



**ESCP**  
BUSINESS SCHOOL

# ACTIVITY REPORT 2023

Highlights





# Editorial

**The year 2023 was a period of celebration, change and success at ESCP.**

We celebrated the 50th anniversary of our European model, which is the very essence of ESCP today and which characterises our unique organisation: a multi-campus, multicultural and multidimensional organisation. Several celebrations took place on all our campuses, among our vibrant community of students, alumni, professors, employees, firms and partners.

We also set up a new senior management team, led by Professor Léon Laulusa, which marks change in continuity following the laudable work of Professor Frank Bournois. Indeed, Professor Léon Laulusa has been a part of ESCP for over a quarter of a century now and in his previous positions he played a key role in implementing recent changes at the school.

In 2023, we also temporarily left our historical campus on Avenue de la République in Paris, thanks to support from the Paris Île-de-France Chamber of Commerce and Industry. By 2028, major renovations will have brought us a campus at the cutting edge of innovation that respects the highest environmental standards. This period coincides with large-scale building works on all our campuses.

Lastly, in 2023, we were especially pleased to gain the highest recognition of the efforts that each of us has made: these efforts were rewarded with outstanding positions in national and international rankings.

I would like to warmly thank all the members of our community for their remarkable involvement, which you can find out about in this report.

**PHILIPPE HOUZÉ**  
Chairman of the Board of Directors



# Introduction

**ESCP enjoyed a remarkable year in 2023: we celebrated our unique European model, we strengthened our range of training programmes, and we pursued our growth on a European and international level.**

All this was headed by a new international senior management team and by all the professors and employees that I am honoured to work with. What also made this success possible was the vital support from our Chairman, Philippe Houzé, our Board of Directors, the ESCP Foundation, the ESCP Alumni Association and the Paris Île-de-France Chamber of Commerce and Industry.

We are halfway through implementing our strategic plan 'Choice & Experiences'. We are now rolling it out based on four pillars, which are presented in this report: **Excellence, Experience, Expertise and Innovation, and Engagement.**

For over 200 years, ESCP has been supporting navigation through major transformations that have affected society and the world. In November 2023, we underlined our aim to play a supportive role in the **ecological, technological and social transformations** which are shaking up the world today by strategically refocusing the guiding principles for our action, ESCP's '**LIGHTS**':

- L** for inclusive, humanistic Leadership
- I** for Innovation and Entrepreneurship
- G** for Geopolitics and Business
- h** for the humanistic values that underpin all that we do
- T** for Tech and Deep Tech
- S** for Sustainability

These priorities strengthen our four pillars – excellence, experience, expertise and engagement – in our research projects, programmes and partnerships in particular. In this context, and thanks to the ESCP Foundation, ESCP will be investing €5m to create five accelerators designed to speed up impact research.

Since the start of the academic year in September 2023, we have got closer to reaching our aim of having 10,000 students by 2025 as we now have **9,786** students of **135** nationalities. Our international teaching staff have been strengthened too: we have **185** professors and researchers on our six European campuses. And our annual budget now amounts to **€176m**.

To pursue this growth and offer an enhanced student experience, we have focussed our attention on construction works on our European campuses (Berlin, London, Paris, Madrid and Turin). These building projects are illustrated in this report.

Moreover, the school's **AACSB** accreditation was renewed, as was its **Master's degree status** for its 'Grande École' programme, for a new five-year period.

Furthermore, we have made progress in rankings, including the Financial Times ranking, which now positions ESCP in **4<sup>th</sup> place**.

The year 2024 will be about reinforcing these results with a view to putting the school on a path to the year 2030 and beyond. We aim for ESCP to be recognised clearly and lastingly as one of the world's top 10 business schools.

In this activity report, I would like to pay tribute to the driving forces behind our school: our directors, students, participants, professors, administrative teams, alumni and donors, as well as the Paris Île-de-France Chamber of Commerce and Industry and our many academic and business partners. I would like to take this opportunity to thank them greatly.

**LÉON LAULUSA**  
Executive President & Dean



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# 1.

## OUR PURPOSE, OUR STRATEGY, OUR GOVERNANCE

ESCP was founded in 1819. For over 200 years, the school has been supporting navigation through transformations of society, for example the industrial revolution in 19<sup>th</sup>-century France, global crises in politics and economics, the development of the European Union for the past 50 years, and the internet and digital revolution.

Our school is rooted in a historical twofold basis:

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

**Our purpose:** To serve 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.

**Our values:** ESCP: Excellence in what we carry out, *Singularity* in what we are and offer, *Creativity* in what we undertake, *Plurality* in the reason why we forge ties with society.

### 1. Implementing the strategy 'Choice & Experiences'

In February 2022, ESCP launched its new strategic plan 'Choice & Experiences' to reach a new position in 2025: 10,000 students, 200 professors and a €200m budget. This plan is based on four pillars that you can discover in this report:

**Excellence:** academic excellence through our areas of expertise, reflected in our programmes, our lifelong training, our international growth, our teaching staff and our research activities.

**Experience:** an enhanced experience on our European campuses through our approaches intended to ensure student flourishing and through the actions of our community.

**Expertise and innovation:** our DNA for over 200 years, today renewed.

**Engagement:** our commitment to equal opportunities and a more sustainable world.

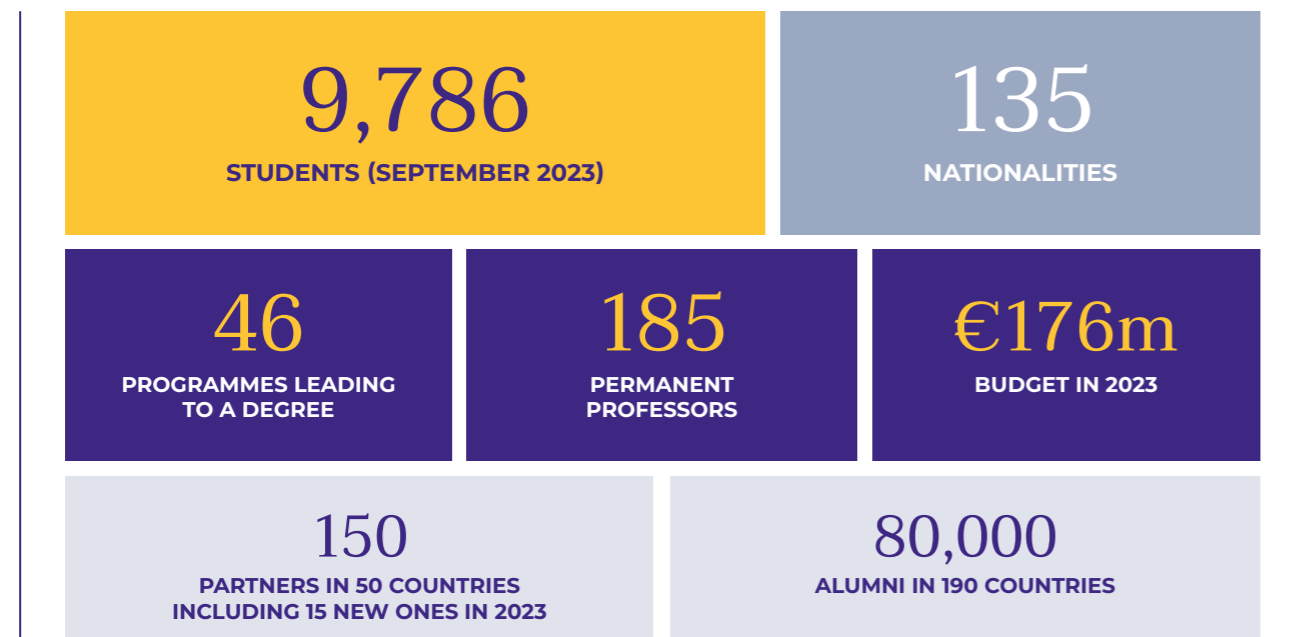
## 2. A new governing body that reflects ESCP

In 2018, ESCP was given the French legal status of *Établissement d'Enseignement Supérieur Consulaire*, which gives greater autonomy to higher education institutes in France that operate under the aegis of French chambers of commerce and industry. Yet ever since then, ESCP has kept its close ties to the Paris Île-de-France Chamber of Commerce and Industry, which is the majority shareholder of the new legal entity under French private law and of its legal entities in the United Kingdom, Spain, Germany and Italy.

Professor Léon Laulusa announced that a new senior management team had been created under the supervision of the Board of Directors and its Chairman Philippe Houzé, after the latter was appointed Chairman on 30 May 2023. This new governing team reflects ESCP's diversity of people, its different nationalities and its various cultures.



### 3. Key figures 2023



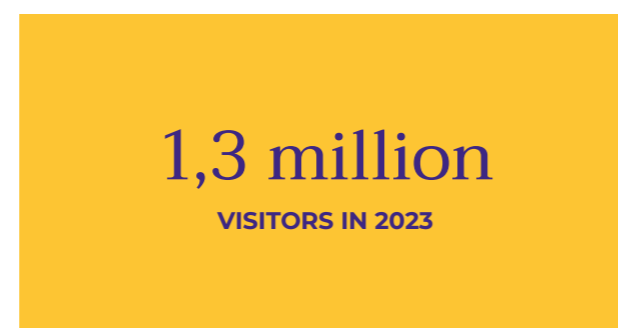
#### ESCP in the Financial Times rankings



#### ESCP on social media

| Platforms | Nb followers 2023 | Change 2022/23 (%) |
|-----------|-------------------|--------------------|
| LinkedIn  | 190,813           | +13,2%             |
| Twitter   | 37,179            | +0,5%              |
| Instagram | 41,567            | +28,5%             |
| Facebook  | 133,282           | +3,8%              |
| TikTok    | 21,119            | +40,6%             |
| Youtube   | 27,600            | +7,4%              |

#### ESCP website



# 2.

## EXCELLENCE

### 1. Academic excellence in our programmes

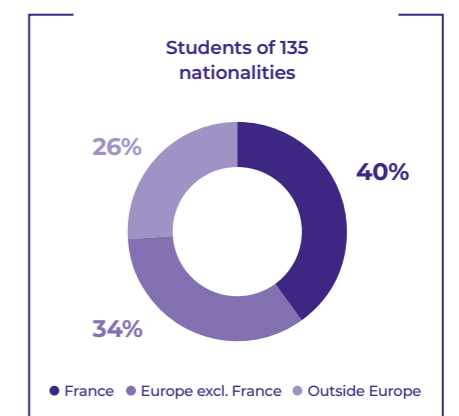
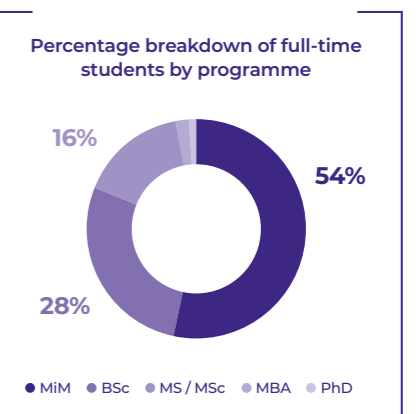
ESCP stands out for the full range of courses that it offers, from Bachelor to PhD level, with **46 programmes** leading to a degree and a variety of disciplines in management on all our campuses. Did you know? The MiM programme offers **70 specialisations** on our six campuses and over **200 optional modules**. We offer **28 Specialised Master / MSc** programmes and **11 Executive Master** programmes on all our campuses. All ESCP students have to study on at least two ESCP campuses during their course of study.

In 2023, the school's AACSB accreditation was renewed, as was its Master's degree status for its 'Grande École' programme, each for a maximum five-year period respectively. Beyond our outstanding rankings in the Financial Times – ESCP is ranked first in the world for its Master in Finance and fourth in the world for its Master in Management - our Bachelor programme is ranked first in France's three main rankings - the 'grand slam' - only eight years after it was launched, back in 2015.

**9,786 students in 2023-24, up 6% on 2022-23**

| Programmes diplômants             | Number of students |              |            |
|-----------------------------------|--------------------|--------------|------------|
|                                   | 2023-24            | 2022-23      | Change (%) |
| Bachelor in Management            | 2,542              | 2,162        | +18%       |
| Master in Management - Pre-Master | 464                | 479          | -3%        |
| Master in Management - M1 M2      | 4,498              | 4,236        | +6%        |
| Specialised Master / MSc          | 1,436              | 1,341        | +7%        |
| MBA in International Management   | 83                 | 76           | +9%        |
| PhD                               | 150                | 131          | +15%       |
| <b>Total - Full-time students</b> | <b>9,173</b>       | <b>8,425</b> | <b>+9%</b> |
| Executive MBA + GMP               | 138                | 126          | +10%       |
| EMS / EM / EMIB                   | 308                | 356          | -13%       |
| Global Executive PhD              | 77                 | 60           | +28%       |
| <b>Total - Part-time students</b> | <b>523</b>         | <b>542</b>   | <b>+3%</b> |
| EMS Big Data Dubai <sup>1</sup>   | 90                 | 234          |            |
| <b>Total - All students</b>       | <b>9,786</b>       | <b>9,201</b> | <b>+6%</b> |

<sup>1</sup>Second cohort deferred from 2023 to 2024 due to COP28 conference





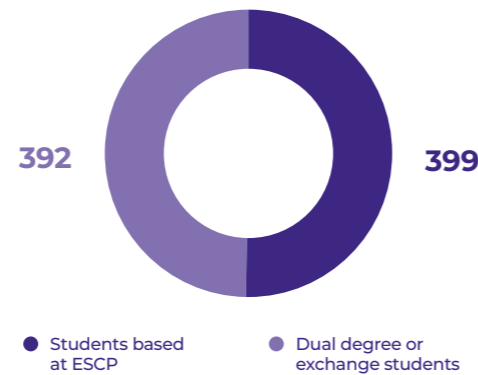
Start of academic year at Champerret with Dominique Restino.

## 2. Excellence in our international development

22 academic partnerships for exchange programmes and dual degrees signed in 2023

|          | Countries      | École                               | Accord |
|----------|----------------|-------------------------------------|--------|
| Asia     | Taiwan         | National Taiwan University          | MiM    |
|          | Japon          | NUCB Business School                | MiM    |
|          | South Korea    | Yonsei School of Business           | MiM    |
|          | Chine          | CEIBS                               | MiM    |
|          | Chine          | Cheung Kong School of Business      | MBA    |
|          | Taiwan         | College of Management, NSYU         | MiM    |
|          | Taiwan         | National Taiwan University          | MiM    |
|          | Thailand       | SASIN School of Management          | MiM    |
|          | India          | IIM Udaipur                         | MiM    |
| Americas | United States  | NY University Stern Business School | MiM    |
|          | Canada         | University of Alberta               | MiM    |
|          | Peru           | CENTRUM                             | MiM    |
|          | Peru           | ESAN University                     | MiM    |
|          | Uruguay        | University of Montevideo            | MiM    |
| Europe   | Sweden         | Stockholm School of Economics       | MiM    |
|          | Norway         | Norwegian School of Economics       | MiM    |
|          | Finland        | Hanken School of Economics          | MiM    |
|          | Hungary        | Corvinus University of Budapest     | MiM    |
|          | Netherlands    | Rotterdam School of Management      | MiM    |
|          | Spain          | University of Deusto                | MiM    |
|          | Spain          | University of Navarra               | MiM    |
|          | United Kingdom | Cranfield School of Management      | MBA    |

Well-balanced mobility on the MiM programme (year 2022-2023)



### The dual degrees as part of the Sorbonne Alliance

In 2023, ESCP and Paris 1 Panthéon Sorbonne University reached a new agreement as part of the Sorbonne Alliance in finance and art history.

#### Pre-Master dual course:

L2 (bachelor second year); Applied Mathematics - L3 (bachelor third year); Humanities - DU (university diploma); Art History - L3 (bachelor third year)

#### Master dual course:

Law; Preparation for the French civil service's competitive entrance examination; Applied Mathematics; Financial Engineering; Market Finance and Risk Management

### FOCUS Our partnership with French War College (École de Guerre)

In 2023, as part of its strategy to hybridize skills, ESCP strengthened its strategic partnership with the French army. This includes a dual diploma with France's military academy École spéciale militaire de Saint-Cyr (MiM level), the integration of high-ranking officers into our professional doctorate, and a special research laboratory and seminars on tactics and wargaming for students alongside French War School.

## 3. Excellence in lifelong learning



### Executive MBA

Thanks to its outstanding Financial Times (FT) ranking in October 2022 and a flexible, customisable course with new modules available, the Executive MBA (and its short version, the General Management Programme) continued to grow (up 13% for the January 2023 start of classes).

In 2023, the Executive MBA continued its rise in the FT ranking, climbing up to **3<sup>rd</sup> place in the world** and **1<sup>st</sup> place in Europe**.

In 2023, the Executive MBA also developed its unique offer of immersive programmes on our European campuses for partner schools like IIM Ahmedabad, IIM Bangalore, MDI Gurgaon and NSB (India), Insper (Brazil) and Yonsei (South Korea).

### Global Executive PHD

The Global Executive PhD, which builds bridges between business and research, pursued its development with a second cohort (21 participants in 2023, up 31% on 2022) and its premium positioning.

The programme attracts and selects international executives who have taken MBA or Master courses at schools like INSEAD, Harvard, Columbia, Oxford, ESCP or HEC. These executives are often financiers or entrepreneurs or partners in renowned consulting firms like EY, PwC or McKinsey & Company. They are around 45 years old on average. Among them, 17% are French, 10% German and 18% American or Canadian.

The participants in the first two cohorts have published articles in renowned academic and business journals (such as Harvard Business Review and MIT Sloan Management Review), they have taken part in well-known academic conferences (like the Babson College Conference) and they have given lectures in prestigious business schools (such as INSEAD, Singapore Management University and ESCP).

### Executive Master programmes

Our campuses offer 11 Executive Master programmes. These programmes enjoy great recognition in the working world.

In 2022 and 2023, the launch of the **Executive Master in Big Data in Dubai** was an immediate success. It has already drawn over 200 high-potential participants from Emirati firms and institutions.

### Programmes leading to a certificate

Beyond the success of the 12 programmes leading to a certificate in Paris (500 participants in 2023), the 'Manager Dirigeant' ('Executive Manager') programme is still drawing top talents: managers in large groups or directors of small-to-medium-sized firms who are aged 44 years on average and who come to work on their vision and strategy to develop their firm or who aim to rise to senior management positions.

### New partnerships for 100% CSR programmes in 2023:

'Leader de l'économie circulaire' ('Circular Economy Leader') course, in partnership with Circul'R: two sessions have already been carried out with CSR managers from the business world's largest groups.

'RSE: comprendre pour agir' ('CSR: Understand to Act'), an entirely online course leading to a certificate, in partnership with Lefebvre Dalloz Compétences: a short, innovative online format that explains CSR issues to help get ready for the EU's Corporate Sustainability Reporting Directive.

### Custom programmes

1,890 managers and executives trained in 2023, up 30% on 2022

ESCP strengthened its presence in banking and health by introducing general and specialised programmes intended for high-potential executives. These programmes are designed to support the participants in the transformation of their organisations.

For international partners, we also offer specific high-end programmes for CEOs and courses on the topic of unicorn firms.

Our clients look for innovative and impactful courses that offer tools that they can quickly apply to their everyday work as managers and executives. ESCP also decided to offer these programmes with a strong in-person dimension in the training to create a school-class spirit that carries on in the firm afterwards. Yet distance learning is used for preparatory work and intersession periods.

Our tailor-made programmes meet the needs of our clients. They combine academically excellent content with moments of inspiration through original conferences and tools that can be applied to the participants' everyday work.

Our clients especially appreciate our know-how in implementing tailor-made courses that lead to certificates and are made up of modules that can be taken on our different European campuses.

### Launch of ESCP Extension School

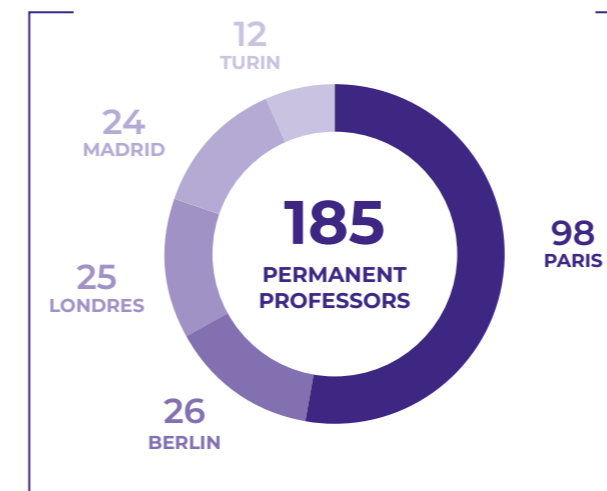
In 2024, ESCP will be launching an Extension School, intended to offer middle managers embarking on a career change a chance to upskill and reskill. ESCP Extension School will offer part-

time training courses and programmes leading to certificates, mostly online for maximum flexibility, with an initial focus on technological and environmental transformations.

## 4. Excellence in our teaching and research staff

Research is one of ESCP's strategic priorities. This activity at the school aims to produce excellence not only through the quality and experience of its teaching staff and improved results, but also in its positive impact on the stakeholders.

Teaching staff strengthened, reflecting the school's diversity



40 NATIONALITIES  
(3 MORE THAN IN 2022)

36% WOMEN  
(6 MORE FEMALE PROFESSORS RECRUITED IN 2023)

### Considerable increase in publications in category A

60% more publications in category A (the top categories 'Alpha', 'AFT' and 'A') between 2021 and 2023

Since 2018, the existence of the ESCP Research Institute of Management (ERIM) has helped develop an 'impactful' research strategy with targeted research themes, taken from existing and emerging areas of expertise, including:

- International Marketing & Cultural dimension
- Sustainable Consumption
- Marketing, Well-being & Sustainability
- International Business, Collaboration & New Related Processes
- Entrepreneurship & Human Dimensions

- Big-Data & Internet of Things
- Climate Change, Policy & Business
- Global Supply Chains & Multi Stakeholder Initiatives
- Entrepreneurship, Sustainability & Innovation
- [...]



## ESCP Impact Papers

The 'ESCP Impact Papers' initiative, which was set up during the Covid-19 crisis, has brought together researchers from our ERIM (ESCP Research Institute of Management) for them to publish impactful opinions on strategic and global topics that are key issues in our international ecosystem.

15% of the 197 articles published as part of 'ESCP Impact Papers' have been promoted in French and European media outlets.

| Impact Papers 2020-2023 |   |
|-------------------------|---|
| 2020                    | Managing a Post-Covid-19 Era  |
| 2021                    | Better Business: Creating Sustainable Value                         |
| 2022                    | Geopolitics and Global Business Impact                              |
| 2023                    | New Techs and the Future of Individuals, Organisations, and Society |

## An ethical assessment committee for research

An ethical assessment committee for internal research was created in 2021 to assess the ethical compliance of research activities at ESCP.

38 proposals examined in 2023, mainly in marketing, management and human resources

## The doctoral school: our contribution to the future of research

Doctoral activities also remained buoyant thanks to our partnership with Paris 1 Panthéon Sorbonne University and the integration of ERIM (ESCP Research Institute of Management) into the Panthéon Sorbonne doctoral school of management. This has been made easier by a high level of members accredited for heading research (50% of researchers at ERIM).

125 former students and 70 doctoral students registered in 2023

## 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.

9 partnerships signed or extended in 2023

€1.4m in funding in 2023 with total long-term commitment amounting to €4.9m in funding (up 75% on 2022)

Among today's 14 chairs and partnerships as part of corporate sponsorship, there is the teaching chair 'Responsible Innovation in Africa', which pairs ESCP students with students at major African universities, and the open research chair 'Women in Finance', which is supported by six firms. Moreover, the Cartier, BNP Paribas and L'Oréal chairs have been renewed.

As shown in their duration (6-9 years), these chairs reflect the strength of our ties forged with the partners concerned.



Inauguration of the 'Women in Finance' Chair, December 2023.

# 3. EXPERIENCE

The multicultural and multidimensional experience that the school offers its students and participants is one of ESCP's unique features. This experience is - and will continue to be - enhanced through excellent hosting conditions on our city campuses, through bespoke support services for our students, and through the vibrancy of our community.

## 1. Ambitious building projects



To ensure that our students and participants are hosted in the best conditions possible, the Paris Île-de-France Chamber of Commerce and Industry, the ESCP Foundation and ESCP are investing €300m in the renovation and acquisition of ESCP's five historical campuses: Berlin, London, Madrid, Paris and Turin.

As part of a large-scale building project, which will begin in 2024, ESCP decided to renovate its historical campus on Avenue de la République in Paris. It aims at offering students a campus adapted to educational, ecological and technological challenges for the coming decades.

At the start of the academic year, in September 2023, ESCP therefore settled into the 17<sup>th</sup> arrondissement of Paris, on a site made available by the Paris Île-de-France Chamber of Commerce and Industry, while the renovation work takes place. This second Parisian campus complements the one in the city's Montparnasse district. It is equipped to host professors, employees and students on the Bachelor and MiM programmes in its many lounges, its individual and collective workspaces, its 'Cowork & Food' spaces on two levels, and its soundproofed booths.

Ambitious projects are also underway with the planned opening of a brand-new campus in Turin city centre in the summer of 2024, and renovations and extensions have already begun in London and Berlin. Besides, to support the growth and attractiveness of the

Madrid campus, ESCP settled in 2022 into splendid premises in the Spanish capital's María de Molina district, in the city centre. Moreover, the school plans to have grouped together its Madrid buildings on a single site by 2030.



TURIN



BERLIN



LONDRES



MADRID

## 2. Harmonising student experiences and services across all our campuses

The year 2023 was also a new milestone in the harmonisation of student experiences and services across all our campuses.

As part of this, ESCP carried out an in-depth analysis of the entire student experience - a **student journey map** - in its key stages: the application process; welcoming and onboarding; education at ESCP; and finally the relationship of alumni with ESCP. The data gathered from this was passed on to the ESCP Alumni Association and the ESCP Foundation for work on a shared roadmap to meet the needs stated.

Meticulous analysis of the results led to the creation of a **Services Charter** that will be applied on all the campuses and the launch of a major **annual satisfaction survey** for all students.

With support from the ESCP Foundation, the **practice of sports** on all campuses is also being developed, with new facilities in Berlin.

Personal, physical, professional and academic **flourishing** is at the heart of the ESCP student experience.

### A career centre that serves both students and firms

15 career fairs took place on our campuses and online in 2022-23 with 488 firms

**FORUMS** : 6 in Berlin, 1 in Londres, 1 in Madrid, 5 in Paris, 3 in Turin

**FIRMS** : 105 in Berlin, 25 in Madrid, 250 in Paris, 92 in Turin



### FOCUS Competency Passport

ESCP has created a 'Competency Passport': a digital platform run by the Careers Department to improve support and professional development for students on initial degree courses. This innovative tool turns the skills, knowledge and experiences that a student has gained into professional and behavioural competencies. The data in the student's Competency Passport can change and expand over the course of their higher education, all the way up to their graduation. The Competency Passport summarises the professional competencies that are specific to each programme and 25 behavioural competencies that reflect ESCP's DNA and that relate to multiculturalism, entrepreneurship, digitalisation, ESG criteria and the hybridisation of areas of expertise.

### Integrating AI technologies to serve students

ESCP incorporates the latest technology, including artificial intelligence, into its programmes and student services. In May 2023, we adopted an **Artificial Intelligence User Charter**. Access to AI tools has gradually been broadened in the school. Professors, employees and students have been trained in them and the tools have been integrated into our digital learning management system Blackboard.

## 3. Our community in actions: Associations, Alumni, Foundation

### Agora x Executive Committee projects

The association Agora represents ESCP students. In 2023, it headed **five projects** alongside the school's Executive Committee on issues relating to student life: accommodation, mental health, sport, tuition fees and student associations.

### Associations at the heart of ESCP student life

100 active student associations in 2023, including over 10 inter-campus associations

The vibrancy of our student associations can be seen in the topics that students choose for these groups, as the names of recently created associations shows: 'Blockchain et Cryptomonnaie' ('Blockchain and Cryptocurrencies'), 'Le Jardin' ('The Garden') for philosophy, and 'ESCP Politics and Public Affairs' and 'RESCPublica' for public affairs.

### A network of 80,000 alumni



80,000 former students of more than 135 nationalities, present in over 190 countries all over the world

Thanks to the ESCP Alumni Association and an international network of more than 760 delegates, over 300 events are offered to graduates and students, from their arrival at ESCP and throughout their education at the school, as is access to more than 50,000 job offers per year via the platform Whats4u.

290 mentor-mentee pairs were created between alumni and students in 2023

## A total amount of €5m was raised by the ESCP Foundation for 47 ESCP projects that can be categorised under ESCP's four pillars:

- 1 Excellence in academic research and teaching innovation:** The ESCP Foundation funds 10 chairs and in 2023 it financed five new teaching innovation projects, such as the 'permanagement' project (which links permaculture to management). In the same year, the ESCP Foundation subsidised 16 'Impact Papers' to promote and share the best research work from our professors.
- 2 Experience enjoyed by students:** On the Turin and Madrid campuses, 221 students took part in the seminar 'Mind the Mind' on mental, digital and physical health. On the Paris campus, 250 students benefitted from half of their sport association membership fees being covered.
- 3 Expertise and entrepreneurship:** 51 students took part in the Art Thinking seminar 'Improbable', which offers new views on entrepreneurship through artistic creation. Moreover, 240 students took part in study trips exploring innovative entrepreneurial ecosystems in four countries where ESCP is based. Lastly, two managers were recruited on the London and Turin campuses to head the local branches of ESCP's business incubator Blue Factory.
- 4 Engagement, equal opportunities and inclusion:** 123,000 euros were allotted for urgent and solidarity grants, 869 grants were given based on social criteria, and 7,910 meals were subsidised on all the campuses.

## Looking back at the major events of 2023: our European model's 50th anniversary

The business school EAP was founded in 1973, then ESCP and EAP merged in 1999. So, in 2023, ESCP celebrated the 50th anniversary of its European multi-campus model, which is still unique today. Many events took place to mark the anniversary of this central pillar of the school's identity.

### INSIDE OUT

As part of the 'United for European Spirit' tour, the 'Inside Out' truck, a concept created by the artist JR, went to five of ESCP's European campuses to take photos of over 600 ESCP students, professors and

employees. Their photo portraits were then displayed in the form of giant mosaics on the walls of the ESCP campuses.



### BERLIN HOMECOMING & GALA

The ESCP Berlin campus celebrated the golden jubilee with a series of events, including the 'Berlin Homecoming & Gala' at the end of September 2023 at Charlottenburg Palace in Berlin.



# 4.

## EXPERTISE AND INNOVATION

Our expertise in entrepreneurship in 2023

### 1. Jean-Baptiste Say Institute 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 and offer them, through ESCP as a platform, a unique gateway into Europe's entrepreneurial ecosystem.

Today, the institute has over 50 researchers and professors and just as many 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 La Bellevilloise with the Executive MBA, in January 2023

in ESCP and in around 20 universities and schools throughout the world.

### 2. Our impact on the creation of start-ups

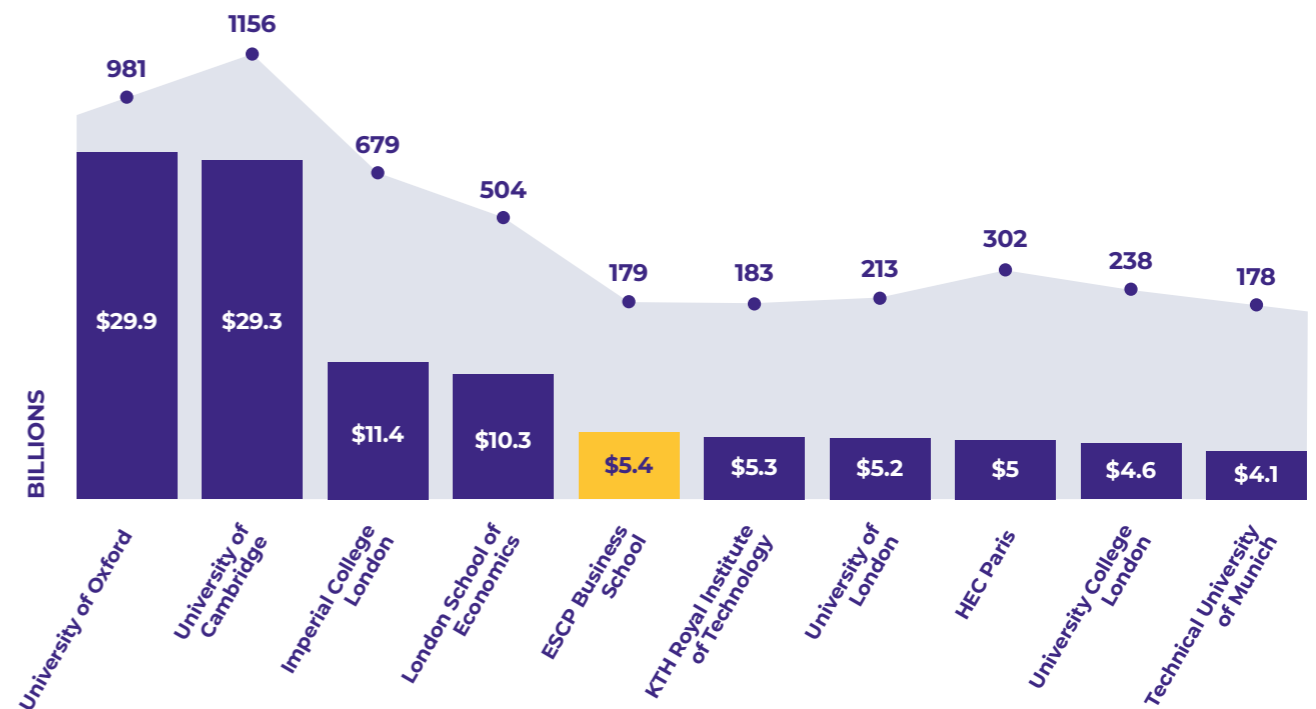
Among the 29 unicorn firms listed in France in 2023, 6 were founded by ESCP alumni.

|   |   |
|---|---|
|  | AIRCALL : cofounded by Jonathan Anguelov (MS 13)        |
|  | ANKORSTORE : cofounded by Nicolas d'Audiffret (ESCP 03) |

|   |   |
|---|---|
|  | BELIEVE : founded by Denis Ladegaillerie (ESCP 94)                        |
|  | HUGGING FACE : founded by Clément Delangue (MiM 12)                       |
|  | KYRIBA : founded by Jean-Luc Robert (ESCP 76)                             |
|  | JELLYSMACK : founded by Robin Sabban (MS 09) and Michael Philippe (MS 09) |

According to the media outlet Sifted, ESCP ranks 5<sup>th</sup> in Europe for the number and capacity of start-up founders among its alumni to raise funds.

Top 10 European universities based on funding raised by alumni founders, plus the number of founders produced by these universities:



Source : Pitchbook | sifted/

### 3. Blue Factory

For Blue Factory ESCP, the 2022–23 period was marked by its European growth. Support from an alumnus patron helped introduce a strategy that will be applied over five years, based on the recruitment of a Blue Factory Head on each European campus. For example, thanks to the arrival of Simone Marino in Turin in April 2023, local student and alumni participation in the Blue Factory Start programme grew threefold.

In 2022, two key events were launched. First, there was 'Open Blue', which brings together young entrepreneurs from a wide range of disciplines. Second, there was the closing event of our partnership with the insurance

firm Malakoff Humanis, called 'Travailler Autrement' ('Working Differently'), which brought together around 100 participants and around 15 innovative firms in well-being at work.



In 2023, Blue Factory relaunched the Entrepreneurship Festival. Around 15 events were organised as part of this in November 2023 on all six of ESCP's European campuses. The underlying theme was 'Opening Horizons' and a wide range of innovations (technological, social or use-based) in all sectors (food, employment, sport, health, fashion, etc.) were presented.

Lastly, in June 2023, Blue Factory celebrated the 10th anniversary of its Seed programme on the Paris campus. This event was a chance to present the outgoing cohort and the nine projects that were supported (selectivity up to 20%), to bring together over 100 alumni entrepreneurs, and to announce the new certifying label of Blue Factory as part of the Île-de-France region's funding scheme: 'Innov'up incubation'.



## 5. ENGAGEMENT



### 1. Equal opportunities

Throughout its history, ESCP has demonstrated its attachment to what we now call equal opportunities. Indeed, we have to create as many opportunities as possible for our students and not just rely on chance or determinism, so that the 'E' in ESCP does not mean elitism, but rather Excellence.

€8,4m - 5% of the budget - was devoted to student grants in 2023 (up 15% on 2022)

24% of students on the 'Grande École' programme are grant-holders

ESCP is the first school to offer 100% exemption for students at levels 4 to 7 in the system for determining amounts in France's CROUS student grants.

### Talent Spring

Every year since 2016, Talent Spring has selected around 10 excellent students who underwent adverse personal circumstances during their period of study for enrolling on our 'Grande École' programme.

9 such students joined this programme in 2023 with support worth €35,000 from the firm KPMG, for two years (instead of one year before)

## 'Chances Augmentées' scheme

Since 2021, ESCP has organised the 'Chances Augmentées' scheme alongside the ESCP Foundation. Grant-holding students doing preparatory studies for taking a competitive examination to enrol at a French 'Grande École' are selected based on their applications and then enjoy personalised coaching to get ready for the personality interviews and oral tests in the competitive examination.

**57 students** in their second year of preparatory studies were welcomed in 2023 for immersive role plays over a two-day period at ESCP

## 2. Inclusion and Diversity

Our Inclusion and Diversity policy aims to prevent, address and fight all forms of violence, bullying and social discrimination, whether these are sexist, sexual, LGBTQIA+phobe, racist, antisemitic or religious, or whether they focus on a disability or health condition.

We have three aims:

**To apply preventative measures in the student community**

**To support victims and witnesses**

**To implement disciplinary procedures**

**1,461 students** on the Pre-Master Year and Bachelor programmes participated in compulsory first-year seminars to increase awareness on these issues

Among other initiatives, ESCP organises an annual training session for leaders of student associations so they can run so-called 'safe' festive events or 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

**100% of students** made aware of the challenges of environmental transformation since 2022

**900 students** certified with the 'Axa Climate School x ESCP' course in 2023

**Sullitest** (Sustainability Literacy Test) offered to all Msc students and extended in 2024

**8<sup>th</sup> in Europe** in the FT MiM ranking for ESG and net zero teaching

**2<sup>nd</sup> in France** in the ChangeNOW-Les Echos ranking for social and ecological issues

Since December 2022, the school has been **accredited** by the association CIRSES with the 'DD&RS' label for **sustainable development and social responsibility** for a two-year period. This accreditation concerns the following aspects: strategy, teaching, research, and social and environmental policies.

In 2023, a **full carbon footprint** audit began and this will be completed in the first quarter of 2024. ESCP also announced that it would be introducing an **individual carbon account** for each student, professor and employee, which would help take into account ESCP's impact on a collective and individual level.

**Train the trainers** Alongside creation of new lessons, reflections on existing content forms part of the essential projects to implement in our school. In 2023, ESCP therefore introduced a programme called 'Train the Trainers', offering professors several days of training so they could consider incorporating the topic of sustainability into their lessons and identify obstacles to doing so. This programme was developed in partnership with 'Le Campus de la Transition', an ecology-focussed training centre in the Paris region that draws inspiration from Satish Kumar's philosophy.

**Commons for the future** This project is a partnership with ESCP Transition Network, a sustainability-focussed network that brings together ESCP alumni, professors, students and employees. It is a website that provides – in open access – all content from the optional module 'Energy, Business, Climate and Geopolitics' that is taught in the second year of the Master programme.

**Well, Actually** This is a series of short videos shared on social media that refute preconceived ideas about the ecological transformation. In these jargon-free videos, professors explain complex concepts like climate change, carbon neutrality and carbon offsetting, while rebutting falsehoods and approximations that can sometimes be heard.

### FOCUS The 4<sup>th</sup> edition of the event 'Rencontres du Développement Durable' (RDD) with Open Diplomacy

This year, the sustainable development event RDD ('Rencontres du Développement Durable') brought together around 170 top speakers and hundreds of attendees for different occasions throughout France on the following theme: 'Sufficiency, sovereignty, a war and two fronts: what battle plans?'

The ESCP Champerret campus hosted the event's opening and closing panel discussions, on 5 and 6 October 2023, then 13 December 2023, respectively.



## FOCUS Moving from the République to Champerret campus while contributing to the circular economy

Several tonnes of furniture and many other objects were donated to players in the circular economy and in the social and solidarity economy, as well as schools, hospitals and refuges. They were also given to the school's salaried employees, professors and even students. With donation amounts that people were free to choose, a contribution to the student charity 'Rue des enfants' helped support this association's humanitarian work for children.

## The London campus commits to net zero

As part of the school's sustainability efforts to reduce its emissions and support the London borough of Camden in its aim to reach net zero by 2030, ESCP's London campus joined the Camden Climate Alliance and was put on the 'Camden Beeline' map for biodiversity.



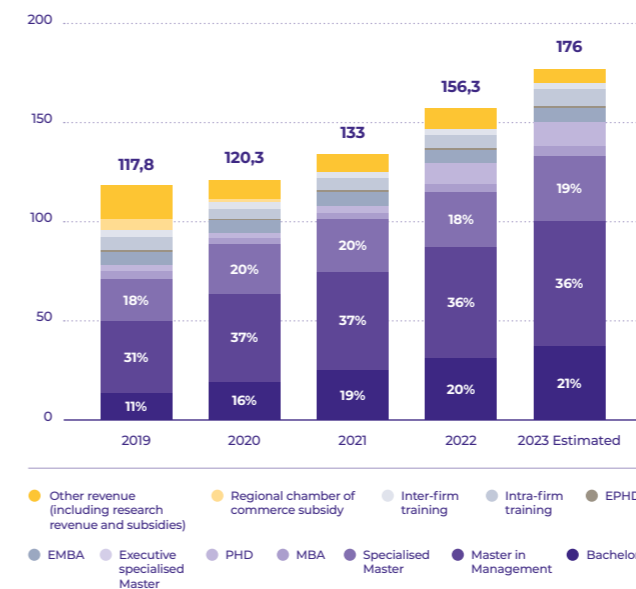
# 6.

## BUDGET IN BRIEF FOR 2023

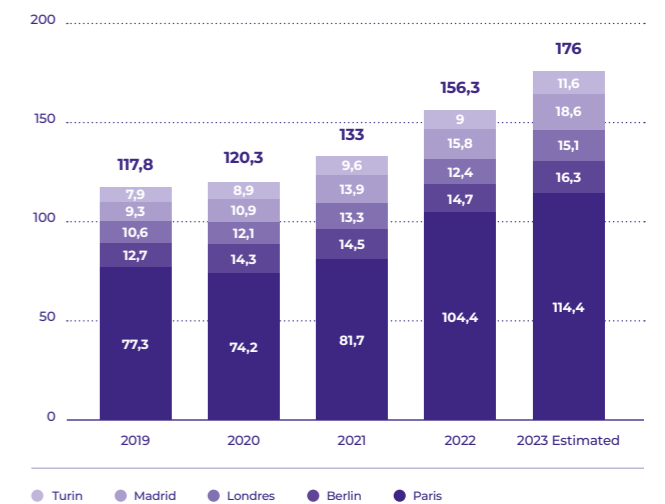
ESCP has more than doubled its revenue in the space of nine years through its strategy based on growth and branding. This growth concerns all the school's programmes, especially the Bachelor course, which has now become the second-biggest programme in revenue since it was launched eight years ago.

Today, ESCP is financially independent, which makes it possible for it to invest in the quality of its teaching staff, in its research and development, in its IT systems and in the renovation and extension of its campuses.

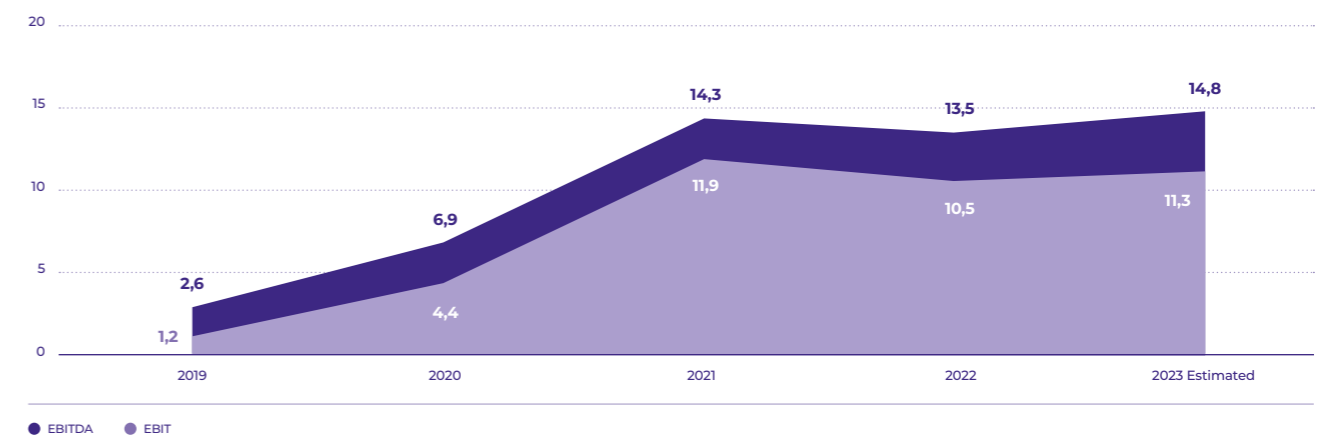
Revenue by programme



Revenue by campus (in millions of €)



EBITDA and EBIT (in millions of €)







# ACTIVITY REPORT 2023

Highlights

ESCP is recognised by the higher education system of each country where it is based and it benefits from the most renowned international accreditations.



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