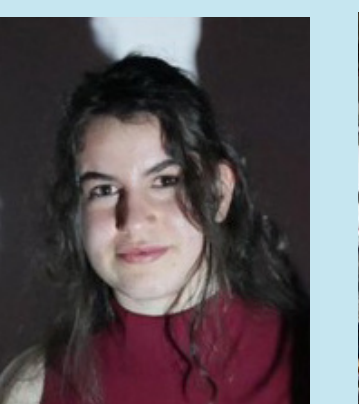


Activity Report 2021



Edito

Students were at the heart of our concerns!

This is how one could summarize 2021: an outstanding year for Bright Future, our mentoring program dedicated to university students. Without any additional funding, thanks to the hard work of our interns and the dedication of our company members, we have been able to welcome 91 students in this program.

Many workshops were scheduled throughout the year, on a variety of topics, and always with the objective of providing our students with a maximum of information about the job market.

Many internships, student jobs and job offers have been made available to our students by our network, as well as significant food donations that allowed students financially impacted by the pandemic to feed themselves properly.

The efforts of our mentors and trainers have allowed a faster, smoother and more successful job search for 75% of our job seekers.

It is also at the end of the year that a major change took place for the management of Be.Face as Norma Di Niro, who as a volunteer managed in an extraordinary way our association during 4 years, has decided to handover her position to Sophie Englebert.

I thank Norma from the bottom of my heart, and put all my trust in Sophie who will take over this position with her experience and dedication.

It goes without saying that the entire Be.Face team was also instrumental in achieving our outstanding 2021 results.

We start 2022 with a lot of enthusiasm, confident that we will at least deliver the same outstanding results as those delivered in 2021.

We invite you to pursue reading this report hoping it will serve as an inspiration for your Diversity and Inclusion activities.

Emmanuel Van Innis
President

They're involved!

Board of Directors

VAN INNIS Emmanuel	President
VERHELLEN Kris	Vice President
SIMON Anne-France	BNP Paribas Fortis
BONNEFOY Pierre-Hugues	Deloitte
SPELKENS Jacques	Engie
BROUNS Jimmy	Positive Thinking Company

Steering Committee and member companies as of December 2021

ATELIERS JEAN DEL'COUR	DRION Dany	LINKLATERS	MAMECHE Sabrina
BAKER MCKENZIE	LION Philippe	MAGOTTEAUX	NISIN Pierre
BAXTER	REMACLE Bruno	NAUTADUTILH	DUQUESNE Thierry
BEFIMMO	AGNEESSENS Delia	NESTLE	BLANC Olivier
BIO WANZE	TONNEAUX André	NEXTENSA	NA
BNP PARIBAS FORTIS	AMEZIAN Karima	N-SIDE	RIBESSE Sarah
CLIFFORD CHANCE	DE BOCK Pieter	POSITIVE THINKING	
CONTASSUR	BOCQUE Brigitte	COMPANY	BROUNS Jimmy
DELOITTE	DE LAET Tanya	PROXIMUS	DEKEULENEER Xavier
ENGIE	CAWET Daphné	QBE EUROPE	DE LEENHEER Jessie
ENTRAKT	DECLERCQ Philippe	SOLVAY	FLOURIE Marie
ETHIAS	JACOBS Serge	STATE STREET	VANHAELLEN Myung
FINTRO	VANDROOGENBROECK	SUEZ	NA
	Charline	TOTALENERGIES	
INFRABEL	PONCELET Clarisse	FOUNDATION	DE PRINCE Katia
LABORELEC	LAUF Dimitri	TRACTEBEL	NDOLIMANA Marius
LEM INTERIM	LEMAITRE Henri	VO EVENTS	GLAUDEN Manon
LEVI STRAUSS & CO	ELLOUZATI Sam		



What we achieved in 2021!



Job Academy

33

Job Academy
mentees



Bright Future

91

Bright Future
mentees

28

workshops

211

participants

12

companies
involved



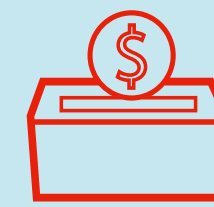
Volunteering

38

volunteers

481

hours



Donations

73 481

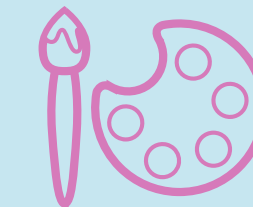
donated items

10

beneficiary
associations

8

participating
companies



Culture
& Education

570

kids involved



Debt
prevention
workshops

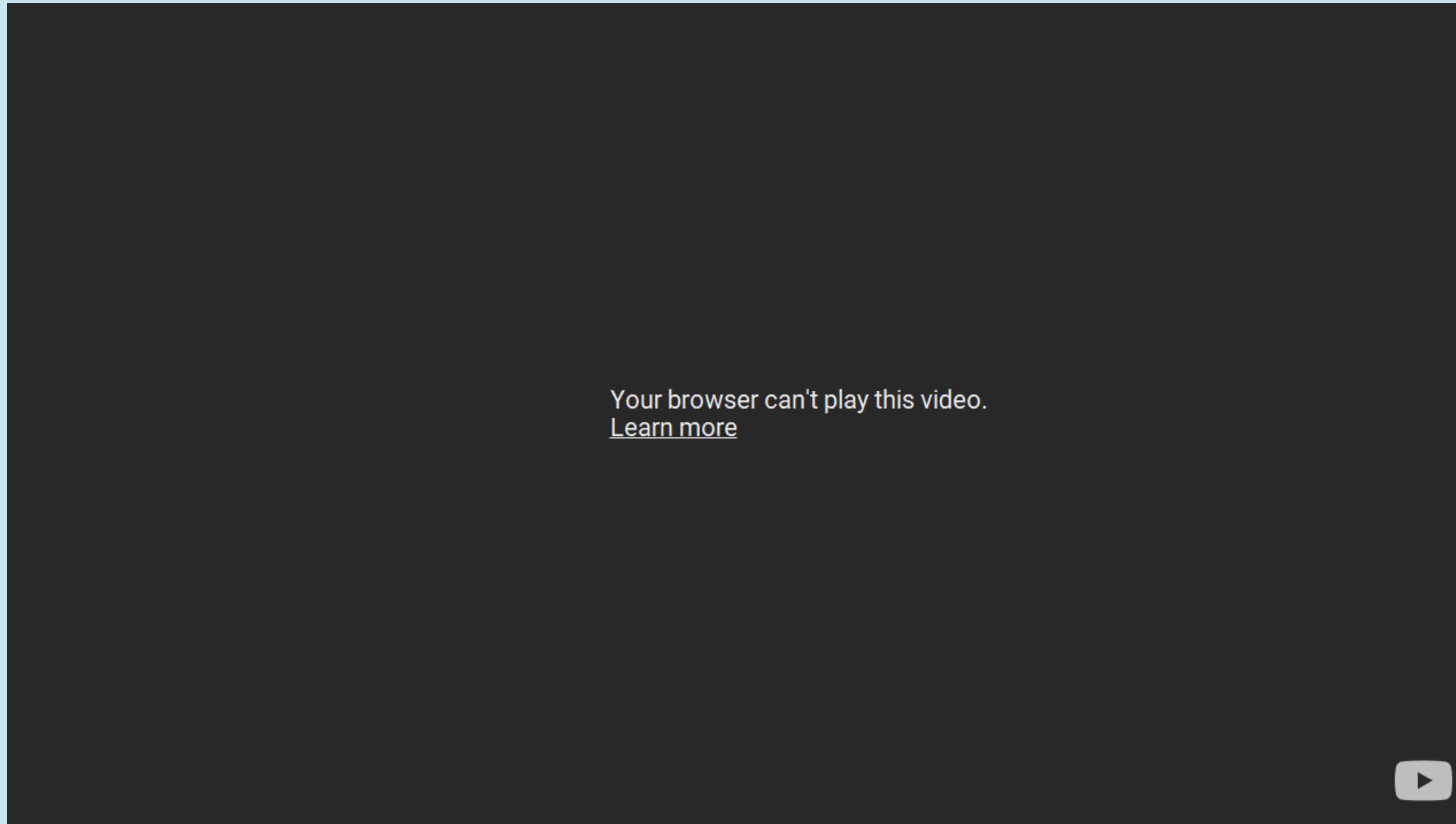
11

workshops

83

beneficiaries

About our mentoring programs





What does Ezé think about Bright Future?

MA student in Business Management
- Haute Ecole Francisco Ferrer

« Avoir l'opportunité d'être coachée par un mentor est une expérience juste indescriptible pour moi. Aussi enrichissante sur l'aspect professionnel que l'aspect humain.

Au fil des discussions on apprend non seulement à connaître notre mentor et l'on tisse une relation particulière avec celui-ci mais on apprend surtout à se connaître soi-même et à se poser les questions qui nous permettront de savoir exactement ce que l'on veut faire, quelle est notre place dans le monde professionnel mais surtout quelle trace l'on veut y laisser. Avec les conseils d'une personne qui est déjà dans le monde professionnel c'est d'autant plus facile de s'y projeter.

Je recommanderais à tous mes proches ce programme. C'est d'ailleurs chose faite : j'ai une amie qui s'est récemment inscrite, suite à mes conseils. Encore merci à l'équipe Be.Face de rendre tout cela possible, même en période Covid et à distance ! »

« Having the opportunity to be coached by a mentor was an indescribable experience for me. It was fulfilling on both professional and human perspectives.

During the interactions, we not only get to know our mentors and weave a special relationship with them, but we also get to know ourselves better and to ask ourselves the questions that will allow us to clarify what we want to do, what our place in the professional world is, and above all, what footprint I want to leave.

With the guidance of someone who is already in the professional world, it is all the easier to project yourself.

I would recommend this program to all those around me, and actually a friend of mine recently signed up following my advice.

Thanks again to the Be.Face team for making all this possible, even during this pandemic while working remotely! »

“ De kans krijgen om gecoacht te worden door een mentor is gewoon een onbeschrijfelijke ervaring voor mij. Heel verrijkend aan de professionele kant als voor de menselijke aspecten.

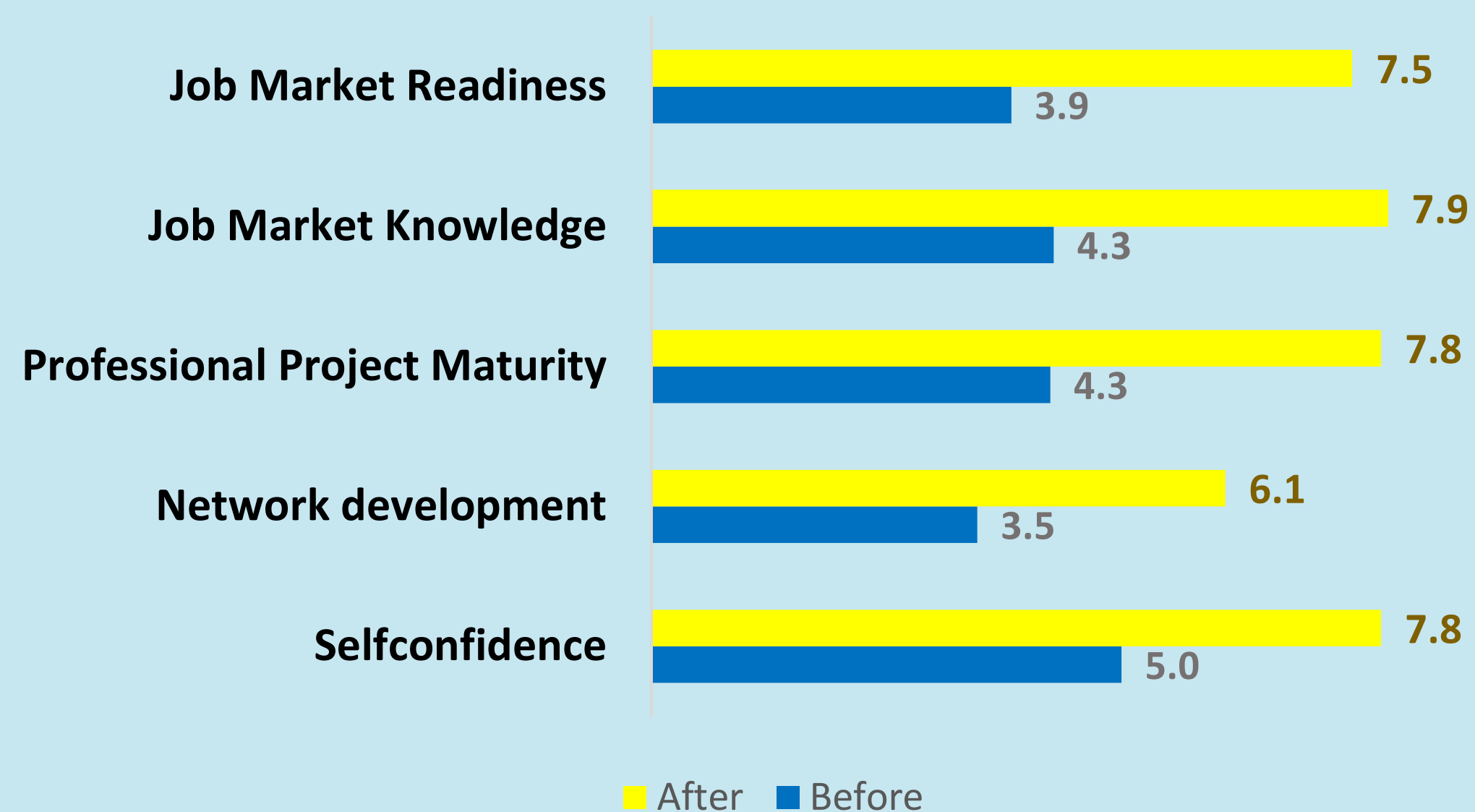
Tijdens de besprekingen leer je niet alleen je mentor kennen en een bijzondere relatie met hem of haar op te bouwen, maar leer je ook jezelf kennen en je stelt de vragen die je in staat stellen precies te weten wat je wilt doen, wat je plaats is in de professionele wereld en vooral welk spoor je in die wereld wilt achterlaten. Met het advies van iemand die al in de beroepswereld zit, is het nog gemakkelijker om jezelf daarin te projecteren.

Ik zou dit programma aan al mijn vrienden en familie aanraden. Trouwens, ik heb een vriendin die zich na mijn advies onlangs heeft ingeschreven. Nogmaals bedankt aan het Be.Face team om dit alles mogelijk te maken, zelfs tijdens Covid periode en vanop afstand !”

100% of the students recommend Bright Future

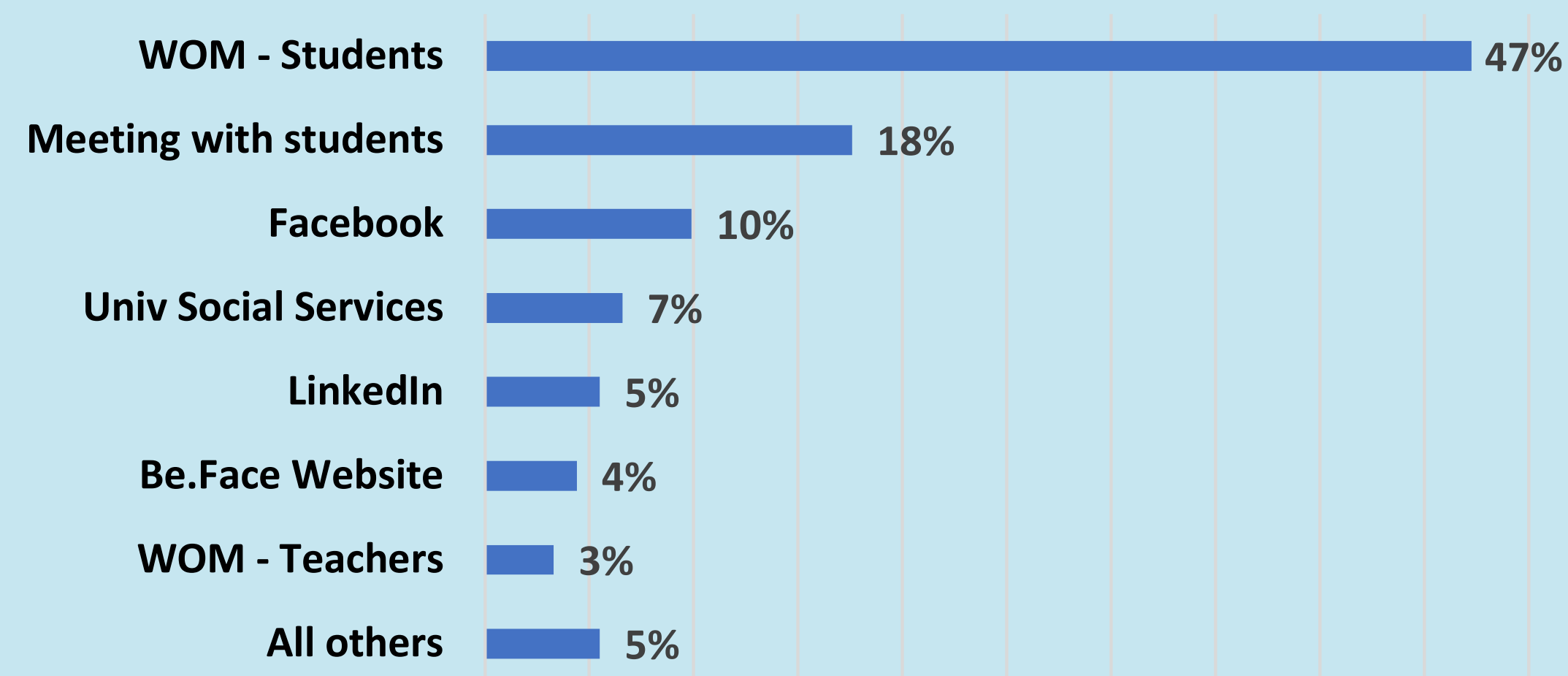
Our program significantly contributes to the Job Market knowledge of our mentees.

Benefits of Bright Future for Mentees



47% outreach through Word of Mouth (WOM)
Students remain our best ambassadors!

How did students hear about Bright Future?

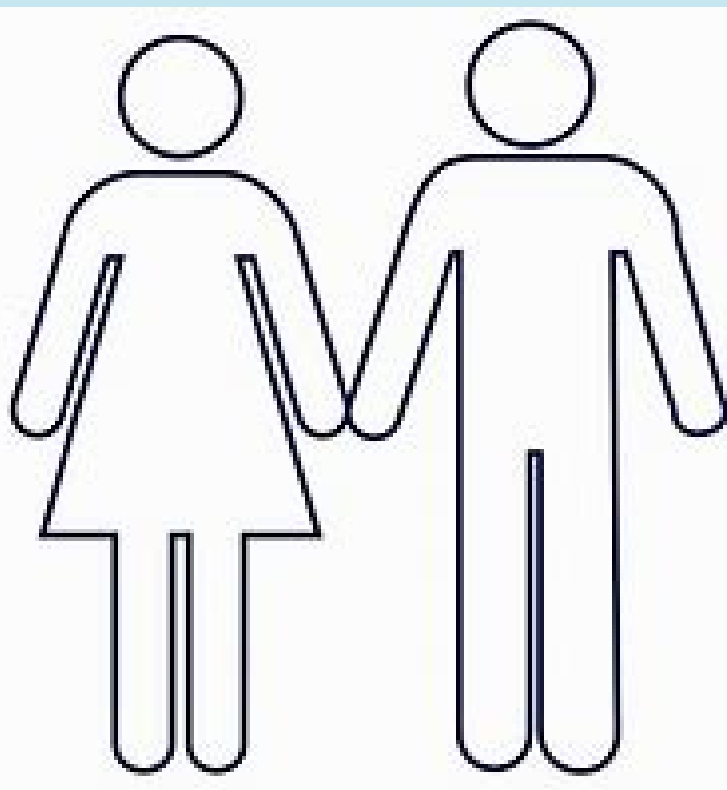


Who are the Bright Future students?

91

Mentees accepted

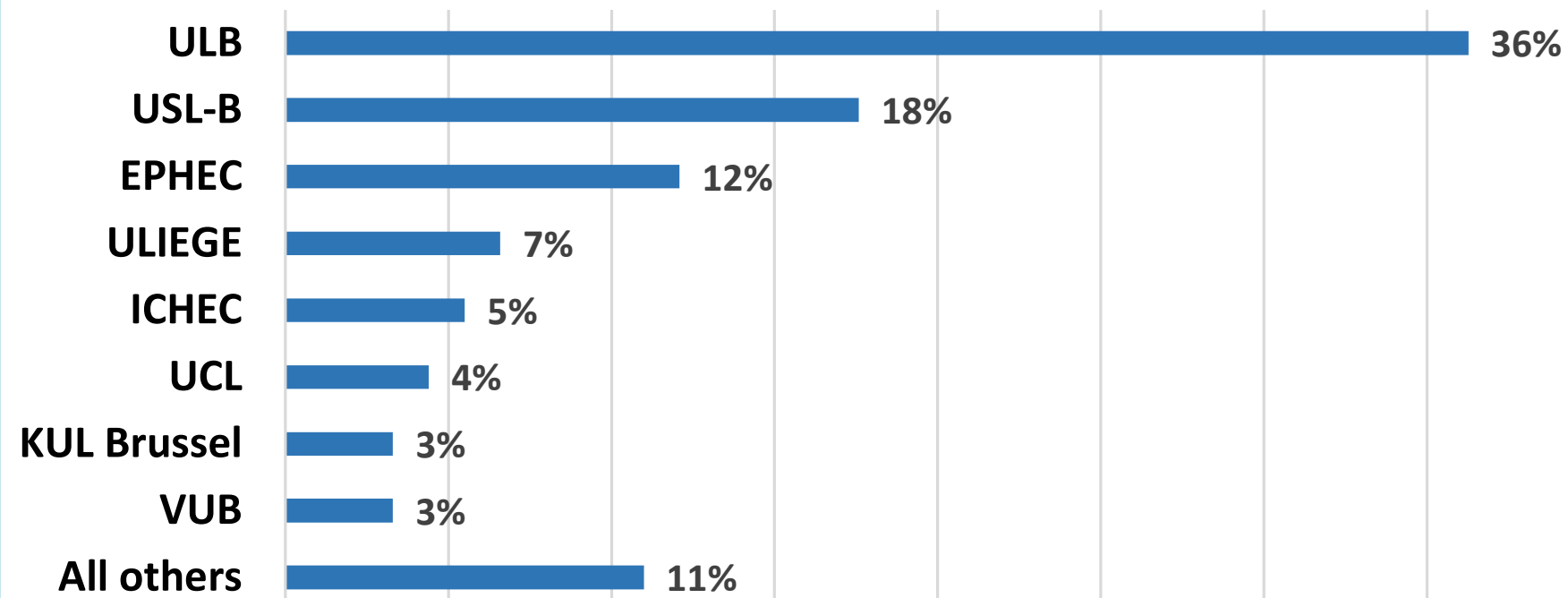
Without additional financial support we managed to almost double the number of students we welcome each year to Bright Future!



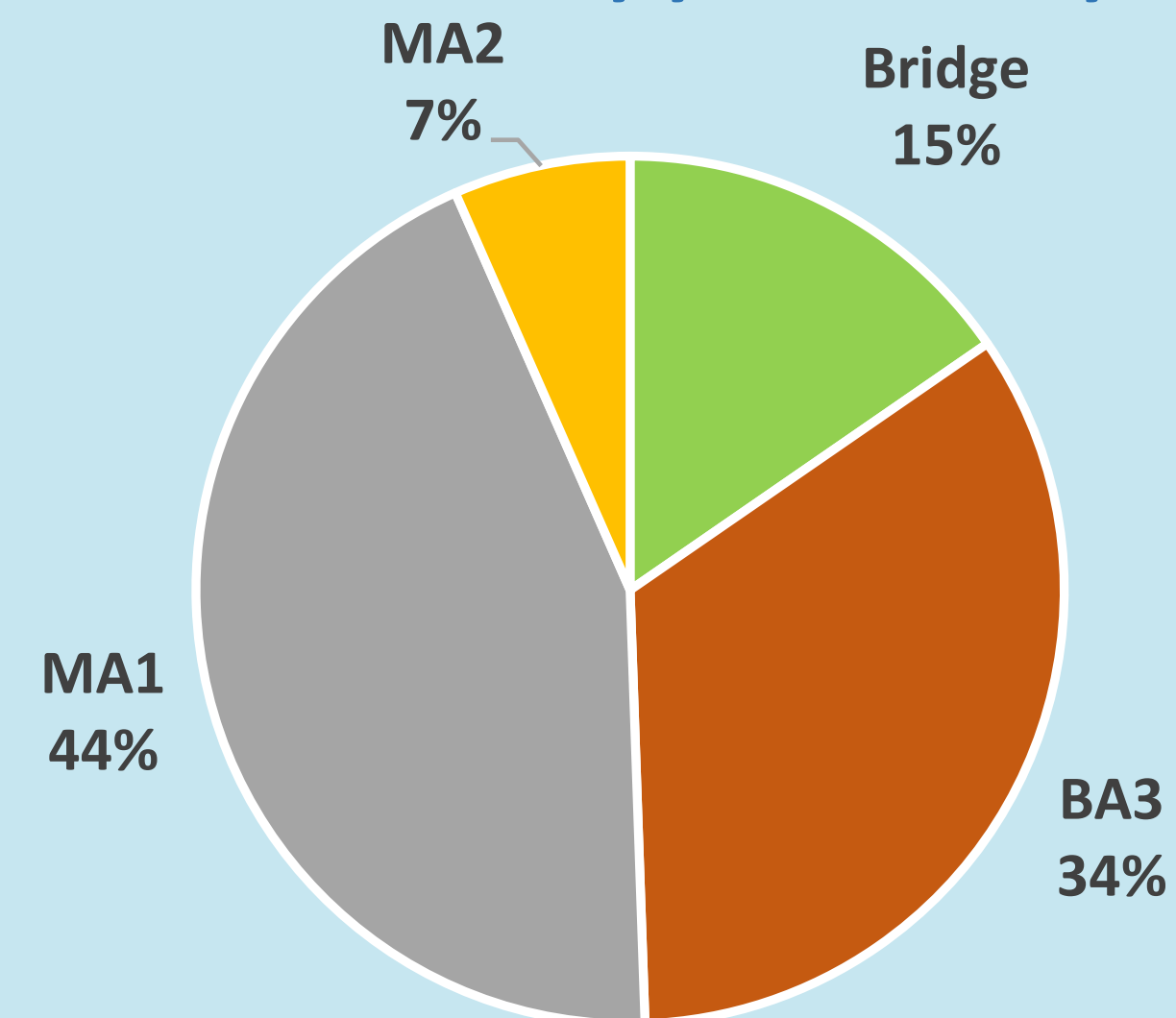
67%

33%

Breakdown by Universities/ Colleges

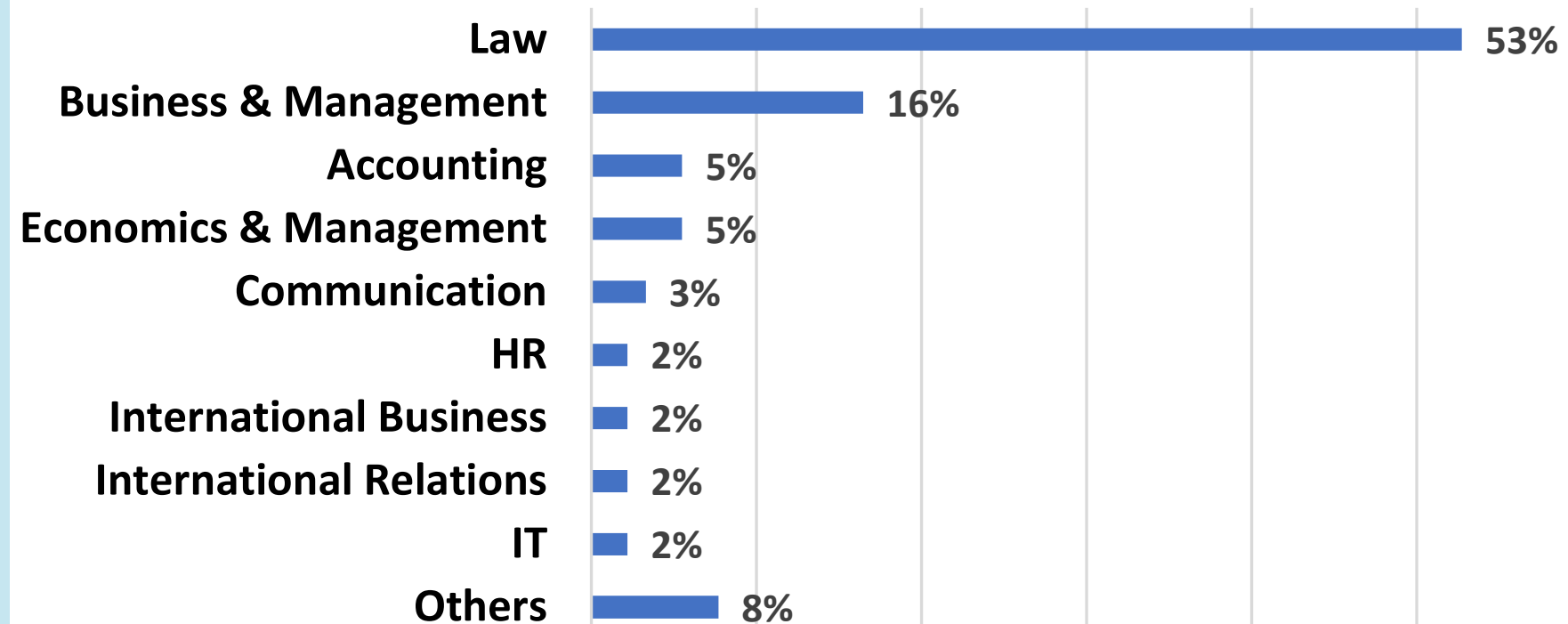


Breakdown by year of study



- Unlike previous years, most students are registered in MA1 rather than BA3
- 15% of our students are in a bridging year
- Our challenge: How can we reach students before they register in MA1?

Breakdown by Studies



Our workshops

Despite the Covid situation dragging on, we managed to provide twice as many workshops as we did in previous years: 28 workshops with 211 attendants, provided by 12 companies!

Our digital workshops program has various objectives including the development of non-academic skills, a better knowledge or understanding of our member companies and of the business environment, as well as an increased readiness for a job or internship search.



Be.Face
Mentoring

WORKSHOP
— *B2B*
DIGITAL
MARKETING

23/11 — 16h à 18h

avec **N-SIDE** 
OPTIMIZING YOUR BUSINESS



“

Merci beaucoup pour ce workshop. Cela m'a été très utile. C'est très agréable de recevoir des réponses directement d'un avocat aux questions qui me viennent à l'esprit ou non. Merci à l'équipe de Be.Face !

Kerem

”

6th edition Bright Future Event

With 107 participants our 2021 digital Bright Future Event was a great success. Speakers from The Resilience Institute, Nestlé and Engie provided us with their insights on a very hot topic: resilience. It was inspiring to hear them share their experience and techniques to feel better in this unusual Covid world.

A special thanks to our guest speakers:

- Katrien Audenaert from The Resilience Institute
- Olivier Blanc from Nestlé
- François Thoumsin from Engie

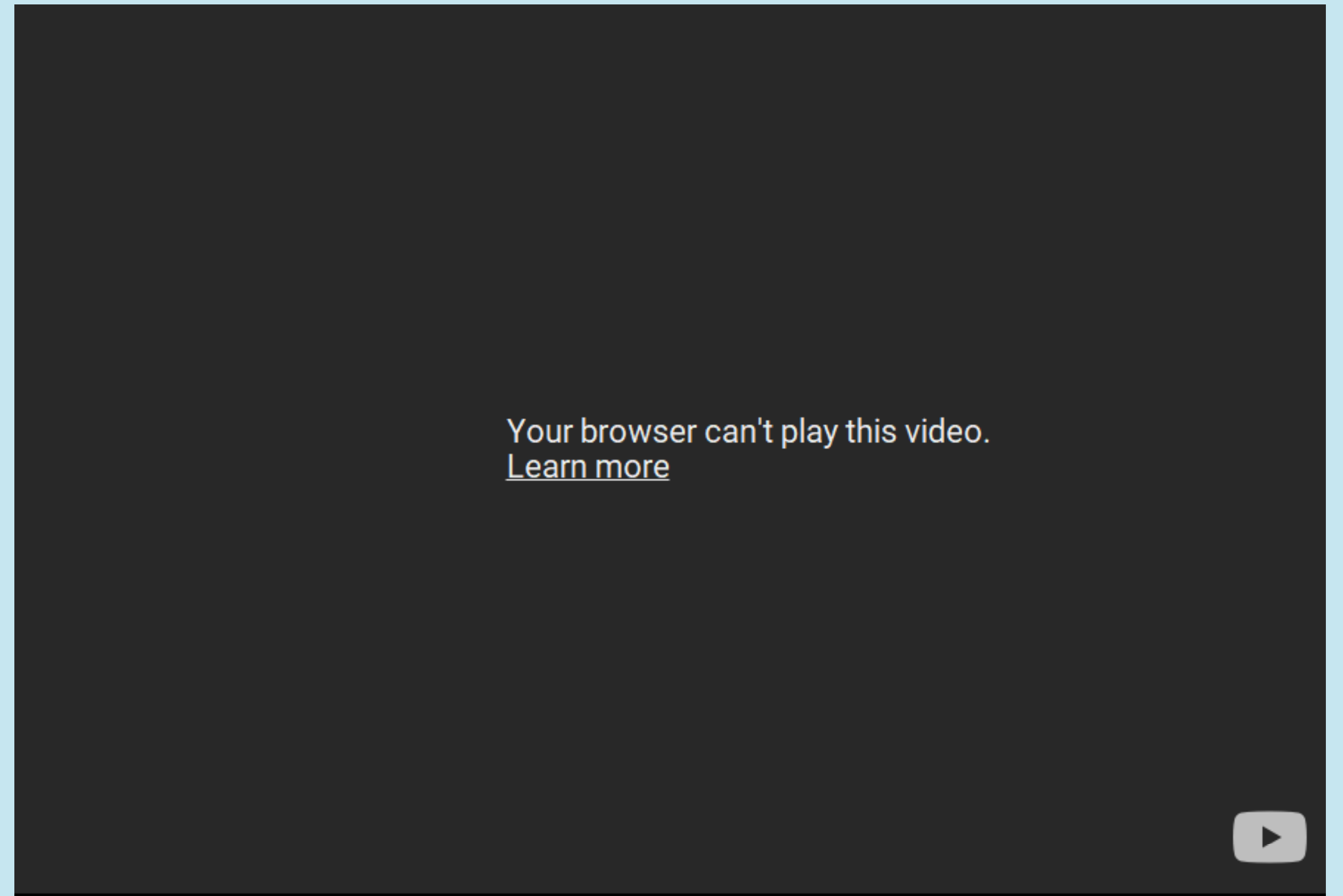


“

Resilience is not about being at the top the whole time. Resilience is navigating the ups and downs with flexibility.

Katrien Audenaert
Partner at The Resilience Institute

”

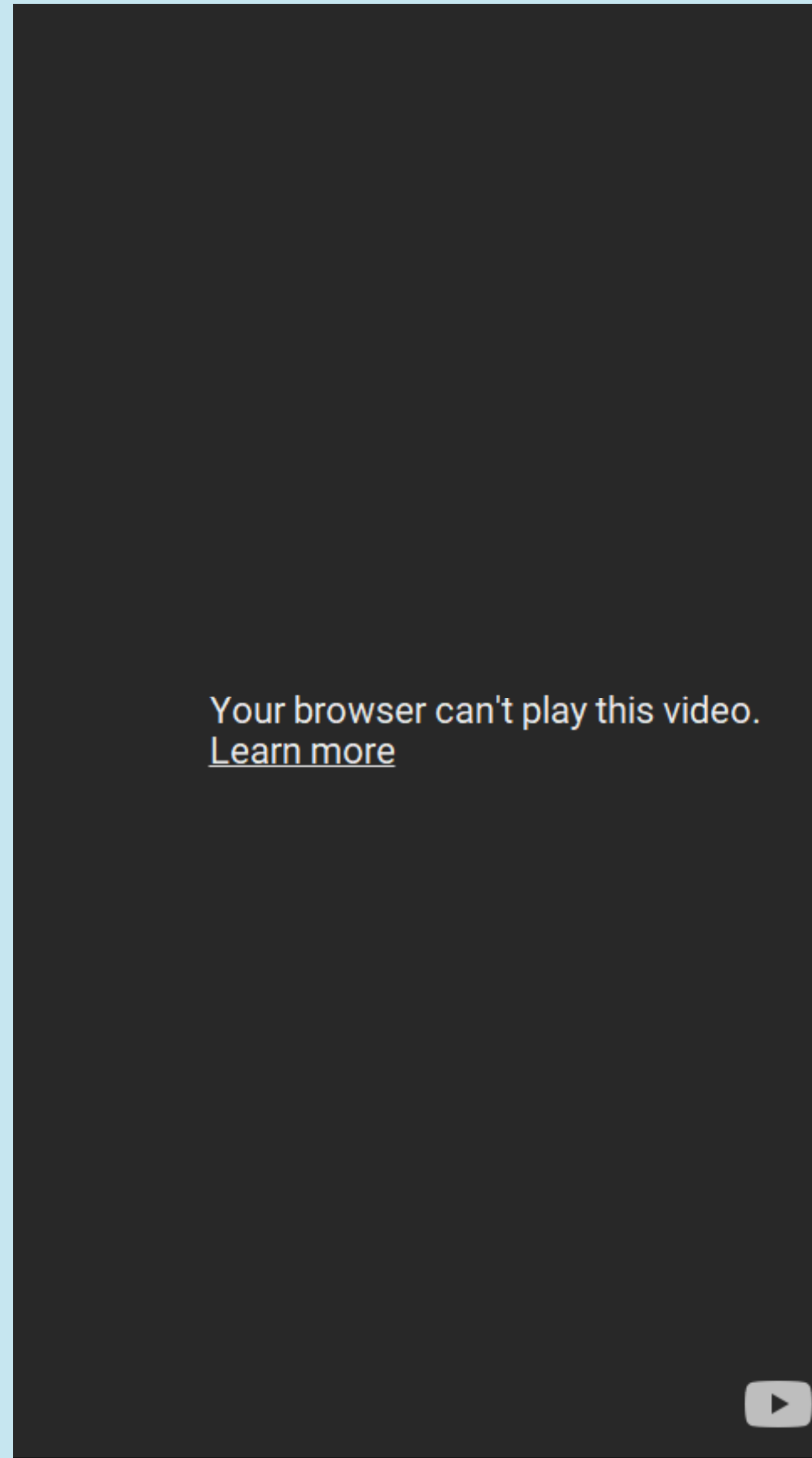


Good food, Good life



Job opportunities for our students

Deloitte.



Deloitte behind the scene by Mamadou.

Together BNP Paribas Fortis, Deloitte and GoodPlanet have provided 21 student jobs to our mentees. Not only did these mentees get an experience to add to their CV, but they also made some money that for some of them was more than needed.

More important, because of their 'uncommon profile', too often recruiters do not give them a chance. Our network of member companies being fully committed to D&I, doors were opened to our mentees allowing them to get a first work experience, very often in line with their studies.

Student Jobs: their feedback

“

Je veux vous remercier pour me donner cette chance à travailler là. L'expérience était chouette et maintenant j'ai une perception sur l'environnement réel de travail.

Je suis aussi devenue amie avec ma collègue Djaka et maintenant on se voit souvent.

Shahd

”



“

Ce fut une expérience très enrichissante pour moi tant du côté professionnel que du côté humain. Du côté professionnel, ce fut une grande opportunité commerciale.

J'étais principalement chargée de procéder à la préparation de dossiers permettant d'effectuer l'ouverture des comptes bancaires des clients. Du côté humain, j'ai rencontré des personnes formidables qui ont été présentes pour moi à chaque fois que j'avais une question.

Encore une fois, je vous remercie sincèrement de m'avoir permise de vivre cette expérience.

Djaka

”

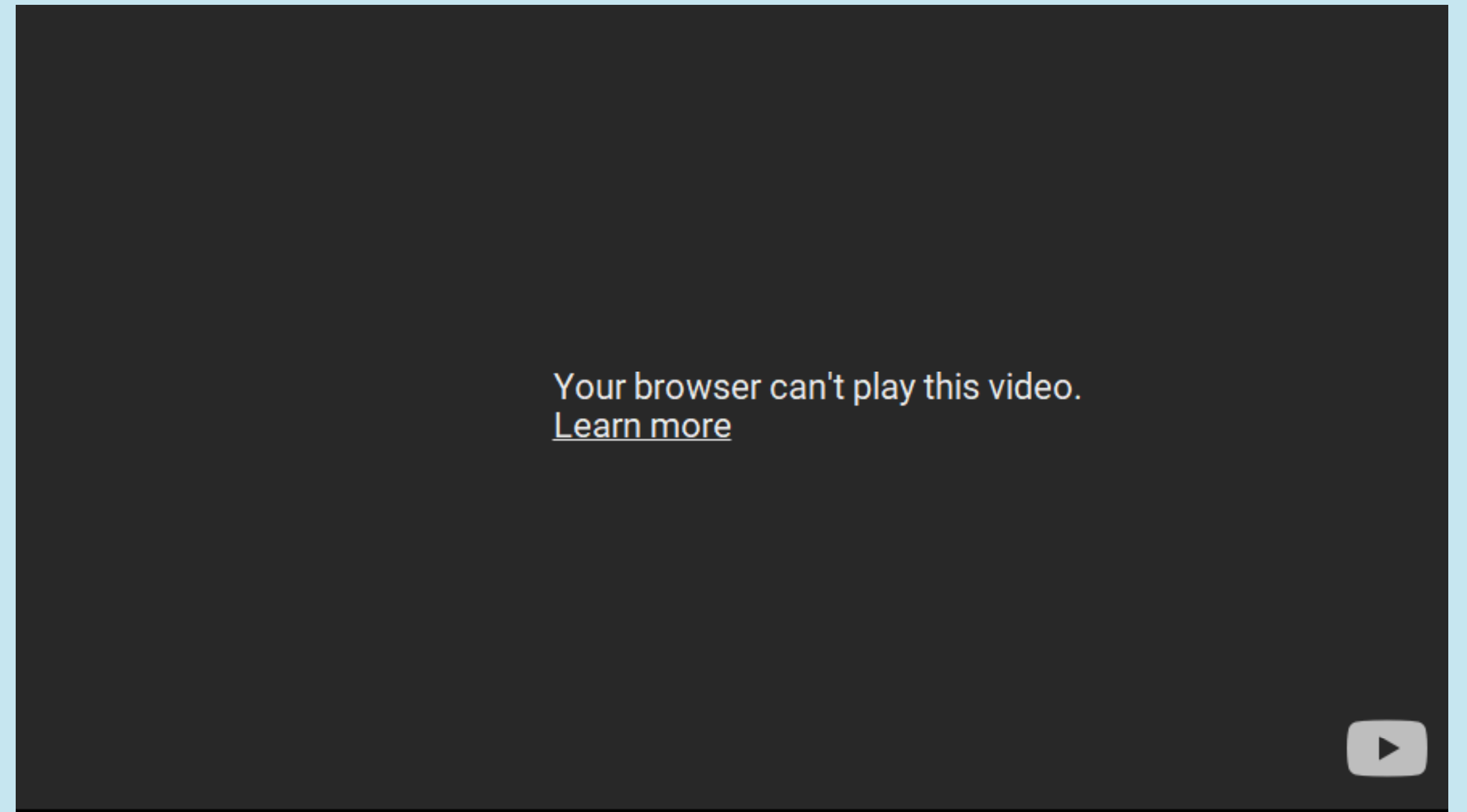
A word from our mentors

Even during the pandemic, we kept in touch with our mentors and organised several digital training sessions:

- 6 general training sessions
- 1 co-development session
- 5 Job Search Essentials
- 6 Coaching Lunches

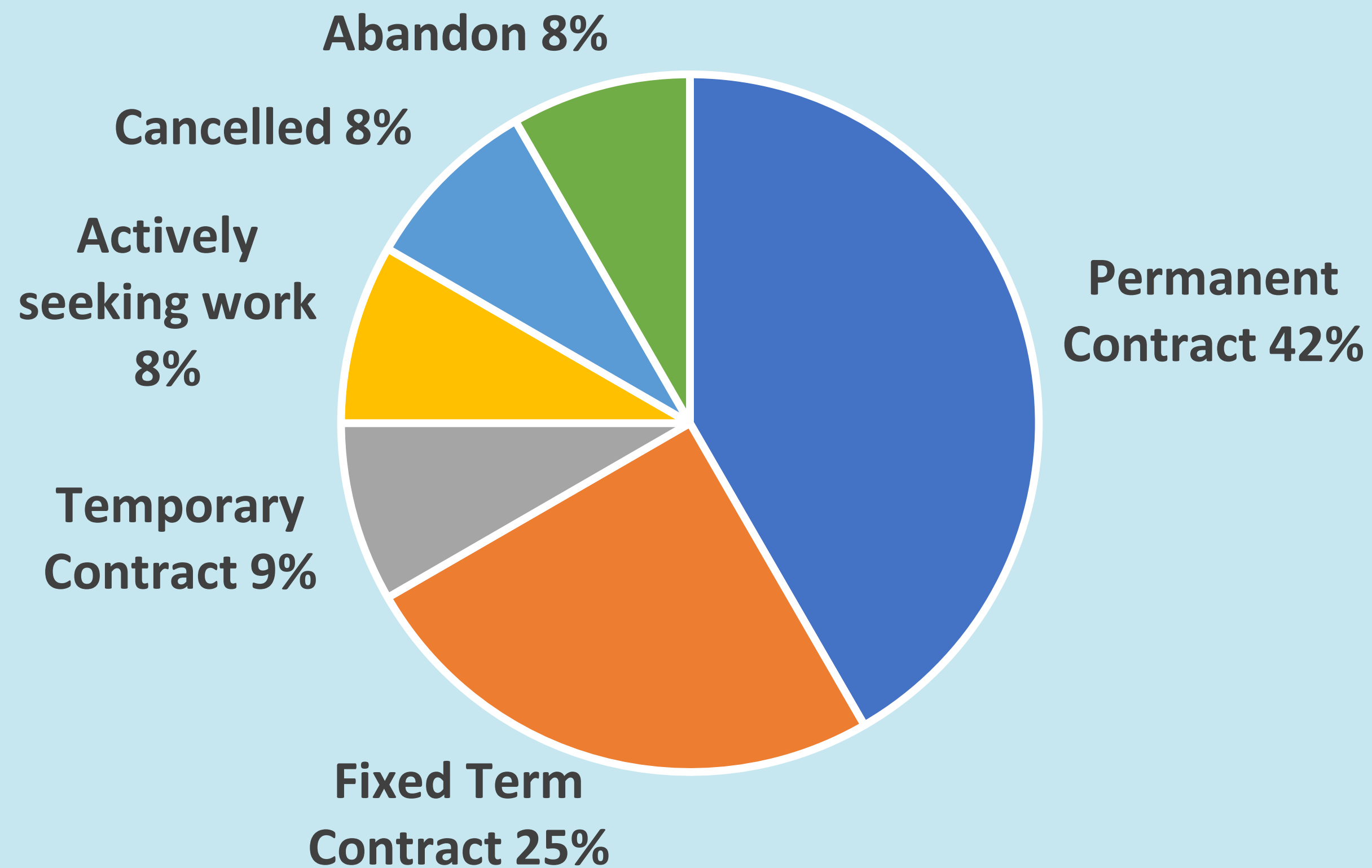
A Mentor Community was created on Teams, to share and relay information, documentation and online trainings, making them available at any time.

This platform was an answer to mentors' feeling of being socially disconnected. It aimed at creating a sense of community, a space where one can seek advice from other mentors, share experiences or offer leads to better fulfill their mission. We also organized digital training sessions on coaching techniques (Coaching Lunches) or on job search (Job Search Essentials).



Job Academy: mentoring job seekers

Mentoring Outcome



Outstanding mission accomplished by our mentors! Our jobseekers program has reached an unprecedented score with a **76% positive outcome rate, including 42% long term contract commitments.**

Despite the Covid situation, this success was made possible thanks to our ability to rethink our program. For our 30 duos, we moved from a 'group / on-site' workshop approach to a more 'à la carte' program. It included a selection of hands-on workshops as well as individual coaching sessions for CV review, personality assessment tests and development of a professional project.

Who are our job seekers?

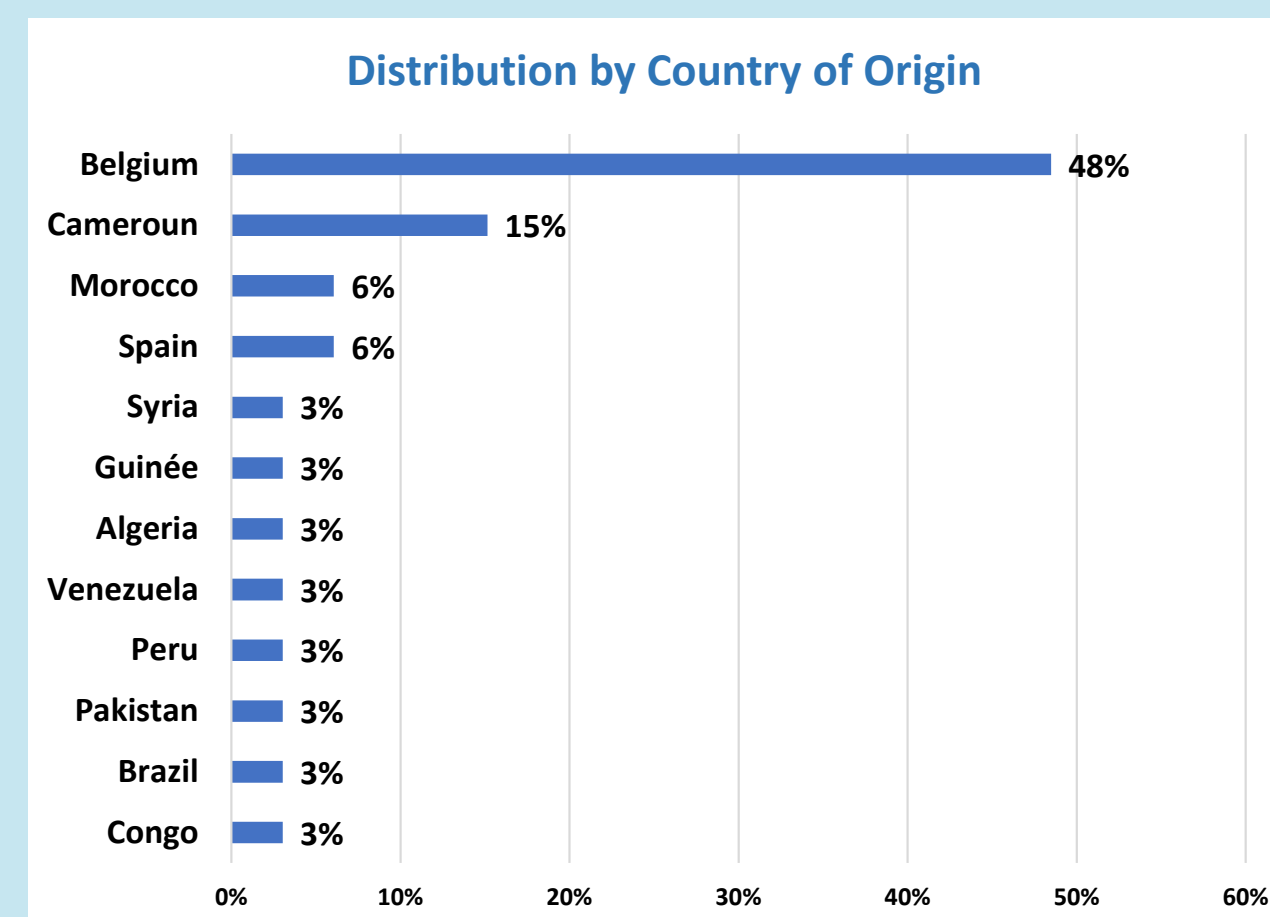
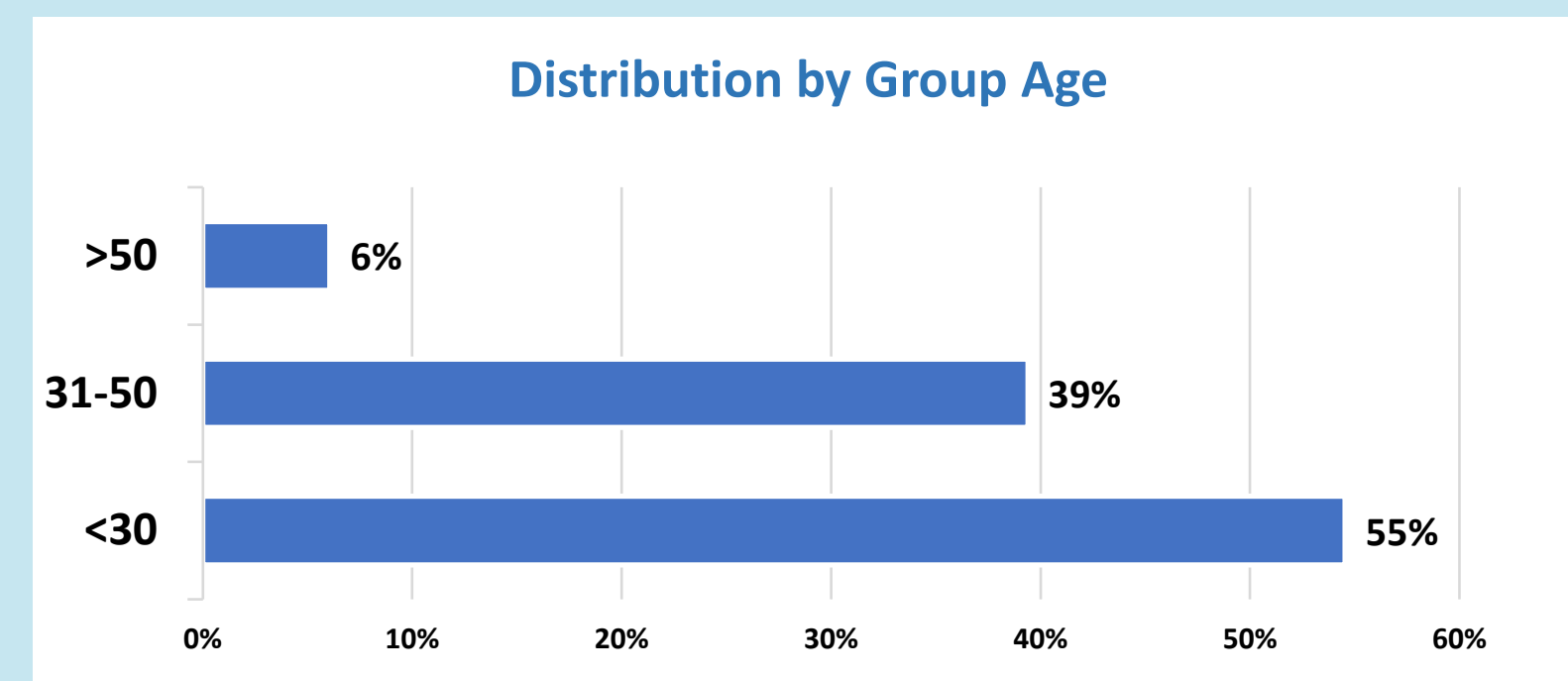
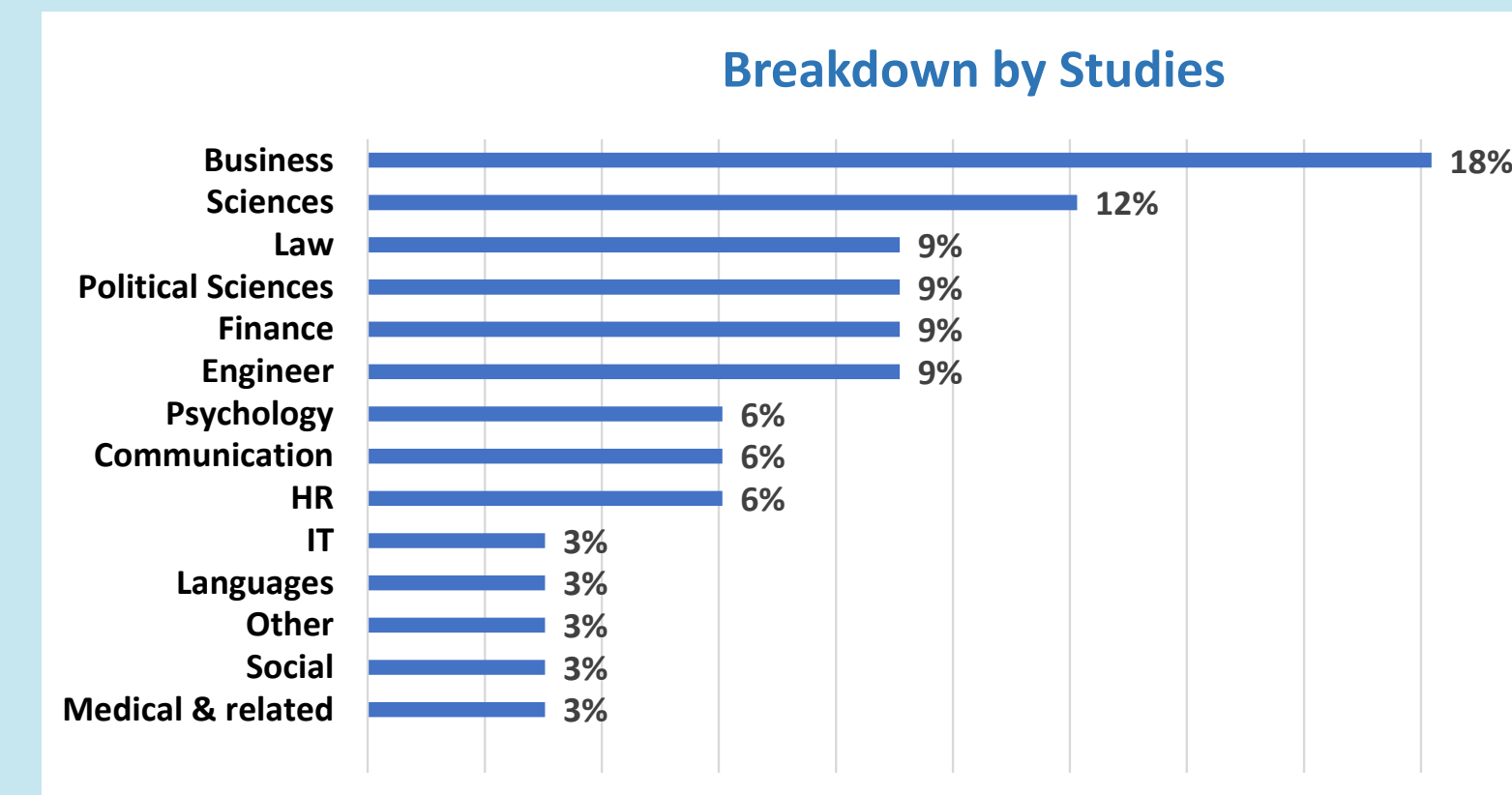
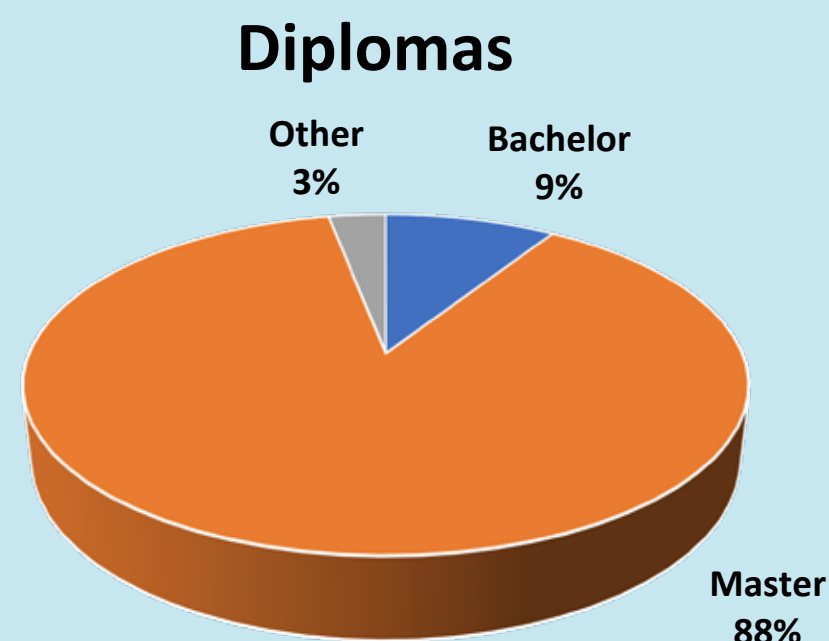
Several volunteers also brought their contribution to these results by taking part in our 'linguistic duo' initiative, offering jobseekers the opportunity to practice a foreign language, in order to increase their employability.

Because youngsters are at the center of our thoughts, we put more focus this year on the issue of 'the Covid generation', as the press calls the job seekers who graduated during Covid. We decided to intensify our contacts with a number of universities. We published on their career center websites, organized webinars and participated in various virtual job fairs.

Our efforts resulted in a 55% participation rate of mentees in their 20's.

Important fact : in 2021, 88 % of our mentees had a master degree (vs. 68% in 2020), indicating that more than ever, even with a master degree, students from the diversity still have a hard time finding a job.

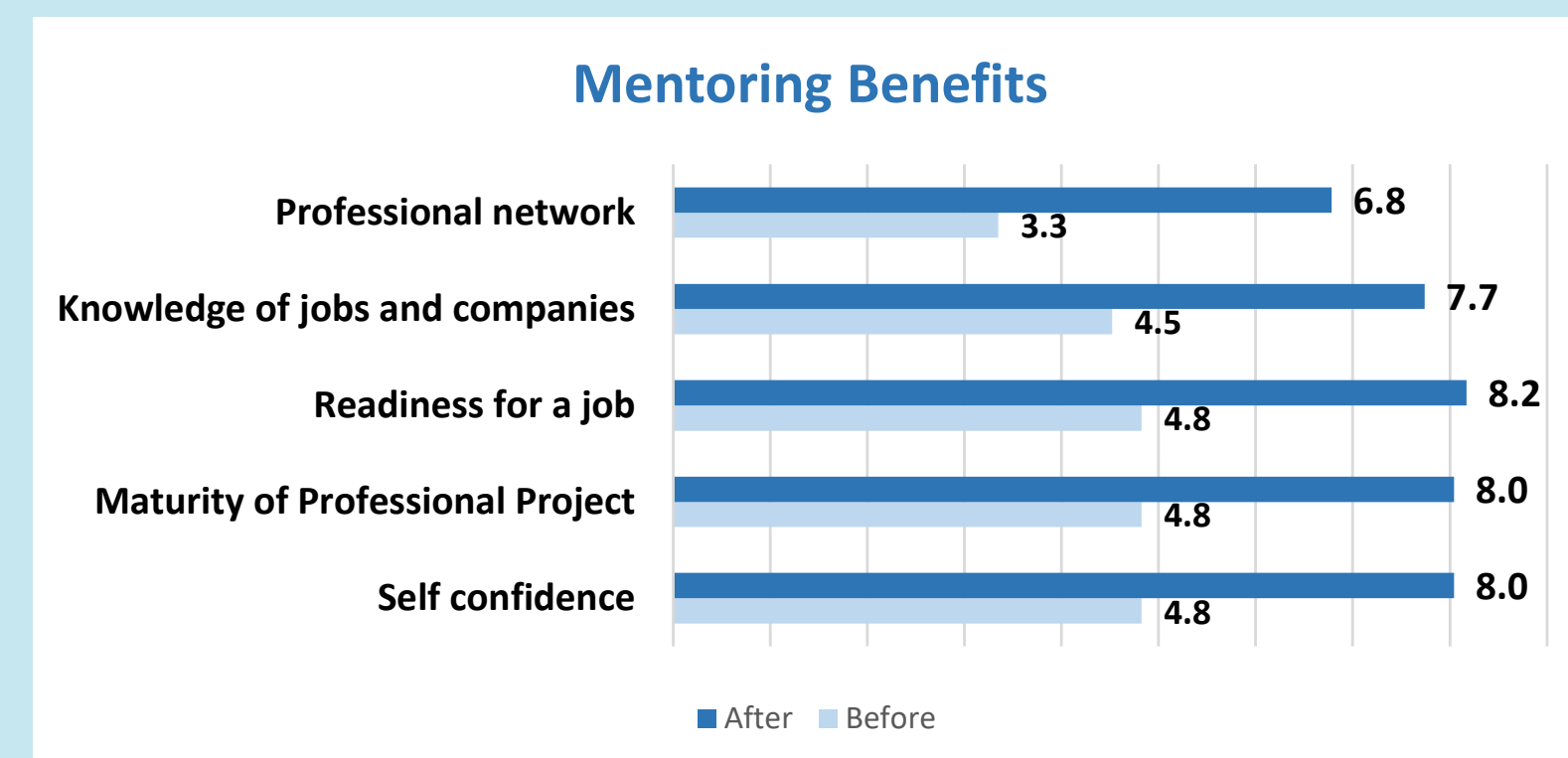
In terms of fields of studies, our statistics show a very diverse population, with however a significant majority of job seekers with a business or scientific degree.



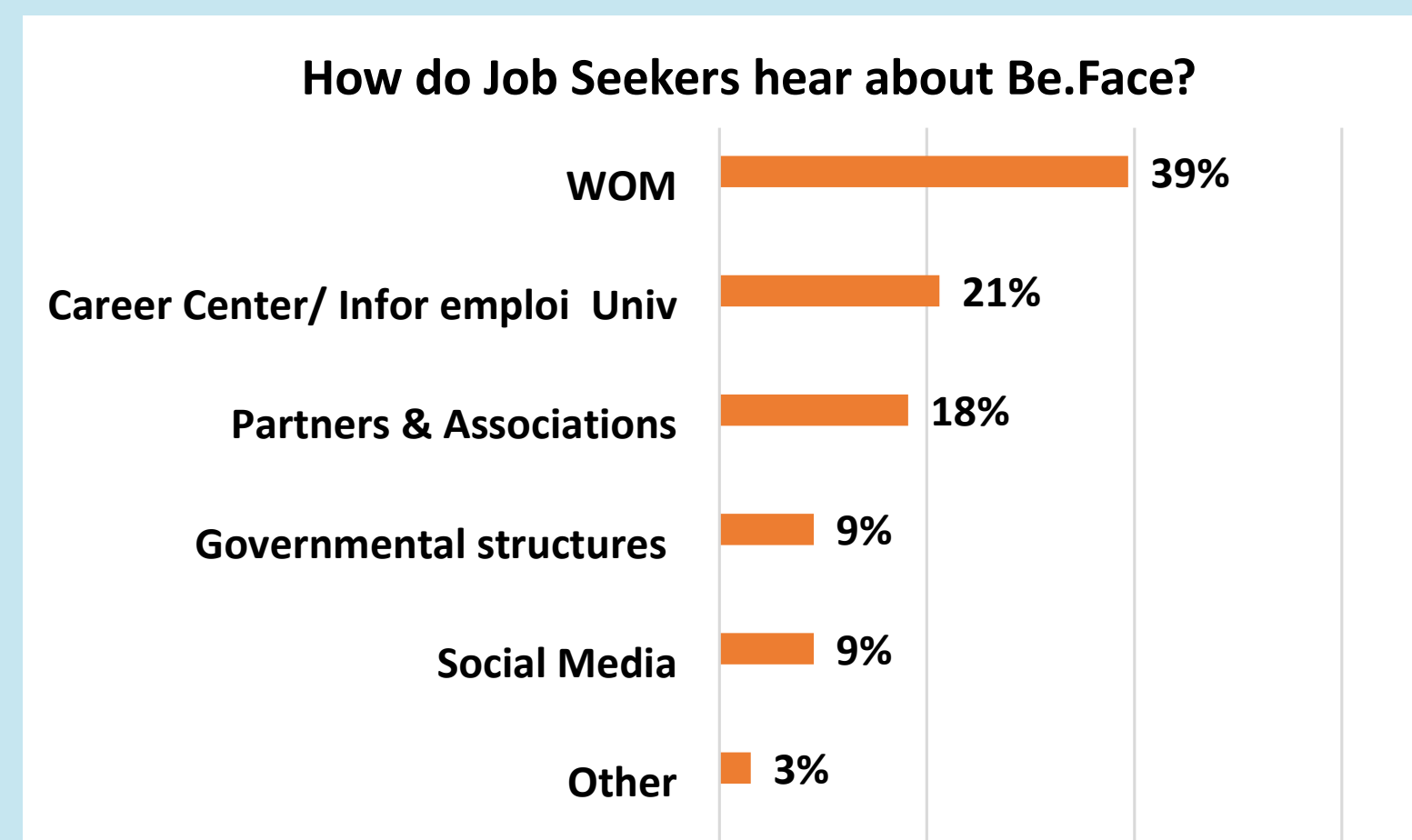
The benefits for our mentees

100% of our job seekers recommend Job Academy!

The chart below shows the value and key contributions of our program through the eyes of our jobseekers.



An additional proof of the importance and success of this mentoring initiative, is the fact that 39% of our mentees come to us through word of mouth.



If 76% of our mentees found a job, it is not only because they attended and benefitted from our workshops. At the core of this success is the mentoring, but not only because of the commitment and expertise of our mentors.

More than ever, in this Covid situation, the feedback gathered from our duos shows the necessity for a social bond between mentor and mentee.

Creating a social link, a deeper and more human relationship between mentee and mentor has become a success factor for both individuals. In many instances during closing interviews, duos revealed how important this experience has been for them and how much their moral and mood got positively impacted by their meetings.

If the success of our program is primarily measured by the rate of positive outcome and the feedback of our jobseekers, one must not forget that 96% of our mentors consider that this experience has largely contributed to their personal development.

Some success stories



“ C’était vraiment super avec Sandra. C’est la deuxième fois que je peux vraiment aider quelqu’un de jeune avec les « first steps » de sa carrière ! Sandra était très ouverte au feedback et nos calls étaient top ! Beaucoup des life lessons et des jokes, mais à la fin, Sandra a appris beaucoup, et ça c’était le but !

Maxim, mentor

”

“ Thank you for the compliments! My mentor and I planned a last call some weeks later just to see how things are going. I have signed a CDI. Permanent contract. Thank you for the attention :)

Gustavo, mentee

”

“ Je ne peux que vous remercier chaleureusement de m’avoir mise en contact avec Aleksander. Ses conseils, sa bienveillance et sa disponibilité à mon égard me poussent chaque jour à donner le meilleur de moi-même et à ne pas baisser les bras. J’espère un jour être une avocate en droit de la concurrence aussi brillante et altruiste que lui.

Katia, mentee

”



“ Avec Martine, on souhaitait vous dire que le CDI attendu a été validé. Je tiens de tout coeur à vous dire MERCI, pour votre aide, votre disponibilité, vos conseils, toute cette bienveillance qui a animé l’équipe de Be.face tout le long du suivi.

Doriane, mentee

”

“ Merci beaucoup pour votre soutien, je vais travailler en tant que Junior Application Analyst et j’ai signé un CDI. Je suis vraiment motivée et tellement contente. Je tiens à vous remercier pour votre aide précieuse durant cette période, vraiment une super équipe.

Soumia, mentee

”

Donations

2021 was a year of resilience, filled with emotions and solidarity. Through our partnership with ASEB (Association pour la Solidarité Étudiante en Belgique) Nestlé, Proximus and Engie have donated significant amounts of food to help university students with very limited financial means. We hope to be able to repeat this initiative in 2022.

- 57 000 items - food
- 950 items- furniture
- 55 shoeboxes - toiletries
- 18 750 euros donated to ASEB by Nestlé and its employees



Good food, Good life



Our volunteers in action!

Despite Covid, our 38 volunteers did not rest and have dedicated 481 hours to the benefit of our students, job seekers and of many other partnering associations. The Be.Face team made this possible by offering a range of activities compatible with the skills of our volunteers, as well as with the various Covid protocols put in place either by our government or our network.

Our volunteers and our partner BRAVVO faced several unexpected Covid related issues. However, thanks to our collective resilience, French lessons were provided on site from September to December as videoconferencing is not foreseeable for this audience.

To reinforce the focus on our Bright Future students, we initiated a ‘summer language support program’. The goal was to match a student with a volunteer to set the stage for weekly talks in a foreign language selected by the student and fluently spoken by the volunteer. The success was such that both students and volunteers asked our commitment to pursue this initiative in 2022.

Statistics speak for themselves :

- **100% satisfaction reported by our students, who are ready for another round in 2022.**
- **95% of the coaches – volunteers ready for summer 2022**
- **A 50% confidence increase reported by the students**

“

Belle opportunité de sortir de ma zone de confort qui m'a ouvert les yeux sur un (des) parcours atypique(s). J'ai donné un peu de moi-même, et reçu beaucoup! J'encourage tout le monde à tenter l'aventure!

Eric, employee at Baxter & volunteer

”

“

Grâce au programme Duo Langues, j'ai pu non seulement améliorer mon niveau d'expression orale en anglais, mais aussi avoir un avis concret quant à celui-ci par rapport aux exigences réelles dans le monde professionnel. J'ai aussi eu l'occasion de directement travailler sur des soft skills intéressants en entreprise comme le fait de faire une bonne présentation.

Enfin, j'ai aussi pu en apprendre plus sur la culture de l'entreprise en général, comme en apprenant la différence entre manager et leader, par exemple.

Jeremy, student at ULiège

”

Volunteering as a team

Our network and volunteers did not forget the Brussels Humanitarian Hub. As a team building activity, a group of Proximus employees offered their time to sort and distribute clothes to the refugees.



proximus

“ I’ve been to Hub Humanitaire just now and handed over a sleeping bag. It was a very small gift, I admit and the person to whom I handed it over was thankful and told me they need really that kind of help, sleeping bags so I will ask in my network if more can be gathered to hand them over.

I have many respect for all the people/volunteers who help the refugees like this man here on the picture.

Kind regards,

Caroline,
employee at Engie & volunteer

”



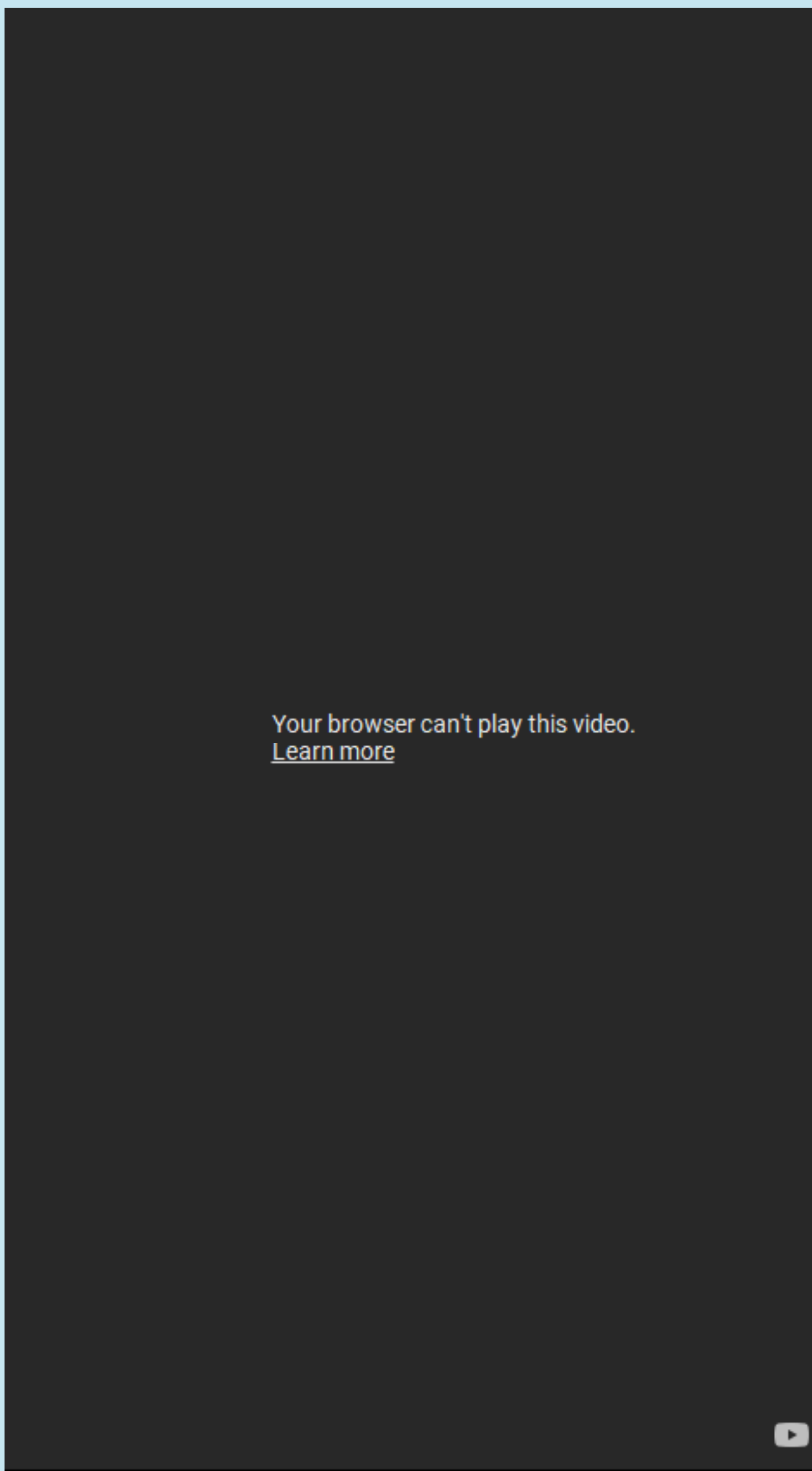
ENGIE

STEM Program

An initiative for equal opportunities with vocational purpose

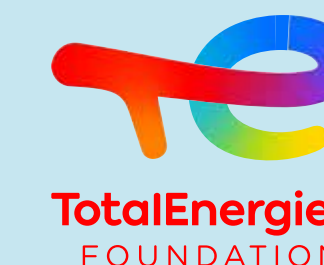
Creating vocations through an early and ‘funny’ initiation of children to sciences is a common objective and common challenge for several of our company members. This is an even bigger challenge for children studying and living in areas with low education level and/or with low incomes.

With Solvay, TotalEnergies Foundation and our partner GoodPlanet, we put together a free program for children in 5th or 6th grade: a discovery journey that can easily be integrated in the school curriculum.



The “à la carte” program includes a hands-on session in the Xperilab bus (Solvay), as well as videos of scientific experiments that can be reproduced in a classroom without risk and with cheap ingredients, or short interviews of professionals sharing their mission and responsibilities.

570 children from 15 different schools have already benefitted from this initiative.
We hope for a bigger reach in 2022!



Communication

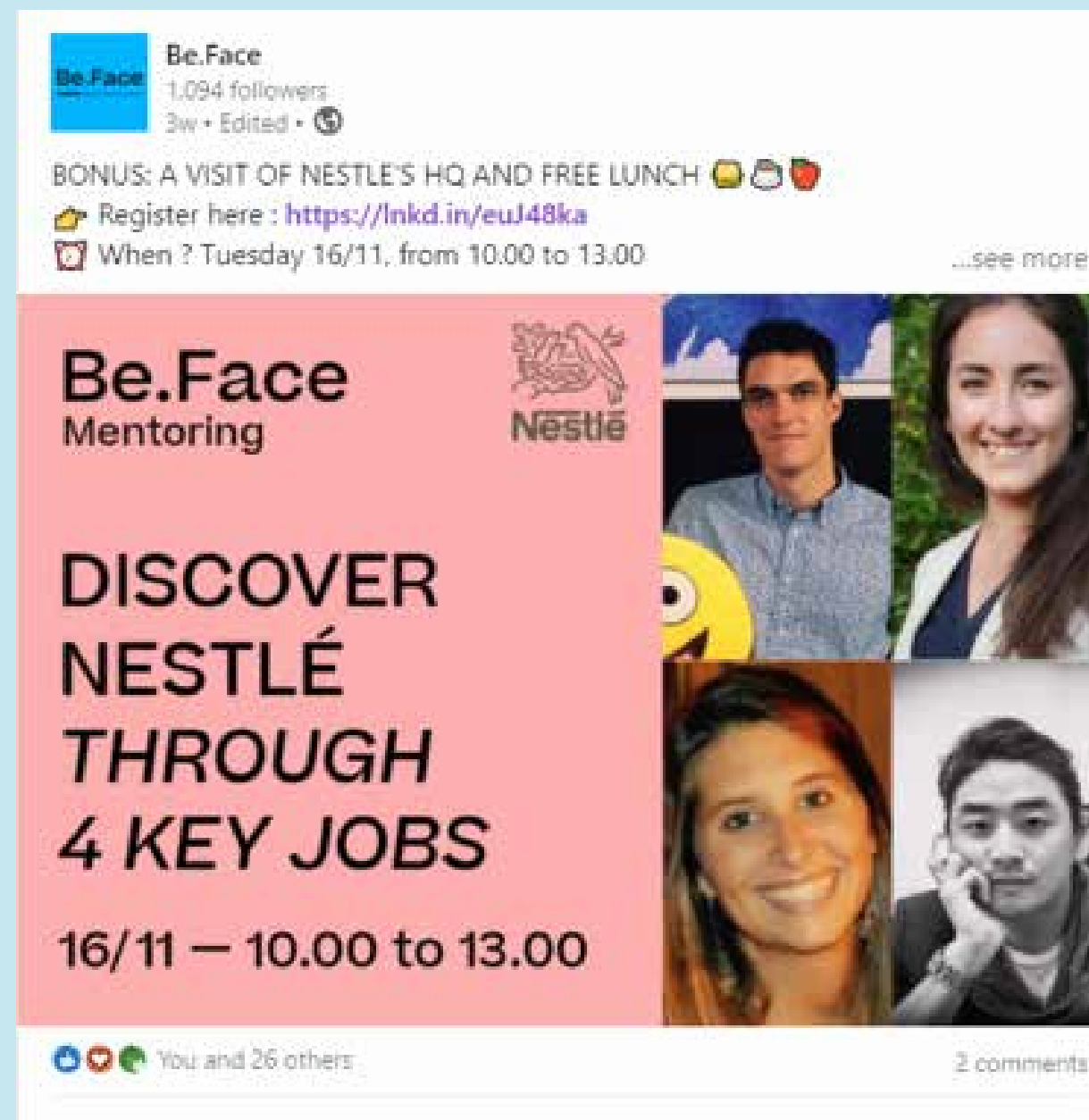
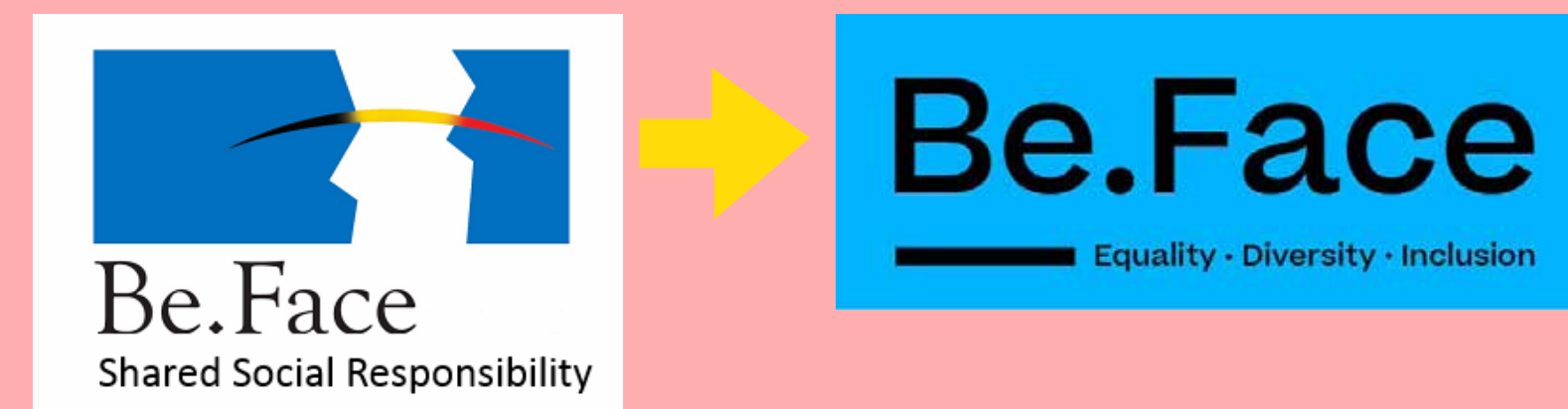
Reaching out for students continues to rely heavily on our presence on social media platforms. Our 'boost for visibility' strategy and the cooperation of our company members have allowed us to reach and even grow beyond 1000 followers on LinkedIn.

When shared and liked by our partners, our posts consistently had a higher visibility and a bigger audience reach. Let's keep this momentum going and spare no efforts in 2022!

Follow us here if you haven't done it yet and don't hesitate to share and like our content!

-  [linkedin.com/company/be-face](https://www.linkedin.com/company/be-face)
-  [@beface.mentoring](https://www.instagram.com/beface.mentoring)
-  [facebook.com/beface.be](https://www.facebook.com/beface.be)

We also made a change in our logo and branding identity, in an effort to have a more streamlined and recognizable image.



- Viewed by +1400 people in 1 week
- Liked by 12 people from Nestlé including: the CEO, the 4 speakers, the Corporate Sales Director, the Head of Commercial Development



- After 1 day: viewed by +1400 people
- After 3 weeks: viewed by +6200 people
- 320 people clicked on the link (5%)

Be.Face's Dream Team 2021

Norma Di Niro
Managing Director

Sophie Englebert
Bright Future Leader

Michaël Decamps
Skill Sponsorship - Engie
Bright Future

Kim Sa Ly Thuy
Communication Leader

Daphni-Maria Van Hege
Workshops, Donations
& Volunteering Leader

Jan Guns
Process, Systems & KPI's



Isabelle Sosnowski
Job Academy

Evelyne Van Stappen
Job Academy

Paolo Azzelino
Bright & Job Academy
Partner Liège

Christine Dawance
Bright & Job Academy
Partner Liège

Nicole Van Autrève
Bright Future
& Job Academy Flanders

Jacques Escouflaire
Job Academy - Workshops

Our network of socially responsible companies





Want to know more about us?

→ Contact us at beface@beface.be !

Follow us on social media

 [linkedin.com/company/be-face](https://www.linkedin.com/company/be-face)

 [beface.mentoring](https://www.instagram.com/beface.mentoring)

 [facebook.com/beface.be](https://www.facebook.com/beface.be)

www.beface.be

Boulevard Simon Bolivar 34

1000 Brussels

02/518 63 36