

FONDATION
BSB

ACTIVITIES REPORT

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PORTE 1900

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BSB'S SYMBOL AND HISTORY: OUR DOOR DATING 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 19,000+ 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

“ Dear Friends of BSB and its Foundation,

Our Scholarship Awards Ceremony is an annual event that is both very simple and deeply moving. The words of thanks, the shared glances, and the sincere testimonials about the concrete impact of our scholarships on students' lives are powerful reminders of why the BSB Foundation exists.

Beyond the financial support they provide, these scholarships symbolise trust, recognition, and even decisive turning points. They allow talents to emerge, paths to be fulfilled, and ambitions to take shape. Hearing how much this support changes our students' daily lives and broadens their horizons is the greatest proof that our work is not only useful but meaningful.

This year BSB Foundation has continued to pursue its mission with an ever-stronger commitment from its entire ecosystem: loyal donors and new supporters, committed students, a mobilised team, and dedicated managers. They all share the same conviction: placing our students' needs at the heart of our priorities.

Our action is built upon three well-defined and bold pillars:

- **Equality** (63%) to guarantee equal opportunity and ensure access to excellence for all, regardless of financial means.
- **Excellence** (28%) to encourage academic performance, ambition, and the drive to excel.
- **Entrepreneurship** (9%) to support proactiveness and entrepreneurial audacity.

These strategic priorities reflect a balance between solidarity, high standards, and an innovative spirit.

In addition to scholarships, BSB Foundation continues to use its strong dynamism and creativity to lead its community of alumni and partners. The 4th edition of the **Move for YouTH Challenge** once again met a meaningful collective goal by mobilising its stakeholders' energy and generosity.

The **Mentoring Programme** strengthens intergenerational ties and provides students with invaluable support.

The **Wines & Spirits Club** brings together passion and networking in a convivial atmosphere.

Finally, the **LeaderSkills Institute** is innovating by rethinking skills-based learning in the age of artificial intelligence and preparing our students for the radical transformations in the workplace.

These initiatives are driven by a single shared purpose: to create a lasting impact, strengthen the sense of belonging, and nurture a supportive community that is engaged and future oriented.

I invite you to read the following 2025 Activity Report and learn about the details of our projects, the results achieved, and, above all, the faces and journeys that give our mission its full meaning.

Lastly, I would like to thank you once again for your donations, your commitment, and your enthusiasm. Thanks to you, BSB Foundation has been able to transform and continues to transform trajectories, making a concrete contribution to building the future.

With my sincere gratitude,

”



LAURENT VERNEREY

PRESIDENT
OF BSB FOUNDATION
CLASS OF 1983

PRESENTATION OF BSB

A GENUINE EXPERIENCE

Founded in Dijon in 1899, BSB is more than just an international business school; it is a genuine experience during which every student is challenged and supported through innovative methods to discover their own unique path.

BSB: A BENCHMARK IN SUPPORT AND MENTORSHIP FOR 125 YEARS

To fulfill our mission, BSB chose the status of an EESC (Consular Institution of Higher Education). Our main shareholders are the Chamber of Commerce and Industry and a few private investors; however, no dividends can be paid to them.

Unlike schools owned by investment funds, all profits generated are reinvested into developing the school, with a focus on academic excellence and student experience.

Providing support to our students through to their first job
Because support is part of BSB's DNA, we have created a brand-new programme to take this commitment even further:

Pathfinder™ : A unique support system featuring unlimited coaching to ensure every student can:

- **Develop their soft skills**
- **Design an academic path and build professional experiences that align with** their aspirations while meeting the evolving needs of the corporate world.

BSB, A RENOWNED SCHOOL

BSB is among the top 1% of triple-accredited management schools in the world, a hallmark of academic excellence.

For the third time in six editions, BSB is at the top of the rankings HappyAtSchool® developed by ChooseMyCompany.



MANIFESTO

At BSB, we are convinced that audacity, innovation, passion, and creativity are what today's youth is all about.

We believe in their ability to lead the changes of tomorrow and support each of our students to envision their future **WITHOUT LIMITS**.

To our partners and donors, together let's teach them to dare, to overcome obstacles, and to become aware of their abilities, their strengths, and their power to act.

Together, let's provide a framework that encourages them to discover, develop their network, shape their professional project, and to experiment.

Raising this awareness is our shared mission; it is the support we must provide.

Let's be convinced that young people are the source of new ideas. Let's believe in their success and in each and every one of our students.

So, let's dream big for them!



IN 2015-16
2,177
STUDENT
POPULATION

IN 2025-26
3,349
STUDENT
POPULATION

THIS REPRESENTS AN INCREASE
OF OVER
+53%
BETWEEN 2016 AND TODAY

.....

2
CAMPUSES
DIJON AND LYON

A NEW CAMPUS
9 000 M²
WAS INAUGURATED IN 2025

BSB ALUMNI

83% of our donors are BSB alumni, underscoring the entire community's strong commitment to support BSB Foundation.

Our network brings together **our 19,000+ graduates** throughout the world. They share experiences and ideas, create partnerships, accelerate recruitment and marketability, or become mentors. BSB Alumni's network creates unique opportunities for class reunions, contributes to graduate professional fulfillment, and supports BSB's development and reputation.



BSB ALUMNI OFFER

With our team of three permanent staff members and a network of regional ambassadors, (Alumni Leaders), BSB's Alumni Network offers a multitude of services that allow us to meet our graduates' different needs and requests.



A team:

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



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

- Meet-Ups: afterwork events
- Xperiences round tables: thematic workshops showcasing the School's expertise, wine tastings and Wine Paris afterwork mixers with the School of Wine and Spirit Business, career coaching sessions and sports gatherings



Opportunities to support our students:

- Participating in entrance exam interview juries
- Becoming a mentor
- Supporting BSB Foundation
- Getting involved in academic-corporate partnership projects



Stay up-to-date with news about the network and our graduates' careers:

BSB's community website:
bsb-alumni.com



Our new **LinkedIn** account



GOVERNANCE

BSB Foundation's Executive Committee brings together graduates, parents, and corporate partners who generously invest in our school to participate in achieving 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 is tasked with defining the Foundation's strategic orientations and overseeing its administrative management.

Its trustees 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 Entrepreneurial Garden Incubator, Mentorship and Fundraising Events.

COLLÈGE A : FOUNDERS



LAURENT GUEIT
HUMAN RESOURCES DIRECTOR
OF BANQUE POPULAIRE
BOURGOGNE FRANCHE-COMTÉ



DAVID DUFOUR
HUMAN RESOURCES DIRECTOR
CRÉDIT AGRICOLE
DE FRANCHE-COMTÉ

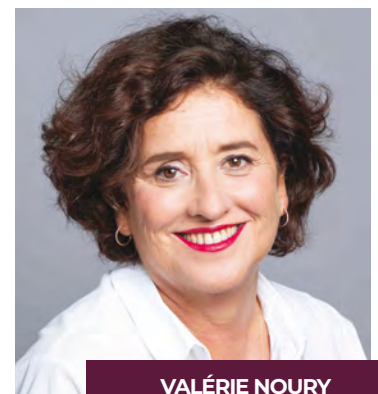
COLLÈGE B : DONORS



DOMINIQUE BOUVARD
CLASS OF 1984



FABIEN CHAUVE
EXECUTIVE BOARD MEMBER
FOR CAISSE D'ÉPARGNE
DE BOURGOGNE-FRANCHE-COMTÉ
IN CHARGE OF HUMAN RESOURCES



VALÉRIE NOURY
CLASS OF 1987



PHILIPPE REMOISSENET
CLASS OF 1984



LAURENT VERNEREY
PRESIDENT OF BSB FOUNDATION
CLASS OF 1983



STÉPHANE VOYER
CLASS OF 1993

COLLÈGE C : QUALIFIED EXPERTS



CLAIRE HYVERNAT
CLASS OF 1991



ROSE-MARIE PONSOT
CLASS OF 2014



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



JEREMY SEYSSES
PRESIDENT
OF DOMAINE DUJAC



SOPHIE POUCHET-PELLERIN
HEAD OF BSB FOUNDATION
SINCE 2019



HERMANCE CASSINI
PROJECT OFFICER FOR BSB
FOUNDATION SINCE 2022

BSB FOUNDATION: THE TEAM

Sophie Pouchet-Pellerin and **Hermance Cassini** work hard to develop BSB Foundation to its fullest.

Together, they develop and implement the fundraising strategy, manage the donor network, and oversee student support programmes. Their shared commitment aims to promote equal opportunity, support talent, and strengthen the Foundation's long-term impact within the BSB community and throughout the region.

OUR RAISON D'ÊTRE

BSB FOUNDATION'S MISSION

Provide support to our high-achieving and enterprising students in times of need, and to support research excellence and the "student-centric" dimension of BSB through innovative schemes, made possible by the contributions of our partner companies, alumni, and donors.

OUR PILLARS

In order to bring our mission 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.



OUR VALUES



TRANSPARENCE

Uphold integrity with our donors by providing clear and transparent updates on project evolution and funding, while ensuring the Foundation's financial stability.



VITALITY

Foster agility and momentum to spark creative energy within our Foundation, engaging our entire ecosystem in an ever-growing display of generosity.



EFFECTIVENESS

Mobilise rigour in the service of our projects to maximise their impact and meet the needs of the greatest number of students.



RECIPROCITY

Strengthen long-term ties and genuine engagement between our sponsors and beneficiaries in order to build a collective history and promote intergenerational mutual aid within the School.

OUR IMPACT IN 2025



€30,400
IN INTEREST-FREE
LOANS
FOR 5 MASTER
STUDENTS

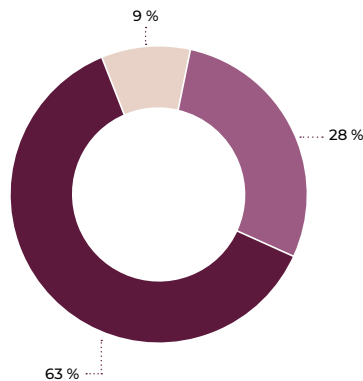


€468,674
INVESTED
IN PROJECTS
AND INITIATIVES



179
SCHOLARSHIPS
AWARDED
FOR A TOTAL AMOUNT OF €616,340,
€296,112 OF WHICH PROVIDED
BY BSB FOUNDATION.

SPENDING ALLOCATION PER PROGRAM



- Equality
- Excellence
- Entrepreneurship

BSB FOUNDATION'S FIGURES SINCE 2014

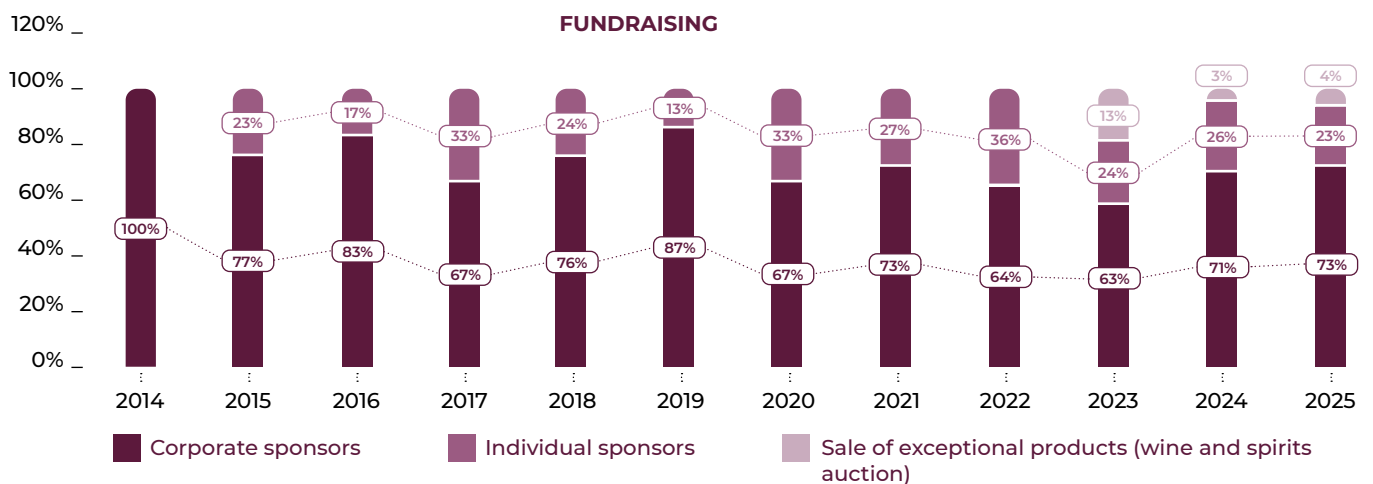
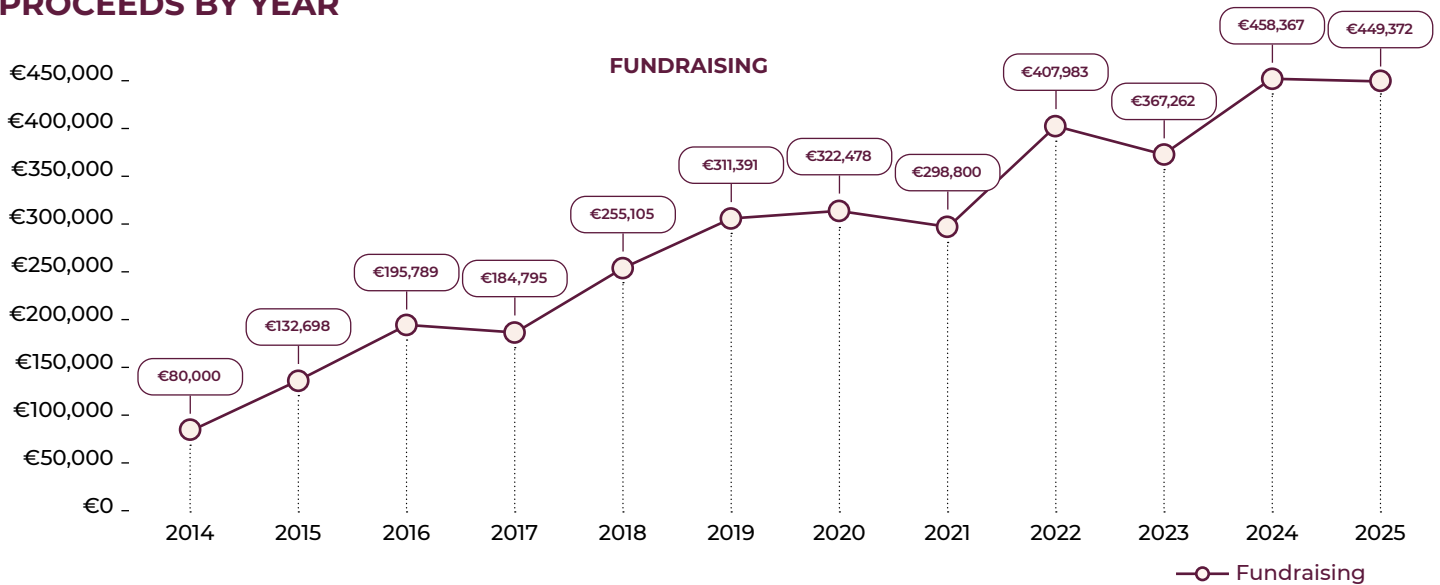

€3,465,866
 RAISED


552
 INDIVIDUAL DONORS





77
 CORPORATE SPONSORS

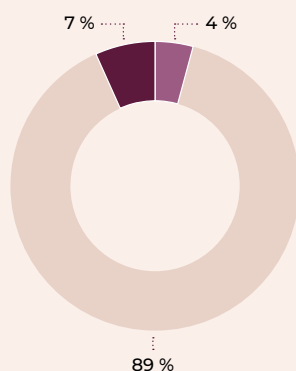

3,898
 STUDENT RECIPIENTS

EVOLUTION OF SPONSORSHIP PROCEEDS BY YEAR



DIFFERENT FORMS OF CORPORATE SPONSORSHIP IN 2025

-  In-kind sponsorship
-  Skills-based sponsorship
-  Financial sponsorship



In 2025, BSB Foundation raised €449,372. Overall, fundraising remained stable compared with 2024; the slight decrease (-2%) was primarily due to a decrease in contributions from five corporate partners and the absence of a donation pledge from the previous year during the individual donation campaign.

The funds were raised from companies (73%), individuals (23%), and through the wines and spirits charity auction (4%).



EQUALITY

EQUALITY

Since its inception, BSB Foundation has placed equal opportunity at the heart of its mission by awarding scholarships to deserving BSB students.

In 2025, it has further strengthened this commitment by consolidating its resources and developing support systems which are increasingly tailored to the social and economic realities that BSB students face. The goal: to meet their evolving needs quickly and to contribute to the fight against student precariousness.

Through this long-term commitment, the Foundation continues to maintain its essential contribution to BSB's social and corporate responsibility strategy, supporting talent and fostering the School's increasingly rich diversity.

HELPING HAND SCHOLARSHIPS

Financing living expenses

Every year, the Foundation awards Helping Hand scholarships to support students who are confronted with daily financial difficulties or who experience unforeseen circumstances that seriously impact their personal and material well-being.

The financial aid is meant to cover essential daily expenses, allowing recipients to pursue their studies at BSB in favourable conditions fostering their academic success.

The scholarship amount (€2,000 or €3,500) is adjusted to provide a tailored response to each student's circumstances.



BEN ROSS HAMADA

MASTER 1 STUDENT
DIJON CAMPUS



I was fortunate enough to receive financial support from BSB Foundation, which was an immense relief as I had to deal with the housing crisis and financial instability. This scholarship has allowed me to focus on my studies and look to the future with peace of mind and a hopeful outlook.

BSB also provided me with my very first computer in my first year and covered my pre-master tuition fees. Without this help, I might never have pursued my studies at the School, as I didn't have the means to take out a bank loan and didn't have a guarantor with sufficient income. I'm originally from Mayotte and my family's situation worsened in the aftermath of Cyclone Chido, leaving us with almost nothing.

BSB's support changed everything for me. I don't think I would have continued studying if I had been in a different school.

I would like to express my sincere gratitude to the Foundation and the entire BSB team for their support, kindness, and the trust they have placed in me. Thanks to you, I can look to the future with hope and keep moving forward and look toward the future. Thank you from the bottom of my heart.



€119,500
OF THE FINANCING



INDIVIDUAL DONORS

.....

59

SCHOLARSHIPS
WERE AWARDED
TO HELP FINANCE LIVING COSTS:

16

INTERNATIONAL STUDENTS

10

BACHELOR STUDENTS

49

MASTER GRANDE ÉCOLE STUDENTS



EQUALITY

MERIT SCHOLARSHIPS

Tuition Fee Funding

BSB and its Foundation contribute to funding the Merit Scholarships awarded to high-achieving students enrolling in their first year, regardless of their programme.

These scholarships recognise recipients' commitment and academic excellence, while facilitating their admission to the School by reducing the cost of tuition.

Through this initiative, the Foundation promotes diversity and talent at BSB, and encourages high-potential individuals to join the School and thrive in their studies.



MARINE HUMBERT
MERIT SCHOLARSHIP
RECIPIENT

“ I'm truly honoured to have been chosen for this scholarship and to know that my work was recognised by a demanding jury.

This award is more than just a title—it's a show of encouragement that pushes me to keep working on my projects with more passion and commitment than ever.


I am very touched and it confirms my belief that persistence and the value of sharing are truly recognised in my academic journey

I would like to thank you for this recognition and for BSB Foundation's commitment to showcasing talent in our field.



You can be sure that I will do my utmost to honor this distinction.

”





€101,112
IN FUNDING

WINE & SPIRITS CLUB
FOR SCHOOL OF WINE & SPIRITS
BUSINESS STUDENTS

+

INDIVIDUAL DONORS

.....

101
SCHOLARSHIPS
WERE AWARDED TO COVER TUITION FEES
(CO-FINANCED BY BSB AND ITS FOUNDATION):

87
INTERNATIONAL
STUDENTS

33
BACHELOR
STUDENTS

42
MASTER GRANDE ÉCOLE
STUDENTS

10
MSC WINE MANAGEMENT
STUDENTS

16
MBA WINE & SPIRITS BUSINESS
STUDENTS



EQUALITY

ROOTED IN FRANCE SCHOLARSHIP



Since 2021, BSB has been a partner of **The Roots Fund scholarship programme**, becoming the 1st European business school to join this major international initiative.

Founded in the United States, The Roots Fund is a non-profit organisation committed to promoting inclusion and diversity within the wine industry. It supports students from diverse backgrounds seeking to build careers in the world of wine by providing financial aid and professional mentorship.

Thanks to this partnership, **BSB and the BSB Foundation cover the tuition fees for the scholarship recipients**, while The Roots Fund fully finances their living expenses. This comprehensive support system allows talented individuals to focus entirely on their studies and professional goals.

This partnership was made possible by the commitment of Jeremy Seysses (Domaine Dujac), and BSB Foundation trustee, whose involvement was instrumental in bringing this high-impact collaboration to fruition.



CHERITA WILSON
 FIRST ROOTED IN FRANCE SCHOLARSHIP RECIPIENT IN 2021
 VICE PRESIDENT,
 RETAIL OPERATIONS SPECIALIST – TEXAS CAPITAL



The Rooted in France scholarship allowed me to study abroad in one of the most prestigious wine regions in the world: Burgundy. I also found a wonderful host family who made me feel right at home.

My late grandfather first introduced me to wine. He grew grapes in his backyard, and what started as a simple hobby became a bond between us. He always used to say: "Whatever you do, don't forget my grapes." After his passing, wine became more than just a drink; it became a connection to him, to our memories, and to my roots. Thanks to the Rooted in France scholarship, studying in Burgundy allowed me to deepen that heritage.

As the first woman in my family to earn a university degree, this opportunity had an even deeper meaning for me. My time in France gave me so much more than just discovering wine, incredible cuisine, and a rich culture. It taught me the importance of networking and gave me the confidence to take my seat at the table in environments where I once felt intimidated. The relationships and skills I gained during this experience will stay with me forever.

Today, I work full-time in Finance, but my passion for wine continues to shape my entrepreneurial journey. I organise private tastings, restaurant events, and wine workshops for corporate clients. As I continue to grow my consulting business, I rely heavily on the skills I strengthened at BSB.

The Roots Fund and BSB Foundation provided so much more than just a study abroad experience. They helped me honour my grandfather, showcase my family's legacy, while giving me the confidence to pursue a career at the intersection of finance, entrepreneurship, and wine. I am forever grateful for their support.



P O R T E 1 9 0 0



€34,000
 IN FUNDING



PRIVATE DONORS

.....



2
 SCHOLARSHIPS
 FINANCED
 IN 2025

8
 SCHOLARSHIPS
 ROOTED IN FRANCE
 FINANCED
 SINCE 2021



EQUALITY

GRANDS CHAIS SCHOLARSHIPS

BURGUNDY
SCHOOL
OF WINE & SPIRITS
BUSINESS



In 2025, BSB Foundation was proud to continue the sponsorship initiated with **Les Grands Chais de France**, a major player in the wine and spirits industry.

As part of this commitment, **the company supports students at the School of Wine & Spirits Business through the funding of €2,500 scholarships**, which are awarded based on academic merit and level of engagement within the programme.

As such, **four new students benefited from this programme**: two enrolled in the Mastère CIVS (International Wine and Spirits Trade) and two in the MSc Wine Management in Dijon.



2

SPECIALISED
MASTER CIVS
RECIPIENTS

2

MSc WINE
MANAGEMENT
RECIPIENTS

The recipients dedicate part of the scholarships to initiatives which benefit the entire cohort by funding educational activities or enriching field trips directly related to their studies.

This partnership illustrates a shared ambition: to reward merit, strengthen the ties between academics and the professional world, and support the emergence of tomorrow's talent in the wine and spirits sector.



TOMMASO SELICORNI

MSc WINE MANAGEMENT
STUDENT FROM ITALY



BSB Foundation's support has been incredibly important to me. Thanks to this scholarship, I haven't had to look for a part-time job to cover my expenses, which means I can fully focus on my studies.

It also allows me to dedicate time to wine-related activities—such as cellar visits, tastings, and professional events—which provide practical knowledge that complements my classroom learning.

This financial assistance not only reduces the pressure of living and studying abroad but also gives me the opportunity to thrive both academically and professionally, making the most of the Wine & Spirits Business program. I am very grateful for this support, which will help me build my future career in the wine industry.



MATERIAL SUPPORT

Computer donations



BSB Foundation goes beyond financial support by also providing material aid to support students throughout their academic journey.

Caisse d'Épargne de Bourgogne-Franche-Comté generously donates computers so that students who do not or no longer have access to this essential tool can continue attending classes and complete their work in favourable conditions.

This initiative illustrates the Foundation's commitment to providing concrete support to students, ensuring that everyone has the necessary resources to succeed in their studies.

Accommodation scheme



In partnership with the **Restos du Cœur** (national food distribution and soup kitchen charity), BSB Foundation helps students, who have difficulty finding accommodation in Dijon, to continue their studies.

The scheme includes helping them settle in, preparing and managing their budget, as well as developing practical skills to help them manage daily life and living independently.

Thanks to this valuable support, **students benefit from a stable and safe environment** that facilitates their academic success.



EQUALITY

MENTORING PROGRAMME

The **Mentoring Programme** BSB Foundation provides professional and personal advice to recipients. The coaching is done by an alumnus or an employee of a sponsoring company who has more than 10 years' experience, with the goal to facilitate the student mentee's start in working life.

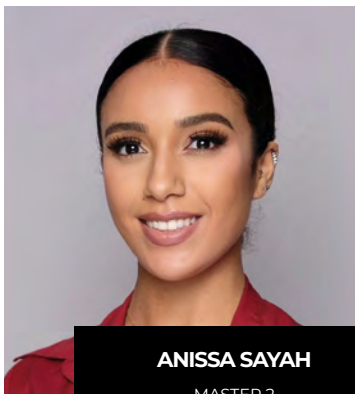
This relationship is based on regular exchanges over an 8-month period, between January and October.



44
RECIPIENTS
SINCE 2022

11
RECIPIENTS
IN 2025

P O R T E 1 9 0 0



ANISSA SAYAH

MASTER 2
MENTEE



My experience as a mentee has been extremely rewarding. It allowed me to step back and reflect on my career path, clearly identify areas for growth, and benefit from personalised guidance from my mentor's extensive experience. Our regular discussions helped me structure my thinking, better define my professional priorities, and gain confidence in my projects.

I also learned how to expand my network and take full advantage of opportunities at trade shows, which gave me the practical tools needed to get my first job. I would highly recommend this opportunity to any student or recent graduate; it offers a unique form of support that goes beyond academics—it is a true space for listening, learning, and sharing.

It is a great privilege to benefit from a mentor's kind and objective perspective, and to be able to rely on a professional's experience to better envision the future.



SAMUEL MIGNOT

MENTOR
CLASS OF 2007



In 2025, I had the privilege of mentoring Antinéa, a recent graduate embarking on her entrepreneurial journey. Through this partnership, I shared my business experience while helping her structure her project launch and navigate the emotional challenges of such a demanding venture.

It was a rich and motivating exchange that highlights how mentoring is a truly valuable human experience for both the mentor and the mentee.



BECOME A MENTOR

You are a BSB graduate or an employee of one of our sponsoring company with more than 10 years' professional experience, and would like to pass on your experience by becoming a mentor?

Contact us at: fondation@bsb-education.com

At the beginning of the session, a training workshop is organised to help you understand the programme and the tools at your disposal to facilitate the relationship.



EXCELLENCE

Through its Excellence pillar, BSB Foundation affirms its commitment to building BSB's future and that of its students. It actively supports pedagogical innovation, academic excellence, applied research, and BSB's international standing.

Thanks to the generosity of its sponsors in 2025, the Foundation financed major projects which enhance the student experience and the quality of teaching:

- the **LeaderSkills Institute by BSB**, a unique certification programme to train the leaders of tomorrow
- the Bloomberg **trading room**
- the One Health Center, a genuine laboratory for well-being at BSB
- the equipment in the **School of Media, Culture & Communication**, which was inaugurated in 2025 on the new campus in Lyon.

All these initiatives bear witness to BSB Foundation's determination to support a generation of professionals who are committed and fully prepared to tackle today's and tomorrow's global challenges.

LEADERSKILLS INSTITUTE BY BSB



The **LeaderSkills Institute (LSI)** is a **BSB** initiative aimed at structuring and developing leadership learning. Inspired by the vision of international executive and alumnus **Laurent Vernerey**, the project is built on the belief that **leadership can be learned, practiced, and measured**.

LSI by BSB is dedicated to **training 100% of BSB students in leadership**.

BSB believes that leadership is not reserved solely for a ruling elite. "LeaderSkills" are becoming fundamental competencies to be developed in new generations of managers, enabling them to lead themselves, inspire others, and support their organisations within a context of accelerated transformation.

An institute to train individuals capable of driving and embodying transformation

The curriculum is based on:

- **A competency matrix** structured around three dimensions: leading oneself, leading others, and contributing to organisational transformation.
- **Pedagogy** that blends academic learning, experiential workshops, and real-world simulations.
- Skills development that is progressively assessed and recognised through a **dedicated certification**.

This year, more than **1,700 students** benefited from this programme through the creation of specific teaching modules and innovative workshops. It also marked the development of an initial academic research momentum focused on leadership skills.


€59,270
IN FUNDING

.....

1,787
STUDENTS
BENEFITED
FROM THE LEADERSKILLS INSTITUTE

Funding

The next phase of the project aims to roll out the programme to **100% of BSB students**, develop a **dedicated digital platform** to track and learn LeaderSkills, and strengthen **research activities**.

Become a key player in this revolution by supporting the **LeaderSkills Institute!**

Join us as a donor or partner and take part in this unique European project to train the talents of tomorrow and establish the **LeaderSkills Institute** as an **academic and pedagogical benchmark** in the development of **human skills**.

Contact us for more information.



EXCELLENCE

TRADING ROOM



Since 2018, **Caisse d'Épargne de Bourgogne Franche-Comté** and **Banque Populaire de Bourgogne Franche-Comté** have been funding a professional trading room at BSB.

Finance students and professors alike benefit from Bloomberg terminals—a cornerstone of the modern financial system. These tools provide historical and real-time data on publically traded companies, financial products, markets, as well as the latest financial news.

This initiative strengthens both academic and pedagogical excellence, allowing students to gain hands-on experience in conditions that closely mirror the real world.

ONE HEALTH CENTER



At BSB, personal fulfillment is considered even more important than academic success.

Through the **One Health Center**, its personalised well-being programme, the School offers students a comprehensive range of workshops, training sessions, conferences, and individual appointments, structured around six major themes:

- **Health and prevention**
- **Fighting and preventing harassment and discrimination**
- **Sleep and recovery**
- **Physical health**
- **Nutrition**
- **Mental health**

CIC and **Les Grands Chais de France** support this initiative as they are acutely aware of the challenges regarding student mental health and well-being. Alongside **BSB Foundation**, they help ensure these resources are accessible to as many students as possible.



€20,000
IN FUNDING

.....



250
STUDENTS
RECEIVED
FUNDING FROM
THE TRADING ROOM



€20,000
IN FUNDING

.....



226
STUDENTS
BENEFITED
FROM THE
ONE HEALTH CENTER





EQUALITY

SCHOOL OF MEDIA, CULTURE & COMMUNICATION

As part of the launch of **the School of Media, Culture & Communication** at the new Lyon campus, **BSB Foundation** contributed to funding the **Design Lab**. This was made possible thanks to funds raised during its charity gala held on 13th March 2025.

While the project was already a key part of the development of the Lyon campus, the support of **nine corporate sponsors** involved in its construction helped boost its ambition and guarantee high-quality equipment.

Designed as an experimental hub, the **Design Lab** provides students with an environment that is conducive to designing innovative projects.

Through supporting this initiative, BSB Foundation shows its commitment to fostering the evolution of teaching practices and encouraging students to develop their **creative, strategic, and technical skills** within the media, culture, and communication sectors.



€33,900
IN FUNDING



PAUL MAGAND
DESIGN LAB MANAGER



What was the idea behind creating a Design Lab on the new campus?

The idea originated in 2021 on the former Lyon campus and the initial space was created by a BSB professor and researcher, Yann Truong. When he left the school, I chose to take over the project to make sure it continued. I taught myself how to operate the machinery to be able to support our students and staff. With the School of Media, Culture & Communication, the goal is to turn the Design Lab into a central hub where everyone can bring their ideas to life and contribute to improving daily campus life.

Communication, the goal is to turn the Design Lab into a central hub where everyone can bring their ideas to life and contribute to improving daily campus life.

How would you describe the infrastructure and its purpose?

It is based on the "Fablab" (Fabrication Laboratory) concept: an open-access third place equipped with 3D printers, a laser cutter, and various creative tools. I am on-site every day to guide users. It is a space where students learn, experiment, and produce, while clubs and societies can manufacture their materials at a lower cost.

How does it contribute to pedagogical innovation?

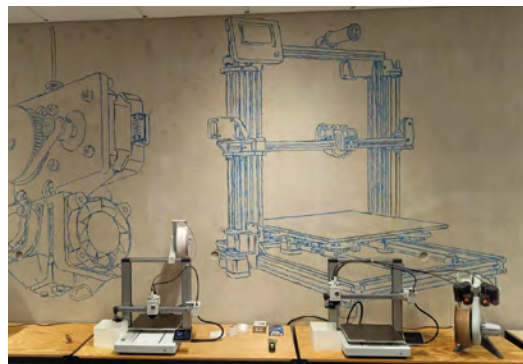
Students remain the central focus. The Lab facilitates collaborative work and enables teachers to integrate digital creation into their curriculum. I provide them with ready-to-use materials and thanks to the feedback, improvements to the workshops are constantly made. My goal is to progressively embed the Lab into academic programmes.

How would you describe the benefits to students and BSB?

All of our students have access to the Lab after completing a safety training course. The Lab is a springboard for them to develop digital skills and carry out a wide range of projects, from technical prototypes to communication materials. I also provide support to the whole of the School's departments, student startups in the incubator programme, and school events. Together, BSB's influence and standing is strengthened.

What are the priorities for the Design Lab in the coming years?

Our goal is to strengthen its interdisciplinary role: supporting departments, providing entrepreneurial coaching, developing integrated courses, creating pedagogical resources, and opening it up to the Lyon-based FabLab network. My objective is to transform it into a central hub for students, staff, alumni, and partners.





ENTREPRENEURSHIP

ENTREPRENEURSHIP

BSB Foundation fosters an entrepreneurial mindset and supports students who want to launch their own ventures. BSB Foundation continued its commitment in 2025 by assisting project initiators through funding their living expenses and by guiding them toward relevant financing solutions to secure the development of their ventures.

By supporting entrepreneurship, the Foundation contributes to the emergence of **innovative projects that bring both economic and social value**, while fostering students' audacity, creativity, and their ability to turn ideas into action.

INCUBATOR SCHOLARSHIPS



By creating a Sponsors Club dedicated to entrepreneurship, BSB Start-up Studio, BSB Foundation bolsters its commitment to student entrepreneurs.

This scheme finances **Incubator scholarships** for student members of BSB's Incubator. It helps to cover their living expenses and provides them with the peace of mind needed to focus fully on developing their projects.

Through this initiative, the Foundation provides tangible support for the emergence of new businesses and fosters entrepreneurial momentum within BSB.



€31,500
IN FUNDING

.....



13

SCHOLARSHIPS
WERE AWARDED TO STUDENT ENTREPRENEURS
TO FINANCE THEIR LIVING EXPENSES



Pentaskill is an agency specialising in automation and artificial intelligence, dedicated to optimising business sales performance.



We design and deploy intelligent systems that allow freelancers, micro-enterprises and SMEs to industrialise their lead acquisition process. Our services include: automated qualified lead generation, personalised email campaigns with high deliverability rates, AI agents capable of managing conversations and qualifying prospects, as well as CRM synchronisation and real-time sales KPI monitoring.

Our mission is simple: to transform manual, time-consuming sales processes into structured, measurable, and scalable systems.

At the same time, we automate repetitive tasks across the organisation—including invoicing, follow-ups, data synchronisation, and automated reporting—to reduce operational overhead, which subsequently allows leaders to focus on growth.

To date, we have supported some fifteen companies both in France and internationally. The results are tangible: structured acquisition processes, improved sales performance, and significant time saved for teams.

We are currently in an active phase of growth and restructuring. New strategic partnerships have been launched, which strengthen our credibility and accelerate our development.

The support provided by BSB Foundation was decisive at the start of the project. It allowed us to allocate a budget to invest in our first technological tools, structure our commercial approach, and scale our development on solid ground. This support served as a true accelerator.

Furthermore, the support from Le Village by CA, which is made possible thanks to BSB, we are part of a stimulating ecosystem with rich strategic networking and growth opportunities. This environment contributes to the expansion of Pentaskill with increased ambition and maturity every day.

Today, we are continuing to develop with a clear vision: to build a result-oriented AI automation agency dedicated to the sustainable growth of businesses.



LAURIE HOUGHTON-PETIT
CO-FOUNDER OF PENTASKILL



ENTREPRENEURSHIP

CALL FOR PROJECTS: OUR CLUBS & SOCIETIES HAVE GOT TALENT



Taking action against period poverty

In June 2025, the student societies **Equality BSB** (Dijon) and **Huly'Vent** (Lyon) won the first "Nos Assos ont du talent" (Our Clubs & Societies Have Got Talent) call for projects, funded by **Fondation Agir, the corporate foundation of Crédit Agricole de Champagne-Bourgogne**.

Conferences on Period Poverty

On **25th and 27th November**, their initiative came to life on the **Dijon and Lyon campuses** respectively with the conferences they organised about period poverty. These encounters raised awareness of social and environmental stakes while providing students with reusable menstrual products, making a tangible contribution to their well-being.

The founder of **Peau-Ethique**, Ludivine Abruzzo, attended the conferences to share her expertise on period poverty, sustainable protection, and endometriosis. Students learnt about and received period pants from her brand, which were made available with the investment made by BSB's student clubs and societies.

BSB Foundation is proud to support meaningful **student initiatives that foster social engagement and improve the quality of life on the School's campuses**.



We are students who are committed to campus life and as such, BSB Foundation has been a vital source support in bringing our project to life.

Thanks to their partnership with Crédit Agricole's "Agir" Foundation, we had the opportunity to participate in the "Nos Assos ont du talent" (Our Clubs & Societies Have Got Talent) call for projects. Their guidance enabled us to turn our project—distributing period pants on the Dijon and Lyon campuses—into a reality.

This project was born out of a wonderful encounter with Ludivine Abruzzo, founder of **Peau-Éthique**. She contacted BSB in the hopes of collaborating with the **Huly'Vent** and **Equality** societies to be able to distribute her menstrual products. **Thanks to the call for projects, we received €5,300 to purchase products, organise the distribution, and to cover the logistics costs involved.**

The two societies worked hand in hand to define a budget and a visual identity, organise the event, and call upon partners.

With the amount we received, we allocated €4,537 to period products, and subsequently divided the remainder between flyers, packaging, transport, and Ludivine's accommodation.

The project came to life with two major highlights: on **25th November in Lyon** and **27th November in Dijon**. These events featured a roundtable discussion on these key issues with Ludivine, followed by a Q&A session and the distribution of period products.

This initiative was a tremendous learning experience. It allowed us to sharpen our skills in **project management, communication, and teamwork**, all the while championing a cause that is very close to our hearts.

These moments of exchange and recognition give full meaning to community involvement and also encourage others to pursue impactful actions at BSB.

We would like to thank everyone who contributed to moving our initiatives forward: **it is collectively that we change mindsets and build a fairer, more inclusive environment.**



€5,300
IN FUNDING



300
PERIOD
PANTS

150
REUSABLE
SANITARY PADS
DISTRIBUTED



**EQUALITY AND HULY'VENT
BSB STUDENT SOCIETIES**

Training on Sexual and Gender-Based Violence (SGBV)

As part of its commitment to provide a safe and respectful student environment, **BSB Foundation**, with the support of **Fondation Agir**, funded a training session in September 2025 focused on preventing **Sexual and Gender-Based Violence (SGBV)**. The training was designed for members of the Student Union offices to prepare for the BSB student welcome weekend.

FOCUS: SPONSORSHIP, MUCH MORE THAN FINANCIAL DONATIONS

At **BSB Foundation**, sponsorship is not limited to financial contributions. It also comes in the form of material support and sharing of expertise, all helping to enrich the School's various projects:

- **In-kind sponsorship** involves donating goods or services.
- **Skills-based sponsorship** refers to the sharing of professional know-how and expertise.

These forms of support strengthen the Foundation's impact across the entire BSB community.



ARTHUR DEBALLON

DIRECTOR OF AVS COMMUNICATION

AVS COMMUNICATION SPONSORSHIP



Since 2023, Arthur Deballon has been transforming BSB's advertising banners into upcycled promotional items. They are handcrafted by his team of skilled seamstresses in his company, **AVS Communication**.

In 2025, he also designed roll-up banners for incubated students who receive the Incubateur scholarship and offered them a comprehensive communications kit to showcase their entrepreneurial projects.



How do you see the impact of your commitment to BSB Foundation, and what does this collaboration bring to you in return?

Supporting a Foundation naturally has a positive impact on us. It is undeniable proof that our company is proudly rooted in its region and committed to the future talents who need it most.

Making your seamstresses' skills available to create bowling bags is an original form of corporate sponsorship; what inspired this approach?

Our large-format printing business across all types of media generates substantial offcuts. Furthermore, as the products we manufacture are often used by our clients on a short-term basis, we wanted to find a second life for these materials. As we had received a similar request from a major group in the past, the idea of partnering with BSB Foundation to create a meaningful product—handcrafted by our Dijon-based employees to support the cause—makes perfect sense.

Why support BSB Foundation and its incubated students through in-kind sponsorship (roll-ups for communications kits), and why is this type of contribution essential for their success?

In 2010, AVS Communication was bought by a man who had started his business career at the age of 20. As director of the firm, I want to remain close to the entrepreneurs and managers of tomorrow. The idea of supporting those who will be the driving force of our future economy seems essential for our society. This provides incubated startups with professional material and support that they likely wouldn't have been able to afford without this assistance.



SKILLS-BASED SPONSORSHIP – LA GOUTTE D’OR

LA GOUTTE D’OR

In 2025, recent BSB bachelor graduate, Enzo Molinaro, shared his expertise with BSB Foundation to support the development of its **Wine & Spirits Sponsors' Club**.

His skills were specifically valuable in sourcing bottles for the 3rd edition of our **charitable wine auction**. The event was held in collaboration with Dr Wine Selection, which, in turn, directly contributed to our donor engagement efforts.



ENZO MOLINARO
CEO, LA GOUTTE D’OR



What motivated you to share your expertise with the Foundation for the auction, and what is your main takeaway today?

After three years of studies, internships, and a "Made in BSB" experience, I founded my own company that specialises in the sale of wine. **Becoming involved in organising the Foundation's annual wine auction was therefore an obvious choice—it was a guaranteed mutually beneficial collaboration.**

My main takeaway is that partnerships, regardless of their scale, are catalysts for growth. I became part of BSB's ecosystem and have made relationships with BSB partner companies and others as well. The one common denominator is that all are built on trust.

What was your secret behind successfully organising your skills-based sponsorship and continuing your other activities?

BSB Foundation was extremely understanding and adapted my missions to my professional obligations. The strategic choice of a hybrid role—split between Project Manager for BSB Foundation and young entrepreneur—made this collaboration exciting right from the first few weeks!

By dedicating 3 days a week (including the occasional remote workday), it was entirely possible to balance my commitment to BSB Foundation and developing my companies. My primary mission was to scale up the charity auction: strengthening relationships with donor wine estates; managing the logistics of the lots; updating databases; coordinating events and providing testimonials during meetings with School and Foundation partners.

Before joining the Foundation, were you familiar with skills-based sponsorship?

Absolutely. Providing sponsorship for a Foundation has always been something I've cared deeply about.

It is also very important to underscore the financial benefit: **60% of the donation amount is tax-deductible.**

This unique collaboration has highlighted a new form of synergy between the School and its graduates. The opportunity to put my experience at the service of future generations of students felt like a true "Alumnus mission"!

In all honesty, Sophie—the Head of BSB Foundation—orchestrated everything from A to Z: team introductions, discussions regarding meeting minutes, weekly updates, and daily collaboration.

For me, **skills-based sponsorship was the ideal compromise between my life as an entrepreneur and my commitment to BSB Foundation.**



IN 2025
THEY SUPPORTED THE FOUNDATION
THROUGH IN-KIND
OR SKILLS-BASED SPONSORSHIP
FOR A TOTAL OF
€36,818



THANK YOU TO OUR CORPORATE SPONSORS

FOUNDING SPONSORS

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



GOLD SPONSOR (over €50,000 per year)



SILVER SPONSOR (greater than or equal to €10,000 and less than €50,000 per year)



BRONZE SPONSOR ((greater than or equal to €5,000 and less than €10,000 per year)



ASSOCIATE SPONSOR (less than €5,000 per year)



THANK YOU TO OUR INDIVIDUAL DONORS



The Foundation would like to thank its community, Alumni, parents, employees and friends who are committed to supporting the younger generation.

MORE THAN €102,496 RAISED VIA OUR INDIVIDUAL DONORS



MAJOR DONORS
(over €10,000 per year)

3 DONATIONS
TOTALLING
€37,852



MIDDLE DONORS
(€1,000 to €9,999 per year)

21 DONATIONS
TOTALLING
€33,261



ANNUAL FUND
(€10 to €999 per year)

276 DONATIONS
TOTALLING
€33,383

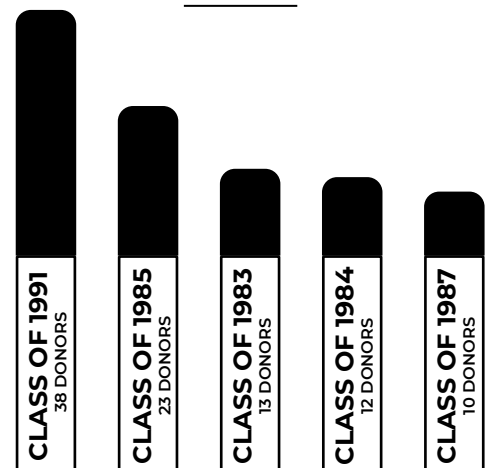
AVERAGE DONATION
€365 (€473 IN 2024)

This infographic illustrates the donations received in 2025, highlighting that every one of them, whatever the amount, is important. 92% of our donors gave between €10 and €999, 7% between €1,000 and €9,999 and 1% more than €10,000.

57 classes of BSB graduates (from the class of 1958 to the class of 2024) were committed to BSB Foundation in 2025. This was made possible thanks to our Alumni Foundation Ambassadors, whom we would like to sincerely thank.



TOP 5 OF THE MOST MOBILISED CLASSES



Thank you to our graduate donors, who account for 83% of individual donations



MATHILDE CLAUDON

CLASS OF 2022

« I don't believe in luck. I believe in opportunities. I knew how to take full advantage of them at the start of my professional journey, and today I have the opportunity to create them in turn. Supporting BSB Foundation means providing motivated students with the right environment to build their future, without financial constraints standing in their way. »



GUILLAUME DROUIN

CLASS OF 2002

« Supporting BSB Foundation is a simple yet meaningful way to help students attend a world-class school and build their future. I believe it's our alumni network and entrepreneurs' responsibility to encourage great initiatives like 'Give for YouTH' and pave the way for the next generation's success! »

HIGHLIGHTS OF THE YEAR

CHARITY GALA

BSB Foundation organised a charity gala on 13th March to celebrate the inauguration of the new Lyon campus and its School of Media, Culture & Communication.

This event brought together some **80 participants** with the aim to contribute to the funding of three major facilities:

- **The Creative Hall:** a multidisciplinary space dedicated to artistic broadcasting and exhibitions.
- **The Creative Lab:** equipped with image, video, and sound editing stations, as well as a podcast recording booth.
- **The Design Lab:** a workshop dedicated to 3D object creation and vinyl printing.

These facilities are open to all Lyon campus students. They are fully integrated into the two new programmes which will enrich the portfolio of BSB's brand-new industry-specific school.

The project's corporate sponsors include — **BIMING, Caisse d'Epargne Rhône Alpes, Carré d'Or, FormaSup Odyssee, Decotech Groupe KALIA Menuiserie, Forvis Mazars en France, GSF, OPÉRA FLUIDES, and SUD architectes** — who were invited to tour the campus under renovation. The visit was followed by a dinner and a performance of "Nature Studies" by Merce Cunningham/Christos Papadopoulos at the **Maison de la Danse in Lyon**.



OLYMPIAD LAUNCH DAY

On 20th March, the Move For YouTH Challenge launch day brought together employees from sponsoring companies and BSB students at the Dijon-Bourgogne Golf Club.

This event was an opportunity to **strengthen the ties between the School and the business world**, while highlighting our shared values: commitment to the common good, fighting student poverty, promoting excellence accessible to all, and encouraging physical activity and soft mobility.

The day was also an opportunity to showcase our corporate culture in a different way, by placing it at the heart of this collective project.

Students, employees, and corporate sponsors came together to take on fun challenges centred around this year's ever important theme: **mental health**.

This immersive experience was created in collaboration with **Coedia France** and **Mission Handicap de BSB** and aimed to foster a deeper understanding of the impacts of stress, loss of focus, and communication barriers, all while building team spirit and solidarity.

This life-sized game gave participants the chance to test their reflexes, strategy, and cooperation skills within mixed teams of professionals and students.

MOVE FOR YOUTH CHALLENGE #4: COLLABORATIVE AND CHARITABLE SPORTS CHALLENGE

For the 4th consecutive year, from 21st March to 9th April, the Move For Youth Challenge brought together the BSB community - students, graduates, faculty and staff - as well as our corporate sponsors' employees. The aim was to turn their **physical activity into donations to subsequently finance student scholarships and the One Health Center.**

BSB Foundation launched the challenge in 2022 with to raise awareness of the projects we support, while encouraging fund-raising for our students. It also helps to communicate health prevention messages, strengthen team cohesion, and promote our partner companies' employer branding.

At a prize-giving ceremony attended by BSB staff, students, alumni, and—for the first time—partner companies, the winning teams and top performers from each entity received gifts provided through in-kind sponsorship (AVS Communication, Dr Wine, Hôtels Bourgogne Qualité, Mulot & Petitjean, and Chocolat Voisin). Prizes included wine, brunch vouchers, gingerbread, and chocolates, as well as honey from BSB's own beehives.



- 950** PARTICIPANTS
- 205** TEAMS
- 24** SCHOLARSHIPS FINANCED
- €83,000** RAISED
- 87,796** KM COVERED
- One Health Center**
€10,000 ALLOCATED TO ONE HEALTH CENTER
- 7** CORPORATE SPONSORS



BSB START-UP NIGHT

With the support of **BSB Foundation** and **BFC Angels**, **BSB Incubator** hosted its first **Start-up Night** on 25th March on the Dijon campus.

Over 100 participants attended the event to discover eight projects led by our incubated entrepreneurs and to network with key players from the local entrepreneurial ecosystem.

A jury composed of Florence Imbert (**Le Village by CA Champagne Bourgogne**), Pierre Vieillard (**BFC Angels**), and Stephan Bourcieu (**BSB**) presented awards to three standout projects:

- #1 PENTASKILL** – An educational platform
Founders: Hassan Alqaisi & Laurie Houghton-Petit (Incubator scholarship recipients).
- #2 BOOOOST** – A recovery drink for the morning after
Founders: Gabin Bosc de Ganay & Ho Yin Ryan Cheung (Incubator scholarship recipients).
- #3 LANKERAIN BEAUTY** – A cosmetic solution for mature skin
Founder: Kéo Gravelard.

Other project leaders and Incubator scholarship recipients also in attended, including José Joaquín Ruiz Orozco (Mexspirits Partners) and Aïssata-Kobélé Keita (Move in Linked).

The evening was further energized by two interactive open mike sessions:

- **"Who wants to be my partner?"** – Aimed at recruiting talent from other schools.
- **"Who wants to be my mentor?"** – Designed to connect entrepreneurs with guidance from committed professionals.



PRESTIGIOUS WINES AUCTION

BSB Foundation organised its **3rd charity auction of prestigious wines**, which took place from 28th November to 11th December. The auction featured 86 bottles and raised a total of €17,724.

The proceeds help finance a 'Rooted in France' scholarship for a School of Wine & Spirits Business student, one of two such awards presented in September 2025.

The auction was made possible through the skills-based sponsorship of the following companies:

- **iDealWine** (benchmark platform for lovers of great wines - a key international player in the purchase, sale, and appraisal of exceptional wines)
- **Dr Wine Selection** (selector of great wines from wine growers for a clientele made up of passionate individuals)
- **La Goutte d'Or** (company specialised in wine sales).

Since 2023, some €78,674 have been raised thanks to the wine auction sales.



86
EXCEPTIONAL LOTS



€17,724
RAISED



GIVING TUESDAY

For the sixth year in a row, BSB Foundation took part in the international generosity movement, **Giving Tuesday**, between November and December.

For the second time, this fundraiser was an **Inter-Class Challenge**: each graduating class was invited to collectively fund at least one "Coup de pouce" (Helping Hand) scholarship. These scholarships are designed to support students struggling to cover their living expenses or those who are facing unexpected financial difficulties.

Alongside the graduates, **26 BSB staff** members got involved, raising a combined **€4,045**, and were joined by 19 students dedicated to the cause.

A huge thank you to our Ambassadors, whose energy and commitment were essential in uniting and motivating the teams over the course of the challenge.



€70,712
RAISED
(+ €10,992
COMPARED TO 2024)



288
DONORS
(+ 54 DONORS
COMPARED TO 2024)



45
GRADUATING CLASSES
MOBILISED
(1968 - 2024)



35
HELPING HAND
SCHOLARSHIPS
FUNDED



SIMPLIFY YOUR SUPPORT WITH DIRECT DONATION DEBIT

Giving is essential.
Giving regularly is even more impactful!

With direct donation debit, you provide sustainable support to the projects you care about—simply and with total peace of mind.

HOW IT WORKS

- **Simple & Secure**
Your donation is automatically debited at the frequency of your choice: **monthly, quarterly, or annually**.
- **Flexible**
You choose the amount of your support and can **modify, suspend, or stop it at any time**.
- **Simplified Tax Benefits**
As an individual, **benefit from a 66% tax reduction**. Your tax receipts are automatically sent to you via the Fondation de France.
- **Transparent**
You know exactly how your contribution is used by following the impact of your commitment year-round through our various updates: annual reports, LinkedIn, newsletters, our website, and more.

THE ADVANTAGES

- **Consistent support for our students**
By spreading your gift over time, you make giving easier for yourself **while allowing BSB Foundation to plan its actions effectively** and provide support to more students throughout the year.
- **Genuine time-savings**
No need to think about it: your support continues naturally over time, without the need for reminders from us.
- **Direct your gift**
Choose to allocate your contribution to a **specific project**:
 - Equality Scholarships
 - Educational Innovation
 - Research
 - Entrepreneurship

Alternatively, you can choose to **trust the Foundation to direct your donation toward** the project with the greatest need.

HOW TO GET STARTED?

- 1 Go to page 29 "Donation Form"
- 2 Enter your desired amount in the "Regular gift" section
- 3 Confirm your bank details and sign the form
- 4 Send it to:
FONDATION BSB
Service Donateurs
29 rue Sambin
21000 DIJON
- 5 And voilà, you support students all year round.

An even easier way:

Scan the QR code to visit our online platform and select 'Donate monthly'



For more information, contact us at:
foundation@bsb-education.com

BSB FOUNDATION AND YOU

STAY UP TO DATE WITH OUR PROJECTS



Have your say about our communication



Website www.fondation.bsb-education.com



Visit our website



BSB Foundation LinkedIn

In December 2025, BSB Foundation's LinkedIn (weekly updated) page had more **than 3,400 subscribers!**

Thank you to everyone who has contributed to promoting and sharing our activities on LinkedIn.



Subscribe to stay up to date with our news!



YouTube

Discover the video testimonials of those involved in the Foundation with a playlist on BSB - Burgundy School of Business YouTube page.



Discover the playlist



Newsletter

Every other month, BSB Foundation offers a retrospective on the projects it has rolled out.



Sign up for our Newsletter

FONDATION

BSB



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