

activity
report



**Reveal
your potential
to boost
our impact**

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EDITORIAL
OLIVIER CANTET,
PRESIDENT OF
ESSEC ALUMNI

“A concept I hold dear: the joy of donating.”

In 2021, our Association, like the rest of the world, was faced with a Covid epidemic which tried to force its pace on us. As in 2020, the commitment of our volunteers and the work accomplished by the permanent team, under the outstanding management of Stéphanie Jossermoz, enabled us to meet the exponential needs of our graduates. We pursued our development of collaborative methods to achieve our missions, i.e., to help everyone unlock their individual potential and boost our impact thanks to the power of our collective efforts.

We managed to provide our support to 2.5 times more alumni (5,500) thanks to growth in our Career and Lifelong Learning offers. The internationalisation of our offer reached a new milestone with more than 60% of our services available in English, bringing together even more alumni (around 4,000).

The Association has developed and fostered a concept I hold dear: the joy of donating. This concept is at the heart of our approach. It was embodied by our *matching donor* operation, launched in November 2021 with the ESSEC Foundation, and through our support for Ukrainian refugees in early 2022. It forms the core of all the actions we undertake and is nurtured by our growing engagement in the field of environmental and social transition.

We have invested heavily in our digital transformation to simplify everyone's work, get connected and improve the flow of communication. New prospects are opening up for us with the sale of our historic offices in Rue Cortambert. The future Maison des ESSEC is an exciting and inspirational project to guide our transformation.

Dear alumni, I am looking to the next three years with great enthusiasm and faith. By 2025, we will have taken ESSEC Alumni to new heights with 28,000 members who will be younger, more international, more active and proud to embody our values. The Association will be in a position to offer a unique experience and limitless services to help each and every one find their place. We will pioneer initiatives led by the School, such as Maison des ESSEC centre, open to all in the heart of the new Parisian campus, or a unique and *seamless* digital platform enabling graduates to remain students all their lives (Lifelong Learning). True to our humanist roots, we will act for the common good and general interest, having transformed our alumni into drivers of social transition.

Our strategic plan for 2021-2025

Our aim between now and 2025 is to attain a new level of service for graduates throughout the world. The number of members is set to rise significantly, from 16,500 at present to 28,000 in 2025 and 42,000 in 2030. Our four cornerstones form key drivers to enable alumni to unlock their potential and boost their impact, together.

INSPIRE: TO TAKE PRIDE IN ESSEC AND OUR VALUES

Giving a voice to our entire community means broadening its influence by demonstrating how our values are embodied through the paths of:

- Those who form ESSEC Alumni: the teams, governance and the heads and volunteers of clubs and chapters;
- Those who are making the headlines: influencers, leaders and emblematic entrepreneurs;
- Those who shape the diversity of our community: typical and atypical career paths, employees and entrepreneurs, expatriates and international players, scholarship students, young graduates and the alumni of all programmes, etc.

CONNECT: TO OFFER THE SAME EXPERIENCE ALL AROUND THE WORLD

By 2025, our services will have extended their reach thanks to strengthened internationalisation:

- making English the reference language alongside French;
- rolling out resources in key areas to support the chapters;
- harmonising the welcome for expatriates;
- providing all our key services, such as mentoring or ESSEC+, on an international scale.

Once this base has been consolidated, we will be able to expand the international renown of the ESSEC brand, thanks to the engagement and solidarity of alumni worldwide.

SUPPORT: TO ENABLE EVERYONE TO FIND A MEANINGFUL JOB

Our new digital ecosystem must enable us to boost the use of our services and thus guide the career directions and paths of all alumni:

- strengthening student-graduate links;
- developing the Lifelong Learning offer;
- providing a single contact point for qualified recruitment, with an emphasis on the first job and young graduates' search for a meaningful role.

TOGETHER TO ACT: TO ENGAGE IN ENVIRONMENTAL AND SOCIAL TRANSITION

In 2021, ESSEC Alumni decided to place environmental and social transition at the heart of its strategy, with the help of its actively committed clubs, such as ESSEC Transition Alumni and Sustainable Business. The aim is to enable our alumni to boost this transition in their professional sphere. The challenges are complex, systemic, and require a long-term approach in order to achieve a profound change. Regardless of each individual's starting point, the most important factor is to act together. This is the priority of our 2021-2022 strategic plan, which lends meaning to everything else.

DIGITAL TRANSFORMATION SERVING THE 4 CORNERSTONES

- Setting-up of a CRM to segment our alumni according to their needs
- New website with enhanced user experience
- Updating of the directory to facilitate direct contact between alumni
- Roll-out of the Slack tool for communities



OUR MANIFESTO

Driven by our values and our talents, we stand ready to take action together, tirelessly and every day, for the common good.

See our Manifesto at the end of this report.

Our community



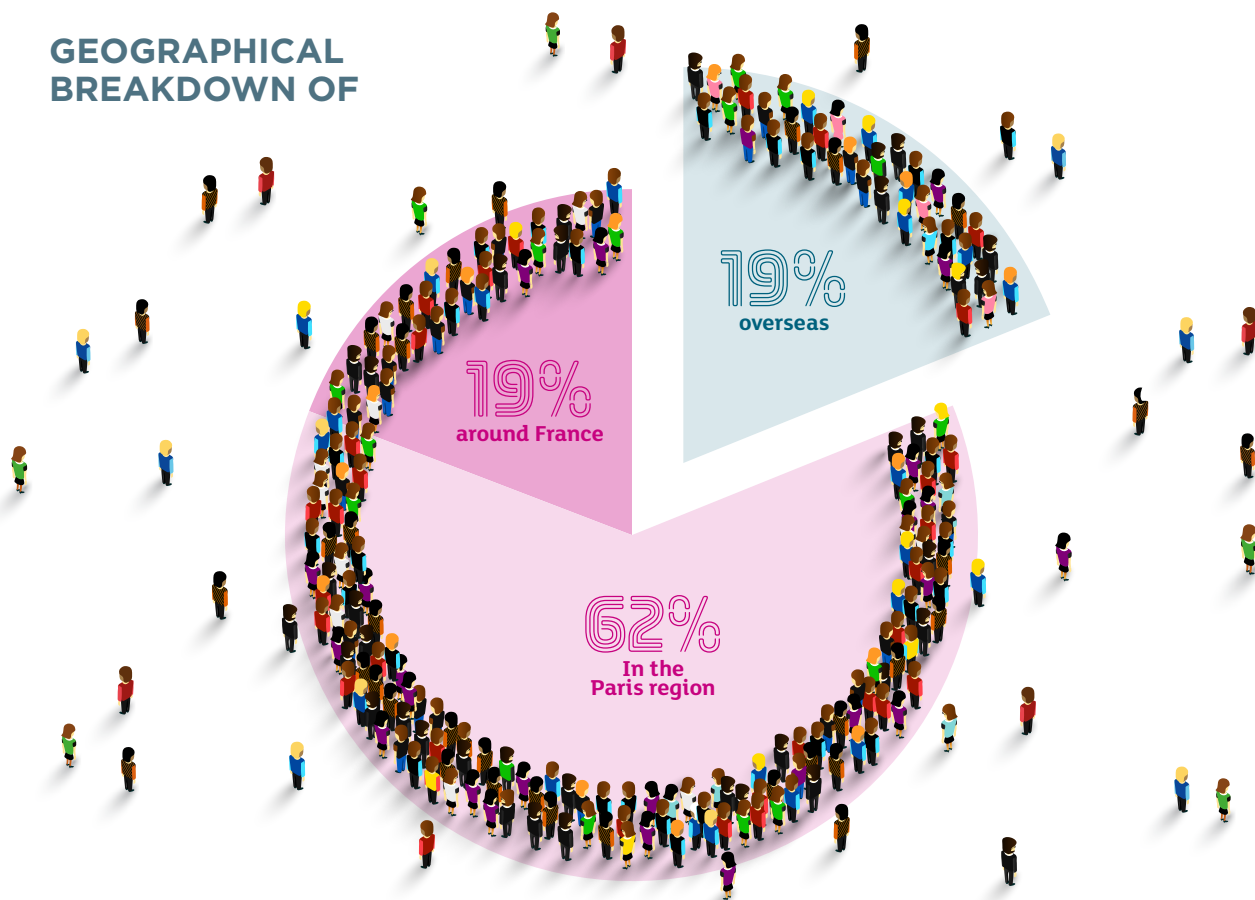
60,000
graduates



7,221
students

including 16,648 members

GEOGRAPHICAL BREAKDOWN OF



CLUBS

125 clubs

90 international chapters

70 class groups

EVENTS AND CONFERENCES

17,000 participants in our events

OVERSEAS

156 events
60% in person and
40% online

IN FRANCE

302 events 29% in person
64% online
7% in hybrid mode



Inspire: Publicise those who foster the life and inspiration of our community

In 2021 more than ever, we strove to promote and share inspiring alumni stories with our entire community.

PROMOTION VIA OUR PUBLICATIONS AND NEWSLETTERS

Our communication strategy pursued its development throughout 2021, in particular thanks to Reflets magazine and its newsletter formats in French and English, geared towards both students and alumni and aimed at reaching the widest possible audience. The last edition of the year, which included an interview with Clara Chappaz (E12), the recently-appointed head of La French Tech, was a record-breaker in terms of online views.

New in 2021: the “Entrepreneurs Newsletter”, produced in close collaboration with the School. This newsletter provides a host of information on the world of entrepreneurship (appointments, alumni career paths and capital raising, etc.).



ACTIVE ON SOCIAL NETWORKS

Social networks play a key role in our communication strategy. Thanks to these platforms, we can expand our online presence and publicise our events or alumni career paths to inspire the whole community.

We were particularly active on Instagram throughout the year, sharing our events and news from a more visual and dynamic angle. In late 2021, we reached the 18,000-member mark on LinkedIn ESSEC Alumni.

It is also important to highlight the growing activity of our club and chapter volunteers, who use these networks as a way to get closer to alumni.

FOLLOW US ON...



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@essecalumni



essec_alumni



essecalumni

SOME OF THE ALUMNI WHO INSPIRED US IN 2021

Nicolas Hieronimus (E85), joined L'Oréal on graduating from ESSEC and, almost 35 years later, took over from Jean-Paul Agon as CEO of the cosmetics giant with a turnover of €30bn.

Antoine de Saint-Affrique (E87) was appointed CEO of Danone, following general management roles at Unilever and Barry Callebaut, the world leader in cocoa. He thus became the 4th ESSEC leader of a CAC 40 company in 2021, after **Pierre-André de Chalendar (E79)** at Saint Gobain, **Benoit Coquart (M95)** at Legrand and **Nicolas Hieronimus (E85)** at L'Oréal.

Clara Chappaz (E12) became Director of La French Tech. Her appointment was acclaimed by the French President in person on social media. She left her position as Chief Business Officer at Vestiaire Collective, a unicorn specialised in second-hand clothing sales, to seize this golden opportunity.

Véronique Bédague (E87) was appointed Managing Director of Nexity. A career reconversion success story for this former IMF economist who worked for the French Ministry of the Economy, Finance and Action & Public Accounts, the general secretariat of Paris City Hall and the office of Prime Minister Manuel Valls, before moving into property and the private sector!

On the entrepreneurial side, some outstanding capital raising and news for **Jonathan Cherki (E11)** and **Contentsquare**, **Guillaume Paoli (E95)** and **Ararmis Group**, **Guillaume Alary-Raisonnier (M08)** and **360Learning**, **Alexis Garavaryan (BBA 08)** and **Kepler Interactive**, **Pierre-Emmanuel Saint-Esprit (E16)** and **Zack**, **Angélique d'Esclaibes (E17)** and **Epycure**, **Vincent Nallatamby (E16)** and **Tempow**, acquired by the giant Google, or **Morgan Hilmi (E12)**... **Beebsto** name a few.

Connect: lead our 200 communities beyond borders

Despite another year marked by regular waves of COVID, our community maintained its vibrancy, making the most of calmer periods to organise physical events which also drew on the experience gained in online events.

IN CLOSER TOUCH WITH STUDENTS' EXPECTATIONS AND CREATING MORE OPPORTUNITIES FOR EXCHANGE

In 2021, students benefited from the setting-up of new services aimed at providing contact points and expert advice. "One to one meetings with alumni" (124), networking cocktails, or monthly masterclasses were all opportunities to provide enhanced guidance to students and enable them to discuss issues face-to-face with graduates and learn from their experience.

These events helped to bolster students' networks and prepare them more thoroughly for the reality of the labour market. The latest Mentoring by ESSEC session also led to the setting-up of 276 student/graduate pairs.

A image survey carried out among students also provided us with more insight into their expectations and their awareness of our services. Survey results show that our communication actions have had a positive impact on student opinion. We will thus continue in this direction, in order to reach even more students.

CONNECT BEYOND BORDERS

Our international presence was bolstered in 2021 with the arrival of new chapters for Mauritius and Ukraine.

With the gradual easing of health restrictions, we were able to return to physical events. Around 4,000 alumni took part in chapter events, a twofold increase on 2020!

- **Active and united communities:** fundraising gala in Dubai for the Lebanon (UAE chapter), sustainable development in Africa (Africa in France club), fighting against climate change (MENA chapters, ETA and Sustainable Business clubs), development of economic relations between Morocco and Israel (Morocco and Israel chapters).
- **Moments for exchange with students:** Feedback from Indian graduates, insight into the paths of alumni in Switzerland and the UK, afterwork events during study trips to Milan, Amsterdam, Luxembourg, Brussels and Dubai, etc.
- **Inspiring encounters** with Elisabeth Moreno (Africa in France club), Jonathan Cherkki (China chapter), Jean-Pierre Jouyet (UK chapter), Abdelmalek Alaoui (Morocco chapter), or David Douillet (Switzerland chapter), etc.
- **Opportunities for in-person get-togethers:** wine tasting in Munich, a cruise in Hong-Kong, concert-dinner in Rio de Janeiro, etc.

In short, 156 networking, conference and convivial events punctuated the 2021 calendar.

SUPPORT THE VIBRANCY OF CLUBS

2021 saw a high level of club activity with 302 events organised (+48%) and the relaunch of the Finance, Law and Health clubs, which testifies to the enthusiastic level of alumni involvement the Association.

We can also mention the rise of the Entrepreneurs' Club and its exclusive meeting with Geoffroy Roux de Bézieux (E84), President of MEDEF (the French Employers' Association).

The Finance Club hosted the webconference "Is Sustainable Investment Profitable?" The EWA Club and its mentoring service expanded to the UK and Ireland.

And not forgetting the annual ceremony of the Spirituality Club, numerous events by the Luxury (Luxury & Eco-Design), Real Estate, HR, Sustainable Development, Digital (round table), Travel, Provence Regions (expert workshops), Romandie/Switzerland and Rhône-Alpes (with ESSEC+) clubs, in addition to ADEMBA, AAIMHI, Fine Arts, Golf, Promo 2000 and Business Angels and the highly successful Grand Prix ACF AutoTech by the Automotive & Mobility Club.

ESSEC FOUNDERS DAY

Co-organised by ESSEC and ESSEC Alumni, this new highlight of the entrepreneurial ecosystem awarded two ESSEC start-ups. Co-founded by Tristan Maurel (E20) and Benjamin Presset (E22), Umiami hopes to "become the world leader in the plant-based meat and fish fillet market". Co-founded by Julia Néel Biz (E12) and Nicolas Merlaud (E12), Teale is a holistic health platform which provides mental health support to employees.

MENTORING BY ESSEC

The mentoring programme provides support to an ESSEC student through at least 3 or 4 discussion sessions over a period of 9 to 12 months. Mentors are recruited from late November to late March each year.

SLACK FOR ENTREPRENEURS

Setting-up of a Slack Entrepreneurs mediation space for the Entrepreneurs' Club. It enables ESSEC members to provide mutual help and exchange advice, contacts and more. It currently boasts more than 650 members and is also open to ESSEC Ventures students.

Support: digitalisation of our Career Services to expand their use

We are committed to helping alumni unleash their career potential. The rapidly growing popularity of our services is proof of this commitment. Whether in France or overseas, currently employed or seeking employment, through online or physical events, there is an offer available adapted to everyone's needs.



PROVIDE AN EVER-GROWING RANGE OF SERVICES AND GUIDANCE FOR ALL

2021 saw a diversification in offers and a sharp rise in the use of our Career services. 2021 also saw a twofold increase in Career workshops and coaching sessions. The number of alumni benefiting from these services has risen threefold, with a constantly high level of satisfaction (see details page 9).

Five ESSEC+ groups have also been set up to guide alumni in their search for employment.

Our offers have evolved too, to facilitate your search for Lifelong Learning content, with the "Selection of the month" service, which includes videos, podcasts, articles and much more, to keep you up to date.

DESIGN OUR OFFERS FOR AN INTERNATIONAL AUDIENCE

Our English-speaking alumni have also taken advantage of our offer. We've organised twice as many workshops in English. The team has expanded too, with six new partner coaches based overseas.

BUILD LOCAL RELATIONSHIPS



The "ZOOM Café" format came into being in late 2021. This monthly event presents our services and provides an opportunity for alumni to speak directly to the ESSEC Alumni teams. The Career Service participates actively and is at hand to answer all your queries.

4,956

participants in Career workshops (x2,8)

1,405

job offers reserved for the ESSEC community

LIFELONG LEARNING...

...also offers renewed documentary resources for alumni.

663 Xerfi surveys downloaded, including 280 premium surveys.

Want to see the latest topics?



A NEW FORMAT FOR THE DIRECTORY

To limit our environmental impact, we're changing the format of our traditional directory for the 2021-2022 edition. Discover the new format in 2022. In the meantime, see our online directory at essecalumni.com

Together to act: **solidarity and action for the common good**

True to our humanist legacy, we offer you a multitude of ways to act for the community. One word sums up the longevity and link between all these initiatives: action.



CHOOSE YOUR THEME AND BECOME A MENTOR

This feedback from graduate mentors has an instantly positive impact on mentees. To provide an even better response to their needs, and incite you to become a mentor in turn, we're developing this offer through specific targets and topics:

- **Students** (276 mentees) to fine-tune their career project;
- **Women**, with EWA Boost', to unravel the invisible knots which complicate their career path;
- **Entrepreneurs** to nurture inspiration and guide decision-making.

ACT TOGETHER FOR ENVIRONMENTAL AND SOCIAL TRANSITION

The ESSEC Transition Alumni Club is pursuing its actions for a new, resilient, inclusive and sustainable society:

- **Support for the School (Together)** by contributing to the Climate Days for students and the development of teaching programmes;
- **Transition Careers Forum** created to guide alumni towards their choice or reconversion in these new professions, with 775 participants in 2012, making this one of the most popular digital events of the year.
- **Open letter to parliamentary deputies** signed by more than 3000 people (students, teachers, etc.), and an op-ed in Le Monde newspaper.

Each of you can participate by joining the Club's Slack, sending an email to essec-transitionalumni@gmail.com



ENGAGEMENT THROUGH PHILANTHROPIC ACTION

Thanks to your generosity, **€328,000** was raised in November for the renewal of the Cergy campus, during the campaign led in association with the ESSEC Foundation. Ranging in amounts from €5 to €12,000, all your donations have made a difference. Many of you (more than 30%) became donors for the first time, choosing the area closest to your heart, whether sports, entrepreneurship or the environment. Thanks to the success of this campaign, a second edition will be launched in November 2022, around a theme to be revealed shortly...

.....

The election of Lou Welgryn (E18), co-founder of the ESSEC Transition Alumni club, to the ESSEC Alumni executive committee in June will strengthen ties between the Association and engaged alumni.

Key indicators

SERVICES & SUPPORT

GRADUATE SUPPORT



17,250
beneficiaries

800
beneficiaries
of Lifelong
Learning

6,800
participants
in French club
events

1,405
job offers
reserved for
the ESSEC
community (x2)

4000
participants in
international
events

8.7/10
satisfaction
rate for Career
workshops

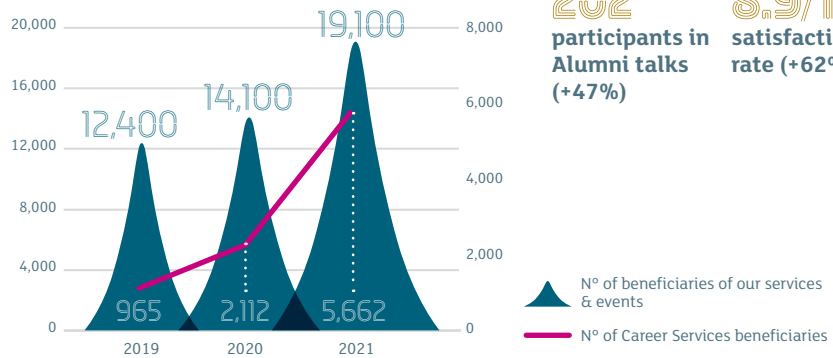
5,662
beneficiaries
of Career
Services (x2.5)

9.3/10
satisfaction
rate for
coaching

639
coaching
sessions (x2)



GROWTH IN THE NUMBER OF BENEFICIARIES OF OUR SERVICES



STUDENT SUPPORT



1,850
beneficiaries
(+23%)

276
students
mentored
(+13%)

316
participants
in network
workshops
(+89%)

149
interview
simulations
(+62%)

202
participants in
Alumni talks
(+47%)

8.9/10
satisfaction
rate (+62%)

REFLETS MAGAZINE

55,000
copies



50%
opening for the
digital version

REFLETS WEEKLY NEWSLETTER

49,000
copies of the
French version

24%
opening (+20%)



WEBSITE www.essecalumni.com

113,550
visitors

7
pages viewed on average

Most viewed sections:
directory, club & chapter,
events programme

SOCIAL NETWORK SUBSCRIBERS / MEMBERS BREAKDOWN

17,984
members
(+6%)



7,556
subscribers
(+333%)



12,593
subscribers
(stable)



9,324
subscribers
(stable)



2,906
subscribers
(+43%)



Our resources



PRIORITISATION & PROJECT STEERING

8 STEERING COMMITTEES SET UP TO MONITOR OUR STRATEGIC PROJECTS, WITH THE FOLLOWING TASKS:

- Validate the aims, method, continuity and coherence of the project.
- Support the project team through networking and experience.
- Rule on operational decisions submitted by the project team.
- Oversee budget and planning.
- Report to the executive committee.

Each steering committee is composed of a project team (2 to 3 permanent and volunteer members), 2 to 4 professional experts (administrators and volunteers), the Executive Committee and the ESSEC Alumni president.

Lifelong Learning co-steering

Aim: Pursue the optimisation of the offering.

Digital co-steering

Aim: rethink our digital ecosystem to improve the experience for three user categories (alumni, volunteers and the ESSEC Alumni team).

Entrepreneur co-steering

Aim: to ensure smooth synergy between the School's actions and projects and the Association.

Communication co-steering

Aim: promote ESSEC without paid advertising, make our alumni our greatest ambassadors.

Maison des ESSEC (MDE1) co-steering

Aim: assess the relevance and terms for the sale of the MDE on Rue Cortambert.

Maison des ESSEC co-steering

Aim: find and move into new premises suited to our ambitions and within our budget.

Treasury co-steering

Aim: provide an external view to contribute to the smooth management of the Association's treasury.

International co-steering

Aim: pursue the internationalisation of the Association to provide the same level of service worldwide.



LIFELONG MEMBERSHIP

Lifelong membership has become a benchmark for alumni associations worldwide, because it allows us to sustain our budget and provides the means to plan in the long-term, innovate and devote our efforts to our services, rather than the collection of annual contributions. Our offer is therefore better suited to your needs, and our service use and satisfaction rates are on the rise.

Lifelong membership offers numerous advantages:

- **unlimited access** to all services, at any time of your career, no questions asked;
- **free lifelong offers** for members: 2 coaching sessions per year, 2 Xerfi surveys per year and subscription to the digital version of Reflets Magazine, etc.
- **a rapid return on your investment** thanks to the Career Services, for non-linear career paths, which are increasingly common and earlier;
- **invaluable support** for those with limited training budgets, such as alumni starting, ending or changing their career;
- **exclusive access to events and meetings**



THE ETHICAL COMMITTEE

The Ethical Committee was set up with a delegation of 5 former ESSEC Alumni presidents and a selection of graduates, who vary according to the subjects examined. In 2021, the committee monitored the sale of the MDE1 and will next address the reform in statutes planned in 2022.

I WISH TO
CONTRIBUTE,
I'D LIKE MORE
INFORMATION



Our governance

ESSEC Alumni combines independence and solidarity, in particular with ESSEC which participates in our Administration Board. The Association takes part in the School's Board of Overseers and Board of Trustees, in addition to providing its ongoing support via the network (admission panels, lecturers, chairs and mentoring, etc.).

THE GENERAL ASSEMBLY

The general assembly is held once per year to vote on membership of the board, made up of 21 to 27 members, who serve three-year terms.

THE ADMINISTRATION BOARD (on 25 June 2021)



MEMBERS

1• Olivier Cantet (E87)

President, Co-leader Club Sport Business, EWA Boost'

2• Adrien Sommier (EXEC PG 10)

VP for Digital and Acting General Secretary, Digital Steering Committee

3• Géraldine Segond (E00)

Treasurer, Treasury, MDE Steering Committee

4• Raphaëlle d'Ornano (E09)

VP for Entrepreneurs, Entrepreneurs Steering Committee

5• Marie-Léandre Gomez (E93)

VP for School / Student Relations, ESSEC Professor, Lifelong Learning Steering Committee, Member of the Board of Overseers, International Steering Committee

6• Benjamin Athuil (E15)

Entrepreneurs Steering Committee, former president of BDE

7• Pierre Auberger (E83)

Co-leader of Communications Steering Committee, Student Interviews, EWA Boost'

8• Anne Baumier (BBA15)

Entrepreneurs Club, Digital Steering Committee, BBA Community, former VP for Les Mardis de l'ESSEC

9• Régis Béraud (E87)

ESSEC Lyon Region, MDE1 Steering Committee

10• Jacques Bonafé (M17)

Co-leader of MDE Steering Committees

11• Richard de Cabrol (E14)

Digital Steering Committee, Automotive Club Manager

12• Christophe Dubail (M98)

Regional Clubs Coordinator, Co-leader of Club Provence

13• Olivier Grémillon (E03)

ESSEC International, Lifelong Learning Steering Committee, mentorand student interviews

14• Natacha Hochet-Raab (E95)

Luxury Club, EWA Boost'

15• Gurwan Le Gac (EXEC MBA 12)

President of United Arab Emirates Chapter, International Steering Committee

16• Bing Li (EXEC PG 13)

China Area Manager and Manager of China in France Club

17• Florence Midy (M96)

Culture & Management Club Manager, Digital Steering Committee

18• Claire Protin (E15)

Entrepreneurs Steering Committee, Digital Steering Committee

19• Tina Robiolle (E00)

ESSEC Professor, International Steering Committee

20• Sophie Rosso (E08)

MDE Steering Committee, Property, Cities & Regions Club Manager

21• Mariétou Sarr (M14)

Carrefour Company Correspondent Communication Steering Committee

22• Barbara Steinert (E96)

Digital and Communication Steering Committees

23• Olivia Verbrugge (M09)

President of the United Kingdom Chapter, International Steering Committee

24• Marion Vidal (M15)

Entrepreneurs Club, New York Chapter, International Steering Committee

25• Lou Welgryn (E18)

Co-leader of ESSEC Transition Alumni Club

SCHOOL REPRESENTATIVE

26• Éric Delecourt, General Secretary of ESSEC Business School



AB ACTIVITY
IN 2021

5 administrative
committees

1 general
assembly

5 monthly
meetings

Our working group

The Association is run by a team of staff, experts and, of course, volunteers.



CORTAMBERT CONSULTANTS: A MULTI-DISCIPLINARY NETWORKING PLATFORM

Cortambert Consultants (managed exclusively by volunteers) puts graduate prime contractors in touch with graduate freelance consultants, and suggests ways that they can work together.

45 freelance consultants guided in 2021

THE ASSOCIATION

The ESSEC Alumni team is made up of 10 permanent staff, supported by fixed-term contract employees or interns during periodical peaks in activity.

This core staff is also supported by freelancers, such as journalists, digital specialists, communication consultants or coaches, who provide their specific professional expertise.

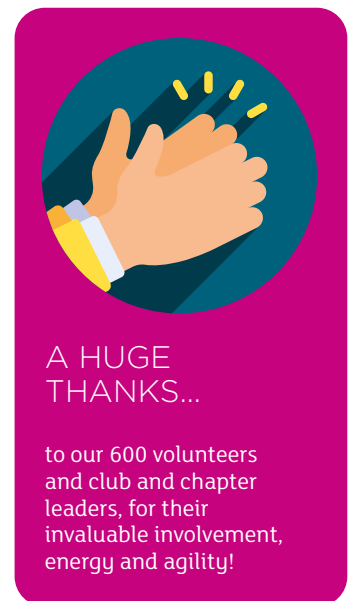
Our team is present on our Cergy, Paris-La Défense and Singapore campuses in order to provide students with as much interaction as possible with the community right from their first day at ESSEC. The team trains students in networking and sets up meetings with graduates to help them develop their projects.

THE VOLUNTEERS

The volunteers are active players in the running of the Association and the clubs.

An integral part of our organisation, they steer and manage all our clubs, groups and chapters in France and overseas. They organise events, conferences, class reunions, etc. to transmit their pride in belonging to ESSEC and spreading its renown.

They can draw on the support of the permanent team, and more specifically the community leaders in France and abroad.



Financial overview

2021 HIGHLIGHTS

Highlights of 2021 included:

- the gradual return to in-person events, despite the postponement of certain major events due to the Covid crisis;
- the launch of the Association's digital transformation;
- the rise over previous years in the number of students paying for lifelong membership in October Y (vs. January Y+1), resulting in a one-time increase in revenue;
- a specific ESSEC Alumni solidarity fund for the benefit of the Foundation and students in difficulty due to the COVID epidemic.

MAIN FLOWS IN €K	2020	2021
Membership fees	+5,658	+6,252
• Lifelong membership	+5,158	+5,770
• Annual membership	+500	+482
Other revenues	+238	+333
Operating costs (administrative, IT, rent, collection costs, etc.)	-1,265	-1,170
Events & clubs/chapters (conferences, meetings, etc.)	-529	-714
Career Service	-445	-496
Solidarity & donations	-389	-673
New services (Lifelong Learning, etc.)	-380	-373
Graduate news & appointments	-260	-339
Digital services	-221	-416
Depreciation / provisions (net variation)	-378	-422
OPERATING INCOME	2,028	1,982

2022 BUDGET

The main aspects of the 2022 budget, which are detailed in the financial report, include:

- on one hand, the stabilisation of lifelong membership which is reaching a steady pace, and the phasing out of one-time elements which marked previous years;
- on the other, in terms of operating costs:
 - the steady growth in member services launched since 2020 (Lifelong Learning, Career Services, international coaches, entrepreneur mentoring, student-graduate networking, etc.)
 - the strengthening of human resources for the Association's strategic projects (overseas, environmental and social transition, digital transformation, etc.), in response to the request for support from volunteers,
 - the return of in-person and hybrid events, and increased support for volunteers in these new formats.

COST BREAKDOWN BY COMMUNITY

- The 2021 financial year was marked by a strong show of solidarity for the student community (31%) related to the exceptional COVID context;
- The budget allocated to the international community will continue to rise in 2022 (20%) and the coming years (30%).



AROUND ESSEC ALUMNI

The MDE property subsidiary yielded a positive result of €8,769, vs. €15,000 in 2020 due to the transfer of the property on Rue Cortambert, Paris. Note that the sale of these premises, acquired more than 20 years ago and self-financed at the time thanks to the generosity of 123 graduates, represents the first step in the new Maison des ESSEC project. In addition, SARL ESSEC Publications attained a positive result of €3,000 compared to €6,000 in 2020 and SARL Cortambert Consultants stood at €12,000 compared to €32,000 in 2020.

EXPENDITURE BY COMMUNITY			
Students*			
Real 2021	Budget 2021	Target 203	
31%	21%	20%	
International graduates**			
Real 2021	Budget 2021	Target 203	
14%	20%	30%	
Graduates in France***			
Real 2021	Budget 2021	Target 203	
55%	59%	50%	
DISTRIBUTION OF COSTS			
Structural costs			
Real 2021	Budget 2021	Target 203	
23%	30%	30%	
Service costs			
Real 2021	Budget 2021	Target 203	
77%	70%	70%	

Weighting in ESSEC population:

*Students: 11%

**International graduates: 17%

***Graduates in France: 72%

And in **2022...**

The launch of actions for environmental and social transition, support and mutual aid pipelines for the war in Ukraine... 2022 is seeing a multitude of initiatives.



ENGAGEMENT IN ENVIRONMENTAL AND SOCIAL TRANSITION

We firmly believe that our 60,000 alumni can boost environmental and social transition from within their company or organisation.

Chani Guillard, Head of Transition, thus joined the team in January 2021 to organise and co-build our governance, strategy and action plan for environmental and social transition. Four actions have already been launched:

- the auditing of our practices and carbon footprint scopes 1, 2 and 3 of the Association;
- the roll-out of an awareness campaign among the ESSEC Alumni team and volunteers (climate and diversity issues, 2-tonne workshop and tailor-made workshops);
- a survey of graduates to assess their involvement, frustrations and expectations regarding these issues;
- the development of our service offer to inform and train all our alumni and thus help them to transform the business world into a model for positive impact.

This engagement is enacted alongside all our stakeholders, in particular the clubs involved directly (ESSEC Transition Alumni, Sustainable Business, etc.) and ESSEC, in keeping with the RISE Strategy and its Together cornerstone.

ENGAGEMENT FOR UKRAINIANS

Just a few days after the outbreak of the war in Ukraine, ESSEC and ESSEC Alumni launched a donation campaign for the United Nations Refugee Agency (UNHCR).

We joined forces with HEC and ESCP Alumni, and your generosity helped us to raise more than €200,000 in donations (ESSEC having doubled its donations to €50,000). The rapid initiative of alumni led to the setting-up of numerous support and aid pipelines for refugees. ESSEC Alumni is making particular efforts to maintain a link with Ukrainian alumni and their relatives. Several support and networking actions between chapters have thus enabled alumni to call on guidance and find employment or accommodation, etc.

THE BOARD OF OVERSEERS

The ESSEC Business School Board of Overseers was renewed for the 2022-2025 period. Pierre-André de Chalendar (E79), CEO of Saint-Gobain, retains his position as President of the Board of Overseers, and three alumni have joined this key governing body in the life of the School: Béatrice Kosowski (E87), Country General Manager of IBM France, Amélie Oudéa-Castéra (E02), CEO of the French Tennis Federation (FFT), and Benoit Coquart (E95), CEO of Legrand.

A SOLIDARITY FUND FOR STUDENTS

ESSEC Alumni finances a solidarity fund for the School which provides aid every year to students experiencing financial hardship. Furthermore, since the start of the 2021 academic year, lifelong membership contributions have been lowered significantly for scholarship students. These commitments will be continued in 2022.

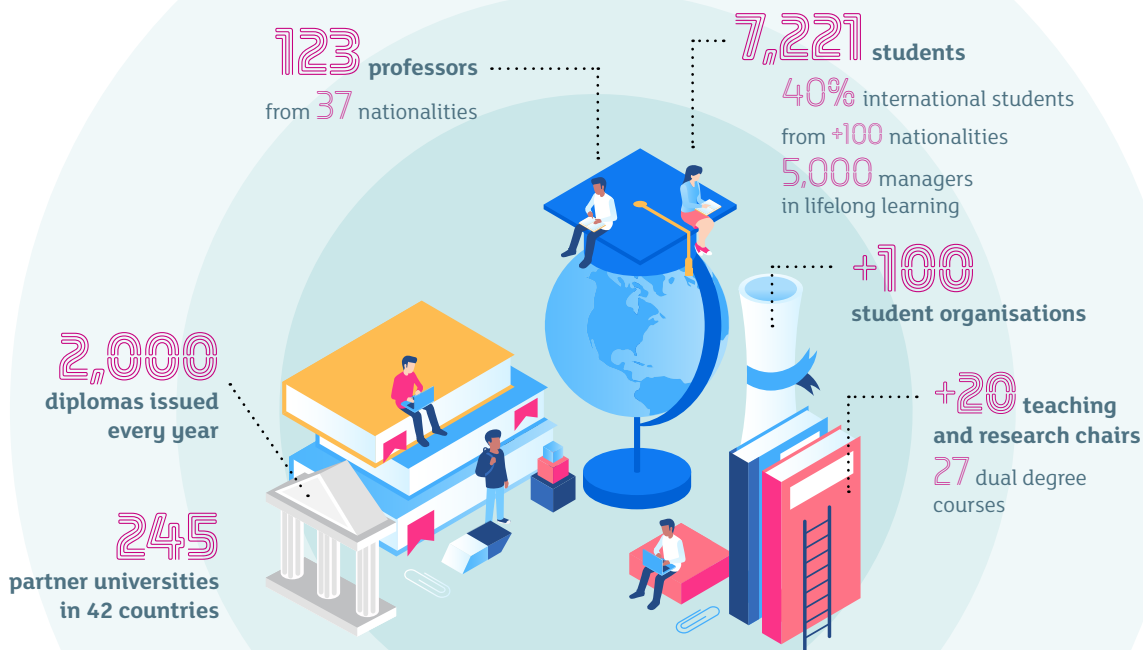
“THE UKRAINE EMERGENCY IS A MAJOR REFUGEE CRISIS IN EUROPE”

Read the interview with Gaëlle Devoucoux (E09) from the UNHCR



ESSEC Group activity

ESSEC IN A FEW FIGURES



FINANCIAL TIMES RANKING

#8 European Business School (2021)

#6 Grande École/Master in Management (2021)

#4 Master in Finance (2021)

THE ECONOMIST RANKING

#4 Master in Strategy & Management of International Business (SMIB)

ESSEC FOUNDATION



And since its creation:

€17M in donations : 2,730 donors

Created in 2011 by four alumni, the ESSEC Foundation supports the development of the School through four areas of funding:

1- Social scholarships

to enable all talents to access our training programmes, regardless of their financial means;

2- The renewal of the Cergy campus:

3 eco-friendly buildings to radically transform the campus experience for students, teachers and partners, as of 2023;

3- Academic excellence

to attract the finest teacher-researchers and forge partnerships with prestigious universities;

4- Capitalised funds,

to bolster the School's financial independence and enable it to pursue sustainable growth regardless of the context.



ESSEC Alumni actively supports these actions and is leading a campaign for the ESSEC Foundation (cf. p8).

I WANT TO SUPPORT THE ESSEC FOUNDATION!





Our Manifesto

WE NEED TO DEMONSTRATE FREEDOM AND RESPONSIBILITY IF WE ARE TO TAKE POSITIVE ACTION IN THE WORLD. FREEDOM MEANS DARING TO THINK OUTSIDE THE BOX, IT MEANS THE PIONEER SPIRIT. IT ALSO MEANS WORKING TOGETHER, DRIVEN BY -OUR VALUES AND TALENTS, TO INVENT NEW VIRTUOUS MODELS FOR THE PLANET AND FOR SOCIETY.

Because we believe that we are on this planet for a reason: to contribute to the common good and that we have the keys to deliver the transformation our world needs,

Because we want to experiment, innovate, defy convention, dare to make mistakes, stay humble, and invent the future,

Because we as individuals have an obligation to cultivate our talents and solidarity, and to express them in our actions, so that together we can have a visible impact on the major challenges of our time: technology, ecology, governance, etc.

Because we are welcoming and respectful to all, whatever their beliefs, culture, and weaknesses, so that diversity and intergenerational solidarity become an asset that creates opportunities.

WE EQUIP OURSELVES WITH THE TOOLS WE NEED TO DELIVER OUR MISSION: TO SUPPORT OUR ALUMNI IN LEVERAGING THEIR POTENTIAL AND BOOSTING THEIR IMPACT, BY HARNESSING THE STRENGTH THAT LIES IN NUMBERS.

Enlighten. Lead. Change.

Enlighten. To enlighten is to give free and responsible thinkers the tools they need to understand the world's complexity before making a decision. To enlighten is to show what is possible by leading by example. It means sharing inspiring stories in their positive contribution to our changing society.

Lead. To lead is to drive forwards, instilling confidence to stimulate the desire to create and take action. It means leveraging the power of the network to connect with alumni in France and overseas. It means encouraging generosity in all its forms, especially through mentoring, philanthropy, and mutual support in an uncertain world.

Change. To change is to transform. It is to deliver cutting-edge Career Services and Lifelong Learning that support the process of individual, collective, and societal change, making the interests of the business world more compatible with the living one.

WE STAND READY TO TAKE ACTION TOGETHER, TIRELESSLY, AND EVERY DAY, FOR THE COMMON GOOD.

Join us and create your account at essecalumni.com

