

Esade's impact on society





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Esade's fundamental mission is to generate a positive impact in the educational, professional, social, and environmental fields. Characterized by its roots in the Jesuit educational tradition, its in-depth connections to the local business community and its recognized international standing. Social impact, innovation, and social responsibility have been Esade's priorities since its foundation and it has a clearly innovative culture.

In 2022, Esade assessed its impact on society using the **Business School Impact System** (BSIS) and taking the 2020-21 academic year as a reference. BSIS is a tool offered by the *European Foundation for Management Development* (EFMD) for evaluating the impact of business schools, and since its launch in 2012 it has been used to successfully evaluate more than 60 business schools worldwide. This evaluation process was implemented in Esade through a highly participatory process in which more than 80 people from all units and levels of responsibility were involved.





Our local, regional, national, and global impact

Esade is a diverse community of students, staff, faculty members, and researchers from different countries, cultures, and social backgrounds. Esade Alumni has a global network of more than 72,000 alumni on five continents. The internationalization of its talent has made Esade a world reference in academic excellence, as evidenced by its position in the main international rankings.

During the first half of 2022, Esade used the BSIS tool to estimate impact in its primary areas of operation. Barcelona and Sant Cugat del Vallès were defined as the local

impact area, Catalonia as the regional impact area, Spain as the national impact area, and the rest of the world as the global impact area. The BSIS assessment is based on 120 indicators, and it offers recommendations for improvements in seven impact areas: financial; educational; business development; intellectual; regional ecosystem; social; and image of the region.

The following is a summary of the Esade impact assessment report prepared by BSIS consultants at the *European Foundation for Management Development*.



1

Financial
impact



2

Educational
impact



3

Impact on business
development



4

Intellectual
impact



5

Impact on the
regional ecosystem



6

Social
impact



7

Impact on the
regional image



1. Financial impact

The funds generated in the local impact area by Esade, Esade Alumni, candidates, students, Executive Education participants, visiting academics and researchers, participants in events organized during the course, and people visiting Esade's campuses is estimated to be a good measure of the financial impact in the area.

The direct financial impact of Esade on the local economy amounted to approximately €440 million in the 2020-21 academic year.





2. Educational impact

Esade's educational mission is to educate individuals who, freely sharing certain values, contribute as citizens and business and legal professionals to building a global society that is more humane, fairer, supportive, sustainable, and respectful of differences. Its educational impact is evaluated through its academic activities.

Esade's direct educational impact is evaluated by its graduate profile; its ability to attract talent to the region; the employability of its graduates; its contribution to business, social, and economic sectors; the development of managers and professionals in the region; as well as by the alumni community.

The following points stand out:



- **Training responsible and collaborative leaders:** Esade is remarkable for the inclusion of corporate social responsibility and sustainable development in its curricula and its strong emphasis on collaborative work that helps in the development of responsible and collaborative leaders. The launch of the Bachelor in Transformational Leadership and Social Impact (BITLASI) is evidence of this commitment to educational impact, with the first graduating class in September 2021 formed of 44 students from 27 nations.
- **The ability to attract international talent:** 61% of students in the 2020-21 academic year came from all over the world.
- **1208 Esade graduates entered the labor market during the 2020-21 academic year**, which helped raise the talent level of the companies they joined. It is noteworthy that 12% of foreign Esade graduates remain in the regional labor market.



- **The remarkable contribution of the Rambla of Innovation to the regional ecosystem by promoting social and entrepreneurial projects.** During the 2020-21 academic year, some 350 entrepreneurial projects, more than 2200 students, 130 lecturers, 120 companies, and 210 events generated a positive educational impact in the region.
- The list of more than 170 companies and the 5455 participants in Executive Education programs in the 2020-21 academic year is another indicator of the **impact of Esade's education on the regional, national, and global business fabric.**
- - Esade's 65,000 alumni worldwide in 2020, and its **recognition as the first non-American institution to appear in the Fortune 500 ranking** for its number of CEOs, are two indicators of its global impact. The impact of these *alumni* throughout the world is also significant, with 52% of alumni working in Catalonia, 21% in the rest of Spain, and the remaining 27% working all over the world.



3. Impact on business development

Esade contributes to the economy of its impact zone through the resources it offers to local businesses, business development, and entrepreneurship:

- Esade's impact through professional internships conducted by its students and alumni in the 2020-21 academic year was the annual equivalent of about 240 full-time employees, with an economic value of approximately €12.3 million per year.
- Esade's business impact in the development of the business fabric is significant in the local and regional impact zone:



- Esade had nine entrepreneurship programs in the 2020-21 academic year that yielded notable results:

25
Startups were led by students
in the last 12 months.

58
Startups were led by alumni in
the same period.

- The impact of the *eWorks* program:

300
Startups were created by 350 co-founders since its launch in
2012.

3,5 MM investment has been raised by entrepreneurs
since its launch.

750.000 € raised for *startups* in the 2020-21 academic year,
mostly in the local and regional impact area.

– Esade BAN, the business angel network promoted by Esade Alumni, invested more than €4.1 million in 27 new projects in the 2020-21 academic year, with contributions from 230 investors.

– Fusion Point in numbers (academic year 2020-21): 7 ongoing academic programs, +450 students, +80 multidisciplinary teams, 27 business challenges, more than 30 new business partners, and 7 publications.

– Esade students are active in numerous activities through 27 student groups. Especially interesting are those that promote a positive impact on society and the environment, such as Oikos Barcelona, Ennova, 180 Degrees Consulting, and Empresa i Societat.



4. Intellectual impact

Esade and its faculty are committed to academic excellence and research with major contributions to society, economics, business, law, and management. The importance of responsibility to the business world and social and environmental concerns are emphasized in its research, which is distinguished by interdisciplinarity throughout its 17 knowledge units.

Esade's intellectual impact is measured through the scientific production of its academic staff in the publication of books and articles in academic journals, the dissemination of the results of this research to companies and organizations, and the establishment of partnerships with companies and other social organizations. To measure this impact, the scientific production of the last three academic years (2020-21, 2019-20, and 2018-19) was evaluated.





The quality and productivity of the intellectual impact was measured using these indicators:

- The collaboration of Esade’s research staff with more than 100 organizations.
- Intellectual impact through scientific publication:



27

Doctoral
thesis defense
presentations



431

Articles published in academic
journals, and of these 341 (79%)
in high impact (A+) international
journals

- Knowledge transfer at national and global level:



56

Articles in
professional
journals of national
impact



96

Books



28

Case-studies



20

Collaborations
with companies

- Knowledge transfer at local and regional level:



50

Articles linked to
the region



7

Books



13

Case-studies

- Many members of the full-time faculty participate in the Executive Education unit, and so the impact of knowledge transfer is even greater.



5. Impact on the regional ecosystem

Esade's impact on the regional ecosystem is considerable, as it takes part in a rich and diverse network of alliances and collaborations with companies from all sectors, third sector organizations and foundations, public administrations, universities, and research centers based in Catalonia. The participation of Esade staff in regional associations and the business network is significant. In addition, Esade has a wide network of alliances with universities worldwide, which gives Esade considerable regional impact in terms of internationalization.

The Rambla of Innovation is an ecosystem for supporting innovation in entrepreneurship and social impact projects to strengthen links between Esade students and other agents of change, businesses, and civil society. Through its seven laboratories, change agents are linked to companies and social institutions with the aim of supporting meaningful and impactful entrepreneurship.

As a global organization in constant international expansion, Esade has an ecosystem and a major network of worldwide partnerships thanks to its collaboration with leading and prestigious international institutions. *Esade Business School*, for example, had 153 *partner schools* for its exchange programs in 2021.





Two knowledge units stand out in terms of Esade's impact on the regional ecosystem:

- **The first is the Esade Center for Public Governance (EsadeGov)** for its contribution to improving governance and responsible leadership in the public sector. EsadeGov has over 30 years of experience providing education and training in governance, leadership, and public management to government personnel. More than 3000 leaders have been trained and benefited from its executive programs since 1998 and some 60 international partners have participated in competitive European research projects.
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- **La segona és la Càtedra de LideratgeS i Sostenibilitat**, la vocació de la qual és promoure un fòrum de diàleg permanent entre les diferents organitzacions (empreses, administracions, ONG) i els actors socials (empresaris, directius, representants polítics, socials, cívics, sindicals, etc.). Actualment assumeix, de manera compromesa i responsable, els reptes i els desafiaments de la governança global i local.

Of special note is the annual Leadership Meeting that Esade organizes at the Món Sant Benet Monastery, which brings together some 80-90 senior managers from various business, economic, academic, social, public and political spheres.



6. Social impact

The criteria used to assess social impact are the integration of corporate social responsibility and sustainable development in the study plans, as well as internal management practices and organizational culture. The following aspects are highlighted:

1

The study plans

2

Internal management practices and
organizational culture

Esade's community is proud to share the humanist values of the Jesuit tradition. Esade was founded in 1958 by a group of business leaders and the Society of Jesus; and since its foundation, it has supported significant social impacts through its three mission areas: education, research, and social debate.





Esade has been a signatory to the Principles for Responsible Management Education since 2007, and has led numerous social impact initiatives:

– In the training and social action of its students and alumni:

1. Commitment to transformational teaching approaches such as Service Learning, which contributes to the development of responsible leadership. Subjects based on Service Learning increased from four (with 146 students) in the 2019-20 academic year to nine (with 269 students) one year later.
2. The SUD program, which has trained 1.016 students in 20 years (2003-2022) through 595 projects encompassing 376,089 hours of social consulting and free legal aid in 16 countries (Latin America, Africa, Asia, and Europe)
3. Since its creation in 2006, 2500 alumni have been active volunteers in 350 Giving Back Consultants projects with more than 250 NGOs, including 40 international projects to help cooperatives in developing countries.
4. The Social Return on Investment (SROI) of Esade Alumni Giving Back Consultants in the 2020-21 academic year was 2.31.

– A strong scholarship program with a firm commitment to diversity and equal opportunities in the classroom. A total of 296 excellent students without sufficient financial resources had the opportunity to study at Esade in the 2020-21 academic year thanks to the €3.7 million distributed in scholarships (up 15.6% on the previous year).

– Research centers focused on social impact:

- Esade Center for Social Impact
- Esade Institute for Social Innovation
- Esade Center for LeadershipS and Sustainability
- Center for Corporate Governance

– Under the initiative ‘Sustainable impact: Our chance to change the world together’, the entire Esade community worked during 2020-21 and part of 2021-22 to develop the Sustainability Plan. The UN Sustainable Development Goals provided the roadmap for greater involvement in areas of social justice, quality education, climate action, and responsible consumption.



7. Impact on the regional image

The impact on the regional image evaluates Esade's impact on the attractiveness of the region and its businesses. In this dimension, the following stand out:

- Esade's presence in regional (868), national (4,872), and international (1,170) media during the 2020-21 academic year.
- Participation in social debate with 91 events in the 2020-21 academic year..
- Significant impact on the development of Catalonia.
- Strong connection between educational programs and the local economy (innovation and entrepreneurship).





Conclusions

The BSIS report reaffirms that Esade is an excellent business school that is well positioned in its territory and has an excellent international reputation. The substantial number of foreign students, 61% in the 2020-21 academic year, supports this recognition. Esade's social impact is remarkable and humanist values are at the center of all its activities. The students themselves express the importance of social impact and responsible leadership, and the new 'Bachelor in Transformational Leadership and Social Impact' is evidence of commitment to long-term social impact.

Esade generates a major impact in the region of Catalonia and positively contributes to the international attractiveness of the region, and its programs for executives are highly appreciated by local, national, and international companies.



For more information, do not hesitate to contact us at
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