

ESADE today is a well established institution which, while remaining true to its founding mission, has at the same time become a highly respected academic centre in the fields of business management and law. And we take legitimate pride in the successes we have collectively achieved.

Each year, our various programmes are attended by over 12,000 students. Research also plays an ever increasing role in ESADE, as demonstrated both by the growing number of scientific publications and by the launch of many new projects. ESADE is also a platform for social debate, reflected in its constant media presence and also in the numerous public events we organise, in close collaboration with ESADE Alumni.

Our present position is the result of a history of successes which spur us to continue “inspiring futures”.

We are all aware of the many challenges we face in the current environment. To meet these challenges, ESADE needs to draw on its greatest strength, namely the people who make the Institution what it is: our faculty, our non-teaching staff, our students and our alumni. It is they who put their hearts and minds at the service of outstanding teaching and relevant research, and who make a significant contribution to public debate and social change.

I would like to offer all of you a brief explanation of the main lines of our strategy for the coming years and how they will make ESADE a global academic institution which is both innovative and socially responsible.

Globalisation is one of our priorities. So, we will create a portfolio of global programmes both on and off campus, drawing on our strategic partnerships with internationally-renowned schools and universities that share our values. We will

continue to support research that is acknowledged for its rigour and relevance in international forums and which is closely related to global networks. This means that sufficient resources must be available to our research institutes and professorships. We need to globalise our social debate while at the same time reinforcing the globalisation of our brand, our international corporate relations and our presence in the international media. To do this, it is vital for us to work hand in hand with ESADE Alumni, planning joint activities with its worldwide network of chapters.

Innovation is the second pillar of our strategy. A characteristic of the ESADE culture is our ability to be innovative, reflected by the array of initiatives which appear year after year in each department. ESADE must be seen as an innovative academic institution, the most evident signs of which are the development of an in-house educational model, the renewal of our portfolio and the introduction of new ways to transfer research findings to the classroom and to social debate. CREAPOLIS, the InnoEnergy project and the development of a knowledge area, which we have christened “From Science to Business”, are three cornerstones of ESADE's innovation strategy. In line with this strategy, we need to be present in the social networks and to integrate information technology into our entire value chain.

What is more, ESADE must maintain its commitment to social responsibility; it is one of our identifying values. The activities of the Institute for Social Innovation, the inclusion of CSR-related subjects and case studies into our programmes, the SUD project for university involvement in development and, of course, ESADE's own CSR policy, must be integrated into an ambitious strategy which is capable of involving the entire ESADE community.

I would like to insist on two final factors, which will be decisive if ESADE is to continue developing its mission.

The first is the importance of remaining true to our core values: integrity, respect for others, diversity, the search for the common good and the will to contribute to the creation of a fairer society. Given our multi-campus context and the great

diversity within our staff, we will have to work harder than ever to keep ourselves focussed on our common project.

I would also like to emphasise the importance of our fund-attracting scholarships policy, so that anybody with talent, regardless of their economic situation, can have access to our training programmes. Without any question, this must be one of our main collective projects in the coming years.

My final words are of thanks to all of you who form part of the ESADE community for your commitment to the institution. Our future is full of opportunities. Together, over the coming years, we will turn ESADE into a globally respected academic institution that inspires and enables people and organisations to develop innovative and socially-responsible leaderships in order to build a better future.