




2023 - 2024



REPORT

AD Education, European's leading network of creative higher education

36 000 students , **19 schools** ,
in  **70 campus** present
in **10 European countries**,
including France, Germany,
Italy, Spain and the UK.

15 years of experience
in education, for the creative
professions.

Barreira
Arte+Diseño


Accademia
Italiana


animum


ICMP


ING


SCIE
INSTITUTE


E
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IAAD.


iSCOD


e
CV
école de
création
visuelle

condé
— LA GRANDE ÉCOLE DES ARTS APPLIQUÉS

ESP

Media
University 

ÉCOLE SUPÉRIEURE
DU PARFUM
& DE LA COSMÉTIQUE


CEV

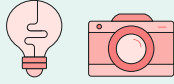
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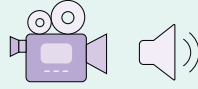

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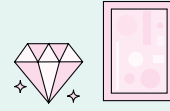
AD Education offers training of excellence in 5 fields



Design



Audiovisual



Luxury & Culture



Communication & digital



Animation & Game

In initial training for tomorrow's professionals.

In part time training for professionals developing new competencies or undergoing reskilling, and for jobseekers.

In work study, or not.

Face-to-face at one of our **70 campuses across Europe.**

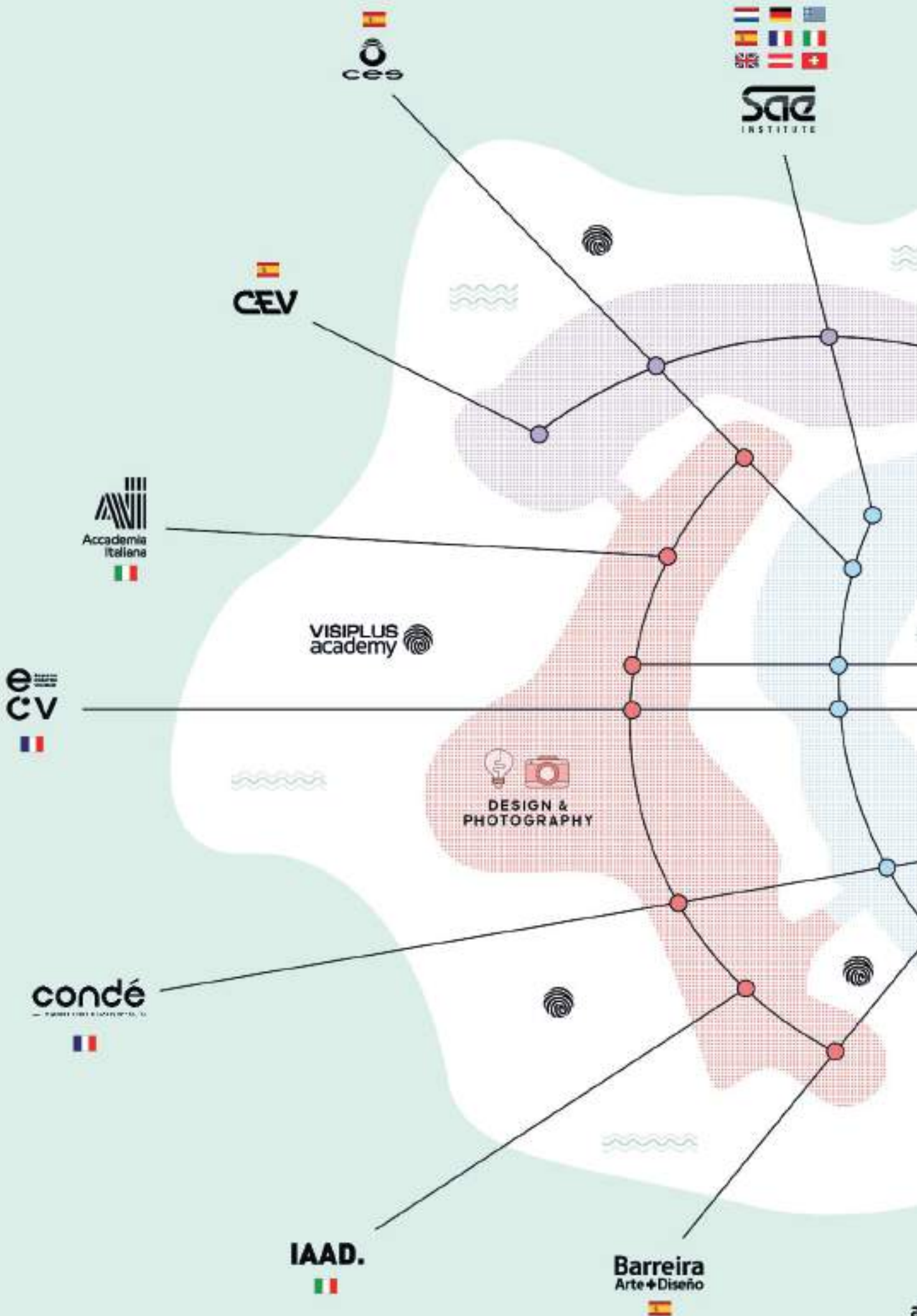
In hybrid mode to offer learners greater flexibility with distance learning courses and on-campus learning experiences, with direct contact with teachers and professionals.

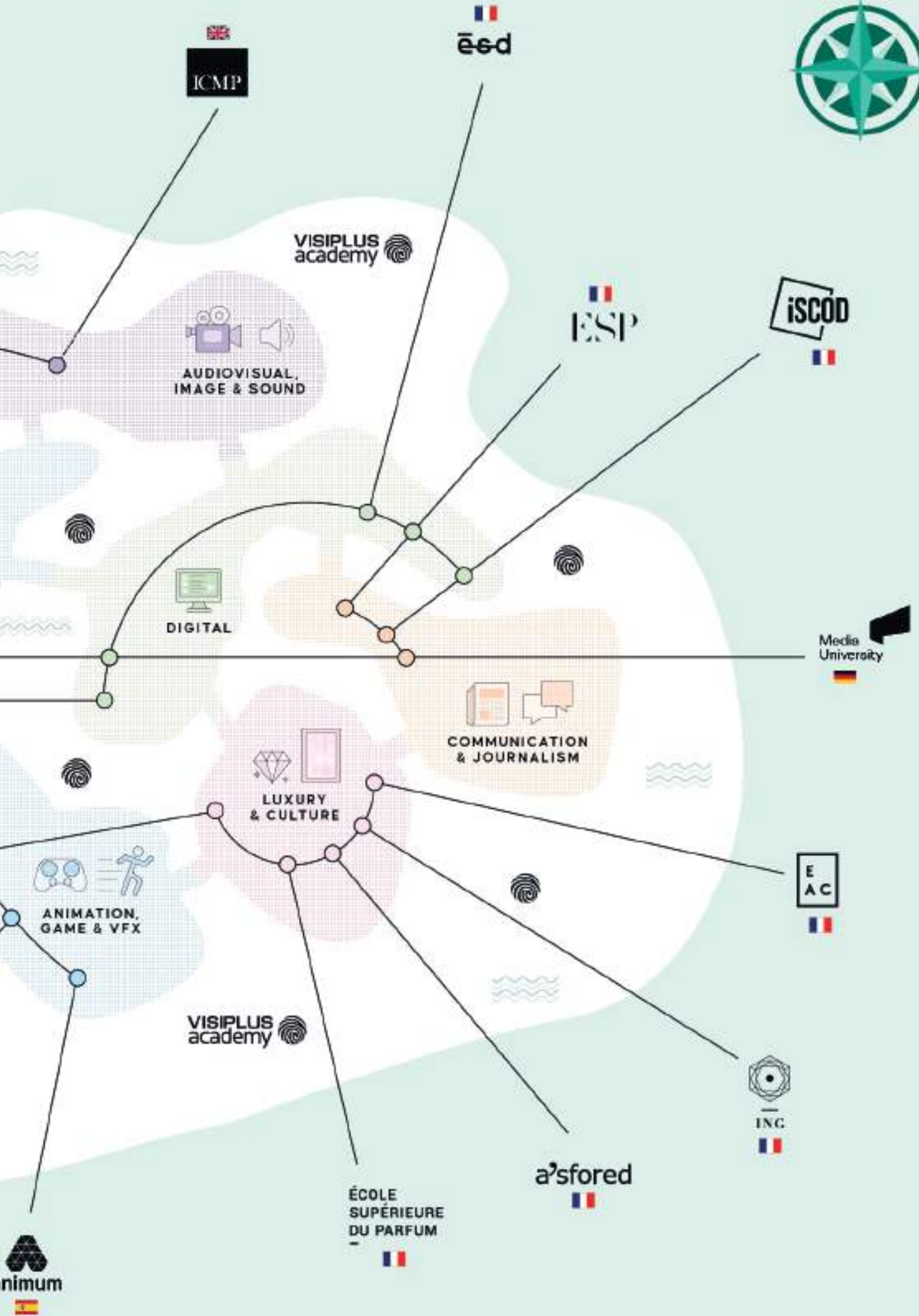
Distance learning for greater flexibility in terms of schedules, levels and geographical locations.

A broader scope for this 2023-2024 report

In the Group's first ESG report, covering the 2022-2023 academic year, the SAE Institute, ICMP and Oktogone schools were excluded from the scope, due to insufficient information on these recent acquisitions.

This 2023-2024 edition now includes the ESG actions of the entire Group.







Édito

A year ago, we published our first ESG report, emphasizing the immense responsibility of a European higher education group like ours to support the irresistible transformation of the world and society in the face of climate and social challenges. The publication of this report was an opportunity to communicate on the Group's strong ambitions in terms of environmental, social and governance matters: carbon neutrality by 2030, sustainable campuses, integration of climate issues into curricula, circularity, various governance bodies, social inclusion...

This second report shows the significant progress we have made together over the past year.

To mark this ambition, we have decided, as a major player in training for the creative professions, to join the *Convention des Entreprises pour le Climat* as part of a program dedicated to shaping "new imaginaries" (see p. 33).

This program reminds us of our essential mission as a player in education. We have tremendous leverage: we are training the professionals of tomorrow. Those who will convey new imaginaries, sober and desirable, through their creations, their films, their advertisements, their designs, their creative projects. It's our role to turn our 36,000 students into knowledgeable professionals, but also conscious and committed citizens!

The past academic year was also an opportunity to strengthen our social role... Across our 19 schools and 70 campuses, our teams were mobilized to help students find a job, to secure an inclusive experience for all, with respect for diversity, and to enable young people to put their creativity to work for others.

AD Éducation has also launched a number of financial and operational support programs, to offer equal opportunities, to help young people in difficulty to successfully complete their studies. These programs will now be supported by the AD Education Foundation, which operates under the aegis of the *Fondation de France*, and whose creation was ratified in September 2024. Finally, in terms of governance, 2023-2024 was the year of consolidation for the ESG committees, which are taking their place in the Group's governance.

I'll leave you to discover in this report the actions carried out during the 2023-2024 school year across AD Éducation Group's campuses. It is not an exhaustive list, but it rather highlights some significant initiatives.

I'd like to thank all our teams and students, as well as our partners and investors, who are helping us to meet these challenges together.

Enjoy your reading!

MARTIN CORIAT
Managing Director Groupe AD Education

A handwritten signature in black ink, appearing to read 'M. Coriat', with a long horizontal flourish extending to the right.

ESG : AD Education's commitments

ENVIRONMENT

Aiming for carbon neutrality by 2030

- ⌚ Conduct an annual carbon assessment and adhere to a stringent low-carbon trajectory.
- ⌚ Offer at least one teaching experience (course, seminar, Masterclass, training) dedicated to climate change, every year, for every student.
- ⌚ Make every campus a sustainable campus: switch to green energy, ban the single use of plastic waste, encourage waste recycling...
- ⌚ Establish a sustainable purchasing and recycling policy for the Group's equipment and consumer goods.

SOCIAL

Offering an inclusive experience that respects diversity

- ⌚ Develop an effective policy in favor of the integration of people with disabilities, for students as well as for staff.
- ⌚ Create a Diversity & Inclusion working group in each country and school.
- ⌚ Help students finance their studies, through grants, loans and work-study programs.
- ⌚ Support charities, financially, through skills sponsorship and student projects.

GOVERNANCE

Leading by example in the higher education sector

- ⌚ Set up an ESG committee at group level, relying on ESG ambassadors in each country/school.
- ⌚ Establish a set of policies to harmonize ESG practices across all schools and countries.
- ⌚ Promote a modern, diverse and open governance, in particular by targeting a ratio of 40% to 60% of women on each executive committee.

ESG : What milestones have we met in 2023-24?

70% of schools

offered courses on environmental issues this year.

6,300 students

took the Axa Climate School online courses to better understand climate challenges.

4 campuses



installed solar panels to increase the use of renewable energy.

The Group's ESG committee met

once a month

to steer the Group's ESG strategy, and country committees are up and running in Germany, Italy, Spain and the UK.

15 campuses



carried out energy efficiency work (installation of low-energy lighting, connected thermostats, heat pumps, etc.).

2000 tons of greenhouse gases

have been offset through a carbon offset contract with SQC QualiCert.

The Group has provided up to **1.5 million euros** of financial support to enable all students to complete their studies.



Highlights of the year

Back to school 2023

Relocation of Frankfurt and Munich campuses to more energy-efficient buildings.

October 2023

Deployment of ESG committees by country.

January 2024

Launch of a carbon accounting reporting for each country (excluding France), certified by the QualityCert label.

March 2024

AD Education joins the *Convention des Entreprises pour le Climat* (New imaginaries Program).

April 2024

First promotion of Skillers, our intensive online training program for the professional integration of young people in difficulty.

May 2024

2nd edition of Com' For Climate: for 2 weeks, 2,400 students from ESP from all over France put their communication skills at the service of the ecological transition.

June 24

Creation of the AD Education Foundation.

Environment

In terms of GHG emissions, the AD Éducation group has set itself the ambitious goal of achieving carbon neutrality by 2030.

But, as a player in the education sector, our mission goes far beyond reducing our emissions: we have a major role to play in raising awareness of climate issues among our 36,000 students, and training them to become players in the ecological transition, in their jobs and in their civic lives.

With regards to the Environment, the year 2023/2024 was marked by three main achievements:

- ④ the **completion of a carbon assessment by entity for AD Education's subsidiaries in Germany, Spain, Italy and the UK**, and the contribution to a carbon offsetting program ;
- ④ the integration of courses, new modules and even **dedicated training courses on the theme of ecological transition** into our schools' curricula ;
- ④ the **mobilization of communication professionals**, gathered for the 2nd time by AD Education around ecological issues, as part of the Com for Climate operation.

AD Education's carbon footprint

AD Éducation Group's carbon footprint assessment was renewed in 2024, based on data from the 2023/2024 financial year, for all countries except France, where it will be updated in 2025.

Since the completion of the AD Éducation Group's first carbon footprint in 2022, **the scope has been significantly modified by:**

🕒 **In France: the integration of Oktogone in 2022.** As a pure player in distance learning, the assessment of the carbon footprint of this activity will have to be analyzed in the future using an appropriate methodology. We are already thinking about the impact of the digital learning journey and how to reduce it.

🕒 **In Europe: the acquisition and subsequent integration of the SAE network significantly extended our activities outside France, notably in Germany, Spain, Italy, Switzerland and the UK, making it difficult to present a succinct comparison with the previous year.**

This year, therefore, we are mainly presenting the carbon footprint 2023/2024 for schools outside France, where carbon assessments were carried out this year on all campuses.

Carbon footprint in Europe (excluding France), in 2023/2024

For the scope outside France, the Group's ESG Committee commissioned an independent expert firm, SQC Quality-Cert, to consolidate and report the data for Europe, based on the DIQP Standard (German Institute for Quality Standards and Testing e.V).

This report includes the greenhouse gas (GHG) emissions of:

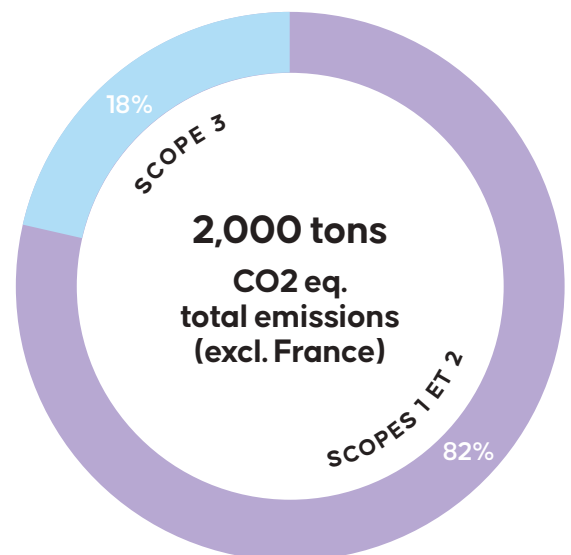
- 🕒 13 schools in 7 countries ;
- 🕒 on a scope 1 and 2 extended to employees' business travel and some purchasing items ;
- 🕒 over a 12-month period (2023/2024).

The consolidated results of this carbon footprint are as follows:

- 🕒 Total GHG emissions outside France: 2,000 tonnes of CO2 equivalent ;
- 🕒 Share of Scope 1 and 2 emissions: 82%.

The Group has two priorities for the future:

- 🕒 Reduce GHG emissions in areas where measures have already been taken (energy, transport) ;
- 🕒 Offset residual emissions with internationally certified programs (such as SQC-QualityCert).





Our decarbonisation strategy

The strategy developed in 2022/2023 rely on these 3 components:

1. Measuring

We will continue to report on key items (energy and transport) that enable us to monitor the impact of our actions in all our schools and countries.

2. Reducing

An action plan is underway to achieve carbon neutrality by 2030. The Group's ESG Committee is in charge of coordinating and reporting on these actions, in order to share best practices between schools.

3. Offsetting

Each international school has obtained SQC-QualityCert 'Carbon Neutral' certification for Scope 1 and 2. All emissions identified outside France have been offset by SQC QualiCert in accordance with the international Verified Carbon Standard VCS. In 2022/2023, only Germany voluntarily offset its emissions with SQC QualiCert by the Gold Standard.

Students, employees, teachers and suppliers are all mobilized to reduce our carbon footprint. In the following pages, you will find the main achievements of the year 2023-2024 and the main levers of ecological transformation used by our Group.

Living, working and learning on sustainable campuses

Since the energy crisis of 2022, we have stepped up our efforts to raise awareness of the need for energy conservation. Building management systems (BMS) have enabled us to significantly reduce energy consumption.

These optimizations are ongoing, and we are extending them year after year to all our campuses, while increasing the use of renewable energies.



Relocate our facilities to high-performance buildings

Several SAE campuses in Germany have invested in energy-efficient buildings:

🕒 In Munich, the school is now located in a 2000 m² LEED-certified building (Leadership in Energy and Environmental Design for ecological building).

🕒 In Frankfurt, the new campus was inaugurated last July: 1200 m² certified DGNB-Gold (The Global Benchmark for Sustainability).

🕒 In Nuremberg, the new 1000 m² campus opened in September 2024. It too is DGNB Gold certified.

Since moving into the new buildings, heating-related energy consumption has already been cut by 50%.

Another advantage: these ultra-modern premises, innovatively configured with open spaces for interdisciplinary learning and working, recording studios and creative rooms, offer students an **ideal setting for developing their creative skills**.

With the same goal of energy efficiency and creativity, the ESP campus in Lille has undergone a total renovation.



Self-consumption objective

« **Green roofs, water-saving equipment, recycling bins... At Ecopolis, sustainable development is at the heart of our approach. It's an ideal environment for raising our employees' awareness not only of energy efficiency, but also of waste reduction and recycling.** »

Explains Marion Clergeat, Director of Education and Quality at Oktogone.

Oktogone's head office is located in the Ecopolis office park in Sophia-Antipolis (France). The building's technical installations have been upgraded to increase energy efficiency. **Solar panels have been installed for**

self-consumption. They are already used to power the electrical recharging points for the cars, as well as the common areas.

Renovating and converting existing buildings

In the past year, other campuses in Europe have carried out energy renovation projects and/or refurbishments to reduce energy consumption:

🕒 The CES campus in Madrid, Spain, began major work in October 2023 to install 92 photovoltaic panels on the roof of the main building, producing 80,000 kW per year.

🕒 In the UK, the new SAE campus at Leamington Spa is equipped not only with solar panels, but also with a heat pump heating system. All lighting is also fitted with sensors to reduce electricity consumption.

🕒 On SAE's French campuses, tungsten lighting in the movie theaters was phased out at the start of the 2023 academic year, in favor of LED lighting to reduce energy consumption and heating intensity while maintaining the same light intensity as traditional lighting.

Towards 100% renewable energy

Today, 45% of our campuses have green energy contracts. In 2023, the CEV Barcelona campus opted for 100% renewable energy.



But also...

🕒 The EAC campus in Lyon has installed photovoltaic panels to reduce its energy consumption.

🕒 The Accademia Italiana campus in Rome has integrated a new, modern, high environmental performance building.

🕒 In 2023-2024, about ten campuses have deployed LED lighting throughout their buildings.

Reduce, sort and recycle our waste

Facilitating waste management and circularity on campus

On all campuses throughout Europe, facilities have been set up to facilitate waste management and meet local requirements.

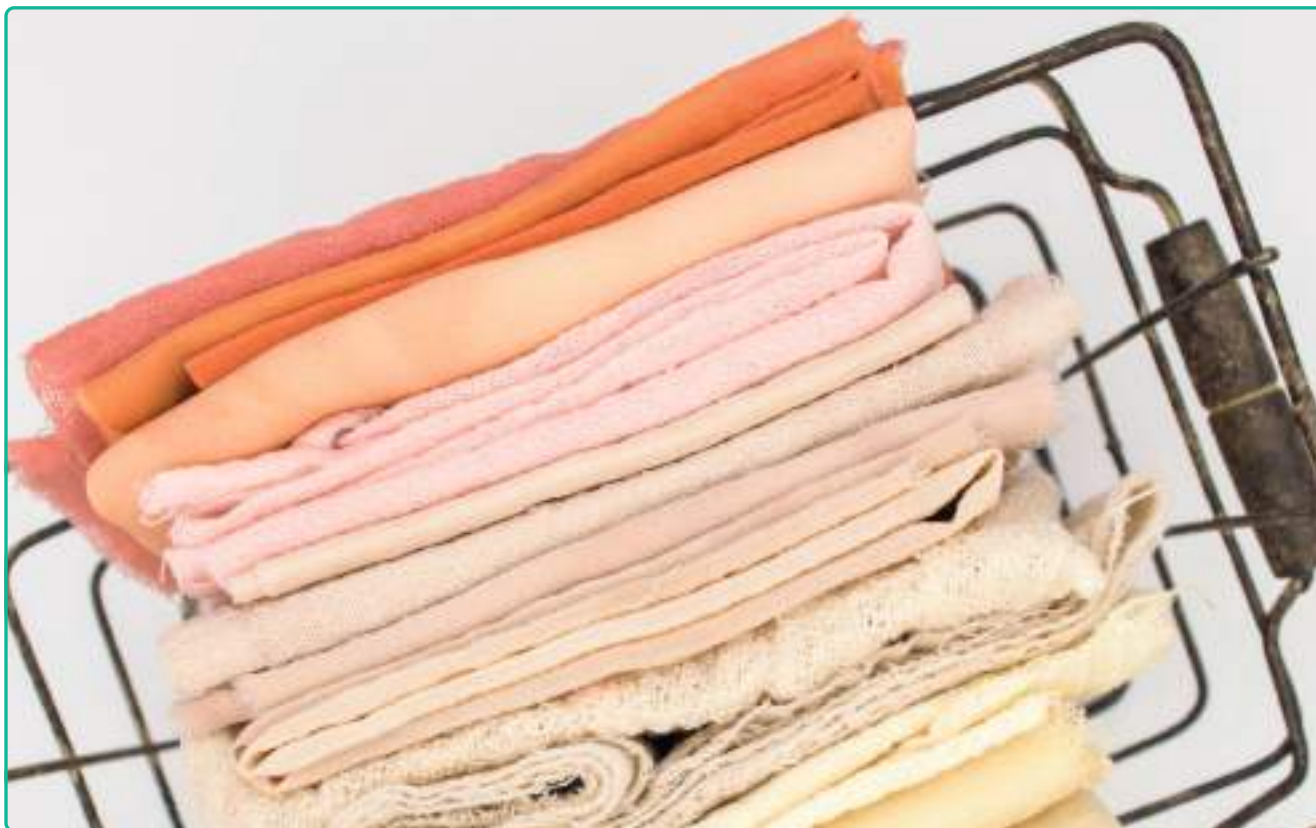
To take things a step further, the Ecole de Condé campuses have organized collection and recycling or up-cycling operations:

🕒 In Nice and Toulouse, a “Chutothèque” and a “Bourse au matériaux” have been set up, where students can bring in materials they no longer use in their creations and/or pick up what they need.

🕒 To encourage circularity, a similar system has been set up on the Nancy, Bordeaux and Lyon campuses for students’ personal items. They can put what they no

longer use at home into a “Give Box”, so that it can be used by others and avoids the need to buy new items.

🕒 Finally, on the Marseille campus, a partnership has been set up with Recyclop, a social enterprise of general interest, to raise students’ awareness of the environmental impact of cigarette butts, and to set up ashtrays to collect and then recycle the butts.





Modular furniture built from waste by students from Accademia Italiana

Putting student creativity to work for the circular economy

The development of a **circular economy** and an economy based on use rather than possession are key to the ecological transition. To raise students' awareness of these levers for change, we have developed educational projects on this theme. Here are 2 significant examples for the 2023-2024 school year.

🕒 In Valencia, Spain, the Barreira school ran a responsible fashion project with Percentil, an online platform for second-hand clothing. The students' challenge? Create clothes and looks from existing garments supplied by Percentil. To show the general public that upcycling is an economical and ecological solution for dressing up, the selected creations were exhibited in Percentil's store in the center of Valencia and put up for sale on the Upclick website.

🕒 In Italy, Accademia Italiana ran a project with logistics operator Fercam on recycling materials. Students in the 2nd year Product and Space Design program at the Rome campus designed modular seats and tables using packaging waste such as pallets, plywood and other discarded wooden elements.

These furniture pieces were then prototyped by the Eco Labs social carpentry and displayed in their open-air laboratory inside the Circus Maximus for the Rome 2024 marathon.

But also...

🕒 ECV Nantes students collaborated with the REVERT association during a week-long workshop to reuse and transform advertising tarpaulins destined to be thrown away.



Responsible fashion project with Percentil me - Barreira School in Valencia

Putting environmental issues at the heart of student's curricula

Raising awareness of climate change

In 2022-2023, AD Éducation launched the roll-out of **Axa Climate Climate School** to train Group employees in climate and sustainable development issues. Deployment continued in France over the past school year, and was opened up to students. Today, 6,363 students have taken part in the 20 hours of e-learning training.

The ECV network has deployed a **training program with the Open Lande organization to enable all employees on the 5 campuses** to become familiar with environmental issues (climate, biodiversity, resources, etc.), understand the consequences for human beings and discover the regenerative economy. The training was followed by a time of collaborative work on how to make ECV a regenerative organization.

Gain a better understanding of the specific challenges of the creative professions

Since the creation of the SAE France Audiovisual Bachelor's program in 2023, all students have taken part in a **1.5-hour awareness-raising module** run by the Ecoprod association. This training enables students to

understand and reduce the environmental impact of their future work practice, and to discover the basics of eco-production.



Anticipating changes in the creative professions

Environmental issues are already permeating all of the Group's training courses, preparing students at our 19 schools to meet the challenges of tomorrow. More and more schools are going further, introducing **dedicated modules or courses to anticipate the evolution of the creative professions** in the context of the ecological transition, and even creating degrees linked to the ecological transition.

At Oktogone, for example, modules on responsible communication, responsible marketing and responsible purchasing are already available to students. To take things a step further, Oktogone's teams have launched a Level VII (bac+5) program, leading to **professional certification for the Green IT Manager profession**.



Climate Fresk on ESP Bordeaux campus

But also...

- ⊕ At EAC, a French school dedicated to careers in culture, luxury goods and the art market, there is now a Design and Eco-packaging course and a course on sustainable development.
- ⊕ In 2023, ECV launched a course on Responsible Design.
- ⊕ Italy's IAAD opened a Master's degree in Mobility Solutions in 2023.
- ⊕ ESD has introduced a Green UX course for its Master's in UX Design, to teach students to apply the concepts of digital frugality, management of energy consumption of interfaces and optimization of resources, while maintaining standards of accessibility, performance and user satisfaction.

Com' for Climate : Putting students' creativity for sustainable development

On May 27th, 2024, the École Supérieure de Publicité (ESP) launched the 2nd edition of Com' for Climate, an educational project designed to mobilize future communications professionals in support of the ecological transition. This year, 2,400

students from the Paris, Bordeaux, Lyon, Toulouse and Nantes campuses put their creativity at the service of one of the pillars of ESG by working on ecology-related issues.



For two weeks, the students were divided into 240 agencies, each comprising 10 future professionals.

Together, they responded to briefs from advertisers such as Greenpeace, Samsung, Orange and Fermes d'avenir. The winning projects were presented at an awards ceremony at the Grand Rex theater in Paris, attended by a number of leading figures from the communications industry, including partner agencies Hopscotch and Saatchi & Saatchi.

This fortnight of mobilization is punctuated by conferences, workshops and masterclasses led by renowned experts such as Magali Jalade, Director of Public and Legal Affairs at ARPP (Autorité de Régulation Professionnelle de la Publicité), Luc Wise, Founder of The Good Company, Cédric Ringenbach, founder of La Fresque du Climat,...

During these conferences, students were able to deepen their knowledge of climate change, as well as tackle "business" issues such as the production of "frugal" videos in terms of digital pollution, or low-carbon communication.



Com' For Climate closing party

Social

One of our fundamental commitments is to offer an inclusive educational experience to all our students, that respects diversity.

In our recruitment, our communication and our teaching, we take great care to respect the principles of equality and non-discrimination, whether in terms of age, gender identity, sexual orientation, ethnic origin, religion...

We have a duty to set an example. We also want to go further and be an active player in fostering equal opportunities.

In 2023, in France, 12.5% of young people aged 15 to 29 were neither in employment nor in education or training, i.e. **1.4 million NEETs** (neither in employment nor in education or training). We refuse to see young people be excluded from society because they have no qualification, left school too early or lack the financial means to continue their studies.

Our partnerships with associations such as *Nos Quartiers ont du Talent* and our Skillers program enable us to help dozens of young people gain qualifications and find employment.

With regard to our Social commitment, the year 2023/2024 was marked in particular by **three major achievements** :

- ④ **the creation of the AD Education Foundation**, under the aegis of the *Fondation de France*, whose aim is to coordinate existing programs and partnerships, but also to finance actions in favor of education and equal opportunities ;
- ④ **the launch of Skillers**, a 3-month 100% distance learning program to help young people in difficulty find their way back into employment ;
- ④ **an increase in the budget allocated to tuition grants**, notably on the basis of social criteria, to enable a greater number of students from diverse social backgrounds to access our degrees.

Developing campuses open to all



Accademia Italiana

Putting diversity, equity and inclusion at the heart of our practices

The ADÉducation Diversity Charter applies to all Group employees, internal examiners, subcontractors and consultants, as well as to students.

As part of our commitment to offering an inclusive experience that respects diversity, the SAE campuses in Germany have set up a **committee dedicated to diversity and inclusion matters**, bringing together volunteers from among employees (and soon from among students). Every month, the **DIE&B Café (Diversity Equity Inclusion & Belonging)** is held as an open meeting place for sharing ideas, best practices and working on projects to better integrate minorities.

One of the major projects carried out by this body in 2023-2024 was the development and implementation of **gender-sensitive language rules** in all internal and external school communications (websites, presentation brochures, intranet, job offers, etc.), as well as in the teaching provided. The student administration system has also been adapted to **better integrate transgender and non-binary students**.

Inclusivity and diversity, a central theme in student projects

In Italy, the Accademia Italiana ran a creative competition on its Florence and Rome campuses. The students involved had to create a **sign posting campaign promoting diversity and inclusion**. The best project will be displayed at the start of the 2024 academic year.

To raise public awareness of the difficulties faced by some students, students at SAE's London campus in the UK worked on a **documentary mini-series that explores crucial issues for young people** such as mental health, drugs, the cost of living, etc.



Ecole de Condé Paris

Welcoming disabled students and employees

One of our ESG commitments is to develop an effective policy in favor of the integration of people with disabilities, for both students and staff. We therefore take particular care to ensure that all our facilities comply with standards guaranteeing access to all our visitors.

On the SAE campus in Milan, renovation work will be carried out this autumn to **improve accessibility for the disabled**.

The Madrid campus of the CES school in Spain has integrated a training **module on social inclusion** into its TEAS (sport degree) courses. Students are made aware of the difficulties faced by the visually impaired and the inadequacy of most public places, by taking their place for a few hours. The workshop was much appreciated by the students, who described it as a "real wake-up call".



Inclusion course on CES Madrid Campus



Improving AD Éducation employees' well-being at work

With the acquisition of the Oktogone group, AD Éducation now has 1,800 employees across Europe. A number of initiatives have been taken to guarantee good working conditions and a fair balance between personal and professional life.

In Spain, all campuses have benefited since this year from the Sesame platform, which facilitates relations between HR and employees, and between employees, and enables better management of working hours.

In Italy, psychological support is offered to team members, who can ask to meet a therapist on site.

Supporting students in their studies and on the path to employment

Student satisfaction and well-being are at the heart of our concerns, which is why we have been conducting surveys since 2020 based on the Happy at School index. Today, we measure satisfaction in all our schools, i.e. 19 organizations.

Helping young people find a job

In addition to providing scholarships, ADÉducation employees help students find their first job by developing close collaborations with companies in their sector. Internships, work-study programs, job dating, meetings with employers... are regularly organized to facilitate the professional integration of future graduates.

68%

of students are satisfied with the teaching and quality of teaching.

55

employees dedicated to professional integration and corporate relations

74%

of students in employment, 6 months after graduation.



Supporting our students to make AD Education schools affordable to all

Supporting our students financially

To fight inequality, we have put in place a number of measures to guarantee access to our training courses. All our schools offer **reduced tuition fees**, subject to means-tested:

🕒 In French schools, **scholarships** have been awarded to almost 600 students in 2023, for a total of €760,000. We are also developing apprenticeship programs (36% of students in France), to enable apprentices to earn a living during their studies.

🕒 In the UK, the **affordability plan** has provided £173,900 (just over €200,000) of financial support for students in 2023. In 2024, the total amount of aid will be increased to £240,000 (around €280,000). Additional funding is also available to promote research.

🕒 In Germany, the **SAE School has launched an education fund** in collaboration with Brain Capital. The

SAFE program (for SAE Alumni Fund for Education) had an initial endowment of €750,000, paid in by SAE, which grew to several million euros this year, thanks to investors mobilized by Brain Capital. This fund enables young people from families with limited means to obtain up to 100% financing for their studies. Each scholarship holder undertakes to repay part of this sum according to his or her income once employed.

We want to **develop these policies so that no student is forced to give up his or her studies for financial reasons**. We aim to have 100% of schools offering reduced tuition fees by 2026, subject to means-tested.



Business Game on EAC Paris campus

Putting our expertise to work for young people in difficulty

As part of its ESG policy, **AD Éducation is also keen to put this expertise to work for young people who are least qualified and furthest from employment**, through

partnerships with associations working on equal opportunity matters, as well as through programs run directly by the Group.



Skillsers, AD Éducation's professional integration program

After a year of preparation to develop the pedagogical program and access criteria, the **Skillsers program was able to launch in April 2024 with a first promotion**. Two other promotions have already followed in May and June 2024.

This non-profit initiative supported by the AD Éducation Group aims to **promote equal opportunities and the professional integration of young people without jobs and/or qualifications into the creative professions**. Through a 3-month program, 100% distance learning and 100% free of charge for its beneficiaries, participants can :

- ① benefit from a refresher course, provided by iSCOD, among one of 3 sectors (Sales/Marketing/Communications, IT/Web Development or Management);
- ① acquire an initial level of qualification, essential for entry into a training program leading to a diploma;
- ① receive career guidance, thanks in particular to the local support provided by the tutor alongside the online courses;
- ① regain self-confidence.

The Skillsers program will accelerate from September 2024, welcoming a new class of around 30 young people every month. **The aim is to have trained 1,000 young people by 2026.**

« Skillsers is not an end in itself, but a means to an end, it's a way for them to take control of their lives, to get back into training, to acquire the codes of the corporate world and get back on track. It's a social support for these young people who, because of accidents along the way, have dropped out of school or their studies, taken odd jobs and found themselves on a path they didn't choose. We help them regain control over their career path »



MARTIN PELISSARD
AD Éducation's Director
of Strategic Partnerships
and Institutional Relations

Nos quartiers ont du talent: AD Education commitment to equal opportunity

Since 2006, the *Nos quartiers ont du talent* (NQT) association has been helping young people from deprived neighborhoods and social backgrounds to enter the job market.

The AD Éducation Group shares this ambition, and has therefore decided to join forces with the association.

This partnership was formalized in April 2024 including a €20,000 donation and the provision of 20

mentors. These professionals - volunteer employees of various Oktogone departments - will support young graduates monitored by NQT.

Their mission is to provide help with research methodology, CV writing, preparing for job interviews, familiarizing them with the social codes of the corporate world, but also offering them listening, motivation and access to their own professional network.



Event organised by Oktogone to the benefit of *Nos Quartiers on du Talent*



2024 : Creation of AD Éducation Foundation

After a year of preparation and definition of its guiding principles, the AD Education Foundation, under the aegis of the *Fondation de France*, was officially created in September 2024.

3 questions to... Dominique Beccaria, Executive Director.



Why create a sheltered foundation?

For many years, AD Éducation has supported a number of associations working for education and equal opportunities, notably the *Toutes à l'école* association, to which our president Kévin Guenegan is very committed. To go further, we have created the AD Éducation Foundation. Its aim: to **contribute to provide access to education for children and young people in difficulty**, both financially and through projects and achievements of our students. To bring together all these energies and the resources deployed by the group, a foundation seemed to us to be the best vehicle.

Over the past 6 months, **we have held a number of meetings to define the Foundation's area of intervention and to surround ourselves with qualified personalities**. Today, we are very proud to be sheltered by the *Fondation de France*, and to have Françoise Nyssen, former Minister of Culture, Anastassia Makridou-Bretonneau, who founded the Citizen Art axis at the *Fondation Carrasso*, and Elsa Da Costa, Managing Director of *Ashoka France*, on our Board of Directors.

What subjects will the Foundation be working on?

To support young people in difficulty and promote education for all, the angle of culture seemed obvious

to us. Culture is a lever for creating social ties, building self-confidence and helping people grow... and this is our expertise, as we bring together nearly 20 schools in the creative professions.

The AD Éducation Foundation will therefore give priority to supporting **projects that see culture and the creative experience as levers for inclusion**.

In concrete terms, what does the Foundation do?

The AD Éducation Foundation has 3 missions. Firstly, we have a **mission to deploy funds**, providing financial support to associations and foundations working in the fields of education and equal opportunities, with a long-term focus.

We also have a **mission to deploy skills**. Our greatest strength is that we have 36,000 students and 1,800 employees ready to put their skills at the service of our causes. Through mentoring and skills sponsorship, our professionals will be able to help the organizations we support. Our students, for their part, will have dedicated time to get involved with associations as volunteers. We're also going to target certain educational projects so that the students' achievements are useful to them.

Finally, we have **an advocacy mission**. With the AD Éducation Foundation, we hope to champion the cause of vulnerable young people, alongside other committed organizations.

Mobilizing the entire AD Éducation community for charitable causes

Providing financial support

Since the Group was founded, AD Éducation schools have financially supported various associations, such as Toutes à l'École, Plan International, WWF, Save the children, etc. on an ad-hoc or more regular basis, depending on their projects and commitment themes.

Since 2018, **SAE's German subsidiary has set up a charity program to which it dedicates 0.1% of its annual sales.** Part of this amount is distributed to associations working in the social field, in particular to help young people in difficulty, and/or for sustainable develop-

ment. Part of this amount is also used to encourage employees to make donations, since the SAE schools commit to match the amount donated to the association by employees. "Matching donations is a real lever to encourage employees to support associations financially," explains Peter Dhur, Sustainable Development Project Manager. In 2023-2024, SAE Germany distributed about €40,000.

... and operational support

To give students a taste for engagement and the opportunity to put their talents to work for a cause, AD Éducation also develops **educational projects in partnership with associations and NGOs.** Here are just a few examples of projects carried out over the past school year:

Advertising graphics students at the Barreira school in Valencia, Spain, collaborated with an association of Alzheimer's patients (AFAV). Objective: to **create a campaign for social networks to give visibility to the disease and to the actions carried out on World Alzheimer's Day.**



Awareness campaign by students of the Barreira school



Barreira school students attend X-MAS MarketBarr

In December 2023, the Barreira school also organized a Christmas market, the **X-Mas MarketBarr, to raise funds for the Juegaterapia Foundation,** which helps children fight cancer through play. The communication campaign for the event was created by the graphic design students, who also produced illustrations, postcards, etc. sold for the benefit of the association.

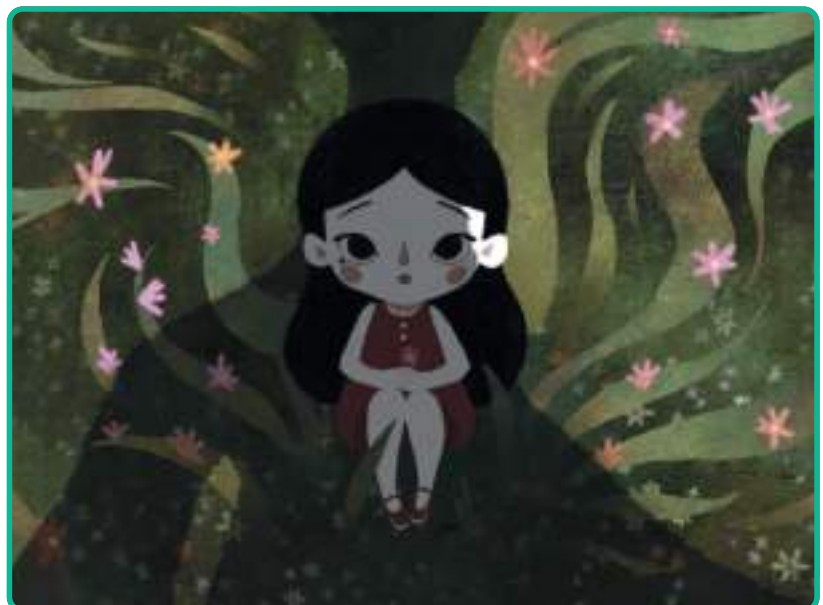
But also...

- ④ Design students from ECV Paris worked with the NGO CARE France to create a campaign and communication materials to raise funds in advance from the private sector, thus creating an “available fund” for humanitarian emergencies.
- ④ In Italy, IAAD students took part in a hackathon to develop an inclusive and psychoeducational video game concept, as part of the European #playseriously project.



Non : 4'50" to raise public awareness of sexual violence against children

The short film Non, produced by 5 students in 2D/3D Animation at the ECV (École de création visuelle) as part of their graduation project, has been viewed almost 500,000 times on Youtube. This message film tackles the subject of sexual violence against children in a striking and moving way, with a visual creativity recognized by the general public.



Governance

Over the years, the AD Éducation group has developed strict decision-making bodies and control processes, whether in terms of ethics, respect for diversity or the quality of the training we provide.

In 2022-2023, ESG governance was structured with the creation of a central committee, the definition of our commitments and the drafting of a roadmap.

Over the past year, we have pursued the work underway on several themes :

- ④ creation of ESG bodies in each country, which have themselves defined their roadmap;
- ④ roll out of the body of procedures to all schools;
- ④ feminization of management teams

Last but not least, in 2023-2024, AD Éducation joined the **Convention des Entreprises pour le Climat (CEC)**, a source of inspiration for rethinking our business model in the context of environmental limits.

Monitoring AD Éducation's ESG policy, at all levels

When setting its Environmental, Social and Governance objectives in 2022-2023 (see p.7), the Group also adopted performance indicators related to :

- the carbon footprint reporting (page 11),
- a database on student satisfaction and well-being (page 23),

- indexation of part of the remuneration of the Group Managing Director and school and country directors to the achievement of ESG commitments.

As well as a steering committee: the ESG Committee.

Deploy governance by country and school

ESG Group committee

Chairman

Chris Mueller

France

Marion Clergeat
Jennifer Sotto

Spain

David Granada
Javier Perero

UK - Greece

Hannah Collins
Anastasiya Ryaboklyach

Germany - Switzerland - Austria - Netherlands

Peter Duhr
Chris Mueller

Italy

Enrico Motterlini
Manila Campisi

The Group ESG committee, led by Christian Mueller, Managing Director SAE Eastern Europe, has been structured and developed over the course of 2023-2024:

- 🕒 **Appointment of 2 ESG representatives per country**, in Italy, the UK, Spain and Germany, responsible for coordinating the actions carried out in their geographical area;
- 🕒 **Holding of a monthly committee** to review the roadmap and ensure that actions are in line with objectives;
- 🕒 **Roll out of a questionnaire** on the extent to which schools take social, environmental and governance issues into account.

These projects are still work in progress :

- 🕒 **Definition of an action plan for each school**, including the financial and human resources required to implement it ;
- 🕒 **Deployment of this governance closer to students**, with the appointment of an ESG representative per school and/or campus. This has already been implemented at SAE Germany, which now has an ESG representative on each of its 12 campuses, who meet regularly in two working groups, one dedicated to environmental issues, the other to social issues. The next step is to integrate students into these bodies.

... and in the Group's Management Committee

Since the start of the 2023 academic year, the ESG strategy and its implementation have been the focus of monthly Management Committee meetings.

It is also systematically addressed during professional interviews with school directors. Lastly, the ESG dimension is included in the criteria for awarding bonuses to school and Group senior managers.

Harmonizing procedures

To accelerate the roll out of the various procedures in force within the Group (Code of Ethics, whistleblowing policy, ESG policy, etc.), a shared platform was created: each school now has an intranet space bringing together all these documents.

The year 2023-2024 was also an opportunity to review and deepen our IT procedures, in particular the IT security policy.

Feminizing management bodies

Over the course of 2023-2024, **several women have been appointed to key senior positions**, including Mélanie Viala as Executive Vice President, Development and Digital Transformation, Rosa Luna Palma as Executive Vice President, Certification and Quality (ADE France), Jenny Marzano as Director of Operations (ADE UK) and Anke Czyborra as Chancellor (Media University - Germany).

The French Executive Committee is now made up of a majority of women.



Mélanie Viala and Martin Coriat



2024: AD Éducation joins the Convention des Entreprises pour le Climat



In April 2024, the *Convention des Entreprises pour le Climat* (CEC) proposed that the AD Education Group join the NNew Imaginaries program, as an education player in creative professions.

3 questions to... Mélanie Viala, Deputy Managing Director, in charge of development and digital transformation, who is taking part in this course alongside Managing Director Martin Coriat.

What does the New Imaginaries involve?

First of all, one needs to understand what the CEC is. Inspired by the Citizens' Climate Convention, since 2021 the CEC has brought together business leaders, independent experts and facilitators over the course of several months. The aim is to accelerate participating companies' with their low-carbon strategies and reconnection to the living world, and to get them to rethink their business models within the framework of planetary limits.

Last year, we were approached because a thematic course was being prepared on New Imaginaries. We saw an opportunity to work in depth on the necessary transformation of the cultural and creative industries. Martin Coriat and I joined a group of 60 media, audiovisual and communications companies (Netflix, Bayard, France Télévisions, TF1, Konbini, My Little Paris, Havas, Publicis...) with one goal: to build a roadmap for becoming a regenerative company within the next 15 years.

What role do the New Imaginaries play in the ecological transition?

The media, films, marketing, advertising... have promoted models, icons, myths, narratives in which consumption is king, desires are materials, the world infinite, resources unlimited. As "creators of the imaginary", the cultural and creative industries are partly responsible for the ecological situation. But they also have the power (and the duty) to correct it. They have

the power to instill the desire for change in millions of readers, spectators, viewers and gamers, to make the transition desirable and irresistible in their eyes!

As Europe's leading provider of training in the cultural and creative industries, AD Éducation has a role to play: it's up to us to prepare future professionals in the fields of design, culture, entertainment, video games, illustration and audiovisual production to offer their audiences new imaginations! It's up to us to make our 36,000 students aware of their responsibility, and to pass on to them the methods and practical skills to achieve it!

How does the course work?

For almost a year, we have 2-day sessions every 6 weeks, so it is a real commitment for the 2 representatives involved, who are always the Managing Director and a "planet champion". In January 2025, we should have developed an ambitious action plan to take us towards the regenerative business model.



EDUCATION