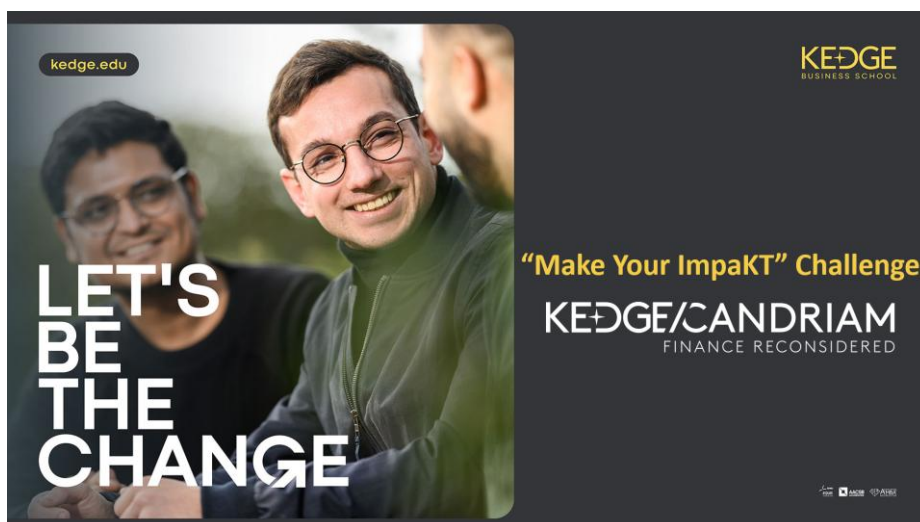


# MAKE YOUR IMPAKT CHALLENGE

**KEDGE/CANDRIAM**  
FINANCE RECONSIDERED



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The “Make Your ImpaKt” Challenge is an educational project organised by the KEDGE-CANDRIAM Chair ‘Finance Reconsidered: Addressing Sustainable Economic Development’.

This challenge aims to put students in the shoes of impact investing entrepreneurs. The main objective is to identify an innovative project and design a financing solution that generates a measurable impact on the Sustainable Development Goals (SDGs).

Since its inception, the “Make Your ImpaKt” Challenge has built up a library of completed projects (76 projects – 374 students), <https://kedge.edu/faculte/recherche-et-contributions-intellectuelles/chaieres/chaire-kedge-candriam-finance-reconsidered-addressing-sustainable-economic-development>

Ultimately, by 2027, the challenge will involve around 30 cohorts/projects per year, comprising approximately 150 students, from the following Master of Science (MSc) programmes:

- MSc Banking and Finance – Bordeaux (BFI Bdx)
- MSc Banking and Finance – Marseille (BFI Mrs)
- MSc Sustainable and Impact Finance – Paris (SIF Prs)
- MSc Business Transformation for Sustainability – Paris (BTS Prs)

The winning project will receive a prize of €2,000, and the two runner-up projects will each receive a prize of €1,000.

From 2027, an incubation grant within the Kedge BS business nursery, funded by the KEDGE-CANDRIAM Chair, will be offered to projects identified by the Kedge Entrepreneurship teams as having potential for development, depending on the selected students’ desire to pursue and bring their impact-driven entrepreneurial venture to fruition.

## Pedagogical objectives

As part of its MSc in Sustainable and Impact Finance, Kedge BS is developing a teaching approach based on understanding and mastering the techniques and tools needed to transform finance towards strong sustainability. To this end, it offers courses focused on impact, and the issues of intentionality and additionality required to align finance with this objective. The aim is to make students aware of the challenges, develop critical thinking, and identify effective solutions capable of generating concrete and measurable environmental and social impacts, whilst demonstrating innovation to build new visions and desirable futures.

The educational objectives of the “Make Your ImpaKt” Challenge are as follows:

- To understand and master issues relating to impact chains, intentionality and additionality
- To design an innovative impact entrepreneurship project (identifying needs, providing innovative and contributory solutions)
- To find a financing solution or vehicle and present a business plan enabling its implementation
- Measure the project’s positive impact on the SDGs and mitigate any negative impacts (identify KPIs, impact objectives and measurement criteria)
- Explain how to make the project replicable and scalable
- Deliver a final pitch to a panel of potential investors, demonstrating leadership qualities and conviction

For more information on the initiative, please refer to the “detailed” document.