

PRESS RELEASE

ESCP and Cottino Social Impact Campus launch the Impact Entrepreneurship Programme

The oldest business school in the world and the first centre in Europe dedicated to impact education present a new path to training the next generation of experts in Impact Entrepreneurship.

How does a company with a high social impact function? How are its effects on the community measured? Is it possible to design new models that are productive and ethical? The Impact Entrepreneurship Programme - Option-E, the first course co-designed by ESCP Turin Campus and Cottino Social Impact Campus, will investigate and answer these questions.

From a common vision of the future, the need arose to combine the vast wealth of knowledge and experience of ESCP Business School and Cottino Social Impact Campus to train a new generation of experts in impact entrepreneurship, who will be capable of creating value in companies while becoming agents of change, promoting sustainability that is both economic and socially conscious.

*"The entrepreneurial spirit is one of the core values of ESCP, and as a business school, we have always cultivated this vision among our young talents," says **Prof. Francesco Rattalino, Dean of ESCP Turin Campus**. The new generation of entrepreneurs has understood that, in a world troubled by ever deeper crises, to achieve lasting success it is essential to make economic interest coincide with a positive impact on the environment, the territory and the community. The ability to embody this sensitivity in a business is not a new approach but comes from afar and is the basis of the longevity of family businesses that have made the history of Europe. In fact, these companies have survived generations, wars and upheavals of all kinds because they shared some fundamental traits: they had a passion for their product while respecting the values of the society."*

*"The social impact is the intention, which becomes concrete and operational planning, to generate positive social change," says **Laura Orestano, CEO of Cottino Social Impact Campus**. "The challenge we are experiencing now is to coherently aggregate, and with a world-making vision, a fragmented, sometimes polarized, knowledge. This synergy has developed a unique and relevant path and experience for young entrepreneurs and future leaders and can become part of a new social DNA, economic and cognitive. We want to bring this systemic approach to planning and generating social impact in companies through frontier knowledge, so that they are profitable and relevant for people and communities, becoming new transformative energy."*

Participants will be involved in a learning journey lasting 120 hours and divided into 4 modules, from January to April 2021, during which they will be provided with tools and strategies for impact entrepreneurship. The course, delivered in English, is a specialisation for students of the ESCP Master in Management (MIM) but can be attended by students outside the Business School, young professionals who have graduated, from any discipline, within the last three years. They will be introduced to this new systemic approach with lectures, case studies, testimonials, group work and simulations, with the possibility of real experiential learning through on-site visits with local impact entrepreneurs and social businesses.

Art and Design Thinking will be the methodologies used in the classroom to explore innovation and the entrepreneurial process. At the same time, specific modules will deepen knowledge on impact leadership, storytelling, marketing and finance. A particular focus will be dedicated to the analysis of impact-oriented entrepreneurial challenges, from social business modelling to family business, and finally, a real Entrepreneurial Mission will allow students to apply what they've learned in the field with local entrepreneurs.

At the end of the programme, the participants will be able to demonstrate, with a critical and independent mindset, a deep understanding of impact organizations and the context in which they operate. They will acquire new strategic skills for impact management, considering social and ethical issues within businesses, and learn how to make relevant decisions.

"We want to offer students the opportunity to get into the mindset of entrepreneurs who want to create impact, giving life to entrepreneurial initiatives that are long lasting and have a purpose with a long-term perspective. This programme is not only for entrepreneurs but is also perfect for those who want to become an innovative leader, for the successor of a family firm, or for those interested in innovation and how to turn it into impact. This is an interactive program that involves international students, professors and practitioners in the field of business and high-impact startups," concludes **Alisa Sydow, Assistant Professor of Entrepreneurship & Innovation at ESCP Turin Campus.**

Application deadline: 12 December 2020.

www.escp-impact-entrepreneurship.eu

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 7100 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 Follow us on Twitter: @ESCP_BS

ABOUT COTTINO SOCIAL IMPACT CAMPUS

The Cottino Social Impact Campus is the first Campus in Europe dedicated to the development of social impact culture via frontier knowledge and transformative learning. Scientific and practical knowledge come together in developing impact prototypes at the grass-root level, in organizations and communities.

The Campus offers unique trans-formative learning journeys with a hybrid national and international *faculty*: it is the first reality in Italy and Europe dedicated to education of a new generations of professionals and *decision-makers* able to merge the capacity to intentionally produce social impact with the integral sustainability of their actions: as organizations, individuals or communities.

Born in 2019 by the entrepreneurial vision of Fondazione Cottino, the Campus is located at the heart of the main campus area of Turin Polytechnic, with 1200 sq.m., which will become +4000 sq.m. with the new building, the Cottino Learning Centre, currently under construction.

To date, the Cottino Social Impact Campus has delivered +40 programmes, +50 workshops involving +1000 participants; it is leading 8 special *projects*, it is partner of 5 Universities and counts on a *faculty* of +30 members worldwide.

The digital platform Impactwise Channel allows the Campus to design an ongoing and interactive *learning journey* to complement the learning experience on Campus and allows the delivery of an entirely digital offer.

World-makers for social impact

www.cottinosocialimpactcampus.org