DONATIONS REPORT

2013-2014 ACADEMIC YEAR
ESADE Foundation
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FOREWORD
At ESADE, we aim to maintain our commitment to excellence and to offer our students and participants an outstanding, innovative and transforming educational experience. With this in mind, we must vigorously pursue research, provide the Scholarship Programme with more funds, and recruit the best faculty in the world. Only by doing this will we succeed in becoming an internationally renowned academic institution.

Research

Knowledge creation linked with the most advanced concepts of management and law is a strategic priority, which requires considerable investment. Driving the generation of new knowledge means contributing to intellectual debate, one of the hallmarks of academic institutions of international excellence. ESADE fosters the creation of knowledge through the initiatives of 19 specialist units: 7 institutes, 3 centres, 7 research groups and 2 chairs.

Recruiting the very best faculty

Our classrooms are full of talent. Our students are the pick of each and every one of the schools from which they are drawn. ESADE’s mission is to provide them with an education of excellence. For this purpose, we need excellent faculty. Men and women who are able to provide our students with the finest learning and to impart inspiring classes that transmit the fundamental values of ESADE. In short, they must be teachers with the capacity to train professionals who will adapt to the needs of companies and of a globalised society, in which personal skills and values are as important or more important than academic learning.
The Scholarship Programme

ESADE Foundation believes that the future is in the hands of gifted, enterprising individuals who want to make the world a better place. These are the qualities that define ESADE’s scholarship students, and by removing financial barriers, the Scholarship Programme is instrumental in attracting the finest talent to our classrooms, thereby contributing to the creation of a better society.

ESADE is very strongly committed to the Scholarship Programme. The number of applications for scholarships has grown enormously in recent years, and we are working hard to respond to this demand.

In order to provide the Scholarship Programme with more funds, in April 2012 we launched The ESADE Challenge for Talent campaign, an initiative in which more and more people are participating every year. Companies add their support to that of alumni, faculty and friends of ESADE. We have succeeded in increasing the number of scholarships awarded, and in this way we have helped more young people to fulfil their dream of coming to study at our institution.

The presentation of the DONATIONS REPORT gives ESADE Foundation the opportunity to fulfil a fundamental commitment to transparency and to show its gratitude to all the donors, acknowledging the value of their contributions and the importance of their support for the ESADE project.

Therefore, we would like to say THANK YOU to the companies that are members of the Assembly of Trustees and to the other collaborating companies, as well as to the alumni, students, faculty and friends who are working together with ESADE to meet its strategic challenges.

Thank you all for investing in the future of ESADE!

Manel Raventós
President of Fundació ESADE

Eugenia Bieto
Director General

Germán Castejón
Member of the Board of Trustees and President of Fundraising Committee
PRIVATE DONATIONS TO ESADE

A guarantee of sustainability.
Private donations are a necessary source of income, through which investments in ESADE’s strategic areas of focus may be increased. Securing more funds for the Scholarship Programme, generating more cutting-edge knowledge in the fields of management and law, and attracting faculty of international prestige are fundamental challenges that require considerable investment. In the 2013-14 academic year, ESADE has succeeded in collecting 4.1 million euros in the form of private donations. This sum has been gathered thanks to the support of companies (Corporate Giving), alumni, students, faculty and friends of ESADE (Individual Giving), and complemented by the return on the endowment fund.

Private donations are allocated to:

- **Scholarship Programme.** This is a vital tool for attracting talented students who do not have sufficient financial resources. Only if it has the best students can ESADE maintain its prestige and its position in international rankings.

- **Research, faculty and research scholarships.** The best students deserve faculty of the highest academic quality: professionals who are in touch with the latest developments in their field, and who, through their teaching, are able to generate knowledge and debate on subjects related with the present and future of management and law.

- **Endowment fund.** The interest from this fund is invested in strategic projects pursued by the institution.
# Source and Allocation of Private Donations

## Source of Funds

<table>
<thead>
<tr>
<th>Source of funds</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies/foundations/institutions</td>
<td>3,439,186 €</td>
<td>85%</td>
</tr>
<tr>
<td>Alumni</td>
<td>243,564 €</td>
<td>6%</td>
</tr>
<tr>
<td>ESADE Alumni</td>
<td>120,000 €</td>
<td>3%</td>
</tr>
<tr>
<td>Return on endowment fund</td>
<td>254,954 €</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,057,704 €</strong></td>
<td></td>
</tr>
</tbody>
</table>

## Purpose of Funds

<table>
<thead>
<tr>
<th>Purpose of funds</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations to foundational purpose</td>
<td>496,188 €</td>
<td>12%</td>
</tr>
<tr>
<td>Donations to specific projects</td>
<td>3,138,733 €</td>
<td>78%</td>
</tr>
<tr>
<td>– Research and faculty</td>
<td>2,512,846 €</td>
<td></td>
</tr>
<tr>
<td>– Scholarship Programme</td>
<td>625,887 €</td>
<td></td>
</tr>
<tr>
<td>Donations to endowment fund</td>
<td>422,783 €</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,057,704 €</strong></td>
<td></td>
</tr>
</tbody>
</table>

## Allocation of Funds

<table>
<thead>
<tr>
<th>Allocation of funds</th>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research, faculty and research scholarships</td>
<td>3,009,034 €</td>
<td>74%</td>
</tr>
<tr>
<td>Scholarships for talent</td>
<td>625,887 €</td>
<td>16%</td>
</tr>
<tr>
<td>Endowment fund</td>
<td>422,783 €</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,057,704 €</strong></td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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‘For people like me, who owe so much to ESADE, it is an honour and a source of pride to be able to give back at least some of what the school has given us.’

**Juan Hernández de Lorenzo**  
Lic&MBA 87 and 1,000 x 1,000 donor
IMPACT OF PRIVATE DONATIONS

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

SCHOLARSHIP PROGRAMME.
KEY FIGURES AND TRENDS

One of the big challenges faced by ESADE is to increase funding for the Scholarship Programme year after year. If the finest talent is to gain access to our classrooms, considerable investment must be made, offering opportunities to the best students who do not have sufficient financial resources. In this way, the diversity of ESADE’s students is reinforced and a contribution is made to social progress.

As in previous years, ESADE has increased the funds available and the number of scholarship students.

‘I would like to thank the Scholarship Programme for having given me this opportunity, as my family situation would never have allowed me to realise my dream of studying at ESADE otherwise.’

Pilar Ardiaca
Second-year BBA scholarship recipient

<table>
<thead>
<tr>
<th>COMPARATIVA KEY FIGURES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sum allocated to scholarships for talent + Need-based scholarships</td>
</tr>
<tr>
<td>Number of scholarship students</td>
</tr>
<tr>
<td>Scholarship students as % of all students</td>
</tr>
</tbody>
</table>
**CONSOLIDATION OF THE SCHOLARSHIP PROGRAMME**

This academic year, ESADE has embraced the challenge of launching the new Bachelor in Law & Global Governance programme, which has been very well received, with considerable demand being shown for scholarships. Consequently, ESADE has increased the number of scholarship students thanks to the 2.2 million euros allocated to the Scholarship Programme. These funds have been distributed as follows:

**DISTRIBUTION OF SCHOLARSHIP STUDENTS BY PROGRAMME**

![Distribution of Scholarship Students by Programme](image)

**SCHOLARSHIP STUDENTS AND AVERAGE COVERAGE OF SCHOLARSHIPS AWARDED**

<table>
<thead>
<tr>
<th>Degree programmes and Masters</th>
<th>2014-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Coverage</td>
</tr>
<tr>
<td>BBA</td>
<td>64%</td>
</tr>
<tr>
<td>GED</td>
<td>60%</td>
</tr>
<tr>
<td>Double Degree</td>
<td>57%</td>
</tr>
<tr>
<td>GED &amp; Global Governance</td>
<td>68%</td>
</tr>
<tr>
<td>MUA</td>
<td>63%</td>
</tr>
</tbody>
</table>

**International Programmes**

<table>
<thead>
<tr>
<th>2014-2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage</td>
</tr>
<tr>
<td>MSc</td>
</tr>
<tr>
<td>MBA</td>
</tr>
</tbody>
</table>
FUNDING OF THE SCHOLARSHIP PROGRAMME

The funds allocated by ESADE to the Scholarship Programme come from two main sources: ESADE’s own resources and private donations. ESADE’s own resources originate from tuition fees (ESADE allocates 4% of the tuition fees for all the degree programmes to scholarships), while private donations are those made by companies, organisations and individuals through The ESADE Challenge for Talent campaign.

FUNDING OF THE SCHOLARSHIP PROGRAMME

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct private donations to the Scholarship Programme. The ESADE Challenge for Talent Campaign</td>
<td>625,887 €</td>
<td>468,184 €</td>
<td>359,947 €</td>
</tr>
<tr>
<td>- Alumni (Individual Giving)</td>
<td>245,736 €</td>
<td>209,151 €</td>
<td>153,397 €</td>
</tr>
<tr>
<td>- Corporate donations (Corporate Giving)</td>
<td>380,151 €</td>
<td>259,033 €</td>
<td>206,550 €</td>
</tr>
<tr>
<td>Allocation of fundraising funds to foundational purpose</td>
<td>...</td>
<td>...</td>
<td>485,382 €</td>
</tr>
<tr>
<td>Revenue from academic activity</td>
<td>1,628,091 €</td>
<td>736,586 €</td>
<td>865,655 €</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,253,978 €</strong></td>
<td><strong>1,690,152 €</strong></td>
<td><strong>1,225,602 €</strong></td>
</tr>
</tbody>
</table>

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

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

Although donations from alumni to the Scholarship Programme have increased, thanks to their involvement in The ESADE Challenge for Talent campaign, the percentage of total funding represented by these donations has fallen, because ESADE has allocated more funds of its own to the Scholarship Programme.
**SOURCE OF DIRECT PRIVATE DONATIONS TO SCHOLARSHIPS**

- 72% ESADE Resources
- 28% Private donations
  - 11% Alumni and ESADE Community
  - 17% Companies and institutions

**EVOLUTION OF THE NUMBER OF SCHOLARSHIP PROGRAMME DONORS (INDIVIDUAL GIVING)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009/10</td>
<td>78</td>
</tr>
<tr>
<td>2010/11</td>
<td>93</td>
</tr>
<tr>
<td>2011/12</td>
<td>113</td>
</tr>
<tr>
<td>2012/13</td>
<td>299</td>
</tr>
<tr>
<td>2013/14</td>
<td>440</td>
</tr>
</tbody>
</table>

**EVOLUTION OF FUNDRAISING FUNDS ALLOCATED TO SCHOLARSHIPS**

<table>
<thead>
<tr>
<th>Year</th>
<th>Funds Allocated (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011/12</td>
<td>141,716</td>
</tr>
<tr>
<td>2012/13</td>
<td>359,947</td>
</tr>
<tr>
<td>2013/14</td>
<td>485,382</td>
</tr>
<tr>
<td>2014/15</td>
<td>625,887</td>
</tr>
</tbody>
</table>

**IMPACT OF PRIVATE DONATIONS**

- ESADE resources (academic activity)
- Donations to The ESADE Challenge for Talent campaign from alumni and ESADE community
- Donations to the ESADE Challenge for Talent campaign from companies and organisations
CREATION OF KNOWLEDGE

■ RESEARCH AT ESADE

Research is one of the three cornerstones of ESADE’s activity. It brings unique new content to the classrooms, and it also has the potential for generating social debate focused on the creation of a better world. ESADE’s 19 research units contribute to the generation of knowledge and ideas, and priority is given to areas such as innovation, leadership, diversity management, corporate social responsibility and economic law, among many others.

With more than 100 faculty members involved in research, in the 2013-2014 academic year ESADE produced a total of 96 articles in top-level journals, in addition to 42 articles in other relevant academic publications. Further confirmation of these excellent results is that ESADE’s research has made key contributions: to the development of the concept of open innovation, adopted by the European Commission among its policies; to publicising and promoting social entrepreneurship in Europe; to the analysis and interpretation of global risk; and to making progress in the application of artificial intelligence in the field of marketing and decision making.

THE INSTITUTE FOR SOCIAL INNOVATION

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

During the 2013-2014 academic year, the IIS organised various symposia and developed a number of different projects, among which particular mention should be made of the Antenna for Social Innovation, studies on micro loans and CSR, and also the Momentum Project. Supported by the BBVA, this project, which seeks to promote social entrepreneurship in Spain and Portugal, is now in its fourth edition, and it has published the first study related with this initiative. Among the 13 projects developed by the IIS, another one of note is WISE. Funded by the European Commission, this project aims to promote social entrepreneurship among women in Europe by means of innovative training and the creation of a European community of social entrepreneurs.

Moreover, researchers at the IIS have published a total of 13 academic articles in scientific journals and they have presented 10 papers at academic conferences.

Thanks to the support of:
Promotors: Fundación Abertis
Other collaborators: BBVA, Fundación de PwC, Obra Social “la Caixa”
ESADEgeo is a meeting place for academics and business, political and social leaders to discuss global issues – identifying conflicting elements in the construction of a new global governance – and to make proposals to facilitate their resolution. ESADEgeo seeks to be a benchmark for business schools in the study of globalisation and organisations, as it presents the necessary organisational and strategic tools in a globalised world.

Driven by this global perspective, during the 2013-2014 academic year, the members of ESADEgeo participated in 18 high-level seminars, presenting papers at the World Economic Forum in Davos, the World Peace Forum in Peking, Harvard Kennedy School and Oxford University (St Antony’s College 2014 Elliott Lecture).

ESADEgeo has also published the Sovereign Wealth Fund Report 2013, an analysis of the behaviour of sovereign funds during 2013, in addition to Global Risks 2014, a report evaluating 31 global threats which could have a negative effect on countries and industries over the next ten years.

Thanks to the support of:
Fundación Repsol
Obra Social “la Caixa”
EL ESADE ENTREPRENEURSHIP INSTITUTE

The ESADE Entrepreneurship Institute (EEI) seeks to become an international point of reference in the field of enterprising initiatives and start-ups. Combining training and research with the presence of entrepreneurs, the EEI is committed to playing an active role in social debate and to providing project support for entrepreneurs, with a view to enhancing the progress of society.

With these aims in mind, the EEI organised 261 activities for entrepreneurs and companies, attended by more than 8,300 people. The business projects that have emerged from EGarage, the meeting point for entrepreneurs at the EEI, have gained international recognition (reaching the Hult Prize final and winning the 2014 Solvay Business Game Negotiation Challenge in Brussels, etc.), while 19 of them have obtained funding at the ESADE BAN Investment Forums.

Activities of note include new programmes such as “Learning and Doing” for young graduates with disabilities, developed with the Prevent Foundation, and the training programme “Emprende en Verde”, undertaken with Fundación Biodiversidad.

Furthermore, in November 2013, the EEI organised the STEP Global Summit, which focused on how to transmit the spirit of entrepreneurship to subsequent generations in a family business, and Associate Professor J. Brinckmann and the PhD candidate M. Chilova won the Award for the Best Research Paper at the 2014 Babson Conference for their work on the effect of micro loans among the very poor.

Thanks to the support of:
Agrolimen
Santander
THE INSTITUTE FOR LABOUR STUDIES

The Institute for Labour Studies (IEL), the oldest research institute at ESADE, analyses the behaviour of the labour market. With the aim of pinpointing and analysing future trends in this market, the IEL devotes particular attention to those aspects that may pose challenges and offer opportunities for companies and public administration, such as diversity management, health and the quality of working life, and the aging of the population.

The IEL’s work is reflected in the publication of several reports and the organisation of academic seminars.

THE INSTITUTE FOR PUBLIC GOVERNANCE AND MANAGEMENT

The mission of the Institute for Public Governance and Management (IGDP) is to provide training and to identify and study the principal challenges faced by organisations and people who work in the public sector. The Institute runs several training programmes and engages in extensive theoretical and applied research.

In this field, the IGDP’s research work is channelled through the Research Group in Leadership and Innovation in Public Management, whose goal is to foster reflection about the public sector. In these endeavours, centred on the analysis of leadership and innovation in the public sector, with a particular focus on transparency and responsibility, the Group has collaborated on numerous occasions with the Generalitat de Catalunya, the Spanish government and the European Commission.

Another example of applied research within the framework of the IGDP is the PARTNERS Programme, which contributes to the forging of links between the public and the private sector, pinpointing, analysing and publicising the principal challenges and trends in public management. Its latest study, published in 2014, reviews the challenges for the public sector posed by information and communication technologies, as well as the opportunities they bring.

EL INSTITUTE FOR INNOVATION AND KNOWLEDGE MANAGEMENT

The work of the Institute for Innovation and Knowledge Management (IIK) is focused on knowledge creation and innovation in all its facets. For this purpose, it has a team of leading experts, including Henry Chesbrough, a key international figure in academic and business circles and the person who coined the concept of open innovation.

Underpinned by innovation, the work of the IIK has been recognised by the European Commission, which in the 2013-2014 academic year gave the centre an important role in some European projects, such as ECIM and SSL-erate, adding to the four projects that the IIK was already working on. Furthermore, in 2013 a new researcher joined the IIK with a Marie Curie grant.

THE OBSERVATORY ON SPANISH MULTINATIONAL COMPANIES

The mission of the Observatory on Spanish Multinational Companies (OEME) is to study the advanced stages of the internationalisation of companies. One particular characteristic of much of the OEME’s research work is that it is undertaken in close collaboration with the players on which it focuses, internationalised, multinational Spanish companies, and this makes the OEME a platform where the business world, public institutions and the academic world can meet.

Through workshops with executives of internationalised, multinational companies, the OEME analyses successful cases and challenges which these companies have faced, with the aim of drawing up thematic reports on subjects such as CSR, country risk in emerging economies and supply chain management, to name but a few.

Thanks to the support of:
ICEX
Fundación PwC

21
THE ESADE CHALLENGE FOR TALENT

Driving the Scholarship Programme.
The ESADE Challenge for Talent campaign was launched in April 2012 with the objective of raising an additional 1 million euros a year for scholarships. This campaign, aimed mainly at alumni, faculty, students and companies with a commitment to talent, continues to grow and inspire thanks to the numerous initiatives that are being undertaken. The support of alumni and the students on the Scholarship Programme is becoming stronger year after year thanks to initiatives such as the joint scholarships established by classes, clubs and chapters. Among these, special mention should be made of the scholarship set up by the 4th year BBA students, which has now become a tradition.

In the 2013-2014 academic year, following the initiative of the Lic&MBA 73, Lic&MBA 74 and Lic&MBA 81 classes, two new classes decided to create their own scholarship, in order to offer an opportunity to a young person with talent, but without sufficient financial resources. In total, there are now five scholarship students who have proudly accepted their scholarship from each of these classes, mindful of the responsibility they have acquired towards so many people who have shown belief in them.

For their part, the MBA 14 class has made a new class gift, funding the new basketball hoop on the Sant Cugat campus.

Furthermore, 22 companies have shown their commitment to talent at ESADE by collaborating with the Scholarship Programme through institutional agreements. 8 of these companies have given their name to a scholarship.

122 alumni, faculty members and friends of ESADE are 1,000 x 1,000 ESADE donors. Their generous donations are truly an example of their involvement with and commitment to ESADE.
People

1,000 x 1,000 ESADE

Thanks to the 1,000 x 1,000 ESADE campaign, the number of people who are making generous donations to the Scholarship Programme continues to rise. As a result of the collaboration between ESADE and ESADE Alumni, 122 individuals have made donations to provide 225 students with a scholarship.

1,000 x 1,000 donors contribute between 1,000 and 5,000 euros with a commitment for four years. The continuity of the donation is all-important, ensuring that the scholarship student has the opportunity to complete the entire degree programme at ESADE. The support that the 1,000 x 1,000 donors give ESADE exemplifies their involvement with the institution.

GENERAL CAMPAIGN

All donations made by alumni, students, faculty and friends of ESADE for a sum that does not exceed 1,000 euros form part of the General Campaign. The donations are allocated to the Scholarship Programme, unless donors indicate otherwise.

Moreover, some individual donations form part of joint initiatives in which an entire class, club or chapter pools its donations, in order to set up a scholarship bearing its name or a class gift.

Joint initiatives are divided into two groups:

• STUDENTS (graduating classes)

ESADE’s BBA students are establishing a tradition. Students who are about to graduate work together to create their own scholarship before completing their studies. The first to introduce this initiative were the students from the BBA 12 class. Just a few weeks before the end of the course and their graduation, they succeeded in persuading some of their classmates to make a symbolic contribution and, all together, make a joint donation to the Scholarship Programme. The BBA 13 class was more ambitious and set itself the goal of establishing its own scholarship. By the end of the course, more than half the class had become involved in the project and they were able to set up a 50% scholarship. The tradition was continued by the students from the BBA 14 class, who employed imaginative techniques to encourage almost the entire class to become donors. Thus, in the 2014-2015 academic year, they have succeeded in creating a 70% scholarship for a student with talent, but without sufficient financial resources.

The students from GED 14 have also worked together to make a contribution to the Scholarship Programme, organising various initiatives, such as the sale of T-shirts and roses on St. George’s Day.

Following in the footsteps of the MBA 13 class, students from MBA 14 have made a joint donation, as a result of which the facilities on the Sant Cugat campus have been improved. The donation made by the MBA 14 class has been used to build a basketball hoop, so that students can enjoy some sport in their leisure hours. This donation has been made with future classes in mind and it clearly demonstrates MBA 14’s degree of involvement with ESADE.

• ALUMNI (classes, clubs or chapters)

Former students who, besides sharing a class, geographical location or interests, wish to make a joint donation, in order to offer an opportunity to a talented young person who lacks sufficient financial resources.

The following classes are also working towards setting up their own scholarship: Lic&MBA 78, Lic&MBA 80, Lic&MBA 97, Lic&MBA 98, GED 13, GED 14, MUA 14, MSc 15, MBA 15, BBA 15, the Balearic Islands Club and the UK Chapter.
If you would like your class, club or chapter to work together to create its own scholarship, simply contact the Corporate Relations and Fundraising team: theesadechallenge@esade.edu

In order to create your own scholarship, all you need is a little coordination, and together you will be offering a magnificent opportunity to a talented young person who lacks sufficient financial resources to study at ESADE.

<table>
<thead>
<tr>
<th>Class</th>
<th>No. participants</th>
<th>Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lic&amp;MBA 74</td>
<td>22</td>
<td>17.500 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 90</td>
<td>15</td>
<td>13.750 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 80</td>
<td>5</td>
<td>13.090 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 81</td>
<td>10</td>
<td>11.000 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 86</td>
<td>7</td>
<td>11.000 €</td>
</tr>
<tr>
<td>BBA 14</td>
<td>211</td>
<td>10.387 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 77</td>
<td>7</td>
<td>10.000 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 95</td>
<td>11</td>
<td>9.450 €</td>
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<td>Lic&amp;MBA 89</td>
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<td>Lic&amp;MBA 92</td>
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<td>Lic&amp;MBA 87</td>
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<td>Lic&amp;MBA 85</td>
<td>5</td>
<td>6.090 €</td>
</tr>
<tr>
<td>Lic&amp;MBA 98</td>
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<tr>
<td>Lic&amp;MBA 94</td>
<td>≤ 3</td>
<td>2.500 €</td>
</tr>
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</table>
COMPANIES

Corporate Scholarship Programme

Companies and organisations support the finest talent by participating in the Corporate Scholarship Programme within the ESADE Challenge for Talent campaign. Beyond a certain economic threshold, companies and organisations can establish scholarships that bear their name, selecting the programme (BBA, GED, Double Degree, MBA…) or the student profile they wish to target with their donation. Furthermore, they will enjoy a number of benefits associated with their donation.

In the 2013-2014 academic year, 7 companies supported the Corporate Scholarship Programme through scholarships bearing their name:

- Allianz
- Deloitte
- Fundación Banco Sabadell
- Fundación Caja de Ingenieros
- Fundación Jesús Serra
- Reig Patrimonio, SA
- Roca

Other companies that collaborate with the Scholarship Programme are:


Additionally, ESADE is supported by JP Morgan and RWE Innogy Aersa through matching gifts, whereby the company in which the individual donor works also makes a contribution to an organisation with a social purpose, matching, doubling or even tripling the employee’s donation.

“We are all scholarship recipients.”

Miquel Molins
President of Fundación Banco Sabadell

‘As a donor, the only thing I ask scholarship recipients is that, if some day, once you have left these classrooms, you have the chance, which you surely will as simply by winning a scholarship you have already proved your brilliance, you, too, become donors.’

Maite Barrera
Lic&MBA 98 and 1,000x1,000 donor
HIGHLIGHTS OF THE 2013/14 ACADEMIC YEAR
NEW INITIATIVES

ALUMNI

Lic&MBA 95 Scholarship

The Lic&MBA 95 class, led by Oriol Pinya, has successfully created its own scholarship thanks to the joint efforts of its members. They were set this challenge at the beginning of the 2013-2014 academic year, and they pursued it with energy and enthusiasm. Thanks to their motivation, they have managed to offer an opportunity to a talented young person without sufficient financial resources. The Lic&MBA 95 class is following in the footsteps of the Lic&MBA 73, Lic&MBA 74, Lic&MBA 81 and Lic&MBA 88 classes by giving its support to the Scholarship Programme.

The 1,000 × 1,000 donors have participated in drawing up the PEI

During this academic year, ESADE has drawn up the Institutional Strategic Plan (PEI) 2014-2018, in which it has welcomed the full involvement of its principal stakeholders. For this purpose, the 1,000 × 1,000 ESADE donors were invited to an executive breakfast, during which they had the opportunity to discuss a number of issues relating to the PEI. Their opinions proved to be extremely constructive in the preparation of ESADE’s plan for the next four years.

STUDENTS

MBA 14 Class Gift

The members of the MBA 14 class have continued the tradition begun by their predecessors in MBA 13. They will leave a permanent mark on the Sant Cugat campus, having pooled their donations to make a class gift of a new basketball hoop. This is a charming initiative, for these facilities will be enjoyed by MBA classes in the years to come.

Creation of the BBA 14 Scholarship

The BBA students have excelled themselves once again. The 2014 graduating class has given free rein to its creativity and altruism, creating a scholarship that covers 70% of the tuition fees of a gifted student. In February 2014, the class was set the challenge of creating its own scholarship, and immediately an inspired group of students deployed all their skills, encouraging their classmates to become involved in a number of activities. In the end, they succeeded in mobilising almost the entire class. Thanks to their joint efforts, this academic year a first-year BBA student will benefit from the BBA 14 scholarship.
GED 14 goes into action to support the Scholarship Programme

Students who graduated from the Law Degree programme in 2014 have demonstrated a strong commitment to the Scholarship Programme. They have managed to contribute to the Programme through the sale of T-shirts and roses on St. George’s Day, as well as through their donations.

MBA 15: Action Learning Consulting Programme

Keisuke Arimoto, Waleed Bawaked, María Isabel Huasasquiche, Ricardo Márquez and Heron Mochny, participants in the Action Learning Consultancy Project (ALCP) on the MBA programme, have worked on the design of a plan to internationalise ESADE’s donations. A highly attractive proposal has emerged as a result of their commitment and tenacity. Furthermore, they have become aware of the important role played by the Scholarship Programme in helping ESADE to continue competing on an international scale.

Creation of ESTalent

ESTalent is the first association of students to have been established with the aim of supporting the Scholarship Programme. It has been created and developed thanks to the enthusiasm of Sergi Capdevila (BBA 13), Ignasi Ferrer (BBA 13), Carlos Manubens (BBA 14), Elisabet Ricart (BBA 14), Mireia Roca (BBA 14) and Anxiang Yin (currently a 2nd-year student on the BBA programme), among others. These are students from different classes who have seen that the Scholarship Programme must have a campus presence, and that the best way to raise awareness among all their colleagues is by promoting initiatives and activities led by the students themselves. Student collaboration with the Scholarship Programme is of fundamental importance in giving The ESADE Challenge for Talent campaign a high profile on the various campuses.
OUTREACH OF THE CAMPAIGN

Annual ESADE Alumni Conference

At the Annual ESADE Alumni Conference, a very special stand was set up in the cocktail area, where donors to the Scholarship Programme were invited to “Leave their print”. Over the course of the conference, many alumni took part in this symbolic initiative.

Talent Event and presentation of the Donations Report

At this traditional annual meeting between donors and scholarship students, those present had the opportunity to enjoy a colloquium in which various key figures in the Scholarship Programme took part: José Manuel Villanueva, Lic&MBA 99 and a 1,000 x 1,000 ESADE donor; Ernesto Poveda, Lic&MBA 74 and the driving force behind his class’ scholarship; Javier Pont, Lic&MBA 93, a 1,000 x 1,000 ESADE donor and a partner at Deloitte, one of the promoters of the Scholarship Programme; Miquel Molins, president of Fundació Banco Sabadell, another of the promoters of the Scholarship Programme; Cristina Ramírez, a scholarship student on the Double Degree programme; and Sergi Capdevila, co-founder of EStalent, a scholarship student and a driving force behind the BBA 13 scholarship.

Furthermore, during this event, director general of ESADE Eugenia Bieto presented the Donations Report, in which all the fundraising initiatives are outlined, fulfilling the commitment to transparency that ESADE has made with its donors.

Luis Conde, president and founding partner of Seeliger & Conde, brought the event to a close with an interesting speech on the essence of talent.

Following the presentation and the colloquium, the scholarship students and the donors had the opportunity to share their experiences over cocktails.
GETTING TO KNOW THE NEW SANT CUGAT CAMPUS

The donors discover ESADE’s Barcelona-Sant Cugat campus

Honouring its commitment to donors, on 13 March ESADE officially unveiled the donors wall, which has been given a high profile in the university building on the Sant Cugat campus. This wall has been constructed in recognition of the value of the donations made by alumni, students, faculty and friends of ESADE. The donors were also invited to visit the Sant Cugat campus, where they were given a tour of the classrooms, which are equipped with the very latest technology, and the innovative installations of ESADECRAPOSLIS.

Banco Santander visits the Sant Cugat campus

José Antonio Villasante, director general of Banco Santander and Santander Universities Division, and Alfredo Albaizar, director of Santander Universities in Spain, have visited the Sant Cugat campus, accompanied by Eugenia Bieto, director general of ESADE. They took the opportunity to learn more about the activities of the ESADE Entrepreneurship Institute (EEI), with which they have a close collaborative relationship, and the EGarage, a space devoted to the entrepreneurial initiatives of ESADE students. Banco Santander is one of ESADE’s senior partners and a member of the ESADE Assembly of Trustees.
INSTITUTIONAL ALLIANCES

Research

Cuatrecasas and Ajuntament de Barcelona become sponsors of the ESADE China Europe Club

The objective of the ESADE China Europe Club is to facilitate the exchange of experiences and knowledge about management, as well as relations between Chinese and European companies and institutions. Thanks to the support of the institutions promoting the Club, which have now been joined by Cuatrecasas and Ajuntament de Barcelona, the Club organises an Annual Forum, in addition to four conferences, networking meetings and two task forces, which complete the annual programming.

Mercer collaborates with ESADE through the Cranet Report

Mercer has signed an agreement with ESADE to become a sponsor of the Cranet Report. This report analyses the development of human resources practices and policies between 1995 and 2014.

Banc Sabadell renews its collaboration with ESADE

The Group for Researchers in Economics and Finance (GREF) continues to receive the support of Banc Sabadell as a promoter of its research, while the bank has maintained its role as sponsor of the ESADE Economic Report.

Scholarship Programme: NAMED SCHOLARSHIPS

Allianz Insurance becomes a promoter of the Scholarship Programme

Inspired by a commitment to talent, Allianz has joined the group of companies that promote the Scholarship Programme with a scholarship bearing its name. This academic year, two students have received the Allianz Scholarship, fulfilling their dream of studying at ESADE.
Roca and Alfa Consulting become promoters of the MBA Scholarship Programme

Roca and Alfa Consulting have looked towards ESADE’s MBA students in their quest to recruit international talent. This is their opportunity to approach executives of the future, demonstrating their commitment to education of quality and forging a solid relationship between the students and the company. Through their support of ESADE’s MBA programme, companies become more attractive to students as potential employers and they can identify possible candidates for executive posts within their organisational structure.

Scholarship Programme: NAMED SCHOLARSHIPS

Anudal Industrial and Lucta support the Scholarship Programme of the University Development Service (SUD)

Thanks to these companies, a group of 27 ESADE students have developed social consultancy and free legal aid projects as part of their university training. The projects involved working for between two and three months in Bolivia, Costa Rica, El Salvador, Philippines, Guatemala, India, Mexico, Nicaragua and Tanzania. For the students, taking part in SUD was their first taste of professional life, as well as an experience in which they were able to grow as human beings.

Toyota Material Handling and IBERDAC also join the Scholarship Programme

Toyota Material Handling and IBERDAC are committed to talent and equal opportunity, as reflected in their decision to become companies that collaborate in the Scholarship Programme. This is the first time that either company has worked together with ESADE.

Assembly of Trustees

6 companies renew their status as members of the Assembly of Trustees

Bacardi, Caprabo, Fluidra, IBM, ISS Facility Services and Nestlé have renewed their support for the ESADE project. The six companies will continue to be members of the Assembly of Trustees, a body of fundamental importance to ESADE.
HOW TO CONTRIBUTE
HOW TO CONTRIBUTE

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

PEOPLE. INDIVIDUAL GIVING.

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

PERSONALISE YOUR DONATION:

Use of donations

It is standard practice for individual donations to be used to support ESADE’s strategic challenge: to fund the ESADE Scholarship programme through the ESADE Challenge for Talent campaign. Nevertheless, if you so wish, your individual contribution can be used to fund other areas (faculty, research, etc.).

Amount

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

Allocation

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

Commitment

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

Individual and collective recognition

All those persons who through their contributions help the Scholarship Programme to reach the campaign target of 1 million euros shall be considered "founder donors" of the ESADE Scholarship Programme. Furthermore, individual donations made by students and alumni who belong to a class that has already set up its joint scholarship, or which plans to do so, are added to the joint scholarship established by that class, or they can be added to the ESADE Alumni club or chapter, as the donor wishes. In this way, donors obtain recognition on two counts: individually and as members of the corresponding class, club or international chapter of ESADE Alumni.
COMPANIES AND ORGANISATIONS. CORPORATE GIVING.

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

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

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

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

TAX TREATMENT OF DONATIONS

In accordance with Law 49/2002, of 23 December, on the Tax Treatment of Non-Profit Organisations and Tax Incentives for Patronage, individuals subject to IRPF (Personal Income Tax) and corporate entities subject to Corporation Tax shall be entitled to a deduction from their corresponding tax returns of a percentage of the pure and simple non-refundable donations and contributions made to entities subject to the tax regime of the aforementioned Law.

ESADE Foundation is a non-profit organisation protected by Law 49/2002, of 23 December, on the tax treatment of non-profit organisations and tax incentives for patronage. As a result of the tax reform effected through Law 27/2014, of 27 November, on Corporation Tax, modifications have been made to Law 49/2002, taking effect from 1 January 2015:

- Individuals registered for tax purposes in Spain subject to IRPF (Personal Income Tax), in addition to non-residents subject to Non-Residents Income Tax, can benefit from:
  - A deduction of 50% of the first 150 euros donated (75% from 2016).
  - A deduction of 27.5% of the remainder of the donated amount from their corresponding Income Tax returns, provided that the donated amount does not exceed 10% of their taxable income (deduction of 30% from 2016).

- Corporate entities registered for tax purposes in Spain can benefit from:
  - A deduction of 35%.
  - Recurring donations: a deduction of 37.5% (40% from 2016) on donations, if the same or a greater amount has been donated every year for the last three years.

CONTACT

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

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Director of Corporate Relations & Fundraising
elena.viader@esade.edu
Tel. 932 806 162
Campus Barcelona - Pedralbes
Av. de Pedralbes, 60-62
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Núria Font nuria.font2@esade.edu
Sandra Lorenzo sandra.lorenzo@esade.edu

Corporate Giving
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Iñaki Irisarri iñaki.irisarri@esade.edu
Xavier Llenas xavier.llenas@esade.edu
ESADE’S COMMITMENT TO DONORS
ESADE’S COMMITMENT TO DONORS

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

**TO GUARANTEE THE APPROPRIATE USE OF THE FUNDS**

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

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

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

**TO GUARANTEE INFORMATION AND TRANSPARENCY**

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

**TO ACKNOWLEDGE DONATIONS**

ESADE undertakes to acknowledge the value of donors’ contributions to the strategic projects of the institution. Safeguarding the rights of donors entails managing the funds obtained diligently and responsibly, as well as ensuring impartiality in the treatment of donors and the building of solid, long-lasting relations.

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### GRATITUDE AND ACKNOWLEDGEMENT

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

#### PEOPLE

In recognition of individual donations:

- All those persons who through their contributions help the Scholarship Programme to reach the target of 1 million euros shall be considered “Founder Donors” of the ESADE Scholarship Programme.

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

- There is a mural in recognition of the Founder Donors of the ESADE Scholarship Programme situated in the entrance hall of the university building on ESADE’s Barcelona-Sant Cugat Campus.

- In addition to the individual acknowledgement of each donation received, ESADE expresses its gratitude for the efforts made by classes, clubs and chapters that have established a joint scholarship through the institutional channels, as well as at the Scholarship Awards Ceremony and the Talent Event.

- ESADE’s institutional website includes a special section where individual donors are thanked.

#### COMPANIES AND ORGANISATIONS

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

Through collaborative agreements, companies and organisations receive a number of institutional benefits, enhancing their visibility and public recognition, and they have priority access to talent, training and ESADE’s resources. Furthermore, those companies that support strategic projects, centres and research institutes obtain specific benefits associated with the project they are funding.
MONITORING BODIES

INVESTMENT COMMITTEE

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

The primary functions of the Committee are to:

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

Members:

PRESIDENT
- Jaume Guardiola, representative of the Board of Trustees

MEMBERS
- Ramon Aspa, Corporate Deputy Director General
- Sonia Gómez, Financial Director

FUND ALLOCATION COMMITTEE

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

The primary functions of the Committee are to:

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

Members:

PRESIDENT
- Eugenia Bieto, Director General

MEMBERS
- Ramon Aspa, Corporate Deputy Director General
- Josep Franch, Dean of the Business School
- Eduardo Berché, Dean of the Law School
- Jonathan Wareham, Dean of Faculty and Research
- Sonia Gómez, Financial Director
- Elena Viader, Director of Corporate Relations & Fundraising
GENERAL SCHOLARSHIP COMMITTEE

The primary functions of this Committee are to:

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

Members:

PRESIDENT
• Eugenia Bieto, Director General

MEMBERS
• Josep Franch, Dean of the Business School
• Eduardo Berché, Dean of the Law School
• Germán Castejón, representative of the Board of Trustees
• Miguel Trías, President of ESADE Alumni
• Enrique López Viguria, Secretary General
• Sonia Gómez, Financial Director
• Elena Viader, Director of Corporate Relations & Fundraising

SCHOLARSHIP ALLOCATION COMMITTEES

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

Members:

PRESIDENT
• Enrique López Viguria, Secretary General

MEMBERS
• Teresa Careta, Secretary of the Scholarship Allocation Committee
• Joan Rodón, Associate Dean of the Bachelor of Business Administration – BBA Programme
• Patricia Font, Director of the BBA-GED Double Degree Programme
• Lola Bardají, Director of the Law Degree Programme and the Law Degree & Bachelor in Global Governance Programme
• Cristina Olabarria, Admissions Director
• Elena Viader, Director of Corporate Relations & Fundraising
• Belén Trias de Bes, Director of the Law School Office and Director of the Master in Legal Practice Programme
• Carmen Mur, ESADE Alumni delegate
• Merche Grau, representative of the Scholarship Programme donors
• Giòria Batllori, Associate Dean of the MBA FT (MBA Scholarship Committee)
• Isa Moll, Associate Dean of the MSc Programmes (MBA Scholarship Committee)
IN PERSPECTIVE
NEWS FROM THE 2014-2015 ACADEMIC YEAR

BBA 15 takes the first steps to establish its own scholarship

BBA 15 students have taken up the challenge to create their class scholarship, continuing the tradition begun by BBA 12 and consolidated by BBA 13. They are drawing on the experience gained from international exchanges at the best universities in the world to put together a powerful campaign. The classes that create their own joint scholarship before graduating offer the finest example of ESADE’s values.

MBA 15 goes into action to support the Scholarship Programme

The 2014-2015 academic year will be a milestone in ESADE’s history, since the MBA class due to graduate in 2015 is the first class that has supported the Scholarship Programme through various activities and initiatives, such as Pasta Day, when participants had the opportunity to savour some delicious pasta dishes with sauces from every corner of the globe, and the Bake Sale, which offered a sampling of traditional cakes and pastries from all over the world. These students’ involvement and their capacity for innovation cannot fail to inspire classes of the future.

Banco Santander and ESADE renew their collaborative agreement

The fruitful relationship between ESADE and Banco Santander will continue over the next four years, following the renewal of their collaborative agreement. Thanks to the backing of Banco Santander, the ESADE Entrepreneurship Institute (EEI) has steadily increased its activity. It currently supports all those students with an entrepreneurial mindset who have new ideas they want to put into practice.
IN PERSPECTIVE

The donors participate in the design of ESADE’s 2014-2018 Institutional Strategic Plan

During the 2013-2014 academic year, ESADE designed its Strategic Plan for the next four years. The opinions of the donors with respect to the future of the institution and their many different perspectives have helped to draw up a richer plan, with a sharper focus on the needs of the market and the expectations of ESADE’s stakeholders. The conclusions of this joint work and the ESADE Challenge for Talent campaign are presented to alumni at breakfast sessions, which is when those invited – together with the director general of ESADE – have the opportunity to share the key challenges that emerge from ESADE’s 2014-18 Institutional Strategic Plan and the different needs that the Plan brings to the fore.

Agreement with the Indukern Group and the Chiesi Pharmaceutical Group

Indukern and the Chiesi Pharmaceutical Group have joined the group of companies that promote the Scholarship Programme, establishing named scholarships.

Becas Futuro, the new Scholarship Programme initiative

ESADE aims to offer donors a variety of ways to collaborate with the Scholarship Programme so that they can choose the formula that best fits their expectations. To this end, over the 2014-2015 academic year, ESADE offered donors a new possibility in the form of the Future Scholarships programme. Under the programme, the donor undertakes to cover 90% of the cost of tuition for an undergraduate student for all four years of the programme, thereby ensuring the continuity of the studies of a talented young person of limited financial means. Donors also have the chance to meet the young scholarship recipient and, where applicable, act as their mentor, closely following their academic progress.
THANK YOU

To individuals, companies and organisations.
THANK YOU

_TO THE ALUMNI, STUDENTS AND FRIENDS OF ESADE WHO HAVE MADE DONATIONS TO THE ESADE SCHOLARSHIP PROGRAMME IN THE 2013-2014 ACADEMIC YEAR*

1,000 × 1,000 ESADE

PLATINUM
Adell Domingo, Manel (Lic&MBA 86)
Barrera Xaubet, Maite (Lic&MBA 98)
Castejón Fernández, Germán (Lic&MBA 81), Board of Trustees
Daurella Comadrán, Sol (Lic&MBA 90), Board of Trustees
Fontana García, Pedro (Lic&MBA 74), Board of Trustees (2001-2013)
Grau Monjo, Merche (Lic&MBA 89)
Guardiola Romojaro, Jaume (Lic&MBA 80), Board of Trustees
Iglesias Sitjes, Jaume, Board of Trustees (1984-1992) †, former member of the Board of Trustees
Losada Marrodán, Carlos (Lic&MBA 80), Associate professor
Pinya Salomo, Oriol (Lic&MBA 95)
Rosell Feliu, Sandro (Lic&MBA 87)
Trias Sagnier, Miguel (FT MBA 89), Professor

GOLD
Alavedra Comas, Jordí (Lic&MBA 78)
Armenter Vidal, Marcelino (Lic&MBA 79)
Aymerich Llombart, Daniel (Lic&MBA 97)
Bach Terricabras, Luis (Lic&MBA 77)
Bassal Riera, Alfredo (Lic&MBA 77) †
Borràs Ferré, Joaquín (Lic&MBA 80)
Calderón Riera, Alfons (Lic&MBA 92)
Carulla Font, Artur (Lic&MBA 72), Board of Trustees
Cava Martínez, Joaquín (Lic&MBA 91), Lecturer
Cornudella Felip, Oriol (Lic&MBA 85)
Díaz Varela Bertschinger, Raúl (Lic&MBA 92), Board of Trustees
Díaz Varela Bertschinger, Tamara (Lic&MBA 94)
Grupo Aleix
Guarner Muñoz, Francisco (FT MBA 81)
Haeffner Gelis, Julio (Lic&MBA 78)
Martín Pérez, José Luis (Lic&MBA 80)
Muniesa Arantegui, Tomás (Lic&MBA 76)
Navarro Martínez, Pedro (FT MBA 67), Board of Trustees
Pérez Farguell, Xavier (Lic&MBA 77), Board of Trustees
Pérez Torres, José Luis (FT MBA 75)
Puig Zacares, Jaume (Lic&MBA 85)
Rotllant Solà, Mario, Board of Trustees
Tubau Roca, Ricard (Lic&MBA 90)
Uriach Torrelló, Joaquín (PT MBA 94)
Vicens Torrades, Josep (Lic&MBA 81)
Vila Torras, Joaquín (MBA 95)
Villanueva Villaiba, Jose Manuel (Lic&MBA 99)

The Corporate Relations & Fundraising team has compiled the lists that appear in this Report with the greatest care to ensure their accuracy. Nevertheless, please accept our apologies and do not hesitate to inform us should any error be observed. Some names do not appear because the donor has expressed a wish to remain anonymous.
**SILVER**

Abelló Riera, Frederic (PMD 84)
Acha López, Joaquín (Lic&MBA 88)
Aguilar Huguet, Oriol (Lic&MBA 02)
Alcover Negre, Jorge (Lic&MBA 98)
Ayuso Moragas, Nicolás (Lic&MBA 02)
Berchí Moreno, Eduardo, Professor
Bieto Caubet, Eugenia (Lic&MBA 73), Associate professor
Brufau Niubó, Manuel (Lic&MBA 77)
Brugera Clavero, Juan José (FT MBA 71)
Burgués Bassols, Lluís (Lic&MBA 78)
Cantó Naves, Carles (Lic&MBA 90)
Casademont Ruhi, Adriana (PMM 86)
Casadesus Masanell, Daniel (FT MBA 94)
Castro Pérez, Javier (PT MBA 02)
Colas Ricart, Miquel (Lic&MBA 82)
Costa Anglada, Francesc (Lic&MBA 92)
Delgado Planas, Antònio (Lic&MBA 00), Assistant professor
Díaz Alaman, David (Lic&MBA 93)
Espurz Font, Xavier (Lic&MBA 93)
Estabanele Buxó, Antoni (Lic&MBA 81)
Estany Puig, Patricia (Lic&MBA 85), Board of Trustees
Fitó Baucells, Xavier (Lic&MBA 95)
Font Fabregó, Joan (PMD 80)
Fonts Cavestany, Ignacio (Lic&MBA 82)
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