

European's leading network of creative higher education

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

Program of excellence in 6 areas

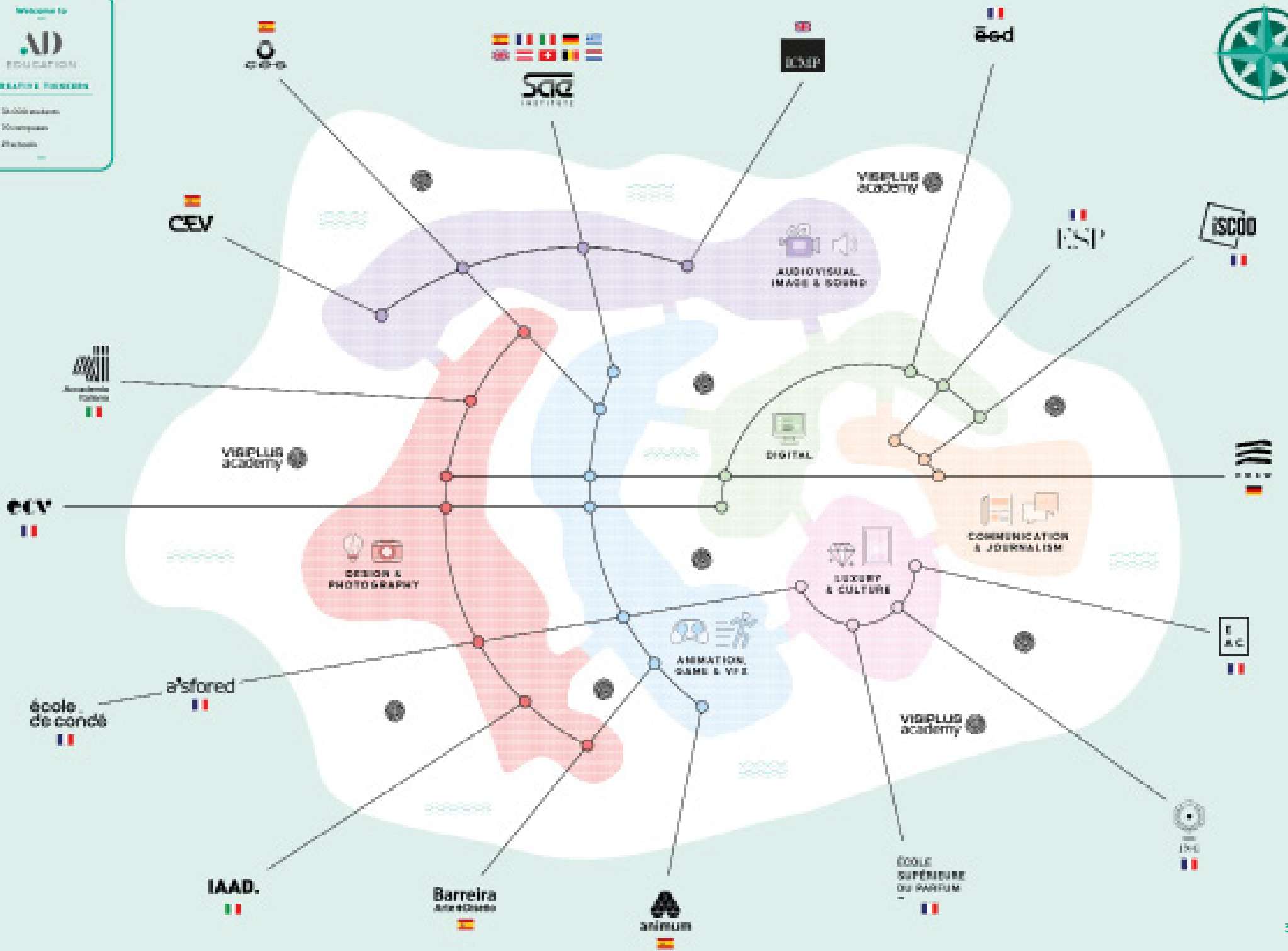
Digital							
Design & Photography							
Animation, Games & Special effects							
Luxury & Culture							
Communication & Journalism							
Audiovisual, Sound & Image							

Welcome to

AD EDUCATION

CREATIVE PARTNERS

- Skillset academy
- Mocomma
- Duetto



Key figures



50% of schools

have included a course on environmental issues in their program



1 308 kg

of electronic waste was collected and recycled



250 students

took part in a program linked to the environmental challenge



12,585 tons of Greenhouse Gases

were emitted in 2022 by the Group (Scope 1, 2 and 3, excluding SAE and Oktogone). This figure will now be used as a reference to measure the reduction in AD Education's emissions



1 300 students & over 100 employees

have already taken part in a Climate Fresk with AD Education

Highlights since 2021

Beginning of 2021

Audit actions ESG

At the beginning of 2021, a first audit of our ESG actions was carried out by the Indefi consultancy, giving us an overall view of the actions already underway and a solid basis for drawing up a plan to reduce our environmental impact.

February 2023

ESG committee

We set up an ESG committee bringing together representatives from our various schools, with the remit of defining and steering the Group's ESG action plan.

April 2023

Diversity Charter

A Diversity Charter was created and shared in our schools, which is applicable to students, teachers, and administrative teams.

2022

First carbon footprint

We carried out our first carbon footprint assessment, on scopes 1, 2 and 3 of our activity. We are working on an action plan aimed at reducing our greenhouse gas (GHG) emissions, to achieve carbon neutrality by 2030.

2022-2023 academic year

Projets en lien avec les problématiques environnementales

Over the 2022-2023 academic year, all the Group's schools have launched initiatives or partnerships related to environmental issues. Condé Bas Carbone for école de condé, ComForClimate for ESP, partnership with WWF for SAE,... All participants to these projects have been exposed to climate change and mobilised through dedicated courses, climate challenges or practical case studies.

May 2023

Skillers

We launched the Skillers programme, a not-for-profit initiative, entirely free of charge for its beneficiaries, whose mission is to promote the professional integration of young people without job and/or qualification into creative professions.



As a major player in higher education, we have a particular responsibility in terms of environmental, social and governance (ESG) commitments. We are training the first generation who will have to face the direct consequences of climate and societal change, and who will be forced to adapt and overcome unprecedented challenges. Also, we are training the 'creatives' of tomorrow, those who will be on the front line to reinventing our material goods, our uses, our leisure activities, and making them more eco-responsible, more sustainable and more resilient.

That's why we want our 36,000 students, whatever their background, wherever they come from, to receive training that helps them take an active role in this transformation, as well as provide them with a solid professional foundation to help them integrate and succeed in the job market. This education about climate and societal issues is already taking various forms: courses dedicated to environmental issues, awareness-raising workshops, partnerships with associations and NGOs, etc., and will develop significantly over the coming years.

This is one of the key points of this first ESG report, which I am pleased to share with you today. This report presents the actions taken in 2022-2023 and the ambitious targets set for 2030, the first of which is to make the Group carbon neutral.

Our ESG commitments are at the heart of our strategy. Over and above our moral obligation to respond to current environmental and social issues and to 'take part' in the fight against climate change, I am also convinced that ESG commitments will contribute to the growth of our schools and create value for our Group.

That's why I'm proud to share with you today - in complete transparency - our successes, our challenges and our plans for the future.

I would like to thank all our teams, students, suppliers, partners and investors. I feel particularly fortunate to be surrounded by so many passionate, talented and energetic people, determined to work together to meet these ESG challenges.

I hope you enjoy reading it.



Martin Coriat
Managing Director
Groupe AD Education



CHAIR BY CHRIS MUELLER

ESG committee of AD Education

Martin Coriat, Managing Director of AD Education, has given Chris Mueller, Managing Director of SAE Eastern Europe, a responsibility to setting up and leading AD Education Group's ESG committee.

The ESG committee's role and responsibility:

PILOT

- Oversee the drafting of an annual ESG report.
- Set up ESG working groups in the various countries/schools/campuses.
- Define indicators for monitoring ESG commitments and manage action plans.

MANAGING CHANGE

- Define a path, a process and a partner to become a carbon-neutral company by 2030.
- Steer the transition to renewable energies in all the countries where the Group operates.
- Issue a responsible purchasing policy.

SHARE

- Facilitate the sharing of best practice between the Group's various entities and countries..
- Drive concrete cross-functional initiatives to take greater account of ESG issues within the Group's schools.

Composition of the ESG Committee

France

- Sébastien Binder
- Jennifer Sotto

Spain

- David Granada
- Javier Perero

United Kingdom

- Steffan Davies
- Hannan Collins

Germany

- Peter Duhr (SAE)
- Chris Mueller

Italy

- Enrico Motterlini
- Sara Banzetti

ESG : AD Education's commitments

An ambitious roadmap

Environment

Aiming for carbon neutrality by 2030

- Carry out a carbon footprint assessment each year and follow an ambitious carbon reduction trajectory.
- Expose each student across all campuses to at least one learning experience (course, seminar, Masterclass, training) dedicated to climate change, each year.
- Convert each campus to a sustainable campus: switch to green energy, banning the single-use of plastic objects, promote waste recycling and draft a waste management policy.
- Establish a sustainable purchasing and recycling policy for the group's equipment and consumer goods.

Social

Offering an inclusive experience that respects diversity

- Develop an effective policy in favour of the integration of people with disabilities, for students as well as for staff.
- Create a Diversity & Inclusion working group in each country and school.
- Support students in financing their studies, through scholarships, loans, or by promoting apprenticeship programs.
- Support charities, financially, through skills sponsorship and student projects.

Governance

Lead by example in the higher education sector

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

2022-2023 achievements are aligned with this ambition

**Discover in this report the actions carried out this year on the three aspects:
Environment, Social and Governance, and their impact.**

Environment

AD Education is committed to creating a sustainable future for its stakeholders and has set an ambitious goal: to achieve carbon neutrality by 2030.

Our ambition goes, in truth, far beyond that because we have a particular mission by training more than 36,000 students each year in Europe. We aim to raise in everyone student a sense of civic responsibility, commitment and ecological awareness.

To meet this challenge about education, we are committed to:

- ④ Leading by example, through sober management of our schools,
- ④ Integrating the challenges of ecological transition into all our curriculum,
- ④ Offering innovative programs for careers in ecological transition,
- ④ Raising awareness and training school employees, so that they also become forces of change.

The year 2022/2023 was therefore marked by two types of events:

- ④ The completion of the first Carbon Footprint Assessment of AD Education, and the launch of actions aimed at organizing the reduction of greenhouse gas emissions in the long run,
- ④ A dramatic increase in the number of schools and campuses that have incorporated the ecological transition into the content of their programs.

The environmental roadmap aims by 2026 to:

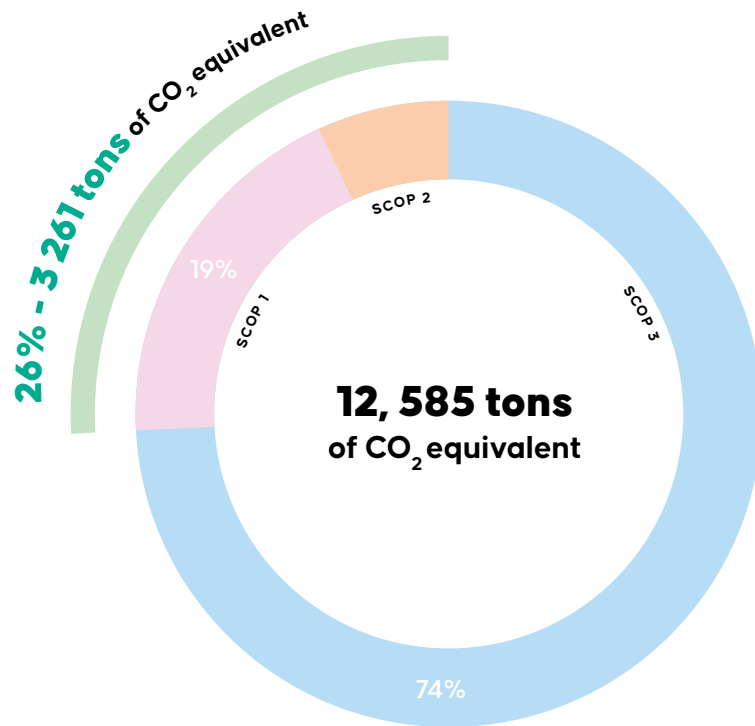
- ④ Defining an action plan for carbon neutrality for each campus,
- ④ Offering to 100% of the group's students a learning experience in relation to the environment,
- ④ Harmonizing purchasing and waste management practices to reduce non-recycled waste.

In this section, we present the results of our first carbon assessment, as well as a series of projects and concrete examples on each theme that illustrate our commitments to the environment on campus.

If the process of inventorying actions across campuses shows a proliferation of impactful initiatives, work remains to be started to harmonize practices. We aim at identifying a leading campus for each environmental theme and deploying the best practices across Europe.

AD Education's first carbon footprint assessment

The year 2022/2023 was marked by the achievement of the first carbon assessment of the AD Education Group.



An exhaustive vision of our carbon impact

We wanted to have an exhaustive assessment of our carbon impact, so the scope of work included:

- direct and indirect greenhouse gas (GHG) emissions, i.e. Scopes 1, 2 and 3 of the activity;
- all of the Group's subsidiaries at the time of the launch of the footprint assessment in 2022.

The companies excluded from this analysis are therefore: SAE : acquired in 2022, it sought a carbon neutrality certification, on scope 1 and 2 in 2022. Oktogone : acquired in 2022. They will both be included in the scope of the next carbon footprint assessment.

The consolidated results of this carbon footprint are as follows:

- Total Group emissions*: 12,585 tons of CO₂ equivalent.
- Share of direct emissions (Scope 1 and 2): 26%, i.e. 3,261 tons of CO₂ equivalent.
- Share of emissions in France (Scope 1, 2 and 3): 73%, i.e. 9,232 tons of CO₂ equivalent.

This represents 697 kg of CO₂ equivalent per student over one year for scopes 1, 2 and 3, and 181 kg for scopes 1 and 2 only.



73%

equivalent of
9 232 tons of CO₂



697 kg

of CO₂ equivalent
per student in one year

* Scope excluding SAE et Oktogone

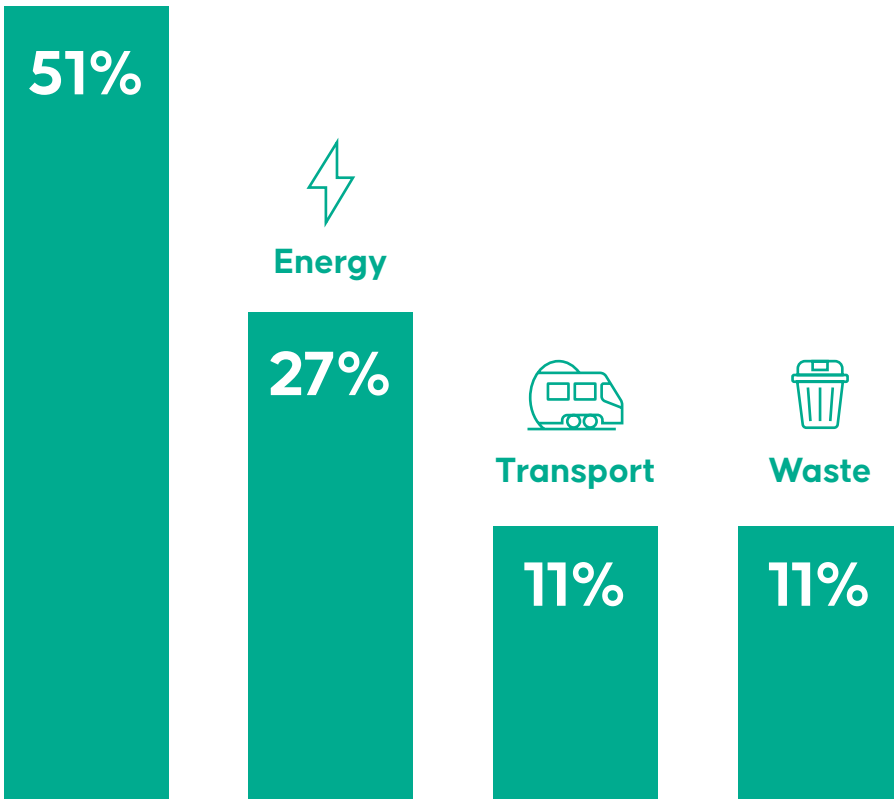
2022:AD Education's first carbon footprint

Purchasing and energy as main sources of GHG emissions

Here is the breakdown of GHG emissions by category. It should be noted that purchases represent more than half (51%) of the carbon footprint. This category includes real estate, computer equipment and other purchases. With 27%, the second source of emissions is energy (air conditioning, heating networks, electricity, gas and fuel, etc.). Next come emissions related to transport (11%) and waste (11%).



Purchasing



Our approach: measure, reduce and offset

The realization of this first carbon footprint made us more aware of the impact of our activities and sets the starting point of our GHG reduction trajectory.

Our 3 steps approach includes :

1. Measure

We have started a GHG emissions reporting process, which should contribute to improving our future updates of carbon footprint;

2. Reduce

An action plan is underway, aiming for carbon neutrality by 2030. This plan will be broken down by country and by campus;

3. Offset

We will have to offset residual emissions by contributing to carbon capture projects. Several options are being reviewed. A first school, SAE*, obtained SQC-QualityCert 'Carbon Neutral' certification for Scopes 1 and 2, following the implementation of offsetting.

Students, employees, teachers, suppliers, we are now mobilizing all stakeholders to start reducing our footprint of 12,585 tons of CO2 equivalent.

You will find in the following pages the main levers of ecological transition identified by our Group.

Reducing the environmental impact on campuses

The first lever we mobilize to reduce our environmental impact is also the one we control best: the energy used on our campuses.

Reduce energy consumption

2022/2023 energy crisis has encouraged us to strengthen sobriety practices and transform them into internal policies. Intelligent building management has enabled an energy consumption reduction in certain buildings by 15%. It involves the optimization of heating planners, and some adaptations in lighting: automatic switching off of lights during the night, replacement of more efficient equipment/ bulbs... etc. This optimization is intended to be sustained and extended to all campuses.

At the same time, we are working on energy sourcing, to make them sustainable. All of our electricity contracts are currently being reviewed in order to migrate to green energy contracts. We are proud to have a best-in-class school in our Group on this matter, SAE, which has been certified as 'carbon neutral' (Scope 1 and 2).



Changes to our transport policy

In our internal practices, we also aim to reduce our carbon impact as much as possible, particularly on transport. A travel policy has been determined, inviting employees to choose the train rather than the plane when the travel time is less than 4 hours by train.

These recent actions will have a visible impact on our next carbon footprint assessment, particularly on Scope 1 and 2, but also aim to serve as an inspiring model for all students and employees. When we launch an action to reduce our impact, we strive to involve the stakeholders as much as possible to serve as training and develop awareness.



ZOOM - SPAIN

Solar panels implementation

Located in a particularly large building, the CES Madrid campus has decided to switch to solar energy, to initiate its energy transition. The school plans to install a 50 kW photovoltaic system on the roof of the Equipo Postal warehouse based in Madrid. Gestelcom Solar will be responsible for the design until the launch of the operation, scheduled for the end of 2023. With this installation, the campus will become a concrete example of the use of solar energy.

ZOOM - GERMANY

SAE, a carbon neutral pilot

The SAE campuses in Germany were certified «carbon neutral» in 2022 by SQC - Quality Cert, relying in particular on carbon offsetting operations and using exclusively renewable energies. As part of a proactive policy, these campuses have also significantly reduced their annual CO2 emissions, which has allowed them to be rated 'Very good' by SQC-QualityCert.

At the same time, they are working to improve waste sorting and adopted a responsible purchasing policy. Sustainable food catering initiatives have also been launched on the Munich and Berlin campuses.



Waste management

The second lever of the ecological transition at AD Education concerns the reduction of waste produced on our sites, by our students and our staff. By implementing effective recycling and reuse programs, we want to prevent waste from ending up in nature. By sorting and recycling materials such as paper, plastics, metals and electronics, we want to give a second life to the raw materials used.

Educate to improve recycling

We are conscious that reducing waste is a process that requires rigour, regular evaluations and continuous improvement at all levels of the company.

Here are our waste management commitments:

- ④ “The best waste is no waste”: following this principle, we select suppliers who have worked on waste and packaging avoidance, and who use recyclable materials as much as possible.
- ④ Educate on waste reduction and recycling practices, across campuses. Awareness events are aimed at students, as well as staff.
- ④ Identify recycling partners for all types of waste. We respect the obligations of each country in terms of waste management but try to go further by identifying ambitious partners for recycling and re-using.



1308 kg of electronic waste collected and refurbished

The importance of computer hardware in reducing our environmental impact was quickly recognized. To meet the educational and professional needs of our programs, all of our schools have a high consumption of computer equipment and frequent material turnover.



AD Education has therefore partnered with Zack (part of Manutan Group) for its collection service. The objective is to reduce electronic waste and manage used electronic equipment more responsibly in accordance with the French REEN law on responsible digital technology.

The circular economy division of the Manutan Group has obtained the EETE label from ADEME for its contribution to the circular economy. The partnership also has a social impact, since Manutan works with a social company, Ateliers Sans Frontières, on

the recycling of these materials.

The collaboration with Zack has enabled French schools to significantly minimize CO2 emissions by promoting maximum reuse of computer equipment. As of February 3rd, 2023, 1,308 kg of electronic waste had already been collected and recycled, avoiding the emission of 117 tons of CO2 equivalent.



Organic waste collection on Nancy based campus

The Nancy based campus of the école de condé has embarked on a waste sorting process aimed at reusing as many raw materials as possible. The recycling of paper, cardboard, plastic and metal is organised and collected by the « Communauté urbaine du Grand Nancy ». But the campus goes further by collecting organic waste too. Bio-buckets have been installed at several locations on campus. Organic waste is then poured into a compost bin placed on the communal campus garden. The compost can thus be used by the participants of the communal garden.

Integrate environmental issues in the student training course

Our ambition for students in terms of ecological transition is to ensure that they have the necessary knowledge and skills to comprehend and respond to this global challenge.

This is why we are proud to list 9 schools that make up the group this year which already incorporate lessons related to the ecological transition. Our objective by 2026: that 100% of students be exposed to an environmental learning experience each year.

9 schools offer workshops and student linked to sustainable development



IAAD.

Organisation
25 workshops
on ethics
and 29 conferences
on CSR.

ecv

Implementation
18 development
and partnerships
with NGOs.

ESP

Launch of the ComForClimat competition,
which invited 1,200 ESP, to develop
innovative innovative communication
campaigns environmental issues.

**école
de condé**

**ÉCOLE
SUPÉRIEURE
DU PARFUM**

**SGE
INSTITUTE**

**Accademia
Italiana**

**E
A
C**
MARCHÉ DE L'ART,
CULTURE, LUXE.

ING

French schools, pioneers in the integration of Climate & Environment content

The French schools of AD Education include 60% of the group's students. These schools have already experimented different teaching formats related to climate and environment in recent years (online content, conferences, group work and workshops), paving the way for and sharing experience with the other entities of the group.

Our challenge on trainings related to the ecological transition is twofold: first, to provide access to existing scientific information, but also to foster a pioneers' mindset, to make students want to invent a sustainable world. To make this teaching more concrete and encourage critical thinking, we promote experiential learning, in connection with their studies: practical cases, partnerships with associations, ...

ComForClimate at l'ESP

This year, the École Supérieure de Publicité (ESP) launched the first edition of ComForClimate, an ambitious educational project focusing on environmental change, involving more than 1,200 future communications professionals.

From June 12th to 23rd, 2023, students' groups (from the third year of the Bachelor program to the last year of the Master program), divided into "mini" communication agencies, worked for two weeks on briefs related to ecological transition. These briefs were proposed by France Nature Environnement, Veolia, NOUS Anti-Gaspi, France Énergie Éolienne, Label Emmaüs, EDF, La Belle Forêt, Brico Dépôt and Numeum.

At the end of the ten days of competition, the finalist teams presented their recommendations in video format to advertisers during a major awards ceremony at the Grand Rex in Paris. The most innovative projects were awarded by an expert jury.

We aim through this event to transform the eco-anxiety of some students into a desire to act in the professions that will be theirs tomorrow. From the start of the next school year, the project will also be extended to the campuses of Lyon, Bordeaux, Toulouse and Nantes.



Axa Climate School for AD Education teams

In 2021, AXA Climate launched the Climate School to educate corporate employees about climate change and sustainable development. This year, AD Education became a partner of the Climate School, by offering its 20 hours of e-learning content to all group employees.

We encourage all our employees to take up the challenge of ecological transition at their level. By following courses on this platform, they can understand and act on a daily basis, in their profession and their personal life.

Many AD Education employees and students also had the opportunity to participate in a Climate Fresk, a collective intelligence workshop to raise awareness of the causes and consequences of climate change.

The Gamesforest.club film project with SAE GSA



Since 2021, SAE GSA has been a sponsor of GamesForest.Club, an innovative NGO project in the world of the creative industry, in favour of the protection of the environment.

Behind the creation of virtual forests, students contribute to regenerating real forests. We participated in 2 projects:

- The preservation of one of the last primary forests in Germany in the Eifel, the German Beech Jungle;
- The planting of 700 trees to restore a tropical forest in Mexico.

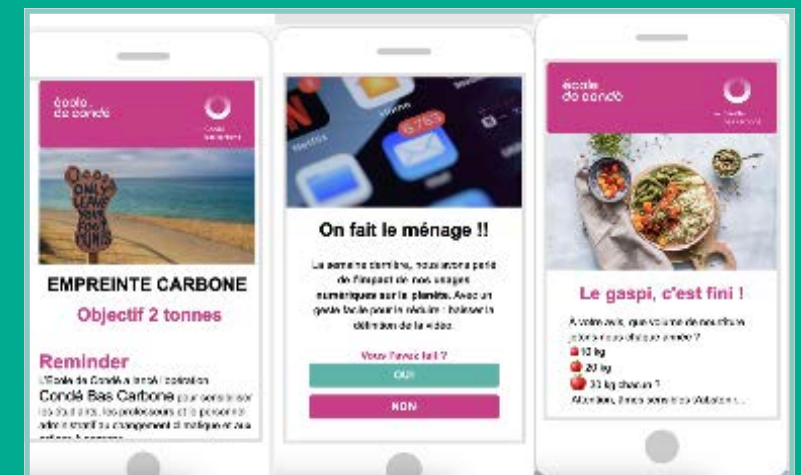
An educational film on the climate and nature conservation, produced by the students, will also be released by the end of the year 2023.

« Condé Bas Carbone » program, to raise awareness of climate issues and eco-gestures

L'école de condé, which has already integrated sustainable development into its teaching, has decided to go further in raising awareness of climate issues and eco-gestures, by giving everyone the keys to act in their daily lives.

This year, more than 4,500 students, teachers and staff from all campuses benefited from a dedicated program, in partnership with Kaba Impact. Two actions have been deployed on all campuses:

- A filmed conference «Understanding the ecological footprint and Acting» was organised by the referent teachers in all classes (1h30), followed by a short test to validate what had been presented;
- 0 "Condé Bas Carbone" newsletters on the theme of the students' ecological footprint were sent on a weekly basis to all. Eco-gesture challenges were proposed each month as part of these newsletters.



Diplomas dedicated to sustainability

Conscious that new jobs and skillsets are emerging to transform our societies and build a more sustainable world, AD Education encourages teaching staff to innovate on our offering and create new programs.

4 new Mastère's programs have already been created to respond to this necessary transformation of our creative professions.

Our curriculum's fundamentals are also reviewed to provide the best-in-class content in terms of sustainability.

Mastère's programs: the ecological transition as an area of expertise

Here are the 4 Mastère's programs, in France and Italy, which today explicitly associate the ecological transition with an area of expertise.

4 Mastère's programs linked to the ecological transition



Mastère's program in luxury and sustainability

école de condé

Mastère's program in innovative materials and sustainable development

IAAD.

Mastère's program in new mobility

ESP

Mastère's program in Responsible Marketing and Ethical Communication



ZOOM - FRANCE

L'école de condé has launched a Mastère's program dedicated to innovating materials

L'école de condé aims to use design as a powerful lever to respond to environmental issues, societal changes and the digital revolution.

The school has created a Mastère in Innovative Materials and Sustainable Development, which is a place for experimenting with new materials, particularly around bio morphism. The school also insists on the importance of ethics, understanding the expectations of others and collective intelligence.

These principles of life in society and teaching are included in a Manifesto written in 2019 and shared with all students.

Social

In a higher education network, more than anywhere else, the principles of equality, non-discrimination and respect for diversity must be at the heart of the organization.

We must be exemplary vis-à-vis the young people we welcome and train.

Age, sex, ethnicity, religion, sexual identity and sexual orientation cannot be a source of discrimination in our schools.

We monitor this carefully.

We want to go even further and take an active role in promoting inclusion and equal opportunity, through workshops, educational projects, partnerships with associations or the Group's second chance school program called Skillers.

As a reminder, our commitments on the social impact of our activity are as follows:

- ④ Develop an effective policy in favour of the integration of people with disabilities, for students as well as for staff.
- ④ Create a Diversity & Inclusion working group in each country and school.
- ④ Support students in financing their studies, through scholarships, loans, or by promoting apprenticeship programs.
- ④ Support charities, financially, through skills sponsorship and student projects.

Our goal with these commitments is to educate our students to live in a multicultural society, where we are enriched by differences. This is also a key to the well-being of students, another major axis of our ESG policy, as you will discover with the actions and examples presented.

Support students in their studies and job search

The employability of students, 6 months and 24 months after leaving, is currently measured in 11 schools out of the 19 in the Group. The results are available on the schools' websites. The diversity of programs and organisation of studies currently prevents us from having a single indicator at Group level. These figures are nevertheless carefully monitored, in a process of continuous improvement of the quality of teaching and of the support provided to students in their job search.



Our goal : improve student employability

Among our survey results, it should be noted that in France, approximately 70% of students say they are satisfied with the support of our career services. In Germany, 92% of SAE graduates found a job within a year of completing their studies. A figure that stood at 90% for IAAD (Italy) students.

Various actions have been implemented to boost the entry of students into the job market:

- 🕒 organization of "job dating" every month on all campuses,
- 🕒 individual student coaching to help in their job search (in French schools, Oktogone, Visiplus, and SAE in Germany).



55 employees
of the Group are dedicated
to career services and corporate
relations in France.

Support students in their studies and job search

Measure and improve student satisfaction

Student satisfaction and well-being are top concerns for AD Education teams. To better understand these elements, we have started measuring satisfaction since 2020, in 13 out of 19 schools, with the Happy at School indicator. By 2026, we aim to have this assessment available in all countries and schools.

This survey identified strengths:

- 🕒 Pedagogical excellence recognized by students, who have a positive view of the quality of teaching and speakers.
- 🕒 Equality and respect for differences, among staff and students.
- 🕒 Confidence in the future: 70% of students think they will find a job they like when they graduate and 64% consider that their school prepares them to have a positive impact on the world.

But we also take the areas for improvement raised by the Happy at School survey very seriously: the development of ESG commitments, the improvement of student life and corporate relations.

Ensure the well-being of students at school

In France in 2022, a market study reported that 70% of students have showed signs of psychological distress. (CSA study for LMDE)

Considering the fragile post-covid context and training methods that incorporate a growing amount of distance education, we pay special attention to the well-being of our students.



A psychological support platform at ESP-ESD

Since 2022, ESP and ESD have been supported by Cuidam, an awareness-raising and psychological support platform for the well-being and mental health of students in higher education.

This program includes Masterclasses with health and mental health experts, workshops around well-being at school and in the workplace. Students who feel the need can also consult with certified practitioners - psychologists, therapists, life coaches... by videoconference directly on the Cuidam platform.



A well-being representant at CEV

In the CEV school, in Spain, a person is entirely dedicated to the well-being of the students.

As a resource person well identified by students, her role is to lead workshops, meetings, activities aimed at improving the well-being of students, preventing harassment and psychosocial risks.

She works in conjunction with all school staff. This well-being coordinator is key to ensuring a work environment conducive to learning and healthy living in the community.



Promoting diversity, equality and inclusion

A Diversity Charter

This year, AD Education adopted a Diversity Charter, which applies to all employees in the group, external examiners, contractors or consultants working on site, as well as students.

The key principles are:

- ④ Promote equality, diversity and inclusion as a positive form of enrichment.
- ④ Maintain a working environment where discrimination is not tolerated.
- ④ Guarantee equal opportunities.
- ④ Prepare students to live in a multicultural society.

These principles apply in the context of staff recruitment, but also in the selection of students. Admissions decisions are made fairly, taking into account merit, skills, qualifications, and potential. They also apply to the treatment of students throughout their courses and during exams.

Keeping in mind the inclusivity principle, we adapt our teaching on a case-by-case basis to best accommodate people with disabilities. Each campus has appointed a Disability Advisor to coordinate these actions and ensure that everyone can be welcome in our schools.

Campuses open to all

To fight against discrimination, the entire AD Education community seeks to promote inclusion.

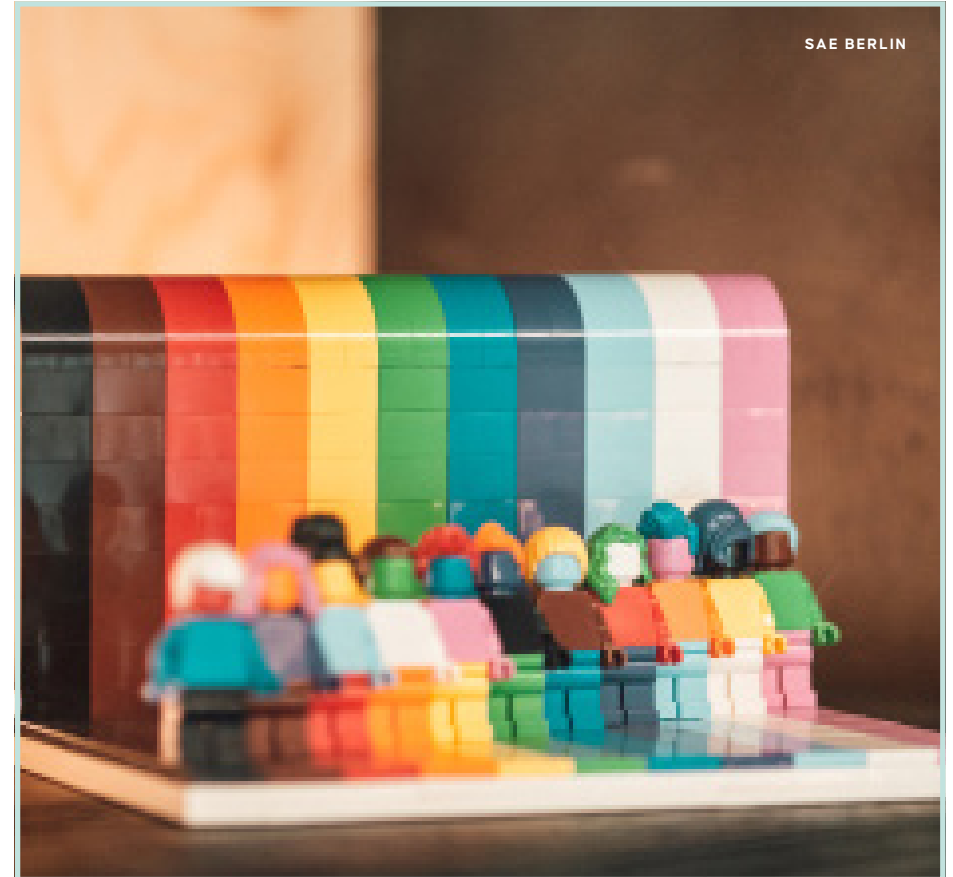
We work every day to create an environment that not only respects, but also values the participation of everyone, with their talents and differences.

International Women's Rights Day at Barreira A+D

On the occasion of International Women's Rights Day, the A+D school organized a conference during which A+D employees discussed their experiences as women in the workplace and their hopes for achieving equality in the future.



BARREIRA A+D



Queer meetings at SAE

In 2022, the SAE team launched a first Queer-themed meeting. More than 70 people, students and staff, took part to reflect together on ways to make SAE a place where everyone can be themselves.

Since 2022, SAE GSA also celebrates Pride Month with the LGBTQ+. During this period, the pride flag can be seen on the site, to remind the outside world that SAE is a school open to all, without distinction.

Scholarships and financial aids to guarantee affordability to AD Education schools

To fight against social inequalities, we have implemented several actions facilitating access to our programs:

- 🕒 12 schools out of 19 already offer reduced tuition fees subject to means testing.
- 🕒 In French schools, scholarships were granted to 583 students, for a total of €1.2 million, in 2022.
- 🕒 In Germany, SAE has set up student loans with repayment conditions linked to family or student income.
- 🕒 We are developing apprenticeship courses (currently offered in 37% of programs in France), allowing students to receive a salary during their studies.

Our ESG commitments include emphasis on these policies to ensure that no student is forced to give up their studies for financial reasons. We are committed to ensuring that 100% of schools offer scholarships or financial support by 2026, subject to means testing.





Skillers, a professional integration program launched by AD Education

Skillers is a non-profit initiative started and led by the AD Education group in 2023, with the aim of promoting equal opportunities and the professional integration of unemployed and/or unskilled young people into creative professions.

Convinced that these young people can begin a professional (re)conversion in a pioneering sector in Europe, we offer them:

01 Career advisory

The young participants are guided in their career choices. If it is consistent with their aspirations, the professions of design, animation, audiovisual, publishing, digital, are presented to them.

02 Training

Once the professional project has been defined, Skillers offers refresher training to acquire a first level of qualification, essential to integrate a graduate program.

03 Support

Once they have obtained their diploma, the participants of the Skillers program continue to be supported by professionals in their job search.

Skillers is an entirely free of charge program for the beneficiaries.

We plan to include at least 1,000 young people in the program during the first two years following launch.

Engagements with NGOs

For many years, AD Education has financially supported several Non-Governmental Organizations (NGOs) including Toutes à l'École, Plan International, WWF, Viva con Agua, SOS Villages d'enfants, Médecins sans Frontières, Save the children,...

To give students a sense of commitment, and the opportunity to use their talent for a cause, these partnerships are accompanied as quickly as possible by educational projects.

ZOOM - FRANCE

ECV Digital students get involved with Diversidays

Diversidays is a recognized NGO, working for equal opportunities in digital workplaces. In 2022, ECV students, from the digital program, worked on the creation of the event « Uniques », which was organized by the association at the Olympia Theatre in Paris.



ZOOM - FRANCE

AD Education supports « Toutes à l'école »

The organisation « Toutes à l'école » aims at promoting the education of underprivileged young girls in Cambodia.

The AD Education group has decided to support this organization because education is a fundamental right that affects both developed and developing countries. We support them financially, contributing to the emancipation of young girls and to the hope of a brighter future.

The financial support is enhanced by educational projects, in particular a cultural exchange program with école de condé. The latter will welcome students (free of charge) from the Happy Chandara school (Phnom Penh) who are interested to study and work in Design, Image, Heritage or Crafts. In exchange, students from école de condé will be offered to take part in "Summer camps" to discover the professions of art, crafts and photography within the Cambodian school.

This engagement will soon be extended to the other schools in the group.

Governance

AD Education's governance aims to maximize decision-making efficiency while making everyone accountable for their area of competence.

The same applies to ethics, respect for diversity and quality of the studies we provide : we are developing decision-making bodies and rigorous control processes.

Over the past year, we have structured the ESG governance with three main commitments:

- ④ Set up an ESG committee at group level, relying on ESG ambassadors by country/school.
- ④ Establish a set of policies to harmonize ESG practices across all schools and countries.
- ④ Promote a modern, diverse and open governance, in particular by targeting a ratio of 40% to 60% of women on each executive committee.

Finally, we closely scan best practices in terms of governance in our market as we are determined to lead by example within the higher education sector.

Leading and monitoring AD Education's ESG policy

To monitor the ambitious commitments made by AD Education in terms of Environment, Social and Governance, it was necessary to structure our approach and determine performance indicators.

The last 12 months brought - as such - strong foundations in relation to data and reporting with the following achievements:

- ④ completion of the first annual audit report on the group's ESG commitments by the consultancy firm Indefi;
- ④ creation of the ESG committee and appointment of a contact person per school to coordinate the actions carried out throughout Europe;
- ④ release of a first carbon footprint assessment which will now be updated each year;
- ④ creation of a set of data on student satisfaction and well-being, with a view to harmonizing metrics and reporting across the Group;
- ④ inclusion of an annual review of ESG commitments and progress towards carbon neutrality by the Board of Directors.

In order to anchor this ESG approach, it was also decided that part of the variable compensation of the Group's directors in France and abroad would be indexed on the ESG performance.



Set up a governance that reflects the diversity of our students and society



Diversity among students and employees is an ongoing concern, as well as among decision makers. A few highlights about our governance bodies:

- ④ Two women currently sit on the Board of Directors, out of 7 members.
- ④ Two members of the Board of Directors out of the 7 are external to AD Education. They provide a different perspective on the group's policy and ESG issues.
- ④ AD Education's executive committee is 45% female. By 2026, the goal is to have between 40% and 60% of women in each executive committee across the Group.

In addition, a code of ethics has been shared with the group's senior management to establish a common understanding of ethical and responsible behaviour in our environment.

ZOOM - GROUPE

The Group has implemented a Whistleblowing Policy

In April 2023, a Whistleblowing Policy was established and rolled out in all of the group's schools and entities. It encourages group employees to report their concerns in the event where a line manager may commit an act that is contrary to law, unethical, or a serious professional misconduct.

By facilitating the escalation of such information, any employee is able to report an act they may have observed.

What about tomorrow ?

Continue and accelerate the ecological transition of AD Education

Grow the future talents, encourage young adults to become creative, open, innovative, concerned about others and the environment. This is at the heart of our mission.

The more we move in this direction, the more we realize that we cannot meet this challenge without being exemplary as an organization on the environmental and social matters and in our governance.

These few pages show the first steps taken on this path. In 2022-2023, we laid solid foundations for an ambitious ESG policy.

Now it is up to all of us, teams, teachers, students, to go further and, in particular, to accelerate the transition of our group.

In the coming years, we are therefore committed to:

- ⑤ Increasing from 50% to 100% the share of programs including courses on environmental issues.
- ⑤ Transferring all campuses energy contracts to renewable energy providers.
- ⑤ Defining an ambitious and realistic action plan to achieve carbon neutrality by 2030.
- ⑤ Updating our carbon footprint assessment every year and measure the impact of the actions taken.
- ⑤ Introducing scholarships and financial aids, subject to means-testing, in 100% of schools.
- ⑤ Having a governance that is committed and representative of diversity, with in particular 40% to 60% of women on executive committees.

We look forward to sharing our progress against these objectives and commitments in next years' ESG report!