



Social Entrepreneurship: ESSEC Business School's Executive MBA students are lobbying for better handicap mobility.



The Executive MBA Class of 2003b at ESSEC Business School in Paris, has launched Europe on Wheels, a lobbying project that will help make the European Union Accessible to all; handicapped, elderly, moms & baby carriages or travelers with heavy luggage

Paris, August 1st, 2003 – One of France's top business schools, ESSEC is leading future Executive MBA grad's down the sustainable development road via nonprofit "class project modules" which are a prerequisite for graduation. The students of the EMBA class of 2003b have chosen a project that will improve the mobility and quality of life of persons with reduced mobility.

The project, which is conducted within the framework of the year 2003 (the European Year for Persons with Disabilities), will take a *pan European inventory of best practices* inasmuch as the mobility and quality of life of disabled persons are concerned. The publishing and promotion of these *mobility best practices* should encourage their adoption by politicians, other cities, resorts, countries or nonprofit associations. The goal is for European Officials to improve their policies and attitudes towards what the students call "*Accessibility rights for All;*" This not only encompasses wheel chairs, the visually deficient and the mentally challenged, but also the elderly, moms with baby carriages and travelers carrying heavy luggage.

The 33 ESSEC EMBA students have started a nonprofit organization named "Europe on Wheels" which is the vehicle that will drive the project. Europe on Wheels has consulted "Mobile en Ville" (Mobile in the City) a Parisian non profit outfit specialized in mobility for the disabled - The close partnership which was built between the two groups has enabled the EMBA students to perfectly target the needs of the community and not "...reinvent the wheel...[as Europe on Wheels' president, Carl Buchalet puts it]...Thanks to Mobile en Ville's advice, we have shifted targets and realized that real change could only come from the European political arena. As a result, we have chosen to unveil the findings of our project at the "Salon des Maires et Collectivités," a Paris based annual political convention which attracts every major French politician and – more recently – European officials."

This *inventory of best practices* will include original initiatives to improve public transportation, parking spaces, access to tourism resorts or nonprofit initiatives, in short anything which can improve mobility for the handicapped or the less mobile. A sample of the best practices inventoried so far is already online on the class's website: www.europeonwheels.net

"If even one of these *best practices* is adopted, we will have won our bet! [says **Carl Buchalet**, a French-American Biotech Entrepreneur, ESSEC EMBA student and President of Europe on Wheels]...because of the students' will and the school's support, we have moved ahead rapidly despite an ultra-tight professional and personal agenda - the greatest challenge for managers with full-time international positions enrolled in an Executive MBA. Social Entrepreneurship is now every EMBA graduate's business at ESSEC."

About Europe on Wheels :

Europe on Wheels is a nonprofit organization that was launched in early 2002. Europe on Wheels lobbies for better mobility and equal access rights for the disabled and the less mobile. The association's membership includes ESSEC EMBA students, members of its sister association "Mobile en Ville" and other motivated volunteers. Several companies such as Bidim Geosynthetics, 3M, Vittel Water and AMGEN have donated funds towards the project.

www.europeonwheels.net

Contacts: Carl Buchalet, President, Mobile: 33 (0)6 89 36 57 01 or carl@europeonwheels.net
François Landuré, Presse attaché : presse@europeonwheels.net

About Mobile en Ville :

Mobile en Ville is a nonprofit association created in 1997 in order to facilitate urban mobility for all wheels (Wheel chairs, caddies, rollers, etc.) and offers special trips in the city for groups comprising wheels chairs, rollers and bicycles. Mobile en Ville also conducts lobbying actions and interacts with the French government.

www.mobile-en-ville.asso.fr

Contact : Paul Julliard, paul.julliard@wanadoo.fr

About the « Salon des Maires et Collectivités Locales : »

The "salon des Maires et des Collectivités Locales" attracts over 43 000 French and European officials, as well as many government contractors and suppliers of goods and services. Launched in 1996, patronage has been growing steadily. The convention will take place November 18, 19 & 20st 2003 in Paris.

www.euro-convention.com/smcl/home.html

About ESSEC Business School and the EMBA Program:

Paris's ESSEC Business School's Executive MBA is a part-time bilingual program (40% French – 60% English) lasting 22 months and catering to high-potential international managers with a five year minimum professional track record. ESSEC Business School has obtained AACSB & EQUIS accreditation, and is one of Europe's top Business Schools.

<http://www.essec.fr/eme/us/emba/index.html>

Press Contact for ESSEC Business School:

Béatrice de Luget - tél : 33(0)1 34 43 39 57 - fax : 33(0)1 30 38 98 98 or email : luget@essec.fr