



Annual report
ESCP Foundation **2019**

200 years of ESCP History



Summary

ESCP Business School

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ESCP Foundation

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A new era for ESCP Business School

Dear Friends,

2019 gave us the opportunity to look back on 200 years of the our School's history and to lay the foundations for the new century that awaits us. ESCP Business School was founded in 1819 and has chosen to teach responsible leadership which is open to the world and based on multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are springboards enabling students to understand a European approach to management. Many generations of entrepreneurs and leaders have thus been educated with the conviction that the business world can nurture society.

Our mission is guided every day by this conviction and our values of excellence, uniqueness, creativity and diversity.

ESCP welcomes 6,000 students and 5,000 executives of 120 different nationalities each year to its unique 6 city-centre campuses. Its strength lies in its numerous general and specialised management training programs: Bachelor of Science, Master Programs, MBA and continuing education; all of which provide a multi-campus experience.

On 26 November 2019, at the Bicentenary Gala Dinner in Paris that many of you attended, I announced that a new era was opening for ESCP: a transformed *Grande École* that will rise to the new challenges of our economy and society.

ESCP Business School is committed to a Brand & Size development strategy in order to increase the global influence of its diplomas. ESCP's attractiveness will enable the number of students to double by 2030, while increasing the selectivity of its programs. This is why we are redesigning our campuses in particular, to reflect the digital and ecological ambitions of the 1st European Business School.

This major real estate project will naturally cover all of our European sites so as to showcase the excellence of the ESCP diploma and the Alumni network; both supported by our campuses which connect all stakeholders in the ESCP Community.

In particular, we want the future Paris campus, the largest site, to provide a unique student experience; both a window onto the city and a contribution to combating global climate challenges. This place, based on experience and innovation, will have numerous modular spaces. We will conserve its Haussmannian identity, symbol of the historic roots of our bicentennial School, while completely renovating its internal infrastructure.

The development of ESCP Business School is also based on rapid digitalisation with the aim of offering students a new multi-campus educational dimension. The educational advances that emerged during the lockdown will foster this change. Thanks to the initiatives of our professors and staff, new practices have been adopted to ensure successful teaching continuity. This digital flexibility will be increased in the future.

Our vision is highly ambitious, but absolutely imperative in order to maintain our top tier global status! Help us to achieve our ambitions in the coming years through your donations and your commitment.



Frank Bournois
*Executive President and Dean
ESCP Business School*

Landmarks in ESCP's history

1819

On the 1st December 1819, a group of economic scholars and businessmen founds ESCP under the name Ecole Spéciale de Commerce et d'Industrie, soon renamed Ecole Supérieure de Commerce. The first Chair of Economics was held by the celebrated economist Jean-Baptiste Say. ESCP is the oldest business school in the world. Even at its debut, ESCP had a Global Perspective as one third of its students were international.



1869

ESCP is acquired by the Paris Chamber of Commerce and Industry (CCIP) in its 50th year of existence.

1873

The School's Alumni Association is founded.



The French Ministry of Education grants official recognition of the School's degree, recognizing the pioneering contribution of the School's combination of theoretical and practical, hands-on learning. ESCP becomes a « Grande Ecole d'Etat ».

1890

1898

The School moves from 102, Rue Amelot to 79, Avenue de la République, the same address it still occupies in Paris today. The building is classified as a historical monument. The first specialization sections, a legacy of the Comptoirs (trading posts) invented in the early years of the School: Maritime section (1905), Colonial section (1913), Hotel section (1916), Trade Representation section (1917).



Mandatory competitive entrance exam
The School premises are transformed to accommodate the war wounded (in 1870, 1914-1918, and 1939-1945)

1926

1947

Promotion to the status of higher education establishment, an essential step towards the gradual transformation into a Grande École de Commerce

1950

Creation of the Student Union

1960

Integration of IT and a language laboratory



1969

Creation of a dedicated permanent Faculty and the Student Association Tribunes ESCP.
The first executive education programmes are launched, introducing a major innovation in ESCP's vocation.

1973

During the General Assembly of the Chamber of Commerce and Industry on April 5th 1973 the concept of a multi-campus business school was founded with the consecutive inaugurations of campuses in the United Kingdom (London in 1974, move to Oxford in 1975) and in Germany (Düsseldorf in 1975, move to Berlin in 1985). 1973 is also the year when the School becomes accessible to women (Joëlle Le Vourch is the first female student in 1973).



1988

A fourth campus is opened in Madrid.

1999

ESCP merges with its sister school EAP, the European School of Management.



2004

A fifth campus in Torino, Italy is founded. Validated by the University of Torino, Master in Management students can obtain the Italian degree Laurea Magistrale.

2007

The Master in Management programme is recognized by the Carlos III University of Madrid and students can obtain the Spanish degree of Master Europeo en Administración y Dirección de Empresas. ESCP is able to award a national degree in each of its five countries of implantation.



2015

The School establishes its sixth European campus via a strategic alliance with the Warsaw-based Kozminski University, the only business school in Central and Eastern Europe with triple accreditation (AMBA, EQUIS, AACSB).

2018

ESCP adopts the new statute of EESC (Etablissement d'Enseignement Supérieur Consulaire) and becomes the only management school with pan-European executive and non-executive governance. ESCP Business School (London Campus) was awarded UK Business School of the Year in the 2018's Times Higher Education Awards (December 2018)

2019

Honoris Causa : Léon Cligman 16.09.2019 / Jean-Jacques Bienaime 06.2019, alumnus and Doctor Honoris Causa, for his 24th rank in Forbes' most innovative US CEOs rankings. Jean-Pierre Raffarin (72) / HSH Prince Albert II of Monaco.



ESCP 2019 rankings

Worldwide Financial Times

#2

Master in Finance

#5

Master in Management

#14

Executive MBA

#18

Custom Programmes

#22

Executive Education

#37

Open Programmes

Europe Financial Times

#14

European Business Schools



Culmination of celebrations of the year 2019: the Bicentenary Ceremony on 26 November

On Tuesday 26 November 2019, nearly 900 students, professors, administrators and Alumni (of around 30 different nationalities) gathered to celebrate the 200th anniversary of the School at the *Atelier des Lumières* in Paris.

After a glass of champagne and a private screening of the «Van Gogh, a starry night» exhibition, guests enjoyed a cocktail party with a gourmet buffet before taking part in the Bicentenary festivities.

The ESCP Foundation contributed to the budget and the organisation of this event.

18
2019
BICENTENARY

An unforgettable experience

An original “sound & light” show was projected on the walls, showing the greatest moments in the history of the School: vintage engravings and diplomas, *Restos du Coeur*, the first female student at ESCP, European campuses ... All spectators were able to relive these great moments from the past and also to project into the future with the unveiling of the early stages of the new Parisian campus.

Talented masters of ceremony

This unforgettable evening was animated by Daria Chernova and Elodie Andriot, both recently graduated from the Entrepreneurship & Innovation MS and co-founders of Madamn, a startup specialised in professional influencers.



Songs galore!

Two members of the CoMu student association, Carel (BSc) and Maxime (MiM), performed a musical show before the dancing party from 10:30 p.m. to 1 a.m.

The Bicentenary was also: galas on all campuses, Alumni parties in San Francisco, Morocco, Argentina..., Bicentenary Talks with professors of the School, conferences, a Bicentenary wine cuvée created with Pierre Guénant (72) and limited edition of scarves and ties by CINABRE!

Relive the Bicentennial year on the School's social networks:

Twitter: <https://www.blookup.com/fr/b2b/preview/66542/>

Facebook: <https://www.blookup.com/fr/b2b/preview/69336/>

On 26 November, ESCP Business School unveiled its new brand designed in conjunction with the TBWA agency



Philippe Houzé
Executive Chairman of the ESCP Board of Administration

“The global business schools market is about branding. To boost the international development of the School, we’re using ESCP’s 200th anniversary branding to reposition it and make it stand out on the world stage.”



Pr. Frank Bournois
Executive Director & Dean

“Our mission is to educate and inspire future business leaders so that they have a positive impact on the world. We’re meeting today’s global technological, environmental and societal challenges by tapping into our European values: excellence and humanism.”



Dimitri Champollion
Director of Communications and Brand

“To support the new brand identity, a major project was carried out with Alumni from the School, supported by the Foundation, to launch a campaign based on choice, The Choice. We are now in an era of choices: technological, economic or political. ESCP incites and teaches to make informed choices. Not tomorrow, but today.”

ESCP Business School is reviving its historic brand



ESCP Business School is reviving its historic brand, reaffirming its pioneering position:

ESCP's pioneering dimension was present from the first years of its creation at the beginning of the 19th century: from the outset, several nationalities, a strong humanism, a vision of multidisciplinary management education focused on science, humanities and languages. This approach, drawn from European culture, remains relevant at a time when the greatest economists and entrepreneurs are calling for the redesign of capitalism.

Several generations of entrepreneurs and managers have been trained by ESCP with the conviction that the business world must feed society in a positive way.

Today, students in all programmes follow their training courses on several campuses of their choice among the six offered by the School (Berlin, London, Madrid, Paris, Turin and Warsaw). This unique pedagogical model is managed by fully European pedagogical and strategic bodies.

The School's values (excellence, singularity, creativity and plurality) guide our daily mission and are expressed through a pedagogical vision that brings them together.





**LEADING TOMORROW'S WORLD STARTS
BY CHOOSING AN OPEN WORLD TODAY***

CHOOSE ESCP



IT ALL STARTS HERE

BERLIN | LONDON | MADRID | PARIS | TURIN | WARSAW

The content of the campaign

THE CHOICE

IN LIFE AS IN BUSINESS, IT ALL STARTS WITH CHOICES

ESCP has chosen to teach responsible leadership that is open to the world, aware of social issues, and supported by European diversity, multiculturalism and universal values. Teaching is also part of our philosophy: training our students to ask the right questions, to question preconceived ideas and patterns, to decode the world so that they can make the right choices.

Joining ESCP means choosing to follow this vision, that of a humanistic, culturally agile, innovative, responsible and optimistic leadership.



1. A BRAND CONTENT STRATEGY

The brand content strategy developed with the agency TBWA is at the heart of the campaign. Via "The Choice" platform, it aims to build the expertise, excellence and creativity of the ESCP community by creating and disseminating content (articles, interviews, videos by professors, students and Alumni) with high added value on business and societal subjects.



2. DISSEMINATION OF THE CAMPAIGN (media actions 2019/2020)

The campaign was launched on 28 November 2019 and was published in the economics and business press (Les Echos, Financial Times rankings, Challenges ...), international spaces (airport lounges, Eurostar ...) and especially on the internet (LinkedIn and programmed dissemination in countries where there are ESCP campuses). It will continue throughout 2020.



3. A RANGE OF MARKETING

To increase the impact of the institutional campaign, all of the campus programme communications will be harmonised with corporate communications, thus ensuring wider dissemination of the School's key messages and strengthening the ESCP brand.



Thank you to the communications Task Force

The Foundation helped to finance the creation of the campaign (€162K) and involved several Major Donors in a Task Force. We would like to thank them for their advice and informed views:

**Emmanuel Henrion (86),
Bruno Kemoun (80),
Marion Nakhlé-Cerruti (13),
Anne Torrel-Izrael (00).**



2019, an exceptional year

Dear Donors, dear Alumni and dear Partners,

The Foundation reflects the confidence of ESCP alumni and friends in the ambitions and the future of the School.

This confidence is demonstrated by your ever-increasing generosity, which has enabled donations to reach €4.6 million in 2019. This will finance ESCP's social diversity policy, its teaching, research, and international reach.

THANK YOU! Thank you for your trust, for your generosity and your loyalty. I am also very pleased to witness that many more alumni have supported the Foundation. For many years, we have received contributions from loyal alumni and donors, but the Foundation must also be able to raise support amongst the new generations. This was the case in the exceptional bicentenary year. Let's continue to build on this momentum!

Your generosity was displayed in many ways:

- Francis Lang (54) became our first "Grand Mécène", after supporting the Foundation creation in 2012, he announced a €1M donation.
- 10 new Major Donors have pledged to support the Foundation for the next 5 years, which brings us to over 80 Major Donors and Junior Major Donors since 2012.
- The Bicentenary Wall campaign demonstrated everyone's attachment to our School: over half of the 800 people who contributed were first time donors. This Bicentenary Wall is located at the entrance to the Republic campus and will also be set up on the London campus.
- Corporate partners have also remained loyal to our School and its high quality education, despite uncertain tax conditions in France.

Once again thank you all for this great collective success.

I would like to thank the Foundation team who did, yet again, a remarkable job in 2019; their professionalism is appreciated by all. I would also like to thank the members of the Foundation's Board of Directors, mainly constituted of alumni, who are all very committed.

We now hope that this trend will continue in 2020 as our School faces many challenges. The largest being the necessary investment in an ambitious real estate program which will enable ESCP to respond to new educational demands and face global competition. The Alumni and the Foundation will be cornerstones of this project. It is important to continue to mobilise and to support the School.

A final word: we are collectively and individually facing an unprecedented crisis transforming life today as well as in the long term, including our perception of the world as we know it. The Covid-19 pandemic is impacting us all, both directly or indirectly. The School has been able to transition in a few weeks to 100% digital teaching, thus maintaining essential continuity of our students' education.

Our generosity will be put to the test in these difficult times: let us stand in solidarity with our School and its students and follow the example of Alexandre Pébereau (89), who at the very beginning of this crisis has proposed to donate €100,000 to lead and guide generosity by example within our community generosity.



Christian Mouillon
*President
of ESCP Foundation*

2019 Key figures of ESCP Foundation

**€4,6 M in donations
ie + 14% since 2018**



Individual donors

1,176 donors

68 Major Donors

20 Junior Major Donors

72% of Alumni, 23% of students, 5% of parents and friends of the ESCP Foundation



Corporate partners

28 Corporate partners

9 Chairs

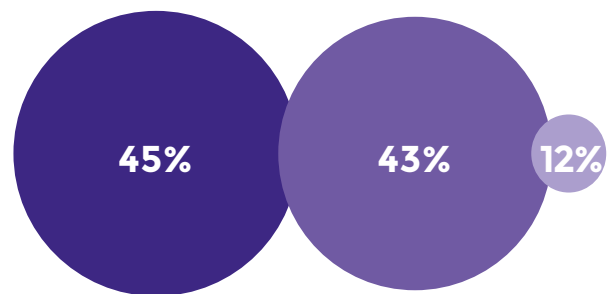
2 Professorships

Projects financed

45% Research & Teaching

43% Equal opportunities

12% Influence of the brand and Real Estate projects



ESCP Business School operating income in 2019

ESCP Operating Income 2019

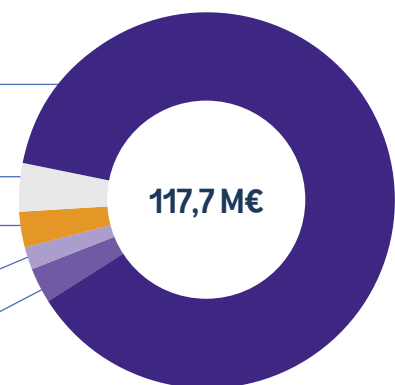
Tuitions fees, admissions: **88%**

CCI Paris Ile-de-France subsidy: **4%**

ESCP Foundation (Chairs, scholarships...): **3%**

Apprenticeship tax: **2%**

Other subsidies: **3%**



In 2019, the ESCP Foundation collected €4.6 million from 1,176 individual donors and 28 corporate sponsors; an impressive contribution to the celebration of the School Bicentenary! Donations are allocated according to donors' wishes.

Thank you for your generosity!

Highlights 2019

The Fundraising Gala Dinner in London: €200K for 200 years!

€200,000 was raised to finance the Equal Opportunity scholarship programme!

On 7 November 2019, a hundred guests gathered at the Four Seasons Hotel in Park Lane for an exceptional evening supported by 17Capital and Accuracy. After a Frerejean Frères premier cru champagne reception, the gala continued with a gourmet dinner.

An auctioneer held the “live” auction comprising lots donated by Pierre Guénant (72), Erwan Faiveley (03), Cartier, Claudie Haigneré and W. Salamoony & Sons.

After a speech by Christian Mouillon, President of the ESCP Foundation and Julia and Maya, two Bachelor scholarship students, around twenty Alumni pledged to donate nearly €100,000!



“ESCP has been one of the miracles we have in our family. I can’t say how grateful and touched I feel every day for this scholarship and for having this opportunity to be here, in this school, the only one I choose to believe in. This is not only a chance to educate myself, pursue my ambitions and dreams, and create my future: this opportunity is my hope in the world I believe existed; its healing, its having a chance of being one of the living examples that any drama, trauma or challenge can be transformed into a blessing.”
Maya, student from Italy



“So far, my time at ESCP has been adventurous, inspiring and simply amazing. Every day I get the chance to meet new people from all over the world. Never have I had such a unique opportunity. Unfortunately, this year hasn’t always been as great, as I have recently lost my beloved mum and the only family I had to breast cancer. I was uncertain if I could still fulfil my dream to be a student at one of Europe’s best business schools. But today I’m here: prouder, stronger and happier than ever to be honoured with the Carl Faker scholarship, allowing me to receive the best education I could have ever imagined receiving. (...) Helping someone financially means much more than just giving money. It’s about making dreams come true, allowing others to grow, and becoming the person one has always wanted to be.”
Julia, student from Germany

Thank you to all the individuals and companies who have donated lots for the auctions.

LIVE AUCTION : Cartier, Erwan Faiveley (03), W.Salamoony & Sons Diamond, Claudie Haigneré, Pierre Guénant (72), Martine Martine
SILENT AUCTION : Claude Nougéin (69), Jean-Marie Gras, Isabelle Parize (80) – Delsey, Franck Santa-Maria (92), Thierry de Jaham (94), Pascal Damois (03), Arnaud Tourtoulou (86), Thomas Rabuel, Four Seasons Hotel, Bvlgari Hotel, Enoteca Rosso, Ladurée, Sylvie Pickavance (88) – The Bicester Village Shopping Collection, Pink Shirtmaker – LVMH group, Séverine Darbois (94) – Longchamp, Fabienne Mauny (85) – Diptyque, Virginie Pauillac (04), Lord David Gold, Michel Alexis, Valérie Honnard (90), Julien Decot (98), EY, Arop, FEDORA, David Arlettaz (95), Charles Carmignac (02), McKay Williamson, Emmanuelle Chaulet (83), Louise Marchesin (00) – Skinade, Xavier Quattrocchi – Cosmydor, Olivier Nicolay (83) – Chanel, LVMH FRAGRANCE BRANDS, Dani Alves, The Power Yoga Company, Nicolas Motelay (87), Stéphanie de Bouard-Rivoal (07), Corinne Gonet, François Morinière (87), Jean Boucabeille (96),

Francis C. Lang-Amiot (Class of 54) makes €1M donation to ESCP

Alumnus of Class of 54, Founding member of the ESCP Foundation and also one of its Major Donors. On 7 November during the London Fundraising Gala, Francis Lang-Amiot officially announced his new donation of €1M. He became the first ESCP Alumnus and Donor to make such an important donation. This contribution will fund the development of ESCP and the deployment of its international strategy.

In the press release launched in 2019, Christian Mouillon, President of the ESCP Foundation says: "This donation, announced during the Bicentenary year of the School, creates great opportunities for ESCP. Strengthening the Equal Opportunities programme, international deployment of the brand and renovations of the campuses are great ambitions that need the support of the whole ESCP community. Francis C. Lang-Amiot's generosity allows us to increase the momentum in the development and the reach of our prestigious School.



"The progress of the School is tremendous, both in its international development and its wide range of programmes," Lang-Amiot said. "Sup de Co Paris was an important stage in my life and I am very grateful for the opportunities it gave me. I wanted to significantly increase my donation to ESCP to support its current needs. I have full confidence in the School and its Dean, Frank Bournois, to make the best use of my donation and allow ESCP to complete this crucial step of its development. I encourage all my fellow alumni to join me!"

Francis C. Lang-Amiot (54) 's career

After his studies at ESCP in parallel with a Law degree and public accounting courses, Francis C. Lang-Amiot obtained a PhD in Economics in Germany and an MBA at Harvard Business School. During his career, he worked for prestigious firms in the finance industry, such as Lehman Brothers, Rockefeller Brothers and Hill Samuel.

Our great thanks go to Francis for his generosity and personal investment. ESCP and its community are humbled by your support.



Other events 2019

January 2019

The Foundation's New Year's wishes

250 Alumni gathered to launch the School's Bicentenary at a cocktail reception which also raised **€38,500 for Equal Opportunities**. Thank you to the generous donors.



March 2019

Rencontre de la Fondation around Michel de Rovira (97)

As co-founder of *Michel & Augustin*, Michel told the story of the business he launched with his childhood friend Augustin Paluel-Marmont (also an ESCP graduate), which has become a benchmark in the food industry today.



May 2019

Meeting at Natixis

Around 60 of the 150 Natixis' Alumni gathered around Marc Vincent (80) and the ESCP Foundation. Marc Vincent spoke about Natixis major challenges.

September 2019

Bicentenary Talk in Geneva



Anne Marion-Bouchacourt (81) and *Société Générale* hosted the ESCP Foundation and Pr. Véronique Tran for a conference on the theme « Sustainable Leadership », followed by a cocktail reception to reconnect with the Alumni network in Switzerland.

Interviews with Jean-Marc Daniel in 2019

Throughout the year, Jean-Marc promoted the publications and research of ESCP professors:

- Benoît Heilbrunn for his book "The obsession with well-being"
- Philippe Gabilliet for his book "The art of changing lives in 5 lessons"
- Olivier Badot for his book "Distribution 4.0"





October 2019

Launch of the ESCP stamp

The stamp was created by Lionel Laverdure of the Brand and Communication Department and 500,000 were put on sale by *La Poste*.



20 km for 200 years

200 ESCP runners took part in the 20km race in Paris to celebrate the 200th anniversary of the School!

This race was sponsored by Commerzbank and €8,000 were collected from 75 donors to pay for an ESCP scholarship.

November 2019

The Bicentenary cuvée

Villa Baulieu, Coteaux d'Aix-en-Provence AOP Rouge wine from our Alumnus Pierre Guénant (72) was selected by the Foundation and the *Oenocratia* student association to become the Bicentennial cuvée! It was sold on the evening of 26 November and a portion of the profits were donated to the Foundation.



ESCP X Cinabre



Two items were specially created by Cinabre for the Bicentenary: a silk tie and a silk scarf, both made in France.





SUPPORT FOR EQUAL OPPORTUNITIES

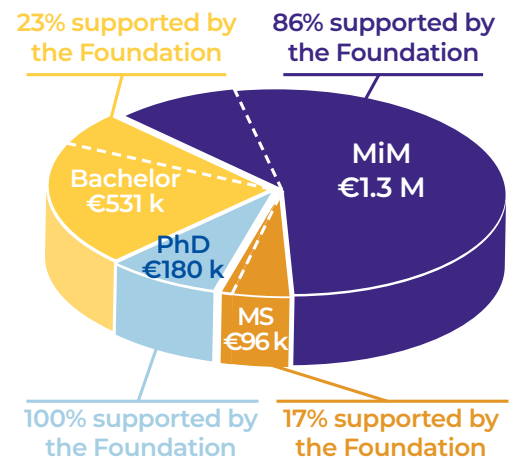
The Foundation supports the ESCP social diversity policy.

Equal Opportunity scholarships

In 2019, the Foundation simplified its contribution to the ESCP scholarship programme. Thanks to donations received from individuals and corporates, the Foundation allocates a certain amount determined by the Board of Directors. The Scholarship Committee then allocates this sum by diploma.

In 2019, the Foundation thus allocated €1,538 M to equal opportunities out of the total School budget of €2.1 M:

- €1.3 M for the MiM Grande École; 86% of which is supported by the Foundation
- €531 K for the Bachelor; 23% of which is supported by the Foundation
- €180 K for the PhD Programme; 100% supported by the Foundation
- €96 K for Specialised Masters; 17% supported by the Foundation



Emergency fund

The aim of the emergency fund is to rapidly support students in great difficulty, thus preventing them from dropping out. It is a demonstration of the great solidarity in the Alumni community. In 2019, almost €20,000 was provided for emergency grants.

Endowment fund

Some donations from Alumni and corporations have been tagged towards a specific account, allowing the Foundation to be guarantor for ESCP students loans. As interest rates are currently low, the ESCP Foundation thus achieves a social return on its first endowment. Since its launch in late 2018, around ten students have benefited from this guarantee.

Talent Spring

With the support of the KPMG Corporate Foundation

Talent Spring is a unique admission route to the MiM programme, restricted only for high-potential students facing a challenging personal environment (health problems, financial difficulties, cultural problems, etc.). In 2019, 8 students were admitted to the School through Talent Spring.



“Without the support of the ESCP Foundation and its donors, my daily life would have been completely different. Thanks to my grant, I was able to survive major financial difficulties, devote myself entirely to ESCP and become President of the BDE. An incredible and formative experience! I’m even more proud to have chosen ESCP. Thank you all for your generosity.”

Alexandre Aujard

MiM student and President of Students' Association 2019



SUPPORT FOR RESEARCH & TEACHING

Supporting academic excellence

Supporting academic excellence

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

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

Thank you to all our corporate partners!

9 Chairs 2 Professorships

Chair in Factory for the Future

Sponsors: Michelin Corporate Foundation, Safran and Safran Aircraft Engines

Academic supervision: Pr. Géraldine Galindo

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

Results/achievements: an award-winning article (30th AGRH Congress) about the role of HRM in digitalization in digitalization at Safran and a case study «Onboarding and building loyalty: a digital adventure».

Intercultural Management Chair

Sponsor: Renault Group

Academic supervision: Pr. Marion Festing

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

Results/achievements: 1 event involving 200 participants, the serious game «Moving Tomorrow» nominated in several international competitions.

Fashion and Technology Chair

Sponsor: Lectra

Scientific direction: Pr. Valérie Moatti, Pr. Céline Abecassis-Moedas

Objective: extend the role of technology as a catalyst for innovation in its multiple forms in the fashion and luxury sectors.

Results/achievements: 4 conferences on the theme Fashion on demand, 50 students trained, consulting assignments carried out by students of the Fashion and Technology course.

1 new Chair and 1 new Professorship in 2019

Reinventing Work Chair

Sponsors: Bivwak! by BNP Paribas and BNP Paribas

Scientific direction: Pr. Emmanuelle Léon

Objective: better understand how the transformation of work as a whole leads to organisational changes.

New Generation Management Professorship

Sponsor: KPMG

Scientific direction: Pr. David Chekroun

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

Circular Economy and Sustainable Business models Chair

Sponsor: Deloitte

Scientific Direction: Pr. Aurélien Acquier and Pr. Valentina Carbone

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

Results/achievements: ten conferences; 13 projects conducted by students.

Industrial Relations and Firms' Competitiveness Chair

Sponsors: Airbus Group, Sodexo and Solvay

Academic supervision: Pr. Maria Koutsovoulou, Pr. Patrice Laroche

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

Results/achievements: a "social dialogue, far from preconceived ideas" SPOC; the 7th edition of the Social Dialogue Trophies hosted by the Chair; 1 book endorsed by FNEGE.

E.Leclerc Future of Retail in Society 4.0 Chair

Sponsors: E.Leclerc and BearingPoint

Academic supervision: Pr. Olivier Badot

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

Results/achievements: 10 conferences involving 1 943 participants in the presence of Michel-Edouard Leclerc

Internet of Things (IoT) Chair

Sponsors: Schneider Electric, Valeo and Société Générale Insurance

Academic supervision: Pr. Sandrine Macé

Objective: ensure a better understanding of the business and managerial issues related to digital evolution and the development of connected objects.

Results/achievements: 2 conferences, 60 IoT-trained students with a study trip to Stockholm.



Signature du partenariat Bearing Point avec Frank Bournois, Eric Falque - Président France de BearingPoint et Christian Mouillon, pour la Chaire « Prospective du commerce dans la société 4.0 »

Jean-Baptiste Say Institute

Sponsors: EY and RCI

Academic supervision: Pr. Sylvain Bureau

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

Results/achievements: 1 study trip to San Francisco for option E students.

International Corporate Governance Professorship

Sponsor: KPMG

Academic supervision: Pr. David Checkroun

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

Professorship in Creativity Marketing

Sponsor: L'Oréal

Academic supervision: Pr. Marie Taillard, Pr. Benjamin Voyer

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

Results/achievements: 1 day dedicated to "Innovation Factory", 1 "Big Picture" company project involving 46 ESCP students.



Signing of the Reinventing Work Chair



**SEE
YOUR NAME...
ON THE BICENTENARY
WALL!**

The main theme of the 2019 fundraising campaign was “See your name... on the Bicentenary Wall!”

An unusual fundraising campaign in 2019

As a way to celebrate the Bicentenary, throughout 2019 the Foundation offered Alumni, family members and friends of ESCP to see their names on the Bicentenary Wall.

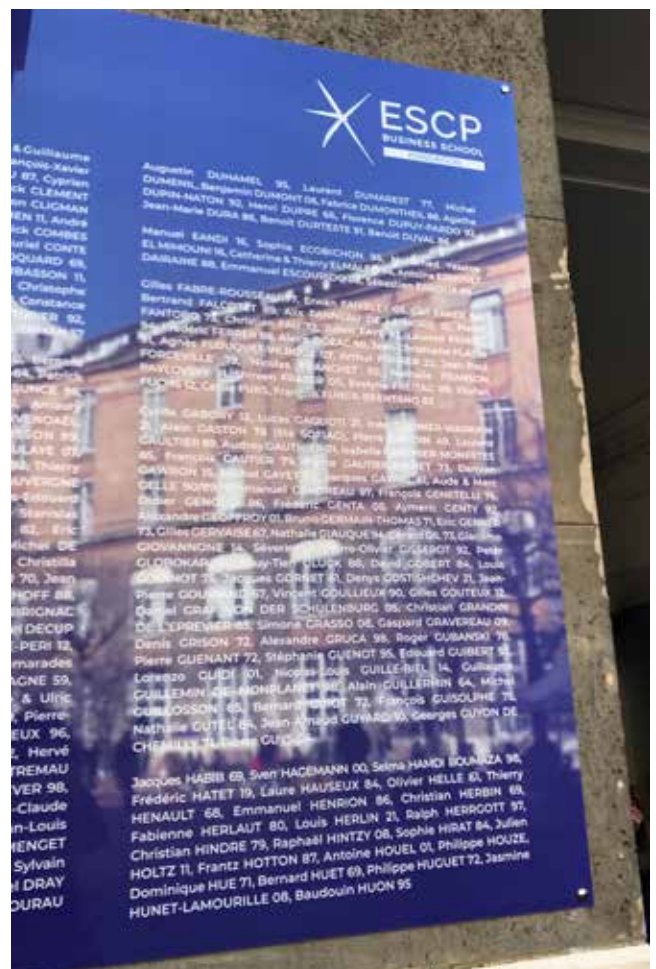
With a donation of €500, or €200 for classes graduating after 2010, the donor’s name - or name of their choice - was written on a virtual wall on the Foundation’s website and on an actual wall at the *République* Parisian campus. A wall will also be set up on the London campus.

A fabulous contribution

In total, nearly 800 donors - Alumni, family members and friends of ESCP contributed to the Bicentenary Wall campaign. Thank you to all the participants for your generosity and your contributions.



The Wall was unveiled on 23 January 2020 during the Foundation and the Alumni Association’s New Year’s celebration.



See your name... on the Bicentenary Wall!

A

Steffan ADAMS 13
Wenceslas Koffi AGBOTOUNOU 01
Olivier Koffi AGOSSOU 13
Michael AIDAN 88
Esther AKINWOLEMIWA 20
Olivier ALBESSARD 90
Edouard ALBY 69
Alexis & Wolfgang
Bassel AMER 05
Karim AMEUR 97
Gérard ANNETTE 61
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Ralph AZKOUL 01

B

Philippe BABE 68
Emmanuel BABEAU 89
Roy BACHAR 12
François BADELON 84
Elise BADOY DAUBY 99
Patricia BAHEZRE DE LANLAY 85
Federico BALDUCCI 12
Christian BALLU 72
Vanessa BARADE 05
Catherine BARBA 96
Sébastien BARD 05
Gilles BARISSAT 72
Valérie BARLOIS-LEROUX 95
Pierre BARTAGNON 62
Thibault BASQUIN 01
Florian BAUCHER 09
Arnaud BAZIN 96
Marc BEAULIER 79
Laurence BEAUVAIS 86
Didier BECQ 72
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Mehdi BELKAHLA 16
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Jean-Charles BELVO 09
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Mark BENNETT 04
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Sandrine BERTELOOT MARQUIS 86
Sylvain BERTHELET 98
François BERTREAU 76
Eric BESANÇON 92
Gautier BEURNIER 94
Jean-Jacques BIENAIME 76
Michael BIJAQUI 92
Thierry BILLOT 80
Yves BINDA 83
Guy BLANCHARD 72
Ariane BLANCHET 21
Martin BLANCHET 21
Sébastien BLANDINO 13

Thomas BLARD 96
Philippe BOBRIE 72
Olivier BOCCARA 93
Valérie & Gilles BOGAERT 91
Laurent BOIDEVEZI 97
Marie-Catherine & Vincent BOINAY 89/90
André BONNET 60
Daniel BONGRAIN 75
Amaury BONHOMME 11
Jean-Michel BONNEAU 84
Emmanuelle BONNEAU-PETELLE 91
Laurence BONNET-MIGNON 87
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Benjamin BOUCHER-FERTE 99
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Christophe BOUZIGUES 91
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Jérôme BUVAT & Hobilalaina
RAONIMAHARY-BUVAT 97

C

Christian CABANNE 04
Armelle CABILLIC 79
Mariam CAMARA 15
José Manuel CARRASCO AGUILAR 15
Christian CARTIER 67
Jean CASAMAYOU 88
Ernestina & Giuseppe CASIROLI
Olivier CASPAR 80
Xavier CAUCHOIS 81
Henri CAVE 68
Gérard CAZIER 59
Frédéric CEZARD 00
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Aymeric CHAMPEIL 15
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Jean-Louis CHANTIER 57
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Jacques CHENAIN 91
Sophie & Guillaume CHEVALIER 98
Jean-Claude CHEVALLIER 88
François-Xavier CHIARASINI 02
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Eric CHOUTEAU 87
Cyprien CHOUTET 04
François-Xavier CHUPIN 77
CINABRE PARIS
Laury CLAYE 12
Patrick CLEMENT 02
Danièle CLERGEOT 81
Pierre-Louis CLERO 00
Léon CLIGMAN 38
Philippe COBESSI 71
Lionel COCHARD
Julien COHEN 11
André COISNE 83
Dominique COLIN 73
Karina COLLIS 18
Bruno COMBE 79
Patrick COMBES 76
François COMMUNE 79
Rocco Ruben CONIGLIO 17
Nicolas CONSTANT 99
Muriel CONTE 87
Didier CONTI 01
Pénélope COPLESTON 12
Pierre COPPERE 77
Patrice COQUARD 69
Frédéric CORBASSON 87
Alexandre & Martine CORBASSON 11
Blandine CORDIER-PALASSE 98
Véronique & Christophe COTTEN 86
Laurent COURQUIN 75
Pierre COURRIEU 98
Constance COURTALON & Louis
MOUQUET 17
Christian COUTURIER 92
Stéphane CRENDAL 04
Laurent CRETON 75
Roger CUKIERMAN 57

D

Pascale D'ARBONNEAU 89
Stanislas D'ESCLAIBES 10
Pierre DAHAN 84
Bernard DALPHINET 72
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Pascale DAMBOURNET 84
Mario DANELLI 20
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Marc DE BELSUNCE 96
Martial DE BIENASSIS 69
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James DE VIEL CASTEL 65
Armand DE VILLOUTREYS DE
BRIGNAC 82
Nicolas DEBEUF 09
Xavier-François DECROCQ 87
Daniel DECUP 62
Jean-Jacques DEDOUIT 74
Anne-Sophie DELAPORTE-PERI 12
Thibault DELAUAUD 10
Paul-Hedy DELCAMPE 59 et
six camarades morts pour la France :
CONTAT 58
TREVoux 58
DUDRAGNE 59
DUMAS 59
DE SAINT MARC 59
VIVARÈS 59
Juliette & Ulric DELCOURT 92/91
Federico DELFINO 16
Eric DEMUYT 89
Pierre-Henri DENAIN 88
Dominique DENIS 77
Olivier DERIEUX 96
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Antoine PESKINE 72
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Jacques PIERRES 90
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Jean-Pierre POLLINI 96
Alain PONS 80
Frédérique PONS 79
Philippe POURCHET 59
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Martina PULVER 91

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Frédéric ROUHIER 00
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Edouard ROUSSEL 10
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Gérard ROUZADE 68
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Jean ROZWADOWSKI 69
Yohan RUSO 01
Catherine RYCKELYNCK 92

S
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Ivan SALIN 16
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Franck SANTA-MARIA 92
Isabelle SANTENAC 87
Stéphane SAR 98
Nicolas SAUBIE 92
Véronique SAUBOT 88
Thomas SAUGNAC 92
Michel SAVIOZ 70
Estelle SCAVENNEC 92
Lisa SCHLEGEL 11
Antoine SCHNEEBELI 94
Pascal SCHÖMER 90
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Prakash TARADI 90
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Jean-Pierre TRONEL-PEYROZ 78
Sylvie TRUPIN 84

U
Jean-Paul URO 82

V
Alexandra VACHERAND 20
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Xavier VOTTERO 95
Valérie VUILLEMOT 88

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Sadio WADE 10
Jason WALTERS 93
Dongping WANG 08
Shifen WANG 19
Michel WARTER 69
Gérard WEINBERG 73
Daniel WEISSLINGER 87
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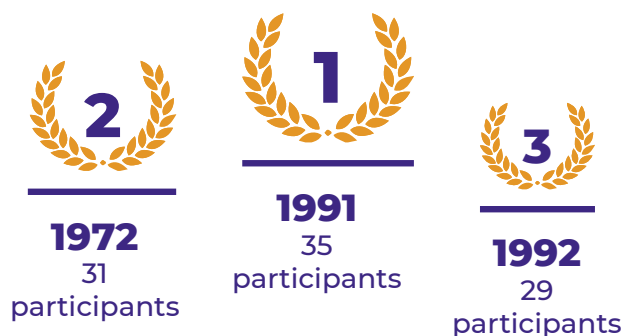
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