Annual report ESCP Foundation 2020

A year marked by the pandemic



() Summary

ESCP Business School	
Frank Bournois' editorial	
2020 Rankings	
Management of the pandemic	
The Choice, a new media	
ESCP Foundation	
Christian Mouillon's editorial	
2020 Kev figures	1

U

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ESCP Foundation	
Christian Mouillon's editorial	11
2020 Key figures	12
2020 Events	14
Support for Equal Opportunities	15
Support for Research & Teaching	18
Thank you to all donors	21
Support us	30
Governance	33
Team	35

ESCP stronger than ever

Dear Friends,

When we concluded the bicentenary celebrations over a year ago, we entered our third century of existence with ever increased ambition, confident in our ability to meet the challenges before us and to seize all opportunities to take ESCP higher and higher.

Even though we could not have foreseen how the year 2020 would evolve, we are proud to say today that the School was not unprepared when the pandemic struck. The transformations of our economy and of the training methods of its leaders were imposed at an accelerated pace, but they were in line with the *Brand & Size strategy*, which has enabled us to make ESCP **stronger** than ever.

We are **stronger** because we are approaching critical size. With 7,100 students and 5,000 executives in executive education, our School continues to aim for optimal size, while consolidating its network of Alumni around the world. The financial support of the Foundation remains however essential to increase our support to students and our capacity to invest to meet the challenges of the future.

We are **stronger** because thanks to our unique multi-campus model, our digital switchover and transformation had begun well before the crisis. On our different campuses, the successive local lockdowns throughout the year have enabled our colleagues to appreciate the benefits and adapt to the challenges of digital education.

Our vision of digital education is mature: we are fully aware of its potential while we measure the unique value of face-to-face training for young people and managers. Our fully integrated European model is also unique, with its multi-campus core courses that remain at the heart of our students' experience.

This is what we call *phygital motility*.

The implementation of this model constitutes a challenge for the coming years: buildings that are designed to facilitate new and future educational practices, that are fully connected, and meet the most ambitious environmental requirements. The ESCP campuses must embody this next-generation world; the one we ambitious optimists are calling for!

The Covid crisis is only the beginning, and we are aware of the challenges facing our young students: economic, environmental, and social crises. It is our bicentennial mission as a *Grande École* to anticipate these crises.

This objective, illustrated by the *The Choice* campaign launched a year ago, and by our signature *It All Starts Here*, has shown very concrete results: in our rankings, which demonstrate our pursuit of excellence in all areas (research, employability, etc.), in all our programmes, in our national and international accreditations, and in our partnerships with the most prestigious institutions.

Above all, this objective is reflected in these young students who join the ESCP community. These future agile, innovative business leaders, who are especially aware of the responsible choices they will have to make, are both the fertile soil and the best proof of ESCP's transformation.

I know that you will support us in these new challenges.

Sincerely yours.



Frank Bournois Executive President and Dean ESCP Business School

ESCP 2020 rankings

Worldwide Financial Times

Master in Finance 2nd worldwide

Master in Management 6th worldwide

Executive MBA
7th worldwide

Career Progression Executive MBA **1rst worldwide**

ii

European Business Schools 8th in Europe

ESCP Berlin Campus



ESCP benefits from the best international accreditations. Our European campuses enjoy national recognition.









5 European Higher Ed accreditations

2020: management of the pandemic **at the heart of ESCP's teaching**

As a pan-European school where students develop a great capacity for adaptation, ESCP Business School has relied on its *phygital* transformation to respond in real time to Covid-19. As soon as the first campus had to close in Turin, the School was able to set up an online system that was then extended to all of our campuses in line with national restrictions.

The School's multi-campus structure has enabled it to pioneer remote work and online learning. ESCP students quickly adapted to new forms of collaborative work, both face-to-face and remote.

"The talent of an employee is not only linked to performance or to technological excellence. What matters above all is to be collaborative; to be able to work with everyone. The most successful share with each other and unite; they progress in open ecosystems and, in this regard, the ESCP model functions as a real-world in-vivo laboratory. We are experiencing this today, in a particularly worrying period in which we must adapt to ensure both the safety of our students and the continuity of their academic careers."

Frank Bournois, Executive President and Dean ESCP Business School



People have remained at the heart of our digitalisation

In addition to online classes, ESCP teachers have been able to make full use of the tools at their disposal to deploy augmented teaching methods.

A dedicated tool, Blackboard Collaborate Ultra, allowed to organise courses entirely online from 2 March 2020. By sharing their screen with the students, the teacher can interact with the students either orally or in writing. ESCP has developed an expertise in the use of questionnaires in the classroom. Internet quizzes used during class have enabled collective understanding to be checked instantaneously, bringing together both on-site and online students. Finally, all exams have been conducted online. The orals for the entrance exams were cancelled following the decision by the *Chapitre de la Conférence des Grandes Écoles*.

Online services offered to students

To ensure adequate follow-up and services for students, the School quickly developed a system of professional, academic and psychological support:

- A dedicated e-mail hotline for asking questions about educational continuity, sharing concerns or seeking advice.
- For students suffering from confinement and loneliness, a specific email address has been created: studentshelpdesk.covid19@escp.eu with a maximum response time of 4 hours.
- Additional tools: databases, ebooks, full text articles, etc. were offered through the library.
- Online tools for employability: a Career Fair was organised bringing together over 90 companies, offering individualised coaching sessions, virtual tours of companies, business presentations, etc. The internship department kept in touch with the students on a daily basis.
- A series of "food for ears" podcasts produced by the ESCP Chairs and Communication, was designed to share with students the knowledge developed by the School with businesses.

The expertise of ESCP professors highlighted in a white paper

ESCP Business School published its first white paper "Managing a post-Covid19 Era", drawing on the experience and expertise of the School's faculty on the subject: will there be a before and after the coronavirus crisis? 80 articles in three European languages were written by our faculty, doctoral students, emeritus and affiliated professors. This diversity reflects the variety of expertise as well as the knowledge of the faculty and the scope of their concerns in the face of this unprecedented Covid-19 crisis.

This white paper is available in ebook or Kindle formats: http://bit.ly/livreblancescp



The Choice, a new media powered by ESCP

In November 2020, ESCP launched The Choice, the new media dedicated to business leaders. Our ambition is to highlight the ESCP community's expertise on the business issues that matter and position the ESCP brand as a thought leader.



How was The Choice born?

In 2019, on the occasion of the school's 200-year anniversary, ESCP worked on the new ESCP brand platform.

Alumni from different backgrounds, all of whom shared a track record of excellence in different fields of communication, an unwavering commitment, and strong ambitions for their school, contributed their insight and experience to the process.

From the very beginning, we adhered to The Choice concept devised by TBWA, a global advertising agency. More than a simple corporate ad campaign, we were looking for a concept that would position ESCP and have real meaning for the school, at all levels.

What exactly are ESCP's strong choices?

The theme of the choice is of unparalleled richness because it characterises everything that qualifies a business leader. Learning how to make choices - individually or for one's company - is the condition for a successful career, because it mobilises all the skills we teach at ESCP.

You must first analyse and understand your environment, know your own assets, determine your value system, and be able to implement the decisions you make. This approach is valid for strategic and technological choices, as well as for moral, environmental, and ethical issues.



The younger generations we welcome at ESCP encourage us to embrace this holistic approach. For the new generations what counts is being successful AND having an impact on the world. As their ambition has increased tenfold, so have their expectations and desire for excellence.

Beyond teaching, this concept engages the whole school in its daily activities: How and why do students choose ESCP? What strategy does the school's management implement to rise to the top - knowing that there is no strategy without strong choices? What commitments does the school make to face the challenges of the 21st century?

What is the difference with a company blog?

The Choice is not a promotional blog!

It is not ESCP and its programmes that we are promoting. It is not a personal promotion media either, but a real media of analysis, of foresight, which should interest and engage targets - even if they are not planning to join ESCP!

This is the whole point of communication in the 21st century, which has changed since the advertising approach of the last century! Your contact with the Harvard brand is more likely to be through the Harvard Business Review than through their advertising campaigns or goodies. The media will be linked to the site but housed at a different address: **the-choice.org**. The Choice, powered by ESCP.

In concrete terms, what will be featured on The Choice?

The Choice is a team project, led by a colleague who was specifically hired for this task.

We work with the communications, chairs, and research valorisation teams, and with all campuses. Each month we tackle a subject with an ad hoc editor (professor, alumni, etc.). From January on, we will also be working with an agency founded by an alumnus.

In terms of content formats, we have many ideas, as we are targeting an audience of decision-makers who want to learn and discover new ideas by making the most of their rare downtime. So we do not only have articles and interviews but also infographics, book and press reviews, and key statistics that are selected and commented on by professors. We are also exploring podcasts as they allow for a more in-depth study of certain subjects while remaining an "on-the-go" format that can be enjoyed while commuting, walking the dog or around the home.

We are working on promoting The Choice through the school's communication channels and partnerships with media. We also hope to count on the ESCP community to support us by promoting The Choice among coworkers, friends and across social media. If you'd like to contribute to the media, you are welcome to contact the editorial team at **contact@the-choice.org**.





ESCP FOUNDATION: ACTIVE DURING THE PANDEMIC!

Supporting students: **our priority for 2020!**

We have entered the third century of our School in particularly turbulent times, marked by an unprecedented global crisis. ESCP has been able to react quickly, and we are extremely proud to see that ESCP is still one of the major higher education brands considered as a safe haven in such times. However, it was necessary to drastically increase digital investments and support for students affected by the crisis.

Our action, as a Foundation, was focused on these two lines.

Unfortunately, we have noticed a significant drop in our fundraising revenues, both from the Alumni community and from corporate partners. We know that this decrease is only temporary, and many are staying committed by our side. I really want to warmly thank all those who have joined forces with us during this difficult year, thus enabling us to set up a Covid-19 emergency fund. I would like to particularly thank Alexandre Pébereau and his will to engage the Alumni community's generosity with his "matching gift" operation.

This emergency fund gave support to many students in 2020, but also built up valuable reserves. We anticipate difficult years to come, with an economic crisis whose effects have not yet all been felt, and therefore a significant risk for our students in the medium term. We urgently need to be prepared for any eventuality.

No talent should give up the opportunity of studying in our School for financial reasons. As a community, this is the challenge we must meet.

We also have to support the School in its outstanding performance and to share responsibility for its destiny with an increasing commitment.

Once again thank you for your continued support and your renewed confidence.



Christian Mouillon President of the ESCP Foundation

2020 Key figures of ESCP Foundation

€3 M in donations

The ESCP Foundation's fundraising revenues decreased compared to 2019, which was an exceptional year thanks to the Bicentenary. Donations from individuals are now back to 2018 levels. However, corporate sponsorship is on the decline due to the postponement to 2021 or even cancellation of renewals and the signing of partnerships.



Your donations have helped to support

Various projects



Extension of the campaign "See your name on the Bicentenary Wall!"



In 2020, the ESCP Foundation raised \in 3 M from 550 donors and 27 corporate sponsors despite the pandemic. Donations are allocated according to the wishes of the donors.

Thank you for your generosity!

Events **2020**

January 2020

Foundation's presentation of wishes

The 2020 New Year's greetings ceremony, co-organised by the Foundation and the ESCP Alumni Association, brought together ESCP Alumni and benefactors in front of the newly unveiled Bicentenary Wall at the Paris campus at République.

The Foundation presented a new joint initiative with the Agora Student Association, the Student Innovation prize, to Christoph Koening, a German Bachelor student, for his "Clay" application aimed at improving course content through constructive and collaborative feedback. The Association presented the Alumna of the Year award to Soizic Barthelemy (14), Founder of EMPOW'HER.

April-June 2020

Phoning outreach campaign to donors

The Foundation team contacted many of its donors by phone checking on how they were coping during the lockdown.

July 2020

Webinaire "It all starts here"

Frank Bournois, Léon Laulusa and Christian Mouillon hosted a webinar to discuss the lessons learned from the pandemic and ESCP's vision for the future. You can (re)discover it online: **https://cutt.ly/PIZJdnK**



September 2020

Installation of a 3rd panel of the Bicentenary Wall

Due to the success of this campaign, an additional third panel was installed on the Paris campus at République.

November 2020

Installation of the Bicentenary Wall in London

After Paris, London! The names of all donors of this campaign are now displayed on the Bicentenary Wall at the London campus.

December 2020

Exceptional emergency measures

- Axian Foundation, CFAO company and KPMG employees have set up an emergency scholarship for an African student. €11,000 were donated to enable him to be awarded his ESCP diploma and enter the job market. Thank you on his behalf!
- Several Alumni initiated a solidarity fund for ESCP students in Lebanon. Thank you!



SUPPORT FOR EQUAL OPPORTUNITIES

Creation of the Covid-19 **solidarity fund**

The ESCP Foundation set up a special fund to support students with great social and economic difficulties. Its goal is to ensure that no student drops out or fails to enter ESCP Business School at the start of the September 2020 school year for financial reasons.

A fund launched under the leadership of Alexandre Pébereau (87)



Through his company Tofane Global, Alexandre Pébereau (87) has offered to "match" all donations received during the first half of the year up to €100,000. Thanks to this major support, all donations from April to June were doubled! Thank you Alexandre for this very generous support for ESCP students.

Significant increase in scholarship applications at the start of the 2020 academic year

In total, nearly $\in 3M$ in scholarships based on social criteria were awarded at the start of the school year, including $\in 360,000$ for students directly impacted by the Covid-19 crisis.

We would like to thank again Alexandre Pébereau, as well as all those who were involved!





Specialised Masters **+25%** Master in Management **+21%** Bachelor **+5%**





"In the short term your support enabled me to overcome major cash flow difficulties due to unforeseen expenses during the lockdown, as well as a lack of income (I only found an internship at the end of August 2020). Thanks to your support, in the longer term I will be able to finance my studies and thus enter the job market, with a level of debt that does not impact my projects negatively. Thank you! In addition to enabling me to meet my most basic needs, this gesture sends a strong message: hope. It reminds us, in fact, that even in extreme situations like the pandemic, we will always find a way to bring the following word to life which, to me, is so important: resilience."

Marcia, MiM student Beneficiary of a Covid solidarity fund grant

Equal opportunities **in 2020**

The Foundation supports ESCP Social diversity policy.

Equal Opportunity scholarships

Thanks to donations received from individuals and businesses, the Foundation allocates a sum determined by the Board of Directors to Equal Opportunities scholarships. The breakdown by degree is then decided by the Foundation's scholarship committee. In 2020, the Foundation thus allocated one million euros to Equal Opportunities. It should be noted that €360,000 were awarded to students severely affected by the crisis; this amount was fully covered by the ESCP Foundation.

Discover the presentation video sent to all scholarship students! https://youtu.be/BdCT2jOwOaU



Emergency fund

The aim of the emergency fund is to rapidly support students in great difficulty, thus preventing them from dropping out. It is a demonstration of the great solidarity in the Alumni community.

In 2020, nearly €60,000 worth of emergency grants were funded, most of them due to the Covid-19 and subsequent economic crisis.



"ESCP has been a place where I met numerous international students and learned different ways of teaching, which were different from the U.S. Paris is a city full of adventure and opportunities. Due to a sudden change in my financial situation, I was struggling to pay for the entire year's tuition. But thanks to the ESCP Foundation, I was provided a safety net to fall back on".

Lauren, American MiM student Emergency scholarship grantee

Endowment fund

By maintaining part of its cash in a dedicated account at BNP Paribas, the ESCP Foundation can act as a guarantor for ESCP student loans. Since the launch of the endowment fund at the end of 2018, around fifteen students have benefited from this guarantee.

Talent Spring

With the support of KPMG Corporate Foundation and Orpea Foundation

Talent Spring is a unique admission route to the MiM programme, exclusively for high-potential students facing a challenging personal environment (health problems, financial difficulties, cultural problems, etc.). In 2020, 10 students were admitted to the School through Talent Spring. Orpea Foundation joined the KPMG Corporate Foundation as the programme's new sponsor.



SUPPORT FOR RESEARCH & TEACHING

Supporting academic excellence

Supporting academic excellence

The Foundation actively supports the research activities of the School through the funding of Chairs and Professorships.

A Chair is defined as a reciprocal long-term commitment based on a real convergence of the interests and ambitions of a company and ESCP. This is a space for reflection and sharing experience; a unique place where a company can transfer its expertise, while supporting research and teaching activities in specific areas.

Thank you to all our corporate partners!

8 Chairs | 4 Professorships

Chair in Factory for the Future

Sponsors: Michelin Corporate Foundation, Safran and Safran Aircraft Engines

Academic supervision: Pr. Géraldine Galindo

Objective: explore and forecast the impact of new production organisation on the role of employees, as well as organisational and management methods.

Results/achievements: 1 conference, 10 scholarships, 1 impact paper in the framework of the "Managing in a post-covid era" ebook, case studies carried out by students of the Innovation & Digitalisation option.

Intercultural Management Chair

Sponsor: Renault Group Academic supervision: Pr. Marion Festing

Objective: develop a better understanding of the impact of cultural diversity on the structure and functioning of organisations.

Results/achievements: launch of the serious game «Moving Tomorrow» awarded in several international competitions, 1 impact paper in the framework of the "Managing in a post-covid era" ebook.

New Generation Management Professorship

Sponsor: KPMG

Scientific direction: Pr. David Chekroun

Objective: develop a global and empirical study of Generation Z to redesign the management of tomorrow's companies.

Results/achievements: 1 conference involving 530 participants, creations of a series of podcasts which will be launched in 2021.

Retailing 4.0 Chair

Sponsor: BearingPoint Scientific direction: Pr. Olivier Badot

Objective: engage in an in-depth prospective reflection on tomorrow's trade and distribution.

Results/achievements: 9 conferences involving 1 800 participants, 1 impact paper in the framework of the "Managing in a post-covid era" ebook, 10 challenges as part of the "Retailing 4.0" course; 1 publication.

Reinventing Work Chair

Sponsors: Bivwak! by BNP Paribas and BNP Paribas Scientific direction: Pr. Emmanuelle Léon

Objective: better understand how the transformation of work as a whole leads to organisational changes. Results/achievements: 1 conference, 8 research projects, 1 impact paper in the framework of the "Managing in a post-covid era" ebook, Prize for the best final thesis.



Signing of the Reinventing Work Chair

Industrial Relations and Firms' Competitiveness Chair

Sponsors: Airbus Group, Sodexo and Solvay Academic supervision: Pr. Maria Koutsovoulou

Objective: develop a better understanding of industrial relations issues and study their impact on corporate performance in terms of governance and innovation.

Results/achievements: a "social dialogue, far from preconceived ideas" SPOC; the 8th edition of the Social Dialogue Trophies hosted by the Chair; 5 policy papers taken from research work carried out by the Chair.

Internet of Things (IoT) Chair

Sponsors: Schneider Electric, Valeo and Société Générale Insurance

Academic supervision: Pr. Sandrine Macé

Objective: ensure a better understanding of the business and managerial issues related to digital evolution and the development of connected objects. **Results/achievements:** 1 conference, 1 factory visit, 34 students trained in IoT with a study trip to Copenhagen; 1 impact paper as part of the e-book "Managing in a post-covid era".

Jean-Baptiste Say Institute

Sponsor: RCI Bank and Services Academic supervision: Pr. Sylvain Bureau

Objective: train and support tomorrow's managers throughout the profound transformations of the professional world and of Entrepreuneurship.

Results/achievements: Development of several educational seminars including "Art Thinking", the Entrepreneurship Festival organised on 4 of our campuses simultaneously; I impact paper as part of the e-book "Managing in a post-Covid era".

International Corporate Governance Professorship

Sponsor: KPMG

Academic supervision: Pr. David Chekroun

Objective: prioritise and study the areas of tension in the governance of international groups in the era of globalisation.

Results/achievements: Production of a filmed simulation of a board of directors; Prize for the best final thesis.

Professorship in Creativity Marketing

Sponsor: L'Oréal Academic supervision: Pr. Marie Taillard

Objective: develop research on current topics such as Big Data and the application of behavioural sciences (psychology, neuroscience ...) in innovation and creativity in marketing.

Results/achievements: 1 day dedicated to "Innovation Factory", 1 "Big Picture" company project involving 55 ESCP students.

Real Estate Professorship

Sponsor: BNP Paribas Academic supervision: Pr. Jaime Luque

Objective: Facilitating the entry into the real estate job market.

Circular Economy and Sustainable Business models Chair

Sponsor: Deloitte Scientific Direction: Pr. Aurélien Acquier and

Pr. Valentina Carbone

Objective: to promote the circular economy in society and to make it easier for companies to adapt to it.

Results/achievements: 6 conferences; 11 publications, funding of circular economy races and student seminars; launch of the MOOC "Entrepreneurship in the circular economy"; publication of a circular economy "look around" comprising 12 articles; 1 impact paper as part of the ebook "Managing in a post-Covid era"; Prize for the best final thesis.



Teaching Sponsorships

Companies can support research and teaching as well as the sharing of thought, the development and dissemination of innovative practices by contributing to teaching specialities.

EY thus provides support in the field of Big Data and management, in particular through the Master Big Data and Business Analytics.

Manutan encourages the development of "Design Thinking" which is one of the MiM subjects.



THANK YOU TO ALL DONORS

Annual report 2020 | Foundation ESCP 21









The Foundation team joins me in warmly thanking all of our generous donors, who each year commit to the ambitions of ESCP and its students. We believe in the need to support students from all walks of life and from all social backgrounds and in the power of education as a tool for empowerment. We put all our energy and enthusiasm into supporting your School's projects over the long term. Once again, thank you for your commitment to our institution.



Brynhild Dumas Executive Director ESCP Foundation

THANK YOU to all donors

Major Donors' Club

The commitments of Major Donors (from €10K/year) and Junior Major Donors (from €5k/year for 5 years) are recognized through the Major Donors' Club. Among the members of this Club are the founders of the Foundation. Major Donor support is showcased by a special relationship with the Foundation and the School. We thank them for their generosity.

Donors wishing to remain anonymous do not appear in the list below.

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The **Europe Club** recognizes donors who have supported the Foundation with a minimum of €1,000 per year over 5 years. Donors wishing to remain anonymous do not appear in the list below.

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GODINOT Louis 1975 GORNET Jacques 1961 GOUIRAND Jean-Pierre 1967 **GUILLOSSON Michel 1965 GUISOLPHE François 1975** HOLST George 1998 **IWEINS Patrick 1978** LALOI Gérard 1969 LE BOT Philippe 1977 LEFAIX André 1972 LEOUZON Eugene 1983 LEPAGNOT Antoine 2003 LIMAL Arnaud 1981 LOUVET Christine et Patrice 1987 / 1986 MANARDO Nicolas 2000 et **BRUNET Emilie 2006** MARTIN-PACHECO Gabriel 2000 **MIGNON Laurence 1987** MOTELAY Nicolas 1987 MOULIN Christophe 1983 N'KONTCHOU KOUAKAM Alain 1989

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LEMOINE Murielle 1989 LESPINE Catherine et Bertrand 1982/1981 LOVAMBAC Alain 1974 LUCAS Fokke 2007 MANSIAT Pierre 1951 MARTIN Bruno-Alain 1972 MARTIN Olivier-Noël 1969 MARTIN Serge 1950 NACOUZI Fabienne et Charbel 1996/1994 NOURRY Arnaud 1982 PASCAIL Christian 1976 PICHARD Jean-Marie 1965 **PIGET Franc 1969** PLAS Frédéric 1987 PLE-BOISHARDY Gaëlle 1993 **RASCLE Bernard 1974 RAYNAUD Marc 1990 RIGAUD Pascal 1972 ROUSSINEAU Yves 1972 ROUZADE Gérard 1968 ROYER Eric 1983** SIVAC Pierre 1982 THEROND Valérie 1989 **TRUPIN-DERNONCOURT Sylvie 1984** VERGNE André 1957 VILLEMER Gérard 1961 **VINCENT Alain 1970**

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In January 2021, Olivier Albessard joined ESCP as Project Manager attached to the DGA - General Affairs. His mission consists mainly in providing financial engineering and project management expertise for the real estate programme.



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