

# COE

**Communication on Engagement to the  
UN Global Compact**





# STATEMENT OF SUPPORT FOR THE GLOBAL COMPACT

**EAE Business School** is pleased to reaffirm its ongoing commitment to the **United Nations Global Compact**. We actively support and promote the 10 established principles, which are clearly outlined and confirmed in this document. Actively participating in initiatives such as the Spanish Network of the Global Compact strengthens our role as agents of change and promoters of these fundamental principles.

We trust that our collaboration with the Global Compact will continue to grow stronger, and that we have a long and fruitful path to walk together. In this document, we describe the principles we support and commit to firmly backing the UN Global Compact. Additionally, we commit to sharing this information with all interested parties who consider this contribution relevant.



Who we are





# Who we are

EAE is an international business school that is part of Planeta Formación y Universidades. It is an institution that views innovation as the answer to the needs of individuals and companies to renew themselves in a changing world..

Beyond just a business school, is a global ecosystem of professionals and entrepreneurs, promoting sustainable employability in society through education, research, and knowledge..

## EAE IS:

**+15.000m<sup>2</sup>**

of facilities

**+80**

agreements with universities

**75%**

International students

**+100**

nationalities represented







## Mission

We are an international and accessible business school that anticipates and adapts to environmental needs with practical programs focused on the participant. We develop critical thinking and innovative spirit in individuals so that they can lead the sustainable transformation of organizations.

## Vision

To be an innovative business school of international reference, educating individuals to drive the transformation of businesses and society

## Purpose

Drive positive, constant, and sustainable change through education, knowledge, and research.



# Values

## ADAPTABILITY

Understanding that the only constant in life is change means understanding the importance of living “here and now” and the flexibility that this requires. And that’s exactly what we stand for: we foster the innovative spirit as a way of living and we work efficiently and decisively to make the learning experience as free-flowing as the real world.

## DIVERSITY

We celebrate every individual’s nature because we think that people are the cornerstone of any educational community that seeks to transform companies and the society at large. This diversity of point of views, of cultures, of knowledge and of realities is the distinctive value and the key to the EAE experience.

## DREAMS

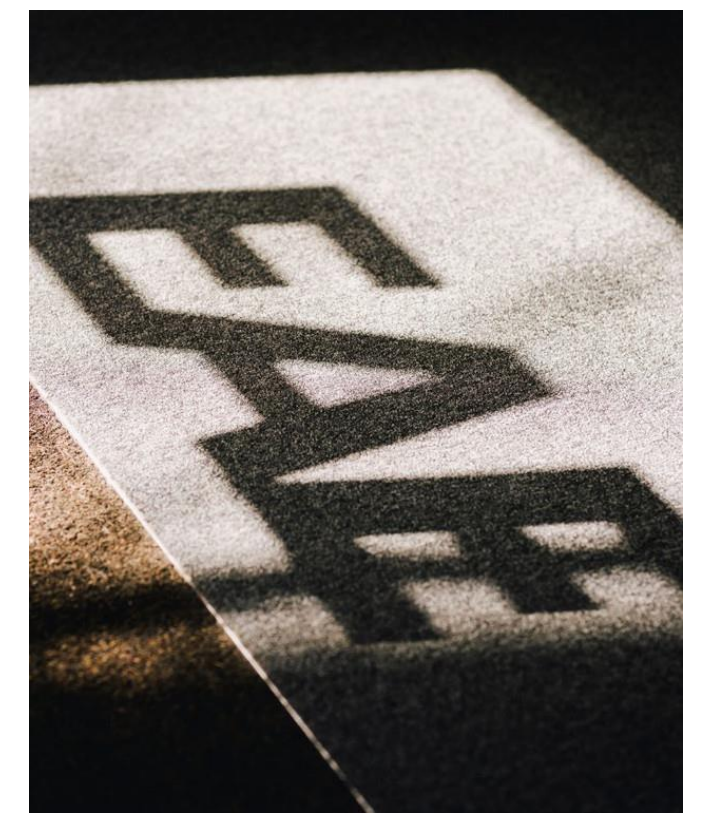
At EAE we humanise learning. We stay by your side through your professional journey with an enthusiastic and positive attitude. Everything’s possible with the right sort of trust and passion. These are the qualities that inspire and move forward all of our actions. Is it important to be down-to-earth? Of course. But to reach success, first we need to dream.

## APPLICABILITY

We see knowledge as the universal source of human development. That’s why we are committed to offering a practical learning model that truly develops the innovative potential of our students in order to achieve real and sustainable impact in people, companies and society..

## CHALLENGE

If we made it this far, if we are where we are, it’s because we are ambitious and nonconformists. The constant challenge that everyday life presents is the fuel we use to challenge the status quo, think outside the box and explore beyond our own limits. At EAE we foster this transformative quality through education, research and entrepreneurship in order to bring about tangible change inside and outside of our boundaries..



 Planeta Formación y Universidades

**We are part of  
Planeta Formación  
y Universidades.**

Planeta Formación y Universidades is the result of Grupo Planeta's commitment to higher education and professional and continuing education. It is a service vocation to society that translates into the utmost connection between the reality of the labor market and the professionals, both current and future, who are tasked with transforming it. Planeta Formación y Universidades has a presence in Europe, America, and North Africa.



# Progress report

Compliance with  
the principles



# Human Rights:

*Businesses should support and respect the protection of internationally proclaimed human rights*

Within the Ethical Code of Grupo Planeta that governs EAE Business School, the establishment and enforcement of human and labor rights for all its employees have been set, establishing the following criteria:

Under no circumstances will working conditions be imposed within Grupo Planeta companies that harm, suppress, or restrict the rights recognized to employees by legal provisions, collective agreements, or individual contracts.

The company will respect the union freedom and the right to strike of the workforce.

In the recruitment processes, a methodology will be used that ensures the accuracy of job offers, and under no circumstances will misleading or false working conditions be offered.



# Human Rights:

*Make sure that they are not complicit in human rights abuses.*

2

Complementing what is stated in Principle 1, EAE Business School ensures that labor relations in Grupo Planeta companies are based on the principles of mutual respect and equality, safeguarding their human rights at all times. Setting as a standard:

No form of discrimination against any person on the basis of their ideology, religion or beliefs, language, membership in an ethnic group, race or nation, gender, sexual orientation, family situation, illness or disability, or for holding legal or union representation of workers, is permitted.

Currently, in all Grupo Planeta companies, including EAE Business School, an annual Workplace Climate and Working Conditions Survey is conducted, where Human Rights are evaluated as the main section.



# Labour:

# 3

*Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining*

The company will respect the union freedom and the right to strike of the workforce.

EAE Business School respects the right of all workers to form and join a union of their choice without fear of intimidation or reprisal, in accordance with national legislation.



# Labour:

*The elimination of all forms of forced and compulsory labour*

EAE, due to its nature focused on professional training, rejects and publicly condemns any means or actions that may exist and promote forced labor.

The School promotes, through its Careers Department, employment opportunities for all students, ensuring that this is not a form of forced labor.

Daily one-on-one interviews and surveys are conducted to gauge the satisfaction level of current and former students who have obtained internships or jobs through EAE's Employment Exchange.

For EAE employees and academic faculty, an ethical code also governs them, which indicates the rejection of any form of coerced labor. These actions are also monitored through annual surveys of both groups.



# Labour:

*The effective abolition of child labour*

5

EAE Business School, being exclusively linked to the professional training sector and promoting high-quality educational programs, categorically and publicly rejects child labor in any form



# Labour:

# 6

## *The effective abolition of child labour*

As part of the Ethical Code, there is an exclusive section that ensures compliance with equality rights.

Work relationships within the companies of Grupo Planeta are based on the principles of mutual respect and equality. No form of discrimination against any person on the basis of their ideology, religion or beliefs, language, their membership in an ethnicity, race, or nation, their sex, sexual orientation, family situation, illness or disability, or for holding legal or union representation of the workers is permitted.

All job offers belonging to the Group are published from day zero on the employee portal, so interested parties can freely apply to them, regardless of their ethnicity, race, or religion.

Regarding the students, we currently have students from 140 nationalities, which reaffirms us as a fully international, diverse, and open school.



# Environment:

*Businesses should support a precautionary approach to environmental challenges*



## ENVIRONMENT AND COLLECTIVE SAFETY

Las empresas del Grupo Planeta, en este caso EAE Business School, de forma directa o indirecta a través de sus proveedores, desarrollarán su actividad teniendo siempre en cuenta el respeto del entorno natural, el consumo mínimo de recursos y el control del impacto medioambiental, especialmente en materia de vertidos, emisiones, ruidos, vibraciones, residuos, gases destructores de la capa de ozono y cualquier otra amenaza medioambiental.

## URBAN PLANNING

Grupo Planeta bases the management of its properties, real estate operations, and construction, building, and urban development initiatives on respect for urban planning and the regulations of the various administrations that govern it.



# Environment:

*Undertake initiatives to promote greater environmental responsibility*

8

Regarding specific actions within the School, waste sorting is promoted among students, academic staff, and employees..

For employees, there are exclusive bins for paper where documents that are no longer needed can be disposed of. These papers are then taken for recycling.

Talks are held for employees focused on reducing waste to raise awareness and encourage them to apply environmental respect in their daily lives, not just at work.

EAE is committed to designing and implementing more initiatives that promote environmental protection for its employees as well as other stakeholders: students, alumni, faculty, suppliers, among others.



# Environment:

*Encourage the development and diffusion of environmentally friendly technologies.*

9

At EAE Business School, in an effort to protect the environment, we manage over 70% of meetings via video conference to minimize the impact on the ozone layer, thereby reducing the number of trips from one city to another, as well as car or motorcycle travel.

We also purchase technological equipment that is energy efficient with the goal of being as environmentally friendly as possible.

# Anti-Corruption:

# 10

*Businesses should work against corruption in all its forms, including extortion and bribery*

Within the ethical code section, there is an important part that covers everything related to public and private corruption, both nationally and internationally.

Grupo Planeta, including EAE Business School, bases its relationships with the public and private sectors, both nationally and internationally, on the principles of transparency and equal opportunities.

It rejects any action aimed at gaining an advantage over competitors in the market or in public or private contracts that is based on an illicit act.

As a result, it is not permitted to offer public officials or executives of private companies money, gifts, or any other economic or property benefit aimed at obtaining any type of advantage for the company.

All employees must report any situation of conflict of interest they find themselves in, understood as a situation in which a business action or decision may be influenced by a personal interest of the person or persons from the company involved in it, or of third parties with whom they have a personal connection.



# Strategy and Sustainability





# Strategy and Sustainability

As an institution, we ground our mission and purpose through **four fundamental areas:**

- Employability
- Entrepreneurship
- Innovation
- Sustainability

These areas of action guide our efforts and help fulfill our promise, ensuring that our strategy and approach are consistent and coherent with our identity.





# Strategy and Sustainability

## EMPLOYABILITY

The main focus of our proposal. We understand employability as more than just securing a job, maintaining it, or professionally transitioning to another at a specific time. We approach employability as **a set of skills and attitudes that allow individuals to adapt to the professional world** and market and continue contributing to society while fulfilling a purpose.

## ENTREPRENEURSHIP

We advocate for entrepreneurship as a response to the needs of a constantly changing world that must find new ways for sustainable development. We develop and promote an ecosystem that supports entrepreneurs and entrepreneurial initiatives that contribute to these goals.





# Strategy and Sustainability

## INNOVATION

Innovation is the primary tool to ensure more sustainable development and growth. All our training programs aim to plant the seed of innovation as a pathway to progress. Moreover, innovation is part of our DNA. We constantly implement various initiatives to innovate at the pedagogical, educational, and experiential levels in our value proposition.

## SUSTAINABILITY

We understand sustainability as much more than a feature of development that ensures the needs of the present without compromising the needs of the future. It is a lens through which we view every initiative and project with an eye towards the future. It is not enough for companies to be sustainable; we advocate for initiatives that help build a more equitable, inclusive, collaborative, ethical, responsible, and accessible future..





# A real strategic plan for sustainable transformation

Since 2021, at EAE Business School, we have been working on a **Sustainability Plan that drives people, projects, and responsible talent for society**. Rooted in the mission and values of our school, it is a materialization of our commitment to training responsible leaders..



A plan that pivots around three strategic axes, each of which aims to directly contribute to **four of the Sustainable Development Goals** set by the United Nations.

**POSITIVE  
RELATIONS**



**COMMUNITY  
IMPACT**



**PEOPLE  
IMPULSE**



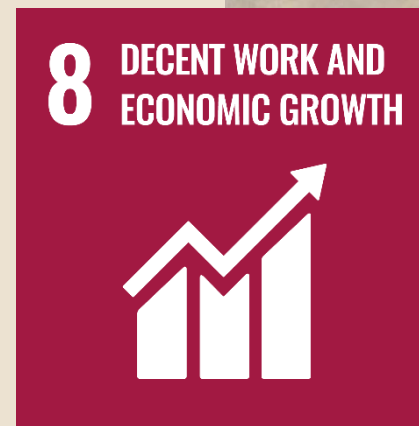


# People Impulse & SDG 8

It pertains to everything that is built from the positive drive of the individuals who are part of the EAE community and those who represent the institution's DNA to all its stakeholders.

## ***We act on:***

- Community well-being
- Personal development
- Gender equality and diversity





# People Impulse

# 1

8 DECENT WORK AND  
ECONOMIC GROWTH



## Creation of the EAE community

A large part of our work on this plan involves actions for and by members of the community at EAE Business School Barcelona, who help build the School day after day. In line with our spirit, we have made progress in building and optimizing new communication channels for our community, as well as organizing initiatives to boost its wellbeing.



## A. Internal Communication

The Internal Communication Plan, approved by the Board of Directors in terms of its goals and scope, was the starting point for holding a series of internal meeting over the course of this first year.

**3 presentation coffee sessions**, with preview of strategic projects for the organization, goals and challenges, always with the opportunity to ask questions.

**Annual Internal Meeting** to take stock and close the year, share business goals for the year ahead and take part in teambuilding activities to strengthen communication within the whole community.

**Welcome Days** for new employees at the School, organized on a quarterly basis.

**Workshops** on topics such as:

- Leadership
- Self-knowledge and team management predictive index)
- Customer-centricity
- Active communication
- Management tools (Excel, PowerBI, etc.)





# People Impulse

1

8 DECENT WORK AND ECONOMIC GROWTH



## B. Wellbeing and Health

From a different angle, but with the same goal of taking care of the EAE Barcelona community and strengthening the bonds between its members, as well as boosting the sense of belonging at the School, we held EAE Business School Barcelona's first ever Wellbeing Week.

This was a week full of activities open to the whole community (students, staff, faculty and alumni) focusing on wellbeing, covering issues such as managing our emotions in professional settings and mindfulness techniques, as well as yoga, nutrition and active meditation classes. This was accompanied by the introduction of vegan and vegetarian menu opens at the campus cafeteria as a way of promoting health eating habits and catering for the members of our community who do not eat meat or gluten.

Also with the aim of promoting a healthy lifestyle, this year, our community has organized:

**The EAE Sports Day**, an event that promotes participation in sports such as football, volleyball, basketball and athletics, organizing tournaments for our undergraduate and Master students. In 2023, for the first time, the Sports Day was opened up to staff and faculty members as well, embracing sport as a value shared by all the different groups that form the School community.



**The EAE Cup**, a tournament designed with the aim of promoting a healthy lifestyle, competition, teamwork and cohesion among the students on our two Bachelor Degree programs. This tournament was very well received among the students and will be held again in 2024.

**The EAE dance club**, which, over various sessions, connects students and staff members through a healthy activity.



In the field of Corporate Social Responsibility (CSR), EAE Barcelona has joined charity campaigns to collect food with the Banc d'Aliments and the Gran Recapte, as well as blood donation drives with the Banc de Sang i Teixits.



In addition, within the framework of the services that it offers its students, EAE Business School Barcelona has signed an agreement with AIESEC to give students on the School's various programs access to volunteering and exchange programs, thereby promoting multiculturalism and diversity.



Photo caption: AIESEC Board Members explaining the benefits of membership to EAE Barcelona students.



# Community Impact & SGD 11

It involves promoting sustainability, equality, and access to opportunities and education in the communities reached by our global network of students, professionals, and alumni.

## ***We act on:***

- Boosting entrepreneurship with social impact
- Supporting professional women
- Access to education





# Community Impact

# 2



## Positive Impact Generation

With respect to projecting the talent that we foster at EAE Business School Barcelona and how it impacts our different environments, our School has undertaken a thorough overhaul of all our undergraduate and Master programs with the aim of:

- Ensuring that the importance of ESG criteria is transmitted throughout the learning experience as an essential value for building effective, responsible business models.
- Conveying the importance of the conceptual framework of the SDGs in all the programs, courses, challenges and theses on our Bachelor Degrees and Masters.
- Generating methodologies that enable the conceptualization and activation of practices aligned with ESG criteria.
- Building links between the EAE Barcelona community, students, alumni and partner companies and institutions that embrace social responsibility and business sustainability.

## A. Universal Education

With all of the above in mind, based on our academic vision and driven by the Universal Education working group, we have worked to ensure that ESG criteria form an integral part of the educational experience at EAE Barcelona and feature in all the challenges, hands-on activities and courses on the different programs that we run, as well as being a requirement to take into account by the students in their Bachelor's and Master's Theses.

We held the first edition of the **MBA Sustainability Sprint with Coca-Cola European Partners**, a challenge focusing on sustainability for MBA students before the start of their program, as a clear statement of the School's intentions.



## Methodology and links with responsible and companies

For our Bachelor Degree students, the third edition of the **EAE Challenge**, on this occasion in collaboration with **Mattel** consolidated the status of an event that puts future undergraduate students in contact with companies that focus on young talent acquisition from the perspective of employer branding.

For our future Masters students, the first edition of the **Innovaction Challenge** set them the task of optimizing Unilever's "Soy Frigo" program, an initiative that generates jobs for groups at risk of social exclusions, empowering them to become ambassadors of the popular ice-cream brand.





# Community Impact

# 2

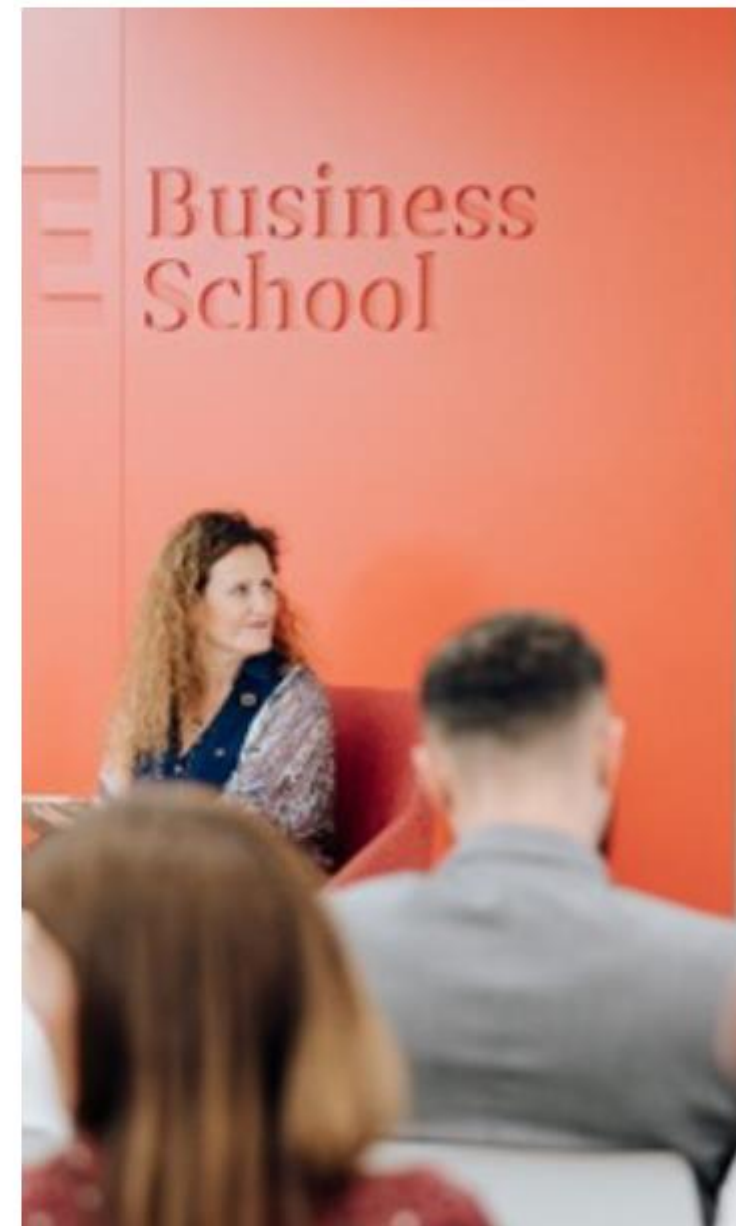


## Research

With respect to research, the School is currently working on the third edition of the Ibero-American Sustainability Observatory, a report that measures the trends and progress made in relation to sustainability on both sides of the Atlantic, sharing good practices and success stories.



Economic, social and environmental sustainability applied to companies is one of the biggest demands of the talent that we foster and the companies with which we build partnerships around the world. With this need in mind, our Vice-Dean of International Relations gave the inaugural speech of the "I am Sustainable" Congress at the Chamber of Commerce of Bogotá, the capital of one of the countries that we work closely with.



Carlos Cascante discussed sustainability in a business context and had the opportunity to strengthen relationships with organizations and educational institutions in Colombia, as well as with former students, who all came together with the common purpose of striving to make a positive impact in different areas and sectors, in which EAE Barcelona, as an educational institution, embraces its role to drive this change through its experts, sharing good practices and fostering the momentum of its talent.



Moreover, as a part of its policies to promote research and academic output, this year, EAE Barcelona has presented the Institute for Business Trends, the main goal of which is the application of cross-cutting sustainability in:

- The tuition on EAE's programs.
- Its scientific and information output.
- The Bachelor's and Master's Theses.

In addition, EAE Business School Barcelona's faculty recruitment policies are designed to attract international experts from a wide range of backgrounds with proven experience or interests related to sustainability.





# Community Impact

2



## B. Diversity and Equality

As a school in which almost 70% of our students are international, with students from over 103 countries working together on our campuses, diversity is a value that forms a fundamental part of our DNA and we foster it constantly to tap into the richness that comes from the multiplicity of ideas, origins and ways of life in a platform for learning and discussion like EAE Barcelona.

Within the framework of the **Women Initiative**, a project that aims to enhance and raise the visibility of female leadership through education, innovation, networking, entrepreneurship, and the shared goal of generating a positive impact on society, we organize the **Top 10 Female Entrepreneurs in Catalonia**, a ranking that showcases women's entrepreneurship in order to help destroy the gender gap in leadership positions. It is no coincidence that women make up 53% of our students and 40% of our faculty.



**Wi Women Initiative**  
**T10P**  
Dones emprenedores de Catalunya



The results achieved in qualitative and quantitative terms with the Top 10 Female Entrepreneur in Catalonia ranking have gained recognition from the international academic community, with EAE Barcelona being named as a **finalist for the AMBA and BGA Awards** in the Impact Business School category.

The second edition of the Top 10 ranking will be run in November, based on data gathered through the **Female Entrepreneurship in Catalonia survey**. To conduct this survey and gain a better insight into the challenges and needs faced by women entrepreneurs, we have worked with **over 20 organizations** related to innovation and entrepreneurship in the Catalan ecosystem.

Without a doubt, one of our school's biggest achievements in 2023 in relation to sustainability and positive impact is managing to climb a step in the Positive Impact Rating (PIR).

## Accredited in Sustainability

The purpose of the Positive Impact Rating is to help drive transformation in the business school ecosystem. To do so, the rating surveys the students of each business school on their positive impact, through 20 questions that examine 7 impact dimensions. The schools are classified into five levels from 1 to 5, with 5 representing the greatest evolution in terms of positive impact.

In 2023, thanks to our students' responses, we have climbed from level 3 (Progressing) to 4 (Transforming). **The Transforming rating** indicates recognition that the whole school, throughout all the levels of governance and culture, is involved in generating and working to build a positive impact.

Moreover, as part of this accolade, we were invited to present a Case Study on the implementation of our Sustainability Plan within the framework of Positive Impact Rating 2023.

**POSITIVE IMPACT RATING** FOR BUSINESS SCHOOLS

2023 Level 4: Transforming School



# Community Impact

# 2

## Study and talent development grants

Driving positive change is part of our mission and the key way we achieve this is by attracting talent, which grows and develops its potential at EAE Barcelona. With this in mind, we have increased the number of study grants offers to different groups with the aim of ensuring that any profile with the potential for excellence has the opportunity to take a program at EAE Business School Barcelona, regardless of their background or socioeconomic situation.

In 2023, EAE Barcelona has offered the following grants:



11 SUSTAINABLE CITIES AND COMMUNITIES



## FOR UNDERGRADUATE STUDENTS:

76 STUDY GRANTS TO TAKE A BACHELOR DEGREE PROGRAM

Which is equivalent to 34% of our undergraduate students. These grants are given to students with an excellent academic record or an entrepreneurial background, as well as to people with a disability or from single-parent families.

3 STUDY GRANTS TO UNDERGRADUATE STUDENTS

For winning the Bachelor Degree Challenge (one 100% grant, one 50% grant and one 25% grant).

## FOR MASTER STUDENTS:

30%

STUDY GRANTS SHARED AMONG THE 1,700 MASTER STUDENTS FOR A TOTAL AMOUNT OF 5 MILLION EUROS.



58 58 GRANTS FOR MOROCCAN CITIZENS LIVING IN SPAIN.

These grants cover up to 100% of the Master fees as part of the Study Grant plan implemented by Planeta Formación y Universidades and the Moroccan Embassy.

100%

GRANT TO THE WINNING PROJECT OF THE IMPACT AWARDS BY EAE 2023.

8 STUDY GRANTS TO COLOMBIAN AND ECUADORIAN STUDENTS LIVING IN SPAIN.

These grants cover 50% of the fees of the following programs: Master in Financial Management, Master in Entrepreneurship and Innovation, Master in Digital Marketing & E-Commerce, Master in Project Management, Master in UX & Customer Experience, and the Executive MBA.

9 STUDY GRANTS (THREE 100% GRANTS, THREE 50% GRANTS AND THREE 25% GRANTS).

To students who want to take a Master at EAE Barcelona, awarded to the winner and finalists of the Innovaction Challenge.

3 GRANTS TO THE WINNING AND FINALIST PROJECTS

Of the Top 10 Female Entrepreneurs in Catalonia ranking (one 100% grant, one 50% grant and one 25% grant).



# Community Impact

# 2



The differential values of the time spent by talent at EAE Business School Barcelona include the integration of the services of the Talent for Impact Center, which focuses our students' talent through the **Professional Impact Unit**, a team of professional dedicated to the professional development of EAE Barcelona students.

The Professional Impact Unit designs training paths for business and entrepreneurial profiles.



# 88%

OF EAE STUDENTS SIGN UP FOR THE PROFESSIONAL DEVELOPMENT PROGRAM.

# 66%

AVERAGE SALARY INCREASE WITHIN A YEAR OF COMPLETING THE PROGRAM.

# 68%

CHOOSE THE BUSINESS PATH.

# 20%

OPT FOR THE ENTREPRENEURSHIP PATH.



## Business path

This is the path taken by EAE Barcelona talent who decides to enhance their leadership profile in companies. 30% of our students start an executive role and 50% take on a middle or senior management position at the end of this path.

## EAE Entrepreneur path

EAE Barcelona's entrepreneurial path consists of three stages, depending on the stage that each student is currently at:

- **Incubator and Accelerator:** this is designed for projects that have not yet begun their journey towards developing an MVP, preparing them to make decks or pitches and look for rounds of investment. This is where they develop the idea and a minimum viable product for the market.
- **Investor:** designed for projects with growth potential through groups of investors with a track record of making an impact or who specialize in a particular sector, as well as venture capital funds.
- **Corporate Venture:** especially for professional who want to undertake a path of innovation within a company





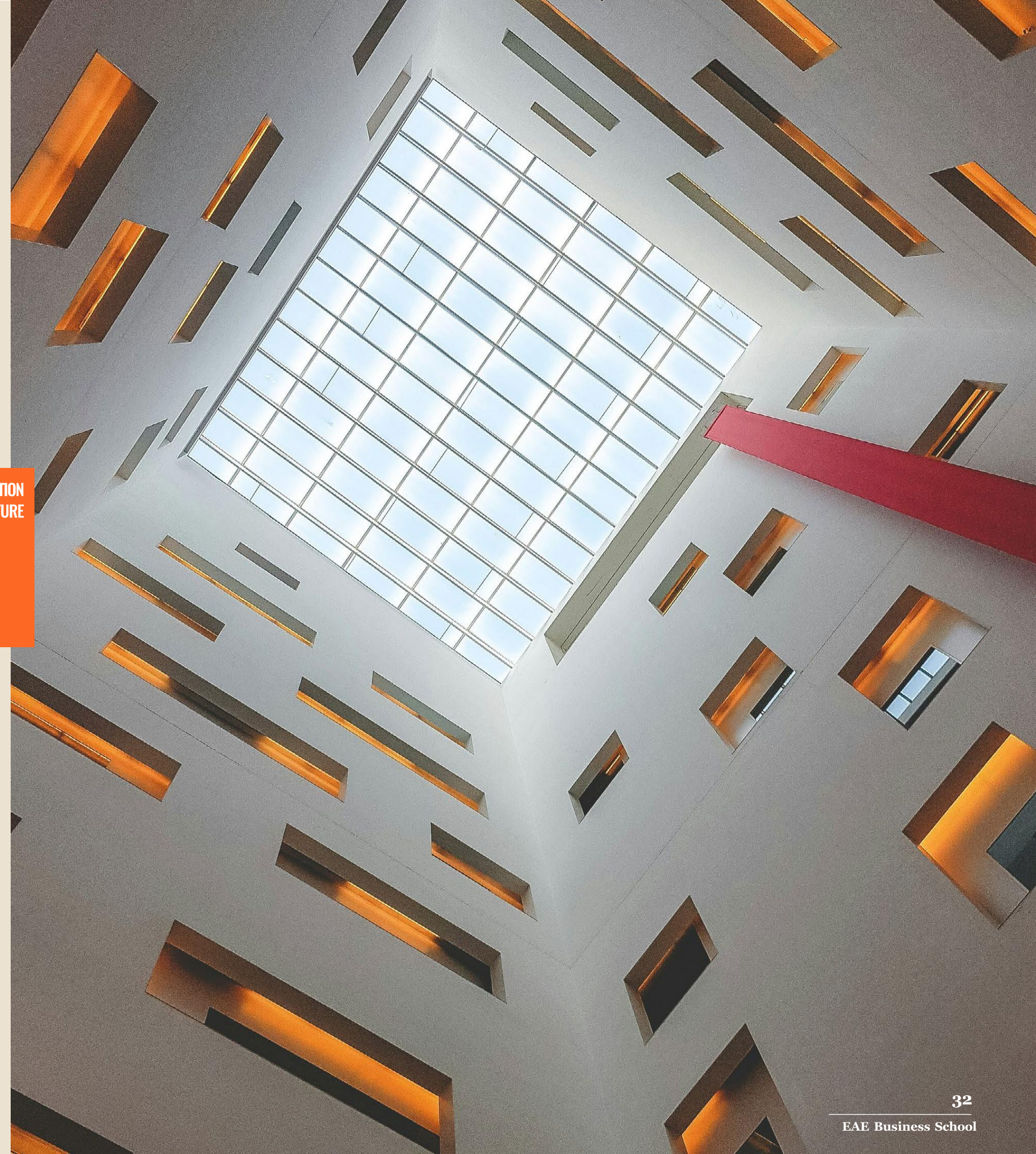
# Positive Relations & SDG 9

It aims to enhance the generation of social debate and the building of synergies among key social actors to drive positive transformations.



## ***We act on:***

- Agreements with companies and partners in the field of innovation
- Creation of programs with a digital focus
- Participation in events such as MWC





# Positive Relations

# 3



## Synergy Connection

Part of our mission is to foster discussion between different social agents, promoting synergies that generate constant and sustained positive change.

## A. Companies and Networking

In 2023, EAE Barcelona has played an active role as a driving force for transformation in the following ways:

**Our alliance with Mobile World Capital and Barcelona Digital Talent**  
An agreement that enables us to give our students to experience taking part in workshops, bootcamps and conferences focusing on resolving the digital gap in higher education.



A programme of



In 2023, EAE Barcelona exclusively gave the students of the April intake the opportunity to participate in the **Accelerator Digital Program**, a three-week program on which participants acquire digital skills as they progress through the different stages.



In the first week, the participating students get training to enhance their digital competencies in the form of a bootcamp. In the second stage, they have the chance to be matched with EAE Barcelona's partner companies that need to fill leadership positions with profiles with these competencies. The end goal is to give student the opportunity to achieve quality professional development and to give our partner companies access to the best executive and digital talent. With this in mind, EAE Business School Barcelona works with the best opinion leaders and trailblazers in the field of digital innovation in companies.

**Regular proactive meetings with members of our Advisory Board, institutions and associations, and organizations in the Catalan business community**

Through EAE Corporate, we strengthen the relationship between companies and the business school, giving students a closer understanding of the business ecosystem. The goal is to give the business community access to the best talent and gain company insights to then apply them throughout our range of programs in a constant and meaningful way.



Some of the initiatives to promote exchange included:

- **Annual Meeting of the EAE Advisory Board**, with the participation of executives from companies like Sivasdescalzo, KOSTAL, Monday Happy Monday, Ogilvy, Swarovski, Lindt & Sprüngli, Danone Spain, Inetum, Worldsensing, Nestlé Group, Nomo, Philip Morris International, Bacardi and Grupo AIA. The participants discussed and proposed ideas to help us improve our education model, thereby driving innovation and executive training.
- **The Leadership Circle**: After-work executive networking events that promote interaction between the different agents in the city, with EAE Barcelona taking on the role of connector and synergy facilitator.



# Positive Relations

3



## B. Entrepreneurship and innovation

EAE Business School participated as a sponsor at 4YFN23, Europe's biggest innovation and entrepreneurship event. At 4YFN23, we brought together entrepreneurial alumni and students, showcasing their talent to the 88,000 attendees at the event.



### Impactful Entrepreneurship:

For the second consecutive year, we organized the **Impact Awards by EAE**, a competition in which over 83 impactful entrepreneurs from 12 countries around the world took part. The final was held on one of the main stages at the congress. At EAE, we embrace our commitment as a mouthpiece for innovative ideas, providing the environment that enables such projects to grow.

### Final of Demo Day:

In this annual event, the best projects developed in EAE Incubator were presented to the audience at 4YFN23, giving the incubated projects at EAE the best platform to attract investors or access to acceleration programs.



### Alumni Entrepreneurship:

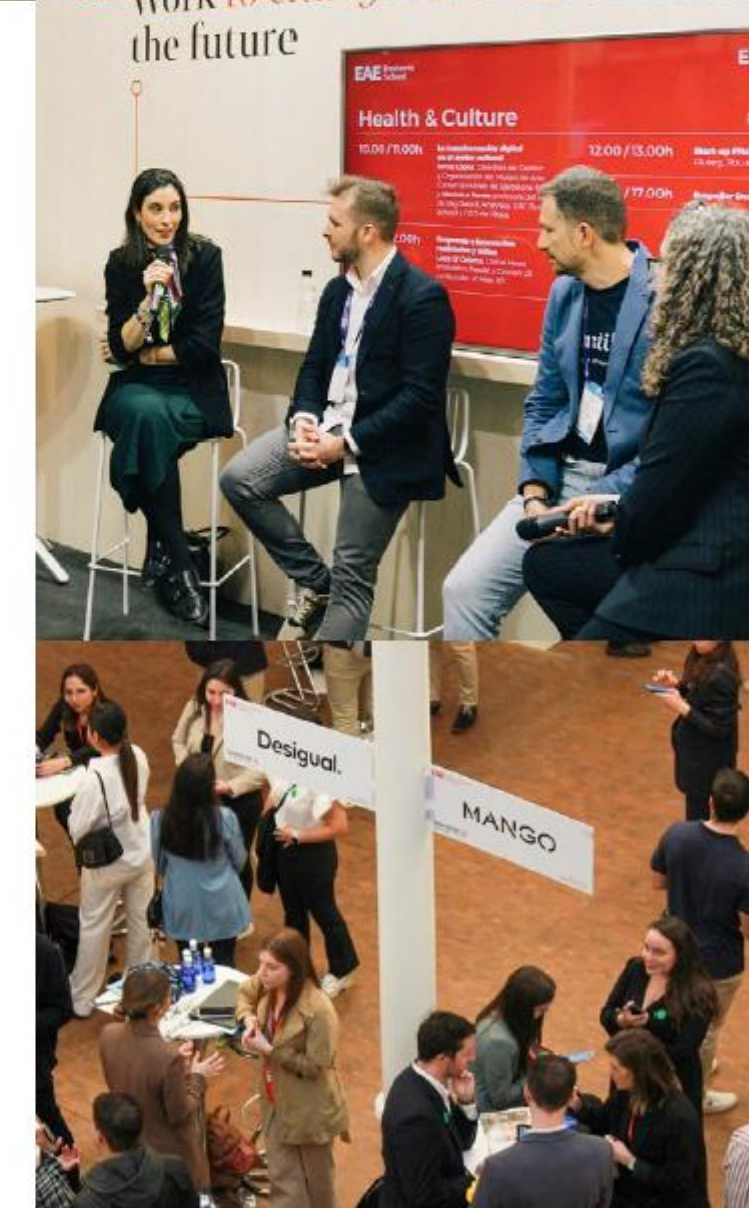
An initiative that primarily aims to raise the profile of the projects headed by entrepreneurial former students as part of their extended experience at EAE. As a result, companies such as Recoambiente, Plastiks and Masabi, all headed by EAE Alumni, spent time at our stand and shared their experience, promoting the exchange of knowledge between alumni from different sectors and generations, as well as sharing their insights with new students.

### Trends in education and business:

With the participation of our faculty and Advisory Boards, at 4YFN23, EAE Business School held talks on digital transformation in different sectors, the future of education, ChatGPT, and the challenges faced by innovation ecosystems in large corporations.

### Talent Impulse:

The organization of the Talent23 Employability Fair, in which over 100 companies, including Seat, Holaluz, DHL, Coty, Banco Sabadell, Desigual, Mango, Ikea, SAP and Schneider Electric, connected with EAE talent, with more than 1,000 of the school's students attending the event.





# Roadmap

Over the coming months and into 2024, EAE Barcelona's goal is to strengthen the foundations laid in 2023 even more in the following ways:



Constantly measuring and monitoring the KPIs established for the Sustainability Plan.



Continuous improvement by taking the pulse of the organization and its key internal and external stakeholders.



Consolidating the internal channels of the EAE Barcelona's community and their external impact by playing a greater role in the community as a faculty, and empowering key opinion leaders (staff, students and alumni).



Meaningfully implementing responsibility-based proposals in EAE Barcelona's educational program as an essential condition.



Consolidating a leading position in terms of strengthening links in Barcelona's business and innovation ecosystem.



Constantly training responsible talent, whose responsible approach is due, to a large extent, to their time at EAE Business School Barcelona.





# KPIs



The main KPIs that show the progress made in the first year of the implementation of the Sustainability Plan:

## 34

**Initiatives** aimed at the EAE Barcelona's community (students, alumni, staff, faculty and partner companies and institutions).

- Top 10 Female Entrepreneurs.
- Podcast with Top 10 Female Entrepreneurs at 4YFN23.
- 6 activities during Wellbeing Weeks.
- 3 internal meetings.
- 8 monthly newsletters and several internal communications.
- Healthy menu in the cafeteria.
- Courses of undergraduate and Masters programs related to the SDGs.
- 1 networking event with Alumni.
- 1 meeting with Ambassadors.
- Agreement with AIESEC.
- Agreement with MWC Capital Barcelona.
- Agreement with Barcelona Global.
- 3 CSR initiatives during the year (blood donation, food collection, book campaign).
- 1 joint qualification program with our partner association (Accelerator Digital Program).
- 5 projects accelerated on the EAE Entrepreneur path.
- Impact Awards 2023 (85 impactful startups).
- 2 networking meetings for executives.
- EAE's participation at 4YFN23.
- Participation in 3 workshops and forums in collaboration with Barcelona Digital Talent.
- Annual Meeting 2023.
- 192 hours of leadership training given to middle and senior management-level students.
- Thanks to the efforts of the Admissions, Marketing and Communication, and Academic Departments, EAE has implemented a paperless policy that has reduced our consumption by 664,250 pages and 11,050 copies, around 5,641 kilos of paper less than in the previous academic year.

## €5.5 M

**In grants** given by EAE Barcelona to undergraduate and Master students.

## 8

**Startups** that have grown during their time in the EAE Barcelona ecosystem.

- **Atennea:** Marketplace for female empowerment.
- **Es2house:** Housing for foreign students.
- **Liberté:** Sportswear for women with a personal style.
- **Gas2Charger:** Gas recycling system for generating energy.
- **Idea:** Inclusivity project for people with autism through the creation of oat-based products.
- **Beeconnected:** Import and export marketplace for Latin America and the EU.
- **Traceat:** Agricultural product tracking from the field to the consumer.
- **From the First Day.** Babson finalists.

## 14

**Responsible partner companies** with which we run initiatives, including Danone, Ikea, Mango, Unilever, SEAT, Coca-Cola European Partners, Holaluz, DHL, Coty, Banco Sabadell, Desigual, Schneider Electric, Mattel and Nacex.





# Value proposition





# Our Methodology

**LIFE-ED**

## *An inspiring method*

Our methodology is designed to achieve a simple objective: **providing a learning experience that facilitates individual transformation and empowers talent.**

This requires a model in which the student has access to learning that is accompanied yet autonomous, evolving in both the personal and professional aspects, and intrinsically connected to the reality of the situation here and now.





# Our Methodology

## LIFE-ED

### ***Versatility***

Knowledge and practice, inside and out.

The experiences, contacts, challenges, reflections, exchanges, and so on.

At EAE, we prepare professionals for life, and life is changing.

The knowledge that we teach today will have evolved by tomorrow and that is just how we want our students to be: flexible, dynamic and able to adapt and transform what they have learned to any situation.

### ***Personalization***

Because every person is their own little world.

We have built an extensive and accessible network of points of contact with the students that generate opportunities for self-reflection and guidance to personalize their learning and broaden their range of options, so that each student can build and enjoy their own experience.

Ultimately, we are committed to enabling every professional to learn holistically and adapted to their needs, lifestyle and personal aspirations, with equal opportunities, sustainability and passion.

### ***Excellence***

The challenge is not to conform.

We have a faculty with a wealth of professional experience, the most innovative pedagogical models and partnerships with top-class companies and institutions. This is a cross-cutting quality instilled throughout our model with a single objective: training the leaders needed for today's real world. Leaders equipped to develop their critical capacity and carve their own path, but also with the skill to transform and evolve it, with flexibility and an open, constructive mindset.





# Our Methodology

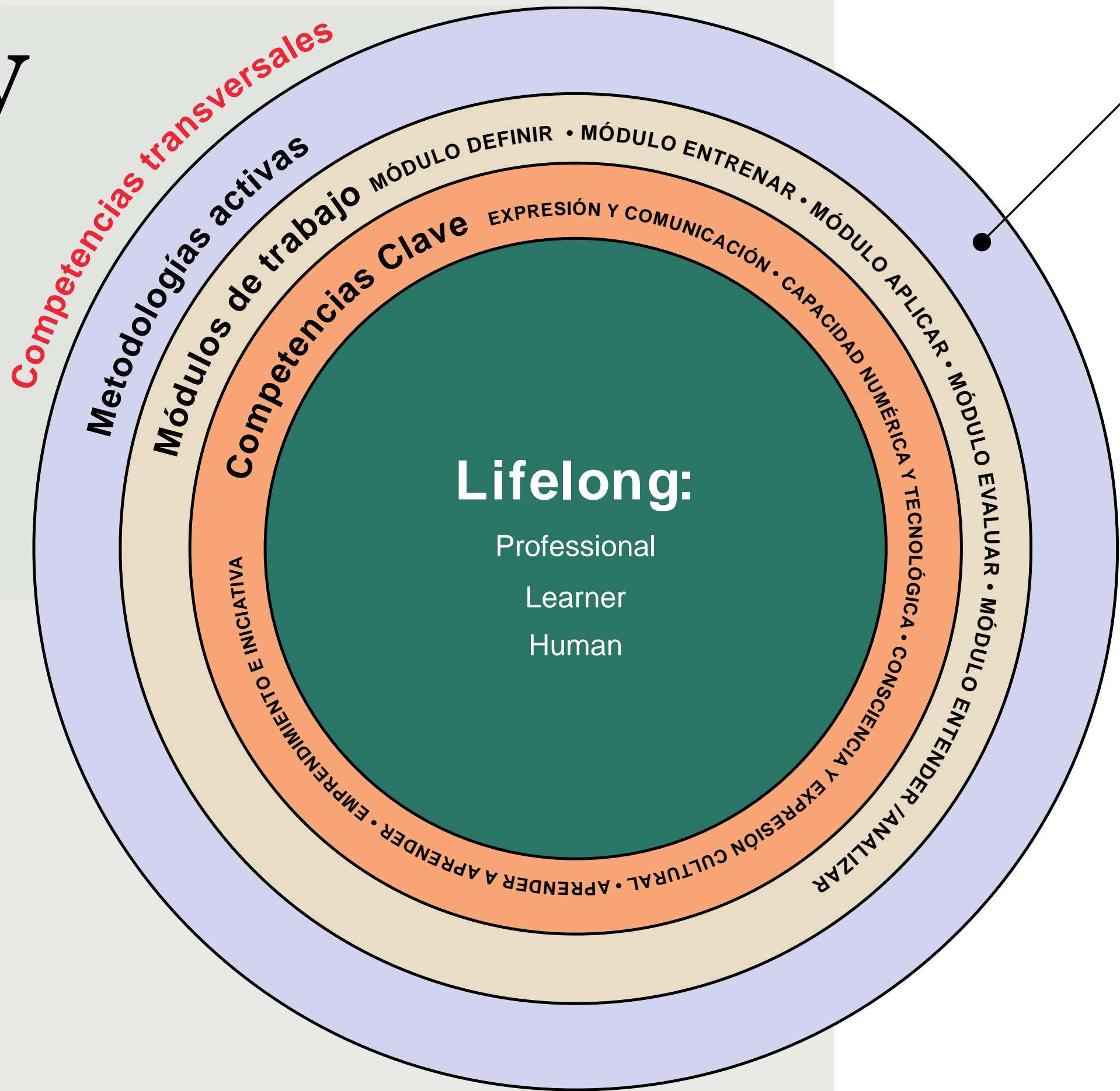
LIFE-ED

## Process

Like energy, knowledge is an asset that transforms. To achieve this transformation, we have created a continuous progression system comprising constant, cumulative cycles that help us develop lifelong learning tools.

Through this circular model, we join three aspects of learning:

- The adoption of new knowledge
- Reflection
- Application in practice



Estudios de casos
Aprendizaje basado en retos
Roleplays
Experiencias sobre el terreno
Flipped Learning
Seminarios
Gamificación
Aprendizaje basado en investigación
Comunidades de aprendizaje
Trabajo remoto
Aprendizaje cooperativo
Learning by Doing
Aprendizaje por proyectos
Simulaciones
Aprendizaje basado en problemas

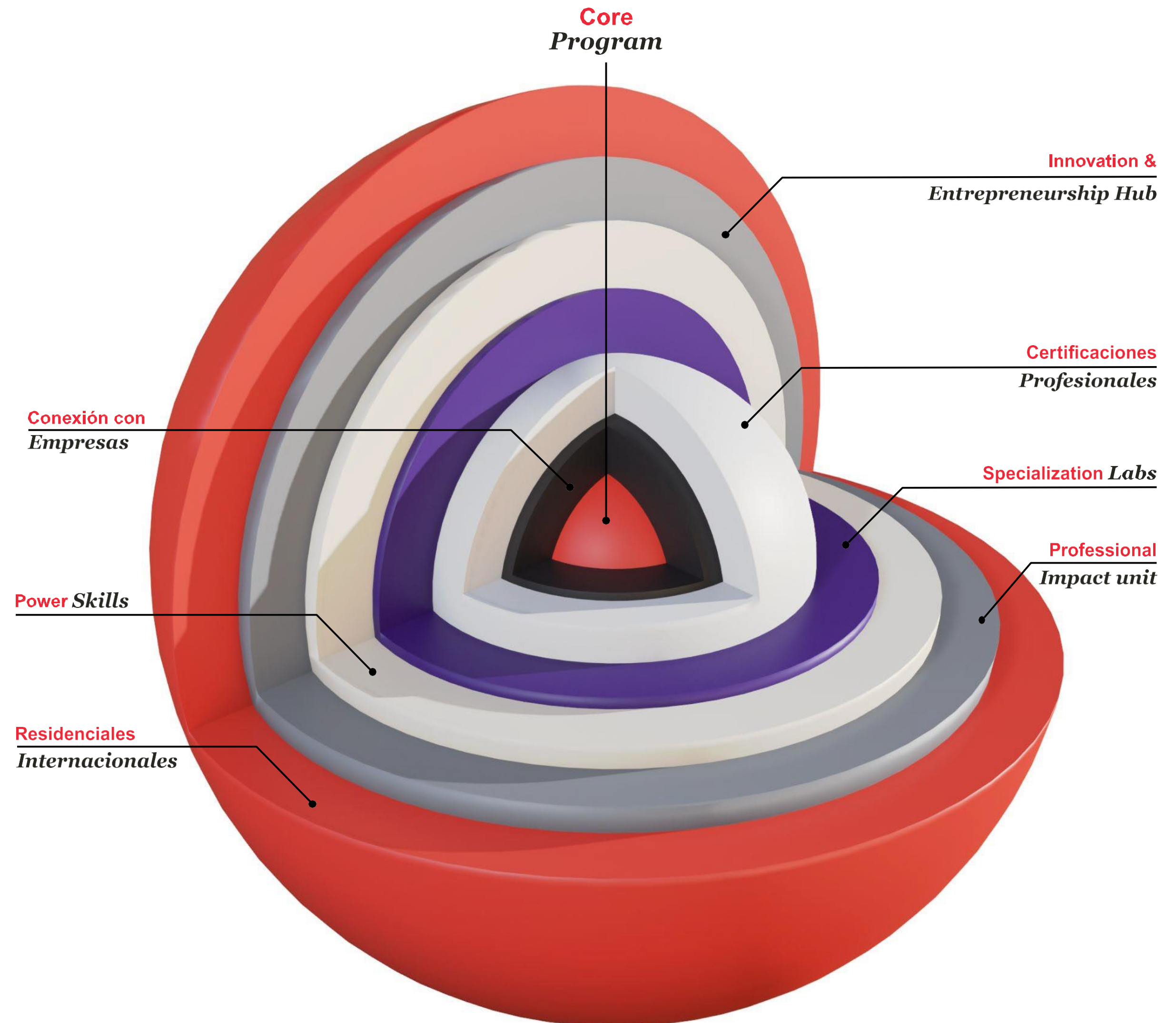


# Exponential Learning

We have designed an **expansive learning system to ensure your professional development is complete, cross-cutting and experiential.**

At the heart of the structure, **the core academic program** consolidates basic and specific competencies. Around this core, we build the different layers that help create a comprehensive learning experience.

We construct a network of services and activities that generate dynamism and value for all our students' passions and needs. The different layers are closely linked to the application of the knowledge acquired on the program, taking their education beyond the academic realm and into the professional sphere.





# Professional Impact Unit

The **Professional Impact Unit** is the team of professionals dedicated to the professional development of the students of **EAE**.

We design specialized training within our two areas of activity, for business and entrepreneurial profiles.



## ***Our guarantee***

The Professional Impact Unit is formed of 60 professionals, both internal and external to EAE, specializing in different areas of professional development.

The team includes recruiters, career consultants, curriculum experts, coaches, headhunters, industry specialists, mentors, researchers and professors.





# Innovation & Entrepreneurship Hub

**The team and platform dedicated to bringing ideas to life.** Through a range of programs, the Hub offers training and support for entrepreneurs and their ideas and ventures.



**Our four entrepreneurship programs:**



## 1 Pre-incubator

A program that detects and develops EAE's entrepreneurial talent by creating businesses and building business ventures. Our methodology is underpinned by a program that equips students with tools to develop the first pilot product and validate a project model.

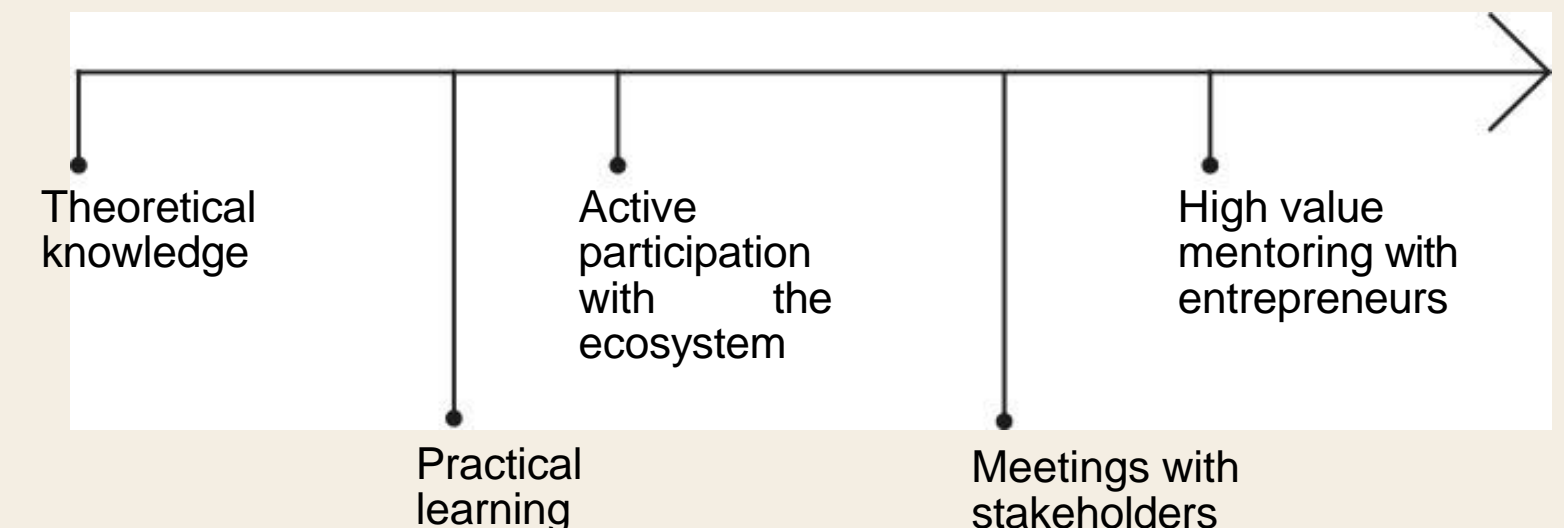
The methodology is based on equipping participants with tools to run the first trial and validation of a project model.

## 2 Incubator

This program identifies market opportunities and evaluates the viability of the proposed projects. During this phase, the participants formulate solid business plans, taking financial, strategic and operational aspects into consideration.

Over the course of this process, participants are encouraged to develop unique, competitive solutions, while also learning to manage the risks inherent in creating companies, adapt to a dynamic business environment and make well-grounded strategic decisions.

### StartUp Lab





# Innovation & Entrepreneurship Hub



Our *four* entrepreneurship programs:



## 3 Pre-accelerator

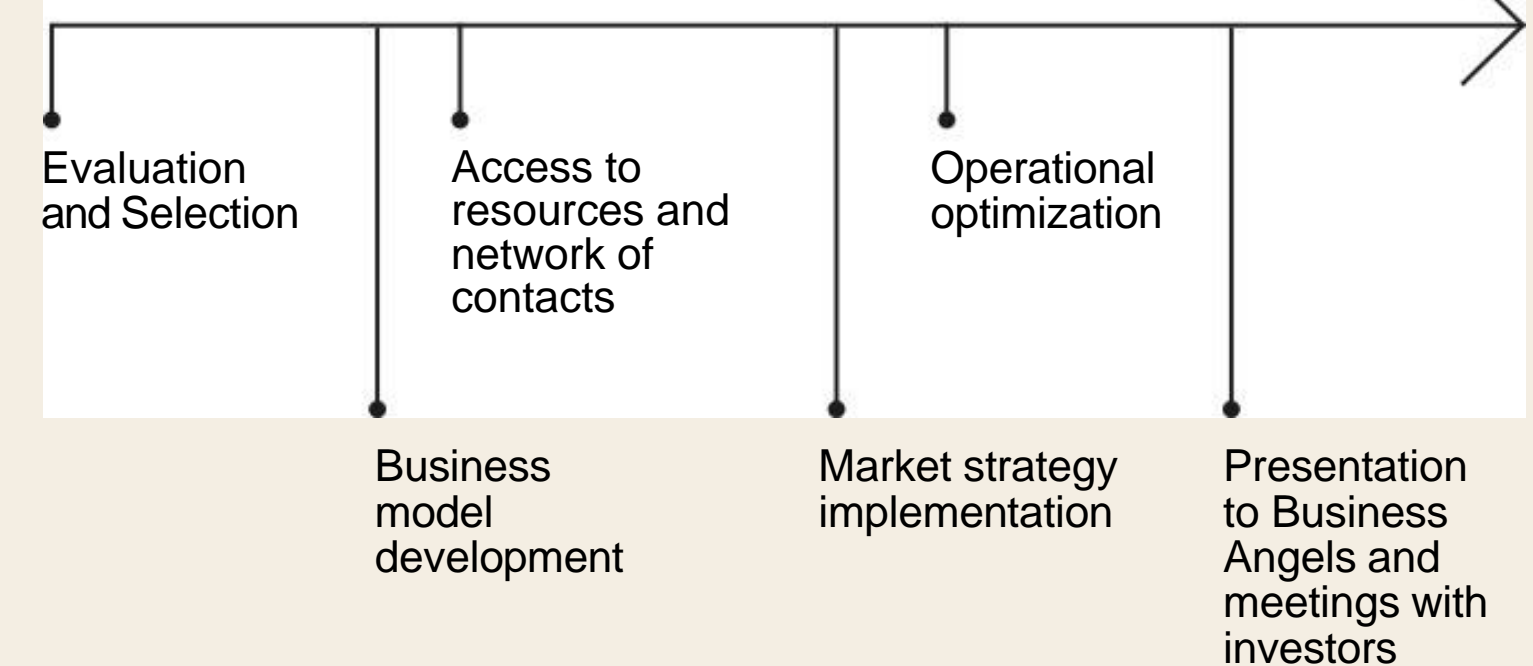
A 6-month acceleration program that caters for your specific needs on an individual basis to grow an existing business, whether it was created at EAE or elsewhere.

In this phase, the startups need to have a solid team, most of whom are working full time on the project that has an established monthly turnover. Our Accelerator does not work on a linear basis, as startups are more complex and require multiple objectives (beyond looking for financing).

## 4 Accelerator

A program that boosts mature projects through rounds of financing (> € 1 million), for both ventures that originated at EAE and external projects.

### Venture Lab



EAE COLLAB CAMPUS  
PIER 1 - TECH Barcelona Building



Tech  
Barcelona



# Student Experience & Network

## *Our areas of action*

**Business  
Networking**

We strive every day to build a great, diverse, cross-cutting and substantial learning community, to ensure that your networking experience goes way further.



**Networking  
for executives**

**MBA  
Sustainability  
Sprint**





# Student Experience & Network

## Social Networking

**Because business life is just as important as social life,** we organize activities that enrich your cultural knowledge, create bonds between classmates and strengthen the sense of belonging of all the members of the EAE community.

These activities include our Sports Day, participation in sports clubs including dance, beach volleyball, running and male, female and mixed football at the weekends, competitions against other schools, etc.






# Areas & programs








MBAs

→





Finance  
and  
Economics

→





Marketing,  
Communication  
and Sales

→





Project  
Management  
& Supply Chain

→





Business  
Management

→



- Sustainability and CSR
- Fashion and Retail
- Sports
- Tourism and Events



Innovation  
& Data

→





Human  
Resources  
and Talent

→





Degrees
• Bachelor Degrees
• MBAs
• Másteres





# Formats

## On-campus formats

### ***Full-time***

An intensive and immersive study format for people with a thirst for experiences. This format requires a full-time dedication to studying, including both class time and work outside the classroom with classmates.

The perfect combination between theoretical and practical knowledges for boosting your specific and cross-disciplinary skills so that you are well-equipped to tackle the employment market.

### ***Part-Time Flexible***

A highly practical format for professionals currently working in the field who want to reinvent themselves, strengthen their skills and broaden their horizons. The intensive periods enable you to optimize your time and combine your work with the rest of your life. The format blends on-campus classes with the option of connecting in real time to some sessions.

## Hybrid formats

### ***Hybrid Global***

This format is designed for people who want it all. Firstly, it enables you to combine your life with innovative studies through sequential real-time classes on our Virtual Campus. Moreover, the experience of the two-week on-campus residential stage in Barcelona or Madrid gives you the opportunity to put everything you have learned into practice and work with your classmates and leading professionals.





# Our Students

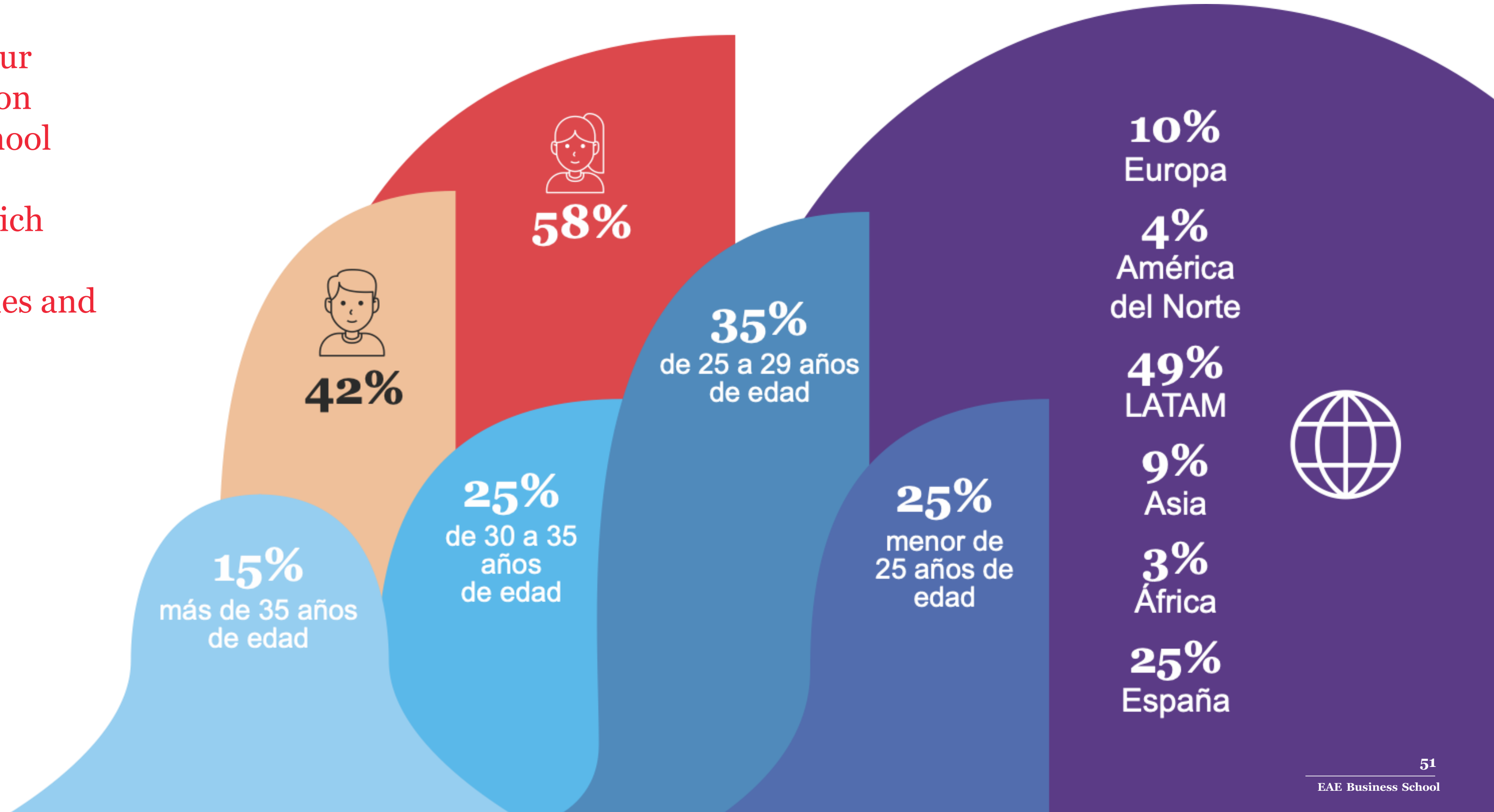




# Student Profile

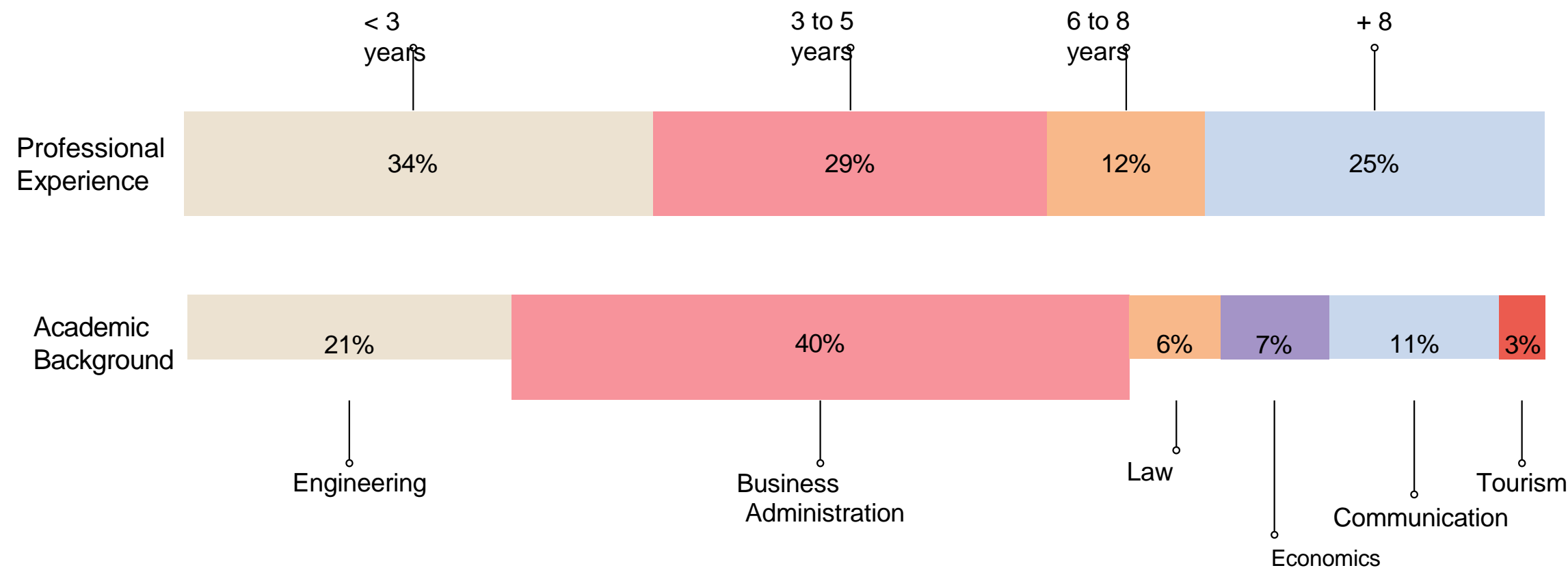
**120** nationalities represented 

At EAE, diversity is our hallmark. Every person who comes to the School brings their own differential value, which enriches us all: our community, companies and the environment.





# Student profile



## MULTIFACETED

Their experience, talent and background make them a real asset to teams. They always strive to surround themselves with colleagues who add value in the same way. Their ambition is to gain a 360° perspective through their studies.

## VERSATILE

They are keen to evolve, open their mind and expand their horizons in order to boost their professional opportunities. They want to raise their profile among an international community, network with professionals in the modern world of business and embrace a real change in their life.

## VISIONARY

They dream big. They set goals and work towards them with determination. They want to keep learning in order to make their contribution to the world, and they want to do it alongside other people who share their values. They know that the future is built on collaboration.

## CURIOUS

They want to update their skills to move forward, broaden their vision of the world, enrich their current knowledge and grow in a balanced way both personally and they are lifelong learners.



# Our Partners







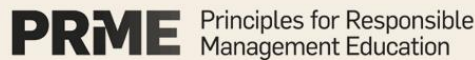
PARTNERS INSTITUCIONALES INTERNACIONALES



CERTIFICACIONES INSTITUCIONALES



PARTNERS DE CONOCIMIENTO





# EAE's Advisory Board

EAE Business School's Advisory Boards, formed by professionals and executives from leading companies, have the primary goal of helping the School in designing the outlines of our programs and services.

This helps us stay constantly up-to-date, guaranteeing the practical applicability of the programs and ensuring the quality of our innovative learning experience.

Their vision and knowledge give us the market insight that we need to tackle a constantly changing scenario. Thanks to their specialization in each of the different sector, they connect EAE's management team and faculty directly to the reality of the business world, helping us identify the competencies and skills needed by new professional profiles.

As well as contributing their expertise on the various topics under discussion, the members of the Advisory Boards are in continuous contact and involved in activities with our learning community, through different initiatives organized between School and the companies.



*We listen  
We build relationships  
We strive to continue  
advancing*

**7**  
big Advisory Boards

**100+**  
Members

International  
Companies

Spain + LATAM







# Our initiatives



# Alumni, a great community

## EAE Alumni

When you complete your studies, our students become part of **Alumni EAE**, a community **former students of EAE Business School** that strives to strengthen the bonds between the members beyond the classroom.

Because studying at EAE is an experience that stays with you not only during your time at the School, but throughout your professional career.

**Formed of more than 80.000 former students, EAE Alumni** is a powerful network of professionals from all over the world who keep the spirit of their time of the EAE alive through a range of meetings and events focusing on professional and personal interests.





# Alumni, a great community

## BENEFITS OF BEING AN ALUMNI MEMBER

### Professional Development:

Services such as our Employment Exchanges, Executive Mentoring, Professional Guidance, Webinars, Alumni Entrepreneur and employability events.

**Lifelong Learning:** Specialist programs, web conferences and Alumni Learning.

### Knowledge & Content:

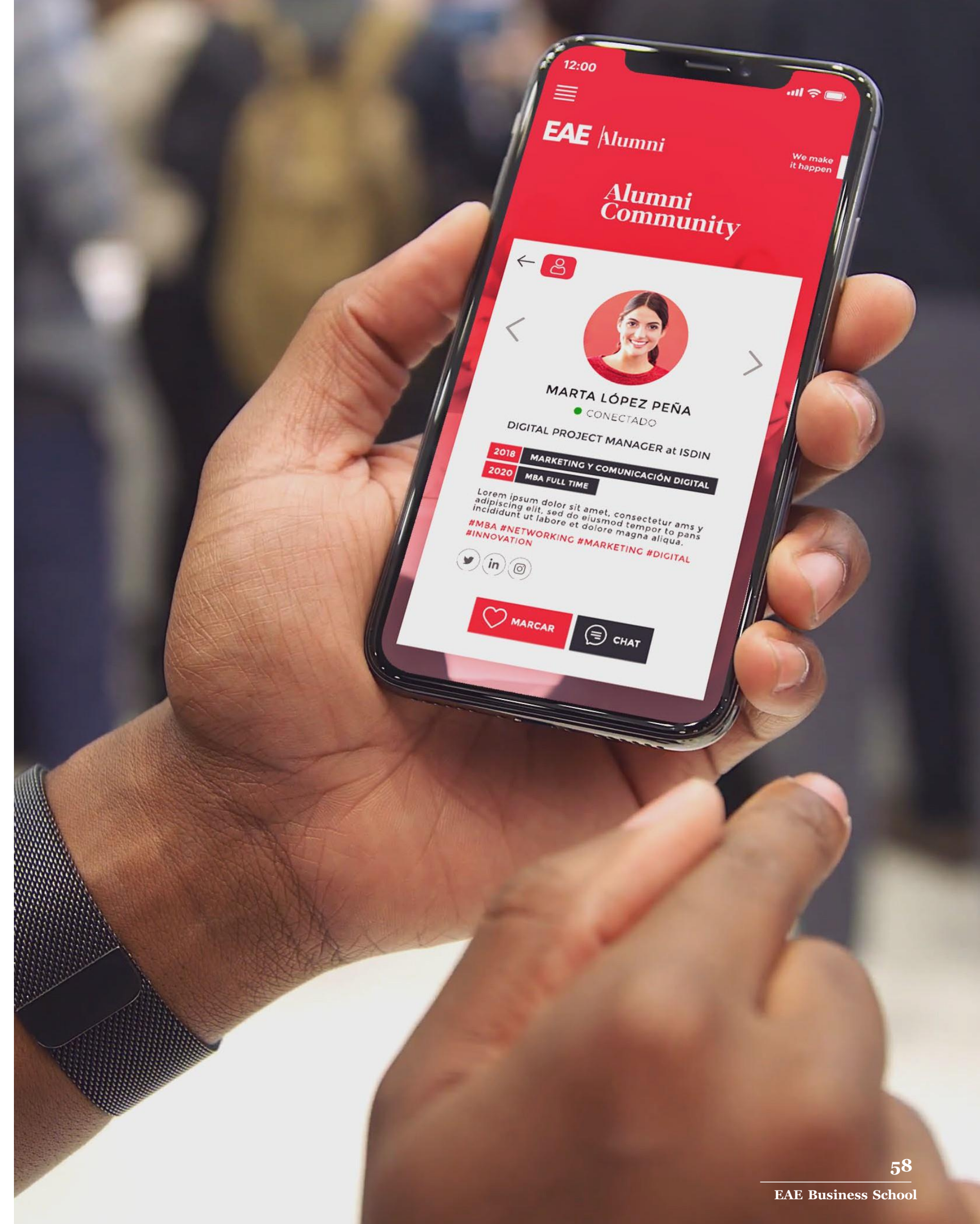
Access to specialist publications focusing on the most important sectors, such as our research reports, digital subscription to Harvard Deusto journals and Talent Alumni Review

### Networking:

International meetings and other platforms for catching up with old classmates and lecturers, such as the Annual Alumni Reunion.

### Benefits Clubs:

Discounts and special offers on over 1,600 products and services in a wide range of areas.







# EAE Ambassadors

EAE gives its students, alumni and staff the opportunity to take part in a loyalty program that gives them access to great benefits.

EAE Ambassadors gives any members of the EAE who are keen to do so the chance to participate in different initiatives that help to spread and raise the School's reputation and our work by sharing their experience.

Our Ambassadors can do share their insights in videos, interviews, talks and social media actions, as well as through other platforms. For each action, Ambassadors points that they can Exchange for different benefits.





# EAE Corporate

Vision, connection  
and collaboration for  
talent development

## Corporate Ecosystem

We are in constant contact with the business community meetings with executives and professionals working in the most relevant sectors.

This enables us to develop a mutually beneficial relationship, sharing knowledge and experiences that foster growth, both for the company professionals and for the School's students and partners.

- We foster the creation of strategic alliances between our corporate partners and the members of our Advisory Boards.
- We give custom company training through our EAE Learning Hub. We work with private and public companies and institutions, developing training solutions and enhancing talent.



# EAE Research Institute for Business Trends

**The EAE Research  
Institute for Business  
Trends focuses on  
research, innovation and  
analysis of developing and  
upcoming trends in the  
world of business**

**Research, Scientific  
Output, Strategic  
Research, Academic  
Events and Education**

The EAE Research Institute for Business Trends at EAE Business School (RIBT-EAE) strives to set the standard in research in this field at a national and international level, advocating an interdisciplinary approach to the issues and concerns of the business world.

This interdisciplinary methodology enables us to study a topic from a variety of perspectives, overcoming the risk of fragmented research. This kind of approach is becoming increasingly necessary as the most interesting research topics are often found at the intersections of different disciplines that contribute both to the academic community and to society.

Moreover, by emphasizing joint research, the RIBT-EAE aims to build a bridge between academic and company professionals through the generation and application of new advanced knowledges to create value with an emphasis on Sustainability, Innovation and Intrapreneurship, Transformation and Value Creation.





# Women Initiative

MADE BY WOMEN FOR EVERYONE

Five areas. All with a single goal:

***Driving female talent***  
towards new leadership

## Research

We generate platforms and spaces for dialogue where we can share and exchange knowledge about female leadership in the business sector.

## Impact

We boost the visibility of all entrepreneurial women and trailblazers in female leadership so that their lives and experiences empower new stories.

## Mentoring

We create a network of female mentors who are role models and experts in leadership who accompany our candidates before, during and after their experience at EAE Barcelona.

## Training

We run professional development programs that provide a theoretical and practical vision of female leadership, as well as awarding grants to entrepreneurial women

## Connection

We facilitate networking by organizing events and campaigns that promote and boost female talent towards positions of responsibility.





# Women Initiative

MADE BY WOMEN FOR EVERYONE

## WHAT DO WE DO?

- We generate spaces for dialogue where we can share and exchange insights about the evolution of female leadership in business.
- We dynamize networking among women by organizing events and campaigns that foster inclusion and diversity.
- We support female leadership through mentoring services that guide our current and future candidates before, during and after their EAE experience
- We organize conferences with leaders of organizations, faculty members and company executives who inspire the professional development of women, regardless of their field of knowledge or stage of life.



## Cristina Tomás

Vice-Dean and Ambassador of the Women Initiative  
EAE Business School

“Our challenge is to **drive the global and continual professional development of women**. We make this possible through a community that facilitates training and knowledge to promote equal opportunities and the change that today’s society demands”.





# Rankings



# Rankings



### QS 5 Stars

Rating system that evaluates the overall quality of the School.



### Top 20 Bloomberg Businessweek's

EAE Business School ranks among the top 20 European business schools to do an MBA.



### Level 4: Transforming School

Positive Impact | Measuring the positive impact of business schools on society.



### THE

Reporter World University Rankings 2024



### 3rd Merco University Talent Ranking

The best company in its sector to work for according to graduates.

AFFILIATIONS PRME. Principles For Responsible Management Education  
Global Compact Network Spain

Nº.  
1

**QS Global Masters**  
Supply Chain ranked the best in Spain



Nº.  
2

**QS Global Masters**  
Global MBA among the best in Spain



Nº.  
3

**QS Global Masters**  
Master in Big Data & Analytics one of the top programs in Spain



Nº.  
4

**QS Global Masters**  
Executive MBA among the best in Spain



Nº.  
4

**QS Global Masters**  
EAE's Master in Finance one of the top programs in Spain



Nº.  
5

**QS Global Masters**  
EAE's MBA among the best in Spain



Nº.  
5

**QS Global Masters**  
EAE's Master in Management one of the top programs in Spain



Nº.  
5

**QS Global Masters**  
EAE's Master in Management one of the top programs in Spain



### 5 EAE MASTERS RANKED AMONG THE BEST IN SPAIN EL MUNDO RANKING

<b>Master in Corporate Communication &amp; Brand Management</b> The best Master in the field of Communication run in Spain.	<b>Master in Marketing Management</b> The third best Master in the area of Marketing in Spain.	<b>Master in Supply Chain Management &amp; Logistics</b> The third best Master in the area of Operations and Logistics in Spain.	<b>Master in Big Data &amp; Analytics</b> The fourth best Master in Spain in the area of Data Processing.	<b>Master in Human Resources</b> The fifth best program in the area of People Management in Spain.
--	---	---	--	---

### 12 12 EAE MASTERS RANKED AMONG THE BEST IN THE WORLD IN THEIR AREAS EDUNIVERSAL BEST MASTERS RANKING WORLDWIDE

<b>MBA</b> Sixth best in Spain	<b>Master in Human Resources</b> Third best in Spain	<b>Master in Big Data &amp; Analytics</b> Third best in Spain	<b>Master in Finance</b> Sixth best in Spain	<b>Master in International Business</b> Fifth best in Spain	<b>Master in Entrepreneurship</b> Third best in Spain
<b>Master in Corporate Communication &amp; Brand Management</b> Second best in Spain	<b>Master in Project Management</b> Second best in Spain	<b>Master in Supply Chain Management &amp; Logistics</b> Second best in Spain	<b>Master in Marketing Management</b> Second best in Spain	<b>Global MBA</b> Sixth best in Spain	<b>Master in Digital Marketing &amp; Growth Hacking</b> Eleventh best in Spain



# EAE Business School

We would like to thank all the members of the EAE Community, current and former students, faculty members and staff who have helped to make this brochure possible. A group of people who represent the philosophy and values that guide us on our exciting journey. **We make it happen.**

## Campus Barcelona

C/ Aragó, 28 - 08015  
C/ Aragó, 55 - 08015  
C/ Tarragona, 110 - 08015

93 249 29 38

## Campus Madrid

C/ Joaquín Costa, 41 - 28002  
C/ Príncipe de Vergara, 156 – 28002

91 199 25 55