



**February 17<sup>th</sup> 2020**

## **PRESS RELEASE**

### **The MiM flagship seminar, Designing Europe, combines ecology, politics and management *BRUSSELS - 26 and 27 February 2020***

**For the 11th edition of the Designing Europe seminar, the 1000 students of the Master in Management (MiM), from all campuses in Europe, will meet in Brussels at the European Parliament on 26 and 27 February to work on the European Green Pact and the future of Europe.**

Over the course of two days, students will take on the different roles that exist in the European Parliament and participate in the legislative process. Whether they are MEPs, members of the Commission or the Council, students can get to know the European institutions while working on a topical issue on the European parliamentary agenda: the European Green Pact.

**Michel Barnier**, Chief Negotiator of the working group for the preparation and conduct of negotiations with the United Kingdom and graduate of the School (MiM Class of 1972), will speak alongside parliamentarians and professionals from the European institutions. Yves Bertoin, consultant and professor in European affairs and expert ESCP professors will coordinate the seminar activities..

**The Dean and Executive president of the School, Prof. Frank Bournois**, states "It is part of the school's mission to accompany our students on this theme and to encourage them to develop several points of reflection: economic, institutional, legal and political. Giving them the tools to learn how to make the right choices is all the more important at a time of major change, that they will continue to experience throughout their careers as decision-makers".

**Anais Ravet, Director of the MiM** says "We want to bring the European experience to our students who represent over 50 nationalities. By immersing them in the reality of European parliamentarians through meetings and negotiation simulations, they experience the major challenges of Europe today and in the coming years, which will be at the heart of their challenges as future leaders.

**Pr. Cécile Kharoubi, Academic Director of the Master in Management** adds: "As part of the 2019-2020 academic year, ESCP innovated by creating a mandatory seminar for all first-year students on climate issues and the transformations in which companies are engaged. We show here, with this mandatory seminar in the second year, that we take these issues seriously".

**Professor Aurélien Acquier, Head of sustainability transition** notes "Over the last ten years or so, we have seen a rise in concerns related to the consideration of social responsibility, societal innovation and sustainable development. The new generation that we are teaching is pushing us to link performance and meaning by taking into account these issues. I am delighted that they are today at the heart of ESCP's emblematic educational event".

**It all starts here.**

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**About ESCP Business School**

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

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

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

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

It all starts here.

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

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