

July 15, 2019

Press release

**ESCP EUROPE CERTIFIES
ITS DIPLOMAS VIA BLOCKCHAIN TRANSACTION**

ESCP Europe, the first business school in the world, is one of the first European Business Schools to offer a certified and secure digital diploma to its students.

For the first time, at the graduation ceremony for Specialised Masters[©] at the end of June, ESCP Europe presented its dematerialized and securely available online diplomas, thanks to the *Ethereum & BCdiploma* Blockchain.

"By the end of 2021, ESCP Europe aims to gradually offer students a unique "phygital" experience and to be one of the European leaders in digital learning among the major business schools," explains Anthony Hié, Chief Information & Digital Officer, who adds "digital certification is an important step in the digital transformation of higher education and its ecosystem".

Innovation for certification

ESCP Europe dematerializes and thus automates the delivery of certificates, by providing the new graduate with a unique URL link – or a QR code that can be integrated into a CV: throughout his life, he will be able to prove the authenticity of his diploma with a simple click. The "mobile first" oriented links will be simplified to be integrated, e.g. in an online professional profile on social networks.

There are many benefits:

- Simplification of procedures for users (students, graduates, HRDs' access to verification, etc.);
- Control over online diploma certification;
- Securitisation and optimisation of the diploma distribution process;
- Accessibility of information;
- Positioning the school as the European leader in the digital revolution in higher education in terms of innovation.

This initiative is one of the first steps of a broader plan to transform the school, with the aim to create an Augmented Campus by 2022.

The so-called "phygital" transformation plan, called So'School, is transversal and multi-campus, and follows an omnichannel logic: "Our ambition is to offer students, professors and administrators a unique phygital experience from beginning to end. The campus of the future is not only digital but also phygital, blurring the line between digital and physical," explains Anthony Hié.

With a total investment of 3.7 million euros, 40 projects will be deployed along 4 axes:

- User experience;
- Digital culture;
- New pedagogies;
- Technological reliability.

For more information, do not hesitate to contact the press office.

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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 6,000 students and 5,000 executives from 120 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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