

Rules and Regulations

Esade Career Impact Program

for Media Professionals

2024-2025 academic year

1. Description

Fundació Esade is issuing this call to all experienced media professionals who want to study at Esade to expand their knowledge, improve their performance, and contribute to society's development. To this end and to encourage their participation, Fundació Esade has launched the new Esade Career Impact Program for Media Professionals, paying four chosen candidates' full tuition fees to study one of the programs detailed in point 3 below.

2. Essentials

The Esade Career Impact Program is firmly aligned with Fundació Esade's commitment to social debate, an area in which media professionals play a prominent role in terms of disseminating information, research, and knowledge, and whose very work entails promoting dialogue and tolerance and generating social impact. Esade is especially interested in having these professionals participate in the Esade programs detailed below through the Esade Career Impact Program, enabling our entire academic community to benefit from these professionals' contributions, involvement, and different points of view in both our classrooms and campuses. At the same time, these professionals will be able to acquire the necessary knowledge and values to improve their day-to-day performance, an always-difficult challenge which is especially troublesome today due to numerous obstacles, such as job insecurity and the profession's deteriorated public image.

3. Programs to which the Esade Career Impact Program applies

- [Program for Management Development \(PMD\)](#) (in Spanish)
- [Executive Master in Digital Business Innovation & Entrepreneurship](#) (in Spanish)

4. Target candidates and general requirements

This program is targeted at media professionals *working full time*,* with an *undergraduate university degree* or equivalent, and more than *ten years of experience* who want to expand their knowledge through an Esade Executive Education program and improve their work in line with Esade's mission and values. Candidates should have a notable professional career centered on one of the areas in which Esade specializes, including economics, finance, management, communication, business administration, people, social sciences, marketing, sales, innovation, digitalization, operations, and education.

(*) Selected candidates are required to continue to work for their current media company or another one at the time the program begins.

5. Application process

Candidates interested in being considered for the Esade Career Impact Program should forward their duly completed applications as well as the required documentation described below to: esadenews@esade.edu.

Required documentation:

- Certified copy of their Spanish national ID (DNI), foreign resident in Spain ID (NIE), or passport.
- Certified copy of their university or equivalent degree enabling them to enroll in graduate or second-cycle university programs.
- A brief CV to be able to assess their merits in keeping with the target profile as well as any other accreditative documents (awards, recognitions, etc.).
- Five samples of their work (audio files, videos, or texts).
- A letter from the director/editor of the media company for which they work, indicating why they support the interested parties' candidatures.
- A brief essay in which the candidates explain why they want to participate in the Esade Career Impact Program.

6. Application deadlines and decision date

- Call for the 2024-2025 academic year
- Deadline to present applications: Dec. 12, 2024 - **Extended call to Dec. 31st, 2024**
- Decision (and publication) date: Jan. 1, 2025
- The application and required documentation should be sent to: esadenews@esade.edu.

7. Award amount

The Esade Director General's Office, in cooperation with Fundació Esade's executive bodies, will determine the global amount of the awards assigned to the Esade Career Impact Program every academic year and will designate a Selection Committee. The latter, based on the candidates' merits and CVs, will choose the candidates to whom the Esade Career Impact Program will award the entire tuition amount for their respective programs.

8. Participation conditions

The candidates commit to fully comply with the following obligations:

- a. At Fundació Esade's request, the candidates shall accredit the information they forwarded via photocopies or digital archives during the selection process, duly presenting the original documents or certified copies. Similarly, Fundació Esade may require the candidates to accredit any data or items included in their CVs.
- b. Complete the academic program detailed in their applications. Candidates receiving awards from the Esade Career Impact Program must begin their programs in the corresponding academic year and complete them within the time stipulated in the program curriculum.
- c. The selected candidates have to immediately inform Fundació Esade if they change their domiciles. The same applies with any changes to their mailing or e-mail addresses as long as the award remains in force.
- d. If candidates fail to comply with the above commitments, Fundació Esade reserves the right to request candidates return the awarded amount, without prejudice to any other legal actions which might correspond.

9. Data protection and the right to privacy

In keeping with EU Regulation 2016/679 and Spanish Organic Law 3/2018, in addition to other applicable norms, Fundació Esade hereby informs candidates that it shall create a database containing the personal data and information the candidates provide.

As the “Data Processor,” Fundació Esade, headquartered at Avenida de Pedralbes, 60-62, Barcelona 08034, Spain, shall be responsible for processing the data included in candidates’ applications and any documents they provide, as well as any images/recordings of the candidates during any award ceremonies or similar events, follow-up information, data included in the questionnaire students complete on finalizing their programs, and the results of any assessments candidates undergo, all for the reasons stipulated as follows.

Basic information regarding the processing of candidates’ personal data:

- Responsible party: Fundació Esade
- Purpose: The purpose of this processing is to:
 - Analyze the candidates’ suitability and to be able to carry out the review process for the candidates’ possible selection for the Esade Career Impact Program.
 - Ensure the candidates meet the requirements throughout the time their award remains in force.
 - Publish the candidates’ names or images on the website and other communication channels Fundació Esade uses.
- Legitimation: The candidates’ informed consent.
- Data transfer: Data may be transferred to those individuals, entities, or institutions that participate in the candidate selection process and in the award ceremony.
- Interested parties’ rights: They have the right to access, rectify and eliminate their data, as well as request that the processing of their personal data be limited, oppose said processing, request the portability of their data, request they not be subject to automated individual decisions where appropriate and rescind their consent at any time by contacting the Data Protection Officer via e-mail (dpo@esade.edu).

Additional information about Fundació Esade’s data protection policies can be found via this link:

<http://www.esade.edu/en/personal-data-protection>.

10. Right of personal portrayal

In the case of candidates who expressly authorize Fundació Esade to reproduce, use, and share their names, surnames, images, and any other information they forward (excepting their ID numbers and addresses) in order to publicize the results of the Esade Career Impact Program, Fundació Esade may publish said data and information via any medium and in any format, including uploading photos to the website or any other medium, including internet, without said actions implying that candidates are entitled to any remuneration or benefits whatsoever.

11. Acceptance of these Rules and Regulations

By presenting their applications, candidates expressly and unconditionally accept these Rules and Regulations and renounce the possibility of filing any type of complaint or claim. Presenting their applications also implies providing Fundació Esade the necessary authorization to include their data in the database of Esade Career Impact Program candidates’ data and to transfer said data to the individuals, entities, or institutions that participate in the candidate selection process and the award ceremony.

12. Taxes

The awards granted are subject to the corresponding fiscal regime which is valid at any given time, and the selected candidates are solely responsible for declaring said awards as part of their taxable income in keeping with applicable norms.

Annex document

Attached to these Rules and Regulations is an annex document containing the application form to participate in the Esade Career Impact Program, in addition to specific and complementary instructions.

In Barcelona, November 2024