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PRESS RELEASE

ESCP BUSINESS SCHOOL ANNOUNCES ITS STRATEGY FOR 2022-2025 “CHOICE & EXPERIENCES”

[Visuals available for download at this link](#)

On Thursday 17 February, ESCP presents its strategy for 2022/2025.

Anchored in the School's mission to train purpose-driven leaders and entrepreneurs, the "[Choice & Experiences](#)" plan aims to make ESCP the European reference in terms of excellence and cutting-edge experiences: academic, pedagogical, human, multicultural and professional.

The speakers who participated in the press conference

- Philippe Houzé, Chairman of the Board of ESCP
- Frank Bournois, Executive President & Dean of ESCP
- Léon Laulusa, Executive Vice-President & Dean for Academic Affairs
- Valérie Moatti, Dean of Faculty
- Aurélien Acquier, Associate Dean of Sustainability
- Pramuan Bunkanwanicha, Associate Dean for Research
- Vanessa Strauss-Kahn, Academic Director Bachelor in Management (BSc)
- Véronique Tran, Dean of ESCP Berlin Campus
- Christian Mouillon, President of the ESCP Foundation
- Eva Rogow, Secretary General of the ESCP Alumni Association
- Francesco Rattalino, Dean of ESCP Turin Campus
- Dimitri Champollion, Director of Brand & Communications

Architectural firms

- [Atelier 234](#) for ESCP's République campus, [Anne-laure Lucas Grandsir](#), [Olivier Arene](#)
- [TRA](#) for ESCP's Turin campus, [Isabelle Toussaint](#) architect and co-founder

The 4 pillars of ESCP BUSINESS SCHOOL for 2022/2025

Choice for sustainability

As early as 1992, ESCP has been teaching courses related to sustainable development. After many years of academic and educational projects, ESCP has made structural and organisational changes to better educate all students on this major challenge and to support those who wish to pursue a career committed to these issues.

After creating the position of Associate Dean for Sustainability, now a member of the Executive Committee, ESCP inaugurated an interdisciplinary academic department dedicated to sustainability, composed of 15 professors, which will provide training courses on sustainability for 100% of students by the end of 2022. In setting up this department, the aim is for it not to become an island but to be complementary and connected to the School's historical academic departments. Thus, it has moved from a 'sustainability specialisation' approach to a strategy of transversality and inclusion of these issues in all courses. It has also set up a strong research component on these issues (chairs, publications, research centres) and has increased the training of professors, as well as staff.

ESCP has also accompanied and supported the development of a very active network of alumni, students, professors and staff, the [ETN-ESCP Transition Network](#), which has initiated numerous projects within the School.

Finally, ESCP has initiated a double environmental certification for the new campus and participated in other initiatives concerning operations and internal processes.

Choice for expertise

ESCP's ambition is to train responsible leaders by preparing them for the challenges of tomorrow through a multidisciplinary approach and the acquisition of hybrid skills.

To do this, the School builds on the development of excellent research that maximises its impact for students, companies and society, as shown by the numerous publications made available and disseminated in the press (*Impact papers*, [The Choice](#) media, etc.)

With this in mind, **ESCP is strengthening its strategy to promote hybrid skills in Arts, Business, Culture, Diplomacy & Engineering (ABCDE)**, with

- an MSc portfolio comprising 28 programmes, including 2 new MSc programmes in partnership with two prestigious institutions, the Institut Pasteur and CentraleSupélec: respectively, the Advanced Master Programme in Life Sciences and Health Management and the MSc in Industry Transformation Management.
- the launch of a Quantitative Methods specialisation dedicated to Big Data in the 3rd year of the Bachelor in Management (BSc).

In order to differentiate themselves on the job market, students will now be equipped with **a digital passport attesting to their multiple skills and experiences** obtained at ESCP.

Choice for innovation

A "phygital" experience redesigned to train students in new ways.

Since 2020 and the start of the Covid-19 crisis, ESCP has experimented with a number of new educational tools in order to deploy them on a larger scale. The objective is to implement a "20/40" policy, i.e. **a minimum of 20% of teaching in a digital format and 40% in a classroom setting. Each programme can thus adjust the digital/classroom balance according to the subjects and disciplines covered.**

Through these projects, ESCP aims to transform the learning experience by offering bold and innovative digital services. Several of these projects are carried out by ESCP's Innovation and Digital Learning department in a space dedicated to experimentation: the Phygital Factory.

"As every teacher knows, no two students learn in the same way. Everyone has their own characteristics, idiosyncrasies, abilities and weaknesses, and teaching approaches that are too broad are ineffective in embracing this complexity. Adaptive learning based on data analysis allows teachers to monitor student performance and adjust methods and programmes to the needs of each individual: a successful approach that we continue to use to attract new students, who seek a personalised and modern education," says **Frank Bournois, Executive President and Dean.**

ESCP has also gone one step further by creating the concept of "**motility**", which consists of a phygital mobility that allows all students to continue to experience ESCP's intercampus pathways while having access to the diversity of courses and electives on all campuses.

Choice for community

The ESCP community is 8,000 students and 68,000 alumni strong. In order to develop a community that reflects ESCP's values of excellence and diversity, the School is mobilising, through its Foundation, to ensure access to the best profiles from all over the world, regardless of their resources. The objective to have 20% of students be scholarship holders is thus confirmed. ESCP's Foundation and Alumni Association will also support the School's real estate projects.

The Association and the School will also continue the development of the lifelong learning programme launched in 2021, giving alumni the opportunity to come back and update their knowledge with the latest research from professors. The real estate projects on the campuses take this dimension into account by designing coworking and meeting spaces open to the community.

ESCP's real estate projects: a powerful strategic axis for the years to come

ESCP also unveiled its real estate projects:

- **The renovation of the [République campus](#)** will result in the closure of the site during the construction period. The School will welcome all its students at the Montparnasse and Champerret sites from 2023. In 2027, the "campus of the future" will once again open its doors to students. It will then be possible to accommodate more than 5,000 students on more than 20,000 m² (usable).



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- The development of ESCP's other European campuses involves the renovation of existing buildings and the purchase or construction of new buildings, such as **the extension of the Madrid campus to a new 3,000m² site, scheduled for**

September 2022, the new building for the Turin campus, to be completed in September 2023, which will be able to accommodate more than 1,000 students on a surface area of 6,000m², and the London campus, which is scheduled for completion in 2024.

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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 8000 students and 5000 managers from 122 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