

FONDATION
BSB

ACTIVITIES REPORT

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P O R T E 1 9 0 0

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BSB's symbol and history: our door from 1900

The door that found its home at BSB in 1900 is the emblem of BSB Foundation (Fondation BSB). It also attests to the school's history as it embodies our longevity, solidity, and collective memory.

The door was built in the 1880s and was the entrance to the house of former university professor Léon Gadeault, who suggested the building be used to welcome future business school students in Dijon. The school officially saw the day of light in October 1900 and Gadeault was its first director.

The door subsequently witnessed the events of the century to come: the first group of female students in 1922, the troops that occupied the premises for a few weeks during World War Two, as well as the thunder of May 68. Like a precious jewel, it has always been showcased in the heart of the campus.

Suffice to say that the door has always left a lasting impression on the 18,000+ graduates who passed by it every day as they pursued their studies, made new friends, frequently met their future partners, and lived the best moments of their lives.

The power of this history is the source of the values that define BSB Foundation's support, impact, and transmission: may this symbol continue to be the door to our future!



EDITORIAL



Since it was created, BSB Foundation has provided support to the school's students so that their financial hardships do not stand in the way of their studies or their professional success. For nearly 10 years, we have helped over 800 students (representing a sum of almost €100,000 raised).

This year BSB Foundation organised a conference on student precarity on Giving Tuesday. The goal was to break the taboo about this precarity, which is an unfortunate reality in our school, and to communicate more on the whole of the measures BSB Foundation has set up to counter it. The conference also highlighted the importance of working across the board and with all regional actors, in Bourgogne Franche-Comté as well as at the national level. Student precarity is real and bringing common resources together increases the impact we have on our students tenfold.

Student experience has always been at the heart of BSB's organisation. Its strategic plan has two new additions. Pathfinder™ provides them with 360° vision from their first day of school to getting their first job, and the One Health Center focuses on issues of health and well-being. It is therefore very logical for BSB to support the school's development, which is possible thanks to its corporate sponsors and private donors.

2023 was also a year of ever-increasing development between the Foundation and BSB students thanks to the cooperation with the Personal Development Department. In addition to financial aid, BSB Foundation aims to continually work more closely with students to help them in their philanthropic endeavours and student club projects: raising awareness of philanthropy, cultural adaptation, sourcing calls for projects, following up on and putting regional actors in touch, etc.



LAURENT VERNEREY

PRÉSIDENT
OF BSB FOUNDATION



STÉPHAN BOURCIEU

DEAN AND
DIRECTOR GENERAL MANAGER

Lastly, BSB Foundation was able to use its new resources in 2023 to set up its first auction of prestigious wines and to sign two new partner foundations: The Fondation des Négociants en Vins et Spiritueux d'Île-de-France, to help SWSB students, and the Fondation Pierre Ledoux offers our students mobility scholarships.

As you can see, BSB Foundation is continually developing to be able to accompany BSB's transformation. This development is possible thanks to our community that provides continual support and gives us the necessary energy to achieve our goals. Many thanks to everyone involved and may 2024 continue to build on this success!



NATHALIE HUET

FOUNDATION
GENERAL MANAGER



SOPHIE POUCHET-PELLERIN

BSB FOUNDATION MANAGER

PRESENTATION OF BSB

BSB IS MORE THAN A SCHOOL, IT'S A TRUE EXPERIENCE.

Founded in Dijon in 1899, BSB is so much more than an international business school. It is truly an experience during which each student is challenged, and each is student is accompanied in innovative ways to help them find their own path.

BSB, KNOWN FOR ITS SUPPORT FOR 125 YEARS

To successfully carry out our mission, **BSB naturally chose the EESC** (consular higher education establishment) status.

Our main shareholders are Chambers of Commerce, and a few select private shareholders, knowing that **no dividends** can be distributed to them.

Unlike schools owned by investment funds, all profit made is reinvested in the development of the school with the aim of academic excellence and student experience.

Supporting student right through graduation their 1st job

Because individualised student support is in BSB's DNA, and to go even further, a brand new programme was designed:

Pathfinder™ : a unique tool for individualised support and unlimited coaching to help each student to :

- **Develop their soft skills**
- **Design their own academic path and build up professional experience which are in line** with their aspirations, and also relevant to companies.

BSB, A RENOWNED SCHOOL

BSB is among the top 1% of triple-accredited business schools in the world, a clear marker of academic excellence. **BSB is #1 student satisfaction** (Eduniversal Ranking 2024).



MANIFESTE

At BSB, we are convinced that young people are driven by audacity, innovation, passion, and creation.

We believe in their ability to lead the changes of tomorrow and we are helping each of our students to envisage their future with NO LIMITS.

Partners and donors, together, let's teach them how to dare. Let's teach them how to rebound when facing obstacles. Let's teach them how to recognise their abilities, assets, and their power to act.

Together, let's provide them with a framework that encourages them to open up, to develop their networks, to design their career objectives, to experiment...

Helping them become aware in these various ways is our joint mission. Together, BSB and you, our partners and donors, need to help them.

We are convinced that young people are the bearers of new ideas, so we believe in the success of each of our students.

So, let's think big for and with them!



3,000
STUDENTS

+40%
BETWEEN 2015 AND TODAY

2
CAMPUSES
DIJON AND LYON

A NEW CAMPUS
9,000 M²
IN LYON IN AUTOMN 2025

PRESENTATION OF BSB ALUMNI

92% of our donors are BSB graduates, underscoring the extent to which the BSB Alumni community is, more than ever, committed to supporting BSB Foundation.

Our network brings together our **18,000+ graduates** throughout the world. They share experiences and ideas, create partnerships, accelerate recruitment and marketability, and become mentors. BSB Alumni's network creates unique opportunities for class reunions, contributes to graduate professional fulfillment, and supports BSB's development and reputation.



P O R T E 1 9 0 0

BSB ALUMNI OFFER

With our team of three permanent staff members and a network of regional ambassadors, (Alumni Leaders), BSB's Alumni Network offers numerous services to meet the various needs of our graduates.



One team:

- 3 permanent staff members at BSB
- 20 regional Alumni Leaders



Various events to network, get together and live shared experiences:

- Meet-Ups: afterwork events
- Xperiences: wine tastings, cooking classes, VIP sporting events
- Not-to-miss events: class reunions every 10 years



Opportunities to support our students by:

- Participating in the entrance exam interview juries
- Becoming a Mentor
- Supporting BSB Foundation
- Getting involved in academic projects with corporate partners



+18,000 GRADUATES



Tools to stay up-to-date with what's happening with the network and our graduates' careers:

bsb-alumni.com
The community's site



Linkedin
A dedicated account



La Suite
A quarterly newsletter



GOVERNANCE

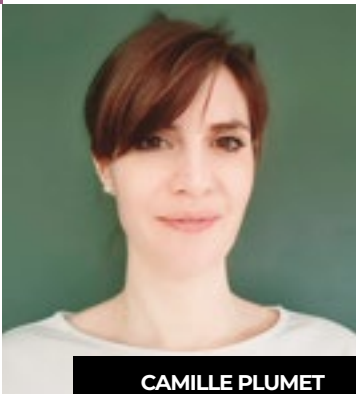
BSB Foundation's Executive Committee brings together partners, graduates, parents, and corporate partners. They all generously invest in our school to participate in our promise that is both demanding and committed: We Believe In YouTH.

We Believe in YouTH translates BSB's dynamic momentum and growth, our ambition to reveal talents that will change the world. It also testifies to our positioning that puts students at the heart of our teaching model.

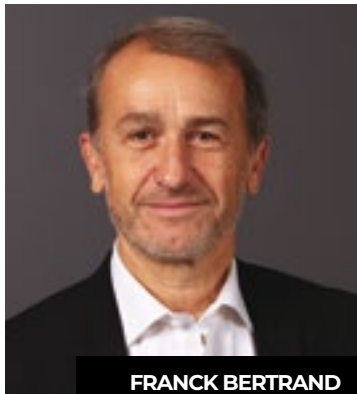
BSB Foundation's Executive Committee defines the Foundation's strategic direction and manages it at the administrative level.

Executive Committee directors are all invested in the different projects the Foundation supports and are also sponsors of the specific themes which are represented in the 5 committees: Wine & Spirits Club, BSB Start-up Studio, Mentorship, Scholarships, Major Donors (individual and corporate), and Fundraising Events.

COLLÈGE A : FOUNDEURS



CAMILLE PLUMET
DIRECTOR OF COMMUNICATIONS AND CSR OF BANQUE POPULAIRE BOURGOGNE FRANCHE-COMTÉ

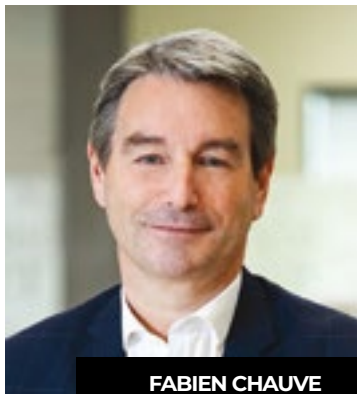


FRANCK BERTRAND
GENERAL DIRECTOR OF CRÉDIT AGRICOLE DE FRANCHE-COMTÉ

COLLÈGE B : DONORS



DOMINIQUE BOUVARD
CLASS OF 1984



FABIEN CHAUVE
EXECUTIVE BOARD MEMBER OF LA CAISSE D'ÉPARGNE DE BOURGOGNE FRANCHE-COMTÉ IN CHARGE OF THE RESOURCES POLE



VALÉRIE NOURY
CLASS OF 1987

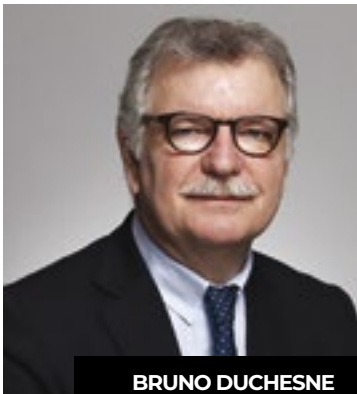


PHILIPPE REMOISSENET
CLASS OF 1984

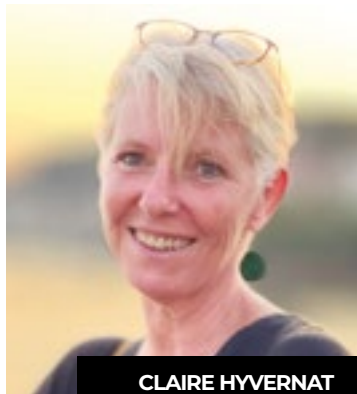


STÉPHANE VOYER
CLASS OF 1993

COLLÈGE C : EXPERTS



BRUNO DUCHESNE
FORMER PRESIDENT
OF BSB FOUNDATION



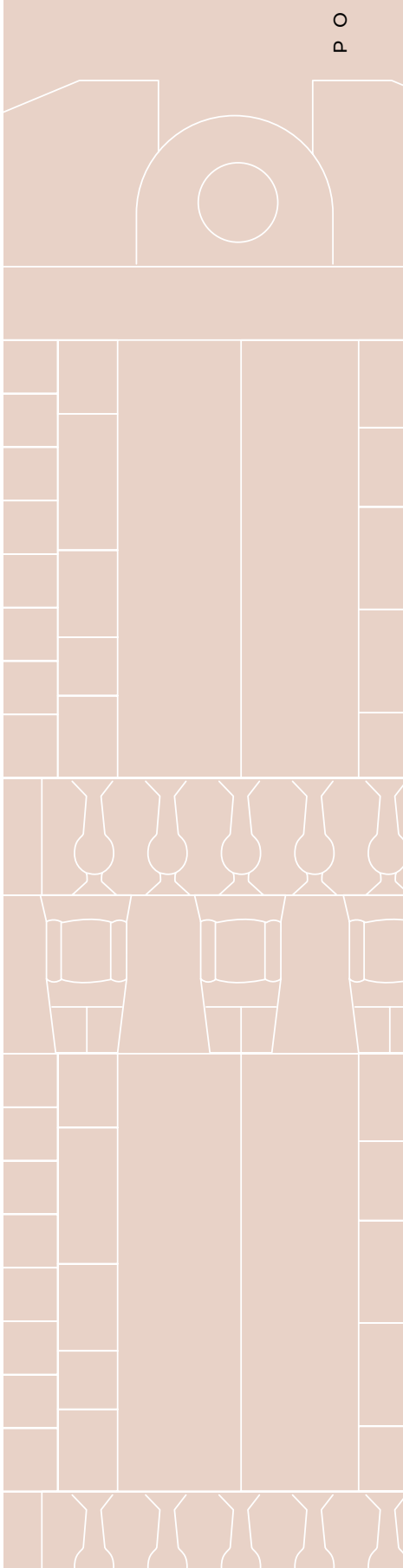
CLAIRE HYVERNAT
CLASS OF 1991



ANTOINE PRUDENT
FOUNDING PARTNER OF IMPACT
PARTNERS AND CO-FOUNDER OF
DR WINE SELECTION GROUP



JEREMY SEYSSSES
PRESIDENT OF DOMAINE DUJAC



OUR RAISON D'ÊTRE

BSB FOUNDATION'S MISSION:

- Accompany and provide support to its students
- Participate in BSB's development



In order to bring our 2 main missions to fruition, **our actions are divided into 3 major pillars:**



EXCELLENCE

Building the future of BSB and its students, through supporting pedagogical innovation, academic excellence, applied research, and through its international reach.



EQUALITY

Participating in BSB's social and societal commitment through helping students and encouraging diversity.



ENTREPRENEURSHIP

Encouraging an entrepreneurial mindset amongst students, graduates, and clubs and societies to support high-impact projects.

BSB FOUNDATION'S FIGURES SINCE 2014

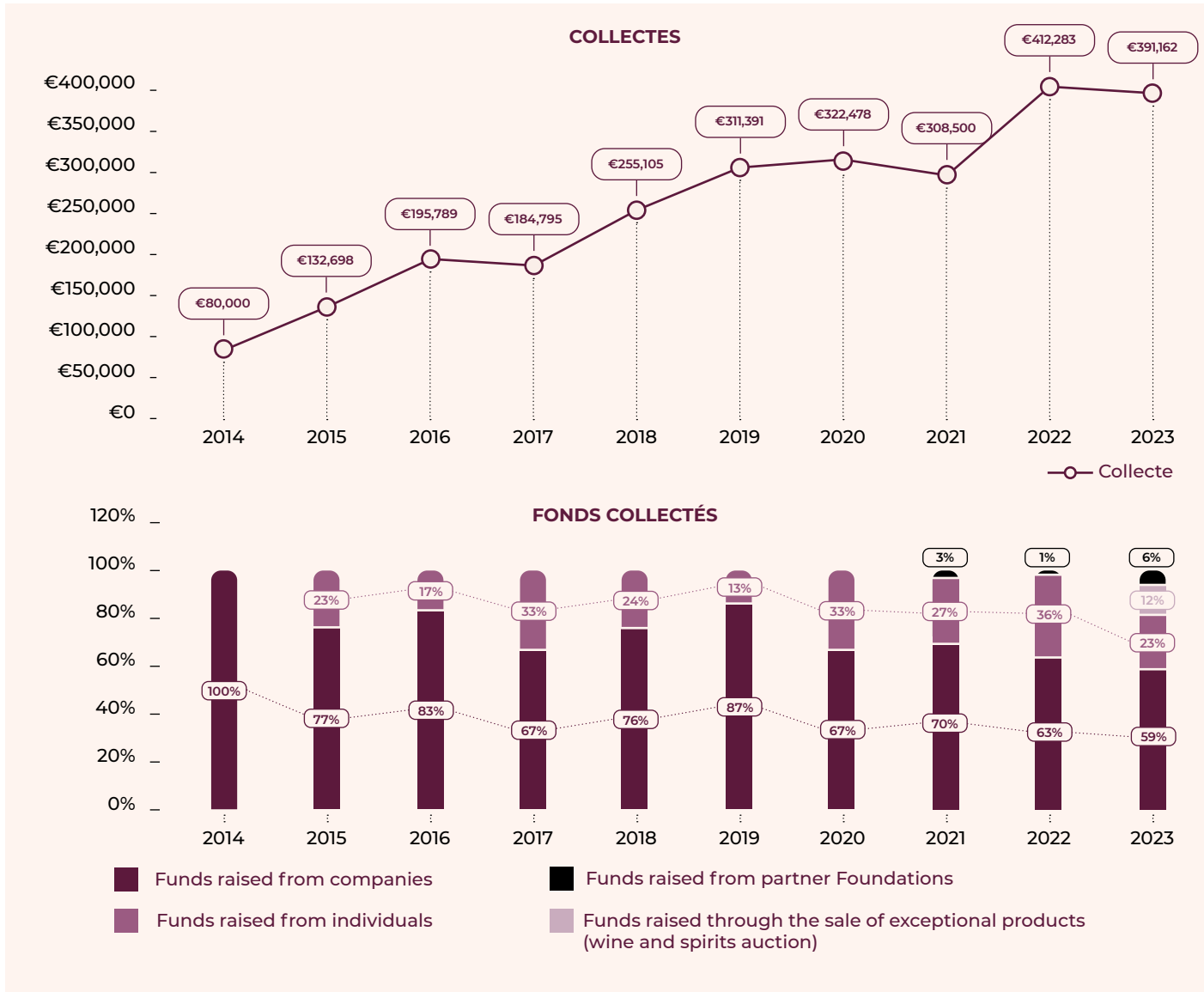

€2,676,203
 RAISED


296
 INDIVIDUAL DONORS





60
 CORPORATE SPONSORS

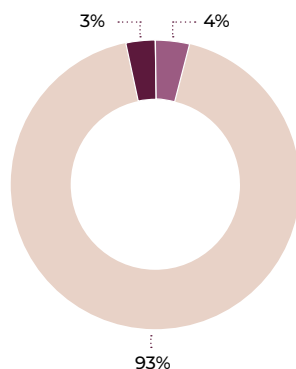

700
 STUDENT RECIPIENTS

EVOLUTION OF SPONSORSHIP PROCEEDS BY YEAR



DIFFERENT FORMS OF CORPORATE SPONSORSHIP IN 2023

-  In-kind sponsorship
-  Skill sponsorship
-  Financial sponsorship



In 2023, BSB Foundation raised €391,162, representing a decrease of 5.12% compared with last year. However, its financial sponsorship slightly increased (+2.73%).

59% of these funds were raised by businesses, 23% by individuals, 6% by partner Foundations, and 12% by wine and spirits auctions.

OUR IMPACT IN 2023



€26,100
SOLIDARITY
HONORARY LOANS
FOR MASTER STUDENTS

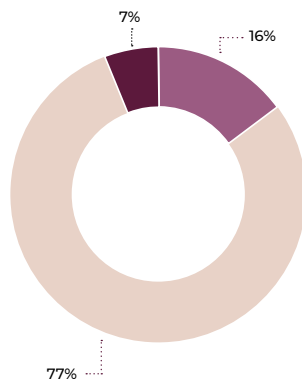


€315,000
INVESTED
IN PROJECTS
AND ACTIONS



260
SCHOLARSHIPS
FOR A TOTAL SUM OF
€1,964,150, OF WHICH €238,000
WAS FINANCED
BY BSB FOUNDATION

SPENDING BREAKDOWN BY ACTIVITY



- Excellence
- Equality
- Entrepreneurship



EQUALITY

EQUALITY PILLAR

BSB Foundation's main mission has always been to support equal opportunities through its merit scholarships for BSB students. Over the past 5 years, BSB Foundation has expanded its resources to offer BSB students more financial aid options in its fight against student precarity.

As such, equality participates in BSB's social and societal commitment to support equal opportunity and encourage diversity.

"HELPING HAND" SCHOLARSHIP

Financing living expenses

Each year, BSB Foundation finances Helping Hand scholarships to support students who are confronted with daily financial difficulties or who experience dramatic life events that change their living conditions, so as to provide good conditions for their studies at BSB.

The amount varies according to the recipient's personal situation.

EXCELLENCE SCHOLARSHIPS

Financing tuition fees

BSB Foundation helps finance scholarships awarded to the highest-ranking students in their first year of studies.

INTERNATIONAL MOBILITY SCHOLARSHIPS

Financing international project expenses

In 2023, BSB Foundation signed partnerships with other Foundations. The aim is to be offer more scholarships to BSB students to cover part of the expenses linked to their positive impact projects abroad (humanitarian, artistic, professional, etc.).



44

SCOLARSHIPS
FINANCED LIVING EXPENSES

202

SCOLARSHIPS
FINANCED TUITION FEES
(CO-FINANCED BY BSB AND ITS FOUNDATION)

6

SCOLARSHIPS
FINANCED INTERNATIONAL MOBILITY
(FINANCED BY PARTNER FOUNDATIONS)

don't

83

INTERNATIONAL STUDENTS

32

BACHELOR STUDENTS

230

MASTER GRANDE ÉCOLE
STUDENTS

6

COMPUTER DONATIONS

1

1 FREE SOCIAL HOUSING FLAT
+ DAILY FOOD ASSISTANCE



EQUALITY

MATERIAL HELP

Computer donations

In addition to financial aid, BSB Foundation provides material help.

Thanks to a computer donation made by Caisse d'Épargne de Bourgogne Franche-Comté, the Foundation was able to offer this essential tool to a few students in need.

ACCOMODATION

In partnership with the Restos du Coeur national soup kitchen, BSB Foundation helps students experiencing difficulties finding accommodations for their studies on the Dijon campus. The scheme ensures them to be able to pursue their studies and to prepare them for an independent accommodation (help with settling in, drawing up and managing a budget, developing skills to manage daily life).



Find out more about scholarships financed by our corporate sponsor **Crédit Agricole Franche-Comté**



LÉA COLIN

CIVS MASTER, SCHOOL OF WINE & SPIRITS (DIJON CAMPUS)

Recipient of the Fondation des Négociants en Vins et Spiritueux d'Île-de-France scholarship

« I'm honoured to have received this financial assistance of €4,000, which I will use to finance my loan in advance and repay part of it. It was an honour to have the school and donors' recognition. I will put the scholarship to good use, and I would like to thank everyone involved in making this project happen. »



CAROLINE FERNANDES

MASTER 1 STUDENT (DIJON CAMPUS)

Recipient of «Helping Hand» Scholarship

« Thanks to the «Helping Hand» scholarship, I don't need to go to BSB's solidarity grocery store as often. It me pay part of my tuition fees because my student loan no longer covers enough. My parents and I are relieved! Thankfully there are organisations like BSB Foundation because I think there are many students for whom things are hard, especially in this period of inflation. It's really important to foster this solidarity mindset because it's so important for students who want to pursue their studies. It generates a substantial amount of stress, and they question their academic choices. I can't count the number of times I wondered if I should stop studying here and go to a public institute. With the potential huge financial consequences, there is no margin for error (in the case of repeating a year). »





EXCELLENCE

EXCELLENCE PILLAR

BSB Foundation is committed to building the future of BSB and its students through its full support for pedagogical innovation, academic excellence, applied research, and through its international standing.

In addition to financing BSB's two permanent projects, the Bloomberg Trading Room and the specialised Audit-Expertise-Consulting track, this year BSB Foundation helped implement the school's One Health Center. The center allows students to create their personalised well-being programme: workshops, training, conferences, individual appointments, etc.

ONE HEALTH CENTER



A bespoke programme for student well-being

Becoming a school renowned for student experience is one of the main focus points in the UP 2027 strategic plan that was presented at the end of 2022. The quality of this student experience is based on two main services: Pathfinder™, offers comprehensive and transversal student support which starts for their first day at BSB right up until their first job; One Health Center was launched in 2023 and brings together the various student services linked to well-being and personal fulfillment.

The aim of our bespoke well-being programme is to help BSB students take good care of themselves and of the physical and mental health throughout their studies.

Different options are proposed:



HEALTH AND PREVENTION

Addiction workshops, liaising with specialists, contraception and STD information, etc.



ANTI HARASSMENT AND DISCRIMINATION

Conferences on diversity, living together in harmony, a harassment helpline, etc.



SLEEP AND RECOUP

Various workshops on sleep, sophrology, yoga and meditation, etc.



PHYSICAL HEALTH

Sports classes with enrolment (by session option), sports coaching, team sports challenges, etc.



NUTRITION

Cooking workshops, nutrition coaching, Taste Appreciation Week events, etc.



MENTAL HEALTH

Yoga workshops, the Psychology Unit, mental health first aid training, etc.

115
STUDENTS
IN THE AUDIT-EXPERTISE-CONSULTING PROGRAM
HAVE BENEFITED FROM THE SPONSORSHIP
OF KPMG LUXEMBOURG

20
STUDENTS
RECEIVED FUNDING OF THE TRADING ROOM THANKS TO
SPONSORSHIP FROM BPBFC AND CEBFC

274
STUDENTS
HAVE BENEFITED FROM THE ONE HEALTH CENTER
THANKS TO SPONSORSHIP FROM
LES GRANDS CHAIS DE FRANCE



Find out more about the trading room, financed by the Banque Populaire de Bourgogne Franche-Comté and the Caisse d'Épargne de Bourgogne Franche-Comté.



FLORENCE MATEO
 HEAD OF HUMAN RESOURCES,
 BOURGOGNE-FRANCHE-COMTÉ POLE
 AT LES GRANDS CHAIS DE FRANCE

Les Grands Chais de France have been a BSB Foundation corporate sponsor since 2023 and are ever more convinced that CSR must be part of a company's strategy and vision.



As a corporate sponsor of this novel programme, Les Grands Chais de France are keen on transforming the lives of BSB students by supplying the necessary tools to foster healthy and balanced lifestyles for academic success and personal well-being.



« Notions of health and quality of life at work are our main priorities at Grands Chais de France. They are also the founding principles of our CSR policy.

Our companies are acutely aware of just how important prevention and awareness are critical for our staff members to protect their health and safety, and to foster each person's own self-fulfillment.

What's more, inclusion is part and parcel of our codes of conduct and values. We are actively setting up a policy to bring awareness to both visible and invisible disabilities in the workplace. The subject is still a sensitive one for people with disabilities who sometimes say nothing. The same goes for their colleagues who don't necessarily have the keys to understand the realities of disabilities. All the more reason to start raising awareness and taking preventive measures with future co-workers; students! For us, BSB's programme makes so much sense. It's simply wonderful. The One Health Center offers rich and comprehensive support from prevention to sports in two important domains, physical health and mental health.

Companies are increasingly more concerned with mental health issues because they affect more and more employees. Taking mental health into consideration is therefore crucial, which is why we are setting up measures to be mindful and to bring employee awareness of it. Offering support to young people about mental health means preparing responsible future managers, capable of making the team of tomorrow aware of its importance..»



ORLANE REBOX
 ONE HEALTH CENTER COORDINATOR
 & BSB DISABILITY ADVISOR



ELISA BRILLAIS
 BACHELOR 2 STUDENT
 (DIJON CAMPUS)

« We launched One Health Center in 2023 with two main objectives:
 * Help students take care of themselves by offering different workshops (sophrology, nutrition, sports, massage, art-therapy, etc.) which meet their different needs. We believe it is easier for students who feel well to be more academically successful;
 * Identify students in difficulty or who have specific needs. Services like Mission Handicap or the Psychological Unit allow us to help students who need particular attention due to a health concern or hardship.
 Globally speaking, One Health Center has been set up to foster students' well-being and their personal fulfillment. This ranges from nutrition, sports, sleep, safety, mental health, disabilities, fighting against harassment, sexist and sexual violence and discrimination) to meet the various needs of everyone.»

« BSB's One Health Center offers different activities, ranging from workshops on the importance of physical activity to sports sessions organised by qualified coaches who adapt to each person's level. Two sessions a week, Tuesday and Thursday from 11:30 a.m. to 12:30 p.m., are perfect. I really loved being part of a group. It helps us to push ourselves as well as meet new people. We are very lucky to have this professional input.
 There are also relaxation activities like sophrology in the Zen Room and chair massages, which are absolutely great.
 In addition, I had a session with a nutritionist to learn about how to vary my diet and to talk about my eating habits. »



ENTREPRENEURSHIP

ENTREPRENEURSHIP PILLAR

BSB Foundation encourages an entrepreneurial mindset in students in their academic choices as well as in their involvement in student clubs and societies at BSB to support high-impact projects.

«INCUBATOR» SCHOLARSHIP

By creating a Club of sponsors dedicated to entrepreneurship, BSB Start-up Studio, BSB Foundation enables the financing of scholarships throughout the academic year for students incubated at TEG (The Entrepreneurial Garden) to help them with their living expenses and facilitate their life as entrepreneurs while they are working on their projects.



Find out more about Incubator scholarships financed by our Corporate Sponsors' Club, BSB Start-up Studio.



8

SCHOLARSHIPS
WHO HAVE FINANCED THE LIVING EXPENSES
OF STUDENT ENTREPRENEURS



« The Incubator scholarship helped reduce the pressure of pursuing my studies and my Neukttaegae entrepreneurial project. I was able to study in the best conditions, continue to advance in my project, especially as regards covering the multiple costs including importing stock, finding storage space, and securing seed capital.

The scholarship also provided emergency financial support in the event of unforeseen expenses for my academic exchange at Ewha Womans University in South Korea.

I'd like to thank BSB Foundation and its donors once again for their support of both my higher education and entrepreneurial journey. I hope that I'll one day become a donor myself and help other students who are experiencing difficulties in their student life, their entrepreneurship projects or elsewhere. »



ANTINÉA PIARD

«INCUBATOR» SCHOLARSHIP RECIPIENT
NEUKTTAEGE-KOREAN STATIONARY





SUPPORTING STUDENT CLUBS & SOCIETIES

In addition to supporting the incubator, BSB Foundation is committed to helping the school's students who are involved in clubs and societies at BSB, volunteer work outside the school, and those who undertake projects that reflect civic and solidarity values.

Support for the Owl For You grocery shop

Within the framework of Giving Tuesday, BSB Foundation accompanied Owl for You, a student society, to collect food items and personal hygiene products for its solidarity grocery shop. On this occasion, President, Ambre Bauer, was invited to the Foundation's Gala Dinner to present the issues the society focuses on. Thanks to the sponsors who attended, she was able to raise €1,500. The sum was allocated to the society's projects in 2023-2024.



AMBRE BAUER

PRESIDENT OF
OWL FOR YOU



« The help BSB Foundation provided to Owl for You was extremely valuable to be able to develop the society and organise successful events. The Challenge Donat'Owl donation drive collected more than 600 food items and personal hygiene products. Thanks to this success we were able to expand our services to include both scholarship and non-scholarship

students at BSB who are experiencing precarity. Moreover, the fundraising event in partnership with Huly'Vent, our sister society on BSB's Lyon campus, allowed for them to open a new solidarity grocery shop to help the students there. Lastly, BSB Foundation's investment in Owl for You projects helped to raise awareness of the issues related to student precarity in our school by organising conferences on the subject on both the Dijon and Lyon campuses. In addition, the Foundation's Gala Dinner was the opportunity to raise awareness among our sponsors. All of this support allowed the society successful in the long term and to continue helping the maximum number of BSB students who face precarity. »



FOCUS ON CORPORATE SPONSORS: CAISSE D'ÉPARGNE DE BOURGOGNE FRANCHE-COMTÉ

Caisse d'Épargne de Bourgogne-Franche-Comté has been a corporate sponsor since 2015 and has supported BSB Foundation in several projects:

- **Scholarship programme:** financing Excellence and Helping Hand scholarships
- **Trading room:** financing the pedagogical tool which is essential to teaching financial systems. The room is equipped with a Bloomberg negotiation terminal and is co-financed with Banque Populaire Bourgogne Franche-Comté
- **Mentoring programme:** 2 associates have joined the programme to mentor BSB Foundation recipients for a period of 9 months. Recipients either BSB students or recent graduates
- **IT donations:** essential tool for students who no longer have these tools necessary for their studies can receive a computer, screen, keyboard, and mouse
- **Caisse d'Épargne de Bourgogne-Franche-Comté employees participate in awareness-raising events for BSB's Mission Handicap as part of its ongoing support:** : escape game, virtual reality workshop, mental health workshop, conference on biases in regard to disabilities, Extraordinary Games gaming experience
- **Participation in sports and solidarity challenge, Move for YouTH:** corporate sponsor since its debut



SOME

20

FINANCE STUDENTS BENEFIT FROM THE USE OF THE TRADING ROOM PER YEAR



9

STUDENTS HAVE RECEIVED IT MATERIAL SINCE 2022



FABIEN CHAUVÉ

EXECUTIVE BOARD MEMBER OF LA CAISSE D'ÉPARGNE DE BOURGOGNE FRANCHE-COMTÉ IN CHARGE OF THE RESOURCES POLE

« I'm proud to see that Caisse d'Épargne de Bourgogne-Franche-Comté's commitment to BSB Foundation has had a significant impact on so many students. Every year scholarship allocation allows them to pursue their higher education at a renowned business school like BSB. CEBFC's commitment to higher education is also seen through its support of pedagogical development projects, notably BSB's Trading Room and by donating computers to help students in need pursue their studies. »



PHILICIA GERVELAS

MASTER 1 STUDENT (DIJON CAMPUS)

CEBFC IT equipment recipient

« Thanks to BSB Foundation and its corporate sponsor Caisse d'Épargne de Bourgogne-Franche-Comté, I was able to do the studies of my choice. The scholarship they granted my first year was key. Without it, I wouldn't have been able to pursue my studies at BSB. I started my degree with less weight on my shoulders. Throughout the year, the Foundation was there for me in terms of pursuing my studies or my computer problem. When mine gave out, I received one that had been donated to be able to continue studying correctly.

Thanks to the Foundation, I can focus on my degree because I have the tools I need. It's such a great feeling to be supported and encouraged.

I don't know where I'll be in ten years, but I'm convinced that thanks to their help, I will have done my dream studies and become the person I want to be. »



FOCUS ON PROJECTS: OUR CLUBS & SOCIETIES HAVE TALENT

The student experience is key at BSB. As such, thanks to the sponsorship of the corporate Foundation of Crédit Agricole de Champagne-Bourgogne, BSB Foundation offers support to the school's student clubs and societies with community service projects.

These BSB partner subsidies are granted to clubs and societies following a call for projects, called Our Clubs & Societies Have Talent and foster sustained and active student engagement in student organisations at BSB.

Project winners subsequently work closely with BSB's Personal Development Department to receive the necessary help for their project and to bring them together with BSB alumni and partners.

The first call for projects will take place at the start of the 2024-2025 academic year.



PROJECT FINANCED BY:



JEAN-YVES REMILLET

PRESIDENT OF CRÉDIT AGRICOLE DE CHAMPAGNE-BOURGOGNE



« At Crédit Agricole Champagne-Bourgogne, we strongly believe that our region's future lies in being able to support young people and their projects so that they choose to stay in the region and use their talent and energy in its development.

We have launched a comprehensive programme which involves Agir en Champagne-Bourgogne, our corporate Foundation.

The programme includes a wide range of measures in regard to education, budgets, training, sport, culture, access to Grandes Ecoles, as well as meeting local employers and experts in entrepreneurship for students who want to start their start-up adventure. Our teams are delighted to welcome the increasing number of trainees, work-study students, and recent graduates each year

Finally, we also support original projects involving young talent, such as, in 2023, the creation of a trophy with the Lycée des Marcs d'Or, support for the high-level athlete Sacha Cultru or support for the Orchestre Français des Jeunes and the youth festival 'A pas comtés', to mention just a few examples...

Our support for the BSB Foundation and the BSB Talent Fund is part of this approach. It is our way of supporting the 'young shoots' of our region and we are proud to contribute to these projects. »



THANK YOU TO OUR CORPORATE SPONSORS

FOUNDING SPONSORS

BSB Foundation, chaired by Laurent Vernerey, was created in 2014 under the aegis of the Foundation de France by 3 corporate sponsors:



GOLD SPONSORS

(+€50,000 per year)



SILVER SPONSORS

(€10,000-€49,999 per year)



BRONZE SPONSORS

(€5,000-€9,999 per year)



ASSOCIATE SPONSORS

(up to €4,999 per year)



THANK YOU TO OUR PRIVATE SPONSORS

The Foundation thanks its community, alumni, student parents, partners, and friends who are all committed to supporting the upcoming generation.

MORE THAN €90,000 RAISED VIA OUR PRIVATE DONORS



MAJOR DONORS
(+€10,000 per year)

4 DONATIONS
FOR A SUM OF
€47,152.95



MID-LEVEL DONORS
(€1000-€9,999 per year)

15 DONATIONS
FOR A SUM OF
€27,210



ANNUAL FUNDING
(€10-€999 per year)

86 DONATIONS
FOR A SUM OF
€15,975

The infographic from 2023's receipts shows that there are all kinds of donations. 82% of this year's donors gave between €10 and €999, 14% gave between €1,000 and €9,999, and 4% gave more than €10,000.

Thanks to our Alumni Foundation Ambassadors, 35 BSB graduating classes (from 1996 to 2018) supported BSB Foundation in 2023. Thank you!



TOP 5 CLASSES

- CLASS OF 1985**
- CLASS OF 1984**
- CLASS OF 2007**
- CLASS OF 1983**
- CLASS OF 1974**

Thank you to our alumni donors who make up 92% of our private donations.



ALAIN SIVAN
CLASS OF 1985



What made you become a BSB Foundation donor in 2020?

The Foundation represented my commitment to the school and my gratitude for the education I received there. It is the perfect way to give back a small part of what the school gave me.

What were the main reasons you chose BSB Foundation over other charity organisations?

I was particularly aware of the increasing impoverishment of students, even in business schools. This wasn't the case when I was in school. I believe having access to higher education is a fundamental right in our society and needs to be accessible to as many people as possible. BSB Foundation is engaged in concrete actions at the social and academic level, notably its excellence programmes, which very much meet student needs and expectations.

Why do you think the Class of 1985 is one of the most involved in BSB Foundation?

I think that our class was very small (around one hundred students) which means we were very close over the 3 years at the school. We shared a lot in terms of participating in events like the Edhec race or being part of the Junior Enterprise. We were very close and many of us have stayed in touch on a regular basis. My two best friends were my classmates. So very year when I reach out to the people in my class, they know who I am and don't think twice about who is asking them. We don't mobilise in vain.

How do you see BSB Foundation's evolution from when it was created in 2014 till now?

I think that it's a reflection of the school's own evolution in terms of its growing standing with companies, which are the biggest contributors to the Foundation, as well as that with BSB graduates.

In your view, what have been BSB Foundation's most significant or promising initiatives these past few years?

In addition to access and excellence scholarships, I'd underscore the recent Mentoring programme. Not only does it bring financial help, it also helps students and graduates participating in the programme to find jobs, accompanies them in their first professional experiences and subsequently creates true transmission between older and more recent graduates. It's about sharing, and the experience is very enriching for both the Mentor and the Mentee.



THIS YEAR'S HIGHLIGHTS

TEAM SPORTS CHALLENGE FOR SOLIDARITY, MOVE FOR YOUTH #2

The 2nd edition of the Move for YouTH Challenge took place from 20th March to 6th April. The annual challenge's call to action, «transform your daily physical activity into donations for BSB students», is for BSB's community (students, graduates, partners) and corporate sponsor employees. Its aim is to create awareness of BSB Foundation and our different student scholarship fundraising projects. The challenge is also a great way to underscore the importance of prevention, showcase our corporate sponsors, and reinforce.

697
PARTICIPANTS

147
TEAMS

47,000
KM COVERED

€61,000
RAISED

21
SCHOLARSHIPS
FINANCED

5
CORPORATE
SPONSORS



The challenge's winners in the student, alumni, and partners categories received gifts thanks to sponsorship in-kind:

- Bowling bags and upcycled laptop sleeves made from old BSB promotional banners (AVS Communication)
- Bottles of wine (DR Wine Selection)
- Chocolate bars (Fabrice Gillotte)



SPORTS & MANAGEMENT AWARD



The Move for YouTH Challenge made a name for itself at the national level with the Higher Education prize that was won for the 10th edition of the Trophées Sport & Management award organised by TPS Conseil at the National Assembly in Paris.

PRESTIGIOUS WINES AUCTION

BSB Foundation organised its 1st online auction of prestigious wines, 'I (Wine) a Dream', to raise funds for School of Wine & Business projects. The auction was made possible thanks to donations made by various winemakers.



A sale made possible thanks to the skills sponsorship of:



Expert in fine wines from winemakers for passionate individual customs



Leading European fine wines auctioneer



57

EXCEPTIONAL BOTTLES



45

ESTATES



€46,490

RAISED



15

EXCELLENCE SCHOLARSHIPS FINANCES (TUITION FEES FINANCING)

SCHOLARSHIP AWARDS CEREMONY

Student recipients of Foundation scholarships received their certificates of scholarship in the presence of Laurent Vernerey and various directors.

It was the opportunity to focus on projects developed in 2023: the Sponsors' Club BSB Start-up Studio.



BSB FOUNDATION GALA DINNER

The official scholarship awards ceremony was followed by BSB Foundation's annual gala dinner, organised to thank its corporate sponsors. The warm and friendly evening took place at the Cellier de Clairvaux in Dijon. The exquisite evening was largely financed by our partners and donations in-kind.

SOME
€1,500
RAISED FOR THE STUDENT
SOLIDARITY SOCIETY
OWL FOR YOU



75
GUESTS



5
IN-KIND SPONSORSHIP
COMPANIES



GIVING TUESDAY

For the 4th consecutive year, BSB Foundation participated in the global generosity movement: Giving Tuesday.



€67,500
IN DONATIONS RAISED

Partnership with Owl For You and Huly'Vent



In addition to financial donations, we work with Owl for You and Huly-Vent, BSB student solidarity societies in Dijon and Lyon respectively. They raise as many food and personal hygiene products as they can over the month-long 2nd edition of the Donat-Owl Challenge.



DONATIONS OF
64
SANTITARY PAD PACKS

AND
40
HYGIENE KITS



DONATED BY THE FRENCH RED CROSS AND THE DIJON MAYOR'S OFFICE LIONS CLUB



DONATIONS OF
45
CHOCOLATE BARS



BY ETHIQUABLE



Student precarity conference

A conference on student precarity was held on 27th November in association with the student solidarity society, Owl for You. This is an extremely important subject as it affects numerous students.

We were delighted to welcome emblematic personalities of the fight against inequality in the educational system to our round table:

- Stephan Bourcieu, Dean and Director General of Burgundy School of Business
- Sophie Pouchet-Pellerin, BSB Foundation Manager
- Ambre Bauer, President of the Owl for You society
- Dalale Belhout (class of 2014), Director of the foundation for inclusion, FACE.
- Carine Montrésor, President and Founder of JUMPS Association
- Vanessa David-Vaizant, Solidarity and Handicap Policy Officer -University of Burgundy-Franche Comté



Watch the conference on Youtube

DONATION COUPON

I'm making an
online donation
from France or
abroad*



PONCTUAL DONATION

I would like to make a punctual donation of _____ €

by check made out to Fondation de France /
Fondation BSB

by bank transfer

BAN : FR76 3005 6005 0205 0200 0664 378

BIB : CCFRFRPP

by credit card (except AMEX):

Number : ____/____/____/____

Expiration date: __/__/__

DONOR CONTACT INFORMATION

Surname:

First name:

Address:

Tel. :

E-mail address :

_____@

REGULAR DONATION (DONATE €100 AND RECEIVE A €66 TAX DEDUCTION)

I would like to make a regular donation:

on a monthly basis of _____ euros for _____ months.

on a quarterly basis of _____ euros for _____ quarters.

on a yearly basis of _____ euros for _____ years.

→ I would like my first regular donation to be directly debited from my bank account in the month of _____ 20 __.

Regular donations are directly debited on the 15th of each month. They are tax deductible (income tax and solidarity tax on wealth) according to the regime in effect. A tax receipt on donations covering all donations made will be sent yearly.

→ I understand that I can suspend or stop my donations at any time.

DIRECT DEBIT AUTHORISATION

To be returned with a bank account details form (RIB), a postal bank details form (RIP), or a Caisse d'Epargne bank details form (RICE)

I authorise the institution with my bank account details, if its situation should so allow it, to honour all direct debits by the below designated creditor. In the event of litigation concerning a direct debit, I can have its execution suspended upon request to the institution holding my bank account. I will settle the dispute directly with the creditor.

DIRECT DEBIT ACCOUNT:

IBAN:

BIC Code:

Issued at:

On:

Mandatory signature:

By signing this mandate form, you authorise (A) the Fondation de France to send instructions to your bank to debit your account, and (B) your bank to debit your account in accordance with the instructions received from the Fondation de France. You are entitled to a refund by your bank under the terms and conditions of the agreement with your bank.

A refund must be claimed within 8 weeks of the date on which your account is debited for an authorised debit, without delay and no later than 13 months in the case of an unauthorised debit.

You are free to change to amount of your regular donation, suspend or stop it at any time.

To do so, please contact our Donor Department at: 01 44 21 31 00.

NAME AND ADDRESS OF BENEFICIARY ORGANISATION: FONDATION DE FRANCE - N°ICS: FR 84 ZZZ 292 311 - 40, AVENUE HOCHÉ - 75008 PARIS

N°80-10 from 1/4/80 of the Commission Nationale de l'Informatique et des Libertés.

Issued at (name of city):

On (date) :

Signature
(mandatory)

Please return this donation coupon duly completed, with the necessary documents (check or RIB for direct debit) to the following address:

FONDATION BSB
Service Donateurs
29 rue Sambin
21000 DIJON

FONDATION
BSB

Abritée par

Fondation
de
France

BSB FOUNDATION & YOU

Website

www.fondation.bsb-education.com

FOLLOW OUR PROJECTS!

BSB Foundation LinkedIn

In December 2023, BSB Foundation LinkedIn page offered 2 weekly publications. We now have **2,700 subscribers!**

We thank everyone who has contributed to promoting and sharing our actions on LinkedIn.



Subscribe here to receive all of our latest news!

YouTube

The BSB-Burgundy School of Business YouTube playlist to gives access to video testimonials and players of our Foundation.



Discover the playlist

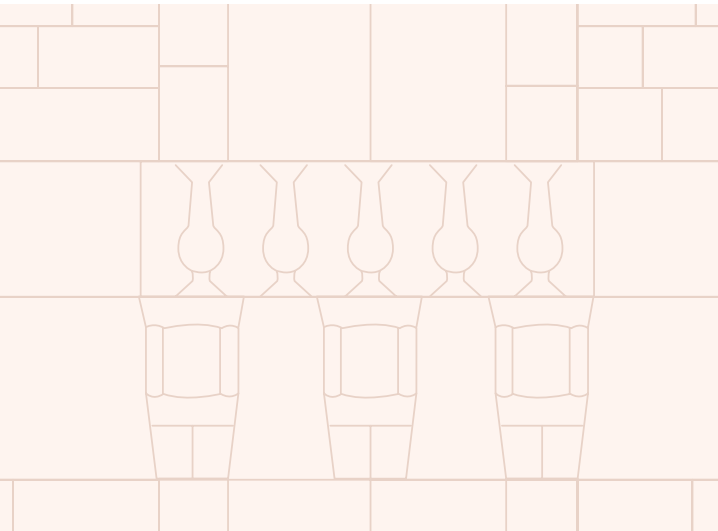


Quarterly newsletter

BSB Foundation publishes newsletter every 3 to 4 months to provide a look back on projects we have rolled out.



Your feedback on our communication is greatly appreciated.





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