

**Press Release**

**Paris, 11 October 2019**

**EUROPEAN UNIVERSITIES:  
A CONSORTIUM LED BY ESCP EUROPE  
LAUNCHES THE EU4E PROJECT,  
THE EUROPEAN UNIVERSITY FOR ENTREPRENEURS**

As the leading member of the EU4E consortium, ESCP Europe will submit its European University project at the next call for projects of the European Commission on European universities. The world's oldest business school defends its European identity, history, and roots to offer an novel educational alternative dedicated to entrepreneurship.

The partners of the "European University for Entrepreneurs" (EU4E) Consortium, including ESCP Europe Paris Campus, ESCP Europe Berlin Campus, ISM University of Management and Economics (Lithuania), Kozminski University (Poland), Mondragon University (Spain), Portuguese Catholic University (Portugal), and Oulu University (Finland) completed the first phase of the project with the signature of an MoU between the partners. The ambition of the EU4E is to become the global benchmark on the theme of entrepreneurship education.

The originality of this proposition lies in:

- Its focus on "Entrepreneurship", a transdisciplinary subject using transverse approaches and designed to address the industrial and societal challenges in Europe;
- North-South-East-West cooperation with an inclusive dimension, focusing more on complementarity than on elitism;

- Complementary pedagogical and methodological approaches rooted in the 'knowledge triangle' - Education, Innovation and Research - , and drawing on the specific and complementary expertise of the partners.

As ESCP Europe is celebrating its bicentenary in 2019, the oldest Business Schools pays tribute to one of its founders, the famous liberal economist Jean-Baptiste Say, who coined the concept of "entrepreneur".

ESCP Europe Dean, Professor Frank Bournois, confirms "ESCP Europe is the cradle of entrepreneurship and innovation. As the first business school of the world, the first pan-European school, it is committed to promoting a dynamic European Economic Area, by offering, with complementary partners, the first European university dedicated to entrepreneurship. This sector is strategic for the place of Europe in a world shaped by innovation and disruption. "

Professor Isabel Gil, President of Universidade Católica Portuguesa highlights that "As a leading European University, UCP's participation in the EU4E Project is aligned with UCP's mission of creating an international lifelong learning environment. Portugal is committed to leading the startup economy as a key player in entrepreneurship. Católica looks forward to expanding its global footprint with EU4E, bringing on expertise and resources to an innovative and unique project."

For more information, do not hesitate to contact the press office.

###



### About ESCP Europe

Founded in 1819, ESCP Europe has produced generations of leaders and entrepreneurs. With its six urban campuses in Berlin, London, Madrid, Paris, Turin and Warsaw, ESCP Europe's truly European identity allows

it to offer a unique multicultural education style in the field of business and a global view in International Management issues. Each year, ESCP Europe welcomes over 5,000 students and 5,000 executives from more than 100 different countries, providing them with a comprehensive offer of Management courses and specialised programmes (Bachelor, Master, Executive MBA, PhD and Executive Education). ESCP Europe is included among just 1% of business schools in the world that possess the Triple Crown Accreditation (AACSB, AMBA and EQUIS).

[www.escpeurope.eu](http://www.escpeurope.eu) – Follow us on Twitter @ESCPeurope

### **About Universidade Católica Portuguesa (UCP)**

Universidade Católica Portuguesa (UCP), founded in 1967, is a humanistic university focused on the production of transformative research and the formation of educated and competent citizens and professionals, capable of anticipating and leading the transformations of the future. The university offers several courses across 14 faculties, including business, economics, biotechnology, education and psychology, human sciences, law, philosophy and social sciences, theology, higher canon law, political studies, religion studies, bioethics, health sciences, management and health organisation. The university welcomes more than 90 nationalities, both in the student and faculty bodies.

[www.ucp.pt](http://www.ucp.pt)

### **Contacts presse :**

#### **ESCP Europe**

Maud Autrechy

[mautrechy@escpeurope.eu](mailto:mautrechy@escpeurope.eu)

+33 (1) 49 23 22 24

#### **Agence de Relations médias Open2Europe**

Laure de Linares

[l.delinares@open2europe.com](mailto:l.delinares@open2europe.com)

+33 (1) 55 02 27 99

+33 (6) 78 26 34 02