



**PRESS RELEASE**

*September 8th 2020*

## **ESCP Business School kicks off the school year with a seminar on “Designing tomorrow : business & sustainability”**

**Marking the start of the academic year for the Master in Management, ESCP organised a 3-day seminar dedicated to understanding the risks presented by climate change and the business transformations currently underway.**

This seminar, which addressed the entire new class of Master in Management students, aimed to educate all our students on the climate, energy and societal challenges faced around the world and to understand how managers can act to transform our economic and managerial systems towards more sustainable models.

To open the seminar on 8 September, ESCP welcomed **Laurence Tubiana**, France’s former Climate Change Ambassador and Special Representative for COP21 and president of the European Climate Foundation (ECF), **Alain Grandjean**, president of the Nicolas Hulot Foundation and founder of Carbone 4, and **Jean Moreau**, founder of the start-up Phenix and president of Mouves (Movement of Social Entrepreneurs). The opening discussion was followed by fun, participative and creative breakout sessions allowing all 400 students of the new class to understand the causes and consequences of climate change with the creation of a new “Climate Fresco”.

**Transforming our economic and managerial systems towards more sustainable models**

At a time when alarms about climate change are multiplying, a large number of voices are being raised to expose the imbalances in the education system in the face of these challenges. In France, for example, the "Student Manifesto for an Ecological Awakening" quickly gathered more than 30,000 signatures from students of french universities and Grandes Ecoles, questioning our public and private institutions on their sluggish response in the face of the climate challenge.

## **Uniting the ecological transition and management**

The aim of this seminar was twofold for the participating students:

- To understand the link between these environmental issues and management by reflecting on both the threats and opportunities of new markets
- To identify levers of action accessible to managers

The three days brought together 16 professors from all our departments as well as around 20 alumni and sustainable development professionals, with whom students explored the challenges confronting business professionals and imagined what they would do if they were in the same situation.

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### **About ESCP Business School**

ESCP Business School was founded in 1819. The School has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Six campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management.

Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way.

This conviction and ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its pedagogical vision.

Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialised (Bachelor, Master, MBA, Executive MBA, PhD and Executive Education), all of which include a multi-campus experience.

It all starts here.

Website: [www.escp.eu](http://www.escp.eu)

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