

EADA Business School and TSH Talent Foundation agree to jointly promote initiatives aimed at achieving transformative, inclusive, and socially-driven education.

- The collaboration highlights the commitment of both institutions to fostering young talent development, with the aim of shaping the transformative leaders of the future and strengthening innovation ecosystems.
- As part of the agreement, the EADA-TSH Talent Foundation “Sustainability Changemaker Scholarship” has been launched—an initiative designed to facilitate access to business education through EADA Business School’s International Master in Sustainable Business & Innovation.

Barcelona, May, 7, 2025- EADA Business School and TSH Talent Foundation - a nonprofit organisation established by the global hospitality brand The Social Hub - have signed an agreement aimed at promoting the development of young talent committed to sustainability, innovation, and social impact. This partnership reflects the commitment of both institutions to shaping the transformative leaders of the future and strengthening innovation ecosystems at both European and international levels.

The collaboration between EADA and TSH Talent Foundation seeks to create new opportunities for education, connection, and development for students and professionals from diverse socioeconomic backgrounds. As part of this alliance, the institutions plan to develop open educational platforms for the community, host high-level expert conferences, and create opportunities to connect EADA’s ecosystem with The Social Hub’s international network, which spans more than 21 dynamic European cities where their hotels are located.

The Social Hub created the TSH Talent Foundation in 2024, a standalone nonprofit registered in The Netherlands dedicated to empowering changemakers. It is funded via a pledge by the hybrid hospitality pioneer to distribute 1% of its annual turnover to the organisation, a first for the industry. The Foundation’s activities began in September 2024 with a pan-European scholarship programme.

Introducing the EADA – TSH Talent Foundation Sustainability Changemaker Scholarship

The beginning of this collaboration begins with the launch of the **EADA–TSH Talent Foundation “Sustainability Changemaker Scholarship”** (<https://landings.eada.edu/en/scholarship/sustainability-changemaker>). This scholarship is designed to facilitate access to business education through EADA Business School’s International Master in Sustainable Business & Innovation. A pioneering programme in Europe, it positioned EADA as one of the first business schools to place sustainability at the core of its educational approach.

Internationally recognized, the master’s programme stands out for its strong focus on developing critical and strategic thinking skills—essential for leading transformation in both economic and social spheres.

The scholarship will cover full tuition for the programme, along with 10 months of accommodation at The Social Hub Barcelona. The recipient will also take part in an exclusive programme of workshops focused on personal and professional leadership development, including modules on self-awareness, communication, goal setting, well-being, and academic skills.

About EADA Business School

EADA Business School Barcelona was founded in 1957 by a group of entrepreneurs and professionals as an independent institution—both ideologically and economically. Recognized by leading international rankings such as the Financial Times, EADA holds the prestigious EQUIS accreditation as well as AMBA accreditation, which recognizes the quality of its MBA programmes.

Over the past decade, the institution has made a strong commitment to sustainability, promoting research and education in this critical area. In 2017, EADA launched its first programme in corporate sustainability, the **International Master in Sustainable Business & Innovation**, a pioneer in both Spain and Europe. Since then, drawing on cutting-edge research and the expertise of its academic team, the school has developed five specialized programmes in sustainable business. The Leading What Matters manifesto defines the purpose and mission of EADA Business School.

About The TSH Talent Foundation

Established in 2024, The Social Hub's TSH Talent Foundation is a standalone nonprofit registered in The Netherlands dedicated to empowering changemakers. The organisation supports underrepresented individuals with a social purpose through educational and development programmes. By offering scholarships and personalised learning opportunities, it empowers scholars, students, and aspiring agents of change from diverse backgrounds to tackle social, economic, and environmental challenges. It nurtures a new generation of leaders committed to creating positive social impact.

For more information: www.tshtalentfoundation.org.

For further information about the EADA partnership - Roman:

Sergi López – s.lopez@romanrm.com - 649 354 568 / Elisa Álvarez – e.alvarez@romanrm.com - 649 294 695

For further information about The Social Hub and The TSH Talent Foundation – Edelman Spain:

TSHSpain@edelman.com.



In the image from left to right:

Jordi Díaz, General Director and Dean **EADA Business School**

Frank Uffen, Chairman, TSH Talent Foundation.