

EHL PHILANTHROPY & FUNDRAISING

# Impact Report 2024





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# Thank You for Making 2024 the Best!

Thanks to your generosity and unwavering support, 2024 was our most prolific fundraising year in EHL's 130-year history!

Your contributions have empowered us to advance our greater purpose:

## **Empowering growth by nurturing excellence in human experiences.**

By funding scholarships and research, and driving strategic impact, your donations help us do what we do best: educating hearts, hands, and minds. You've ensured that education at EHL continues to be a transformative force, fostering leadership, innovation, and building a global community dedicated to excellence.

We are proud to share this impact report, which reflects the accomplishments we have made together. And as we look toward 2025, we're inspired to go even further—with your continued support, anything is possible.

Thank you for believing in EHL's mission - Investments in education make the world a better place for all of us.

**Carole Ackermann**, PhD  
President, EHL Board of Trustees

**Markus Venzin**, PhD  
CEO, EHL Group

**David Knuff**, PhD  
Chief Strategic Partnership Officer, EHL Group

# 2024 – A Record-Breaking Year of Impact

This year marked a historic milestone for EHL’s philanthropic efforts—our most successful year of fundraising. Thanks to the generosity of our donors, we achieved unprecedented results, surpassing previous donation records and expanding our impact like never before. This section highlights the tangible outcomes of this remarkable year, demonstrating how philanthropy continues to transform lives and strengthen the EHL community.

**CHF 3M+**

Total Donations in 2024  
(Scholarship, Innovation Hub  
& Research)

**+70%**

Increase Over 2023

**CHF 1.25M**

First Endowed Scholarship

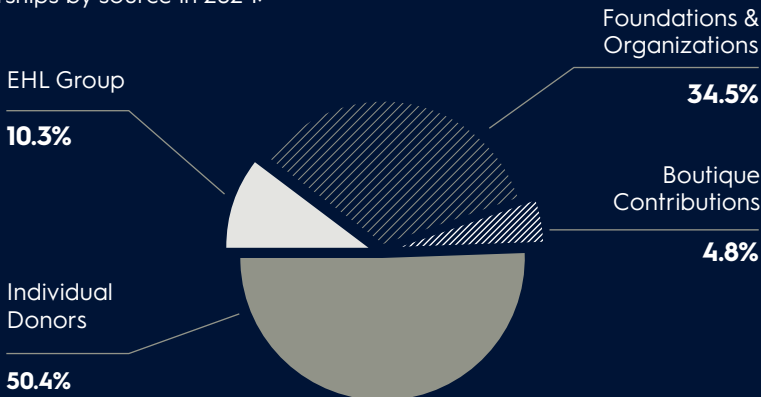
**CHF 20K**

From Alumni via Year-End Gift  
and Class Gift Challenge

**CHF 11K**

From EHL Current Students

Donations and commitments for  
scholarships by source in 2024:



# Scholarships & Honorary Loans Awarded

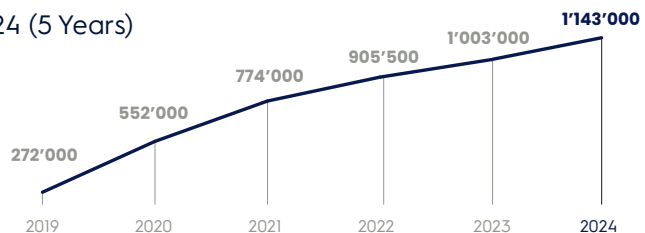
## 2024 Fundraising Results & Impacts



## EHL Scholarship Recipients Around the World



## Evolution 2019-2024 (5 Years) +14% in 2024



# The Transformative Role of Philanthropy at EHL

Philanthropy is deeply intertwined with EHL's roots in hospitality and human-centric businesses. This story, based on an interview with Dr. Carole Ackermann, President of EHL's Board of Trustees, highlights how EHL's philanthropic efforts are driven by the desire to contribute to the common good and ensure that students from all societal backgrounds can pursue their dreams in hospitality education.

“  
*Together,  
we enable  
the future.*  
”

At the heart of EHL's mission lies a dedication to positively impacting both the hospitality industry and society at large. Dr. Ackermann explains, “Together, we enable the future,” encapsulating the institution's drive to make significant social and environmental contributions. These efforts reflect a deep understanding that diversity and inclusion are essential to addressing global challenges and preparing students for success.

One of the standout initiatives highlighting EHL's philanthropic commitment in 2024 is the establishment of an endowment fund. This fund is designed to support less privileged yet exceptionally talented students, allowing them to study at EHL's Lausanne campus. To underscore the importance of this endeavor, EHL appointed Dr. David Knuff, Chief Strategic Partnership Officer, within its top management team. This initiative not only provides financial assistance but also enhances the learning environment by promoting cultural diversity.




Philanthropy at EHL also aligns seamlessly with its commitment to global hospitality education. Through increased access to hospitality education, cutting-edge research, and leadership development programs, EHL strengthens the hospitality industry's attractiveness. A key component of this strategy is the institution's worldwide VET (Vocational Education and Training) Programs, which adhere to the Swiss Dual Education System. This vocational training model contributes to maintaining and growing a skilled workforce with an affordable and adaptable approach for various learning centers and students. Looking to the future, Dr. Ackermann envisions philanthropy playing an even greater role in expanding access to education. "Education is the most important ingredient for a better life and growing prosperity," she says, emphasizing the importance of creating opportunities for underprivileged individuals. By providing affordable education to more young people, EHL aims to address global inequities and prepare students for a diverse range of professional and personal challenges.

“  
*Education  
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”

The ultimate impact Ackermann hopes to achieve by the end of her term as President of the Board is profound. She aspires to continuously elevate hospitality education while fostering strong leadership and citizenship among graduates. The (Em)Power on campaign is key to reaching this goal.





“  
*This endowment fund  
is a stepping stone for  
achieving our ultimate  
goal of having the  
resources to support  
10% of our students  
with full scholarships.  
It’s an initiative that  
will truly live up to its  
promise.*

”

EHL's philanthropic journey has not been without challenges. The rapid growth of its student base, coupled with rising living costs, has heightened the need for financial support. Major investments in the institution's pioneering campus and state-of-the-art digital tools have also stretched resources. To address these issues, EHL relies on support from both the state and private donors. Ackermann's leadership has been instrumental in fostering a culture of giving, encouraging participation from students, alumni, employees, faculty, directors, and board members alike.

On a personal note, Dr. Ackermann's approach to philanthropy is shaped by her values and experiences. She draws energy from helping others and believes in leading by example. "He who makes other people great, becomes great himself," she says, reflecting her dedication to fostering a spirit of generosity and collaboration within the EHL community. Whether reaching out to donors, participating in charity events, or advocating for support, this hands-on involvement underscores her passion for making a difference.

Beyond financial assistance, philanthropy plays a vital role in the lives of EHL students, instilling a sense of responsibility and community. Dr. Ackermann emphasizes that everyone has a part to play in building a better world, whether through financial contributions, intellectual efforts, or acts of service. "We are not alone on earth; we live in communities that need to be nourished. I truly believe that everyone has to do their part," she states. Hence, EHL's mission is to educate students to embrace this mindset, ensuring that they are not only prepared to receive support when needed but also eager to give back when they can.

Promoting a philanthropic mindset within the EHL community—past and present—remains a priority. Dr. Ackermann believes in the power of open dialogue to raise awareness about global inequities and the transformative potential of education. "Investments in education make the world a better place for all of us," she asserts.

By fostering diversity, inclusivity, and a culture of giving, EHL continues to set new benchmarks in hospitality education, inspiring students and stakeholders to build a more equitable and prosperous world.

“  
*He who  
makes other  
people great,  
becomes  
great  
himself.*  
”





# EHL's First Endowed Scholarship

In Athens, a remarkable announcement marked a milestone at the reunion of the Greek Stamm alumni group. Thanks to an extraordinarily generous donation of 1.25M by a single alumnus, the Hellenic Endowment Scholarship was established at EHL. This enduring gift will generate 4% returns annually, translating to 50'000 CHF in scholarships every year to help Greek students access an EHL education.

The Hellenic Endowed Scholarship is more than a financial aid initiative; it's a celebration of the enduring connection between EHL and Greece, a nation renowned for its rich traditions in hospitality. By enabling talented students to pursue a world-class education, the scholarship ensures that financial limitations do not hinder the rise of the next wave of industry leaders.

This initiative underscores the profound impact of alumni contributions on EHL's mission and success. The generosity of alumni like this donor strengthens our ability to provide transformative educational opportunities and maintain our status as a global leader in hospitality education. It is through such acts of giving that we can continue shaping the future of the industry.

We hope this inspiring story encourages more alumni and members of the EHL community to support initiatives like the Hellenic Endowment Fund. Together, we can expand opportunities and create a lasting legacy of success and inclusion for the global hospitality sector.



# The Power of Endowment: Inspiring Long-Term Philanthropy

## Dear Friends of EHL,

Over the last two years, we have strengthened our long-term vision through the establishment of the EHL endowment fund—a sustainable initiative that provides continuous support for scholarships, research, and academic innovation.

Our goal this year is to kick-start our (Em)Power on Campaign. The objective of this campaign is to raise 50M CHF for the endowment fund by 2030, and create a donor community of 5000 individuals. Investing in this endowment is about planting seeds for the future. It is a strategic, far-sighted approach that benefits generations of students and ensures that the EHL community remains vibrant and diverse.

Donors who choose to contribute to the endowment fund are creating a legacy of opportunity, resilience, and excellence. Your donation can become a lasting beacon of support, illuminating the path for countless students as they prepare to transform the world of hospitality.

**Join us in building a legacy that will stand the test of time. Together, we can ensure that EHL continues to thrive and inspire for generations to come.**



We are truly grateful for your trust and support. Together, we are shaping the future of hospitality.

Warm regards from EHL Campus Lausanne,

**David Knuff, PhD**  
Chief Strategic Partnerships Officer

# (Em)Power on: A Vision for Collective Impact

In 2025, EHL is launching its first-ever philanthropic campaign, the (Em)Power on Campaign, with an ambitious goal: raising CHF 50 million and uniting 5'000 donors over the next 5 years!

This campaign will shape the future of hospitality and empower the next generation of leaders, establishing an endowment that will allow us to achieve sustainable excellence in perpetuity.

The name reflects our dual mission—to “power on” by advancing the industry and to “empower” individuals through education and opportunity. This campaign is rooted in the core values of EHL and hospitality itself: care, progress, and collective success.

## **5-Years**

Time for fundraising activities  
& events

## **50 Million CHF**

Goal for the endowment fund

## **5000 Donors**

Objective for united giving  
community.

## We (Em)Power On...

Through your support, our endowment will expand access to education, foster innovation, and address pressing global challenges. Together, we can empower and make a lasting impact. Below, you'll find the three pillars of our philanthropic efforts, illustrating how your generosity drives meaningful change.

**(Em)Power The Future - Donate Now**  
[ehlgroupp.com/philanthropy](http://ehlgroupp.com/philanthropy)





## **(Em)Power Students**

Opportunities should be accessible to all.

We provide scholarships and support to help passionate students learn, grow, and build the future of hospitality.



## **(Em)Power Thinkers**

Knowledge has the power to transform industries.

We support researchers who unlock new possibilities, inspire progress, and create solutions that elevate hospitality.



## **(Em)Power Creators**

Visionaries turn ideas into reality.

We promote pioneers to create, build and lead innovation that shapes the advancement of hospitality.

# Creating Long-Term Impact: How EHL's Endowment Fund Works

When it comes to supporting education and ensuring a lasting impact on the next generation of hospitality leaders, the method of funding can make a significant difference. At EHL, we are committed to creating sustainable opportunities for our students, and establishing a robust endowment fund is a highly efficient and effective way to achieve this.

## Generating Income to Support Education

The primary objective of an endowment fund is to generate permanent capital, i.e. a capital base that is kept intact. Ideally, this means that only investment income or gains are used. Secondly, endowment funds are often invested in a diversified portfolio of assets, including shares, bonds and other financial instruments. Their aim is to provide a stable and sustainable source of funding for the organization over the long term.

## What's the Impact of a 1 Million CHF Endowment?

Imagine a one-time donation of 1 million CHF being used to fund segmented scholarships over the next few years. While this approach would help a few dozen students in the short term, the impact would gradually diminish as the funds are fully spent. Once the money runs out, so does the support.



**In contrast, a 1 million CHF endowment fund creates a perpetual source of income, benefiting not just one generation of students but many to come. Here's how:**



### Sustainable Financial Support:

An endowment fund operates on the principle of investing the capital and using the returns to provide scholarships and financial aid. If managed conservatively, an endowment fund can yield annual returns of 4-5%, which means that the fund can generate approximately 40,000-50,000 CHF every year. Over a decade, this amounts to 400,000-500,000 CHF distributed in bursaries—without ever depleting the original capital.



### Compounding Growth:

By reinvesting a portion of the returns back into the fund, the endowment can grow even more robustly. This means that over the years, the income generated could increase, enabling greater support for students and expanded initiatives. The power of compounding allows the initial investment to become increasingly productive, amplifying the impact far beyond the original 1 million CHF.



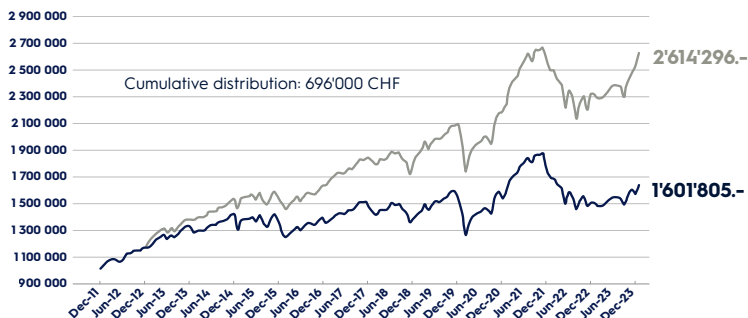
### Perpetual Impact:

Unlike a one-time expenditure that eventually fades, an endowment ensures that support is continuous. It becomes a financial cornerstone for EHL, reinforcing our commitment to future generations and providing stability in uncertain times. This perpetual source of funding ensures that we can attract and retain the brightest talents, regardless of their financial circumstances, and invest in long-term projects that benefit the entire EHL community.

### Hypothetical Growth of 1 Million CHF Endowment Fund Over 10 Years

— Portfolio Wealth, excluding 4.0% annual distribution  
— Portfolio Wealth, including 4.0% annual distribution

Portfolio Wealth With and Without Annual Distribution



# Endowment vs. Annual Gifts:

## What's the Difference?

To put this into perspective, here we compare the basic pros and cons of these two funding models.

### ANNUAL GIFTS

- Provide substantial bursaries to a finite number of students
- Lasts a limited period and ends when funds are exhausted
- Impactful in the short term
- Does not ensure scholarship for students beyond one year

### ENDOWMENT FUND

- Funds bursaries indefinitely
- Provides continuous funding through interest
- Preserves the principal amount
- Extends to help hundreds of students over time
- Ensures scholarships for the full length of studies
- Strengthens EHL's mission in perpetuity

## IMPACT OPPORTUNITY FORECAST

	Scholarship	Strategic Impact Fund	Research Institute	Research Faculty Chair
Endowment	1.5 Million CHF	1.5 Million	10 Million	5 Million
Annual Allocation (4%)	60,000 CHF	60,000 CHF	400,000 CHF	200,000 CHF
What it funds	Full Annual Scholarship for student in financial need, interested in entrepreneurship	Open innovation summit Entrepreneurship training program	Research Institute in discipline of interest; e.g. Sustainability/ Nutrition	Hiring a world-renowned faculty member in specific discipline, e.g. Sustainability
		Funding for Innovation Hub Startups		

# Endowment Funds in Action for Universities Worldwide

Historically, endowment funds have been more prevalent in the United States, where they are well established in the foundation and university sectors, with Harvard and Yale leading the way with funds of **\$53 billion and \$42 billion, generating 2.12 billion and 1.68 billion every year**, respectively, to support efforts at these institutions. However, the trend in Europe is changing, with more and more organizations adopting this model to diversify their sources of funding and ensure their sustainability. Here are a few examples:



**Oxford University:** Oxford University has a central endowment fund valued at approximately £1.3 billion, which supports the university's core priorities, such as students, academic posts, and buildings. Additionally, the individual colleges within Oxford collectively hold endowments amounting to around £5.06 billion. (Oxford University Website)



**Cambridge University:** The Cambridge University Endowment Fund (CUEF) has distributed nearly £1.2 billion to support various projects and programs over the last decade. The fund is managed by the University of Cambridge Investment Management Limited (UCIM). (CUEF Website)



**INSEAD:** As of the end of 2023, INSEAD's endowment stood at approximately €369 million, paying out €15-21 million per year. Over the past decade, the investment portfolio has grown by 7.7% per annum in Euro terms, surpassing the 6.5% annual growth of the composite benchmark in local currency, gross of fees. (INSEAD Annual Report 2023, INSEAD Endowment Report)

# Impact Investing: Lombard Odier Manages EHL Endowment Fund

In 2024, EHL launched a tender to identify a fund management team and a strategy to sustain and grow its philanthropic endowment fund to CHF 50 million by 2030, with a targeted annual return of 4%. In 2025, this fund brings together the contributions of EHL donors to finance study grants and specific projects. To optimize the performance of this fund, it was necessary to create a long-term partnership with a fund manager aligned with EHL's values and to develop an endowment pool with a clear distribution of contributions.

When Lombard Odier was approached for this tender, it was EHL's bank of choice to manage its endowment fund for a number of reasons. As a two-hundred-year-old investment house, Lombard Odier's recognized expertise in asset management and long-term approach enables it to support the specific needs of different institutions and their philanthropic missions.







“

*Thanks to its personalized, tailor-made approach, we have found a first-rate partner in Lombard Odier, whose values and objectives are aligned with our own. Their conservative approach to asset management strategy ensures regular long-term cash flows, which allows us to commit to future projects and student scholarship funding.*

”

**David Knuff**, PhD,  
Chief Strategic Partnerships Officer

## Interview with Stéphane Pedraja, Capital Partner and Head of the Lausanne, Fribourg, Vevey and Verbier offices, Bank Lombard Odier

### **Why did Lombard Odier take part in EHL's call for tenders?**

“We immediately identified a good fit between EHL's needs and Lombard Odier's management approach. In our day-to-day work, we help private individuals and entities such as foundations to manage their wealth and assets over the long term. In line with our value of striving for excellence, we offer tailor-made support to meet our clients' individual objectives and values, with tax-optimized management to generate regular returns.”

### **What type of strategy will be applied?**

“A balanced portfolio made up of diversified assets such as bonds and equities, as well as unlisted

assets, with cash flow trends in line with objectives.

The primary investment objective of endowment funds is to generate sufficient returns to maintain the purchasing power of their assets in perpetuity and sustain the endowment fund purpose. Over time, the larger endowment funds have significantly reduced their exposure to traditional asset classes such as public equities and bonds and moved increasingly into alternative or private assets such as private equity, private debt, hedge funds or real estate, which provide the benefits of diversification and higher returns.

Private Equity is particularly interesting for endowment funds because it brings diversification with unlisted companies. After an investment period of 5 to 7 years,

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*A balanced portfolio made up of diversified assets such as bonds and equities, as well as unlisted assets, with cash flow trends in line with objectives.*

”

a well-diversified and systematic investing program will deliver positive net distributions over time matching the distributions made by the fund.”

**Were there other elements that were also an advantage for Lombard Odier?**

“The Group’s long tradition of philanthropy and the tailor-made support we provide for our clients’ philanthropic projects were additional points that enabled us to stand out from the crowd in the support we offered.”

In the end, Lombard Odier’s tradition and expertise of philanthropy, established over generations, underlining its genuine commitment to education, health, culture and scientific

research in particular, made them the perfect partner to manage EHL’s Endowment Fund. This combination of characteristics makes Lombard Odier the partner of choice for EHL.



# Our Priorities: Building a Legacy of Impact

The EHL Endowment Fund is more than a financial resource—it's a commitment to shaping the future of hospitality education and leadership. Our focus is clear: to fund scholarships that open doors for talented students, drive strategic impact that improves the industry, and support research that addresses the challenges and opportunities of tomorrow.

These priorities reflect our vision for a sustainable future, one where education, creativity, and knowledge come together to make a meaningful impact. In the sections ahead, you'll see how these priorities come to life through inspiring examples of generosity and transformation—proof of the powerful difference your support makes.





## **(Em)Power Students**

Access to education should never be limited by financial constraints. Thanks to the generosity of our donors, more students than ever received scholarships this year, empowering them to pursue their dreams at EHL. These scholarships not only ease financial burdens but also open doors to a world-class hospitality education, ensuring that the brightest talents can thrive regardless of their background.

## Words of Gratitude from Scholarship Recipient Cinzia Torriani

Hello Everyone,

*My name is Cinzia Torriani. I'm 21 years old and in semester 4 of the BSc in International Hospitality Management. I was born and raised in Kenya, though I am originally Swiss and Colombian. I had family and close friends working in the industry, and I felt so fulfilled during the moments when I was able to help and create that special experience for someone else, to play a role in bringing a little light or sunshine into their day.*

*Without the support of the foundation, I would not be here or my story would have been a lot more challenging. I'm thankful for both the financial and emotional support I received from the foundation, and I attribute a lot of my success to it and its members. I'm very thankful for the role that it played during my journey here.*

*Beyond doing my best to maintain my academics, I aim to remain as actively involved as possible here at EHL. I'm on the board of the Fête Universal, which is our oldest and largest cultural event here, uniting over 800 students every spring semester. I've also had the honor and pleasure of representing Accor as a Mutual Alliance Ambassador. Over the last two years, we've been able to organize several incredible events immersing ourselves into the brand, including our recent visit to Fairmont Le Montreux Palace. And last year, we invited over 45 Accor representatives and the Chairman and CEO of Accor, Mr. Sébastien Bazin. I've also had the opportunity to share students' voices as a class representative. Additionally, I work here on campus as an F&B student assistant, so you may see me in the kitchens*



*or service every once in a while.*

*EHL has an alumni network of over 30,000 and these students and alumni are connected all around the globe by a common set of values and experiences. I was interested in going to Barcelona for my internship. And I reached out to the alumni department here. They connected me with several alumni, and I submitted my applications. Ehlers support one another, and they open doors that you didn't know existed. I say that from personal experience. It would be wise not to underestimate the value of that.*

*From the very beginning, I already knew that I was going to look for financial aid. So of course, when I applied to EHL, I already had that in mind. And I had already done my research on the scholarship foundation and how the entire application process would work. And so I had received my acceptance almost a year before I began. → Immediately, I got in contact with the Foundation and I had my first meeting with Mrs. Tornare. I requested all the information and I went from there. Since then, I've really been supported here.*

*Growing up in Kenya, I gained my own definition of privilege. For me, privilege is knowing what your next meal is. It's having the benefits of everyday life, knowing your family is well and healthy. This is why I wanted to share my story and prompt others to reflect more on the values and incredible opportunities that we have here.*

*For potential candidates, I would love to help break that stigma behind students and their need for financial aid. I want to show everyone that anything is possible. First of all, reach out to the Foundation as well as our students.*

▶ Check out the video interview with Cinzia here



*We're here to help you and support you more than you can think. Once you reach out to us, you will learn that many of us here are actually working students. We have extra commitments on the side to help support us, as well as our financial aid.*

*The barrier you create for yourself is going to be your only limit. Everything is possible here. All you need is to reach out for that support.*

**Cinzia Torriani**

Semester 4, Bachelor of Science  
in International Hospitality  
Management (BOSC4)

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## Scholarships Supporting Access and Excellence

At EHL, scholarships and honorary loans are available for many of our academic programs, enabling talented students from diverse backgrounds to access a world-class hospitality education.

Thanks to the generosity of donors and corporate partners, scholarship opportunities support undergraduate and graduate students alike, easing the financial burden and encouraging academic excellence. A full list of eligible programs and scholarship options is available upon request.

To learn more about  
scholarships, visit:  
[www.ehlscholarship.com](http://www.ehlscholarship.com)





## **(Em)Power Thinkers**

Knowledge creation drives the future of hospitality, and research is at the heart of that progress. This year, philanthropic contributions fueled groundbreaking projects, tackling key industry challenges and shaping best practices for tomorrow. By supporting research at EHL, donors help bridge the gap between academia and real-world application, leading to impactful discoveries that benefit both students and the global hospitality sector.

# The Resilient Tourism Flagship Project (RTFP)

The Resilient Tourism Flagship Project, supported by CHF 5.5 million funding from Innosuisse, addresses the challenges of digital transformation in the Swiss travel industry. Coordinated by the EHL Hospitality Business School, this initiative brings together six leading research institutions and over 30 tourism stakeholders to create an open-source National Data Infrastructure for Tourism (NaDIT).

The project's infrastructure connects data producers, such as destinations, hotels, technology providers, and national bodies, with data users, enabling businesses to design more efficient processes, create innovative services, and develop adaptive business models.

By integrating such insights, SMEs will gain the tools to deliver personalized experiences, improve decision-making and increase their competitiveness. The project aligns with the UN Sustainable Development Goals, ensuring that the Swiss tourism sector thrives in an increasingly digital world.

Through this project, EHL delivers measurable impact by driving digital transformation across the Swiss tourism sector in the following ways:



**The podcast series sparks meaningful conversations and innovation among industry professionals.**



**The Digital Transformation Coaching Program in the Canton of Vaud has directly supported 12 SMEs, ranging from startups to cultural landmarks, helping them leverage data to enhance visitor experiences and streamline operations, with many securing additional funding for their projects.**



**The annual conference on Resilient Tourism brings together industry and academic leaders to exchange insights, share progress, and forge partnerships that advance the sector.**



**The newly launched Travel Digital Transformation Hub catalyzes developing and funding pioneering projects, empowering stakeholders to shape a resilient, data-driven future for Swiss tourism.**



## Smart Region: Research That Impacts Real-World Decisions

The Smart Region was one of the projects born in the Coaching Program. It's a destination data dashboard that integrates data from various tourism suppliers to allow destinations to monitor tourism trends and behaviors. Currently developed as a Minimum Viable Product (MVP) in Nyon, the dashboard will expand to Lausanne and other cities, enabling local destinations to make data-informed decisions and enhance their tourism offerings. This project recently received CHF 400'000 in Innotour funding to scale up and replicate this innovative solution in other destinations.

→ [resilienttourism.ch](https://resilienttourism.ch)

→ [tourismdata.ch](https://tourismdata.ch)





## **(Em)Power Creators**

Entrepreneurship and fresh ideas are essential to the evolution of hospitality. Through donor-funded support, the EHL Innovation Hub and Innovation Foundation continue to incubate bold startups, foster creativity, and guide students and alumni in launching successful ventures. This investment in innovation not only empowers young entrepreneurs but also strengthens the industry with forward-thinking solutions.



## Swiss Food & Nutrition Valley

EHL co-founded the Swiss Food & Nutrition Valley, launched in January 2020, alongside partners like the Canton of Vaud, EPFL, and Nestlé. This initiative seeks to strengthen Switzerland's position as a global leader in food and nutrition innovation by attracting talent, startups, and investment to the region. Swiss Food & Nutrition Valley (SFNV) has been actively engaging in several initiatives to drive innovation in the food and nutrition sector.

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### → Collaborative Efforts in Sustainable Packaging

In June 2024, SFNV partnered with Nestlé and Tetra Pak to host an event in Bern, bringing together over 60 Swiss and European partners. The focus was on showcasing promising approaches in sustainable packaging materials and fostering new collaborations to drive innovation in this area.

→ [tetrapak.com](https://tetrapak.com)

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**→ Partnership with FAO** In August 2024, SFNV signed a Letter of Intent with the Food and Agriculture Organization (FAO) to collaborate on developing innovative solutions for global agrifood challenges. This partnership aims to promote healthy diets, reduce food loss, and leverage Swiss expertise in innovation.

→ [fao.org](https://fao.org)

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**→ Strategic Alliance with Switzerland Global Enterprise** SFNV has also joined forces with Switzerland Global Enterprise (S-GE) to amplify Switzerland's presence in the global food innovation landscape. This strategic partnership aims to showcase Swiss advancements and attract international stakeholders to the country's food and nutrition ecosystem.

→ [s-ge.com](https://s-ge.com)

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Through these collaborations, SFNV continues to position Switzerland as a leading hub for sustainable food and nutrition innovation.

## The EHL Innovation Hub

EHL Group actively fosters entrepreneurship through its Innovation Hub since 2018, providing a nurturing environment for startups. Notably, the EHL Innovation Hub has supported over 60 startup projects since its inception, offering resources and guidance to transform innovative ideas into viable business solutions. Additionally, the Hub is open for “non-EHL” serial entrepreneurs and students of EHL.

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→ **Nurturing Student Startups** In 2019, EHL Innovation Hub launched the initiative “My Own Startup,” giving several students the opportunity to experience the entrepreneurship path during semester 4 of their bachelor’s program (BOSC4) instead of a traditional industry practical internship. Inspired by the creativity and dedication of three pioneering students, the Fondation Sylvie Rusconi awarded a grant of CHF 2’000.- to the student project Trilogy in 2024 to help them pursue their entrepreneurial path.

→ [innovationhub.ehl.edu/news/trilogy-wins-award](https://innovationhub.ehl.edu/news/trilogy-wins-award)

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→ **StudyBud** Oliviero Pinotti, CEO & Co-Founder of StudyBud, took part in the Student Entrepreneurial Journey based at the EHL Innovation Hub. He benefited from the Innovation Hub Fit Food & Hospitality by EHL and received a CHF 20’000 grant. From its inception in 2022, StudyBud has been on a mission to address the pressing challenges students face in their educational journey. Since their launch, they have supported over 500+ students with over 700+ hours of lessons.

→ [studybud.com](https://studybud.com)

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→ **Pre-acceleration Program** In September 2024, the Innovation Hub launched its second initiative, a new program dedicated to students called the “Pre-acceleration Program.” It aims to provide additional support, educational resources, and tools for the next generation of entrepreneurs. In 2024, 16 teams participated, and one was given a final award of CHF 2’000.- from the Fondation Sylvie Rusconi.

→ [innovationhub.ehl.edu/programs](https://innovationhub.ehl.edu/programs)

## FIT Food & Hospitality by EHL

The EHL Innovation Foundation (FIE) and the Foundation for Technological Innovation (FIT) launched the FIT Food & Hospitality by EHL in 2019. This financial support program supports young companies from the EHL Innovation Hub that are using digital technology to innovate in the food and hospitality sector. FIT is responsible, together with FIE, for selecting start-ups and co-financing and monitoring certain projects.

The program has received donations from Nestlé, Marriott, Casino Barrière, and Hotelleriesuisse. Together, the FIT and the FIE financially supported various startups for a total of CHF 850'000.-:

### **7 Grants for CHF 100'000 supported**

Kooko Sàrl • Robin des fermes Sàrl • Me Uni • Studybud  
Find a Tutor • Châtaigne • Badger

### **3 Seed Funds for CHF 150'000 supported**

OriginFood Sàrl • Freelane • Blent SA

### **3 Growth Funds for CHF 600'000 supported**

Smeetz SA • Privatedeal SA • Blent SA

# Why Donate to EHL?

## A Shared Vision for the Future

Supporting EHL's philanthropic efforts is not about giving money to EHL—it's about shaping the future of hospitality and giving back to the industry and society. It's about being part of something bigger than any one institution: a movement that nurtures talent, drives innovation, and builds a legacy of excellence that extends far beyond the classroom.

As alumni and industry leaders, you've already made your mark. Your success is proof of the transformative power of an EHL education. Now, philanthropy offers an opportunity to pay that impact forward—not as a transaction, but as an investment in the next generation.

Whether by mentoring students, funding research, or supporting scholarships, your contributions help ensure that future leaders have the same opportunities to thrive, innovate, and elevate the industry.

This is about partnership, not obligation. It's about creating a lasting difference, together.

## Ways You Can Help (How to Contribute)

There are many ways to contribute to our mission, whether by sharing your expertise, mentoring future leaders, or making a financial gift. Every contribution—big or small—helps shape the future of hospitality education.

**Time & Talent:** Engage with students by mentoring, guest lecturing, or offering industry insights. Your knowledge and experience can inspire the next generation.

**Treasure:** Support EHL through various giving options, including cash donations, stocks, bequests, and other

planned gifts. Every gift provides essential funding for scholarships, research, and strategic impact.

No matter how you choose to give, your support fuels excellence, strategic impact, and opportunity at EHL—today and for generations to come.

Contact **Grégoire Pavillon (EHL'95)**,  
Director of Philanthropy and  
EHL Alumnus 1995, to discuss  
your goals and explore potential  
collaborations.

Email [philanthropy@ehl.ch](mailto:philanthropy@ehl.ch)



## THE WALL OF DONORS:

# A Growing Tribute to Philanthropy

Inaugurated in March 2025, the Wall of Donors stands at the heart of the Lausanne campus as a visible symbol of gratitude toward those who empower EHL's mission.

It features the names of individuals, foundations and organizations who have contributed CHF 50'000 or more to support scholarships, research and strategic initiatives.

The wall reflects EHL's commitment to meaningful recognition. It honors the generosity of our most engaged donors and celebrates their lasting impact on the future of hospitality.

This installation is not static. It will continue to grow and evolve as new donors join our community of supporters.

# About Us

The EHL Group's philanthropic initiatives are supported by three specialized foundations, each with a unique purpose to serve distinct aspects of its mission.

**The EHL Foundation** ensures the overarching alignment of EHL Holding SA with its founding values. It focuses on upholding the vision of providing exceptional education, business services, and fostering environments that are people-centered and globally minded.

**The EHL Foundation for Scholarships and Honorary Loans** addresses equal access to hospitality education by financially supporting talented and deserving students. Its mission is to remove financial barriers and ensure inclusive opportunities for education in hospitality management in Switzerland.

**The EHL Innovation Foundation (FIE)** fuels creativity and progress in the hospitality industry by nurturing innovative projects. It promotes collaboration and advancement through innovation hubs, academic partnerships, and industrial cooperation both in Switzerland and internationally.

Together, these foundations work in harmony to uphold and enhance the EHL Group's dedication to education, research, and strategic impact in the hospitality sector.



# Contact Info



→ EHL Foundation  
for Scholarships and  
Honorary Loans



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