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Press release

**ESCP EUROPE:
EUROPEAN FOR 200 YEARS**

ESCP Europe is celebrating its 200th anniversary in 2019 – the perfect opportunity to recall the special place that Europe holds within the school's institutional identity.

Today, as Europe faces an unprecedented identity crisis in light of Brexit, and on the eve of the European elections, ESCP Europe is proud to reaffirm its identity as a singular school with a pan-European model, an identity it has nurtured for two centuries.

As early as 1824, the school already counted more than 20% foreign students, most of which came from countries neighbouring France. As well as being the world's oldest business school, ESCP Europe was the very first higher education institution to have offered a truly European curriculum with integrated, intercultural courses across all of its 6 campuses in Berlin, London, Madrid, Paris, Turin and Warsaw. The Master in Management programme even allows students to obtain a double-degree with 120 partner universities worldwide.

Frank Bournois, Dean of ESCP Europe, said: *"We use the strengths of each campus to offer European, intercultural and transdisciplinary courses. In Madrid, for example, we are focusing on digital technology, in Turin on F&B, in Berlin on sustainable development and entrepreneurship and in London on energy and finance. Paris has a real incumbency when it comes to business strategy, entrepreneurship and management. As such, we are somewhat like a Europeanization lab, with one eye on Europe and the other on the rest of the world."*

And while ESCP Europe is convinced of the relevancy of its model and firmly believes in the need to define and promote a European approach to management, it nevertheless knows how essential it is today to rekindle the European concept.

OVERVIEW:

MEETING THE EUROPEAN CHALLENGES TO INSPIRE AND EDUCATE THE INTERNATIONAL LEADERS OF TOMORROW

#Celebrating humanist values by promoting multicultural and societal management

Based on the "Students and Europe" survey,* carried out among French preparatory class students**, it was shown that Europe is mainly associated with progressive values whose main assets are "the free movement of people", "historical wealth" and "cultural diversity". Most of these students expressed a

certain idea of Europe where ecology, education, research and innovation would be the subject of priority investments.

On the basis of these findings, ESCP Europe is developing through its research a unique vision of management specialisations based on a multicultural and interdisciplinary approach in line with the foundations of Europe and students' expectations, capable of meeting the major challenges of tomorrow's world.

"We must ensure that our students are able to contribute to a sustainable and equitable world in which everyone has a place in society. Europe must be the defender of a humane and sustainable digital revolution," said **Andreas Kaplan, Rector of the Berlin campus**. In light of the current ecological and technological challenges, this European management appears as a skill now more necessary than ever.

#Supporting the new impetus Europe needs by educating the European citizens

According to the same survey conducted in partnership with *Espace Prépas Magazine*, although French students have a good basic knowledge of Europe, they acknowledge that they are still poorly informed on the subject and it appears clear that there is strong demand for further literacy on the topic of current European issues, a paramount module in their academic career.

Thus, after the successful consultations conducted by the student society *ESCP Europe Tribunes* this fall, the school has appointed two of its students to create the Student Observatory for European Citizenship (OEEC). This observatory has two main goals: to promote and embody European citizenship at ESCP Europe on the one hand, and to observe and promote its effects and realities on the other.

And to go even further in the exercise of European citizenship, the iconic event *Start@Europe*, which celebrated its 10th edition in 2018, was renamed *Designing Europe*, a seminar on acculturation and dissemination of European policy for the 850 MiM students on ESCP Europe's campuses.

#Contributing to the consolidation of a prosperous European economic area that is both open and connected

However, for the students who participated in this survey, neither economics, higher education nor research happen to constitute this continent's major asset. Indeed, a majority of them answered that Europe is ruled by Asia and the United States in a large number of areas: employment, finance, entrepreneurship, diplomacy, etc.

Jérôme Creel, associate professor of Economics at ESCP Europe, who recently contributed to discussions on EU reform by writing a report for the European Parliament, explained: "*If EU Member States want to escape the imminent risks of Brexit or monetary and financial fragmentation, they must, as they have always done over the past five decades, reinvent Europe in order to save it.*"

ESCP Europe's mission is to help its students understand that Europe is a space where opportunities are prolific and that they can play a major role in them. To this end, the school wishes to develop and increase its contribution to European integration by creating a "centre of excellence" within the school, which will serve as a reference point for skills and knowledge in the field of European affairs.

The London campus also organises a series of events called "Rethinking Europe" to prepare for Brexit and to reflect on the different ways to overcome it. "*In all scenarios, our mission in the UK will remain focused on connecting our economies and management talent, and on offering a home for those looking to*

invest in their European identities and in a European future " said **Simon Mercado, Dean of the London campus.**

**Answers provided via the study "Students and Europe", carried out by the magazine Espace Prépas among ECE, ECS, Literature and ECTS ECS preparatory class students on the place that Europe takes in their lives, in their geopolitical awareness, in their hopes and in their projects.*

***Preparatory classes are part of the French post-secondary education system and consist of two years of study which act as a preparatory course with the main goal of training students for enrolment in one of the Grandes Ecoles.*

We invite you to visit our website to discover the [European Way](#) page.

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About ESCP Europe

Established in 1819, ESCP Europe has educated generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's true European identity enables the provision of a unique style of cross-cultural business education and a global perspective on international management issues. ESCP Europe welcomes 5,000 students and 5,000 executives from 100 different nations every year, offering them a wide range of general management and specialized programmes (Bachelor, Masters, MBA, Executive MBA, PhD and Executive Education). ESCP Europe is among the 1% of business schools worldwide to be triple-accredited (AACSB, AMBA, EQUIS).

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