

EDHEC announces Generations 2050 strategic plan

French business school commits 270€ million to positively transform business education, business activities, and society in an era marked by major tech and climate transitions

For immediate release

Paris, 13 June 2024 – EDHEC Business School, a leader in sustainable business teaching and research, announced a new strategic plan – Generations 2050 – today. This new plan is backed by 270M€ in investments and represents the school and its entire community’s commitment to transforming business to reduce carbon emissions, protect biodiversity, and create a healthy future for all.

Generations 2050 outlines actions for 2024-2028 with a long-term view toward 2050, a crucial milestone for the planet and humanity. We risk grave repercussions if we fail to address significant climate and societal challenges by 2050. 2050 is also the year that young people born during the next four years will graduate from EDHEC, and the school is committed to evolving to provide the knowledge and skills these students will need to operate in a radically different world.

“Reinventing business models for the common good and championing sustainable finance will define our legacy for future generations,” said Emmanuel Métais, Dean of EDHEC Business School. “This new strategic plan, which represents a revolutionary new take on our school’s strategy, is dedicated to accelerating these transformations through impact-driven research, excellence in education, and the commitment of tens of thousands of EDHEC alumni around the globe.”

The Generations 2050 plan consists of three main axes: championing net positive business, empowering students to transform, and accelerating climate finance. To realise these goals, EDHEC will invest significantly in its faculty, academic programs, research centres, and campuses. In the next four years, EDHEC plans to recruit **100 professors and researchers** (for a total of 270) and invest **112M€ in campus renovations and expansions** in Lille and Nice – a large-scale, 90 000m² reimagination of campus spaces with an emphasis on sustainability and social exchange.

Creating a net positive business model

EDHEC is reinforcing its commitment to creating the business model of tomorrow, one that is not just net zero but net positive. To meet this goal, EDHEC **will invest 21M€ over the next four years** to expand sustainable entrepreneurship activities and launch a **Centre for Net Positive Business** to help companies surpass basic CSR benchmarks. This new centre will be headed by EDHEC Professor René Rohrbeck¹ and will explore how companies can have a positive impact² on society and the environment. The centre will initially focus on:

- Decarbonising the construction sector, which is responsible for roughly 26% of greenhouse gas emissions worldwide (38% in Europe).³

¹ [Link to his biography](#)

² Source: “Net Positive: How Courageous Companies Thrive by Giving More Than They Take” (Paul Polman, Andrew Winston)

³ Source : <https://www.weforum.org/agenda/2024/01/circular-economy-how-lighthouses-in-the-built-environment-can-drive-value/>

- Improving global access to healthy food. (1:3 people in the world suffer from some form of malnutrition.)

The addition of this new centre represents an important expansion of EDHEC's existing sustainable entrepreneurship activities, including startup research and learning programmes spearheaded by the **Centre for Responsible Entrepreneurship**. In 2023, the centre released the *Responsible by Design*⁴ (RED) methodology, which places responsibility at the heart of startups and new companies from their inception. The RED methodology is used in all EDHEC startup programmes and by startups that receive financing through the Generations Powered by EDHEC impact fund, which has a budget of 40M€. The RED methodology is already being used by 1000+ startups across Europe, and it is EDHEC's goal to continue to make this methodology available to all who want to use it as a reference for sustainable business.

Empowering to Transform

Today, 80% of young people say they want a job that delivers social impact and allows them to drive change in the world around them.⁵ These young people demand that companies evolve and take a more active role in addressing problems such as poverty and biodiversity devastation. EDHEC is committed to giving young people the tools – and the confidence – they need to transform business for a better tomorrow.

EDHEC's [NewGen Talent Centre](#) has spent decades researching the needs of students and young professionals and has created an Impact Skills Model⁶ that teaches students how to make decisions, mobilise those around them, and commit to moving society forward. This skills model is at the centre of EDHEC's academic programmes, which focus on providing education that teaches:

- **Critical thinking:** A mindset that questions established systems and imagines viable alternatives.
- **Initiative:** The confidence to carry out concrete projects and produce tangible results.
- **Collaboration:** The skills needed to work with others to achieve profound and lasting change.

In Fall 2024, EDHEC will launch a new learning pathway called **Transformative Journey** that will propose courses and workshops to support students in acquiring the expertise and mindset necessary (Impact Skills) to lead economic, social, and environmental transformations. These courses represent at least 20% of the credits required to graduate from all degree programmes. An example of this new initiative will be the creation this fall of a new hackathon for first-year master's students in which they will reimagine a multitude of alternate futures for 2050. EDHEC will also reformat the *Sustainable Impact Project for International BBA* students to give them more time to work with volunteers and NGOs.

EDHEC also plans to launch a **Citizens Association** label for its 100+ student associations to expand civic activities and projects. Under this new initiative, associations that meet specific criteria in ethics and governance and social and environmental impact will receive a Citizens Association label that will attest to the club's commitment to diversity and inclusion, collaboration, and social solidarity. Students will learn to become considerate and engaged citizens through their work with other students as part of these associations. By the end of 2028, 100% of EDHEC's student clubs will be on their way to being certified as Citizen Associations.

⁴ More information can be found at: <https://startup-guide-responsibility.edhec.edu/english-version-home>

⁵ Source: [EDHEC NewGen Talent Centre – Barometer of first employment challenges \(3rd edition\)](#)

Accelerating climate finance

As we tackle the challenge of reimagining business for a greener future, we must also push to transform the finance industry. To this end, **EDHEC will invest 41M€ to champion green finance** across all educational programmes and leverage the EDHEC-Risk Climate Impact Institute (ERCII) expertise, including **Scientific Portfolio**. This FinTech tool helps investors analyse and anticipate climate impacts on stocks and supports economic decision-makers.

As part of this initiative, EDHEC will create a **Climate Finance School** to ensure that students and global decision-makers, both public and private, benefit from the green finance research produced by ERCII. Climate finance will be taught in all degree programmes as part of core courses (to raise awareness), in Finance programmes (to provide basic skills and knowledge), and in sustainable finance specialisations (to ensure in-depth training). New professors and researchers will be recruited for this initiative, as will experts from industry, regulating bodies, and non-profit organizations.

Scientific Portfolio is a FinTech company that helps investors independently analyse and construct asset portfolios. Incubated within the EDHEC Finance ecosystem, it bridges the gap between current academic research and the financial industry, especially in climate finance and sustainable investment. Inspired by the Scientific Beta⁷ model, this startup is a recent example of EDHEC's entrepreneurial approach to applied research, which is to produce impactful research that is useful to the professional world and that also ensures the school's long-term financial health and independence.

An exceptional educational experience

EDHEC is committed to continuously enhancing the student experience through significant investments in the modernization of its campuses in Lille, Nice, Paris, London, and Singapore, as well as personalised teaching and learning with AI. These investments are made possible by the commitment of EDHEC's global alumni network and the **EDHEC Foundation**, which provides the financial support necessary to take on ambitious new learning and research projects.

As part of the Generations 2050 strategic plan, **EDHEC will devote 20M€** to creating **EDHEC AI**. This ambitious initiative will accelerate the adoption of Artificial Intelligence in education and administrative activities. EDHEC Professor Michelle Sisto will lead efforts to develop innovative AI and management science courses that will give students the expertise they need to lead AI transitions in the workplace. EDHEC is cognisant of the speed at which AI is being integrated into business, and the school is set to launch a new master's track called *Data Science and AI for Business* in September.

EDHEC also plans to implement new pedagogical approaches created in its PILab⁸, as well as personalised student pathways (adaptive learning, AI tutoring, etc.) already in use on EDHEC Online, the school's 100% digital learning platform. With the expansion of these new learning tools, EDHEC Online is expected to double in size by 2028.

To ensure an optimal learning experience and recruit the brightest students, EDHEC will invest 112M€ in its campuses, renamed **EDHEC Share and Care Campuses**. This massive campus project includes dramatic updates

⁷ [The EDHEC Business School Association and its Foundation announce the signature of an agreement for the sale of a 93% interest in Scientific Beta to Singapore Exchange Ltd. | EDHEC BUSINESS SCHOOL](#)

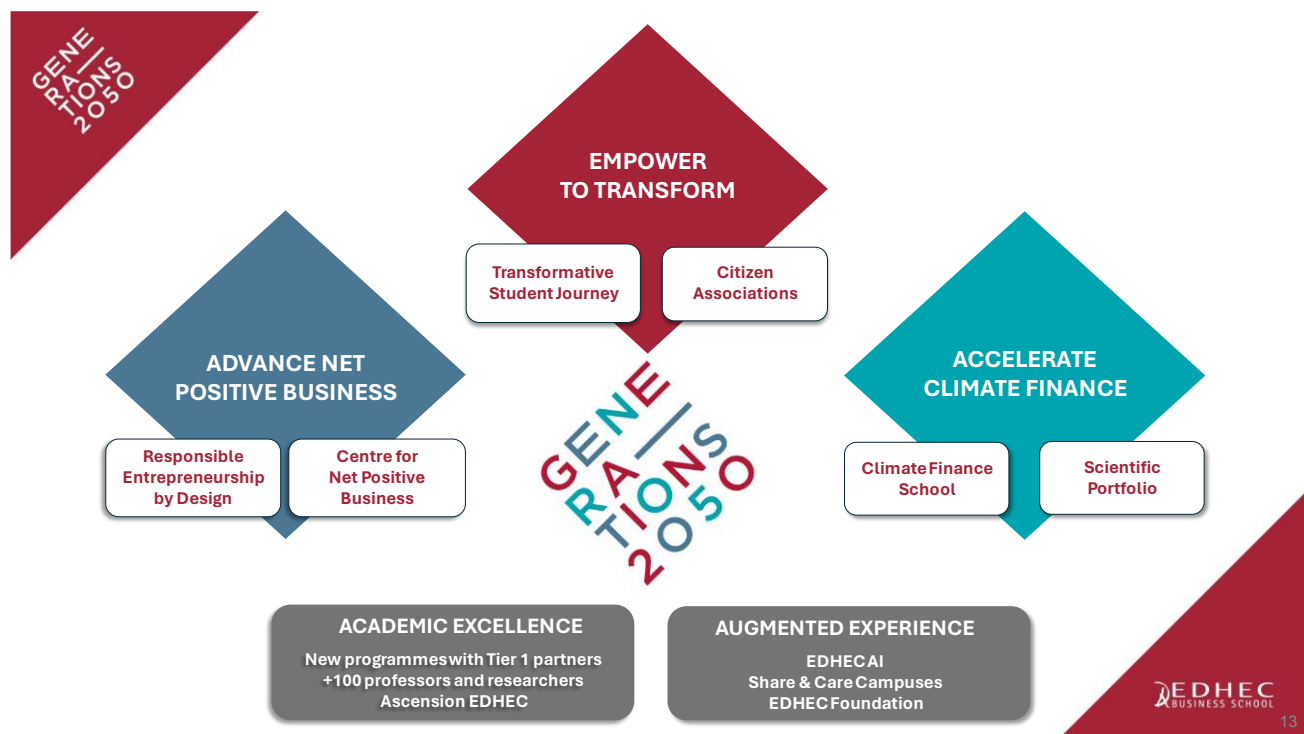
⁸ Education Innovation Lab

to the Lille campus and the creation of an additional 7000 m2 of learning and research space for the Nice campus. These projects, which will focus on creating campuses that balance teaching and learning activities with the needs of the local environment, will enable EDHEC to reach net zero carbon emissions by 2030.


EDHEC’s modernized campuses will offer new hybrid learning and living spaces where people can meet, exchange ideas, and work. The Lille campus, which includes the Jean Arnault Campus for entrepreneurship, will be reimagined to enhance the beauty of its existing wooded park and to spotlight existing buildings that represent EDHEC’s rich history in the North of France. A new student hub will also be created to house the library, dining areas, and a 100% sustainable amphitheatre. This new hub will be called the Agora, Greek for “meeting place.”

EDHEC’s Nice campus is located along the world-famous Promenade des Anglais, which overlooks the beautiful Mediterranean Sea. The school is excited to be a part of Nice’s vibrant and rapidly evolving business district and is eager to move forward with plans to expand its presence and boost its local impact.









Annex 1: EDHEC Generations 2050 Strategic Plan Overview




Annex 2: EDHEC in 2028



EDHEC in 2027-28

 <p>12 300 students Academic excellence, international development and innovation</p>	 <p>Budget 250 M€ +45% vs. 23-24</p> <p>Investments 270 M€ incl. 112 M€ Capex</p>	 <p>+ 200 employees + 100 Professors and Researchers + 100 Staff Members</p>	 <p>A full-range of high-quality programmes</p>
 <p>A commitment to net positive, realized through the transformative actions of alumni and research with impact</p>	 <p>An international reference in climate finance with a cutting-edge ecosystem Scientific Portfolio, Scientific Infra & Private Assets, EDHEC-Risk Climate Impact Institute</p>	 <p>EDHEC AI A benchmark in the use of AI in education and business</p>	 <p>Share & Care Campuses An exceptional student experience</p>



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Press Contacts:

Lynn Anderson Davy - lynn.davy@edhec.edu - +33 07 68 89 98 42

About EDHEC Business School

EDHEC Business School, a leader in management education in Europe since 1906, has been ranked 7th Best Business School in Europe by the Financial Times for three straight years. EDHEC's 2024-2028 strategic plan – Generations 2050 – reflects the school's dedication to accelerating the world's most important economic, social, and environmental transformations through education and research with impact. EDHEC's 55K students and alumni – entrepreneurs devoted to reinventing business for the common good – are committed to reaching these goals.

EDHEC's model – based on research that benefits society, business, and students – is unique and sets it apart from competitors. EDHEC's campuses are centres of excellence, innovation, foresight and diversity, and are committed to serving future generations in a world undergoing radical change. Our "raison d'être" is to make a positive impact on the world.

EDHEC profile

- 9400 undergraduate students, 175 professors, and researchers, 14 centres of expertise, 130 nationalities



- A portfolio of 29 transformative programmes: Bachelor (BBA and BSc), Master in Management, Master of Science (MSc), MBAs (Full-time, Executive MBA and MBA Online), PhD in Finance, EDHEC Executive Education (for managers, executives, and entrepreneurs), EDHEC Online (created in 2018) for distance learning
- 3 French campuses that offer rich student experiences in Lille, Nice, and Paris, as well as 3 entrepreneurship campuses: the Jean Arnault Campus in Roubaix, EDHEC Entrepreneurs at Station F, the world's largest start-up campus in Paris, and Techforward in partnership with Eurecom and Institut les Mines-Telecom at Sophie Antipolis in Nice
- Triple accredited for the highest quality in business education by AACSB, EQUIS, and AMBA

Learn more at: <https://www.edhec.edu/en>.