



Press Release

Paris, 11 October 2019

EUROPEAN UNIVERSITIES:

**A CONSORTIUM LED BY ESCP EUROPE LAUNCHES THE EU4E PROJECT,
THE EUROPEAN UNIVERSITY FOR ENTREPRENEURS**

As the leading member of the EU4E consortium, ESCP Europe will submit its European University project at the next call for projects of the European Commission on European universities. The world's oldest business school defends its European identity, history, and roots to offer an novel educational alternative dedicated to entrepreneurship.

The partners of the "European University for Entrepreneurs" (EU4E) Consortium, including ESCP Europe Paris Campus, ESCP Europe Berlin Campus, ISM University of Management and Economics (Lithuania), Kozminski University (Poland), Mondragon University (Spain), Portuguese Catholic University (Portugal), and Oulu University (Finland) completed the first phase of the project with the signature of an MoU between the partners. The ambition of the EU4E is to become the global benchmark on the theme of entrepreneurship education.

The originality of this proposition lies in:

- Its focus on "Entrepreneurship", a transdisciplinary subject using transverse approaches and designed to address the industrial and societal challenges in Europe;
- North-South-East-West cooperation with an inclusive dimension, focusing more on complementarity than on elitism;
- Complementary pedagogical and methodological approaches rooted in the 'knowledge triangle' - Education, Innovation and Research - , and drawing on the specific and complementary expertise of the partners.

As ESCP Europe is celebrating its bicentenary in 2019, the oldest Business Schools pays tribute to one of its founders, the famous liberal economist Jean-Baptiste Say, who coined the concept of "entrepreneur".

ESCP Europe Dean, Professor Frank Bournois, confirms "ESCP Europe is the cradle of entrepreneurship and innovation. As the first business school of the world, the first pan-European school, it is committed to promoting a dynamic European Economic Area, by offering, with complementary partners,

the first European university dedicated to entrepreneurship. This sector is strategic for the place of Europe in a world shaped by innovation and disruption. ”

Professor Witold T. Bielecki, rector of Kozminski University adds “Our contribution to the EU4E project is the unique entrepreneurial spirit of the Polish economy that helped us to catch up with other European countries after the EU accession in 2004. Since its foundation in 1993, Kozminski University has been a key player in growing the Polish economy, helping businesses by supplying them with skilled, innovative and ethical managers”.

Oulu Business School (OBS) Dean, Professor Mikko Puhakka, sees that “entrepreneurship is indeed a crucial factor to be developed ‘glocally’, i.e. combining local and European offerings. OBS is fully committed to contributing to the joint development of such glocal contents and expects all partners to achieve considerable positive network effects of this collaboration.”

Professor Isabel Gil, Rector of Universidade Catolica highlights that “As a leading European University, Catolica University’s participation in the EU4E Project is aligned with Catolica’s mission of creating an international lifelong learning environment. Portugal is committed to leading the startup economy as a key player in entrepreneurship. Catolica looks forward to expanding its global footprint with EU4E, bringing on expertise and resources to an innovative and unique project.”

“ISM University of Management and Economics is working together with the universities around the globe to ensure the quality of our studies and to provide space for our students to broaden their perception of the world and to develop their critical thinking skills. One of our main focuses is international mobility of our students as we strive to provide them with the best study experience in Lithuania and abroad. Therefore, the membership in the international university network is crucially important to us. The step that we took today has provided the strong basis for creating the European Network of Universities that share values, vision and strategies and that will be able to support and assist each other in the future”, - says **President of ISM University of Management and Economics Dr Dalius Misiunas**.

Prof. Dr. Andreas Kaplan, ESCP Europe Berlin Rector, explains “Berlin is an Eldorado for the entrepreneurial and creative scene. With hundreds of new tech start-ups launched per year, this is particularly the case in the digital sphere. Digitalization strongly changes future job market needs. To be prepared, students must be highly adaptable. An entrepreneurial spirit and thrive for innovation are of essence. ESCP Europe Berlin is keen to add its expertise in this domain to the EU4E consortium.”

Lander Beloki, Dean of the Business Faculty of Mondragon University confirms " This call is an opportunity to create a consortium and continue working on new approaches to entrepreneurial education."

For more information, do not hesitate to contact the press office.

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About ESCP Europe

Founded in 1819, ESCP Europe has produced generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's truly European identity allows it to offer a unique multicultural education style in the field of business and a global view in International Management issues. Each year, ESCP Europe welcomes over 5,000 students and 5,000 executives from more than 100 different countries, providing them with a comprehensive offer of Management courses and specialised programmes (Bachelor, Master, Executive MBA, PhD and Executive Education). ESCP Europe is included among just 1% of business schools in the world that possess the Triple Crown Accreditation (AACSB, AMBA and EQUIS).

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

About Kozminski University :

Warsaw-based [Kozminski University](http://www.kozminski.edu.pl) was established in 1993. It is an institution of higher education with full academic rights, that covers a wide range of business subjects. It conducts research and teaches: economy, management, finances, law, administration, business psychology and sociology. The university has obtained major international accreditations: AACSB, EQUIS and AMBA, and has established exchange programs with more than 200 universities in the world.

Currently, Kozminski University has about 9 thousand students, including 1500 international ones from 80 countries. KU stresses the development of entrepreneurship and respect for business ethics in its programs. There are many young Polish business people, often successors of family-owned companies, among 40 thousand of its graduates. Kozminski University is widely recognized as the best business school in Central and Eastern Europe in international (Financial Times) and domestic rankings.

About ISM University of Management and Economics

[ISM University](http://www.ism.edu.pl) of Management and Economics was originally established by BI Norwegian Business School, the largest business school in Norway and the second largest in Europe, in 1999. ISM is one of the most dynamic and modern universities in Central and Eastern Europe. ISM continues the best traditions of management and economics studies by offering programmes ranging from Bachelor degree to Executive studies. ISM is ranked among TOP 200 Business Schools in Global Ranking (EDUNIVERSAL Global Ranking Since 2007). ISM University

offers double degree programmes with BI Norwegian Business School, Inseec Business School (France), KEDGE Business School (France), Linnaeus University (Sweden), Illinois Institute of Technology (USA), TIAS School for Business and Society, and Tilburg University.

About Universidade Catolica Portuguesa (UCP)

Catolica University (UCP), founded in 1967, is a humanistic university focused on the production of transformative research and the formation of educated and competent citizens and professionals, capable of anticipating and leading the transformations of the future. The university offers several courses across 14 faculties, including business, economics, biotechnology, education and psychology, human sciences, law, philosophy and social sciences, theology, higher canon law, political studies, religion studies, bioethics, health sciences, management and health organisation. The university welcomes more than 90 nationalities, both in the student and faculty bodies.

www.ucp.pt

University of Oulu – Creating innovation for the future

The University of Oulu is an international science university which creates innovation for the future, well-being, and knowledge through research and education. Founded in 1958, our community is 13 000 students and 2900 employees strong, and one of the biggest and the most multidisciplinary universities in Finland. The university consists of eight faculties and many specialized research units.

About ESCP Europe Berlin

As a state-recognized university, ESCP Europe Business School Berlin counts among the most prestigious and leading business schools in Germany. In addition to the School's natural DNA of cross-cultural management, ESCP Europe Berlin has particular expertise in three academic key areas, namely sustainability, entrepreneurship, and digitalization. Companies such as Accenture, Bain, Bayer, Coca-Cola and P&G closely collaborate with the School and stay in continuous contact due to the quality of its faculty, their research as well as the top quality of its students and alumni. ESCP Europe Berlin regularly occupy top spots in both national and international rankings (#1 European business school in Germany, #1 Master in Management, #1 Executive MBA and #1 in Custom Executive Education in Germany).

About Mondragon Unibertsitatea

In Mondragon Unibertsitatea, through Mondragon Team Academy, we have been developing the Official European Degree in Entrepreneurial Leadership and Innovation (LEINN) for more than 10 years, based on innovative methodologies in entrepreneurial education and taught in 9 laboratories (Spain, Mexico and China). The LEINN Degree currently has more than 900 students and 400 already graduated from the 7 promotions that have come out. It should be noted that 35% of graduates have created or are creating a startup, about 30 currently, and 50% develops intrapreneurship and innovation projects in existing companies, therefore the degree profile of the degree is contributing significantly to the business and social ecosystem. The international dimension of the project is one of the main keys, there are currently new initiatives of laboratories in progress in Seoul (Korea), Seattle (USA), Bogotá (Colombia) and Nairobi (Kenya).