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## Econocom becomes sponsor of Démos scheme led by Philharmonie de Paris

Econocom has become a sponsor of the scheme Démos (French acronym for ‘social scheme in musical and orchestral education’), led by the Cité de la musique – Philharmonie de Paris. This commitment is in line with the group’s actions as a responsible digital entrepreneur championing inclusion and education.



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Démos is a scheme in cultural democratisation based on practice of a musical instrument in an orchestra. The Cité de la musique – Philharmonie de Paris initiated the scheme in 2010. It offers practical learning courses in classical music for children who do not have easy access to such practices through today’s institutions due to geographical, economic or social factors.

The scheme is designed for children aged seven to twelve who live in France’s disadvantaged urban and rural areas earmarked for priority public investment and who are effectively cut off from traditional places of cultural practice. The scheme has never stopped developing since it began and now includes over fifty active orchestras throughout France, including in French overseas territories. Since 2010, around 10,000 children have already discovered classical music through the scheme.

This sponsorship gives full expression to Econocom’s values as a responsible digital entrepreneur championing inclusion and education. During lockdown, the platform ‘Démos à la maison’ (‘Démos at home’) helped participants carry on learning their musical instrument at home via digital tools – this is entirely in line with Econocom’s commitment to make digital technology a driver of inclusion.

‘I’m really pleased to support these children and the whole ecosystem operating around them to help them learn to play classical music. This partnership is a wonderful chance for Econocom to show its support for digital inclusion and education,’ said Jean-Louis Bouchard, Founder and Chairman of Econocom.

‘It gives the Philharmonie great pride to see a firm of Econocom’s quality join the community of Démos sponsors – it’s a new chance for youngsters to see their lives change in the long term!’ added Christophe Monin, Head of Sponsorship and Development at Philharmonie de Paris.

### **About Démos**

Démos (French acronym for ‘social scheme in musical and orchestral education’) is a scheme in cultural democratisation that began in 2010 and is based on practice of a musical instrument in an orchestra. It offers practical learning courses in classical music for children who do not have easy access to such practices through today’s institutions due to geographical, economic or social factors. The scheme is designed for children aged seven to twelve who live in France’s disadvantaged urban and rural areas earmarked for priority public investment and who are effectively cut off from traditional places of cultural practice. Each child is entrusted with a musical instrument for three years. Professionals in music and social affairs are put in charge of the child, who takes three to four hours of lessons a week on average and meets up with other children in the region once a month for a rehearsal as an orchestra (‘tutti’). A big concert is performed at the end of the period in one of the region’s emblematic venues.

The Démos project is coordinated by Philharmonie de Paris. It is supported by France’s ministry of culture; the country’s ministry for regional cohesion and relations with local authorities (national agency for regional cohesion); its ministry of education, youth and sports; its ministry for French overseas territories; and its family benefits agency. Alongside this funding is another source of financing that is decisive: the local authorities who host the orchestras – towns, urban areas, departments and regions of France. Many sponsors support the scheme. These include private firms, foundations and individual benefactors. Lilian Thuram, president of the foundation Éducation contre le racisme, and pianist Khatia Buniatishvili are patrons of the scheme.

### **ABOUT ECONOCOM**

Econocom is a digital general contractor (DGC). The group conceives, finances and facilitates the digital transformation of large firms and public organisations. It has 49 years’ experience and is the only market player offering versatile expertise through a combination of project financing, equipment distribution and digital services. The group operates in 16 countries, with over 8,200 employees. It made €2,505m in revenue in 2021. Econocom is listed on Euronext in Brussels, on the BEL Mid and Family Business indexes.

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