate facilities to ensure that they were properly cared for.



# KEY DEVELOPMENTS IN OUR PROGRAMMES

## Care for children with disabilities



The Foyer Source de Vie was forced to close in 2020, due to the Covid pandemic, so the Foyer team helped the children return to their families or arranged for them to go to a foster family at the beginning of last year.

This year, the teams of our adapted education classes and the Foyer Source de Vie merged operationally and together cared for **33 children and youngsters**.

They continued to provide **home support** to children with multiple disabilities. Visits were at least weekly for each child, except during the two months of strict confinement in Phnom Penh. **We have decided to endorse the merger of the two teams within the Adapted Education Section in order to favour quality day care for all when children with disabilities can return to the Centre.**

The new organisation will allow the formation of smaller and more homogeneous groups of children with disabilities to carry out more individualised activities according to the needs and possibilities of each. We are planning five classes of adapted teaching instead of four; the fifth called "Home Based Care" will benefit children with severe disabilities who can come to the Centre between once and several times a week in day care and who will receive home visits from their educators the rest of the time. Support for families caring for their child at home will continue.

In 2022, we have planned work to adapt the premises of the Foyer Source de Vie to adjust them to their new use: activity rooms for day care and rooms dedicated to rehabilitation. The adapted section teaching classrooms will be set up in the immediate vicinity of the Foyer.

During the months when the Centre was closed – which lasted whole year except for January and February when ten children returned to adapted education classes before a general confinement was imposed resulting in a new closure - they maintained the link with the children and their families through video exchanges and remote lessons.



## Mother and Child Protection (PMI)



Our PMI service aims to protect the health of babies and their mothers and to fight against malnutrition in the youngest. The PMI team has adapted throughout the year to pursue its mission as much as possible in the difficult circumstances created by the Covid situation. They provided consultations at the Centre when possible, and the rest of the time by telephone and home visits when authorised. The team also went to families' homes to monitor the most fragile babies and ensure the distribution of milk and meals.

**24** women accompanied and monitored during their pregnancies.

They gave birth to healthy babies in hospital or a health centre

**61** babies / young children

who were fragile received food aid either as milk or meals.

**16** women received financial support for breastfeeding and growth monitoring of their babies.

**89** families received advice and help from the PMI team by telephone

### Fighting malnutrition in children under five years old

In co-operation with our teams in the paillettes and our canteen, the PMI team had planned to develop the fight against malnutrition by identifying those who are behind in their growth, among children aged three to five welcomed to our paillettes, and setting up the distribution of suitable meals for them.

The closure of the paillettes imposed on us from the end of February only allowed us to begin the assessment and prevented us implementing the plan. We will implement it as soon as possible in 2022 because the need is there, especially since the pandemic has amplified the difficulties of families feeding themselves.

### Teaching Soft Skills

The implementation of our continuous educational development of "soft skills" (behavioural skills) for our students from primary school until their vocational training diploma, began at the start of the school year in January 2021. The closure of the schools at the end of February and the transition to distance learning has changed the context, making it essential both to provide support in adapting to the constraints and anxiety generated by the pandemic, and to adapt the course content.

The online teaching set up by the Vocational Training Institute and at the Remedial School (see p. 12 of the report) is limited in number of hours compared to face-to-face lessons: 4 hours daily to limit children's fatigue in front of a smartphone screen. **An hour of "soft skills" class per week has thus been implemented** compared to 2 hours envisaged in the timetable, starting in March for the youngsters of the Institute, and in June for the children of the remedial school.



The pedagogy of "soft skills" courses, largely based on games, group activities with numerous interactions according to a so-called "reverse" pedagogy, could not be deployed properly in online courses. We therefore set up debates, moments of exchange and discussion.

#### Children at the Remedial School

- Acceptability and adaptability to new situations
- Importance of e-learning
- Lifelong learning (personal and professional)
- Dangers of the Internet

#### Students in the 1<sup>st</sup> year of the vocational training school

- Acceptability and adaptability to new situations
- Advice for apprenticeships / internships (professional behaviour, commitment, communication)
- Self-motivation and commitment
- Develop self-confidence and taking care of yourself

#### Students in the 2<sup>nd</sup> year of the vocational training school

- Acceptability and adaptability to new situations
- Career engagement
- How to lead a group and work in a team
- Personal development in the workplace

#### Pupils of the Institute's bridging and preparatory classes

- Acceptability and adaptability to new situations
- Tips for passing a professional interview and communicating better
- Self-motivation and commitment
- Develop self-confidence and taking care of yourself

**6**  
“I am responsible for the “Soft Skills” programme at PSE. I have worked for the association for 11 years.

Learning Soft Skills is crucial for our students. This allows them to develop qualities that they need every day and they help them integrate and live together. These skills are, of course, linked to their personality and behaviour.

In addition, all the skills that students develop here, such as communication, listening, teamwork, etc., are elements that they can use in their professional lives. I work with a lot of different profiles, young people have very different life stories. I believe that everyone can develop their potential through Soft Skills.

During the pandemic, it was very difficult to teach Soft Skills and discuss Communication, for example. Indeed, we have all been isolated from each other. However, we set up online courses and I realized that the teaching of these life skills was all the more important during this period. Students really need to learn to open up and connect with others.”

Tith Chenda, Soft Skills programme manager



## Vocational training in agroecology in Siem Reap

The school of agroecology is a co-operative project launched in partnership with the associations Ecole du Bayon and Vivre de sa terre. It was born out of exchanges and reflections between Vincent Robert, managing director of the Bayon School, and two members of the PSE Board of Directors, Elisabeth Bardon-Debats and Pierre-Yves Rambaud.

The vocational training programme aims to give **youngsters, who have dropped out of school** and come from disadvantaged families, technical skills in agroecology over a period of 12 months: soil study, breeding, processing.



The programme meets Cambodian certification criteria in the field. Seven training workshops were installed on the site.

The school opened its doors on 18<sup>th</sup> January 2021 and welcomed its very first class of 10 students. As in Phnom Penh, but for shorter periods, the school experienced closures during the year due to the pandemic.



The school is located on the PSE site in Siem Reap, which has the necessary space for teaching and practicals. The Bayon School team are responsible for the day-to-day operational management of the school, they have been operating in Siem Reap for 25 years, their values and programmes are similar to those of PSE. For its part, Vivre de sa terre brings its educational expertise. The costs are shared 50/50 between Bayon School and PSE. Upgrading and renovation work has been carried out to accommodate the school: 1 office, 2 classrooms, 1 processing laboratory, 2 dormitories.

The first year will be the subject of a review between the project partners in order to decide on a possible second year if the results, particularly in terms of student integration, are convincing.

## School support for children in state schools

The adaptation of our school to the constraints of the Covid pandemic did not allow us to give our school support lessons in 2021 to children attending state schools.

Indeed, during the period schools were allowed to reopen (January-February), the number of pupils in each class was reduced to 10-15 students to comply with the health protocol. This organisation applied to our remedial school students meant that all our classrooms as well as all our teachers were allocated.



The deployment of the remote school system for the students of the remedial school continued to utilise the entire school team. In October 2021, we were nevertheless able to welcome again in face-to-face school support classes at school for around fifty Year 10s (14 to 15 years old) in state schools to help them prepare for their Brevet exam.

**We plan to resume school support classes for the next school year, health situation permitting, and develop them further because the needs are greater after a year with significant disruption to schooling throughout the country.**

## Continued deployment of apprenticeships

Convinced of the benefit of this approach for students, the Institute has been a forerunner in implementing apprenticeships in Cambodia over the last two years. In this third year, all the students in the second year of the hotel school (with the exception of those in the hairdressing stream), the school of mechanics and the building school, a total of 211 students, were placed with 39 partner companies for a period of 10 months starting in January.

The school/company alternation rate was 15 days in the hostelry stream and one month in the mechanical and building streams.

Apprenticeships have been heavily disrupted, as for all children and students in Cambodia, due to the Covid situation and the resultant restrictions: school closures, period of lock down, a decline in economic activity.

The Institute's teams have enabled students to continue their training as far as possible, through online courses and close continued cooperation with companies.,

In April/May, contracts were suspended during the strict lockdown imposed in Phnom Penh. From June, students gradually returned to the workplace, sometimes they were reassigned to other partners, as some companies, especially those in the hotel sector, were severely affected by the decline in economic activity.

So as to allow students to have as many hours of practical experience as possible, the contracts were adapted so the students worked full-time in their companies from August to October. Following an evaluation of the students at the end of October by both the schools and companies, the students who needed it were allowed to undertake intensive courses in each school's practical workshops in November.

**189 students obtained their diplomas, equating to 90% of the total.**

The Institute is continuing to collaborate closely with partner companies, at their request, apprenticeships will take place through alternating months between schools and companies in 2022 for all students. Second-year students in the "administration-accounting" and "retail trade" streams at our sales and management school who are preparing for a diploma equivalent to the professional baccalaureate in France (TVC \*) will also benefit from this work-study training which offers a more inclusive and effective training approach.

(\*) : Technical Vocational Certificate

# OUR PROJECTS

## A new beneficiary database

In order to track 3,000 families and 6,500 children and youngsters all year long, our social team was in need of a new more performant tool than the one they had (which had been conceived ten years ago with limited functionality and which no longer met their needs).

A new database the “Beneficiary Management System” was developed with the support of “Web Essentials” a local company, the implementation was coordinated by Faustina Requena, an experienced project manager who worked on a voluntary basis.

This database makes it possible to:

Provide complete information, reliable and in real time on families and children (personal data, social situation, programmes, the history support provided by PSE).

Smooth the selection process for new beneficiaries, as well for those leaving programmes

Record and monitor the response to emergency enquiries by families.

Share data with other departments (school, infirmary...)

In December 2020, nearly a hundred users were trained on the system (the social team, heads of programmes, audit and management control...). Adjustments were made until summer 2021, the system is now fully up and running.

## Renovation of the training restaurant of the Hotel School.

This project was also completed in December 2020, allowing students at the Hotel School to train in an attractive, modern and functional restaurant environment similar to the facilities in restaurants where they will be working.

All the different areas have been optimised taking into account their use, the energy consumption, hygiene and security. The bar, kitchen and bakery/patisserie equipment as well as the restaurant furnishing have been renewed depending on the needs. Finally, the four bedrooms of the training Hotel, located above the bakery/patisserie area were waterproofed and "refreshed" as part of the project.

The restaurant has been extended to accommodate up to 72 customers, the terrace on the ground floor has 24 seats and that on the first floor has another 40 seats. The general view is that the modern design of the new “Lotus Blanc” while keeping with the traditional Khmer style is a real success.

Each year there are some 200 students at the hotel school who will benefit in the years to come from a training facility that is perfectly adapted to the requirements of the hotel industry in the 21<sup>st</sup> century.

*This project was financed by Amanjaya Fundation, Bolze&Moggy (“Bobbies” brand), the NGO ETWA as well as PSE Luxembourg, PSE Nord and PSE Paris IDF, PSE Ain Rhône Isère and PSE Aquitaine via fundraising from “La Course des Héros” in 2020.*



Before



After

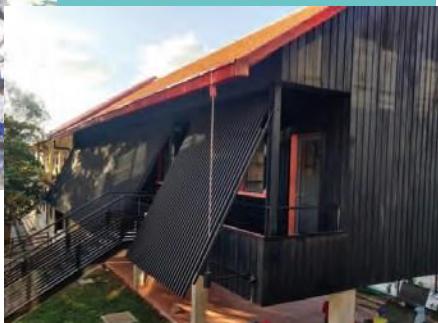
## Reconstruction and extension if the PSE school buildings

This huge undertaking, which started last year, was completed in December 2020 as planned. Our children started their new school year 2020/21 in January in their new classrooms. 2 buildings were built, one was in a traditional Cambodian style on stilts, with 3 classrooms, and the second one in an L shape, accommodating 39 classrooms, 2 of which are science laboratories, an area for the teaching staff and administrative team as well as 66 toilets and 3 technical areas. 3,325 m<sup>2</sup> in total were built. The 42 additional classes are intended for use by the 1,134 children in the remedial school and school support classes.

The administrative staff and the teachers – 51 employees - can benefit from 140m<sup>2</sup> of open space.



Before



After



Before



After

The new school buildings, essential external works such as the construction of a water retention basin and landscaping, as well as the equipment for the classrooms were financed thanks to the support of generous corporate and foundation sponsors, the support of the PSE branches which organised numerous fundraising events, and private donors.

Thanks again to them for allowing us to offer the poorest children a quality school environment. A thank you sign has been put up in the school.

The PSE "General Education" school buildings have been rebuilt in 2020 thanks to the support and generosity of private donors, of the PSE branches network in France and worldwide and of our partners and corporate sponsors:

FRANCE	BELGIUM	GERMANY	HONG KONG	LUXEMBOURG	SPAIN	SWITZERLAND	UNITED KINGDOM	UNITED STATES



"I have had school support classes at PSE for the last three years. I have improved a lot because I have access to all the school equipment I need and the teachers take time with every one of us to help us overcome our difficulties.

This year, we have had our lessons in the new classrooms. We all have more space, the classrooms are beautiful and large, it is not too hot. And above all, we can't hear the noise coming from the next door classroom or from the playground, which makes it easier to concentrate in class".

Soknang, 19 years old, Grade 9 (3eme) at PSE

## Replacing the electrical equipment for the School of Construction

The electrical equipment is intended for the training workshops used by the students. The lockdown measures in Phnom Penh caused this project to be postponed to 2021/22.

*This project has been financed by Schneider Electric Foundation from their "Tomorrow Rising Fund" programme created to help during the Covid period.*

## Creation of a new workshop for the School of Construction

The school is expanding with a second training workshop for the students of the "multi-function building maintenance" stream. It should be operational in time for the 2022 school year. The works will be completed by end 2021.

*This project has been financed by PSE Loire Océan and PSE Switzerland*



*building school*

## Renovation of the sanitary facilities in our Centre

Our sanitary equipment in the Centre needed to be refurbished and new ones built to improve the environment for the pupils and staff. The refurbishment of 67 toilets and the building of 11 new toilets are scheduled to complete by end 2021.

*This project has been financed by PSE Luxembourg and PSE Paris IDF/PSE ARI/PSE Aquitaine (Course des Héros 2020)*

## Teaching Chinese: an additional asset for our students

In order to respond to the expectations of employers and to give a new benefit to our students in the work market in Cambodia, we have decided to integrate the teaching of Chinese into some streams of the vocational training institute.

In the Hotel School, the students who will be able to benefit from these classes are those most in contact with clients in the "Reception" and "Waitering" streams. In the Business School, it will be the students in the "sales" and "retailing" streams.

We launched the project, this year, by recruiting the dedicated team; they started by working on the curriculum for each stream, with one part general language and another specific to the type of work they will undertake. The team gave the first lessons to 18 students in their first year in the "Reception" stream in June and to 75 students in preparatory classes in August. The lessons took place online due to the constraints imposed by the Covid situation.

In school year 2022, 90 students in the 4 selected streams will be eligible to benefit from Chinese classes. Students will be able to choose to learn Chinese on a voluntary basis. We will carry on adapting the curriculum and school manuals in 2022.

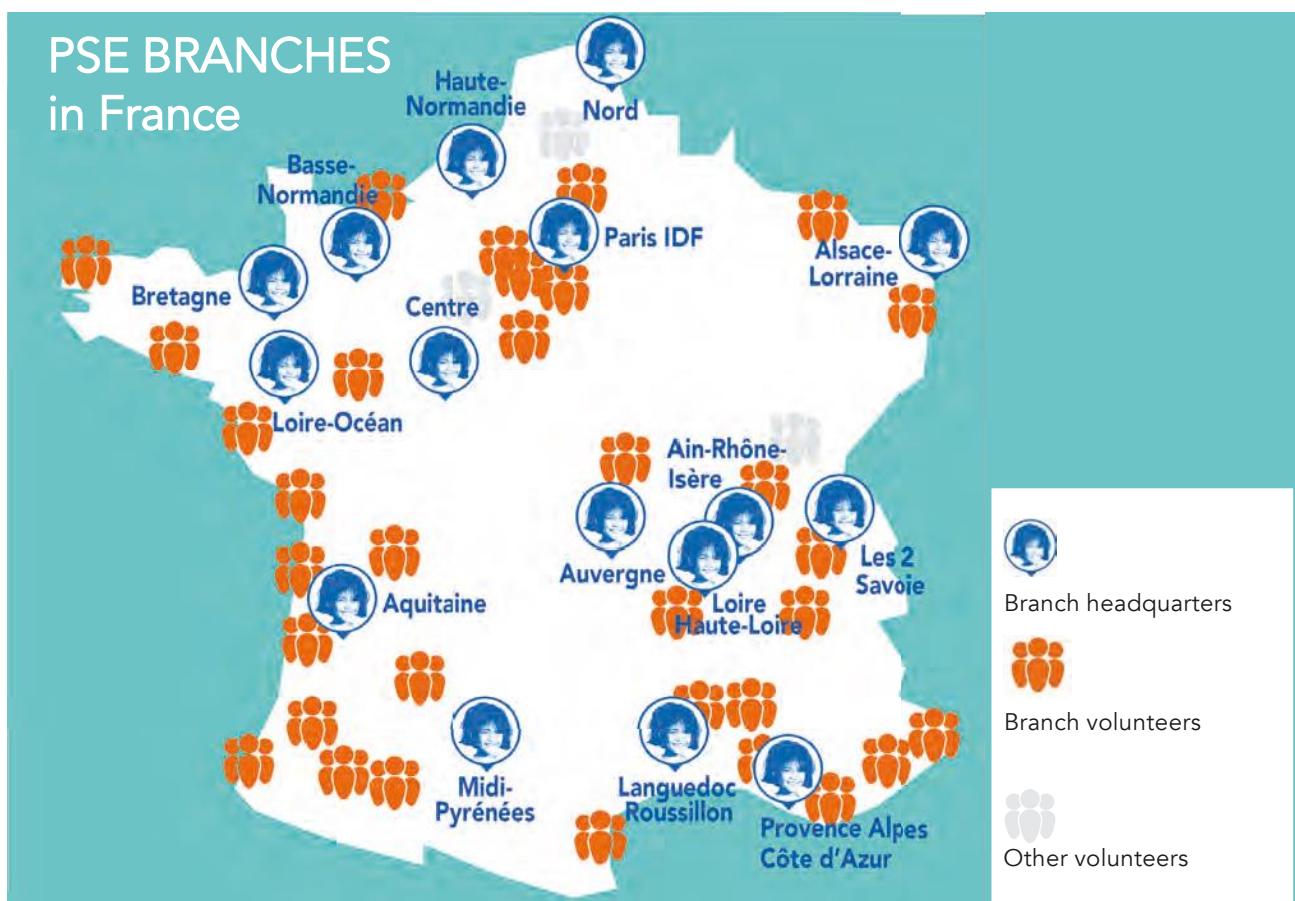
*This project has been financed by PSE internally*

# NETWORK & VOLUNTEERING

One of Pour un Sourire d'Enfant's enduring strengths over the past 25 years has been volunteering. Informal to start with, involving our founders friends, family and acquaintances, volunteering at PSE has become increasingly diversified and structured.

Today, over 300 volunteers are engaged in the PSE adventure! Most of them are engaged with one of our 25+ regional branches and local teams (see map). Together or individually, volunteers organise many actions to raise awareness about the situation of the children, the help PSE provides them, and fundraising efforts.

Since the abrupt halt of some operations due to the Covid pandemic, volunteers have exhibited incredible imagination and have adapted to the situation, allowing us to resume some operations during 2020-2021.



### PSE's INTERNATIONAL BRANCHES



GERMANY  
KinderlaechelnDeutschlandPSE



BELGIUM  
Action Belgique Pour un Sourire d'Enfant



SPAIN  
Por la Sonrisa de un Niño



UNITED STATES  
For a Child's Smile USA



HONG KONG  
PSE Hong-Kong



LUXEMBOURG  
PSE Luxembourg asbl



UNITED KINGDOM  
For a Child's Smile UK



SWITZERLAND  
PSE Suisse

## Innovating and adapting to keep the adventure going

In the digital era, the branches have maintained their link with volunteers through video calls. This communication method has two advantages. First, making distance constraints disappear (allowing volunteers to participate regardless of their location); second, rethinking volunteering actions to be compatible with health restrictions.

### "Outdoor" initiatives

Our Languedoc and Provence-Alpes-Côte d'Azur branches restarted their olive harvesting activities to sell socially responsible olive oil. Given that this activity takes place outside and is authorized by local authorities, numerous volunteers were excited about participating. Our Alsace-Lorraine and Nord branches have on their end organised an operation "Supermarket mini-donations" with the public! In June, the "Course des Héros" restarted as a live event and allowed 71 runners to support PSE in Paris, Lyon and Bordeaux. Over the summer, volunteers from Quimper and Carnac organised two outdoor dinners reuniting over 200 guests.

Course des Héros



### Online activities

With Christmas markets banned, six branches in France as well as those in Germany, Luxembourg, UK and Switzerland decided to offer their items (hand-made in Cambodia or made themselves: PSE books, food...) through delivery or "click & collect". In March 2021, upon the initiative of one of its donors, a musician member of Artie's artists' collective the Paris-IDF branch organised a concert livestreamed on PSE's YouTube channel. Among other noteworthy initiatives, are that of our Swiss branch selling 600 packs of the three types of Kampot pepper, using the digital platform Qoqa, in a few hours!

This digital approach has also contributed to the success of Frédéric Lopez's livestream (see page 29) thanks to the remarkable collaboration of volunteers to promote the event.



In addition, numerous other actions, collective or individual, were organised: picture sales, flyers given to guests by a gîte owner, the sale of gardening products, promoting awareness (with masks) in classrooms, socially-responsible snacks... In Paris, a high school mobilised 2,000 students for a sponsored fundraising race.



Sales of gardening products



Olive harvesting dedicated to the sale of socially-responsible oil

Picture sales

Not being able to convene during the traditional "Branch Network Day", it was essential to find an alternative for this event and its fulfilling exchange of experiences, discussions, and interactions.

Four digital get-togethers were organised in November 2020 to facilitate exchanges between several branches, which was also a networking opportunity and allowed for new volunteers to participate for the first time.

## PSE+: Youngsters mobilise

Everything started with an idea: today's volunteers are the donors and volunteers of tomorrow! Each year (apart from during the Covid pandemic), nearly 200 young adults participate in the summer camps, and twenty travel to Cambodia to volunteer for stints of between six months and two years. Their unforgettable experience and excitement are a resource to them, but also for PSE. Each one upon their return home has the desire to share what they have experienced and to contribute one way or another to raise awareness about PSE's actions and needs.

PSE+ the acronym of - Pour S'engager Encore plus – was born! This network reunites long-time volunteers and offers them an opportunity to take action together or alongside PSE branches. A good way to remain engaged!



This group of 400 members immediately set up two wonderful projects



During Spring 2021, they organised the "Phnom Penh Express".

The idea: cover the distance between Paris or Madrid and Phnom Penh, 12,000 kilometers, by adding the kilometers covered individually in their cities.

In parallel, each participant collects funds from their entourage. Mission accomplished!



There was friendly competition between the French and Spanish teams! The French team started with an advantage: 117 participants, but the 56 Spanish participants remained focused and also succeeded in covering the distance. The real success was the fundraising throughout the whole challenge: the funds raised contributed to the financing of food aid ("food-baskets") for the PSE families left without income due to the pandemic.

This truly collaborative challenge inspired PSE's teams in the UK and United States, to organise their own versions of the Phnom Penh Express!

### Screenings

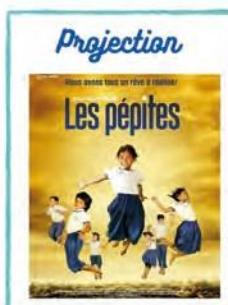
During the summer, youngsters organised a **summer tour** inspired by the one first established by our founders.

After the cancellation of Marie-France des Pallières' Tour, nine long-time volunteers split into two groups decided to get together! Following the example of Christian and Marie-France, they travelled the roads of the Pyrénées Orientales, the Landes, Charente-Maritime, Pays de Loire and Brittany.

In total, 10 gatherings were organised in holiday villages, camp sites and cinemas, where the public discovered the film *Les Pépites* (Xavier de Lauzanne, 2016) and the moving testimony of their fulfilling experience working with the children of PSE.

The goal: finding new donors and volunteers so that more children can escape poverty and find a decent job!

### Testimonials



# COMMUNICATION

## An online event with Frédéric Lopez to find new sponsors

To make up for the cancellation of the Annual Tour, PSE created a **fully online event** in October 2020, in partnership with Frederic Lopez, deeply touched by PSE ever since he watched Xavier de Lauzanne's documentary 'Les Pépites' (2016), and Patrice Leconte, film director and patron of PSE.

Hosted live from both France and Cambodia, Frédéric Lopez presented the NGO through the extraordinary lives of Marie-France des Pallières and young Cambodians rescued from hell.



Both Xavier de Lauzanne and Patrice Leconte shared their experiences throughout a programme full of emotion. This event's goal was to raise awareness amongst a new audience and to find new supporters. The programme was broadcasted live on Facebook and You Tube. It triggered lots of one off donations and also 350 sponsorships.

This innovative format between France and Cambodia was organised as a collaboration between the Aloest team, the production company behind Xavier de Lauzanne's film 'Les Pépites' (2016) and PSE's Cinema School in Cambodia. The project was a real technical challenge for both the pupils and the teachers: to find a way to transmit pictures to France and receive theirs, to film and edit reports, create decors, to find solutions to numerous technical problems, to prepare speakers, to test, to start all over again ... they said "We are very happy and proud of the outcome! This experience taught us a lot. It was a wonderful hands-on exercise which is at the core of PSE's vocational training. On top of that, it got the whole team of students and teachers working even closer together. We all dream of repeating this kind of adventure!"



## The 2021 Annual Tour was cancelled

The annual tour was cancelled for the second successive year, due to the pandemic, the tour is essential to raise awareness of PSE and to find new sponsors.

We took this decision because of the numerous sanitary restrictions in France and because of the worrying situation in Cambodia which made travelling very difficult

## Dynamic press relations with very positive outcomes

### Wide media coverage of the solidarity programme with Frederic Lopez

The live programme presented by Frederic Lopez triggered interest in numerous media outlets, at national and regional levels.

Frederic Lopez and Patrice Leconte were invited to 'L'info du vrai' programme on Canal+. There were also articles in Version Femina, Le Figaro, La Croix, Ouest France, Sud Ouest announcing the event.



### Beautiful articles in the regional press

PSE was showcased in numerous articles in the regional press and on radio. Amongst them let's mention two beautiful portraits of volunteers: Solène Louvet in La Dépêche du Midi and Lola Javier in L'Indépendant. The summer tour of the veteran volunteers was also a highlight thanks to articles in the press and interviews on radio.



### "Pour un Sourire d'Enfant" a book written by Marie-France des Pallières to celebrate PSE's 25<sup>th</sup> anniversary.

"Pour un Sourire d'Enfant" was originally planned to celebrate PSE 30<sup>th</sup> anniversary. However, Marie-France des Pallières decided to make the most of the numerous lockdowns in Cambodia to work on it and recount 25 years of an extraordinary adventure... initiated by an ordinary couple.

The book, published by Albin Michel, is a deeply moving tale of an extraordinary adventure, over the years.

Everything started 25 years ago, in Cambodia, with a terrible shock caused by the nightmare vision of hundreds of children working like convicts on the dumpsite of Phnom Penh. It was shortly after the terrible genocide of the Khmers rouges. Christian and Marie-France decided then and there to help them. They started by simply asking them: "What do you need". They answered: "One meal a day and to go to school like all the other children."

PSE (Pour un Sourire d'Enfant) was born. Its mission was to protect, care for, educate and offer vocational training to the poorest children in Cambodia and support their families. Today, more than 5,500 children have grown up to have a happy adult life and every year, 6,500 children are supported in different programmes adapted to their needs. This epic is recounted in two voices by Christian and Marie-France des Pallières, through their memories and the pages of the diary they wrote starting in 1996.

The preface is by Frédéric Lopez.

So as to secure the release of the book, PSE organised a subscription by sponsors and donors, the target was to have pre-orders for 3,500 books. The outcome exceeded this goal thanks to everyone's support! The book was released end of September 2021

# CORPORATE SPONSORS & PARTNERSHIPS

## We have received invaluable help through skills sponsorships

KLB Group, a consulting firm specialising in operations, did a review of our spending in France. They helped us find new efficiencies in purchasing categories which lead to a 20% saving.

Equancy and Spark are helping us professionalise our digital communications. It is essential to raise awareness amongst the public as our financial model is based on their generosity.

The support these partners provide through the skills of their employees enables us to achieve our constant goal: to control spending in order to dedicate 90% of our resources to our social programmes in Cambodia and at the same time help us organise our actions in an efficient and professional manner.

## Remarkable mobilisation for our projects in response to the Covid pandemic

Companies and foundations contributed to the financing of the additional food aid that we provided to families in distress from April onwards, alongside our branches who initiated multiple fundraising activities and individual donors.

They also contributed financially to help organise online schooling by covering the cost of connection kits (smartphone + internet credit) distributed to the children and to the students.

We are grateful to the Bernard Dumas, Franz Martin, Herbalife Nutrition, Pistorio Foundations, and to the NGO ETWA and to the companies Arendt, Bas du Fief Joly, BGL Paribas Luxembourg, Bolze&Moogy ("Bobbies" brand), Etyo, Pectofeed and Tenniort.

## A commitment to solidarity that has not wavered despite the Covid crisis

We are hugely grateful to all our partners who have remained committed to PSE: the paint and decoration professionals in France who renewed the "Peintres du Sourire" operation supporting our Building School, Motul and Norauto who support our Mechanics School, Monin who supports our Hotel School, "Ma Place en Crèche" who supports our nursery programme, Thalès who helps us in our battle against school wastage thanks to the salary rounding scheme offered proposed to their employees...

Private partners, funds and foundations have generously renewed their support to finance our programmes during this very special year.

Thanks to volunteers in our local branches, several new corporate sponsors brought their support to PSE: Eurofins Foundation, Leon Charity in Switzerland, Boslan Company in Spain, Prévoir Foundation, Vinci pour la Cité Foundation and Hyg'Up funds. Moreover, Les Papiers de l'Espoir Association in Nantes renewed their support.

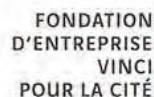
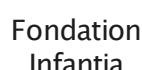
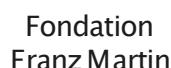
Last but not least, If Foundation in Switzerland has committed to support our project to develop apprenticeships at our Hotel School for three years (from 2021 to 2023).

## Business involvement in Cambodia

Several branches of foreign companies and national companies helped us thanks to in-kind donations: rice, special equipment to protect against Covid, stationery for schools and materials for after school activities ...

Their contribution to the success of our mission "to lead children to a professional career" is essential. Our Vocational Training Institute works in partnership with over 200 companies to help our students discover new trades, develop work experience, find a job quickly, and find an apprenticeship which we are offering to an increasing number of students (work-study contracts).

## Thank you to our Corporate Sponsors



## And to our partners



# GOVERNANCE & MANAGEMENT

## Death of PSE's Vice-President

Pierre-Yves Rambaud, Vice-President of the association since 2017, died on 8<sup>th</sup> May 2021 from Covid. He, along with François Nicolas, mobilised decoration professionals to create the "Peintres du Sourire" initiative, 12 years ago.

When they discovered PSE and learned about the Building School in Phnom Penh, setting up this solidarity operation with colleagues and partners made sense to them, and they put all their energy and commitment into it.

PSE was very fortunate to welcome Pierre-Yves to its Board of Directors becoming Vice-President in 2017, when as a recent retiree, he decided, with his characteristic generosity to give more and more. Recently, he was particularly involved in the development of our partnership with the association Ecole du Bayon in Siem Reap, a project that was close to his heart.

Pierre-Yves joined the PSE cause over 15 years ago. He was Vice-President from 2017. He was a member of the management team, a pillar at the French headquarters. Pierre-Yves was a rock, a quiet force, full of life and desire... with an infectious enthusiasm. He was passionate, efficient, generous and caring.

The whole PSE family misses him very much.

Fernando Alonso has taken over as Vice-President of the association.



## Change of leadership in Cambodia

Leakhéna des Pallières was appointed Managing Director of PSE in Cambodia on 14<sup>th</sup> August 2021, taking over from Christine Gaulier.



Leakhéna was one of the first children rescued from the dumpsite 25 years ago. "The dumpsite was a terrible place. The heat, the smell and the fear! We were looking for things to sell during the day," recalls Leakhéna.

Meeting Christian and Marie-France des Pallières, founders of Pour un Sourire d'Enfant, changed her life: she found hope for a better future and a loving family. Thanks to PSE, Leakhéna could go to school and learn a trade.



After her schooling at PSE, Leakhéna chose to work at PSE to fight poverty and violence against children." At the time there was no training to become a social worker, so PSE offered me the opportunity to learn on the job.

A few years later, she became director of the social department, then deputy managing director of the association and, finally, managing director. "Our basic goal is to meet each beneficiary's expectations according to their potential and their dreams.

We are very grateful to Christine Gaulier for the commitment, professionalism and efficiency with which she carried out her role over the past three years.

## Strengthening the headquarters team and compliance with labour law

The evolution of our environment (accentuated by the pandemic) as well as our practices (social networks, support actions and "live" conferences...) requires us to build our skills and update our technical knowledge in digital technology (website referencing, social network algorithms...) which requires more focus and energy.

In light of current and future challenges, the PSE Board of Directors decided, in April 2021, to increase the permanent staff at our French headquarters by establishing a communications function, which now consists of two people:



Sophie Vaisset (started in January 2019) and Constance Bouessel (in April 2021, after two years volunteering at PSE in Phnom Penh).

This reinforcement brings the number of full-time permanent staff in France to 6 (Secretary General, Corporate Sponsorship, Network Animation, Secretariat and relations with sponsors, and communication centre), additionally there are volunteers for various valuable tasks (accounting, registration of donations and sponsorships, updating of our database etc.)

In addition, head office human resources policies have been updated this year bringing them into line with labour law best practice: collective agreement on the fixed annual number of days for managers, rules on salary continuation in the event of sick leave and the introduction of a time-off in lieu of overtime.

## Pour un Sourire d'Enfant Foundation

A number of our ISF and IFI (wealth tax) donors have been encouraging us to create our own foundation for some time. So, during the year, we met with the heads of several host foundations and submitted a proposal to the PSE Board of Directors at the end of June, selecting the **Caritas France Foundation**.



The Caritas France Foundation team will provide us with administrative and logistical services, as it does for the other foundations it supports, as well as providing us contacts within its network, particularly in the Asia/Cambodia area. And, even though it is an offshoot of Secours Catholique from which it drew its inspiration, what is important to us is that it is, like us, non-denominational and, like us, committed to the poorest in society. The PSE Foundation will therefore allow us to expand our actions.

Its mission is to:

1

To strengthen the impact of PSE in Cambodia by supporting its actions;

2

To promote, in partnership with other associations

- whose vision and values we share - recognition and social and economic inclusion of the poorest of the poor, in Cambodia and elsewhere.

For example KSH, which takes care of our youngsters with disabilities, in Phnom Penh, after they turn 18.

Our directors elected Blandine Gravereau, one of our first directors, to the presidency of the Pour un Sourire d'Enfant Foundation. While she regrets having to "resign from the PSE Board of Directors and abandon the warm and lively atmosphere of our meetings", she is delighted to be able to "continue to serve PSE in a different way". In addition to Blandine and a member of the Caritas France Foundation, who must be part of the management committee, the directors elected Thomas Valleteau, our general secretary, and Jean-Christophe Crespel, who has a long history in humanitarian work (Action Contre la Faim, Guilde du Raid, International Impact, his own NGO). Caritas France Foundation asks that the management committee includes independent representatives as well as people from our network and governance teams.

Moreover, the appointment of Jean-Cristophe addresses one of the objectives of our Foundation, to build bridges with other associations with which we could mutually enrich ourselves, which is also a request from Caritas. And Jean-Christophe, by virtue of his career, knows many organisations worldwide and can help us in our desire to open up.

The Pour un Sourire d'Enfant Foundation, under the aegis of the Caritas France Foundation, will therefore be operational by end 2021.



# CORPORATE SOCIAL

## RESPONSIBILITY (“CSR”)

The approach of CSR offers organisations the opportunity to **develop their social responsibility** through interaction with their stakeholders and to **demonstrate consideration of the social, ethical and environmental issues when working with their stakeholders**, including planning for the future and future generations.



Integration of these principles in our governance model is something the IDEAS organisation specifically helps us with, and is also naturally taken into account by our teams on the ground. While we wait to fully integrate those goals into our next strategic plan (2023), we have already made significant progress on this front. This year, the following actions have been implemented.

First, our teams have done their best to **maintain our mission with our beneficiaries** within the framework of the Sustainable Development Goals that we address, while respecting health regulations and guidelines:



1

2

Next, the Board decided to **maintain the salaries for our entire workforce in Cambodia**. In addition, during periods of strict lockdown, in France and Cambodia, we helped teams adopt remote working practices: the Remote Work Charter for our permanent workers in France; training and equipment for our teams in Cambodia, such as for our teachers

3

The team at our headquarters has worked hard to preserve the ties with the volunteer communities of local branches despite the successive lockdowns and restrictions on gathering face-to-face, by using video calls and newsletters, as well as by holding our AGM virtually on 13<sup>th</sup> March 2021.

4

More generally speaking, a mapping of our stakeholders, in France / Europe and Cambodia, was developed with Solène Louvet, a volunteer, coordinating, and presented to the Board in July 2021. This map has then been used to construct an action plan to improve relationships between prioritised stakeholders.

5

Finally, our team in Cambodia took the initiative to conduct an environmental audit before launching an educational environment and transformation project, involving staff and students, to turn the Phnom Penh Centre into an "Eco-School". This ambitious project will come to fruition over the next three years.



**PSE** POUR UN  
SOURIRE  
D'ENFANT

*de la misère... à un métier !*

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