



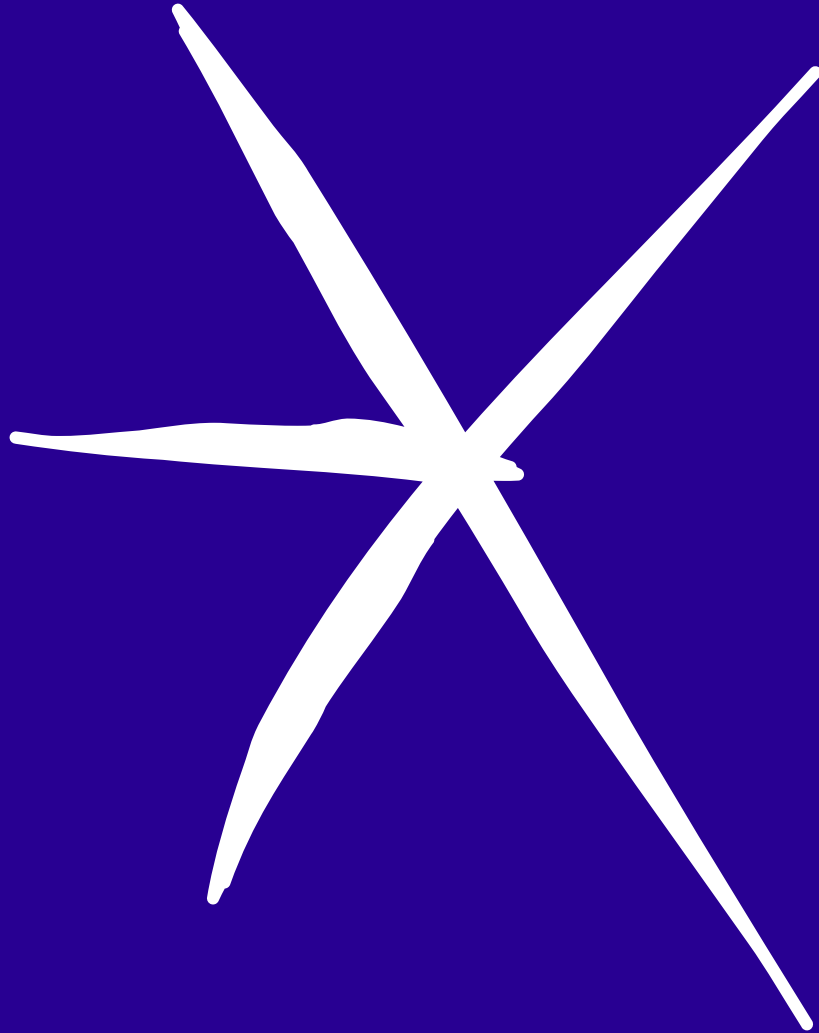
ESCP
BUSINESS SCHOOL

ACTIVITY REPORT

2024

Highlights





Editorial

The year 2024 was one of major advances for ESCP, reflecting our unwavering commitment to always aim higher in terms of academic excellence, international outreach and student experience.

ESCP's performance in international rankings illustrates this positive momentum. The Financial Times ranked ESCP fifth among the best business schools in Europe, while its Master in Finance was ranked first and its Executive MBA second in the world. These awards highlight the excellence of the School's programmes and the global recognition of its unique model.

The School's international presence was further strengthened this year with the granting of a Degree Awarding Power in the United Kingdom, enabling us to award British degrees, and an accreditation by the Commission for Academic Accreditation in the United Arab Emirates for our Dubai campus. The renewal of the School's EQUIS accreditation for another five years also confirms the strength and relevance of our programmes.

Finally, 2024 also marked a key milestone for ESCP's European multi-campus model with the launch of renovation work on the République campus, which will open its doors in 2029, and the inauguration of the new Turin campus, twenty years after we first established a presence in the city. In 2004, our Turin campus had 37 students; today it has 1,190 and could reach 1,600 by 2030. These developments illustrate the growing presence of ESCP in Europe and pave the way for a series of building projects across its five historic campuses.

These achievements, and many others, are a testament to the energy and commitment of our entire community – students, faculty, staff, alumni and partners – and to the crucial support of the Alumni Association and the ESCP Foundation. I would like to take this opportunity to thank you all.

PHILIPPE HOUZÉ
Chairman of the
Board of Directors



Introduction

2024 marked a decisive step in ESCP's development, confirming its status as a leading academic institution in Europe and around the world. With 11,000 students from 136 different countries, an expanded faculty and professional staff, and an unprecedented budget of €197.2 million, the School is firmly committed to its mission: to prepare responsible leaders who are accountable, socially committed and ready to have a positive impact on the planet, society and organisations.

ESCP expanded its academic outreach this year by signing eight new partnership agreements covering four continents (Europe, Asia, the Americas and Africa). These include a major double degree agreement with Columbia University – School of Engineering and Applied Science, offering up to 20 places for our Master in Management students.

This hybrid strategy combines the best of management studies and new technologies, and is also illustrated by a strategic experimental partnership with OpenAI. This project is the first of its kind in higher education in France and aims to develop a customised ChatGPT for ESCP, dedicated to teaching, research and improving the School's processes, while ensuring an ethical and responsible approach.

ESCP is also actively pursuing its policy of social inclusion by awarding more than €9 million in scholarships, with the support of the ESCP Foundation. New initiatives such as the Extension School and the Chances Augmentées programme also illustrate our determination to make excellence accessible to all, enabling talented people from diverse backgrounds to join our school and shape their future here.

Finally, ESCP conducted its first federal audit of its carbon footprint, an essential step in defining strategies to reduce greenhouse gas emissions and to continuously improve its environmental performance.

This activity report reviews these achievements, which are all milestones on the path to one clear ambition: securing ESCP's place among the world's best business schools. This drive is underpinned by the unwavering commitment of the School's teams, professors, students, alumni, foundation and partners. We pay tribute to them here and are convinced that the past year has laid the foundations for an even more ambitious and inspiring future.

LÉON LAULUSA
Executive President
and Dean



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1. OUR PURPOSE, OUR STRATEGY, OUR GOVERNANCE

ESCP was founded in 1819 and has been supporting societal change for over 200 years: the Industrial Revolution in 19th-century France, global political and economic crises, the construction of the European Union, the Internet and digital revolution, and societal changes brought about by Generations X, Y and Z.

The School has two historical foundations:

- Our academic excellence in management through our teaching and research departments: *Management, Marketing, Operations Management, Financial Reporting and Audit, Finance, Management Control, Law, Economics, Humanities, Entrepreneurship and Sustainable Development*
- Our multi-campus, multicultural European identity.

Our purpose: to serve and inspire society.

Our aim: to educate future entrepreneurs and responsible leaders who are accountable, socially committed and ready to have a positive impact on the planet, society and organisations.

1. Reflecting on the Choices and Experiences strategy

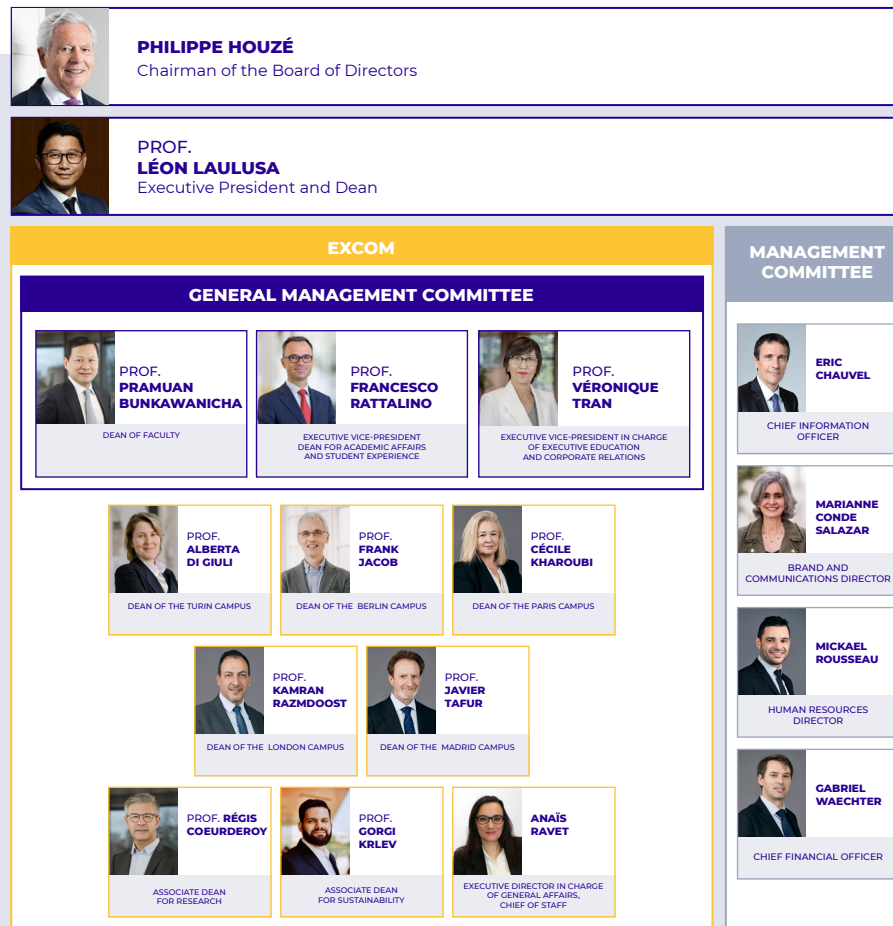
In February 2022, ESCP launched its Choices and Experiences strategic plan with the goal of reaching 10,000 students, 200 professors and a budget of €180 million by 2025. These objectives have already been exceeded, with 11,024 students, more than 200 permanent professors and a budget of €197.2 million in 2024.

The four pillars mentioned in this plan – Academic Excellence, Enhanced Experience, Expertise & Innovation, and Engagement – were central to ESCP's development in 2024, as demonstrated by the achievements presented throughout this activity report.

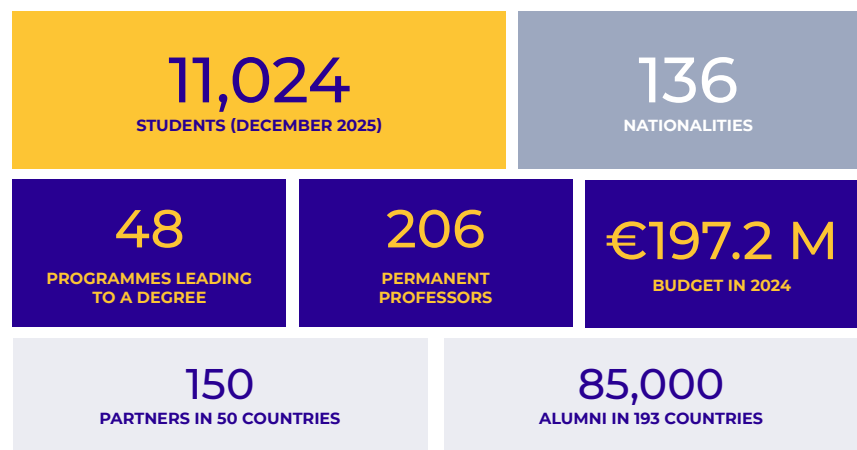
In 2024, with these objectives achieved, Dean Léon Laulusa initiated the development of a new 2026-2030 strategic plan. This commitment was immediately reflected in the distribution of a questionnaire to all students, alumni, faculty members, staff and academic partners. To delve deeper into the issues identified, around ten focus groups, involving more than 200 participants in total, were organised with all ESCP stakeholders.

This new plan, which is currently being finalised, will be unveiled before summer 2025.

2. Governance



3. Key figures 2024



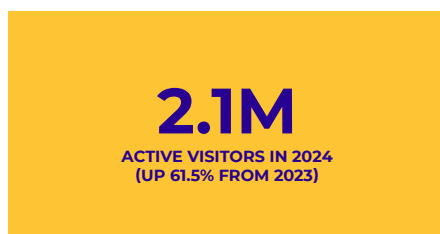
ESCP in the rankings



ESCP on social media

Platform	Followers 2024	% change 2024/2023
LinkedIn	225,223	+18%
Instagram	53,680	+29.14%
Facebook	61,376 (fans)	+3.2%
TikTok	27,958	+32.4%
YouTube	29,800 (followers)	+7%

ESCP website



2. EXCELLENCE

1. Academic excellence in our programmes

ESCP offers a full range of programmes from Bachelor to Doctoral level, with **48 degree programmes** delivered across all campuses, in a variety of management disciplines. The MiM offers **72 specialisations** on 6 campuses and over **200 optional courses**. **28 Msc programmes** and **12 Executive Masters** are also offered on all ESCP campuses.

All students must study on at least two ESCP campuses.

FOCUS The MiM Global track

Students on the MiM Grande Ecole Programme (PGE) now have the opportunity to study in a different country each semester from the Pre-Master stage onwards, i.e. up to six countries in three years, across four continents. They can choose from our European campuses and 150 partners in 50 countries. Places are available for Pre-Master students in the United States, Canada, Latin America and Asia, giving them an international perspective well before M2 level and providing additional value to the PGE.

National and international accreditations

FOCUS Degree Awarding Powers: a major recognition in the United Kingdom

In 2024, after five years of rigorous auditing, ESCP was awarded *UK Degree Awarding Powers* by the *Office for Students*, granting the School the right to confer UK degrees, for an initial period of three years and three months. Bachelor's and Master's students now have the opportunity to obtain at least two internationally recognised degrees, significantly improving their employability. This recognition was officially celebrated at a ceremony in the House of Lords, within the Parliament of the United Kingdom, in October 2024.



Besides, ESCP's Dubai campus has obtained an accreditation from the Commission for Academic Accreditation (CAA) in the United Arab Emirates. The CEFDG has also granted a "grade de Master" for the Executive Master in Big Data and Analytics, taught in Dubai, for a period of three years. This is the School's first Executive Master's degree to obtain this recognition, paving the way for the accreditation of other similar programmes at ESCP.

The EFMD has also renewed ESCP's EQUIS accreditation for a period of five years for all its programmes. Last, ESCP's Qualiopi accreditation has been renewed for a further three years.

FOCUS The new MSc in Luxury Management

The Master (MSc) in Luxury Management prepares students for careers in the luxury sector using an innovative teaching approach that combines foundational courses, research projects and corporate immersion. It covers key areas such as marketing, financial management, value chain management, human resources management and business law. This bi-campus programme begins in Turin (October-December) before continuing in Paris (January-June).



FOCUS The first ESCP Summer School in Berlin

In the summer of 2024, the ESCP Berlin campus welcomed 30 secondary school students from 13 countries for its first International Summer School. The aim of the programme is to provide secondary school students with optimal preparation for higher education and the professional world.

The programme includes 30 hours of classes, 9 hours of group work and 10 hours of cultural activities, exploring the themes of entrepreneurship and sustainable development, company visits and interactive workshops.

11,024 students in 2024-2025, up 14% compared to 2023-2024

Degree programmes	Number of students		
	2024/25	2023/24	Change (%)
Bachelor's degree level (Bachelor in Management and Pre-Master MiM)	3,444	3,006	14.6%
Master's degree level (Master in Management, MSc, MBA in International Management)	6,935	6,017	15.3%
PhD (including Research Master students)	160	150	7%
Total full-time students	10,539	9,173	+15%
Executive MBA, GMP, EMS/EM/EMIB	447	446	0.3%
Global Executive PhD	92	77	19%
Total part-time students	539	523	+3%
Total - all degree programmes	11,078	9,696	+14%

(figures include visitors, exchange students, gap year students, etc.)

2. Excellence in our international development

8 new academic partnership agreements signed for exchange or double degree programmes in 2024

	Country	School	Agreement
Asia	China	Peking University - School of Economics	Doctorate of Business Administration based on the Global Executive PhD model
	China (Hong Kong)	HKUST	MiM and Bachelor
	South Korea	Yonsei School of Business	MiM double degree
Americas	United States	Duke University	MiM exchange agreement
	United States	Columbia University, School of Engineering and Applied Science	MiM exchange agreement
	United States	MIT, School of Management	Double degree Master of Science in Management Studies - MiM
Africa	South Africa	GIBBS	MiM exchange agreement

FOCUS Partnerships and institutional collaboration to enrich academic programmes

- **Partnership with the Académie des Sciences:** Between September 2024 and March 2025, six lectures were held at ESCP on topics related to contemporary scientific issues (pandemics, decarbonisation of industry, space exploration, ocean-related issues, etc.). These lectures, given in English by world renowned professors, took place on the Paris campus and online.



Académie des Sciences lectures

- **Partnership with the Fondation Prospective et Innovation**, chaired by Jean-Pierre Raffarin: under this partnership, six Pre-Master students helped prepare the Futuroscope Forum on 30 August 2024, and two completed internships from March to September.

- **Partnership with Esprit magazine**: as part of the Humanities and Management course, PGE Pre-Master students have access to a digital subscription to the magazine, and a lecture is organised at ESCP.

- **Collaboration with the Professional Women's Network (PWN)**: in March 2024, 28 MiM students attended the PWN Global Summit 2024 at the European Parliament in Strasbourg. They had the opportunity to lead discussions in workshops, write a report on the summit, and capture the highlights of the event through photographs.

FOCUS Dialogue between Edouard Philippe and Friedrich Merz in Berlin

In November 2024, the Berlin campus of ESCP Business School hosted a dialogue on the current challenges facing Europe and the role of the Franco-German partnership. Édouard Philippe, former French Prime Minister, and Friedrich Merz, Member of the Bundestag and candidate for the Chancellorship in 2025, exchanged views in a debate moderated by Jürgen Kaube (Frankfurter Allgemeine Zeitung). The event was attended by the French Ambassador to Germany, François Delattre, and brought together 80 guests, including students, alumni and members of La French Tech Berlin.



3. Excellence in lifelong learning

Executive MBA

The Executive MBA moved up one place in the Financial Times rankings, from third in 2023 to second worldwide in 2024. Notably, the programme was awarded first place for “Career progression” and second place for ESG criteria.

2024 also saw two particularly important achievements for the EMBA: its Master's degree was renewed and it was reaccredited as an EFMD Programme, with the report highlighting the programme's strong international focus and flexible model.

The launch of an exchange programme with CEIBS has further strengthened the programme's international focus, reflected in the diverse range of nationalities represented (more than 30), the opportunity to study on five campuses and participation in international seminars outside Europe.



Introductory seminar for the EMBA 2025 intake (January 2024)

Global Executive PhD

ESCP's Global Executive PhD programme, designed for experienced executives and managers wanting to deepen the research side of their work, continues to grow with 91 participants. The three most represented nationalities are France (15%), the United States (13%) and Germany (11%), while 17% of participants are based in the United States, 11% in the United Kingdom and 10% in the United Arab Emirates.

The programme attracts and selects international executives who are graduates of prestigious institutions such as INSEAD, Harvard Business School, Columbia, Oxford, ESCP and HEC, among others. These executives are partners in renowned consulting firms such as McKinsey, EY and PwC, entrepreneurs and financial professionals, with an average age of 45.

Participants in the first cohorts have published in renowned academic and business journals (Harvard Business Review, MIT Sloan Management Review), participated in established academic conferences (Babson College Entrepreneurship Research Conference), and taught courses at prestigious business schools (ESCP, INSEAD, Singapore Management University).

Executive Master programmes

The “Manager Dirigeant” Executive Master is a highly sought-after programme for managers and executives who want to improve their ability to lead and develop their company while addressing current social, environmental and digital issues. Participants had the opportunity to take part in an entrepreneurial seminar in Berlin, where they were able to engage with the dynamic ecosystem of local start-ups.

In addition, 46 participants from the “Financial and Tax Engineering” and “Project and Transformation Management” Specialised Executive Master programmes travelled to South Korea for their respective international seminars. These unique experiences gave them a first-hand insight into the country's economic vitality and enabled them to meet local business leaders in the finance, luxury goods and cutting-edge technology sectors.

Finally, 2024 also saw the renewal of the RNCP accreditation for the qualification “Manager of Major Change Projects” for a maximum period of five years.

Custom programmes

2,200 managers and executives trained in 2024,
up 21% compared to 2023, up 14% compared to 2023-2024

In 2024, custom programmes are now ranked 11th worldwide by the FT (up 3 places from 2023).

ESCP offers its partner companies, particularly in the banking and healthcare sectors, tailor-made training programmes adapted to their challenges in terms of transformation and talent retention. Custom programmes are designed to accelerate experience and develop the skills of managers and senior executives.

In 2024, these programmes addressed key issues such as embodying inspiring leadership, solving complex problems, developing agility in decision-making, innovating to accelerate transitions, and using technological developments such as AI as strategic levers.

As part of its immersive approach to education, ESCP also organised a Learning Expedition to the Netherlands. Designed for 30 executives from mid-sized companies participating in a Bpifrance accelerator programme, the programme introduced them to pioneering companies in the circular and regenerative economy.

ESCP's expertise in delivering custom programmes leading to certification, consisting of modules that can be taken at our various European campuses, —with modules available across multiple European campuses— is highly valued by our clients.

Open and online programmes

In 2024, open-enrolment programmes continued to rise in the FT rankings, moving up from 17th to 14th place worldwide.

Two 100% online programmes have been redefined and launched on the market:

1. A **range of 60-hour certificates**, dedicated to business transformation, designed for managers and executives and offering a wide variety of learning formats (short videos, interactive modules, interviews, podcasts, etc.). ESCP is now offering a certificate in **Artificial Intelligence for Business**. This all-online programme offers a 15-week course (120 hours) combining independent learning and interactive sessions. It aims to provide an understanding of the fundamentals of AI, identify how this technology can help create value, examine how to plan transformation projects and assess the ethical and legal issues involved.

2. A range of **capsule courses** was rolled out in October 2024. These 18 one-hour micro-training courses, which are completely asynchronous, can be purchased online and followed independently. They are aimed at senior managers and provide knowledge on key management and business concepts, ranging from cryptocurrency to the materiality matrix, cybersecurity, Art Thinking and handling religion in the workplace.

FOCUS 5th anniversary of the Executive Community

In December 2024, ESCP celebrated 5 years of the Executive Community, which brings together 6,000 alumni - certificate holders and graduates - from its Executive Education programmes.

To mark this anniversary, an event was organised, bringing together more than 120 participants. The programme included an inspiring lecture on optimism by Professor Philippe Gabilliet, followed by a festive celebration hosted by a DJ, himself a graduate of the School, and a cocktail reception.



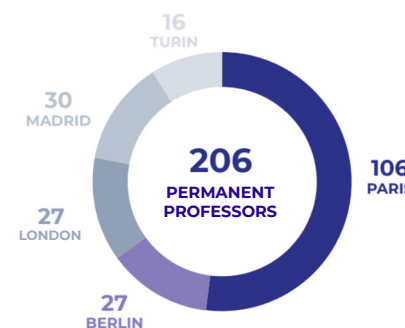
FOCUS Extension School

In 2024, ESCP continued to prepare for the launch of its Extension School, which is due to be rolled out in spring 2025. This new Executive Education initiative offers short, online programmes providing certification and directly applicable skills for executives and managers in all sectors. 100 participants are expected in the first two programmes, on technological and environmental change respectively.

4. Excellence in our teaching and research staff

Research is one of ESCP's strategic priorities. The School seeks to achieve excellence not only through the quality and expertise of its faculty and the advancement of their academic work, but also through the positive impact of this research on its stakeholders.

Additions to faculty, reflecting the diversity of the School



Over 40
NATIONALITIES

38%
WOMEN (AN ADDITIONAL 9 WOMEN
PROFESSORS RECRUITED IN 2024)

This multiculturalism has enabled ESCP to achieve first place in the FT rankings for its international faculty.

FOCUS Full Faculty Meeting in Madrid



Professors and staff members in front of the Royal Site of San Lorenzo de El Escorial in Madrid

In May 2024, ESCP's traditional Full Faculty Meeting brought together more than 160 professors and 30 staff members at the Royal Site of San Lorenzo de El Escorial, near Madrid. The event provided an opportunity to welcome the new professors who recently joined ESCP. Five plenary lectures were organised on issues such as sustainable development at ESCP and Art Thinking. The event also featured 18 workshops on three major themes: education and innovation, research and strategy, covering topics such as generative AI, greenwashing and Generation Z. Finally, five awards and eight certificates were presented in the categories of research, teaching and innovation, and impact.

Category A publications

60% increase in publications in category A
(Alpha, AFT and A) in 2024

Since 2018, the existence of the ESCP Research Institute of Management (ERIM) has helped develop an "impactful" research strategy. In 2024, there was an increase of more than 65% in Alpha category publications, as well as an increase of nearly 31% in FT50 publications compared with 2023.

Creation of the LIGhTS European Institutes

ESCP has launched an ambitious strategy to strengthen research by focusing on a high-impact strategy that combines academic excellence with the key themes of LIGhTS: Leadership & Inclusive Management, Innovation & Entrepreneurship, Geopolitics & Business, the humanistic values that underpin all that we do, Technology & Deep Tech, Sustainability.

Five European Institutes and eight Research Centres have been created, opening up to external partners and players.

LIGhTS European Institute	Themes	Research Centres
ESCP Leadership and Inclusive Management Institute	<ul style="list-style-type: none"> - Diversity in the workplace - Women in Finance (Chair) - Rethinking work - Imposter syndrome - Religious diversity - Well-being at work 	<ul style="list-style-type: none"> The Global Research Alliance In Luxury (GRAIL) Research Center on Well-Being (RCWB) Transformative Research on AI for Companies, Individuals, and Society (TRACIS)
ESCP Innovation & Entrepreneurial Transformation Institute	<ul style="list-style-type: none"> - Innovation and entrepreneurial transformation (including design science research) - Developing an entrepreneurial purpose and mindset (including Art Thinking and Effectuation) - Responsible entrepreneurship - Scaling up successfully 	<ul style="list-style-type: none"> Artificial Intelligence and Decision Making - AI&DM The Future of European Multinationals (FEM)
ESCP Geopolitics Institute	<ul style="list-style-type: none"> - Geopolitics and economics - International trade and geo-economics 	<ul style="list-style-type: none"> Future of Organizing Research Center (FORCE)
ESCP Tech Institute	<ul style="list-style-type: none"> - Responsible AI for management - AI & decision-making in companies 	<ul style="list-style-type: none"> Research on Environmental and Societal Evolution and Transition (RESET)
ESCP Sustainability Institute	<ul style="list-style-type: none"> - Adapting businesses to climate change - Circular economy and automotive remanufacturing (with students and entrepreneurs) 	<ul style="list-style-type: none"> Finance Research & Networking Center (FRANC)

ESCP Impact Papers

The **ESCP Impact Papers** (IP) initiative, launched in 2020, has led to the publication of five series containing 273 articles, with coverage in 151 press articles. The initiative aims to strengthen ESCP's position in academic research and to contribute to debates by proposing practical applications of key issues.

The 5th edition (2024) resulted in the publication of 75 IPs, based on the LIGhTS strategy as follows:

- *Future of higher education* (15)
- *Leadership* (8)
- *Innovation and Entrepreneurship* (6)
- *Geopolitics* (8) and *Goeconomics* (7)
- *Human Resources Management* (11)
- *Technology* (8)
- *Sustainability* (12)

This series of Impact Papers also provided an opportunity to hear the views of the various chairpersons of the School's Boards of Directors (at federal and campus level) on the future of business schools.

Finally, the second **Digest** edition is being prepared to showcase the Impact Papers. From the 75 contributions received for this 5th edition, two Digest editions will be produced: a **Winter 2024 Edition** (17 IPs) and a **Spring 2025 Edition** (8 IPs).

An ethics review committee for research

62 proposals examined in 2024

The Research Ethics Review Committee (RERC) was established in 2021 to assess the ethical compliance of research activities at ESCP. A total of 132 proposals have been examined since October 2021 (up to September 2024).

The doctoral school: our contribution to the future of research

135 doctoral students enrolled in 2024 (and 25 Research Masters students) in Paris and Berlin

The doctoral school maintained its momentum relative to 2023, with 135 doctoral students enrolled on our Paris and Berlin campuses.

The ESCP Research Funding for PhD (ERF4PHD) initiative supported eight PhD students in 2024 — twice as many as in 2023 — thanks in particular to the LiGhTS.

Chairs and professorships, bridges between academia and the business world

Corporate sponsorship, which is obtained through the creation of chairs and professorships, is a vital source of support for research and teaching.

5 partnerships (including 2 Chairs) signed or renewed in 2024

€2.45M of funding in 2024
(up 33% on 2023)

Among the current 18 chairs and corporate sponsorship partnerships, particular mention should be made of the creation of the Sonepar Chair, the Improbable Chair by Galeries Lafayette, and the renewal of the Insurance and Sustainability educational partnership with EY.

FOCUS Sonepar/ESCP Chair

The Sonepar/ESCP “New Platform Strategies” Chair aims to enhance corporate thinking on platforms - with particular emphasis on BtoB formats and omnichannel approaches - while ensuring that this research remains relevant to businesses. It seeks to help companies better align their



platformisation practices with original academic research. In this context, the Chair's ambition is threefold:

- To contribute to the development of knowledge on platform strategies (by funding research contracts, proposing dissertation topics, etc.)
- To ensure the transfer of this knowledge between research and business (notably through the organisation of conferences)
- To reinforce the visibility of these issues among students (best dissertation awards, etc.)

FOCUS Improbable Chair Galeries Lafayette/ESCP

As an ambassador for the creative process in both the artist and the entrepreneur, the Improbable Chair by Galeries Lafayette is the first initiative to strengthen the links between art and entrepreneurship. It supports creative practices by connecting artists with entrepreneurs, businesses with cultural institutions, and artistic creation with business strategy. It encourages us to embrace the “improbable” and think like creators. Through a unique method called “Art Thinking,” developed at ESCP, the Galeries Lafayette group and ESCP offer a way to support, encourage, and spread the act of creation.



Inauguration of the Improbable Chair at the Galeries Lafayette, March 2024

3.

EXPERIENCE

The multicultural experience that the School offers its students and participants is one of ESCP's most distinctive features. This experience has been and will continue to be enhanced by the excellent facilities on our urban campuses, the personalised support services offered to students and the dynamic nature of our community.

1. Ambitious building projects

To ensure the best possible conditions for students and participants, the Paris Île-de-France Chamber of Commerce, the Foundation and ESCP are investing €320 million in the renovation and acquisition of ESCP's 5 historic campuses in Berlin, London, Madrid, Paris and Turin.

FOCUS A successful transition to the Champerret campus

In 2024, ESCP launched the renovation of its historic campus on Avenue de la République. During this time, students, faculty and staff fully have relocated to the Champerret campus (17th arrondissement), made available by the Paris Île-de-France Chamber of Commerce and Industry from September 2023. This modern site complements the Montparnasse campus and offers a variety of spaces, including lounges, soundproof interview rooms, workspaces and a two-level "Co-work & Food" area.

FOCUS Opening of the Turin campus: a new direction for ESCP

In October 2024, ESCP inaugurated its new campus in Turin. The event was attended by Philippe Houzé, Léon Laulusa, Francesco Rattalino, Alberta Di Giuli, as well as Dominique Restino and Stéphane Fratacci, respectively Chairman and Director General of the CCI Paris Ile-de-France, Dario Gallina, Chairman of the Turin Chamber of Commerce, Alberto Cirio, President of the Piedmont Region, and Stefano Lo Russo, Mayor of Turin.

The 8,500 m² campus is already home to 1,190 students and will be able to accommodate up to 1,600 by 2030. With an investment of €40 million, it combines educational innovation and sustainability, featuring solar panels, LED lighting, advanced energy management, a car park with charging stations and recycled materials. Its ultramodern Learning Centre and optimised classrooms provide a state-of-the-art learning environment, which will be complemented by a cafeteria planned for 2025.



Inauguration of the new ESCP campus in Turin, on October 18, 2024

2. Harmonising student experiences and services across all ESCP campuses

2024 also marked a further step towards harmonising the student experience and services across our campuses:

2024 saw the deployment of the **Campus Life** platform, in the form of a dedicated website and application. This platform enables students to sign up for sports activities, clubs or Career Centre events. Campus Life provides fast, clear communication to students, ultimately reducing the number of emails sent by teams to students.

ESCP also conducted a **student satisfaction questionnaire**, centralising all student satisfaction surveys. In the first half of 2023-2024, the response rate on the various campuses was 44%.

Increase in overall satisfaction (from 3.02 to 3.12 out of 4)

The results of these surveys have highlighted priorities for improvement, particularly for 2024/2025:

- Increasing the range of sports on offer, setting up a specific career support programme for top-level athletes and organising inter-campus sports tournaments.
- Organising stress management seminars and promoting healthy eating.
- The creation of "Quiet Spaces", areas where students can relax.
- Additional support in choosing student accommodation will also be offered in 2025.

A Career Centre for students and companies

12 career fairs organised on our campuses in 2023-2024 with **344 companies**

FORUMS: 3 in Paris, 4 in Berlin, 3 in Turin, 1 in Madrid, 1 in London

There were numerous career-focused developments at ESCP in 2024.

To encourage exchanges between companies and students, the Career Centre decided to focus on on-site forums and discontinue online events.

The Finance & Advisory Forum in October 2024 was an opportunity to strengthen links with the most prestigious companies, and including Goldman Sachs, Bank of America, Barclays, Morgan Stanley, Citi and UBS.

More conferences with companies were also organised throughout the year, contributing to a 23% increase in the number of events in 2024 compared to 2023.



Finance & Consulting Fair, October 2024, Paris Campus

Incorporating AI technologies within ESCP with OpenAI

In October 2024, ESCP launched a strategic collaboration with OpenAI and its ChatGPT Edu offering, which focuses on four strategic areas: improving the student experience, strengthening innovation in academic research, optimising administrative processes, and increasing awareness of ethical issues.

As part of this initiative, 1,000 “Champions” - students, teachers and staff - have been trained in the use of AI. This partnership is currently in its experimental phase (*Proof of Concept*), but has already generated 80 projects aimed at developing AI applications adapted to the ESCP ecosystem. Notable among these projects is Engage GPT, which

liven up classes by adjusting exercises in real time based on students' responses, providing instant feedback to optimise learning.

3. The ESCP community in action: Associations, Alumni, Foundation

Agora and Executive Committee projects

The Agora association represents ESCP students. In 2024, it led **7 major projects** alongside the School's Executive Committee on issues relating to student life: AI & technology, sustainable development, sports, well-being and health, student associations, accommodation and financing for tuition fees.

Associations at the heart of ESCP student life

130 active student associations in 2024, including more than 15 inter-campus associations

The vibrancy of our student associations can be seen in the themes that students choose for these groups, as the names of recently created associations shows: “ESCP AI Society” and “Women in Leadership”.

A network of 85,000 alumni



Summer Alumni Party in London, June 2024



Visit of the General Director to Alumni in Shanghai, October 2024

85,000 former students present in over 193 countries worldwide

Thanks to the ESCP Alumni Association and an international network of more than 700 delegates, over 300 events are organised for graduates and students, from their arrival at ESCP and throughout their education at the School. Alumni also have access to more than 30,000 job offers per year via the platform Whats4u.

308 mentor-mentee pairs were created between graduates and students in 2024

In 2024, alumni reunions attended by the Dean were also organised in Asia (Singapore, Shanghai), the Middle East (Dubai) and Europe (Madrid, London, Berlin, Turin), helping to maintain solidarity and a strong sense of belonging to the ESCP community.

2024: record fundraising for the ESCP Foundation

With €7 million raised in 2024, the ESCP Foundation reached a major milestone in its commitment to supporting students and the development of the School. Thanks to the contributions of Alumni, partners and friends of the School, the Foundation has been able to roll out large-scale initiatives and increase the number and amount of programmes funded, reaching a record number of beneficiaries. Examples of these include:

1 Equal Opportunities and Inclusion

1,178 tuition grants and around a hundred integration grants (for sport, integration weekends, student association subscriptions) were allotted, while 25 students benefited from one-off assistance following an accident. The School's pre-entry coaching programmes have been strengthened with a new seminar for secondary school students. The number of subsidised meals has tripled. Also, an accessibility tool was funded to adapt the layout of the School's website for people with visual impairments and disabilities.

2 Student Experience

Initiatives have been rolled out on all campuses to promote students' mental and physical well-being: seminars, workshops and a week dedicated to stress management. An inter-campus sports tournament in Berlin brought together 340 Bachelor students.

3 Academic Excellence & Educational Innovation

Funding for this area has included the launch of the five LIGHTS European Research Institutes, the creation of three new chairs thanks to sponsorship from Galeries Lafayette, BPCE and Sonepar, and the establishment of the Faculty Talent Fund to attract the best international professors. ChatGPT Edu licences have been funded for pilot projects involving professors, staff and students.

4 Entrepreneurship

The Blue Factory incubator has been expanded to support more projects, and more than 250 students took part in immersive expeditions to European entrepreneurial ecosystems. Three student start-ups won the Innovation Prize with the support of the BPCE Chair. Finally, 12 disability-related projects were supported through the SEED x Malakoff Humanis programme.

Looking back at three major events in 2024:

PARIS 2024 GALA: A CELEBRATION OF THE ESCP COMMUNITY

The Paris Campus Gala, held in March 2024 in the iconic Salle Wagram, brought together more than 500 participants - students, alumni, professors and staff - illustrating the diversity and vibrancy of the ESCP community. The event was attended

by Bertrand Dumazy, President of ESCP Alumni and CEO of Edenred.



CELEBRATING THE INAUGURAL COHORT OF ESCP FELLOWS

In May 2024, ESCP awarded the title of ESCP Fellow for the first time to 17 outstanding individuals who are recognised in their fields and have enriched the ESCP community through their commitment, such as Aurélie Jean, specialist in algorithmic science and entrepreneur, General Benoît Durieux, President of the Defence Academy at the Ecole Militaire, and Moussa Camara, President and Founder of the association "Les Déterminés". The event also marked the culmination of the Excellence Propulsion! programme, an interdisciplinary and

intergenerational mentoring programme open to students from ESCP, the Sorbonne and many other prestigious institutions, with the winners in attendance.



FOCUS New ESCP promotional film

In May 2024, ESCP unveiled its new promotional film, "It All Starts Here". The film was produced in collaboration with creative agency Vroom and audiovisual production company Premier Cri, and illustrates the diverse backgrounds and aspirations that drive the School's students. It also enjoyed exceptional exposure when it was shown on giant screens in Times Square, in New York.



4. EXPERTISE AND INNOVATION

1. Institut Jean-Baptiste Say and Art Thinking

Reflecting the heritage of one of ESCP's famous founders, the Jean-Baptiste Say Institute aims to train entrepreneurs and directors from all over the world in entrepreneurship, offering them — through ESCP as a platform — a unique gateway into Europe's entrepreneurial ecosystem.

Today, the institute has over 50 researchers and professors and a wide variety of teaching formats and innovative methods. Art Thinking, a method designed by Professor Sylvain Bureau, postulates that artists, entrepreneurs and scientists go through the same steps for creation: from 'donation' and 'deviation' to 'destruction' and 'drift'. For 15 years, our Art Thinking seminars have trained thousands of students, entrepreneurs, managers and researchers in creation, both at ESCP as well as around 20 universities and schools throughout the world.

2. ESCP's impact on the creation of start-ups

In 2024, of the 34 unicorns identified in France, 7 were founded by ESCP alumni. (Aircall / Ankorstore / Believe / Hugging Face / Kyriba / Jellysmack/PayFit)



AIRCALL: co-founded by Jonathan Anguelov (MS 13)



ANKORSTORE: co-founded by Nicolas d'Audiffret (ESCP 03)



BELIEVE: founded by Denis Ladegaillerie (ESCP 94)



HUGGING FACE: founded by Clément Delangue (MiM 12) (ESCP 94)



JELLYSMACK: founded by Robin Sabban (MS 09) & Michael Philippe (MS 09)

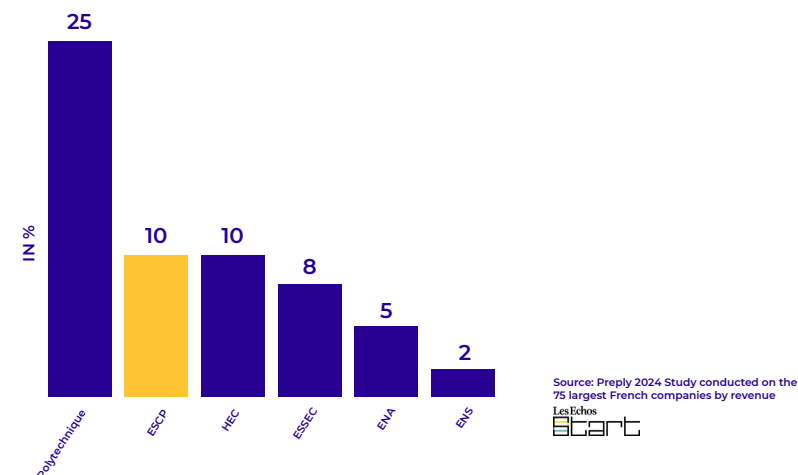


KYRIBA: founded by Jean-Luc Robert (ESCP 76)



PAYFIT: co-founded by Firmin Zocchetto (former student)

The six schools most commonly attended by CEOs of major French companies in 2024



3. Blue Factory

In 2024, Blue Factory ESCP continued its European expansion.

The recruitment of two directors for Blue Factory in London and Berlin has strengthened the local support offering. Awareness-raising events were organised, bringing together a total of more than 1,000 participants from ESCP and partner organisations.

In 2024, the START+ programme was transformed and renamed LAUNCH, a programme dedicated to project leaders at the prototyping stage, providing support for 36 projects across all campuses.

In parallel with these programmes dedicated to the ESCP community, custom programmes were developed for local partners. In Turin, thanks to the support of the Fondazione Compagnia di San Paolo, the first edition of the “From Zero to Startup” programme was launched, supporting 60 entrepreneurs at the idea stage. In Paris, the Malakoff Humanis Foundation for Disabilities called on the expertise of Blue Factory to support the development of innovative projects led by eight associations working in the field of disabilities.



The 2024 edition of the Entrepreneurship Festival marked the 15th anniversary of the Festival and the launch of Blue Factory. This edition, with the theme of “Doing Business Differently”, brought together more than 500 participants across ESCP's five campuses.

Finally, financial prizes totalling €40,000 were awarded to support the development of six projects, including the Innovation Prize organised by the ESCP Foundation, Blue Factory, Agora and the BPCE Chair, and the Coup de Pouce competition with the Le Roch Les Mousquetaires Foundation. In Berlin, one start-up was awarded the EXIST Grant, which supports the launch of technology companies with funding of up to €130,000 for one year.

5. ENGAGEMENT



The Chances Augmentées Class of 2024

1. Equal opportunities

Throughout its history, ESCP has demonstrated its commitment to what we now call equal opportunities. We have a duty to create as many opportunities as possible for our students, and not to rely on luck or determinism, so that the “E” in ESCP does not stand for elitism, but rather Excellence.

Grants

€9M at school level,
i.e. 4.5% of the budget
allocated to grants in 2024

26% of students within the Grande École programme are CROUS scholarships holders (24% in 2023)

ESCP is the first school to fully waive tuition fees for students ranked at levels 4 to 7 in the French CROUS grant system.

Talent Spring

Every year since 2016, Talent Spring has selected around 10 excellent students who have faced adverse personal circumstances during their studies to be enrolled on our “Grande École” programme.

10 students joined this programme in 2024, with €35,000 of support from KPMG, over a period of two years.

Chances Augmentées programme

Since 2021, ESCP has organised the “Chances Augmentées” scheme in partnership with the ESCP Foundation. Grant-holding students doing preparatory studies are selected based on their applications and then benefit from personalised coaching to prepare for the personality interviews and oral tests in the competitive examination.

55 students in their second year of preparatory studies were welcomed for immersive role-plays over a two-day period at ESCP.

FOCUS Chances Augmentées Lycées

In December 2024, ESCP launched its new Chances Augmentées Lycées programme for secondary school students, in partnership with four secondary schools in the Paris region:

- Lycée Joliot Curie in Nanterre
- Lycée Louise Michel in Bobigny
- Lycée Plaine de Neauphle in Trappes
- Lycée Guy de Maupassant in Colombes

The objective of this programme, which supports students in their three years of secondary school, is clear: to combat self-censorship, boost self-confidence and help students plan their future in higher education with peace of mind.

For this first edition, the 33 secondary school students had the opportunity to take part in an introductory weekend at ESCP, where they discovered the world of business through a Business Game.

The Chances Augmentées Lycées programme includes seminars focused on developing self-confidence, discovering the professional world, cultural visits and tutoring by ESCP teachers and students, with a focus on work methods and core subjects.

2. Inclusion and Diversity

Our Inclusion and Diversity policy is aimed at preventing, addressing and combating all forms of violence, harassment and social discrimination, whether gender-based and sexual, LGBTQIA-phobic, racist, anti-Semitic, religious, or based on disability or health.

We have three aims:

TO APPLY
PREVENTATIVE
MEASURES IN THE
STUDENT COMMUNITY

TO SUPPORT VICTIMS
AND WITNESSES

TO IMPLEMENT
DISCIPLINARY
PROCEDURES

In 2024, the Inclusion & Diversity unit raised awareness among MiM Pre-Master and Master 1 students, as well as first-year Bachelor and Executive MBA students, with lectures at the start of the academic year, introductory seminars, workshops and through external speakers.

Among other initiatives, ESCP organises an annual training session for leaders of student associations so they can run “safe” festive events and be informed of their legal obligations and responsibilities in this field.

3 - Commitment to a sustainable world

We follow three paths of action to make our commitment to the ecological transition concrete:

- Constant curriculum updates to focus on the challenges of sustainable development
- Aim to make 100% of students, professors and employees aware of these issues
- Transformation of our processes and operational methods to reduce our carbon footprint (-55% by 2030)

100%

OF STUDENTS MADE AWARE OF THE CHALLENGES OF ENVIRONMENTAL TRANSFORMATION SINCE 2022
(EXTENDED THIS YEAR TO PHD COURSES AND ALL EXECUTIVE EDUCATION COURSES)

“DD&RS” label

WITH OVER 200 TRANSITION-RELATED DOCUMENTS
AND INDICATORS, ESCP IS ONE OF THE 80 SCHOOLS
IN FRANCE TO HAVE BEEN AWARDED THIS LABEL

Sullitest

(SUSTAINABILITY LITERACY TEST) AVAILABLE
TO ALL MSC STUDENTS AND EXTENDED IN 2024
TO THE MiM AND EXECUTIVE MBA

8th

IN EUROPE IN THE FT
MiM RANKING FOR “ESG
AND NET ZERO” TEACHING

2nd

IN FRANCE IN THE CHANGENOW -
LES ECHOS RANKING FOR SOCIAL
AND ECOLOGICAL ISSUES

4,000

AXA CLIMATE SCHOOL X ESCP
CERTIFIED STUDENTS IN 2024
(MiM, BACHELOR, MSC)

ESCP Business School conducted the first federal audit of its carbon footprint, validated by PwC. This initiative makes it possible to establish a precise diagnosis of the institution's environmental impact on all its campuses and activities. It is an essential step in defining strategies to reduce greenhouse gas emissions and continuously improve its environmental performance.

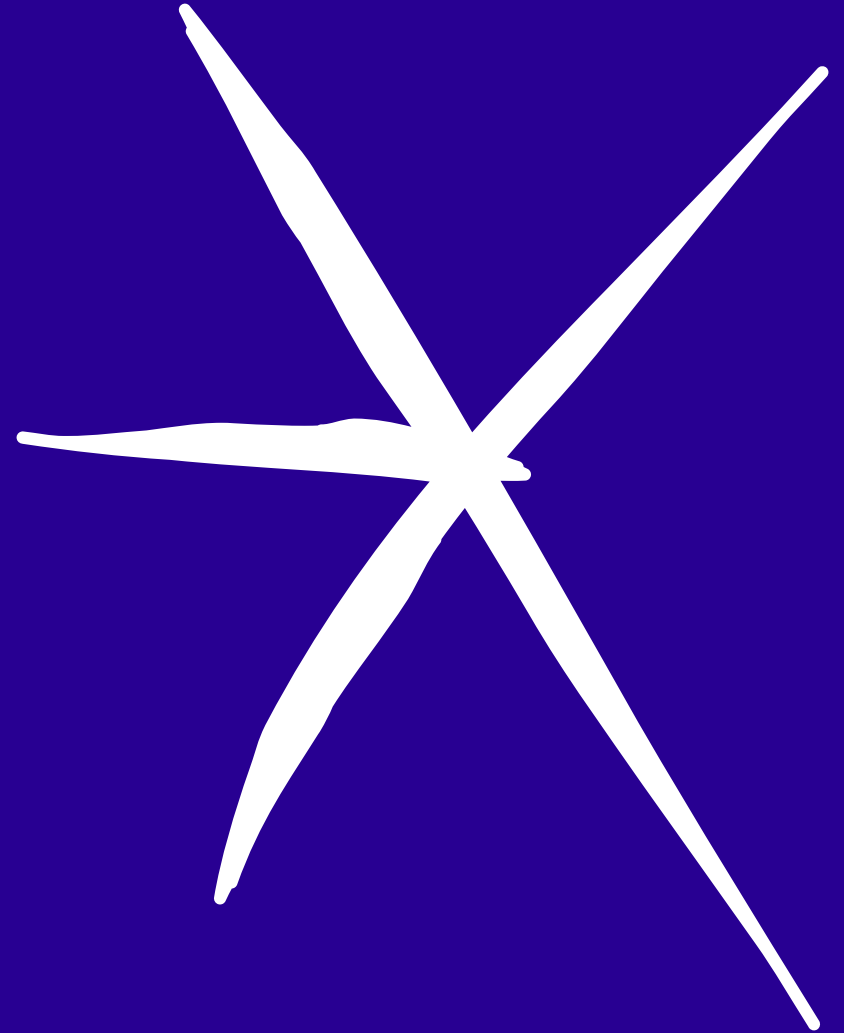
In the same spirit of environmental innovation, ESCP has launched an “**individual carbon account**” project. The aim of the scheme is to measure the carbon footprint of students, lecturers and staff to improve transparency and encourage more sustainable behaviour.

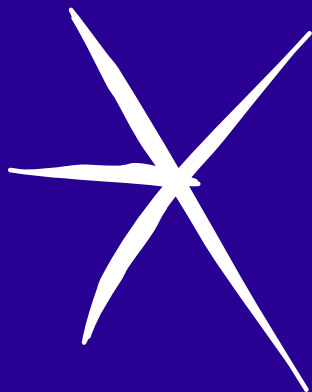
The School is also involved in the Climate Business Convention (Convention des Entreprises pour le Climat - CEC), having joined the “Financial World” and “New Imaginations” sections. This initiative mobilises more than 150 organisations by sector to rethink their impact on climate and biodiversity. In this context, by hosting the CEC’s **RegenNight**, ESCP affirmed its role as a committed player, bringing together 570 participants on site and 1,300 online.

Finally, in April 2024, ESCP, HEC Paris and ESSEC organised a unique event at the **Académie du Climat on the polarisation of environmental debates**. 120 students took part in masterclasses and workshops to analyse these issues and propose solutions, illustrating the commitment of the three institutions to a concerted ecological transition.



Notes:





ESCP

BUSINESS SCHOOL

IT ALL STARTS HERE

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57/59 Jagiellońska St.
03-301 Warsaw, Poland

BRANCH CAMPUS DUBAI

DIFC Academy Dubai International Financial Center, Dubai, UAE



**7 national Higher Ed
accreditations**

Affiliated to

