



November 16th, 2017

PRESS RELEASE

ESCP Europe establishes the Jean-Baptiste Say Institute for Entrepreneurship at the Annual Entrepreneurship Festival

At their Entrepreneurship Festival, ESCP Europe announces the founding of the Jean-Baptiste Say Institute for Entrepreneurship, whose purpose is to offer a European alternative to the American academic model. The Jean-Baptiste Say Institute will replace the Entrepreneurship Chair, which was created 10 years ago by ESCP Europe, to accelerate its action-plans on its 6 European campuses, and to prepare tomorrow's managers for profound changes in the world of work.

The Jean-Baptiste Say Institute

The Jean-Baptiste Say Institute was named in honor of the “entrepreneurship” concept-promoter who, in 1819, founded the first business school in the world: ESCP Europe. It boasts the unprecedented ambition to offer a European academic alternative to the American business-school model.

ESCP Europe has set three clear objectives for this Institute:

1. Become the European headquarters for research and expertise on entrepreneurship.
2. Develop unique methods to become the finest entrepreneurial leadership training for tomorrow's leaders and managers.
3. Support the best innovative projects in Europe by providing them with a powerful global network to support their success, from emergence to acceleration.

The Jean-Baptiste Say Institute will rely on a unique European network, which was developed in 2007 by the Entrepreneurship Chair and is backed by the momentum of ESCP's European platform and other significant resources devoted to its European expansion:

1. Research and expertise: the most important European team

- 50 researchers and teachers (20% French, 60% European, 20% non-European)
- 1 Jean-Baptiste Say scholarship to sponsor a global researcher for 1 year,
- More than 50 international publications per year.

2. Training: the most innovative European school for training in entrepreneurial methods

- 100,000 € for R&D for educational innovation, with projects such as the Improbable (Art-Thinking Workshop)
- 6 campuses in Europe: Berlin, London, Madrid, Turin, Warsaw and Paris (with 2 locations in République and Montparnasse)
- 5,000 people trained each year (50% of whom are managers and entrepreneurs)

3. Support: The Blue Factory, a global European solution (from emergence to acceleration)

- 150 innovative projects accompanied each year
- 3 programs: Blue Factory Start / Seed / Scale



- **An alumni club** that brings together 100 projects for the creation of innovative projects (> 100K € turnover), and more than 20 companies (> 1M € turnover).

Frank Bournois, General Manager of ESCP Europe, is delighted with its design: “*With the Jean-Baptiste Say Institute, ESCP Europe has refocused the work carried out over the last 10 years by the Entrepreneurship Chair into a new objective: that of establishing itself as a European and global benchmark for entrepreneurship.*”

For Sylvain Bureau, President of the Jean-Baptiste Say Institute: “*ESCP Europe is a pioneering school in entrepreneurship education. For the last 10 years, the Entrepreneurship Chair has been developing an alternative way to teach and understand entrepreneurship. Today, with its strong network of European researchers and entrepreneurs, the goal of the Jean-Baptiste Say Institute is to train entrepreneurs and leaders around the world in entrepreneurship and, thanks to ESCP Europe, offer them a unique gateway to the entrepreneurial ecosystem in Europe.*”

The Entrepreneurship Festival

The creation of the Jean-Baptiste Say Institute will be announced, as a sort of emblem, at the Entrepreneurship Festival, a unique event organized by ESCP Europe which welcomes 2,500 visitors on Paris campus every year to support entrepreneurship through captivating, real-life experiences.

This year’s Entrepreneurship Festival will focus on an issue which is near to the heart of the Jean-Baptiste Say Institute: “Will the entrepreneur kill the manager?” It will be explored through a dozen different events, such as round tables, workshops, exclusive events, and more. Leading figures of the European entrepreneurial ecosystem (such as Thierry Petit - CEO of Showroomprivé and Vice President of France Digitale; Hélène Mazzella - WonderLeon; Arnaud Burgot - Ulule; Stéphane Distinguin - Fabernovel; Jospéhône Bouchez - Ticket for Change, and others) will provide their testimonies and insights on the definitive impact of the entrepreneurial wave— a wave that’s turning the workforce upside down.

On November 16, the Entrepreneurship Festival takes place on five of ESCP Europe's campuses (Berlin, London, Madrid, Paris, Turin). Follow the event on #EShipFest

Press Contacts:

ESCP Europe
Laure Herold
lherold@escpeurope.eu
+33 (1) 49 23 27 89

Jean-Baptiste Say Institute

Pr. Sylvain Bureau
sbureau@escpeurope.eu

**About ESCP Europe**

Founded in 1819, ESCP Europe has trained leaders and entrepreneurs throughout several generations. With its six urban campuses in Berlin, London, Madrid, Paris, Turin, and Warsaw, and its deeply European identity, ESCP Europe offers cross-cultural managerial training as well as a global perspective on issues related to international management. Every year, ESCP Europe welcomes 4,000 students and 5,000 executives from 90 different countries, offering them a wide range of training in general and specialized management (Bachelor, Masters, MBA, Executive MBA, Doctorate PhD and continuing education).

www.escpeurope.eu – Follow us on Twitter @ESCPeurope

About the Jean-Baptiste Say Institute

The ESCP Europe Jean-Baptiste Say Institute is a European community that helps develop entrepreneurial initiatives to change the world. It is based on strong roots in local ecosystems (Paris, Berlin, London, Madrid, Turin and Warsaw) and intense research and development, to nurture innovative pedagogy as well as an incubation program. Every year, nearly 5,000 people (students, entrepreneurs, managers) receive entrepreneurship training, 150 innovative projects are supported, and dozens of unification events are organized. Created in 2007 (formerly the Entrepreneurship Chair), the Institute is supported by its partner EY and CPME.