



ESSCA

Press release

25th October 2023

ESSCA BSIS label renewed as school creates Department for Sustainable Impact and CSR

ESSCA School of Management is proud to announce the renewal of its BSIS label (Business School Impact System) thanks to its outstanding contribution to developing and promoting the local regions in which it is established. Awarded by the FNEGE (*Fondation nationale pour l'enseignement de la gestion des entreprises*) and the EFMD (European Foundation for Management Development), this label recognises the academic, research, economic, societal, and ecological impact of the institution on the environment as well as its effective multi-campus management of operations guaranteeing the same quality of education across all six of its sites in France. As part of this overall drive, ESSCA can announce the creation of a Department for Sustainable Impact and CSR, headed by François Viaud, Doctor of Economics.

ESSCA's positive impact on local regions

Since its first assessment in 2018, ESSCA has continued to display its commitment to the local areas in which its campuses are established. For the first time, the impact zone under analysis covers all of France, reflecting the fact that the school's premises are located in the regions of Aix-en-Provence, Angers, Bordeaux, Lyon, Paris, and Strasbourg.

The 2023 expert report assesses **the €558-million-euro economic impact that ESSCA has had on matters of public interest in the regions concerned.**

The BSIS gauge enables ESSCA to identify its strengths and direct its energies into improving in other areas as part of the school's constant drive to progress.

Following meticulous analysis of data and discussions with stakeholders, the BSIS experts emphasised the following points in their report:

- **Efficient multi-campus management guaranteeing the same quality of education delivered on each of its campuses.**
- **Shared commitment to making the school project a success.**
- **Seamless integration of the school into each local region.**
- **A clearly structured commitment to sustainable development and CSR that is shared at all institutional levels.**

ESSCA is fully committed to pursuing its efforts by taking on board all the recommendations made by the BSIS report. This process is designed to consolidate the direction in which the school is heading and to boost its positive impact on the ecosystem.

François Viaud appointed Head of the Department for Sustainable Impact and CSR

At the beginning of the current academic year, ESSCA strengthened its set-up dedicated to sustainable development and CSR by creating its own Department for Sustainable Impact and



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CSR. François Viaud, Doctor of Economics specialised in issues relating to local region responsibilities, has been appointed to steer this new department in tandem with all school stakeholders.

François Viaud shares his dedication to this new mission: "L'ESSCA has been firmly attached to responsible values for over a century. I am determined to drive and develop our responsible strategy to co-create a sustainable future with all stakeholders."

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 Strasbourg), Hungary, China and most recently in Spain and Luxemburg.

www.essca.fr/en

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