



ESSCA

Press release

5 October 2023

ESSCA UNVEILS ITS NEW BORDEAUX CAMPUS

Established in Bordeaux since 2016, ESSCA School of Management recently moved premises to a new campus. This outstanding building, an iconic construction on the Bordeaux landscape, was once home to the Niel Barracks Officers' Mess, built in 1877. The school has carried out significant renovation works on the structure for a total budget of €25 million.

Situated in the very heart of the fast-growing Bastide Niel development zone, the campus offers prime student experience and learning conditions within an inter-generational ecosystem. The location provides the perfect social opening whilst remaining on the cutting edge of all ecological standards. For its first year in operation, it will welcome just over 700 students on campus.

“ESSCA is making a firm commitment towards boosting the appeal of the local community and the Nouvelle Aquitaine area by establishing itself in this new hybrid, sustainable eco-district designed for high-quality and ambitious activities alongside major corporations such as Ubisoft, explains Jean Charroin, CEO and Dean of ESSCA. A €25-million budget has been allocated to this project, showing both our determination to meet the specific requirements of local areas, towns, regions, and talents, whilst positioning ourselves as a major European and international higher education institution.”

A historic, innovative, and responsible campus in the heart of the south-west

The new ESSCA campus offers a **careful blend of the architectural beauty of a historic building and the modernity of a cutting-edge, innovative place of learning**. By retaining and renovating the external walls to act as a partial envelope for the new building, and adding three extra storeys, the school has succeeded in creating a modern and welcoming space of over 5,000m². Delivered jointly by Parisian architects MNP Vachet and the Bordeaux-based Guiraud-Manenc firm, the project was designed to both respect the historic nature of the original building and bring together ESSCA's ambitions in terms of the learning environment, the student experience, and environmental standards. *

500 students were able to begin the new academic year on the new campus in September 2023. In the longer term, ESSCA's Bordeaux campus will be home to up to 1,000 students, who will be able to take the same programmes as those on all other ESSCA campuses, notably the three-year Bachelor and five-year Grande Ecole programmes. Acutely aware of the unique opportunities afforded by the regions in which it is established, the school offers a local flavour in line with each of the premises. In Bordeaux, four specialisations are available, three of which are in work-study format: “Innovation Management and Digital Transformation”, “Marketing and Customer Experience”, “Financial Management” and “Management and Strategy”. The school will soon release an Executive Education training offer reserved for professionals.



ESSCA

Press release

A dynamic environment befitting of ESSCA

Located in the heart of the Bastide Niel development zone, ESSCA's new campus is set in dynamic surroundings. It offers its students **an optimal learning experience** with 22 classrooms fitted with touchscreens, a modular room designed for pedagogical innovation, a 240-seater lecture hall, collaborative workspaces, a library, a student hall of residence, association premises, and a terrace. Also planned over the coming months are sports and dance facilities, a business nursery, the opening of an Innovative Learning Centre, and a research laboratory.

This campus has been designed in **the spirit of solidarity and openness**. On 5 October partnerships will be launched with Entraide Scolaire and Cap d'Agir, associations offering help with schoolwork in priority areas, as well as with Les Déterminés, in order to promote business creation for people with the most difficult access to economic and social services. The aim of these partnerships is to offer young people who do not necessarily enjoy favourable working conditions at home use of the workspaces and infrastructure of the Innovative Learning Centre and the Business Nursery. In addition, the catering service available on campus is managed by the rehabilitation company Envol 33.

"This campus is a wonderful asset in which our students will flourish and learn, representing the accomplishment of the ESSCA project of **promoting exposure to the world and providing future generations with the appropriate skills to tackle current economic and societal challenges**, declares **Charles Bassi, ESSCA Campus Director**. We are placing the user experience at the very core of our project, for our students, teachers, and staff by drawing on our expertise and commitment in the areas of digital and ecological transformation as well as incorporating artificial intelligence into our teaching approach."

This pioneering campus fits perfectly into a multi-generational and sectorial district on the rise that includes an infant and primary school as well as a burgeoning entrepreneurial ecosystem. An art school, projects designed for senior citizens, a nursery and a community café are planned for the years to come.

A multi-campus school of management

The establishment of ESSCA premises in Bordeaux is a logical step in the Odyssée 20/24 strategic plan, bolstering the **school's multi-campus dimension** and the links forged with Spain with the opening of a new campus in Malaga. By hand-picking the French and European locations for its campuses (Aix-en-Provence, Angers, Bordeaux, Budapest, Lyon, Luxembourg, Paris, Malaga, and Strasbourg), ESSCA contributes significantly to the development of cross-border research and university synergies. This multi-campus project takes systematically into account all CSR and sustainable development concerns. The students are the first to benefit with dedicated classes and campuses that respect the environment.

* The campus has been awarded the NF HQE Bâtiments Tertiaires – Very Good Level and BREAMM (Building Research Establishment Environmental Assessment Method) labels, the international equivalent of the HQE – Good Level label.

About ESSCA

Based on its rich 114-year history, ESSCA School of Management is a renowned and firmly established French and European institution. A pioneering school since its foundation in terms of teaching innovation and social and economic inclusion, it has striven to evolve on a permanent basis to incorporate the demands and challenges of the modern world with a will to train responsible leaders and assist organisations undergoing change.

A private higher education institution of common interest built upon a not-for-profit associative structure and a member of the Conférence des Grandes Ecoles, ESSCA School of Management delivers an officially recognised 5-year post-secondary Master degree and also offers a fully accredited Bachelor in International Management degree programme, a Specialised Master, and Master of Science programmes. The school also offers a range of training programmes designed specifically for senior executives, managers, and operational teams, with degree-awarding training (including an Executive Master in Global Management) and inter-company programmes. ESSCA is also developing on-line training including an MBA Business & Technology and a portfolio of MScs, designed by ESSCA online campus.

Thanks to its AACSB, AMBA and EQUIS triple crown accreditation, a status held by only 1% of business schools around the world, the school is an internationally renowned institution. It features in 54th place among the top 100 Masters in Management programmes in the world in the 2023 Financial Times ranking.

Strengthened by a multi-campus identity that helps consolidate its appeal to local regions and the showcasing of French expertise in the areas of higher education and research, ESSCA can call upon a network of almost 20,000 alumni working all across the world and currently welcomes over 500 faculty and administrative staff and 7,000 students on its campuses in France (Aix-en-Provence, Angers, Bordeaux, Lyon, Paris and Strasburg), Hungary, China and most recently in Spain and Luxembourg.

www.essca.fr/en

ESSCA

Marguerite Moulin

Tel: 00 33 2 52 09 40 27
marguerite.moulin@essca.fr

Communication

**Stéphanie Masson /
Myriam Boukaïa**

Tel: 00 33 6 84 65 17 34 / 00 33 7 50 69 52 56
smasson@madamemonsieur.agency
mboukaia@madamemonsieur.agency