



ESSCA

SCHOOL OF
MANAGEMENT

Annual Report

2022
2023

FRANCE

-

CHINA

-

HUNGARY

-

LUXEMBOURG

-

SPAIN



ESSCA CREATING FUTURES

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

Dean & CEO

EDITORIAL

Dear Reader,

The year 2022-2023 marked a series of particularly transformative milestones for ESSCA, setting the stage for its long-term development.

In September 2022, ESSCA's governance reasserted the European roots of the institution as a lever for its international attractiveness, by deciding to open a campus in Strasbourg and expansion projects in Spain and Luxembourg.

This strategy has also been reflected in the programs and research projects that bring value to stakeholders.

Additionally, in the year 2022-2023 started the groundwork for the forthcoming 2025-2030 strategic plan. This initial phase began with extensive stakeholder consultations and regular updates to the institution's Board of Trustees.

Moreover, academic partnerships have been consolidated, that are fully aligned with the goal of skills hybridation at the heart of the Odyssey 2020/24 strategic plan. Among these partnerships, notable examples include the dual-degree Master in

Management – MSc in Technology and Management between ESSCA and the Grande Ecole d'Ingénieurs Centrale Supélec, and the Master of Business Administration in Business & Technology, offered by ESSCA's Online Campus in collaboration with Ecole Nationale Supérieure des Arts et Métiers, which received accreditation from the Ministry of Higher Education and Research in April 2023.

ESSCA also thrives on student initiatives, where engagement across the institution's various campuses provides opportunities for interactions with the local communities.

The institutionalization of research extends across various dimensions, incorporating the creation and dissemination of knowledge, its percolation in programmes, and its impact on different communities.

Lastly, let us take this opportunity to introduce a new format for ESSCA's annual report, condensed into eight chapters emphasizing visual information. We hope you will find it enjoyable and look forward to your feedback.

We wish you an insightful reading!

About ESSCA

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 express important and lasting beliefs with a direct link to the history of the School and the vision of the Governing Body. They also guide our strategic focus. Members of staff individually and collectively identify with these values, passing them on to stakeholders and in particular students.

HUMANISM

RESPONSIBILITY

AGILITY

RELIABILITY

ESSCA in brief

7 000

full and part-time students

86,8 million euros

budget in 2022-2023

+20 000

Alumni active in companies worldwide

2 500

corporate partners

500

faculty and support administrative staff

10 campuses

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

264

partner universities in

56 countries

Governance

Composition of the Board of Trustees

Chair

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

Administrators

Mrs. Catherine DAGORN	Vice-Chairperson (educating), CCI 49 CEO, MCA Finance
Mr. Bruno PELUAU	Deputy CEO, Association St Yves - Université Catholique de l'Ouest
Mrs. Marie MENARD	Secretary of the Board of Trustees, CCI 49 Managing director, Auchan Avrillé
Mr. Vincent HAREL	President ESSCA Alumni CEO, MERCER France SAS
Mr. Stanislas de GASTINES	Partner, EY
Mr. Robin GIRAUD	Chair Students' Union Angers
Mr. Victor RICOUR	Chair Students' Union Paris
Mrs. Patricia DUMOULIN	President CAPESSCA National key account for supermarkets, AMALRIC
Mrs. Elodie JEANNETEAU	Councillor, Departement 49
Mr. Grégory BLANC	Councillor, Departement 49
Mrs. Constance NEBBULA	Vice-Chairperson (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
Dr. Marjorie TENDERO	Member of the Joint Committee Associate professor, ESSCA
Dr. François VIAUD	Member of the Joint Committee Director of Sustainable Impact and CSR, ESSCA

Invited member

Dr. Jean CHARROIN	Dean & CEO, ESSCA
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Governance meetings 2022-2023

4

Board of trustees meetings

6

Supervisory Committee of the Board of Trustees

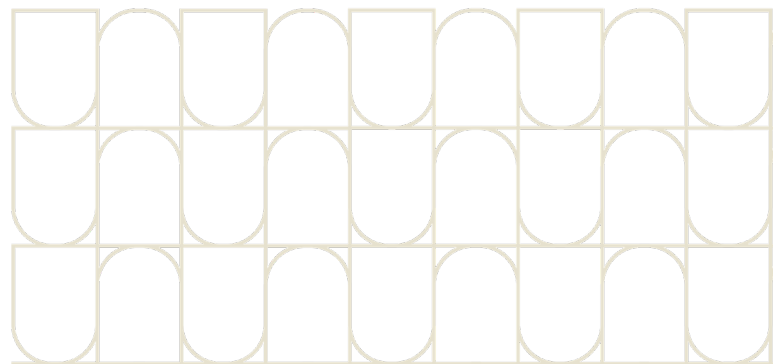
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General Assembly





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ESSCA : INNOVATIVE TEACHING METHODS ENHANCING STUDENTS EXPERIENCE

In a constantly evolving educational landscape that necessitates reinventing the student experience, ESSCA stands out as an institution that embraces change and innovates for the benefit of its students.

2022-2023 academic year was particularly significant for the school, marked by notable advancements in internationalization, innovation in pedagogy, and societal engagement, thereby mobilizing the entire students community.

Innovative educational and international programs supporting students



In 2022-2023, ESSCA has innovated in Pedagogy and internationalization, highlighted by the inaugural edition of the International Week Bachelor. This unique initiative for the students of the Bachelor in International Management focused on climate change through interdisciplinary lectures delivered by professors from prestigious universities worldwide, including Harvard University.

Muriel JACQUELIN,
ESSCA's Director of International Relations,
emphasizes the significance of this event:

“not only for its academic outreach but also for its contribution to the school's internationalization.”

This internationalization is also obvious in the opening of latest campuses in Malaga and Luxembourg.

A review of academic outcomes and students' community life

The student experience, enhanced by an update of extra-curricula outcomes, highlights openness and transparency in students engagement.

Marie COURTOIS,
Director of Student Experience
explains:

“Students are expected to submit project based associations, recruiting their teammates on a voluntary and responsibility basis.”

The year was also marked by the introduction of new programs, such as the Master of Science (MSc) in Wealth Management, underscoring the school's commitment to academic excellence and the employability of its graduates.

FIRST JOB SURVEY 2023



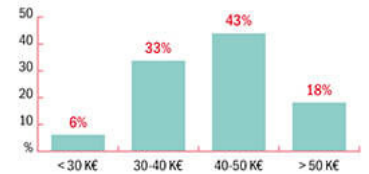
Christine SINAPI
Director of Academic Programs,
mentions :

“these initiatives underscore the academic quality we strive for and the potential to offer hybrid learning opportunities to our students.”

DISTRIBUTION BY FUNCTIONS



DISTRIBUTION BY SALARIES



Yearly survey on the first position held by the ESSCA Grande École Programme graduates

A strong support by students and learners to maximize academic success



ESSCA promotes strong diversity among its students, with 72 nationalities represented, and a commitment to socio-environmental issues. The "Bienvenue en France" label audit, which awarded two stars to the school, reflects the school's efforts to improve the welcome and integration of international students.

“This label is a major factor in enhancing ESSCA's visibility on the international stage.”

Muriel JACQUELIN
Director of International Relations

ESSCA prioritizes the support of its students through various personalized initiatives. Among the measures implemented, individual tutoring plays a crucial role, offering each new student a mentor, whether a professor or a staff member, leading to regular meetings aimed at evaluating academic progress and adaptation to higher education life. This system allows for the early identification of difficulties and the necessary adjustments to be made.

Tutoring is also available for executive education learners, whose more senior profiles call for the implementation of collective exchanges in pairs and trios with professional research supervisors, particularly for the writing of their dissertations.

A socially committed policy at ESSCA

On the social front, ESSCA demonstrates significant innovation with a sliding scale tuition fee structure based on family resources and the launch of an emergency aid program, exemplified by the distribution of food vouchers. This initiative, which adheres to specific criteria and is open to all students expressing a temporary need, provides up to 200 euros to alleviate financial concerns and enable students to be fully dedicated to their studies. These measures attest to ESSCA's deep commitment to the success and well-being of the students.

At the end of the 2022-2023 academic year, ESSCA reasserted its commitment to continuous innovation, preparing students for the complex challenges of the future world, while ensuring their personal and professional development and success.

ESSCA : A SPRINGBOARD TO PROFESSIONAL SUCCESS

ESSCA is committed to the professional development of the students. With a range of programs and initiatives designed to equip future graduates with the necessary tools for a successful career, ESSCA shapes leaders who are prepared to tackle professional challenges from the early years. From entrepreneurial innovation to internship and vocational studies opportunities, ESSCA supports the writing of the first chapters of students' professional stories, marked by success and ambition.

Personalized employment support

The Career Center plays a crucial role in supporting students from their first term through to securing their first job. This progressive and supportive approach aims to develop a deep self-awareness, effective interview techniques, and a keen understanding of the job market. A 93% employment rate reflects the effectiveness of this holistic approach.

“A task must be completed for each seminar to validate it, ranging from integrating the LinkedIn profile to the application form. These seminars are led by an external HR team. Alongside these seminars, a digital pathway is offered with simulations designed to score and enhance the presentation of one's Vitae.”

Caroline SERRY
Director of Career Center

a range of seminars, workshops, and networking events, the Career Center prepares students to successfully navigate their future careers. These initiatives, coupled with personalized support, refine personal branding, professional communication, and job search strategies. Students thus engage with industry professionals and the Alumni network.

A professionalizing academic journey

The structure of ESSCA's professional development pathway is designed to immerse students in the business world through strategically positioned internships at every stage of their curriculum. From initial corporate exposure in the first year to more specialized and international internships, each experience contributes to building an attractive and competent professional profile.

To best support students in their endeavors, ESSCA's administrative teams provide rigorous guidance to secure internships.

“Students immerse in the corporate world every year. This is a distinctive feature of ESSCA.”

Amandine HOCHART
Group Apprenticeship Program Manager

	1 st year	2 nd year	3 rd year	4 th year	5 th year
GRANDE ÉCOLE PROGRAMME	DISCOVERY WORK PLACEMENT 2 months minimum in France or abroad	INTERNSHIP WITHIN A COMMERCIAL POSITION 2 months minimum in France or abroad	OPTIONAL INTERNSHIP during th summer	INTERNSHIP or GAP YEAR 4 th year internship in France or abroad	END OF STUDIES INTERNSHIP 4 months minimum starting in January in France or abroad
BACHELOR INTERNATIONAL MANAGEMENT	DISCOVERY WORK PLACEMENT 6 or 8- weeks in France or abroad	INTERNATIONAL INTERNSHIP or ACADEMIC SEMESTER + Possibility of a 6 or 8-weeks internship in France or abroad before or after the international semester	END OF STUDIES INTERNSHIP or entrepreneurial semester		

Significant emphasis on vocational studies

Vocational studies, available in the third year of the Bachelor in International Management and during the Master in Management program, offer an optimized schedule of corporate immersion, alternating between weeks at school and weeks in the company, for maximum professional integration.

These co-op tracks are characterized by an adaptive rhythm designed to maximize on-the-job experience while ensuring the acquisition of academic skills. Competence validation is carried out through a rigorous process, including the presentation of the student's assignments to a dedicated committee, ensuring alignment with educational objectives.

Support for entrepreneurial activity

Entrepreneurial support at ESSCA is embodied in a dynamic ecosystem that includes access to the incubator on the Paris campus, specialized workshops, and targeted mentorship.

Notably, the entrepreneurial semester offers students the opportunity to develop their own businesses while receiving personalized support.

For 2024, the ESSCA Foundation's scholarship initiative, offering up to 800 euros per month for 24 months, demonstrates the school's deep commitment to its student entrepreneurs.

This entrepreneurial spirit is also showcased through one of ESSCA's flagship events: the pitch competition open to all students, with awards presented during the graduation ceremony. With 59 projects submitted for the 2022-2023 pitch competition and 10 winners recognized, this contest is open to all, from the Grande École Program to the Bachelor's, highlighting the diverse and vibrant ideas within the school.

Yet the several awards appear diverse, the grand prize includes a 4,000-euro scholarship, a year at the ESSCA incubator, and dedicated support and mentorship for the winning project.

“Being aware that 100% of ESSCA Students won't become entrepreneurs, the initiatives offered ensure they are able to grasp the entrepreneurial mindset.”

Guy CHAMPAGNE
Director of Entrepreneurship



ESSCA demonstrates that it is far more than just a business school; it serves as a launchpad for the future, fostering a community that values innovation and commitment, in addition to ensuring the professional success of its students. By combining cutting-edge theoretical education with a variety of practical corporate experiences, ESSCA equips its students with expertise and confidence, preparing them to meet the challenges of the job market.

ESSCA : A SCHOOL ROOTED IN THE TERRITORIES

Throughout the 2022-2023 academic year, ESSCA has strengthened its collaboration and interactions with local communities, thereby enriching both its educational offerings and the student experience. By actively participating in local projects, opening new campuses across Europe, and maintaining robust dialogue with its regional stakeholders, ESSCA reaffirms its commitment to sustainable development, innovation, and integration closely aligned with socio-economic realities.

Enhanced European presence of ESSCA

The updated strategic plan of ESSCA has emphasized strengthening the school's European presence, particularly in support of European policies related to economic sovereignty and sustainability.

Aiming to contribute to the debate, ESSCA published a White Paper on the green industry in June 2023. This reference document compiles ESSCA's research and perspectives on the ecological transition of the European industry. The White Paper, which was presented to French lawmakers as part of their preparatory work on the green industry law, demonstrates the school's commitment to significantly contributing to discussions on the sustainable future of the European economy.



Whitebook: Green industry, a French and European challenge(2023), Dr. M.TENDERO ; Prof. S.DEKHILI ; Dr. D.GLAVAS ; Prof. N.CHASSAGNON

Simultaneously, the opening of two additional campuses in Luxembourg and Malaga for the 2022-2023 academic year underscores ESSCA's ambition to strengthen its European presence and diversify its educational foundations. These new sites host international students, thereby fostering a multicultural and inclusive learning environment. Opened in consultation with local authorities, these campuses benefit from the extension of recognitions from the Ministry of Higher Education and Research (visas and degrees) in the countries where they are established.

In this regard, the degrees remain identical, with the homogeneity of the programs across all ESSCA campuses ensured by external validations (accreditations). This uniformity in educational content and evaluations ensures that each student receives the same quality of education and academic experience, regardless of their geographical location. ESSCA preserves the unity of the degree and the students experience across multiple regions.

“During the process of extending our visa and degree recognitions, the Ministry of Higher Education and Research acknowledged that ESSCA possesses a distinctive expertise in the management of its multi-campus programs. This is one of the strengths of our institution.”

Benjamin MORISSE
Vice-Dean

Flagship projects that build bridges with local communities

The 2022-2023 academic year was marked by significant initiatives from ESSCA that strengthening connections with local communities while providing enriching experiences for its students from the very start of their integration.

Firstly, the official inauguration of the Strasbourg campus in April 2023, celebrated with an opening ceremony attended by elected officials, expanded ESSCA's territorial presence in the Grand-Est region. This campus opening is part of a broader strategy to integrate ESSCA campuses into their local ecosystems, as evidenced by the active involvement of campus directors in the local economic and academic networks.

Among the initiatives that enhance relations with local areas, the Splash Project stands out as a unique team-building experience. During their first week at ESSCA, first-year students of the Master in Management engage in constructing sustainable structures such as slides or chicken coops for medical-educational institutes or retirement homes. This activity, beyond serving as an icebreaker for new students, introduces them to the importance of teamwork and the positive impact they can make.

Simultaneously, the Make Sense project for first-year students of both the Bachelor's program and the Grande École program (through graduate enrollment) facilitates interactions with impact-driven entrepreneurs, thereby opening students' eyes to the possibilities of social entrepreneurship.

Finally, the Inter-Campus Battle and the annual ESSCA Ventures, renewed for another edition, once again emerged as key events bringing together all ESSCA students for sports and cultural activities. These events underscore the importance of cohesion and community spirit within the school.



Inauguration of Strasbourg campus - Left to right : C.SINAPI, Director of académics programmes ; B.MORISSE, Vice-Dean ; I.WEISS, VC Higher Education Research and Innovation Grand-Est region ; J.CHARROIN, Dean & CEO ; A.SANDER, Member of the European Parliament ; G.LISBIG, Councillor for the City and Eurometropolis of Strasbourg ; Z.BUARD, 1st year PGE student ; A.TREMBLAY, Campus Director

Support from local regions

In 2023, ESSCA intensified the dialogue with regional stakeholders, demonstrating its commitment to both local and international development.

ESSCA has continued to benefit from regional institutional support through international scholarships provided by various regions, offering valuable assistance to students for their international exchanges and projects. These scholarships, in addition to the support from CROUS, enhance ESSCA's network with local economic actors and contribute to the successful integration of its students into the economic fabric of the regions where the school is established.

By forging strong connections with its regions and engaging in projects with significant social and environmental impact, ESSCA demonstrates that academic excellence can go hand in hand with a commitment to local communities. The expansion of campuses across Europe and the diversification of partnerships reflect a desire to contribute to European directives. Through its innovative and inclusive approach, ESSCA asserts itself as an institution that not only prepares the leaders of tomorrow but also actively contributes to the well-being of the communities surrounding it.

ESSCA : A POSITION AT THE HEART OF THE WORLD AND ALIGNED WITH BUSINESSES

ESSCA is acknowledged for its academic excellence as well as ability to forge strategic partnerships, thereby enhancing the educational experience of its students while consolidating its presence on the international stage. In 2022-2023, the school made significant strides, developing collaborations with prestigious institutions and committed companies to provide students with unprecedented opportunities.

Enhancing international outreach through academic partnerships

2022-2023 marked a pivotal point in ESSCA's international strategy, with the development of new academic partnerships aimed at increasing the share of accredited partners. Reaching nearly 70% of accredited partners, these collaborations have not only bolstered the school's visibility but also ensured academic quality in line with international standards, thereby offering undeniable added value to the student experience.

These dual-degree agreements, allowing ESSCA students to obtain degrees recognized both in France and internationally, enhance their employability and visibility in the global job market.

For instance, the collaboration with HEC Montréal enables ESSCA students to benefit from dual exposure to the best practices in North American and European management, broadening their overall perspective and preparing them for international careers.

“ESSCA now shines on the international stage. We are proud to have solidified 17 double-degree agreements with prestigious universities in China, Australia, and Montréal.”

Muriel JACQUELIN
Director of International Relations



DOUBLES DIPLÔMES*

22 opportunités sur
4 continents différents

*Double-Degrees
22 opportunities across
4 continents

Offering immersive experiences with the corporate world

ESSCA has successfully created unique opportunities for its students to engage with the professional world. From participating in a football tournament organized by Sodexo Live at Clairefontaine (sporting complex), which provided recruitment opportunities, to prestigious events such as Roland-Garros and visits to innovative companies like BackMarket at the Bordeaux campus, the school offers enriching opportunities right at the heart of professional environments.

Walt Disney of America representatives came to the Paris campus for an internship fair, such as with luxury brands like Chanel exemplify ESSCA's close ties with leaders across various industries.

Promoting partnerships that foster inclusion and skills hybridization

ESSCA has also intensified its efforts to balance academic success with social inclusion. The development of partnerships between the Angers campus and the Cordées de la Réussite program, along with the Aix campus hosting the first cohort of Apprentis d'Auteuil, illustrates the school's commitment to including profiles less likely to spontaneously join a management school.

Emphasis on hybrid pathways, through internal dual degrees (e.g., MiM followed by an MSc) and collaborations with institutions such as CentraleSupélec, demonstrates ESSCA's dedication to offering diverse and high-quality academic programs.

The inception of the partnership with CentraleSupélec in 2023 aligns with ESSCA's strategic priorities in technology, data, and Artificial Intelligence. This collaboration signifies the school's proactive approach to developing partnerships that enhance an academic offering tailored to current market needs while anticipating future challenges.

Additionally, the partnership with Arts et Métiers led to the development of an MBA in Business & Technology for entrepreneurs and intrapreneurs aiming to integrate technological and environmental transitions into the core of their activities. This program received approval from the Ministry of Higher Education and Research in 2023.



Double diplôme* Master of Science Technologie et Management



*Double-Degree



“ESSCA offers programs that are close to corporate expectations to the needs and demands of businesses, with an acute awareness of the macroeconomic environment.”

Sébastien LOUËT
Corporate Partnerships Manager

By forging strategic connections worldwide, ESSCA reaffirms its commitment to providing cutting-edge education that transcends borders. These partnerships, whether academic or professional, not only reflect the school's dedication to offering the best to its students but also promise unique opportunities in an interconnected world.

ESSCA : A COMMITTED FACULTY

In 2023, ESSCA continued to stand out for its commitment to educational innovation. Through notable initiatives such as the Pedagogical Initiative Fund and the launch of research platforms, ESSCA has strengthened its position as a leader in management education.

Initiatives supporting research



To encourage the projects of its faculty, ESSCA established a Pedagogical Initiative Fund of 70,000 euros in 2022-2023, aimed at fostering innovative initiatives. This fund saw the submission of five major projects, including an ambitious cross-disciplinary project focused on CSR and the use of the metaverse for multicampus initiatives.

These projects reflect ESSCA's commitment to promoting teaching methods that significantly enhance student learning, with an emphasis on interdisciplinarity and social engagement.

Simultaneously, to remain at the forefront of research, ESSCA established a new experimental lab on its Lyon campus, staffed by a dozen specialized researchers. Dedicated to research, this lab combines neuroscience and management to study cognitive biases and other decision-making influences. For instance, the study conducted for SNCF, "ALSAF: Use of Nudges in Combating Fraud," exemplifies their work.

In 2023, ESSCA further cemented its reputation in academic research with the establishment of six dedicated institutes, each rooted in responsible leadership. These institutes cover critical areas such as European studies, digital transformation, sustainable mobility, ethical fashion and ecological consumption, and artificial intelligence applied to sustainability. For example, the EU-ASIA Institute explores the complex dynamics between Europe and Asia, while the Institute for Ethical Fashion and Ecological Consumption addresses the challenges of outsourcing and consumer behavior in the fashion industry.

Beyond their thematic focuses, all institutes share a common objective: understanding how organizations and individuals can make skilled decisions in the face of contemporary major challenges while minimizing negative externalities. This holistic approach allows ESSCA to generate knowledge that not only advances academic debate but also offers practical solutions to contemporary societal, economic, and environmental issues. Thus, ESSCA's commitment to responsible leadership is embodied through these institutes, reflecting its ambition to educate leaders capable of navigating and shaping a more ethical and sustainable future.

Dissemination of research through ESSCA Knowledge

ESSCA Knowledge initiative, launched in 2023, represents a major milestone in how ESSCA shares the knowledge and discoveries of its teacher-researchers. By offering nearly 2,000 contributions in diverse formats – dedicated articles, innovative podcasts, radio columns, and explanatory videos – ESSCA Knowledge has quickly gained popularity, attracting thousands of visitors each month. The platform has become an essential resource for professionals seeking to deepen their understanding of contemporary topics, such as luxury in China, highlighted by the latest podcast. This project exemplifies ESSCA's commitment to disseminating relevant and accessible academic research, thereby enhancing its impact beyond traditional academic circles.



Gender equal faculty

In 2023, ESSCA reached a significant milestone by achieving gender parity within its permanent faculty, marking a crucial step in its ongoing commitment to gender equality and diversification of its teaching staff. This balance is part of a broader strategy aimed at promoting inclusion and reflecting societal diversity within the institution. The increasing internationalization of the faculty, with members from various geographical and cultural backgrounds, enhances this dynamic of openness and pedagogical richness. ESSCA's efforts to maintain a satisfactory disciplinary balance, while consolidating leading scientific capacity at the European level, demonstrate its dedication to building an academic environment where excellence and equality mutually reinforce each other. Achieving gender parity not only represents a success in terms of recruitment policy and faculty development but also sends a strong signal to the educational community and students, emphasizing the importance of equal opportunities and respect for diversity in academia and beyond.

ESSCA

FRANCE - CHINE - HONGRIE - LUXEMBOURG - ESPAGNE

RAPPORT*

SCIENTIFIQUE

* *Scientific Report*

2022
2023

AACSB
AMBA
EQUIS

FT MASTERS IN
MANAGEMENT
2023 RANKING

By placing innovation, research, and societal impact at the core of its educational mission, ESSCA provides a platform for expression and inquiry for its faculty. Through the passionate dedication of its professors, ESSCA equips students to navigate a rapidly changing world, armed with solid knowledge and a keen awareness of future challenges. The promise for the coming years is clear: to continue supporting faculty in the digital transition and to enhance the student experience with increasingly innovative and responsible pedagogical approaches.

OVERHAULING ESSCA'S COMMUNICATIONS: TOWARDS A MORE RESPONSIBLE AND INCLUSIVE STRATEGY

ESSCA distinguished the 2022-2023 academic year with a significant review of its communication strategy. This transformation, encompassing both internal and external communications with its partners, aimed primarily to enhance ESSCA's visibility on the national and international stages, particularly through the promotion of the school's teachings and research activities.

A new brand identity through extensive stakeholder consultation

The unveiling of a new brand identity for the 2023-2024 academic year was a highlight for ESSCA. The selection of this new identity was based on a consultative process, involving dialogues and surveys that allowed the ESSCA community to choose between two graphic proposals, ensuring broad acceptance of the new logo. The modernized logo capitalizes on the school's historical roots and now reflects a brighter, more open image, symbolized by a balloon encapsulating ESSCA's emblematic key.

“This change, the result of a collective effort involving staff, alumni, and students, aimed to simplify and enhance the attractiveness of ESSCA both nationally and internationally.”

Pascale MOREAU
Director of Communication and Public Relations

Commitment to responsible communication

“We are careful to the diversity of audiences and committed to sincerely assisting and responding to their needs.”

Pascale MOREAU
Director of Communication and Public Relations

The school has also embraced a more responsible communication approach, demonstrated by its support for values such as inclusion, diversity, and corporate social responsibility (CSR). This commitment is reflected in the use of inclusive language to promote more equitable communication, strict compliance to GDPR regulations for personal data protection, and communication initiatives aimed at encouraging energy sobriety among students and staff.

In collaboration with the Human Resources Department, awareness policies regarding disability situations have been implemented, highlighting the importance placed on accessibility and inclusion. Regular workshops and newsletters aim to raise awareness among staff on these critical issues, aligning with ESSCA's ongoing efforts to foster a more inclusive and diverse community.

Towards a website overhaul for greater attractiveness

For 2024, the primary goal is to launch ESSCA's new website, with a particular focus on search engine optimization. Simultaneously, it is crucial to enhance ESSCA's international presence through expanded institutional communication and bilingual materials. This goal is underscored by the website traffic data: the previous year, the platform dedicated to international recruitment attracted

30,000 visitors, reflecting the growing interest in ESSCA beyond French borders. Collaborating with British and Spanish press agencies to promote ESSCA to a wider audience is also part of this internationalization strategy, which will be further strengthened with the restructuring of the brand's portal.



ESSCA

SCHOOL OF MANAGEMENT



ESSCA is committed to a continuous innovation approach, reaffirmed at the end of the 2022-2023 academic year, with the goal of preparing its students for the complex challenges of the future while ensuring their personal and professional development and success.

ESSCA : A SCHOOL COMMITTED TO A RESPONSIBLE FUTURE

ESSCA stands at the forefront of higher education due to its major commitment to pedagogical and academic innovation. In 2022, ESSCA enhanced an academic approach that integrates sustainable development and corporate social responsibility (CSR), establishing itself as a model of higher education focused on contemporary and future challenges.

Leveraging an active governance framework

This year, ESSCA has distinguished itself with a new governance model focused on sustainable development and social responsibility. Five top management members now embody the key pillars of this approach, ensuring the integration of governance strategy, education, research, environmental stewardship, and social policy at the institution's core. This governance structuring reflects the school's commitment to promoting coherent and effective policies across all aspects of its operations on all its campuses.

For instance, ESSCA's energy reduction initiative includes a management process for monitoring our electrical consumption across all campuses. A commitment has been made to achieve a 10% reduction in energy consumption over two years.

Nurturing the leaders of tomorrow

ESSCA stands out for its innovative pedagogical approach, emphasizing sustainable development and corporate social responsibility (CSR) throughout its programs. Specialized master's degrees and other courses are designed to cultivate responsible managers who can navigate the complexities of

the economy with ecological and social awareness. For example, the school's membership in the Virtual University for Environment and Sustainable Development (UVED) further enriches its curriculum, incorporating essential environment competencies to address current and future challenges.

“The school joined the Virtual University for Environment and Sustainable Development (UVED) in 2023 to incorporate environmental competencies into its programs.”

Christine SINAPI
Director of Academic Programmes

ESSCA now ensures that all its graduates acquire skills in sustainable development and CSR, adhering to a framework adopted by leading management schools under the Conference of Directors of French Management Schools (CDEFM). This commitment reflects the institution's dedication to preparing students to become key drivers of social change, equipped to tackle environmental and social challenges with expertise and innovation.

**l'ESSCA devient
membre associé de la
Fondation UVED***



**ESSCA joins the Virtual University for the Environment and Sustainable Development (UVED) Foundation*

Fostering committed research

Research at ESSCA is firmly oriented towards responsible leadership. Organized across various departments, it focuses on key themes such as innovation, ethics, and sustainability.

Dedicated research institutes in fields such as ethical fashion, artificial intelligence, and sustainable transportation underscore the school's commitment to research that fully integrates social and environmental responsibility.

“In 2022, 34.8% of the articles published and classified focused on the theme of corporate social responsibility (CSR). Regarding sustainable development goals, 46% of these articles align with a Sustainable Development Goal (SDG).”

François VIAUD
Director of Sustainable Impact and CSR

A mobilized student community

At ESSCA, students are not merely spectators of their education; they are key players, driving initiatives that demonstrate strong engagement. The *“Lyon Nous”* association on the Lyon campus is a prime example, orchestrating a week-long campaign to raise awareness about discrimination. This event captivates attention with its richness and diversity of activities, from film discussions to self-defense workshops, each day offering a new opportunity for awareness.

Simultaneously, the students' involvement in social causes is evident through concrete actions, such as the Mercuriale Gala, where each ticket sold supports the *“Les Petits Princes”* association, reflecting a generosity and solidarity that extend beyond academic activities.

These student initiatives, supported and encouraged by ESSCA, highlight an educational community where social engagement and shared responsibility are central to shaping future leaders who are both conscious and committed.



Solve Climate by 2030 conference - Lyon ESSCACampus - March 31, 2023

The 2022-2023 academic year highlighted ESSCA's firm commitment to sustainable development and social responsibility, exemplifying how management education must integrate these crucial issues. Through concrete initiatives and governance infused with these values, ESSCA has not only enriched its students' educational experience but also aims to make a positive contribution to society and the environment.

A YEAR OF RESPONSIBLE AND STRATEGIC GROWTH FOR ESSCA

The 2022-2023 academic has initiated strategic initiatives in human resources, international development, and real estate investments

Under the joint leadership of the Deputy CEO Resources and Transformation and the Director of Human Resources, the school has strengthened its commitment to equality, inclusion, and sustainability.

Inclusion and awareness policies of ESSCA

ESSCA has achieved a significant increase in the gender equality index, rising from 84 to 93, thanks to targeted initiatives and the signing of a company agreement on Mandatory Annual Negotiations dedicated to gender equality.

An awareness campaign on various types of disabilities in the workplace has also been launched, reinforcing ESSCA's commitment to inclusion. Dedicated workshops and regular communications addressed to ESSCA teams have enhanced the integration of all students within the campuses.

Lastly, ESSCA continues its policy of adaptive tuition fees based on family income, thereby promoting accessibility and diversity among students.

Investments in recruitment and facilities

During 2022-2023, the ESSCA recruited 117 new staff members, primarily in the areas of educational assistance and teaching.

“These recruitments aim to support development strengthen academic and administrative capacities to support growth.”

Gilles BÉQUET
Director of Human Resources

Additionally, 2022-2023 engaged significant real estate investments, including the completion of projects in Bordeaux-Niel, the expansion of the Lyon site, and the opening of the Strasbourg campus. The signing of several leases aligns with the school's internationalization policy, with new campuses opening in Spain and Luxembourg.

ESSCA is also committed to a sustainable development approach. Efforts are underway to establish ESG (Environmental, Social, Governance) indicators to monitor the energy consumption of the campuses, and an energy conservation plan is being developed.

“We have opened new campuses in Malaga and Luxembourg and recovered our operations in Shanghai.”

Isabelle DRÉNO
Deputy CEO
Resources & Transformation



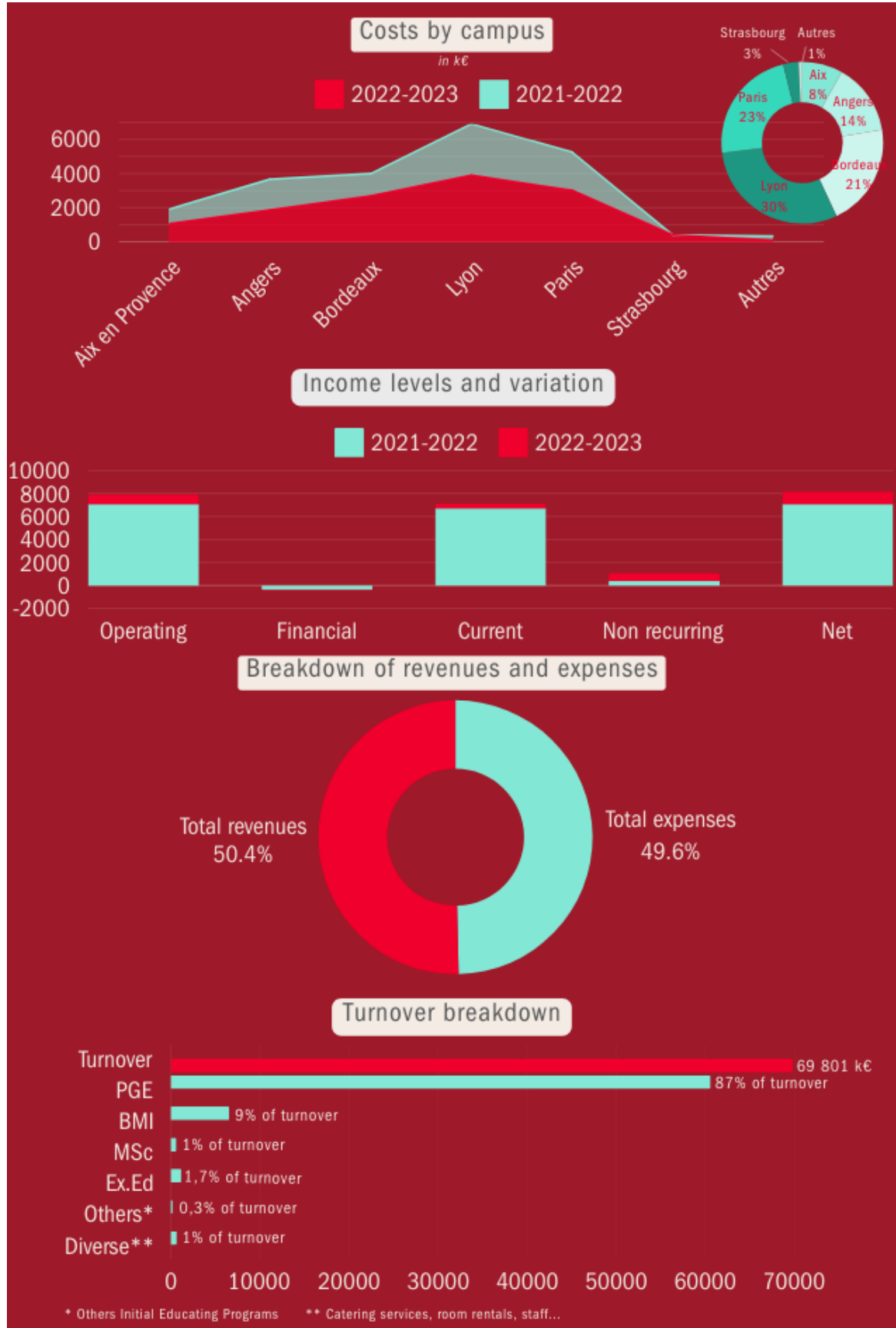
A budget reflective of ESSCA's numerous projects

The cost structure of ESSCA for 2022-2023 is distributed as follows: 64% for human resources, 19% for real estate costs, and 7% for other expenses. In 2023-2024, HR costs will account for 66% of the operating budget, while expenses for international subsidiaries will increase from 1% to 7%, considering the full-year operation of the new campuses.

This situation has led the ESSCA Board of Trustees to adopt a deficit budget for 2023-2024, with a return to balance projected for 2024-2025.

“These increases are due to the launch of our new campuses and the recovery of activities in Shanghai.”

Isabelle DRÉNO
Deputy CEO
Resources & Transformation



In 2022-2023, ESSCA demonstrated its commitment to policies that promote innovation, sustainable development, and inclusion. By opening new facilities and strengthening its teams through the recruitment of new staff and targeted awareness initiatives, ESSCA once again proves that it is dedicated to welcoming, supporting, and educating its diverse audiences effectively.

Acknowledgments

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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