

# Culture Prioritaire

## Video transcript

**00:02 – 00:16** Culture Prioritaire was created seven years ago for children from disadvantaged neighbourhoods to give them a better chance in their studies, as well as in their professional integration.

**00:17-00:27** The programme is over a four year period for students aged 14 to 18 and the objective is to open their minds.

**00:28-00:49** Hence the idea of offering extracurricular pathways that revolve around two axes; One axis of cultural awareness and one axis of what we call career culture, which is more about helping with career advice, meeting professionals and internships.

**00:50–00:58** So every year we welcome between 10-15 students, on average 14 years old, for a one week internship.

**00:59-01:07** I did my internship at AXA IM, in La Défense and I was able to meet different people from different professions.

**01:08-01:19** So the experience that had the greatest impact on me was my year 10 internship at AXA IM, which enabled me to become much more self-confident and which also sort of changed my attitude.

**01:20–01:36** Because these youngsters from modest neighbourhoods have very little contact or connection with adults in the professional world. They are very keen on developing relationships with adults who are professionally active.

**01:37–01:50** In France 1 person out of 3 uses social networks to make connections in order to find a job. Culture Prioritaire offers an opportunity for students to start making their connections and to meet people in real life.

**01:51-01:57** I met some people who advised me and gave me ideas for a future job.

**01:58-02:07** They don't really like talking to adults. They never really know where it will lead them. But throughout the week, they relax a little and start sharing things with us.

**02:08-02:20** During my internship I spoke with a lot of people who worked in fund management at AXA IM. That's where I learned a lot of things and I learned where I wanted to finish my school year.

**02:21-02:32:** We don't all have the same chance at the start of our life. So for me it is important to give the students some key messages that they might not hear at home or at school.

**02:33-02:52** So for AXA IM people it's really a chance to engage with those students, I think we learn a lot about ourselves and our organisation when we explain what we are doing, giving some insights to the students about our career and how we operate.

**02:53-03:07** I will share with them about my experience, my sector of industry. But it's also the fact of promoting something that is very important for us, which is diversity.

**03:08-03:23** Being able to expand their horizons a little and the field of possibilities and also showing them that no matter where we come from, no matter our level of education, no matter your gender, your address, your social class, well, we can blossom, professionally and personally.

**03:25-03:49** Well, now I'm in my second year of a bachelor's degree in Management at Panthéon-Sorbonne. I'm trying to pass my driving theory test, so I'm really trying to have this course of action, to always be ambitious, to always move forward. That's really what I learnt during that internship.