

## PRESS RELEASE

*Against the backdrop of economic uncertainty caused by the pandemic*

### **EADA Business School allocates 250,000 euros for scholarships and training support**

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- The **Héroés** scholarships will go to professionals on the frontline in the fight against Covid-19.
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**Barcelona, 5<sup>th</sup> May 2020.** The Board of Trustees of the EADA Foundation has decided to extend its scholarship programme to include new opportunities for professionals who are on the frontline in the fight against this pandemic. It will also offer a range of scholarships which aim to promote female talent in Latin America and develop training in the tourism sector, which has been severely affected by the COVID-19 situation. In total, EADA will contribute 250,000 euros.

The **Héroés** scholarship is a joint initiative by EADA Business School and École des Ponts, within the framework of the [Leadtech Global Executive MBA programme](#) which is due to start in September 2020. It aims to reward and promote homegrown talent that has been directly involved in the health crisis and has generated a positive social impact in Spain or France.

The following scholarships have also been approved as part of the scholarship and support package:

**Mujer y Talento scholarship in Latin America:** This scholarship will involve participation in a full-time official master's programme, and aims to support the Latin American region and promote female talent in entrepreneurship and management. According to the UN development programme, Latin American women occupy only 4.2% of CEO positions in companies and 8.5% of Board of Director roles.

*EADA Business School was founded in 1957 by a group of entrepreneurs and professionals as an ideologically and economically independent institution. As well as appearing in the international rankings of well-known publications such as the Financial Times or The Economist, it holds the EQUIS accreditation from the EFMD (European Foundation for Management Development) and the AMBA which recognises the quality of its MBA programmes.*

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***Impulsa scholarship in Latin America:*** In a difficult economic context for the Latin American continent, EADA Business School in conjunction with EY (Ernst & Young) and their partner Felipe Jánica, is launching a total of 20 scholarships for its online programmes with a discount of 25%, which aim to promote professional development. The programmes include 2 on-site weeks at the EADA Residential Training Centre in Collbató.

***Actúa scholarship:*** One of the sectors that will be most affected by the COVID-19 crisis is tourism. Based on EADA's firm commitment to supporting business and professionals, the school has launched 10 scholarships with a discount of 50% to boost and train talent in the Tourism and Hospitality industry, which has been one of the hardest hit sectors in this crisis.

According to **Jordi Pursals**, President of the Board of Trustees of the EADA Foundation, *"in the last three years, EADA Foundation has awarded over 1.5 million euros in grants and scholarships. With the launch of this new scholarship programme, EADA maintains its commitment to female talent, entrepreneurship, access to quality training and social impact as a way of offering further opportunities, especially during this time of difficulty and crisis caused by the coronavirus"*.

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