

MOVING ESADE

[www.movingesade.com](http://www.movingesade.com)

---

DONORS  
REPORT  
2008/2009



---

## CONTENTS

Letter from Pedro Fontana, Chairman of ESADE Foundation's Board of Trustees

Letter from Carlos Losada, Director General of ESADE

Evolution of Private Contributions

Distribution of Contributions


ESADE Fund

Endowment

Allocation of Contributions

- Research and Faculty
- Scholarships
- Annual Giving Programme

List of Donors




LETTER FROM  
PEDRO FONTANA,  
CHAIRMAN OF  
ESADE  
FOUNDATION'S  
BOARD OF  
TRUSTEES

ESADE has taken a qualitative and quantitative leap forward in recent years. A decade ago the School was already admired as an academic institution deeply rooted in its community. Today, it also enjoys international recognition for the excellence of its training programmes and its humanistic and innovative vision of management and law.

But beyond this recognition, ESADE aspires to become the best School for the world. Our international position is assured, but our next goal is to consolidate as a global institution. To do so we must focus on acquiring talent, in our faculty and among our students. We will only settle for the best, both in our people and in our ambitions as regards research.

The report presented here is the result of the belief shown by organisations in our educational work. We want to build on this support with the collaboration of all our alumni, faculty members and others linked to ESADE. We want to make ESADE a project common to all of which we can all feel equally proud. We can make it, together.



LETTER FROM  
CARLOS LOSADA,  
DIRECTOR  
GENERAL OF  
ESADE

I am particularly proud of the trust shown in us during the 2008/2009 academic year by a great many companies, institutions and people at ESADE. In times of crisis, society has not only proved that they are behind the ESADE project, but that they really believe that an excellent and socially responsible education is the key to progress for all.

This trust has been an essential factor in raising ESADE's total income in 2008/2009 to €4M, exceeding the 2007/2008 figure by 11%, and private contributions have played a vital part. Your support has allowed us to run projects of major significance for attracting talent and creating knowledge.

This is my last Social Investors Report as Director General. It is an honour to be able to step down in the knowledge that ESADE's progress is assured, thanks to the trust of all of you: companies and organisations, and ESADE alumni, students, faculty and staff.

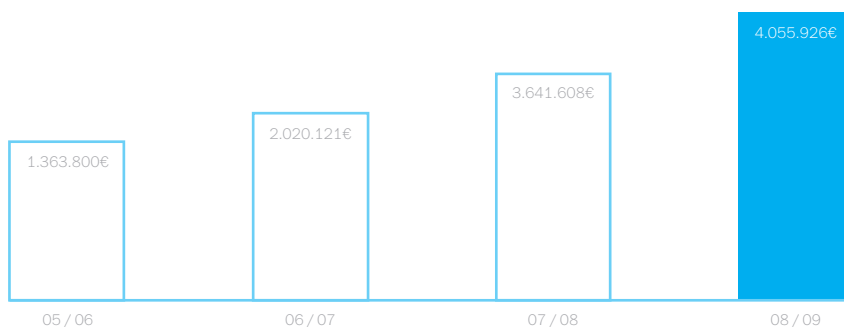
Thank you, and good luck.

# EVOLUTION OF PRIVATE CONTRIBUTIONS

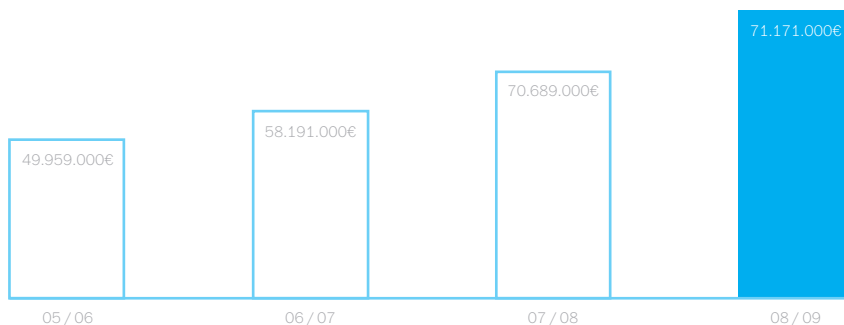
During the 2008/2009 academic year, private contributions to ESADE increased by 11% compared with the previous year, a rise of 4 M€. This growth is certainly good news and emphasises the confidence of the 100 organisations that have once again supported ESADE's Education Project, in spite of the current economic crisis.

ESADE's total income has maintained its trend for growth in line with recent years, although the rate of increase has moderated slightly. The area of private contributions represented 5.1% of ESADE's total income in 2007/2008, while in 2008/2009 it accounted for 5.7%.

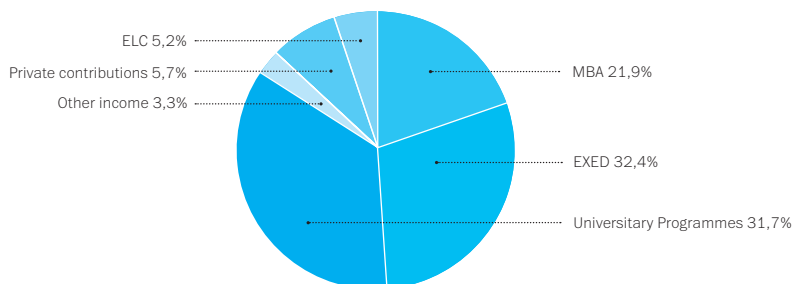
EVOLUTION OF PRIVATE CONTRIBUTIONS



EVOLUTION OF ESADE'S INCOME



ESADE INCOME

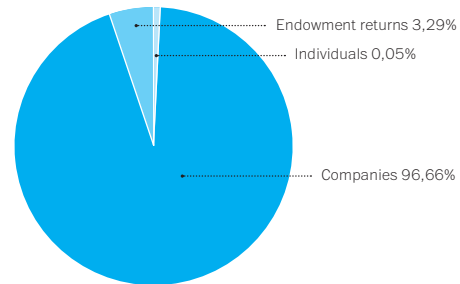


---

## ORIGIN OF PRIVATE CONTRIBUTIONS

### ORIGIN OF CONTRIBUTIONS

---



---

## DISTRIBUTION OF PRIVATE CONTRIBUTIONS

Throughout the 2008/2009 academic year ESADE has been consolidating its leading position in the international education sector. This has been made possible by the availability of resources to invest in key areas of the institution, including the acquisition of talent, both in our faculty and among our students, and the creation of knowledge. Contributions received from corporations and foundations over the year have been invaluable in helping us to rise to this international challenge.

Contributions come via one of two channels: Direct donations made by organisations and individuals to specific areas like research projects or the grant or Endowment fund. Or donations made to the ESADE fund, which are then freely available to the School to direct towards what it considers to be its priority projects.

During the 2008/2009 academic year contributions from these private organisations amounted to €4,055,926, broken down as follows:

**CONTRIBUTIONS TO THE ESADE FUND: €988,571**

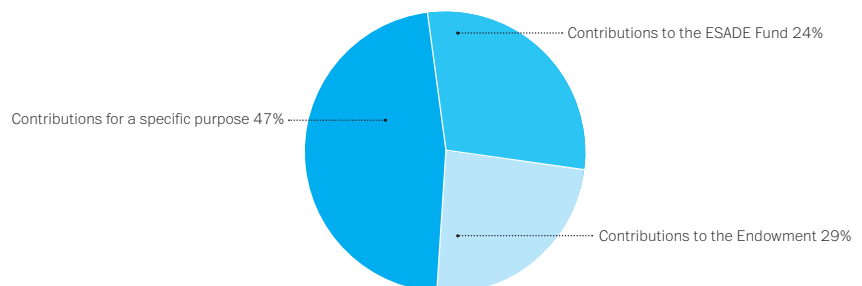
**CONTRIBUTIONS TO THE ENDOWMENT\* : €1,172,000**

**CONTRIBUTIONS FOR A SPECIFIC PURPOSE: €1,895,655**

\* Fixed capital fund

### DISTRIBUTION OF PRIVATE CONTRIBUTIONS

---



## ESADE FUND

During the 2008/2009 academic year the ESADE Fund reached a total of €988,571, of which €912,700 came from contributions from private organisations made during the academic year, and €75,871 from the returns of the ESADE Endowment.

The ESADE fund is freely available to the institution to reinforce its financial sustainability and to help it redress the balance of its resources. During the 2008/2009 academic year, 43 organisations contributed to the ESADE Fund through the Corporate Relationships Programme, a lasting framework for cooperation that once again consolidated the links between ESADE and collaborating corporations.

Some 60% of the contributions to the ESADE Fund was used to further research projects and for faculty development, and 30% was set aside for scholarships. In both these areas, these amounts supplemented the direct contributions they already received. A further 6% of the ESADE Fund was invested in the Endowment, and the remaining 4% was earmarked for launching ESADE's first Annual Giving Programme.

**T h a n k s t o s u p p o r t f r o m  
o r g a n i s a t i o n s , E S A D E i s c r e a t i n g  
s o c i a l a n d b u s i n e s s v a l u e .**

To ensure that freely available funds are distributed in the best and most transparent way, ESADE has set up a Fund Allocation Committee.

#### Among the Committee's main functions are:

- To decide which of ESADE's development priorities are to receive income from its fund raising activities.
- To protect the value of the ESADE Endowment, making any necessary re-investments of the capital returns.
- To allocate funds received in accordance with designated priorities.
- To report the results and allocation of funds to the internal public.
- To ensure the correct application of funds on agreed projects.

The Allocation Committee meets twice per academic year and reports its decisions to the Executive Committee and the Board of Trustees.

#### Composition:

- Director General
- Corporate Deputy Director General
- Dean of the Business School
- Dean of the Law School
- Financial Director
- Director of Corporate Development

# ENDOWMENT

In the 2008/2009 academic year, private contributions to the Endowment amounted to €1,172,000. When added to the 6% reinvestment of the ESADE Fund, these contributions took the capitalised fund to over 3 million euros.

One of ESADE's most strategic challenges is how to guarantee sustainability for future generations of its faculty and students. So four years ago, ESADE decided to set up its first fixed capital fund or Endowment. An Endowment is a financial formula by which only the annual profits accrued by the fund are used to further critical projects. This system allows a balanced administration of resources, essential to ensure the School's stability and its future funding and assets.

**Consolidation of the Endowment will allow us to invest in large projects and reinforce the School's leading position in a global scenario.**

To optimise its investment policy, ESADE has an Investments Committee. Its job is to design an investment plan for donated funds and convey its proposal to the Board of Trustees, ESADE's main governing body.

#### Among its main functions are:

- To administer the Endowment to guarantee its profitability by applying prudent criteria.
- To ensure that the financial department of ESADE Foundation applies the policy defined and presents due accounts

It meets twice per academic year and reports its resolutions to the Board of Trustees.

#### Composition:

- One representative of the ESADE Board of Trustees
- Corporate Deputy Director General
- Financial Director

# ALLOCATION OF PRIVATE CONTRIBUTIONS

The amounts that ESADE receives as donation are channelled into 3 types of project:

- Research and Faculty
- Scholarships
- Projects that are strategic for the School's development

Allocations of the contributions from the 2008/2009 academic year are detailed below:

## RESEARCH AND FACULTY

**In the 2008/2009 academic year, the Research and Faculty Fund received €1,773,401 of direct contributions from organisations, €588,571 in resources re-allocated from the ESADE Fund itself, and €50,523 from returns of the Endowment.**

Every year, ESADE increases the internal and external resources that it devotes to research projects. It does so to help consolidate the School's reputation as a high-performance centre in innovation and creation of new knowledge in the corporate and legal fields.

Along these lines, every year ESADE makes a significant effort to invest in attracting and retaining faculty with an outstanding international background.

**R e s e a r c h i s t o t h e e d u c a t i o n  
s y s t e m w h a t s t e m c e l l s a r e t o  
l i v i n g b e i n g s .**

**W i t h o u t r e s e a r c h , t h e r e c a n b e n o  
q u a l i t y t e a c h i n g .**

## Alfons Sauquet

“Research is like poetry: if you don't write poetry you can't understand the poetry of others”

### Agrolimen Research Fund

The first research fund in perpetuity of ESADE, created by Agrolimen, helps to extend the scope of ESADE's educational project and shows the commitment of both institutions to innovation and the entrepreneurial spirit as drivers of progress.

During the 2008/2009 academic year, the fund yielded €50,523 which was allocated to funding projects of the ESADE Entrepreneurship Institute, the Consortium for Innovation and the consolidation of its knowledge networks.

## RESEARCH OUTPUTS

Publication year	2006 - 2007	2007 - 2008	2008 - 2009
Articles in refereed journals	33	43	45
Articles in other relevant journals	17	19	35
Books	30	27	37
Book chapters	43	56	35
Congres contributions and conderence proceedings	87	68	77
Conferences and guest lectures	108	134	139
Working papers	9	2	3
Cases and technical notes	14	8	20
Book reviews	8	5	2
Monographs	16	4	10
PhD theses	23	9	9

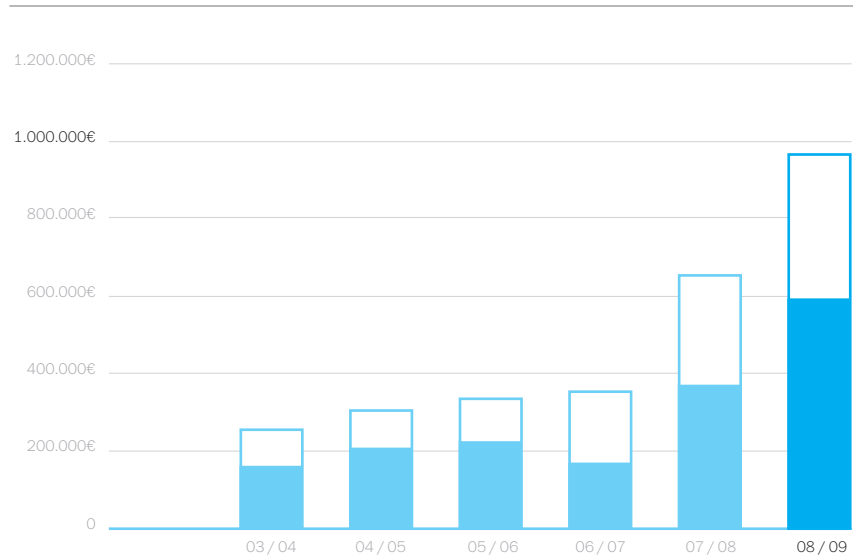
## SCHOLARSHIPS

In the 2008/2009 academic year the Scholarships Fund received €64,497 of direct contributions from organisations, €300,000 in resources re-allocated from the ESADE Fund and €6,933 from returns of the Endowment.

Increasing funding for scholarships is one of the challenges that ESADE wishes to address in the short and medium term. The School has been investing its own resources in this area for some time, and has recently also received direct private contributions to the Grant Fund. As its commitment to talent is one of ESADE's strategic areas, it anticipates launching projects that will substantially increase private funding earmarked for scholarships over the next few years.

Talent is ESADE's raw material. We want to become one of the global benchmarks for entrepreneurial, innovative and responsible talent.

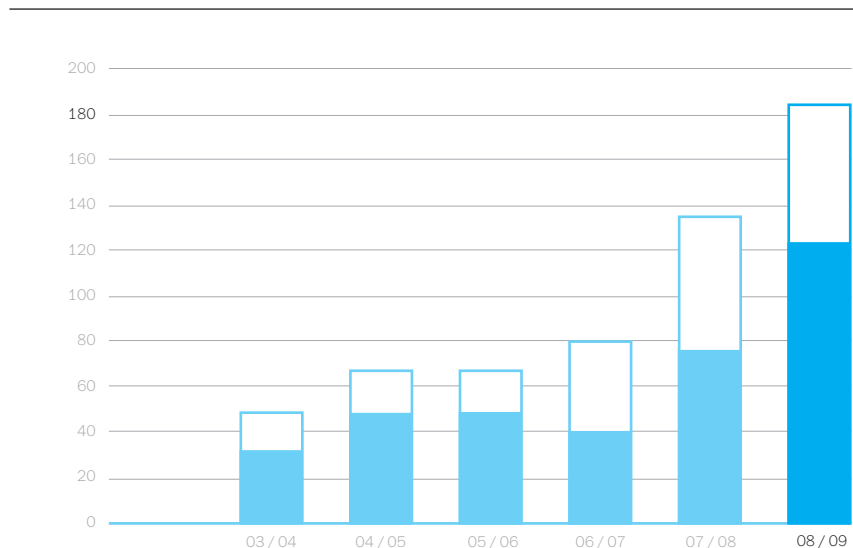
### FUNDS APPLIED TO SCHOLARSHIPS



### Eugenia Bieto

“We’d never say to anybody who shows they’ve got talent ‘you can’t come to esade because you can’t afford it’, quite the opposite, esade is here to help.”

### GRANT-AIDED STUDENTS



### Lic'88 Scholarship Fund

The first-ever scholarship fund set up by a graduating class celebrates its first year of existence. This fund has enabled us to create a scholarship in perpetuity for academically excellent students with limited resources.

Yield from the fund made it possible to award a 50% scholarship to a Bachelor in Business Administration student for the 2008-2009 academic year.

□ Scholarships Funds  
■ ESADE Budget

---

## PROJECTS THAT ARE STRATEGIC FOR THE SCHOOL'S DEVELOPMENT

### Annual Giving Programme

Most prestigious schools in the international panorama have had annual fund-raising programmes from individuals for years. In the 2009/2010 academic year, ESADE has for the first time launched an institutional donations programme directed at all its alumni, faculty and others linked to the institution.

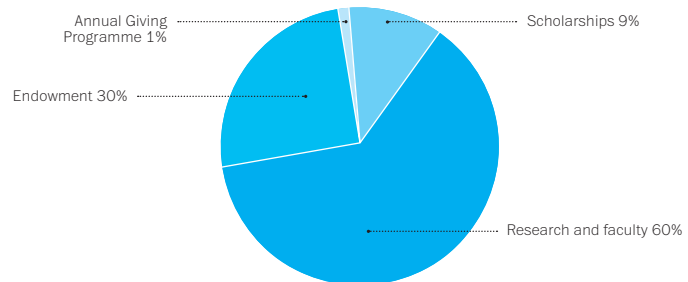
This ambitious project has been allocated seed funding of €40,000 € from the ESADE Fund.

We want meet our challenge of becoming in the best school for the world through the participation of the whole ESADE community: alumni, students, faculty and administrative staff.

---

## GLOBAL ALLOCATION OF CONTRIBUTIONS

### ALLOCATIONS



---

### Pedro Fontana

“If you’re the best school for the world, it’s obvious that you’re also the best school in the world”

# THANK YOU

Our thanks to individual,  
corporations and organisations  
whose economic support is  
sustaining the ESADE

## INDIVIDUALS WHO HAVE CONTRIBUTED TO ESADE THROUGH DONATIONS

Lluís Martínez-Almoyna | Enric Rovira | Joan Torreguitart

## COMPANIES AND ORGANISATIONS WHO HAVE CONTRIBUTED TO THE ESADE FUND THROUGH THE CORPORATE RELATIONSHIPS PROGRAMME

**MEMBERS OF HONOUR** | Agrolimen | ESADE Alumni | Santander | **PARTNERS** | Celsa Group TM Cementos Molins | Vueling | Werfen Group | **SENIOR PROMOTERS** | Abertis | Endesa | Gas Natural SDG | Grupo Comsa EMTE | ISS Facility Services | Roca | **PROMOTER** | Accenture | Acsa Sorigué | Aramark | Bacardi España | Banc Sabadell | Bayer | BBVA | Caixa Manresa | Caja Madrid | Caprabo | Cobega | Critería | Danone | Deloitte | Elecnor | FMC Foret | Freixenet | Fundación Puig | Fundación Agbar | Fundación Caixa Catalunya | Fundación Damm | Ernst & Young | Grupo Catalana Occidente | Grupo Mahou San Miguel | Grupo Novartis en España | Henkel | IBM | Metalogenia | Nestlé España | Penteo ICT Analyst | Pricewaterhousecoopers | Santa & Cole | Zurich | **COLLABORATORS** | Crédito y Caucción | FIACT | INCE | Miguel Torres

## COMPANIES AND ORGANISATIONS WHO HAVE CONTRIBUTED TO SPECIFIC PROJECTS:

**RESEARCH AND TRAINING** | **MAJOR CONTRIBUTORS** | Abertis Infraestructuras | Accenture | Agrolimen | AOPC | Barcelona Digital | BBVA | Caixa Manresa | Cámara Comercio Americana | Critería CaixaCorp | Deloitte | Egarsat | Fundació "la Caixa" | Fundació Caixa Catalunya | Fundació Caixa Sabadell | Fundació Lluís Carulla | Fundación Agbar | Fundación Cultura Banesto | Fundación Instituto Edad y Vida | Fundación Novia Salcedo | Fundación Pricewaterhousecoopers | Fundación Repsol | Gas Natural SDG | Generalitat de Catalunya | Hoteles Hesperia | IBM | ICEX | Inter Partner Assistance Esp. | Interes Invest in Spain | KPMG | Microbank La Caixa | Portevro-serviços de apoio as empresas, Unipessoal, lda | PricewaterhouseCoopers | Promoción y planificación hotelera Soc. Estatal para la Prom. y Atracción de Inversores Exteriores | **OTHERS** | Ajuntament de Terrassa | Asepeyo | Bancaja | Cambra de Comerç de Barcelona | CELSA | CIDEM | Coordinadora de gestión de ingresos | ECR Europe | Fundación privada Miarnau | Gremi d'editors de Catalunya | Institut de gestió Estratègica, promoció econòmica i societat de la informació | Izasa | Ministeria de industria, turismo y comercio | Orange Catalunya | Unió catalana d'hospitals | Wilico wireless networking | **ATTRACTION OF TALENT** | **MAJOR CONTRIBUTORS** | Fundación Banc Sabadell | Cresa Patrimonial | **OTHERS** | Deutsche Bank | "la Caixa" | **INFRASTRUCTURES AND SERVICES** | **MAJOR CONTRIBUTORS** | Cementos Molins | Diputación de Barcelona | E-"la Caixa" | Roca | **OTHERS** | Figueres International Seating | QlickTech

**MOVING ESADE**  
[www.movingesade.com](http://www.movingesade.com)

---

**CONTACT  
DETAILS**

Corporate Development  
T. +34 934 952 058  
[development@esade.edu](mailto:development@esade.edu)  
[www.movingESADE.com](http://www.movingESADE.com)

**ESADE**FOUNDATION