

Annual Report

2023
2024

FRANCE

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CHINA

-

HUNGARY

-

LUXEMBOURG

-

SPAIN



ESSCA CREATING FUTURES

**Christian NIBOUREL**Chairman of the Board
of Trustees**Jean CHARROIN**

Dean & CEO

EDITORIAL

Dear Reader,

The academic year 2023-2024 has been marked by significant advancements and ambitious initiatives that demonstrate the institution's commitment to academic excellence, innovation, and social responsibility. Looking towards the future, ESSCA has continued its reflections for the development of the upcoming strategic plan for 2025-2030 through the organization of working groups and conferences led by international experts. These initiatives have involved numerous internal and external stakeholders and mobilized over 500 individuals. This work has led to an update of the school's mission, vision, and values.

In a constantly evolving world marked by the acceleration of geopolitical reconfigurations, the institution's strategy has been articulated through innovative programs such as the Bachelor in International Management "3 years 3 countries," the opening of research institutes combining Artificial Intelligence and Sustainable Development, as well as the development of prestigious double degree agreements with institutions like CentraleSupélec, École des Ponts, and Arts et Métiers (ENSAM).

Furthermore, numerous actions have been undertaken to achieve the organizational design objectives of the Odyssée 20/24 strategic plan, including the renewal of elected members of the Works Council (CSE), thereby

strengthening social dialogue within the institution. In this regard, ESSCA has aimed to consolidate its commitments to social and environmental responsibility by institutionalizing the Office for Sustainable Impact and CSR, as well as implementing concrete actions to reduce the institution's carbon footprint. These initiatives have also resulted in the attainment of the Sustainable Development and Social Responsibility (DD&RS) label for the maximum duration of four years.

Finally, the year 2023-2024 was marked by several events, including the inauguration of the new campus in Bordeaux, the celebration of the 30th anniversary of the campus in Budapest, and the 10th anniversary of the partnership with PrepaVogt in Cameroon. Another highlight underscoring ESSCA's commitment to the quality of its programmes was the renewal for the maximum duration of the Bachelor's and Master's degrees, with the extension of recognition for all international campuses.

We would like to warmly thank all ESSCA stakeholders for their commitment and contribution to the institution's enhancement. Together, we will continue to work towards a sustainable and prosperous future and to strengthen the competitiveness of our talents of tomorrow.

We wish you an insightful reading!

About ESSCA

Empowering Tomorrow's Leaders: Since its creation, ESSCA has led the way in educational innovation, and in advancing social and economic inclusion. ESSCA School of Management dedicated to integrating the demands and complexities of today's world into our educational approach, aiming to cultivate responsible leaders who are aware of the sustainable development issues, and support organisations in their transformations, shaping a brighter future for all.

Mission

ESSCA School of Management creates knowledge and develops responsible managers and entrepreneurs, while fully considering planet boundaries, human, ethical and economic dimensions of organisations in a sustainable and multicultural environment driven by technological trends or social innovations.

Vision

ESSCA School of Management aims to be a leading actor in a higher education ecosystem offering one of the best working, research, and learning environments in Europe by 2030.

Values

Values are deeply rooted in ESSCA's history and the vision of its leadership. They serve as guiding principles, informing our strategic decisions and actions. Embraced by faculty, staff, and students, these values shape the culture and interactions with its stakeholders, fostering a vibrant community committed to excellence and integrity.

HUMANISM

RESPONSIBILITY

AGILITY

RELIABILITY

ESSCA in brief

7 000

Full and part-time students

72,6

Million euros budget in 2023-2024

21 500

Alumni

2 500

corporate partners

+500

Faculty and support staff

10

campuses

Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, Strasbourg, Budapest, Luxembourg, Malaga and Shanghai

293

partner universities in

56

countries

Governance

Composition of Board of Trustees

Chair

Mr. Christian NIBOUREL	Chairman of the Board of Trustees Chairman, OneUp
Dr. Laurent PERIDY	Vice-Chairman of the Board of Trustees Rector, Université Catholique de l'Ouest

Administrators

Mrs. Catherine DAGORN	Vice-Chairman (Education and Training), CCI 49 CEO, MCA Finance
Mr. Bruno PELUAU	Managing director, Association St Yves - Université Catholique de l'Ouest
Mrs. Marie MENARD	Member of the Board of Trustees, CCI 49 Managing director, Auchan Avrillé
Mr. Vincent HAREL	Chairman of the Board ESSCA Alumni CEO, MERCER France SAS
Mr. Stanislas de GASTINES	Partner, EY
Mr. Paul LAMAZEROLLES-KOENIG	Chair Students' Union, Angers
Mr. Louis PINABEL	Chair Students' Union, Paris
Mrs. Patricia DUMOULIN	Chair of the Board, CAPESSCA National key account & ISLA DELICE, AMALRIC
Mrs. Elodie JEANNETEAU	Councillor, Département 49
Mrs. Constance NEBBULA	Vice-Chairman (Higher Education & Research), Angers Loire Métropole
Mrs. Françoise LE GOFF	Representative of the Works Council Information officer, ESSCA
Mr. Alexander KÄMMER	Representative of the Works Council Assistant professor, ESSCA
Mrs. Marine GOUEDARD	Member of the Joint Committee Assistant professor, ESSCA
Dr. Dejan GLAVAS	Member of the Joint Committee Associate professor, ESSCA

Invited member

Dr. Jean CHARROIN	Dean & CEO, ESSCA
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Governance meetings 2023-2024

4

Board of Trustees meetings

6

Supervisory Committee of the Board of Trustees

1

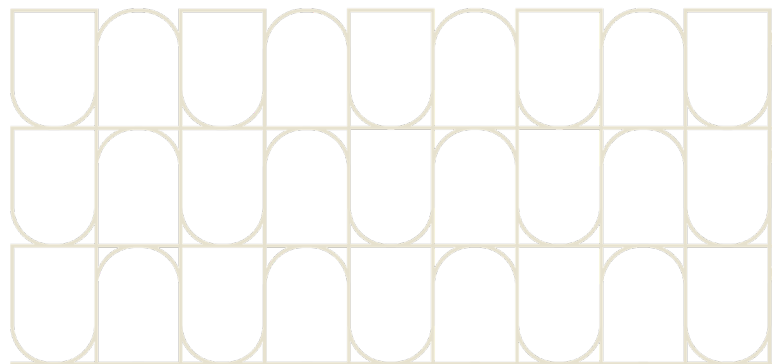
ordinary and extraordinary General Assembly





SUMMARY

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Academique excellence and innovation

ESSCA stands out for its commitment to academic excellence and pedagogical innovation. The 2023-2024 academic year was marked by significant initiatives and notable events that reinforce ESSCA's position as a leading institution in higher education.

Pedagogical initiatives

The second edition of the International Week Bachelor, held in Strasbourg in March 2024, brought together professors and students from 21 different nationalities. This event highlighted interdisciplinary topics such as sustainability and climate change, with courses, a visit to the European Parliament, as well as round tables on artificial intelligence and its impact on sustainable development, featuring a representative from the European Commission. This international week offered first-year students a full immersion, enhancing their open-mindedness and understanding of global issues.

In terms of programs and double degrees, ESSCA has continued to develop curricula of excellence, notably with double degrees in partnership with institutions such as CentraleSupélec, École des Ponts, and Arts et Métiers (ENSAM). These programs allow students to acquire versatile skills and benefit from increased academic and professional recognition. The development of the Master of Business Administration (MBA) offered by ESSCA Campus Online, in partnership with ENSAM, provides education tailored to the corporate needs, and professional certifications with the University of California Berkeley, illustrate ESSCA's commitment to offering high-level academic pathways and open up more complex leadership career prospects.

Furthermore, ESSCA offers customized "engagement pathways" (Passion, Sports and Arts / Entrepreneurship / Solidarity) tailored to the specific needs of students, including mental preparation courses. These "engagement pathways" demonstrate ESSCA's commitment to providing education adapted to the diverse needs of its students, equipping them with the necessary tools to excel in their respective fields while pursuing their personal passions and commitments.

Initiatives such as the partnership with Atelier des Chefs also allow for the customization of academic pathways, providing ESSCA students with access to Atelier des Chefs' online education, enabling them to prepare for and obtain a Professional Aptitude Certificate (CAP) in fields such as catering, wellness, mechanics, construction, and decorative arts.



Diversity and inclusion

ESSCA welcomes students from diverse nationalities through its 293 partner universities. Diversity is also present in the executive education programmes, that are aimed at professionals of all ages and economic backgrounds. The school implements specific actions for people with disabilities, ensuring equal access to education. ESSCA is committed to promoting gender equality and alleviating biases in its admissions and programs. Key actions, such as the implementation of measures for Grands Admissibles in the concours ACCÈS, aim to foster the representation of women and scholarship recipients.

ESSCA strengthens its executive education offerings by focusing on social and environmental responsibility issues. Specific programs support managers in certain sectors, addressing topics such as workplace parenting and the transformation of economic models for a positive environmental impact.

ESSCA's degree and certification programs provide executives and entrepreneurs with the tools to advance professionally and gain academic recognition for their acquired skills. Customized education programs meet the strategic needs of companies, contributing to their development and the retention of their staff.



The 2023-2024 academic year has been successful in initiatives and achievements for ESSCA. The school continues to stand out for its commitment to academic excellence, diversity, and inclusion, as well as its support for students and professionals in their education journeys. The notable events, programs of excellence, and strategic partnerships illustrate ESSCA's ability to innovate and respond to the contemporary challenges of higher education.

ESSCA : towards professional excellence

ESSCA stands out for its innovative approach and commitment to the professionalization of its students. The 2023-2024 academic year was marked by initiatives aimed at strengthening the support for students in their professional journeys.

Initiatives and support for professionalization

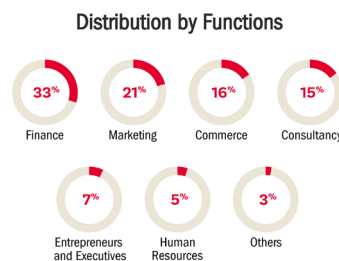
ESSCA has strengthened its Career Center with the appointment of a director, enabling a more effective structuring of professionalization support. The Career Center plays a central role in supporting undergraduate and postgraduate students, whether in full-time or work and study education. Services such as individualized career advice have been intensified to offer personalized support and meet the specific needs of students and companies.

To better support students in their professional projects, ESSCA has created a dedicated department for work and study programs and a position for an internship and gap year coordinator. These initiatives aim to provide increased support to the student community in finding internships and work and study opportunities, with a focus on individual guidance and preparation for the job market requirements.

The "engagement pathways" also play a crucial role in the professionalization of students, allowing them to balance personal and professional life. This flexibility enables students to develop transversal skills and effectively prepare for their future careers.

FIRST JOB SURVEY 2024

A Rapid and Successful Integration

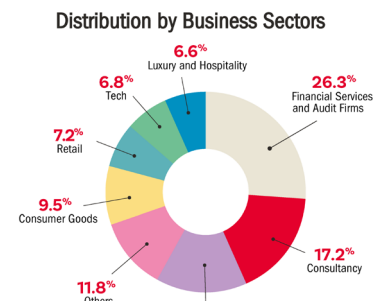


96%
ARE RECRUITED IN
LESS THAN 3 MONTHS

86%
JOIN THE COMPANY
THEY WANT

71%
SIGN A CONTRACT BEFORE
THEIR GRADUATION

€47,210
AVERAGE ANNUAL SALARY



Coordination with companies and stakeholder satisfaction

ESSCA regularly conducts satisfaction surveys among companies and students to adjust its programs to market needs. The Qualiopi certification, which acknowledges compliance by quality criteria in education, provides for continuous evaluation of stakeholder satisfaction, allowing for the identification of areas for improvement and the adaptation of education pathways accordingly.

In response to company requests, ESSCA has worked on a new schedule for work-study programs, which will be effective from the 2024-2025 academic year. The new calendar, developed in consultation with corporate partners and approved by the Improvement Council, aims to enhance student autonomy and

meet the operational needs of companies.

Coordination between ESSCA and companies is essential to validate the skills of students in work-study programs. Regular meetings with apprenticeship supervisors and individual and group follow-ups ensure that the skills acquired in education align with company expectations. Tools such as the Yparéo platform facilitate the tracking of skill validation and the monitoring of pathways.

Support for Entrepreneurship

ESSCA organizes major events to foster the entrepreneurial spirit of its students, such as pitch competitions, marathons, and hackathons like the one jointly organized with ENSAM Aix-en-Provence. These events offer young entrepreneurs the opportunity to develop their ideas, meet experts, and face the real challenges of starting a business.

Seminars and workshops are regularly organized in partnership with renowned companies such as Dassault Systemes or Bouygues to educate students in the various aspects of entrepreneurship. These sessions cover the diverse roles of any entrepreneur in legal, financial, marketing, and communication fields, providing comprehensive and practical education.

The school offers an incubator of over 400m² on its Paris campus, with dedicated space for students and alumni to develop their entrepreneurial projects. Additionally, faculty members or ESSCA staff, established on each campus, provide regular follow-up and personalized support. Entrepreneurial semesters also allow students to fully dedicate themselves to their projects, with enhanced support.

ESSCA provides its students with a comprehensive toolkit to assist them in their entrepreneurial endeavors. Funding mechanisms, such as zero-interest loans, scholarships, and labels like InnovUp and FrenchTech, are also available to support the most promising projects. Finally, the school will inaugurate its Business Nursery on the Bordeaux campus at the end of 2024, offering student and alumni entrepreneurs a dedicated space with resources, personalized support, and an environment conducive to project development.



The remarkable studies of Fanny Muller

Fanny Muller, an alumna of ESSCA, founded *Astudent*, a platform dedicated to supporting students in organizing their studies and managing their time. Having faced difficulties during her own studies, she created tools to help students better organize themselves and succeed in their academic journeys.

Astudent is a platform that provides help and advice to students. It also created the brand *Rayon de papier*, offering planners and weekly organizers, which are essential tools for project tracking, priority management, and revision organization.

ESSCA supported Fanny Muller in her entrepreneurial journey by including her tools in the welcome pack for incoming students.

Fanny Muller is also very active at ESSCA, regularly participating in events organized by the school's incubator, where she shares her experience and offers her advice. Her journey perfectly illustrates how ESSCA encourages and supports entrepreneurship among its students and alumni.



The 2023-2024 academic year was fruitful initiatives and achievements for ESSCA in terms of professionalization. The school continues to stand out for its commitment to supporting its students and preparing them for their future careers.

European engagement and influence

ESSCA stands out for its commitment to academic excellence and its strong regional presence. The 2023-2024 academic year was marked by significant initiatives that enhanced its visibility and attractiveness.



Flagship initiatives and projects

ESSCA implemented several flagship projects that marked the academic year. Among these was the Splash Project, deployed across all ESSCA's national campuses. For the first time in four years, first-year Bachelor program students also participated in a new initiative, "Go Karting with a Purpose." This innovative approach to integrating first-year students combines project management and social engagement by building equipment for people with disabilities in IMEs and/or ESATs. This initiative not only reinforced the shared values within the school but also had a positive impact on the regions involved.

Additionally, the Inter-Campus Battles (BIC), the Mercuriale Gala, and the Graduation Ceremony were highlights, contributing to the cohesion and community spirit within ESSCA.

Regional dialogue and institutional engagement

ESSCA maintains a constant dialogue with its local stakeholders, whether public, institutional, or private. This regional engagement is reflected in the active participation of its national and international campuses in socio-economic activities.

The school also benefits from the support of regional public actors, local authorities, and financial partners. These supports are manifested through projects such as the Splash Project, the tobacco-free campus in Bordeaux in collaboration with the Regional Health Agency, and the MILDECA (Interministerial Mission for the Fight against Drugs and Addictive Behaviors) and the Conférence des Grandes Écoles (CGE), with which ESSCA signed a tripartite partnership to work on preventing risky behaviors among the student community. These initiatives illustrate ESSCA's integration into regional ecosystems and its positive impact on the territories.

In June 2024, ESSCA strengthened its role as a facilitator of international dialogues by organizing a roundtable titled "Future of Mobility" on its Lyon campus. This event brought together opinion leaders and key players in the mobility sector from Europe and Asia. The discussions focused on the latest trends, challenges, and innovations in transportation, with a particular emphasis on AI-based technologies and new sustainable urban mobility solutions. This roundtable highlighted the opportunities for international collaboration to shape the future of transportation, thus underscoring ESSCA's commitment to contemporary debates and its active role in promoting innovative solutions.



Uniformity of academic experience and internationalization

ESSCA delivers a consistent and high-quality academic experience across all its campuses, certified by rigorous international accreditations that are renewed at each deadline and extended to all campuses with French ministerial visas and degrees. Every student, regardless of their home campus, benefits from the same resources and expertise. This uniformity is ensured by an organization that harmonizes the curricula and the degrees awarded.

ESSCA reaffirms its European roots in the strategic plan and strengthens presence with new campuses in Malaga and Luxembourg. These new locations not only expand academic mobility opportunities for students but also meet local economic and professional needs.

Mobility within the Schengen zone, sustainable development and social responsibility (SDSR) issues, and integration into the European higher education framework are at the heart of this strategy. ESSCA plays an active role in intra-European cooperation, particularly through the Erasmus program and CSR research initiatives.

This approach aligns with European higher education standards, notably the LMD system (Bachelor's, Master's, Doctorate) and the ECTS (European Credit Transfer System). These frameworks not only facilitate the recognition of degrees but also enhance student mobility across Europe, ensuring consistent and high-quality academic standards among different institutions.

Mobility between ESSCA campuses has been optimized, allowing students to pursue academic paths in different countries. The example of the Bachelor in International Management program, which the school will offer starting in the 2024-2025 academic year, demonstrates this with the possibility of attending a 3-year, 3-country curriculum, distributing the years between France, Spain, China, and Hungary. This international dimension of students' experience is a major asset for ESSCA, enhancing its attractiveness and global outlook.



The 2023-2024 academic year was full of initiatives and projects that strengthened ESSCA's position as a leading institution in higher education in France and Europe. The school's commitment to academic excellence, internationalization, and regional dialogue reflects its dedication to educating responsible leaders and contributing to the development of the regions where it is established. These continuous efforts ensure ESSCA a prominent place in the European and global educational landscape.

Strategic partnerships of ESSCA

ESSCA stands out for its unwavering commitment to establishing high-level strategic and academic partnerships. The year 2023-2024 was marked by numerous collaborations that strengthened its position on the international scene and met the growing needs of students and corporate partners.

Collaborative academic partnerships

The year 2023-2024 was significant for ESSCA, marked by notable events. Among the achievements, the first intake of the dual-degree program with CentraleSupélec and the signing of a new dual-degree partnership with École des Ponts ParisTech stand out. These agreements enhance the quality of ESSCA's programs and illustrate its commitment to offering curricula of excellence and skills hybridization.

ESSCA also signed a dual-degree with HEC Montréal (ranked 111th globally by THE), providing students with professional opportunities in Canada upon graduation. Historical collaborations with leading institutions such as Fudan University in China (C9 League) and Deakin University in Australia (Top 2 in Australian rankings) were strengthened, enabling academic exchanges and joint research projects. These initiatives demonstrate ESSCA's commitment to an international dynamic and addressing societal needs in ecological and digital transitions, particularly in fields such as Artificial Intelligence.

ESSCA also participates in research projects and international consortia. For example, the EUonAir project, for which the school was selected in a tender, funds three years of research, thus

supporting the project's scientific objectives. These initiatives show ESSCA's commitment to cutting-edge research projects related to contemporary challenges.

Additionally, the COIL (Collaborative Online International Learning), a collaboration between ESSCA students and Queens University of Charlotte, was designed to analyze the cultural and economic impact of the Paris 2024 Olympic Games on the French ecosystem and the social media management of athletes.

COILs represent a modern and effective approach to international collaborative learning, offering significant benefits for both students and institutions. These innovative educational programs allow students from different institutions worldwide to collaborate on common projects via online platforms. These programs aim to develop intercultural skills and provide a globalized learning experience without requiring physical travel. They embody ESSCA's commitment to providing quality education, adapted to the challenges and opportunities of the 21st century, and intend to continue developing with Florida International University (FIU) and the University of South Florida (USF).



Confidence of companies and preferred sectors by students



ESSCA maintains strategic partnerships with renowned companies such as IBM and Terre de Marins. These collaborations allow the integration of cutting-edge technologies and innovative practices into academic programs. For instance, the partnership with IBM Skills Build provides students with access to artificial intelligence and cloud computing tools. Additionally, ESSCA participates in networking events like the EFMD Global Virtual Career Fair, connecting students with over 50 international employers. Initiatives such as the Consulting Forum and Career Day offer platforms to meet professionals and explore various career paths.

Additionally, ESSCA participates in networking events like the EFMD Global Virtual Career Fair, connecting students with over 50 international employers. Initiatives such as the Consulting Forum and Career Day offer platforms to meet professionals and explore various career paths.

Moreover, Decathlon and Auchan organize collaborative challenges, allowing students to develop practical skills and work on real-world cases.

These partnerships provide the student community with opportunities for internships, work-study programs, and employment, while enriching their academic and professional experience. They help develop skills in project management, intercultural communication, and innovation, thus preparing students to enter the job market with confidence.

ESSCA students favor certain sectors for their internships, including retail, commerce, auditing, and fashion. Companies such as BNP Paribas, EY, KPMG, L'Oréal, and LVMH are among the main recruiters. The banking, insurance, consulting, and luxury sectors are also highly sought after. ESSCA maintains strong relationships with these companies, thereby facilitating the professional integration of its students.

In conclusion, ESSCA continues to distinguish by dynamism and commitment to establishing national and international strategic and academic partnerships. The achievements of the year 2023-2024 demonstrate the school's dedication to meeting the growing needs of its students and partners, while strengthening its position on the international stage. Through collaborations with renowned institutions and companies, ESSCA offers unique opportunities to its students, thus preparing the next generation of leaders to tackle the challenges of tomorrow.

Pedagogical and scientific innovations

ESSCA stands out for its unwavering commitment to pedagogical innovation, research, and faculty development. The year 2023-2024 was marked by significant initiatives in these areas, reflecting the institution's determination to remain at the forefront of higher education.



ESSCA's pedagogical innovations

ESSCA encourages pedagogical innovation among its faculty. The Pedagogical Initiative Fund (FIP), formerly the Pedagogical Innovation Fund, allows faculty members to submit structured projects evaluated by an international committee. This committee is composed of representatives from ESSCA, the École Polytechnique Fédérale de Lausanne, Polytechnique Montréal, the Swiss Pedagogical Universities, and a student. Projects are assessed based on specific criteria and funded according to a fixed budget. In 2023-2024, five projects were selected for funding, illustrating the school's commitment to supporting diverse pedagogical initiatives.

Alongside the FIP, ESSCA fosters an environment conducive to pedagogical innovation, allowing initiatives to emerge spontaneously. These innovations can be acknowledged for and supported by the Institute of Advanced Pedagogy (IPA) without going through the FIP. For example, immersive simulations where students play roles as representatives of intergovernmental organizations or multinational companies have been implemented, demonstrating the creativity and initiative of the teachers. In 2024, a project supported by the Institute of Advanced Pedagogy (IPA) won the Jean-François Fiorina Prize from the Conférence des Grandes Écoles, highlighting the recognition of these initiatives beyond ESSCA.

Achievements and new faculty organization

The year 2023-2024 was marked by significant changes within ESSCA's faculty. A new faculty dean's office was appointed in response to the organizational design strategy of the Odysée 20/24 plan. This new organization aims to support the skills development in fulfilling the mission, based on a multi-campus model.

The professional development of faculty remains a priority for ESSCA, with continuous education on topics such as digitalization, artificial intelligence (AI), and ecological and societal transformation. In 2023-2024, ESSCA provided 300 hours of continuing education and offered 250 hours of pedagogical advice, thereby enhancing the skills and effectiveness of its faculty.

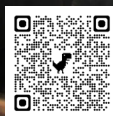
Research advances

The year 2023-2024 has intensified research achievements at ESSCA, marked by the creation of new institutes and the organization of numerous research events.

Thus, two institutes were inaugurated:

> Institute of Ethical Fashion and Ecological Consumption (MECE)

The Institute of Ethical Fashion and Ecological Consumption was launched to address growing concerns about sustainability in the fashion industry. This institute focuses on consumer behaviors and the barriers to adopting ethical consumption practices. In 2023-2024, the institute published a first barometer on ethical fashion, providing valuable insights into French consumers' attitudes towards sustainable fashion.



> Institute « AI for Sustainability »



The Institute of AI for Sustainability was inaugurated with the participation of Cédric Villani, mathematician and Fields Medalist, in November 2023. This institute aims to explore how artificial intelligence can help address environmental and social challenges. In 2024, the institute published its first barometer on the adoption and use of AI in European companies, in collaboration with Forvis-Mazars. The results have been presented to the senatorial committee for foresight and companies, highlighting the relevance to address issues pertaining to AI and sustainability in business practices



Additionally, ESSCA's research has seen significant events such as the launch of the Data Lab to centralize and analyze research data, thereby facilitating large-scale projects and interdisciplinary collaborations. This laboratory plays a crucial role in supporting ESSCA's research initiatives.

Among the 125 research events organized by ESSCA:

- > 4th edition of the Ethics Research Days: Co-organized by ESSCA and ESG-UQAM on the Bordeaux campus, these days addressed topics such as the ethical dilemmas of AI, recruitment, moral disengagement, and ethical leadership.
- > 96th Edition of the MCDA (Multiple Criteria Decision Aiding)

Conference: Held on the Paris campus, this conference brought together over 80 international scientists to discuss multi-criteria decision-aiding techniques in the fields of climate, technology, and finance.

- > 12th EIASM (European Institute for Advanced Studies in Management) Workshop on Interpretive Consumer Research: Held in Malaga, this workshop brought together 80 researchers from 22 countries to discuss the latest advances in consumer behavior research.

ESSCA ESSCA aims a positioning as a major player in higher education, thanks to its commitment to pedagogical innovation and research advancements. The initiatives taken in 2023-2024 demonstrate the school's determination to prepare its students and faculty for contemporary challenges while enhancing its international influence. Future priorities include the digitalization of teaching and strengthening the impact of the Institute of Advanced Pedagogy, ensuring the institution's continuous and relevant evolution.

Impact and institutional development of essca

ESSCA continued its commitment to academic excellence and institutional action in 2023-2024. This commitment is based on the school's activities and aims to maximize the impact of its core educational actions for students. This approach is students centric as design to amplify the impact of the school's other initiatives. Furthermore, ESSCA has effectively coordinated its local institutional actions, thereby strengthening its local presence while expanding its international reach.

Highlights of the 2023-2024 academic year



The 2023-2024 academic year was eventful for ESSCA, which inaugurated its new facilities of the Bordeaux campus, celebrated the 30th anniversary of its Budapest campus, and marked the 10th anniversary of its partnership with PrepaVogt in Cameroon. During this year, ESSCA also received the Sustainable Development and Social Responsibility (SD&SR) label for the maximum duration of 4 years and renewed its Bachelor's and Master's degrees.

Furthermore, the brainstorming on the 2025-2030 Strategic Plan continued with conferences organized for all the school's stakeholders, led by renowned external experts. These conferences covered topics such as urban

planning, work transformations, artificial intelligence, 2050 environmental transitions, and geopolitics in higher education. Other conferences were held on sports and management in Budapest, and during Recycling Week, Philippe Bolo (Deputy of the 7th constituency of Maine and Loire) addressed issues related to waste management and recycling, emphasizing environmental challenges and public policies needed to improve plastic waste management.

ESSCA also actively participated in discussions and initiatives related to the European Union's priorities for 2024-2029. The school was notably involved in funded research projects in the fields of artificial intelligence and sustainable development. ESSCA responded to several European and national calls for proposals to support its research and innovation projects. The school also participated in tenders within the framework of the social and solidarity economy. These initiatives contributed to the improvement of the professionalization and organizational capacity of ESSCA's corporate partners.

These calls for proposals and projects have enabled the school to strengthen its international partnerships and develop projects with significant social and environmental impact.

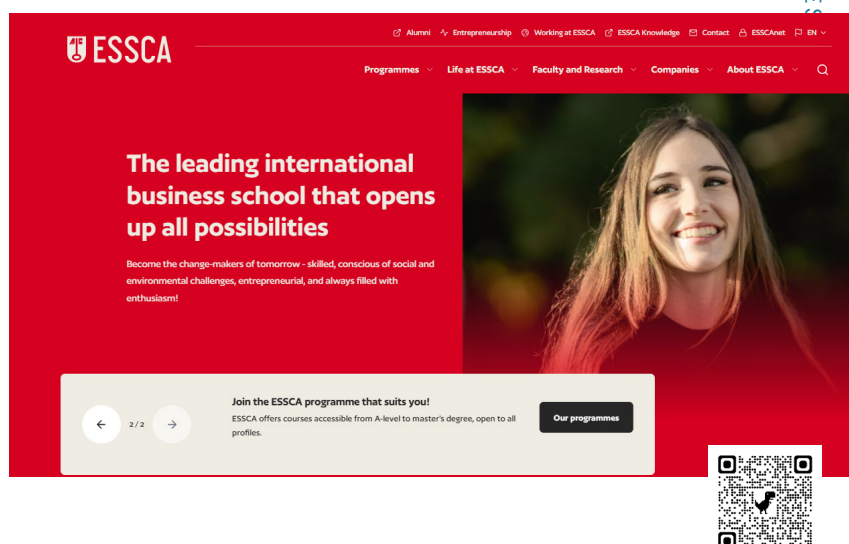
Website redesign

The redesign of ESSCA's website was a major two-year project completed in August 2024, deploying ESSCA as a brand and aligning well with the graphic charter launched in September 2022. The methodology adopted was collaborative, with the establishment of a steering committee including representatives from all the school's activities, to ensure that the new site meets the needs of all users.

It was designed to be high-performing and "responsive," meaning it adapts to various devices and platforms, placing user experience at the heart of its approach. The goal was to create an intuitive and easy-to-navigate interface, allowing all stakeholders to quickly get access to the expected information. The site was also eco-designed to optimize energy costs and comply with Corporate Social Responsibility (CSR) standards, particularly in terms of accessibility and inclusion.

Among the improvements made, the site features a new structure and more concise, impactful content. Particular emphasis has been placed on entrepreneurship and career opportunities at ESSCA.

Post-launch data record show a daily increase in traffic, indicating user interest and engagement. The site has also received positive feedback for its modernity and ease of use. In summary, this redesign has allowed ESSCA to strengthen online presence and better serve the academic and professional community.



Impact

ESSCA's public and institutional actions have had a significant impact on several levels, contributing to enhancing the school's reputation, improving the employability of its students, and promoting values of social responsibility. Participation in major events, such as the Economic Inclusion Summit and the Aix-en-Provence Economic Meetings, has positioned the school as a key player in debates on contemporary economic and social issues at both national and international levels. Additionally, the conferences organized by ESSCA throughout the year have attracted experts and professionals from various fields, thereby increasing the school's recognition in the academic and professional spheres, while contributing to the reflections on the 2025-2030 Strategic Plan.



ESSCA's territorial institutional actions have had a direct impact on the employability of its students. By collaborating with local businesses and associations and participating in recruitment forums, the school has facilitated access to internships and jobs for its alumni (across all programs), thereby enhancing their employability. The Group's multi-campus structure allows ESSCA to establish its commitment and expertise in the market without cannibalization between campuses and programs.

Finally, ESSCA's institutional actions have also had an impact on research and innovation. The school has contributed to research projects in strategic areas such as artificial intelligence and sustainable development. These projects, often carried out in collaboration with other academic institutions and industrial partners, have produced new knowledge and developed innovative solutions to contemporary challenges, fostering a cooperative dynamic that contributes to the common good.

The year 2023-2024 was marked by significant advancements for ESSCA. The website redesign modernized its digital presence, while territorial institutional actions strengthened ties with local and international stakeholders. Research initiatives and partnerships have funded projects with high social and environmental impact. These achievements lay a solid foundation for ESSCA's strategic ambitions for 2025-2030, combining academic excellence, innovation, and social commitment.

ESSCA's csr commitment and impact

ESSCA is firmly committed to a Corporate Social Responsibility (CSR) approach. This commitment is demonstrated through coordinated actions with all the school's stakeholders, aiming to integrate sustainability and responsibility principles into all its activities.

Institutional commitment and international actions

ESSCA has implemented a series of actions aimed at reducing the environmental footprint of its international travel. This environmental awareness is shared by all stakeholders, and systematic reflections are conducted to integrate sustainable practices into travel. The Sustainable Impact and CSR office plays a central role in coordinating the efforts of all the group's departments.

Among the notable achievements of the 2023-2024 academic year, ESSCA received the SD&SR label for the maximum duration of four years, demonstrating its accomplishments in sustainable development and social responsibility. The school also participated in multi-stakeholder strategic consultations on CSR and the path to carbon neutrality.

Furthermore, the school was included in the Times Higher Education (THE) Impact Ranking, a rare recognition for a business school. Additionally, ESSCA renewed the BSIS (Business School Impact System) label and contributed to the Economic Inclusion Summit. These actions clearly demonstrate ESSCA's commitment to aim a positioning as a leader in sustainability and social responsibility.



Student initiatives and support policies

ESSCA students are actively involved in societal initiatives, reflecting the school's commitment to educating responsible citizens who are aware of social and environmental issues. For example, the association Lyon'Nous organized a week of awareness on gender-based and sexual violence, harassment, discrimination, and consent. This initiative, entirely dedicated to and organized by students, aims to create a safer and more inclusive campus environment.

Additionally, the Junior Enterprise organized an internship and responsible business forum in Angers, offering students internship opportunities in companies committed to responsible practices. The Social and Environmental Association, led by ESSCA students, also organized a blood drive in Lyon, demonstrating the students' commitment to humanitarian causes.

Furthermore, the Mercure association signed a partnership with Petits

Princes Association, enabling the funding of concrete actions for hospitalized children. A share of the ticket price for the association's gala, which hosts over 2000 people, is donated to Petits Princes, supporting 30 concrete actions to promote the well-being of children.

Moreover, ESSCA has implemented a tuition fee adaptive scheme to support students in precarious situations. In 2023-2024, 640 students benefited from this modulation, with significant academic results. A significant share of the CVEC (Student and Campus Life Contribution) funds was used to fund health and wellness services for students, including the salaries of psychologists, disability advisors, and operational and intervention costs. Starting next year, students will also have access to the University Preventive Medicine and Health Promotion Service (SUMPPS), further enhancing health and wellness support.

Energy sobriety plan and strategic recommendations

ESSCA has developed an energy sobriety plan aimed at reducing energy consumption by 10% over two years compared to 2021-2022. During this period, and with the same surface area (as the campuses did not undergo any surface modifications during the study period), ESSCA achieved an 11.5% reduction. Awareness-raising was a strong action that helped reduce consumption. An update to the sobriety plan is scheduled for the end of 2024. These efforts demonstrate the stakeholders' commitment to the energy sobriety approach. The plan includes measures such as promoting green mobility, with the implementation of the Bicycle Mileage Allowance (IKV) for staff, which reimburses, based on a sworn statement and declared data, the kilometers traveled by bicycle for home-work travel.



In terms of transportation, the use of public transport is also strongly encouraged among staff members and the student community across all campuses. The Angers campus is now served by two tram lines, making it easier to travel within the metropolitan area.

The Corporate Social Responsibility Advisory Board also made several key recommendations to strengthen ESSCA's commitment to ecological and societal transition. These recommendations include integrating planetary boundaries into the school's mission statement, harmonizing practices across different campuses, and improving communication on sustainability and CSR initiatives. These

recommendations aim to ensure greater coherence and effectiveness in ESSCA's sustainability actions.

Furthermore, since 2017, ESSCA has been monitoring its environmental impact through Environmental, Social, and Governance (ESG) indicators related to business travel. Over time, this approach has been enriched with campus indicators on fluid consumption (water, electricity, gas, wood, etc.). Additionally, gender distribution indicators by profession represented at the school allow for tracking measures for gender equality.

ESSCA demonstrates a strong and continuous commitment to social and environmental responsibility. The school's initiatives and achievements, supported by strategic recommendations and active student involvement, illustrate a collective desire to promote sustainable and responsible practices. The outlook for the coming years includes the implementation of SD&SR recommendations, the adoption of an ecological transition plan, and the continuous improvement of sustainability practices across all campuses. ESSCA thus aims to be a major player in higher education committed to the transition towards a more sustainable future.

Structuring ESSCA's resources

The 2023-2024 academic year was a pivotal period for ESSCA, marked by strategic initiatives aimed at strengthening its infrastructure, human resources, and management tools. This transition phase laid the foundations for a more robust structure and optimized management, to support the institution's future development.

Campus expansion and structuring

ESSCA deployed the European territorial policy by opening two new campuses in Malaga and Luxembourg. These projects involved the establishment of specific legal structures and the recruitment of human resources adapted to local contexts. These openings are part of a development strategy aimed at strengthening ESSCA's presence in Europe.

After a major renovation project, the year 2023-2024 was also marked by the inauguration of the new facilities in Bordeaux, which comply with the most advanced environmental standards. Additionally, real estate projects are underway in Aix-en-Provence and Malaga, with openings scheduled for September 2025. The current facilities in Malaga temporarily host the first students cohorts. The definitive building, which is under renovation, will be inaugurated in 2025. These initiatives aim to provide suitable spaces for the student community and meet current environmental requirements.

Strengthening Management and Governance Tools

ESSCA has renewed its management tools to anchor the institution's governance in contemporary challenges. A five-year business plan has been developed, accompanied by a multi-year investment plan of 42 million euros, including 5 million euros dedicated to information technologies.

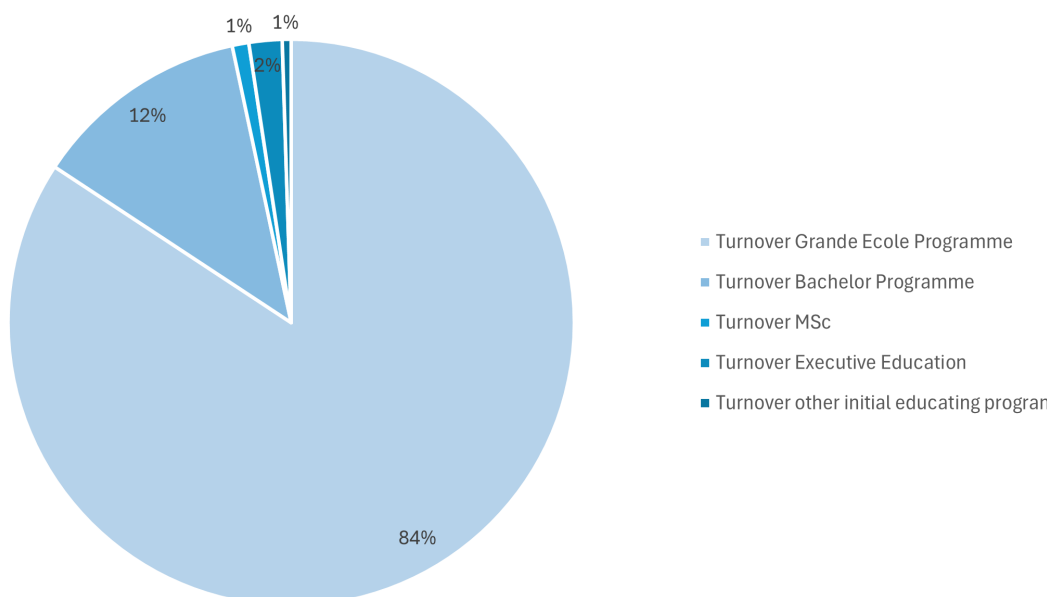
Furthermore, the 2023-2024 academic year was a period of streamlining and digitizing processes. Procedures were implemented to control budget overruns and optimize purchases. The digitization of tools and processes has enhanced the efficiency and transparency of management. This approach is part of a logic of structuring and stabilizing the organization.

Evolution of Organization and Human Resources

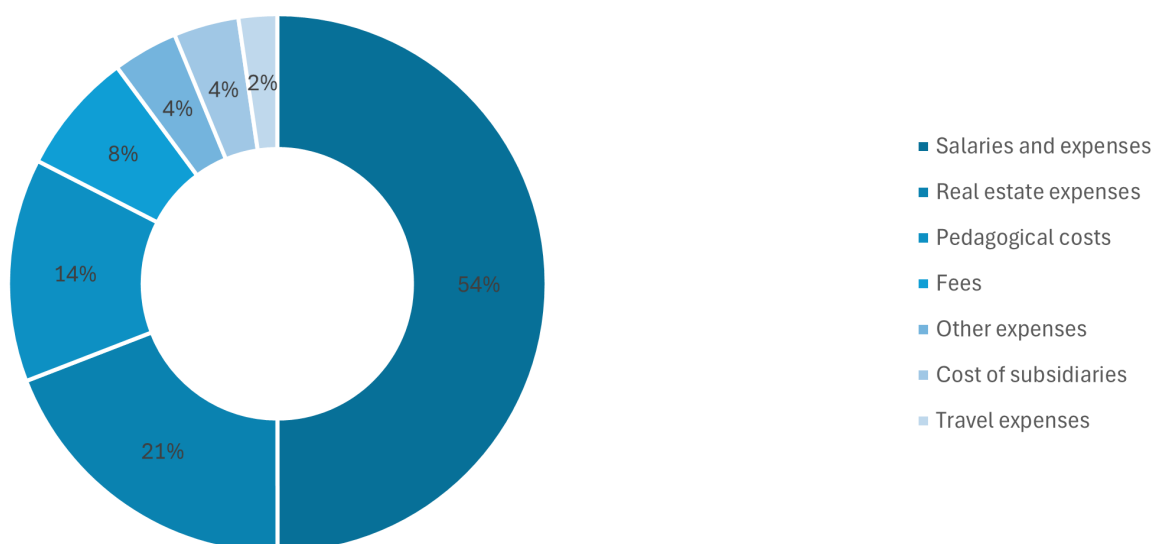
ESSCA has updated human resources management: a deputy CEO dedicated to resources and transformation support, and Vice-Dean office to strategy and institutional relations, has streamlined decision-making, including signature delegations from the General Director. Additionally, when it came to call new elections of the Works-Council (CSE) and given the institution's development, a new body comprising additional members has been elected. This new arrangement strengthens social dialogue within the institution.

ESSCA has also continued its efforts in social and environmental responsibility (CSR). An education cycle in the form of online video capsules on CSR was provided to all staff, in collaboration with Artips, totaling 1166 hours of education. The objective was to understand societal and environmental issues to quickly, seriously, and playfully raise awareness among all ESSCA staff. Actions were also implemented to reduce water and energy consumption, in response to the energy sobriety plan developed in 2022-2023. These initiatives demonstrate ESSCA's commitment to integrating sustainability principles into its daily management.

Breakdown of turnover by programme (in %)



Breakdown of expenses (in %)



In conclusion, the 2023-2024 academic year was a period of structural evolution to support strategy and ambitions. For 2024-2025, ESSCA aims to further optimize its management processes and tools, enhance the skills of its employees, and harmonize international practices while continuing its real estate projects. These objectives will enable ESSCA to continue innovating and adapting to contemporary challenges, thus ensuring effective management and a high-quality academic environment.

Acknowledgements

To the elected representatives of the regions

To the members of the General Assembly

To the members of the Board of Trustees

To the members of the Supervisory Committee of the Board of Trustees

To the members of the Advisory Boards

To the members of the Executive Committee

To the staff members

To the students

To the students' parents

To the partners



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