

DONATIONS REPORT ESADE Foundation 2012-2013



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FOREWORD





It has been an honour for me to be President of ESADE Foundation since July 2013 and I am proud to present this Report for the first time. I would like to take this opportunity to share some reflections, focused on three aspects of ESADE's identity.

ESADE is a prestigious and internationally recognised academic institution with a commitment to excellence. Thanks to a wholehearted, ongoing pledge to intellectual quality and educational innovation, ESADE has succeeded in maintaining its position among the finest schools in the world, making key contributions to teaching and research in the fields of law and management.

Furthermore, ESADE is a foundation that pursues a social purpose, in accordance with its mission. The vocation of ESADE Foundation is to contribute to the construction of prosperous, free and fairer societies through education, the creation and dissemination of knowledge, and the promotion of social debate.

ESADE is also a community of which all those of us who feel a bond with its activity and its values form a part. In this respect, the DONATIONS REPORT is without doubt one of the most important annual publications produced by ESADE Foundation, because it reflects the commitment made by people and organisations to ESADE's institutional mission.

This DONATIONS REPORT 2012-2013 meets the obligation of transparency incumbent on all non-profit making bodies by accounting for the private donations received. It is also an excellent vehicle for acknowledging the trust placed in this institution by all the entities of which the ESADE Foundation Assembly of Trustees is composed, and for recognising the generosity of the alumni, students, faculty members and academic assistants; in short, of all those persons who promote and give impetus to the strategic projects of ESADE, because they believe in its mission and they wish to play an active part in bringing this mission to fruition.

A handwritten signature in blue ink, which appears to be 'M. Raventós', written in a cursive style.

MANUEL RAVENTÓS
Chairman, ESADE Foundation



I have always admired entrepreneurs and their ability to step outside their comfort zone and take risks; their creativity; their capacity to overcome adversity; and their visionary attitude. It is said that true entrepreneurs never give up and always find the strength to continue moving forward, even in really difficult times. Stories about entrepreneurs are among my favourite, because behind a great idea there is always a fascinating story waiting to be told.

The classrooms of ESADE are a source of truly meaningful concepts, and these are transmitted to our students with the aim of preparing them to exercise their chosen professions with the highest degree of excellence. Innovation, entrepreneurial initiative, sustainability, globality and responsibility are the cornerstones on which the knowledge generated at our institution is built, because ESADE's mission is to inspire and train people and organisations to exercise innovative and socially responsible leadership, as a result of which a better future may be constructed.

In the 2012-2013 academic year, the uncertain economic situation in Spain had come to affect more families and companies. As we observed the social context of the time, we identified a clear need to consolidate ESADE's Scholarship Programme, and therefore we made this one of our strategic priorities.

The future of ESADE depends on its capacity to attract the finest talent, and it is our responsibility to remove economic barriers and generate new opportunities for young people who have much to offer ESADE and society.

The ESADE Challenge for Talent campaign, launched in April 2012, is the vehicle through which ESADE has been able to make contact with those people, companies and organisations that wish to support the future of ESADE and improve society through the Scholarship Programme. In presenting the DONATIONS REPORT 2012-2013, my message goes out to them all: Thank you for investing in talent. I would also like to thank our corporate partners, who support research in the fields of law and management through the centres and institutes of ESADE. The continued generation of knowledge will enable us to develop strategies for paving the way for better times and moving ever forward.

A handwritten signature in blue ink that reads "E. Bieto". The signature is stylized and cursive.

EUGENIA BIETO
Director General

INTRODUCTION



The support of people and organisations.



The support given by people and organisations to ESADE Foundation is the clearest expression of their determination to maintain their links with the institution and to reinforce their commitment to its future.

Traditionally, all universities of international renown draw on private donations to supplement their resources. The economic involvement of alumni with their respective schools enables academic institutions to make long-term investments and consolidate their strategic projects for attracting talent, undertaking research and recruiting faculty members of quality.

One of the distinctive characteristics of ESADE throughout its history has been its resolve to give social responsibility a high profile in its teaching; moreover, philanthropic activity has been an integral part of the identity of this institution since it was first established.

Obtaining additional revenue to supplement the programme tuition fees will greatly help our capacity to continue to compete shoulder to shoulder with the leading group of internationally prestigious business schools. In other words, the long-term sustainability of ESADE depends on finding sources of private funding that will enable it to make strategic investments and consolidate its position.

As a private non-profit making institution, ESADE Foundation does not receive any type of public funding. Thus, any additional resources obtained come from people, companies and foundations that share

ESADE's mission, support its philosophy and pledge a commitment to its activity.

ESADE develops its institutional activities on three levels:

- It offers professionally competent and socially responsible individuals comprehensive training.
- It engages in relevant research for the international academic community.
- It generates social debate about the economic and social challenges that we face both now and in the future.

Investing in ESADE Foundation benefits all its members: students, alumni, faculty, members of the advisory and governing bodies, and the administrative and services staff.

At ESADE, we do not want any young person with talent to forego the opportunity to study at our school due to a lack of funds; we do not want any student to graduate without learning the value of on-campus solidarity; nor do we want any of our alumni to forget the human dimension of the training they received in the classrooms of ESADE. The future depends on all these students and alumni. This is why we would like to invite each and every one of the members of the ESADE community to take part in this project, and we are grateful for each and every one of the donations that we receive.

We are in no doubt that our alumni provide an outstanding example of our values and that they guarantee the future of our institution.



ESADE aims to educate individuals with a high level of professional competence, who are aware of their responsibilities as national and global citizens, sensitive to issues of solidarity and social justice, and keen to engage in collective projects. To this end, ESADE promotes human quality: the harmony of knowledge, judgement, balance and depth that generates composed, rational, reliable citizens capable of cherishing fundamental values.

Being part of a university institution such as ESADE should involve an attitude of commitment to its mission: a commitment which is expressed in the values governing our daily coexistence and academic activity. People who share these values make up the ESADE community.

Members of ESADE freely form part of its community and, by accepting these basic values, each member should decide on their own way of putting them into practice. In this climate of freedom and mutual respect, ESADE invites its members to nurture actions and behaviour that are consistent with said values.”

The ESADE Community Statement of Values, approved by the ESADE Foundation Board of Trustees on 24 January 2008.

THE CHALLENGE FACING ESADE. THE CHALLENGE FACING US ALL.

GERMÁN CASTEJÓN- Member of the Board of Trustees and President of the Fundraising Committee

ESADE is a private non-profit making body which does not receive any public funding. Its investment capacity in strategic areas (talent, academic quality, research, teaching infrastructure) is dependent on the private donations made by alumni and companies. Therefore, these private donations are essential for the future of ESADE.

In November 2012, ESADE’s Board of Trustees approved the Strategic Fundraising Plan for 2013-2016. At the core of the plan lies the development of close links between ESADE and its principal stakeholders, alumni and

companies. Its purpose is to construct a stable funding model that will enable ESADE to invest in talent, research and infrastructures, so that it may continue to improve its academic quality and contribute to a fairer and more prosperous society.

This REPORT presents the initiatives undertaken and the results achieved in the first eighteen months since the Strategic Plan was launched.

The fact that ESADE’s value proposition has been favourably received by alumni and companies, as well as by the students themselves, gives us reason to be optimistic. We have taken but the first few steps and we are aware of the challenge that faces us.

We are all truly motivated when we hear the personal stories of those who take centre stage in this initiative: scholarship students, alumni



donors, faculty, researchers and companies that contribute to the development of knowledge, all of them with the belief that the excellent combination of personal and professional skills of ESADE students will enable them to meet the challenges of the future.

We face an enormous challenge. We will continue to foster closer links between alumni, companies and organisations and ESADE. These links are growing stronger, and there is no doubt that they represent one of the most important strategic assets of ESADE.

Thank you for making it possible, for investing in ESADE and for forming part of ESADE's future.

- **202** scholarship students (+ 31%).
- **1.7** million euros allocated to scholarships (+ 38%).
- More than **487** alumni who are founder donors of the Scholarship Programme.
- More than **135** participants in the **1,000 × 1,000** ESADE initiative.
- **14** classes, clubs and chapters have taken steps to establish joint scholarships.
- **194** students have become donors on the day of their graduation.
- **21** companies are supporting the **Scholarship Programme**, including the 6 companies that have set up their own corporate scholarships.
- More than **50** companies and organisations are contributing to the creation of **knowledge** at the ESADE centres and institutes. They view this collaboration as an opportunity to improve organisations and society and to make an investment in line with their strategic interests and corporate responsibility.
- **29** companies and organisations are supporting the foundational purpose of **ESADE** with donations that open the door to research activities, the award of scholarships and the recruitment of new faculty.
- The endowment fund has reached **6.2** million euros (+8%).

PRIVATE DONATIONS TO ESADE

“

I could not have studied at ESADE had it not been for the sacrifice and unconditional support of my family, and this is why I feel fortunate to be able to help students who need our support to gain access to the training that ESADE provides. I truly believe that the ESADE learning experience should be within reach of the finest talent in the world. As an alumnus, I feel extremely proud to be able to take part in the 1,000 x 1,000 scholarship programme and to support an initiative created by students and alumni, which I am sure will turn our magnificent school into a school with a very big heart.”

Manel Adell, Lic&MBA 86 and
1,000 x 1,000 ESADE donor

A guarantee
of sustainability.



SOURCE OF DONATIONS

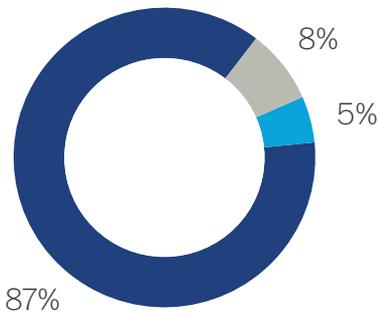
Private donations play a fundamental role in helping ESADE to meet its strategic challenges. In the 2012-2013 academic year, ESADE received 3.8 million euros in the form of private donations. The main sources of private funding were, on the one hand, students, alumni, faculty and friends of ESADE who made individual donations (Individual Giving), and, on the other hand, companies and organisations with which ESADE has institutional collaborative agreements (Corporate Giving).

DESTINATION OF DONATIONS

The private donations made by companies and alumni are mainly allocated to the Scholarship Programme on the one hand, and the creation of knowledge through the centres and institutes and the recruitment of faculty members of international prestige on the other hand. ESADE also invests in an endowment fund, the interest from which is allocated every year to strategic projects pursued by the institution or reinvested in the fund itself.

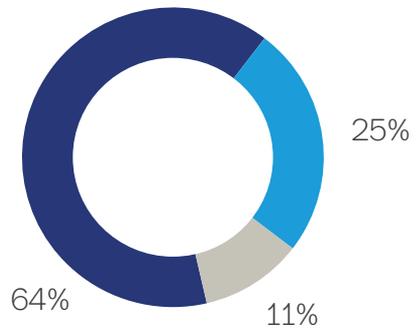
Of the total sum of donations received in the 2012-2013 academic year, 25% was allocated to the Scholarship Programme; 64% to research and the recruitment of international faculty; and 11% was reinvested in the ESADE endowment fund.

Source of private donations



- Alumni and ESADE Community
- Companies/foundations/institutions
- Return on endowment fund

Allocation of private donations



- Scholarship Programme
- Research, faculty and research scholarships
- Endowment fund

Source and allocation of private donations

	2012-2013	
Source of funds		
Companies/foundations/institutions	€3,208,456	84%
Alumni	€205,037	5%
ESADE Alumni	€120,000	3%
Return on endowment fund ¹	€285,668	7%
Total	€3,819,161	
Purpose of funds		
Donations to foundational purpose ²	€590,502	15%
Donations to specific projects	€2,805,222	73%
- Research and faculty	€2,337,038	
- Scholarship Programme	€468,184	
Donations to endowment fund ³	€423,437	11%
Total	€3,819,161	
Allocation of funds		
Research, faculty and research scholarships	€2,442,157	64%
Need based scholarships	€953,566	25%
Endowment fund	€423,437	11%
Total	€3,819,161	

¹ The return on endowment figure includes the interest generated by this fund, in addition to interest generated by other capital invested by ESADE. A large part of this return is allocated to fund ESADE's strategic projects, while the remainder is reinvested in the endowment itself, with a view to capitalisation.

² The Fund Allocation Committee distributes the freely available funds (foundational purpose) among ESADE's strategic projects: research, faculty and scholarships.

³ The endowment figure includes the direct donations made by companies, foundations, institutions and alumni, in addition to funds from the institution itself, originating from the return on the endowment.

IMPACT OF DONATIONS

“

I would like to thank all the donors of the Lic&MBA 73 class. Your support of the Scholarship Programme has made it possible for me to study at ESADE. You have given me a unique opportunity, and therefore it is my resolve to continue working hard to make the most of this opportunity and to become a donor myself in the future, so that I may offer other young people the same support. Many thanks once again for the belief you have shown in me.”

Martina Mut, 2nd year student on the BBA programme, with a scholarship from the Lic&MBA 73 class



A donation to ESADE represents an investment in talent, the creation of knowledge and a better future.

4

THE CHALLENGE FOR TALENT

ESADE's Scholarship Programme is one of the most important strategic commitments made by the institution. It is essential that a leading international business school should offer an extensive and varied portfolio of scholarships for talent, if it is to successfully attract the very finest talent. Furthermore, for ESADE this forms part of fulfilling its mission and its social commitment to have a positive effect on its environment and on society, generating opportunities for talented young people who lack sufficient financial resources.

Therefore, it is one of ESADE's principal objectives to increase the funds available for scholarships every year, so that it may reach a greater number of students and increase the percentage of students with scholarships in its classrooms.

SCHOLARSHIP PROGRAMME. KEY FIGURES AND TRENDS

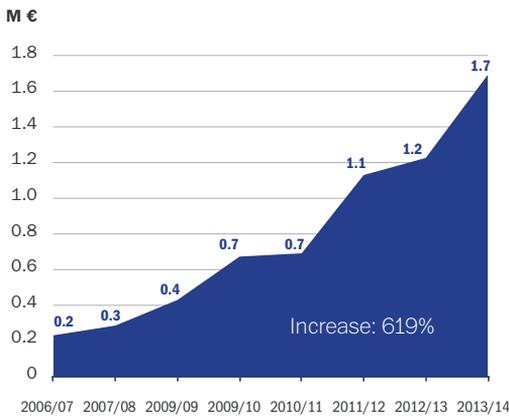
The constant efforts made by ESADE in recent years to improve the Scholarship Programme in both qualitative and quantitative terms is

clear to see, if a comparison is made of the key figures involved, as shown in the table and charts below:

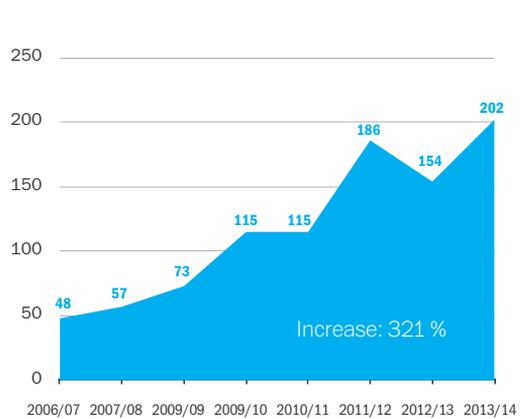
Comparison of key figures

	2012-2013	2013-2014	Increase
Sum allocated to Need-based Scholarships	€1,225,602	€1,690,152	38%
Number of scholarship students	154	202	31%
Scholarship students as % of all students	7%	9%	28%

Evolution of funds allocated to scholarships on all programmes



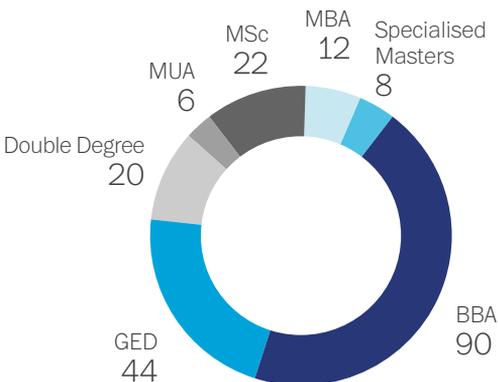
Evolution of number of scholarship students on all programmes



Consolidation of the Scholarship Programme

The donations made by companies and alumni in the 2012-2013 academic year have contributed to the budget of €1.7 M that ESADE has been able to allocate to the Scholarship Programme in the 2013-2014 academic year. This has enabled 202 students with talent to take advantage of a scholarship on various undergraduate and postgraduate programmes. The scholarships have been awarded as follows:

DISTRIBUTION OF SCHOLARSHIP STUDENTS BY PROGRAMME



Driven by its commitment to talent, ESADE aims to increase the percentage of scholarship students per classroom, thereby reflecting the growing diversity to which ESADE aspires. In the 2013-2014 academic year, **10% of students on undergraduate programmes** have received a scholarship for talent, a figure which rises to 19% in the case of Double Degree students.

The **average coverage of the scholarships**, an important factor when evaluating their quality, has increased on the BBA and GED Degree programmes, while remaining stable on the Double Degree programme.

	2012-2013	2013-2014
BBA	56%	59%
GED	59%	61%
Double Degree	69%	69%

Thus, the average coverage of the scholarships on the undergraduate programmes is 61%; on the Master in Legal Practice, 55%; on the MSc programmes (Bologna Masters), 37%; and on the MBA programme, 10%.

FUNDING OF THE SCHOLARSHIP PROGRAMME

It has been possible to consolidate the Scholarship Programme thanks to two main sources of funding: on the one hand, the resources of ESADE Foundation itself, originating from academic activity (4% of the tuition fees of the undergraduate programmes is set aside to fund the Scholarship

Programme); and on the other hand, the private donations made by individuals and companies through The ESADE Challenge for Talent campaign. These donations have grown steadily, showing an increase of 30% in the last academic year.

Funding of the Scholarship Programme

	2013-2014		2012-2013		2011-2012	
Direct private donations to the Scholarship Programme. The ESADE Challenge for Talent Campaign ¹	€468,184	27%	€359,947	29%	€141,716	13%
- Alumni (Individual Giving) ²	€209,151	12%	€153,397	13%	€44,355	4%
- Corporate donations (Corporate Giving)	€259,033	15%	€206,550	17%	€97,361	9%
Allocation of fundraising funds to foundational purpose	€485,382	29%	€99,900	9%
Revenue from academic activity	€736,586	44%	€865,655	71%	€888,545	78%
Total	€1,690,152		€1,225,602		€1,130,161	

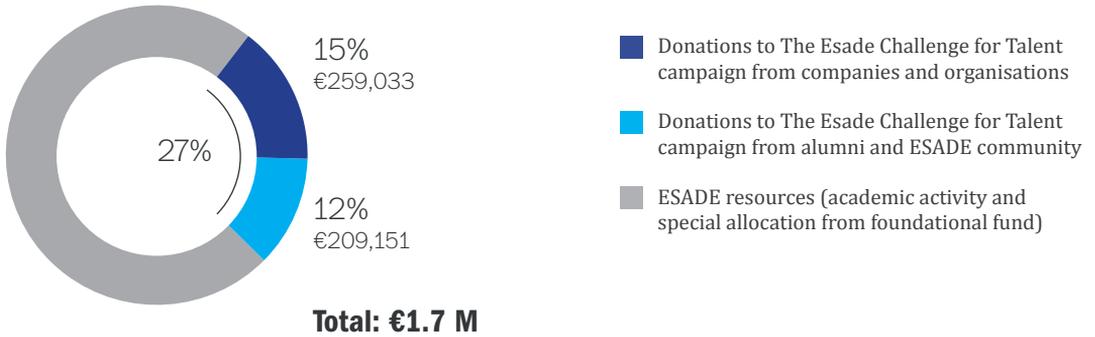
¹ The ESADE Challenge for Talent campaign was launched through the 1,000 x 1,000 ESADE initiative in April 2012

² Includes return on donations made by alumni to the endowment fund

Despite this increase, direct private donations to scholarships only account for 27% of ESADE's total investment in the Scholarship Programme. Therefore, ESADE has made a special effort this academic year by allocating a considerable portion of the foundation fund donations to scholarships, rather than to other strategic investments.

Private funds are playing an increasingly important part in consolidating the Scholarship Programme; whereas funds originating from academic activity allocated to the Scholarship Programme by ESADE Foundation accounted for 71% of all funding for scholarships in the 2012-2013 academic year, in this last academic year they accounted for just 44%.

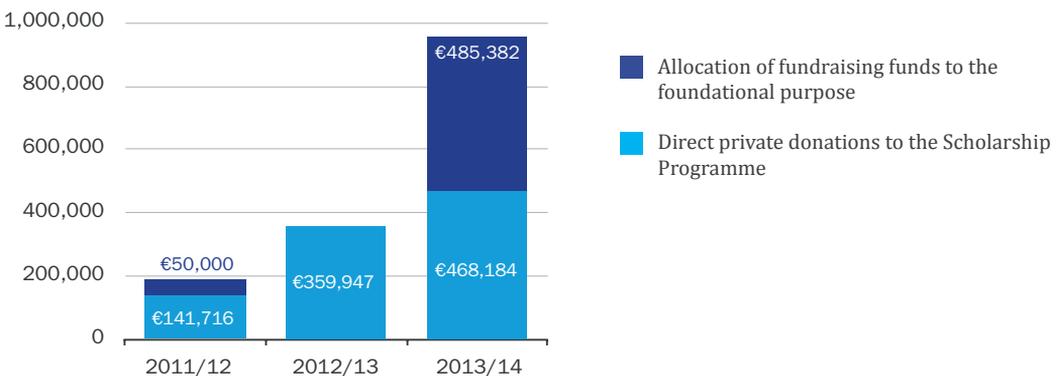
Source of direct private donations to scholarships



Evolution of the number of Scholarship Programme donors (Individual Giving)



Evolution of fundraising funds allocated to scholarships



GROWING INVESTMENT IN KNOWLEDGE CREATION

The other key strategic destination for private donations is research in the fields of law and management. Driving the creation of knowledge means contributing to intellectual debate, one of the hallmarks of academic institutions of international excellence. At ESADE, creating knowledge means promoting a humanistic conception of business and law, with the aim that this will have the effect of improving organisations and society.

Academic production

- 100 articles in refereed journals
- 52 articles in other relevant journals
- 21 books
- 29 chapters in books
- 73 contributions at congresses and conferences
- 70 lectures and invitations to lectures
- 25 working papers
- 22 cases and technical notes
- 2 book reviews
- 15 monographs
- 13 doctoral theses

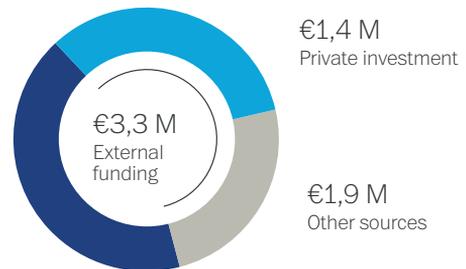
Over the last few years, there has been a notable increase in ESADE's capacity to develop research projects in its strategic areas: innovation, entrepreneurship, social responsibility and globalisation.

Academic research is developed through the initiatives of 19 specialist units: 7 institutes, 3 centres, 7 research groups and 2 chairs.

121 teaching staff-researchers, 61 research assistants, 24 technicians and managers, and 16 researchers lead the creation of academic knowledge.

In the 2012-2013 academic year, 58% of the research activity undertaken by ESADE obtained external funding. Of the total external funding (€3.3 M), 43% came from private investment.

Funding of research



Total research funds: €5,7 M



“ESADE is committed to education and to the development of responsible, visionary leaders. To this end, ESADE conducts theoretical and applied research activity, seeking to push back the frontiers of management practice and public leadership. We apply the most advanced scientific methods to empower executives, generate economic prosperity and make a positive impact on society.”

Jonathan Wareham, Vice-Dean of Research at the Business School.

RESEARCH SCHOLARSHIPS

In the 2013-2014 academic year, ESADE has allocated €303,000 to research scholarships for the various programmes of the Business School (PhD in Management Sciences and Master of Research in Management Sciences) and €68,000 to the Law School (Master of Research in Legal Science and PhD in Law).

The research scholarships help to attract and retain doctoral candidates of enormous research-oriented potential, who play a fundamental role in the creation of knowledge.

- 17 doctoral candidates on the PhD in Management Sciences programme
- 8 scholarship students on the MRes programme
- 6 doctoral candidates on the PhD in Law programme
- 4 scholarship students on the Master of Research in Legal Science programme

OUTPUTS OF THE RESEARCH PROJECTS AT THE CENTRES AND INSTITUTES

Below are details of some of the research projects undertaken in the 2012-2013 academic year at some of ESADE's key centres and institutes, thanks to the support of companies and other organisations:

INSTITUTO DE INNOVACIÓN SOCIAL



Its objective is to develop the capacities of people and organisations in the business and not-for-profit sectors, in order to boost their contribution to creating a fairer and more sustainable world. Its areas of research are integrating CSR into business strategy, social entrepreneurship, and the leadership and management of NGOs.

Project Outputs 2012-2013:

Of all the projects, particular mention should be made of the 3rd edition of the Momentum Project, an accelerator programme which supports 10 social entrepreneur schemes every year, in addition to the more than 6 publications it has produced and the more than 15 symposia it has organised, which have been very well attended.

More information: <http://www.esade.edu/research-webs/eng/socialinnovation>

Thanks to the support of:

Promoters: **Fundación Abertis, Gas Natural Fenosa.**

Other collaborators: **BBVA, Fundación PwC, Obra Social "la Caixa"**

ESADEgeo - CENTER FOR GLOBAL ECONOMY AND GEOPOLITICS



ESADEgeo is a meeting place for academics and business, political and social leaders to discuss global issues – identifying conflicting elements in the construction of a new global governance – and to make proposals to facilitate their resolution. ESADEgeo seeks to be a benchmark for business schools in the study of globalisation and organisations, as it presents the necessary organisational and strategic tools in a globalised world.

Project Outputs 2012-2013:

- 7 GeoCEO, forums for debate that offer top executives the opportunity to analyse and discuss the present situation and geopolitical and geoeconomic trends.
- 7 Globalisation Lab Sessions, seminars on economic globalisation, with the participation of prominent leaders of global companies.
- Club España 20/20, an informal group composed of 20 leaders who live in Spain and another 20 Spaniards living abroad. The Club puts forward ideas to contribute to the internationalisation of Spain.
- International seminars:
 - ESADE-Brookings Institution: Why Metros Matter to Global Trade and Investment (São Paulo, 30 November 2012)
 - ESADE-IBEI: Barcelona Workshop on Global Governance (Barcelona, 15-16 January 2013)
 - ESADE-Brookings Institution: European Growth Workshop (Madrid, 13 March 2013, and Barcelona, 24-25 May 2013)
- Sovereign Wealth Funds Report 2012, the first publication in Spanish about sovereign wealth funds, which analyses the strategies for investing funds worldwide, presenting the main operations carried out in 2011, with particular emphasis on the links between these funds and Spanish companies.

More information: www.esadegeo.com

Thanks to the support of:

Fundación Repsol
Obra Social "la Caixa"

EEI- ESADE ENTREPRENEURSHIP INSTITUTE



The ESADE Entrepreneurship Institute aims to become an international point of reference in the field of entrepreneurship through a rigorous research programme, an active educational model, a participatory role in social debate and project support for entrepreneurs, with a view to enhancing the progress of society.

Project Outputs 2012-2013:

EGarage is a new space created on the Sant Cugat campus for ESADE students, aimed at providing them with the resources and an ideal environment in which to generate new business ideas.

Specialised training, such as the Master in Innovation and Entrepreneurship, the programme for scientists From Science to Business, and the “School of Business Angels”, aimed at private investors.

Publication of the White Paper on Entrepreneurial Initiative in Spain, commissioned by the Fundación Príncipe de Girona. Based on its results, the project “Learn to be an Entrepreneur” is being developed. This is a research project on entrepreneurship education in schools and colleges. The aim of the study is “the elaboration of an educational proposal that includes training in entrepreneurial initiative from primary school through to secondary school and professional training, suitable for introduction into all the Autonomous Communities of Spain.”

More information: www.esade.edu/entrepreneurship

Thanks to the support of:

Agrolimen
Santander

THE ESADE CHALLENGE FOR TALENT



Driving the
Scholarship Programme.



The ESADE Challenge for Talent

The ESADE Challenge for Talent is a campaign aimed mainly at alumni, faculty, students and companies committed to talent. It has set itself the challenge of raising an additional 1 million euros every year for scholarships, with a view to attracting talented students who do not have sufficient financial resources. Through this campaign, ESADE seeks to become a school with a strong focus on integral training, giving its students the capacity to transform society.

The campaign has its inspiration in ESADE's mission and responds to the strategic need to increase on-campus diversity, removing financial barriers that may prevent talented individuals from studying at this institution.

In order to succeed in attracting the finest students on an international scale, it is necessary to offer a wide-ranging and competitive portfolio of scholarships. This will ensure that ESADE is the option chosen by those students who are able to select the school where they are to train in law or management.

The campaign includes various initiatives, most notably 1,000 × 1,000 ESADE, which aims to secure the involvement, in the form of significant donations, of alumni who retain links with ESADE. Joint scholarships also form part of this initiative, promoted by classes of alumni, clubs and international chapters, in addition to scholarships established by classes of students on all programmes prior to their graduation.



Without the commitment of civil society – and our class has become keenly aware of this – there is no future. It is a matter of justice to maintain a commitment to those people who can make the biggest contribution towards improving society.”

Ernesto Poveda, promoter of the “Lic&MBA 74 Scholarship”

PEOPLE

1,000 × 1,000 ESADE

1,000 × 1,000 ESADE is an initiative that seeks the involvement and support of a broad group of alumni who stand out on account of their links with ESADE or ESADE Alumni, or by dint of their professional profile and prestige. The target is a remarkable donation (between 1,000 and 5,000 euros a year), with alumni making a commitment for four years.

The initiative began as a quiet campaign in April 2012 and served as the starting signal for the ESADE Challenge for Talent campaign.

By the end of the 2012-2013 academic year, the 1,000 × 1,000 ESADE initiative already had 95 donors, who were making an average donation of 1,708 euros.

GENERAL CAMPAIGN

All donations made by individuals outside the 1,000 × 1,000 ESADE initiative form part of the General Campaign. These donations include those made to the Scholarship Programme by alumni, students, faculty and friends of ESADE for a sum that does not exceed 1,000 euros.



Joint initiatives

The sum of many contributions can make a big impact.

In order to show donors the impact of their contributions to the Scholarship Programme and to bring home the reality of the campaign, ESADE and ESADE Alumni have promoted various joint initiatives, led by classes of students or alumni, clubs and ESADE Alumni chapters.

By pooling the donations of all the members of a class, club or chapter, a joint scholarship can be established. Thus, by contributing together, ESADE alumni can give talented young people opportunities for the future and remove financial barriers to studying at ESADE. Such scholarships are referred to as class, club or chapter scholarships.

- ALUMNI (classes, chapters, clubs)

Former classmates who, years after they have left the classrooms of ESADE, wish to continue sharing challenges and dreams.

During the 2012-2013 academic year, **3 classes** of alumni have made it possible for ESADE to award **3 joint scholarships** to **3 students** on undergraduate programmes.

**Lic&MBA 73 Scholarship -
10th graduating class**

**Lic&MBA 74 Scholarship -
11th graduating class**

Lic&MBA 81 Scholarship

The Lic&MBA 88 class was the first to establish a joint scholarship in 2008.

- STUDENTS (graduating classes)

Our goal is that 100% of our students who graduate support the Scholarship Programme by making symbolic donations.

The BBA 13 class has been the first to successfully establish a joint scholarship prior to graduation. Thanks to the efforts of the 115 student donors, in the 2013-2014 academic year a student has been able to begin the first year of the BBA programme with the help of a scholarship.

For their part, the MBA 13 class decided to make a class gift to fund infrastructure on the Sant Cugat campus and leave their mark on ESADE before they graduated.

Initiatives in progress

In addition to the initiatives which have been consolidated, in the 2012-2013 academic year other classes of alumni decided to organise joint scholarships: Lic&MBA 78, Lic&MBA 80, Lic&MBA 97, Lic&MBA 98, GED 13 and BBA 12.



If your class, club or chapter has yet to organise an initiative, what are you waiting for? You can help to make a big impact on the ESADE Scholarship Programme by encouraging your classmates to take part in this joint initiative. Contact the Corporate Relations and Fundraising team (thesadechallenge@esade.edu) and we will tell you how you can make it possible for a young person with talent, but without sufficient financial funds, to come and study at ESADE.

Ranking of the classes which have contributed most to the Scholarship Programme in the 2012-2013 academic year*

	Participants	Donations
Lic&MBA 80	7	€13,130
Lic&MBA 74	21	€12,600
Lic&MBA 81	13	€12,150
Lic&MBA 90	13	€10,845
Lic&MBA 86	6	€10,000
Lic&MBA 77	7	€9,050
Lic&MBA 87	6	€8,615
Lic&MBA 78	18	€8,115
Lic&MBA 73	15	€8,100
Lic&MBA 87	4	€8,000
Lic&MBA 89	≤3	€7,000
MBA FT 89	≤3	€6,000
BBA 13	104	€5,252
Lic&MBA 98	≤3	€5,080
Lic&MBA 95	≤3	€5,000
Lic&MBA 85	4	€4,120
Lic&MBA 97	6	€2,500
Lic&MBA 88	≤3	€2,000
BBA 12*	35	€515

- Classes which have launched campaigns to establish joint scholarships
- Classes with individual donors (they have not launched joint campaigns)

* BBA 12 appears in this ranking in recognition of the fact that it was the first class of students to set up a joint initiative before their graduation.

COMPANIES: CORPORATE SCHOLARSHIP PROGRAMME

Through the ESADE Corporate Scholarship programme, companies and organisations give their support to the finest talent.

This contribution can be aligned with their strategy and values, since each company is able to choose the specific programme on which it wishes to award a scholarship (BBA, GED...) or the profile of student it seeks to target. Companies and organisations will enjoy different benefits according to their degree of involvement. For example, beyond a certain economic threshold, they will be able to establish scholarships that bear their name.

In the 2012-2013 academic year, 4 companies supported the Corporate Scholarship Programme through scholarships bearing their name:

Fundació Banc Sabadell

Fundació Caixa d'Enginyers

Fundació Jesús Serra

Reig Patrimonia, S.A.

Other companies that collaborate in the Corporate Scholarship Programme are:

Anudal, Deutsche Bank, LUCTA, Mercer, Metalogenia, RESA-Residència Universitària Sarrià and the law firms on the Professional Council of the ESADE Law School.

Matching Gift

Matching gifts are fundraising initiatives based on the employees of a company making a donation to a particular organisation with a social purpose. These donations can be matched, doubled or even tripled by the company.

The companies that support the ESADE Scholarship Programme through matching gifts are:

JP Morgan, RWE Innogy Aersa and Apax Foundation.



HIGHLIGHTS OF THE 2012-2013 ACADEMIC YEAR



News.

NEW INITIATIVES

ALUMNI

Creation of the “Lic&MBA 74 Scholarship”

The Lic&MBA 74 class has succeeded in meeting a challenge: to set a target for a joint scholarship in June and achieve this in September. Thanks to this class, a gifted student has been able to take advantage of a scholarship to begin to study on the Bachelor of Business Administration (BBA) programme in the 2013-2014 academic year:



“The award of the Lic&MBA 74 Scholarship made by the class of 74 has meant a great deal to me; I am enormously grateful for the belief they have shown in me and I see the scholarship as a great opportunity that I cannot fail to take advantage of. I am privileged to be able to study at one of the best university schools, and I know that when I finish, I will have received the best possible preparation to face my future in the world of work with confidence and enthusiasm. Furthermore, I am determined to become a donor on the Scholarship Programme, since I strongly believe that this is one of the best vehicles for attracting talent and giving an opportunity to someone who deserves it.”

Carla Solé, 1st year BBA student, with a scholarship from the LIC&MBA 74 class

STUDENTS

MBA 13: First class gift in the history of ESADE

The MBA 13 students have made history by creating the first class gift from an MBA class just a few weeks before their graduation.

The 26 students from universities of international prestige, who played a pioneering role in supporting this initiative, decided to leave their mark on the ESADE Sant Cugat campus by contributing to the funding of infrastructure for the MBA facilities, to the benefit of the future generations of international students.



“It has been an enormous pleasure to be able to show our commitment to ESADE, and it is wonderful to have contributed something to the campus so that our class will be remembered.”

Paul-Georg Friedrich, promoter of the “MBA 13 Class Gift”

NEW INITIATIVES

Creation of the BBA 13 Scholarship

The BBA 13 Scholarship class has created a tradition. Following the lead taken by BBA 12, which was the first class of students to take part in the Scholarship Programme, for the first time in the history of ESADE the BBA 13 students have succeeded in creating a joint student scholarship: truly an example of their involvement with and commitment to ESADE.

This has been a pioneering initiative due to many actions taken by the students themselves. As well as inviting participation through the social networks, they produced a video which became a viral phenomenon within hours of its presentation, helping to mobilise the class.

SEE VIDEO THROUGH
THIS QR CODE:



“I believe that setting up the scholarship created a bond between all the students in our class. What’s more, I think that we all feel very proud that ESADE should see us as one of the first classes that succeeded in meeting this challenge. Finally, all our class hope that we have set a precedent, and that, from now on, every class will set up its own scholarship.”

Adrià Baqués, promoter of the “BBA 13 Scholarship”

The GED 2013 initiative

The students from the GED 13 class launched their own campaign to set up a scholarship with the name of their class. At present, a pioneering group within the class is launching various initiatives. We hope that during this academic year more students in the class, as well as students on the Master in Legal Practice (MUA) programme, will join this initiative.



NEW INITIATIVES

STUDENTS

An entire 4th year subject on the BBA devoted to the ESADE Challenge for Talent campaign

In the 2012-2013 academic year, the students taking the subject Marketing Management III in the 4th year of the BBA decided to focus on drawing up the marketing campaign for the ESADE Scholarship Programme. The different working groups designed a number of proposals, taking account of the various targets of the campaign, the best way to communicate effectively, and how to increase the number of donors. Drawing on all the proposals made every week, some very interesting ideas have been obtained, which are being applied during the current academic year.



OUTREACH OF THE CAMPAIGN



Annual ESADE Alumni Conference

The flagship event for ESADE alumni, the Annual ESADE Alumni Conference, provided the perfect setting for presenting the ESADE Challenge for Talent campaign, thanks to the collaboration of the BBA 13 students.

During the course of the event, and after showing the video produced by the BBA 13 class, Ignasi Ferrer, the class representative, appealed to all the alumni present to participate, and Jordi Alavedra (Lic&MBA 78), an alumnus and participant in the 1,000 × 1,000 initiative, outlined how they could make their donation.

OUTREACH OF THE CAMPAIGN

Presentation of the DONATIONS REPORT (EGarage)

On 16 April 2013, the DONATIONS REPORT was presented to the ESADE donors, thereby fulfilling the institution's commitment to transparency. Javier Solana, president of ESADEgeo, took part in this event, and he highlighted the value of talent for leading schools like ESADE. For their part, Eugenia Bieto, director general of ESADE, and Germán Castejón, member of the Board of Trustees and president of the Fundraising Committee, outlined the challenges facing ESADE and drew attention to the need for support from all the alumni in order that ESADE may continue to grow.



Talent Event

On 3 June, ESADE staged one of the most important events related with the Scholarship Programme, the Talent Event, at which scholarship students spend a few hours with donors, the people and organisations that have made it possible for their dream of studying at ESADE to become a reality.

During the event, director general Eugenia Bieto highlighted the fundamental need to continue investing in talent to ensure that ESADE can serve the world by becoming a better school every day. ESADE Associate Professor, Joan Massons, emphasised the importance of having talented and capable students in the classrooms as a factor that is

conducive to the very best teaching. Sergi Capdevila, a scholarship student from the BBA 13 class and a donor, and Carlos Valero, a scholarship student from the GED 13 class and a donor, also took part in the event. They explained to those present how important it is to offer a wide-ranging Scholarship Programme and how this played a fundamental part in bringing them to ESADE and making their dream come true. Joaquín Acha, Lic&MBA 88 and a donor on the 1,000 × 1,000 ESADE programme, brought the speeches to a close by recounting his experience as the promoter of what was a pioneering initiative in its day: the creation of a class scholarship.



OUTREACH OF THE CAMPAIGN

Scholarship Awards Ceremony. The recognition of talent

"A scholarship implies a moral debt to society in general, and to ESADE Foundation in particular. A debt that is greater than any monetary debt..." Alejandro Villegas, a scholarship student and member of GED 14, spoke these words on 6 November to those present at one of the most important events for ESADE, the Scholarship Awards Ceremony, when the institution publicly recognises the talent of those receiving scholarships.

Other participants in this event were Eugenia Bieto, director general of ESADE, who reminded those present that the award of an ESADE scholarship is at once an honour and a commitment, and Ricard Tubau, Lic&MBA 90 and a donor on the 1,000 x 1,000 ESADE programme, who highlighted the key role that ESADE has played in his professional career.



ESADE Foundation Assembly of Trustees

The Assembly of Trustees was held on 2 July in the ESADEFORUM auditorium and was attended by the principal representatives of the more than 45 trustee companies. At the Assembly, chaired by the president of ESADE Foundation at that time, Pedro Fontana, the accounts corresponding to the last academic year were unanimously approved and the most important developments of the new academic year were reviewed. After the event was brought to a close, a lunch was held with the participation of Josep Piqué, president of Círculo de Economía, who spoke about the delicate economic situation.

INSTITUTIONAL ALLIANCES

Obra Social Fundació “la Caixa” has consolidated its position as the founding sponsor of the ESADE Center for Global Economy and Geopolitics (ESADEgeo), chaired by Javier Solana

With the common goal of promoting research into economic globalisation and geopolitics, ESADE and Obra Social Fundació “la Caixa” have strengthened their institutional alliance. Through the renewal of this commitment to collaborate with ESADEgeo, “la Caixa” reinforces its important contribution to the centre, of which Javier Solana is president.



“Education is the cornerstone on which the growth and fulfilment of people is built. Committed to the welfare of society and, by extension, its progress, Obra Social Fundació “la Caixa” does not have the slightest hesitation in confirming its alliance with ESADE.”

Obra Social / Fundación “la Caixa”

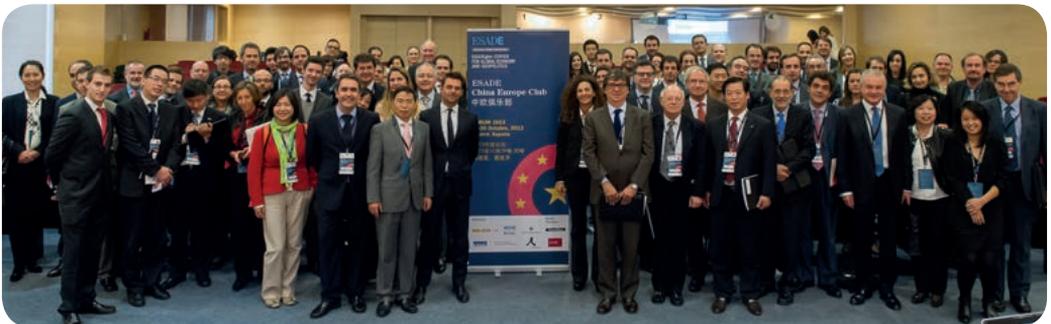
II Annual Forum of the ESADE China Europe Club

The ESADE China Europe Club, whose objective is to facilitate the exchange of experiences and knowledge about management, as well as relations and collaboration between Chinese and European companies and institutions, held its II Annual Forum in 2013, the setting being the Auditorium of the Ministry of Economy and Competitiveness in Madrid.

The Forum served as a meeting point for more than 200 representatives of Chinese multinationals in Spain and Spanish companies in China, headed by Javier Solana, president of ESADEgeo, and Ji Xianzheng, economic and commercial counsellor of the Chinese Embassy in Spain. Among the Chinese companies present were Huawei, Lenovo, Haier and Cosco, while

the Spanish companies included Natura Bissé, Applus and Técnica Reunidas. All of them outlined their experiences in the respective overseas markets. The day before the Forum, a dinner was organised which was attended by Ana Botella, mayoress of Madrid, and this provided a good opportunity for Chinese and Spanish companies to meet.

The ESADE China Europe Club has five sponsors (Cuatrecasas, Gonçalves Pereira; KPMG; ICEX Invest in Spain; Invest in Catalonia; and Port de Barcelona); their support makes it possible to organise the Annual Forum, as well as four other annual conferences, networking meetings and two task forces, which complete the annual programming.



HOW TO CONTRIBUTE

“

It is the individual responsibility of each one of us to ensure that the ESADE brand remains strong and competitive... Come on now, we all have to get involved, give something back in return and live a life worth remembering.”

Khalil Alnammari, promoter of the “MBA 13 Class Gift”

Individual & Corporate
Giving.



ESADE invites all the members of the ESADE community to contribute in the way that they find most convenient. For this purpose, it offers several options for making contributions according to whether the donor is an individual (Individual Giving) or a company or organisation (Corporate Giving). The aim is that these options will suit the motivation and interests of each donor profile insofar as this is possible.

PEOPLE. INDIVIDUAL GIVING.

- You can make your donation by filling in the [online form](#), which offers several payment options and the possibility to make your annual contribution in monthly, quarterly or half-yearly instalments.
- You can organise a joint scholarship sponsored by your class, regional or sector-specific club, or the ESADE Alumni chapter in which you participate.
- You can promote ways in which to collaborate in the company where you work.
- If you can think of any creative initiative that will help to consolidate the Scholarship Programme, so that ESADE is able to attract the finest talent, the Corporate Relations and Fundraising team would be delighted to help you put your idea into practice.

PERSONALISE YOUR DONATION:

Use of donations

It is standard practice for individual donations to be used to support ESADE's strategic challenge: to fund the ESADE Scholarship Programme through the ESADE Challenge for

Talent campaign. Nevertheless, if you so wish, your individual contribution can be used to fund other areas (faculty, research, etc.).

Amount

Donors can choose to participate in the 1,000 × 1,000 ESADE initiative, or in the General Campaign, depending on the amount they wish to donate.

Allocation

Donations can be made to the General Scholarship Fund, in which case the General Scholarship Committee allocates the funds to various programmes at ESADE, or to a specific programme: BBA, GED, Double Degree, MBA, MSc or MUA, or they can also be linked to the joint initiatives sponsored by classes, clubs or chapters.

Commitment

Donors can choose the type of commitment they wish to acquire. ESADE is especially grateful to receive indefinitely recurring donations and commitments over four years, since these help to guarantee the continuity of the Scholarship Programme.

Individual and collective recognition

Besides the recognition of individual donors as founder donors of the ESADE Scholarship Programme, individual donations made by students and alumni who belong to a class that has already set up its joint scholarship, or which plans to do so, are added to the joint scholarship established by that class, or they can be added to the ESADE Alumni club or chapter, as the donor wishes. In this way, donors obtain recognition on two counts: individually and as members of the corresponding class, club or international chapter of ESADE Alumni.

COMPANIES AND ORGANISATIONS. CORPORATE GIVING.

ESADE offers companies and organisations different types and levels of collaboration, whereby the value of the ESADE brand is harnessed with the value of the company to further a common interest.

Contributions are made through collaborative agreements and can be allocated to:

- The Corporate Scholarship Programme
- Research projects, centres and chairs
- ESADE's Foundation Fund (freely available contributions, to be distributed by ESADE to fund strategic projects)
- Endowment fund

Through these collaborations, companies and organisations become members of the ESADE Foundation Assembly of Trustees, receiving specific benefits from each project and gaining a higher profile in the academic community and the social and business sector.



“Innovation, talent and an acute sense of responsibility towards society provide the best guarantee of progress and social welfare.”

Fundació Banc Sabadell



“For me, studying at ESADE was a dream that has come true thanks to the Scholarship Programme. I am deeply grateful for the belief that ESADE has shown in me by offering me this wonderful opportunity. Following the honour of being awarded on the basis of my academic results, and the removal of financial barriers due to family circumstances, I feel a strong bond with ESADE which will stay with me for the rest of my life. This gratitude has spawned a responsibility and a moral obligation to return the favour, since initiatives like the Scholarship Programme play a fundamental role in contributing to a better society with more talent.”

Mireia Roca, BBA 14 scholarship student

TAX TREATMENT OF DONATIONS

Persons registered for tax purposes in Spain subject to IRPF (Personal Income Tax), in addition to non-residents subject to Non-Residents Income Tax, can benefit from a **deduction of 25% of the donated amount** from their corresponding Income Tax returns (provided that the donated amount does not exceed 10% of their taxable income).

Companies or organisations registered for tax purposes in Spain can benefit from a **deduction of 35% of the donated amount** from their corresponding Corporate Tax returns (provided that the donated amount does not exceed 10% of the company's taxable income).

CONTACT

If you would like to receive more information, make your donation, establish an institutional collaborative agreement or set up an initiative, please do not hesitate to contact the Corporate Relations & Fundraising team.

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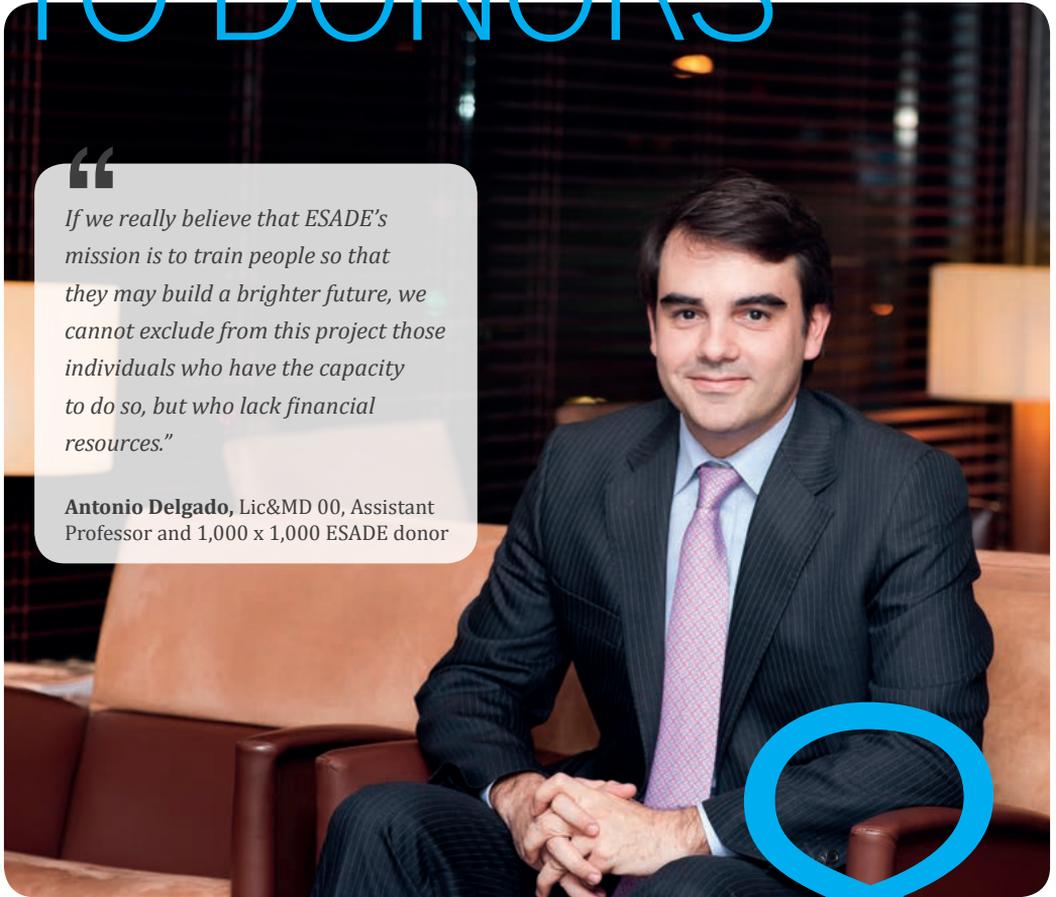
08034 Barcelona (Spain)

ESADE'S COMMITMENT TO DONORS

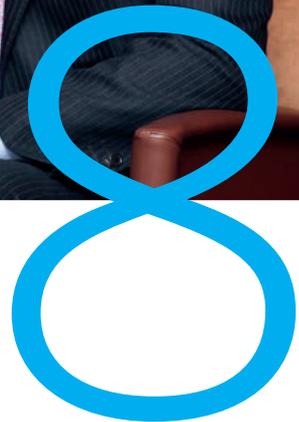
“

If we really believe that ESADE's mission is to train people so that they may build a brighter future, we cannot exclude from this project those individuals who have the capacity to do so, but who lack financial resources.”

Antonio Delgado, Lic&MD 00, Assistant Professor and 1,000 x 1,000 ESADE donor



Transparency, diligence
and acknowledgement.



From the moment that a person, company or organisation makes a contribution to ESADE Foundation and becomes a donor, ESADE acquires a number of responsibilities towards them, if it is to repay the trust that they have placed in the institution.

In broad terms, ESADE has the following responsibilities:

TO GUARANTEE THE APPROPRIATE USE OF THE FUNDS

ESADE undertakes to manage the donations with diligence and professionalism, and to allocate the funds according to the indications of the donors: Scholarship Programme, Foundation Fund, research and faculty, or endowment fund.

TO PROVIDE INFORMATION ABOUT THE EVOLUTION OF ESADE AND THE CHALLENGES IT FACES

ESADE undertakes to provide information about how its initiatives are progressing and the future challenges it faces.

TO GUARANTEE INFORMATION AND TRANSPARENCY

ESADE undertakes to keep donors informed of the progress of the projects that have received donations and to explain how the funds drawn from these are allocated through the DONATIONS REPORT and specific meetings.

TO ACKNOWLEDGE DONATIONS

ESADE undertakes to acknowledge the value of donors' contributions to the strategic projects of the institution.

Safeguarding the rights of donors entails managing the funds obtained diligently and responsibly, as well as ensuring impartiality in the treatment of donors and the building of solid, long-lasting relations.

MONITORING BODIES

INVESTMENT COMMITTEE

Its mission is to oversee the financial investments made by ESADE, focusing on the policies to be followed. This Committee monitors the endowment fund very closely, since this fund ensures the continuity of ESADE's strategic projects.

The primary functions of the Committee are to:

- Manage the endowment to guarantee its profitability, applying prudent investment criteria.
- Ensure that ESADE Foundation's Department of Finance applies the defined policy and is held accountable.

Members:

- Jaume Guardiola, representative of the Board of Trustees
- Ramon Aspa, Corporate Deputy Director General
- Sonia Gómez, Financial Director

FUND ALLOCATION COMMITTEE

The objective of this committee is to guarantee that the freely available funds ESADE receives are allocated as effectively as possible, according to the institution's strategic needs. Furthermore, the Fund Allocation Committee monitors and guarantees the total transparency of the process.

The primary functions of the Committee are to:

- Determine ESADE's strategic projects to which the income provided by fundraising initiatives will be allocated.
- Allocate the funds of the Foundation Fund (freely available funds) to the strategic projects established.

Members:

- Eugenia Bieto, Director General
- Ramon Aspa, Corporate Deputy Director General
- Alfons Sauquet, Dean of the Business School
- Eduardo Berché, Dean of the Law School
- Jonathan Wareham, Vice-Dean of Research at the Business School
- Sonia Gómez, Financial Director
- Elena Viader, Director of Corporate Relations & Fundraising

GENERAL SCHOLARSHIP COMMITTEE

The primary functions of this Committee are to:

- Approve the scholarship policy for all the programmes.
- Control and monitor its implementation.
- Ensure transparency and the fulfilment of ESADE's obligations to donors.
- Allocate the direct private donations to the Scholarship Programme among the various programmes.
- Resolve special cases or exceptions.

Members:

- Eugenia Bieto, Director General
- Alfons Sauquet, Dean of the Business School
- Eduardo Berché, Dean of the Law School
- Germán Castejón, representative of the Board of Trustees
- Miguel Trías, President of ESADE Alumni
- Enrique López Viguria, Institutional Secretary
- Alfred Vernis, Executive Director of Business School University Programmes
- Glòria Batllori, Executive Director, MBA Programmes
- Sonia Gómez, Financial Director
- Elena Viader, Director of Corporate Relations & Fundraising

SCHOLARSHIP ALLOCATION COMMITTEES

Their main objective is to award scholarships to talented students without sufficient financial resources, so that they may study on the ESADE undergraduate MSc and MBA programmes, in accordance with the established criteria.

Members:

- Enrique López Viguria, Institutional Secretary (who acts as President)
- Teresa Careta, Director of the University Programmes Office
- Eduardo Berché, Dean of the Law School
- Alfred Vernis, Executive Director of University Programmes
- Merche Grau, representative of ESADE Alumni and of the donors
- Lola Bardají, Director of the Law Degree Programme
- Patricia Font, Director of the BBA-GED Double Degree Programme
- Ramon García, Director of the Bachelor of Business Administration-BBA Programme
- Cristina Olabarría, Admissions Director
- Glòria Batllori, Executive Director, MBA Programmes
- Belén Trías de Bes, Director of the Master in Legal Practice Programme
- Olaya García, Executive Director, MSc Programmes
- Elena Viader, Director of Corporate Relations & Fundraising

GRATITUDE AND ACKNOWLEDGEMENT

ESADE's relations with the collaborating companies and the donors are founded on gratitude. Therefore, ESADE undertakes to acknowledge the support and donations received through the various institutional channels of communication.

PEOPLE

All those persons who through their contributions help the Scholarship Programme to reach the target of 1 million euros shall be considered **"founder donors" of the ESADE Scholarship Programme.**

In the course of the academic year, ESADE publishes various **lists of donors** in the internal institutional communication channels (DONATIONS REPORTS, presentations, etc.). The names of the persons who have made donations will appear on these lists (unless they themselves have opted to remain anonymous).

There is a **mural in recognition of the founder donors of the ESADE Scholarship Programme** situated in the entrance hall of the university building on ESADE's Barcelona-Sant Cugat Campus.

In addition to the individual acknowledgement of each donation received, ESADE expresses its gratitude for the efforts made by **classes, clubs and chapters that have established a joint scholarship** through the institutional channels, as well as at the Scholarship Awards Ceremony and the Talent Event. **ESADE's institutional website** includes a special section where individual donors are thanked.

COMPANIES AND ORGANISATIONS

ESADE offers companies and organisations different formulas for institutional collaboration that enable them to support and be identified with the strategic principles of ESADE.

Through collaborative agreements, companies and organisations receive a number of

institutional benefits, enhancing their visibility and public recognition, and they have priority access to talent, training and ESADE's resources. Furthermore, those companies or organisations that support strategic projects, centres and research institutes have a special relationship with the centre itself, in line with the interests of the brand.



IN PERSPECTIVE



UPDATE ON
KEY DEVELOPMENTS.
(2013-2014 academic year)

The ESADE Challenge for Talent

The 2013-2014 academic year has begun with renewed energy and good news regarding the ESADE Challenge for Talent campaign. ESADE's efforts to achieve a cultural change through philanthropic initiatives on campus is bearing fruit.

The 1,000 × 1,000 ESADE programme has continued to make good progress, and more alumni and faculty members have joined the campaign by making generous contributions. The breakfasts, led by Eugenia Bieto, director general of ESADE, and Germán Castejón, member of the Board of Trustees and president of the Fundraising Committee, make an ideal format for sharing the strategic challenges of the institution with alumni and inviting them to support talent. **The initiative already has 135 donors!**

At the behest of its new president, the **Club Baleares** has also added its weight to the set of initiatives organised by the various groups in the ESADE community. **Setting up a scholarship to finance the studies of a talented young person from Ses Illes without sufficient funds** will not only serve to break down economic barriers, but also geographical barriers, since it will help to bring Barcelona a little closer to the Balearic Islands.

The launch of the **UK Chapter** scholarship represents the first steps taken to **internationalise the campaign**. Last October, Germán Castejón, member of the Board of Trustees of ESADE Foundation, presented the ESADE Challenge for Talent campaign in London, together with the president of the UK Chapter. The chapter has already begun to **find creative ways in which to include fundraising at its cultural and networking events**, one example being the wine tasting held on 27 February at Hispania, in central London, where for the sale of each bottle of wine, a contribution was made to the ESADE Scholarship Programme.

The **Lic&MBA 95** class has taken the first steps to establish its joint class scholarship, the aim being to **harness their efforts to offer opportunities to more talented BBA students who would like to study in the forthcoming academic year, but who do not have sufficient financial resources**.

The mural in recognition of the founder donors of the Scholarship Programme is already in place on the ESADE Barcelona-Sant Cugat campus. The panel includes the names of all the people who are playing their part in the institutional challenge to consolidate the Scholarship Programme. This is the way in which ESADE recognises the efforts made by donors and thanks them for their generosity.

Thanks to the involvement of various units, first year students on the undergraduate, MSc and MBA programmes had the opportunity to **learn about the importance of the Scholarship Programme and the ESADE Challenge for Talent campaign during their respective Welcome Weeks.** The aim is that no member of the ESADE community should be excluded from our joint challenge. In the words of director general Eugenia Bieto, ESADE's philosophy is to "train competent and socially responsible professionals".

BBA and GED 14 reinforce a tradition.

The students of BBA and GED 14, who are completing their final semester at ESADE, have accepted the challenge laid down by the previous graduating class and they are already taking steps to create their own scholarships. This is a joint initiative originally conceived by the BBA 13 class. Their idea was that it should **become a tradition, and this aim is already being achieved!** We would like to congratulate the students for the enthusiasm with which they have embarked upon their projects and to encourage them to continue in their efforts to emulate the success of BBA 13.

MBA 14 has followed in the footsteps of the previous graduating class by setting up a class gift. The students have decided to fund the **installation of a new basketball hoop** on the terrace of the MBA facilities, for the future enjoyment of the classes to come.

MBA 15 students have begun to draw up the international fundraising strategy for the Scholarship Programme through the **Action Learning Consulting Programme (ALCP)**, included in the academic curriculum of the MBA. The mission entrusted to 5 students on the MBA programme has been to complete a study on **internationalising the fundraising efforts and the creation of philanthropic initiatives on campus among the MBA students.** What finer talent than that of the students themselves could be employed to define the lines of ESADE's strategic project?

The experience, diversity of backgrounds and knowledge, and the enthusiasm of the participants on the MBA represent ESADE's prime asset in this mission. Thus, the team consisting of Keisuke Arimoto, Waleed Bawaked, María Isabel Huasasquiche, Ricardo Márquez and Heron Mochny will have the opportunity to draw up a fundraising consultancy project and to define the first strategic lines to be followed by ESADE in this endeavour.

"This project has offered us a magnificent opportunity to understand how, at ESADE, all the parts of the institution contribute to the programme: the students, alumni, faculty and admissions. Understanding this environment has helped us, not only to create the fundraising campaign, but also to see how we might take action to optimise the experiences of ESADE for all those who have involved themselves in our academic community."

IMPACT Team (MBA 15)

THANK YOU



To individuals,
companies and
organisations.

10

TO THE ALUMNI, STUDENTS AND FRIENDS OF ESADE WHO HAVE MADE DONATIONS TO THE ESADE SCHOLARSHIP PROGRAMME IN THE 2012-2013 ACADEMIC YEAR*

1,000 x 1,000 ESADE donors

Platinum

Adell Domingo, Manel (Lic&MBA 86)
Barrera Xaubet, Maite (Lic&MBA 98)
Castejón Fernández, Germán (Lic&MBA 81), Board of Trustees
Daurella Comadrán, Sol (Lic&MBA 90), Board of Trustees
Faus Santasusana, Javier (PT MBA 95)
Fontana García, Pedro (Lic&MBA74), Board of Trustees (2001-2013)
Grau Monjo, Merche (Lic&MBA 89)
Guardiola Romojaró, Jaume (Lic&MBA 80), Board of Trustees
Iglesias Sitjes, Jaume, Board of Trustees (1984-1992)
Losada Marrodán, Carlos (Lic&MBA 80), Associate professor
Pinya Salomo, Oriol (Lic&MBA 95)
Rosell Feliu, Sandro (Lic&MBA 87)
Trias Sagnier, Miguel (Lic&MBA 89), Professor

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