

2020 • 2021

Sustainable development progress report

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“Addressing the sustainability challenges of today and tomorrow requires a mix of leadership, entrepreneurial, operational and human skills. Consequently, business and management higher education cannot be imagined without placing sustainability at its core.

Of course, employers crave for graduates with job-ready skills.

But nowadays, a command of professional and technical skills is not enough to be ready for the real world of modern business. Business School graduates need strong social and personal skills. They must be able to balance corporate performance and the general interest into their professional activities.

Empowering our graduates with these abilities is a key educational objective at Paris School of Business. We recognize values such as entrepreneurship, responsibility, and empathy as being key to promoting sustainable processes of value creation.

We are convinced that the hybridization of management, digital sciences, technology, and the arts is the right path towards creativity and engagement. More than ever, we focus our academic excellence on training “managers for good, and for a better world.”

Philippe Jamet
Dean, Paris School of Business



Campus

Paris School of Business is one of the leading post-secondary Grande École business schools in France, providing nationally and internationally-accredited degree programs in business and management at undergraduate (BBA), post-graduate (MBM, MSc & MBA) and doctoral levels (DBA).

Paris School of Business is fully recognized by the French Government and accredited through its Visa and Grade de Master systems. In addition, MSc programs are accredited by the French Federation of Grandes Écoles (Conférence des Grandes Écoles - CGE).

The school is governed by Galileo Global Education (GGE), Europe's largest education group, which has provided the necessary support to enable our school to make considerable progress over the past decade.

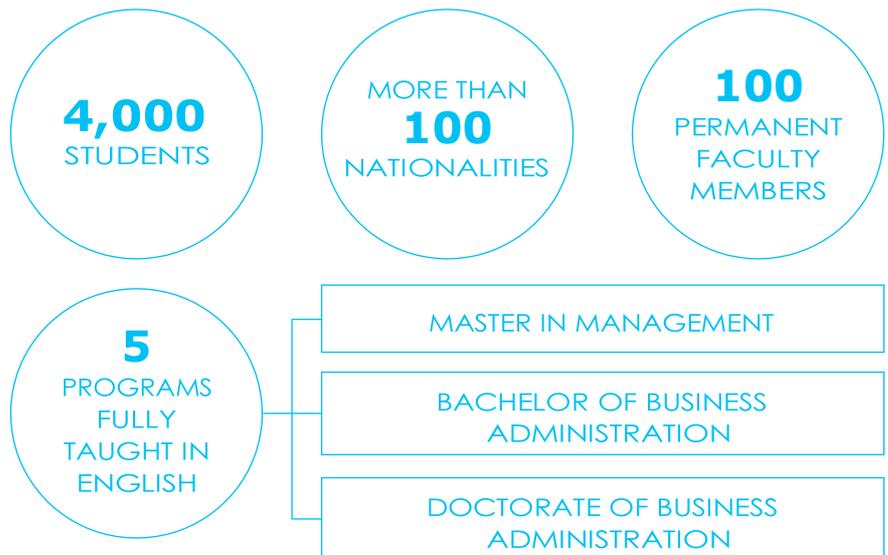
With 4,075 students, 15,275+ alumni worldwide and 94 core faculty members, Paris School of Business has successfully integrated international quality assurance processes, policies and standards into its operations located on its Campus Cluster Olympiades in Paris (XIII district). In 2014, **AMBA** was the first international accreditation the school received. Recently, Paris School of Business has been **AACSB** accredited since February 2020 and **EPAS** accredited (MBM program) since February 2019. In 2020, the AMBA accreditation was renewed for both the MBM and MBA programs.

The school pays special attention to Corporate Social Responsibility. Paris School of Business' commitment to CSR was first exemplified in 2012 by its participation in the Rio Conference on Sustainable Development organized by the United Nations.

CSR was already a key part of the main objective of PSB's Horizon 2020 strategic plan (Objective 5: "Strengthen the CSR policy deployed by the school"). It also figures in the Ambitions 2025 strategic plan.

In 2020 the school became the first French Business School to obtain the **BGA** Accreditation from AMBA.

Paris School of Business Quick Facts



Accreditations and Memberships



Mission



Anti-discrimination policy

Remaining faithful to its pioneering anti-discrimination policy, Paris School of Business is increasingly incorporating social, human and environmental concerns into its teaching content, research and the activities of its student clubs and societies.

When a student enrolls at the school, they are set to experience an exciting and decisive time in their lives. Our mission is to provide an education that will allow them to stand out from the crowd. We give our students the opportunity to live out their dreams, develop, and

assert themselves while acting as responsible members of global society and contributing to the communities in which they live thanks to a CSR mindset.

Disruptive teaching

In a world where creativity and innovation have become the key to economic success, Science is increasingly turning to the Arts to invent new ways of accessing knowledge, and education specialists towards the Arts to disrupt traditional teaching models. Faced with unprecedented technological, societal, economic and political change, along with the need to

take into account new ecological challenges, the role of creative disciplines has never been so crucial.

In this context, 'Paris School of Business will position itself as an international Business School with a mission to educate Leaders who are creative, agile, open-minded and equipped with cognitive skills developed around new emotional (Me), collaborative (Me and others) and systemic (Me and my environment) intelligences'.

We are committed to inspiring, fostering, nurturing, welcoming and sharing the highest level of hybrid skills, mixing business and creativity with our community of learners, mentors, researchers and partners.

We are committed to boldly embracing the future challenges of our world and see them as incredible opportunities for business innovation.

We are committed to acting as ambassadors of the Parisian lifestyle, ethos, culture and open-minded creativity.

We are committed to identifying and solving societal challenges and building an innovative future.

As the world evolves towards a more volatile state, the business thinkers, doers, makers and shakers who succeed will be those who think and act creatively.



Values

Pluralism

Business creativity is achieved by individuals who neither see nor put up barriers between disciplines. By allowing business expertise to combine with creative thinking, artistic inspiration, design acumen, theatrical performance, fashion sense or coding intelligence, we create the best possible conditions for the emergence of multidimensional business innovators, leaders, entrepreneurs and team players.

Agility

Our focus on developing a combination of hard and soft skills, along with the constant innovation and evolution of our pedagogical approach, are the pillars that will prepare learners at Paris School of Business to adapt successfully to real-world and real-time situations in volatile environments.

Responsibility

The faculty, management team and administrative support staff value honesty, integrity, and dignity in their interactions with colleagues and students. They seek to act in compliance with the highest standards of professional ethics at all times. For these reasons, we adhere to the Principles for Responsible Management Education - PRME (United Nations Global Compact).

Inclusiveness

We value the potential for success, innovation or leadership in each individual, whatever their social background, preferences, beliefs or origins. We see business as a means of interacting with large and diverse communities, whether in our immediate neighborhood or in the world at large. Diversity is a powerful source of creativity.

Singularity

Because uniformity is the enemy of creativity, we encourage each learner, mentor, researcher or member of staff to create their own path throughout their journey within Paris School of Business and beyond.

The nature of our values also explains the central role of creativity in our approach, both as a way of thinking and as a discipline for output: we aim to be creative and useful at the same time.

Paris School of Business **PRME** committed to **PRME**

In 2014, Paris School of Business signed the United Nations Global Compact PRME.

As a Higher Education Institution committed to the development of responsible current and future managers, we declare our willingness to progress in the implementation of PRME. We will report on progress to all our stakeholders and exchange effective practices related to six principles for responsible management education.

Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy

Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economic value

Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

A CSR policy at the heart of the school

New aspirations are emerging, specifically among a new generation that has a clear preference for personal development, alongside human and societal objectives.

In a world that is increasingly digital and fast-moving, Paris School of Business is going beyond the simple transfer of soft skills by putting the ability to learn and act at the heart of its pedagogical model thanks to 3 levels of approach.

1. We are equipping our students with knowledge and understanding of the major transitions they will be faced with as future graduates, including the digital, ecological, and demographic transitions. This is done by integrating the civic dimension of future managers into educational activities in addition to the actions carried out by student clubs and societies.
2. We are offering our students access to modules and courses in the areas of Art & Culture, Innovation & Technology, and the Political Sciences.
3. Our students can attend monthly conferences on 'International Futures', with guest speakers who are philosophers, lawyers, journalists, sociologists, physicians, climate change activists and so on. Continuing the policy of widening participation established by the School, as well as its commitments to combating all forms of discrimination.

Last but not least, we have a 2000 square meter campus in the heart of Paris, which is ideal for creating a responsible, supportive and respectful microcosm. In line with this, we are incorporating an environmental management policy by taking account of environmental impacts in the school's purchasing and transport policies (energy, water, air, waste and biodiversity)

**“Alone we
go faster,
together
we go
further”**



The CSR commission: playing an active role in the implementation of our CSR policy

The school's desire to structure and develop its CSR policy in association with its stakeholders is embodied by our CSR Committee, which has three main missions:

- Exchanging views on the school's CSR policy and the range of initiatives carried out by our stakeholders (students, faculty, support staff, and third-party partners)
- Structuring and promoting the different aspects of the CSR policy and the activities of the student clubs and societies involved
- Improving the policy and associated initiatives by identifying the strengths and areas to be improved

The Commission aims to bring together the regular participants in the school's various CSR initiatives at least twice a year, including:

- The CSR Department
- GduCoeur, U-Discover, GCuiz student clubs and societies, managers of external associations, etc
- Members of faculty
- Members of the support staff team
- Members of the wider Paris School of Business community, including partners, etc.

In this way, the Commission involves everyone who participates in CSR and Sustainable Development initiatives across the whole school community, by taking stock of the actions carried out and implementing new projects, as well as by brainstorming ways to improve the overall approach.

Teaching and learning



Sulitest

Paris School of Business has implemented a digital training programme that addresses the 17 Sustainable Development Goals (SDGs), i.e., the stakes, challenges, actors, and reference agreements, etc., involved in the ecological and solidarity transition. This training programme prepares students to take the Sulitest. The Sulitest includes questions about sustainable development, the SDGs, and the challenges of the 21st century through the teaching and learning dimensions presented in table 1 below.

TABLE 1, SULITEST TEACHING & LEARNING DIMENSIONS

	Resources	Learning outcomes	Format
Knowledge	Content transferred by teachers and experts	Knowledge about SDGs. Identify solutions for today's Societal challenges.	Videos, articles, academic readings, webinars and exams (quizzes, individual and group work).
Thinking	Critical reflection and analysis	Explore and understand the synergies and contradictions between the different topics of the sustainable transformation of our societies. Being able to find detailed sources and question them. Explain the institutional framework of the 17 SDGs and international agreements, and identify its limits.	All these resources can be accessed on the school Learning Management System platform.
Commitment	Engage students to become actors of change	Become an actor of change for sustainable development issues.	



The international issues have been approved by the UN's entities. The Sulitest is offered in only 30+ higher education institutions around the world. In 2018/2019, Paris School of Business adopted the Sulitest for all Master 2 students. In 2020/2021 for the Bachelor 3 students as well.

In total, almost 800 students were required to take the test in 2019.

In 2020, almost 950 students were required to take the test and in 2021, almost 1050 students have been concerned.

The Sulitest is composed of 3 modules (International issues, SDGs, SDGs applied to France), each module being assessed out of a score of 100. Paris School of Business students represent more than 50% of all students taking the Sulitest in France. The results are presented below:

TABLE 2 – SULITEST ACADEMIC RESULTS FOR THE SCHOOL (2019/2020)

Students	N°
who registered	797
who used the available resources	670
who passed the test	286
Acceptance rate	36%

Pedagogical goals

- Knowledge: Answer general questions about SDGs and sustainable development.
- Knowledge: Identify solutions for today's societal challenges.
- Reflexivity: Explore and understand the synergies and contradictions between the different topics of the sustainable transformation of our societies. Being able to find detailed sources and question them.
- Reflexivity: Explain the institutional framework of the 17 SDGs and international agreements and identify its limits.
- Commitment: Become an actor of change for sustainable development issues.

Format

This program may take the form of videos, articles, academic readings, webinars and exams (quiz, individual and collective work). All those resources can be accessed through a dedicated platform (Learning Management System).

Program Syllabus

FROM THE SUSTAINABLE DEVELOPMENT GOALS TO ECOLOGICAL AND SOLIDARITY TRANSITION

- The history of sustainable development
- Presentation of the 17 SDG topics
- Company testimonies
- Speakers: Pr. Jacques Igalens (Professor Toulouse 1 Capitole), Aurélien Decamps (KEDGE Business School), Hélène Le Téo (Groupe SOS), Antoine Lemarchand (Nature & Découvertes).

AXE 1: AGRICULTURE AND NUTRITION

- Agriculture and SDGs: the new agricultural models
- Comparison between developed and developing countries in terms of supply and food related challenges
- Fair trade
- Speakers: Marc Dufumier (Agro ParisTech), Rachel Kolbe Sehmoun (InVivo), Nicolas Bricas (CIRAD), Rémi Roux (Ethiquable).

AXE 2: MOBILITY AND ENERGY- DIMENSIONING AND SUPPLYING VITAL SERVICES TO URBAN AND RURAL AREAS

- The mobility issue in developed countries
- Access to all reliable, sustainable and modern energy services at an affordable price
- Speakers: Emeric Fortin (Ecole des Ponts ParisTech), Gilles Vermot Desroches (Schneider Electric), Arnaud Rouget (d.light), Christophe Sanchez (Kimso).

AXE 3: EDUCATION AND WORK- PROVIDING FAIRER ACCESS TO TRAINING AND WORKING CONDITIONS

- Education for all, equal opportunities
- Working conditions and legal obligations
- Promote an intensive, shared and sustainable economic growth: full employment and a decent job for all
- Speakers: Cécile Renouard (ESSEC Business School), Thibaut Guilluy (SocialCOBizz), Anita Kirpalani (Article 1).

AXE 4: CONSUMPTION AND PRODUCTION PRESERVING OUR NATURAL RESOURCES

- The circular economy and the services economy
- Planned obsolescence
- Safeguarding resources, setting up new sustainable consumption and production patterns
- Speakers: Béatrice Bellini (Université Paris Nanterre), Samuel Sauvage (Halte à l'Obsolescence Programmée), Mathieu Jeanne-Beylot (Mutum).

FINANCING THE ECOLOGICAL AND SOCIAL TRANSITION

The students who pass the Sulitest are awarded a certificate from Impact Campus.

Impact Campus is a social business created to respond to the UN call for Sustainable Development by providing students and professionals the tools to manage the challenges faced by present and future generations through training programs and courses on social and ecological causes.

At the end of each Sulitest, a student satisfaction survey is launched, for which 84% of all students (672) answered in 2020:

- 88% felt satisfied or very satisfied;
- 83% felt they had become more concerned and committed towards sustainable development;
- 93 % wanted to implement what they had learned in their professional environment.

Inspiring Weeks

The Inspiring weeks (4 weeks per year from the 1st to the 4th year) are complementary seminars to the Grande École Masters in Management program designed to encourage students to explore a variety of new universes allowing them to discover passions that tomorrow will guide them in their personal and professional lives.

Six creative worlds offering an “à la carte program” are thus proposed throughout their program of study, including seminars such as:

- Introduction to social business
- Humanitarian Project
- Ecological and Social Transition



CSR- specific courses & modules

The school has made the strategic decision to incorporate sustainable development and societal responsibility issues into its programs by including them in the framework of core modules, electives, or in the form of corporate case studies and illustrations.

Support and training (via MOOCs) on social and humanitarian projects in partnership with the Solidarity Awards

This initiative involves 3 approaches:

- Design of core and elective modules across a range of Master's program specializations
- Design of specific chapters or modules across our portfolio of Bachelor and Master's courses
- Development of experimental teaching activities in association with partner associations or firms at Bachelor and Master's levels

Core and elective modules on CSR and sustainable development

As an illustration, a series of modules on managerial issues specifically pertaining to sustainable development have been developed:

- On the Master of International Business (Master 2 MIB) program since 2010 / 2011: Business Ethics, Corporate Social Responsibility, Social Entrepreneurship, Corporate Governance, Sustainability, Marketing & Sustainability.
- On the Entrepreneurship Master's specialization: managing and creating a crowdfunding campaign for an existing society in partnership with Ulule (crowdfunding platform).
- On year 3 of the Bachelor's program: exploring various forms of entrepreneurship such as Social Business, the Circular Economy, Social Franchises
- All Master's students are required to follow a

three- hour module dedicated to Climate Change

This type of approach is being developed across the specializations and is gradually forming part of the common core curriculum.

- Throughout the 3 first years of their studies, students take the following modules:
 - Business Ethics of Sustainable
 - Development and Communication
 - Organizational & Ethical Behavior
 - Corporate Societal Responsibility



Modules and chapters on CSR and sustainable development

Specific Chapters and modules have been developed across a variety of programs:

- A chapter on Economic Policy and Green Growth in the Economics for Managers module (Bachelor 1)
- Modules on Marketing and Sustainable Development and Corporate Societal Responsibility in marketing modules (Bachelor, Year 1)
- A class on CSR in the Organizational Behavior module (Bachelor, Year 2)
- A class on Ethics and Management of human resources
- A class on Social Business (Bachelor, Year 3)

Learning goals

The design of the program is divided into three complementary dimensions:

- Knowledge: content provided by teachers and experts
- Reflexivity: critical thinking and analysis
- Commitment: helping students to become actors of change



**PSB has
decided to
incorporate
sustainable
development
and societal
responsibility
issues into
its programs**

Partnering with our wider community



50
STUDENTS
TOOK PART IN
APRIL 2021

10
STAFF MEMBERS
AND TEACHERS
HAVE BEEN TRAINED
TO RUN THE
CLIMATE COLLAGE

Climate Collage

For the first year in 2021, Paris School of Business organized a Climate Collage. Designed for a young or enlightened audience, based on the work of the IPCC (Intergovernmental Panel on Climate Change), the Climate Collage is the reference collaborative workshop for collectively understanding the complexity of climate change.

The Climate Collage association was created by Cédric Ringenbach at the end of 2018 in order to raise awareness and understanding of climate change phenomena among as many people as possible around the world.

The Climate Collage has 3 main parts: **Reasoning**

Participants discover the game's cards; they think together to link the cards up with each other and thus highlight the causes and consequences of climate change.

Creativity

After identifying the causes, mechanisms and consequences, the participants trace the links and illustrate the Collage.

Discussion

After this common diagnosis, time for discussion. The aim? To share feelings and reflect on collective solutions, in order to propel action.

The objective for the following Academic Year is to organize a broader Climate Collage workshop and to offer it to a larger number of participants (Students and Staff Members)

Awareness-raising actions and events

Udiscover

UDiscover is an extra-academic learning initiative developed by Paris School of Business that aims to give an operational and practical dimension to the five-year course. In this way, it informs all of the teaching.

As part of the Udiscover initiative, numerous conferences take place in the school, enabling students to raise their awareness of new topics, to go deeper in the understanding of global challenges as well as meeting and discovering local, national and international initiatives.



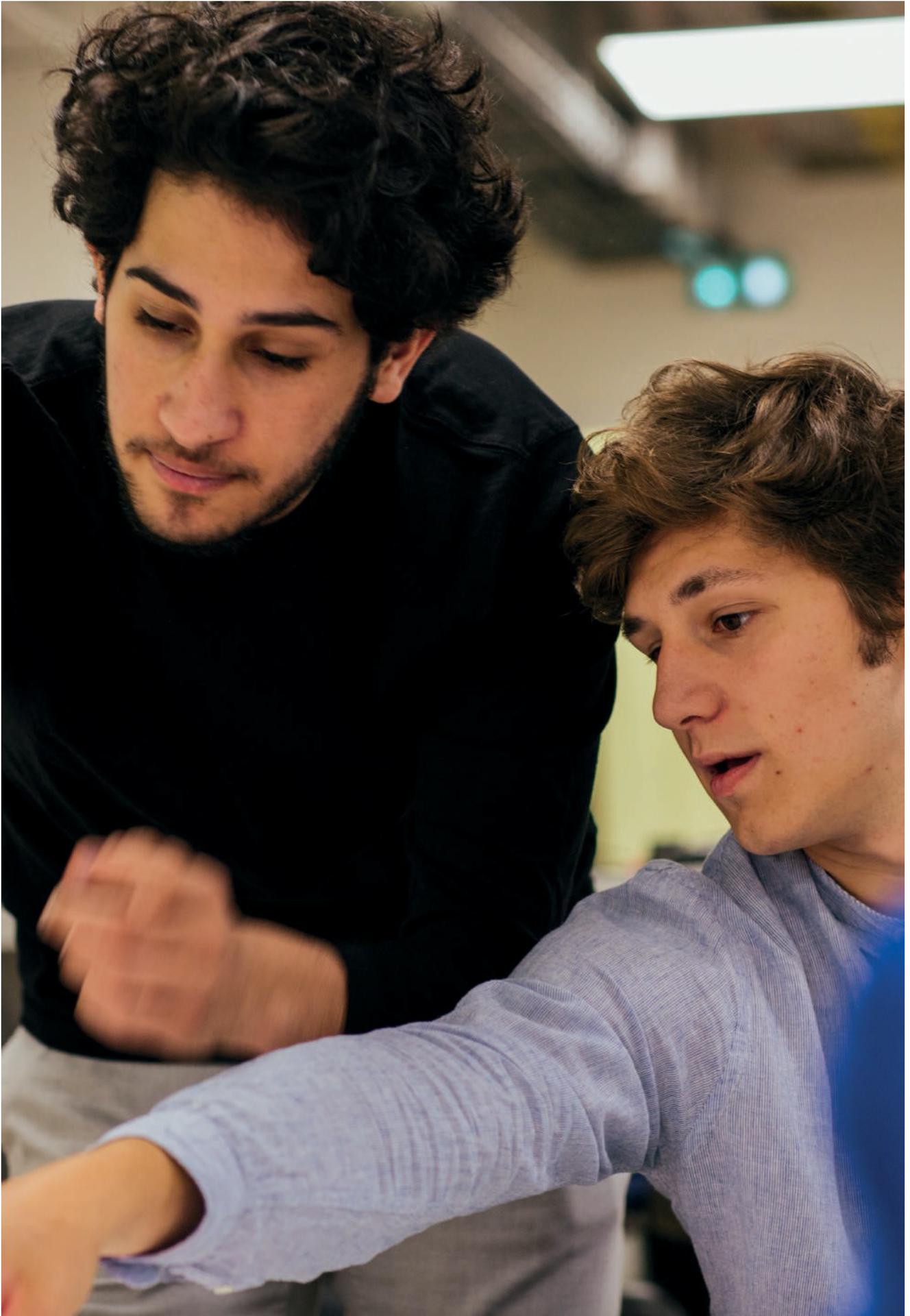
Conferences

The school is implementing a series of conferences on the theme of responsibility for the coming academic year given the popularity of the conferences organized in 2020/2021.

The conference series aims to offer students perspectives on key actions on several topics such as fighting against gender inequalities, working towards a more inclusive society, reflecting on sustainable business initiatives in a variety of areas such as sport, IT, finance...

Below are some of the Conferences that took place this year:

- **“How can we make the Sports Industry more responsible?”** With Julien Pierre, Fair Play CEO, Louise Bonpais, Run Pay for Planet's co-founder and Olivier Ciaravino, co-founder of The Fair Sport clothing brand. (186 participants)
- **“A world in constant ecological evolution”** With Nicolas Vandenelsken, GreenicoTour, Mathieu Muller, in charge of the anti-doping mission at the French Ministry of Sports and M. Petit, founder of the Activ Giving application. (280 participants)
- **“How to fight violence against women?”** in partnership with the local FDFA, “Femmes pour le dire, femmes pour agir” society. (103 participants)
- **“Wage inequalities between men and women”** with Joseph Lanfranchi, Senior Lecturer at Paris Sorbonne University, Fania Anoir founder of the Place des Clichés Society, Dominique Meurs Chair director and researcher at Paris Nanterre University. (197 participants)
- **“Handicap and New Technologies: what perspectives?”** with Amath NDIAYE, cofounder of the Social Business Bakhtech that fights for Numerical Inclusiveness and against disabled exclusion, Charles Mesa founder of ANT Autism New Tech project, and Antoine Remy, France Sales Director at AVA, Social Business that developed an application for the deaf. (210 participants).



Our student Ambassador for sustainable development in partnership with ImpactCampus

Since September 2017, we have a partnership with the Impact Campus association. Impact Campus supports schools and universities in the construction of hybrid courses or courses, enabling students to:

- Develop critical thinking on the challenges of globalization and the ecological and solidarity transition.
- Acquire professional skills and the reflexes as actors of change.

Through this partnership we have a student ambassador whose mission for one year is to promote citizen engagement for ecology. Our student ambassador is in the second year and belongs to the school's humanitarian society called *Gducoeur*.

The aim is to make students want to engage in the United Nations Sustainable Development Goals.

The ambassador is in charge of campus activities, and promotes student engagement in ecology, creates a bond with other students by being their direct contact for CSR issues on a daily basis. Our ambassador is employed on a community service scheme via the association, which gives official recognition for her involvement

The student ambassador organizes regular, interesting initiatives around three key missions:

- Raising awareness among Paris School of Business students about civic engagement in the broadest sense on campus and on social networks (events, communication, etc.): conferences, clean walks, Kahoot learning platform, quizzes, leaflet, and Instagram communication...
- Promoting Paris School of Business's work on civic engagement
- Organizing solidarity and eco-responsible initiatives: promotion of recycling, organization of charity events, organization of conferences, creation of a CSR game for the beginning of the academic year...



Being the 2020/2021 ambassador at this very unusual time enabled me to enhance my values and go deeper in my engagements. Supporting, creating and giving a voice to local initiatives and actions was crucial for me because as future generations we need to be change leaders and emphasize current sustainable and social projects.

Without us it won't happen!"

Margot Lautard



Participation in academic and professional networks



Paris School of Business is a member of the Conférence des Grandes Ecoles (CGE). As such, members of the teaching body and support staff participate in various Special Interest Groups (SIG) such as Gender Equality/Diversity and Sustainable Development. In each of these groups, the Head of the CSR Department regularly participates in projects with the different designated CSR advisors on the joint creation of actions and strategies to be implemented on each of these topics within the CGE. This collective thinking has, for example, led to the design of the new «Green Plan» (Plan Vert) standards on sustainable development policies, a study of gender equality issues in schools and participation in the RIO+20 Conference. In addition, Paris School of Business is an active participant in numerous actions and charters developed by the CGE to facilitate the national organization of the CSR policy of higher education institutions, especially on the issues of sustainable development, gender equality and diversity.



The school has also forged links with the French Network of Students for Sustainable Development (REFEDD), whose actions include: presenting the School's CSR actions in the framework of National Student Conferences on Development, and participating in the national consultation on the key issues and perception of sustainable development.



In 2020/2021 Paris School of Business joined the BNEM network, The National Society for Management School Students, by electing one male and female pair of first year students for a one-year term. The BNEM aims to:

- Represent all management school students with businesses, the Conférence des Grandes Écoles and the Ministry of Higher Education
- Promote the value of the «Grande École de Management» program
- Take position on the global issues of our century.



The school is also a member of «Campus Responsable», a support network for the implementation of sustainable development projects in higher education institutions. This shows that Paris School of Business is committed to transforming its campus into an environmentally responsible environment, especially by implementing the Green Plan and participating in the national consultation on CSR and sustainable development issues.



Paris School of Business is a leading partner of the Solidarity Awards (Trophées Solidaires) which aim to create a dynamic process in which students, solidarity stakeholders, Grandes écoles and Universities cooperate and work together with a common aim: promoting quality and deriving the maximum value from the solidarity, humanitarian and sustainable development projects carried out in Higher Education.

Institutional partnership

More than 20 active partners (UNICEF, Enactus, SINGA, Groupe SOS, Trophées Solidaires, EFS, Téléthon, Companieros, etc.).



Student Clubs & Societies

All of the school's associations are impacted by the sustainable development actions and have signed an environmental responsibility charter, in particular the *GduCoeur* association which involves more than 200 students each year and realizes more than 40 actions per year (Movember, Pink October, food & clothes drive, ...)

Partnership with the league of protection of animals

Our Luxury Management master students are committed to showing that the world of luxury can also contribute to sustainable development.

They organized a conference on 5 June 2019 at Shangri La Hotel on the theme of Sustainable Development with a first part focused on the return of birdlife to urban areas. This charity event is part of a long-term commitment and mirrors the values in our school. In 2018, the students were mobilized for the safeguarding of the bee population in Paris, in 2019 they decided to support the biodiversity and in particular birdlife with the League for the Protection of Animals. Due to the ongoing health crisis, the 2020/2021 event was unfortunately postponed but students suggested lots of new ideas to fight against the current biodiversity loss!

Overview of CSR initiatives

Paris School of Business has implemented a vast array of actions to address sustainable development issues.

The table below gives an overview of the initiatives undertaken by students, staff and faculty members in support of the SDGs.

TABLE 3 – PARIS SCHOOL OF BUSINESS INITIATIVES ADDRESSING SUSTAINABLE DEVELOPMENT GOALS

UN SDGs	Initiatives	Metrics
 	<p>Within the "Gducoeur" student society, the Guria project was created to help the Guria NGO in India, which fights against forced prostitution and human sex trafficking. Students go there each year to help and provide on-site assistance.</p>	30 students have been to Varanasi (India) and 20,000€ has been raised since 2014.
	<p>Student street patrols with the "A blanket for winter" Society. GduCoeur, the humanitarian society, organized several patrols during the winter with teams from the national organisation. They shared these moments to meet and discuss with homeless persons in Paris but also to deliver hygiene and food products.</p>	20 students from gducoeur followed a training course provided by the «a blanket for the winter» association before going to meet the homeless. Purchase of hygienic products and food by the PSB humanitarian society (budget of around 300€) in addition to the packs provided by the national partner association
	<p>During the covid-19 lockdown, PSB proposed a range of physical activities for students to exercise at home: Yoga lessons, meditation and fitness sessions, accompanied by advice for feeling good in one's home environment.</p>	"We take care of you" moment 3 times a week with healthy cooking recipes (1h), meditation (1h), yoga (1h) and fitness sessions (1h). Messages sent to all school members, teachers, support staff and students: +15 participants for each session, during 8 weeks.
	<p>Group activities on vegan food and cooking organized by the student society Gcuiz and the student "Impact campus" ambassador at the cafeteria located on campus</p>	6 workshops with 15 people at each session, led by 4 members of the Gcuiz Society and the Impact Campus ambassador
	<p>"Pink October" fight against breast cancer Lunch box sales to raise funds (cooked by members of the Gcuiz Society) Conference on breast cancer</p>	<ul style="list-style-type: none"> - 300€ collected and transferred to a medical association that funds research into breast cancer (Ligue contre le cancer). - 120 people attended the conference
	<p>Leetchi jackpot: all members of staff, professors and students were invited to donate to "AP-HP" (French hospitals) during Covid-19.</p>	1,000€ collected and transferred to AP-HP (French Hospitals).
	<p>"Movember" - Support from Paris School of Business stakeholders (students, staff, teachers, Alumni) with a collage of Moustache pictures - Fundraising for the cause</p>	<ul style="list-style-type: none"> - 150 pictures received - 1,000€ raised
	<p>Dealing with the pandemic situation - creation of a psychological support unit (physical and online meetings) - Rooms on campus dedicated to isolated and vulnerable students</p>	<ul style="list-style-type: none"> - Possibilities to book an appointment with a mental health professional every Wednesday - 3 rooms dedicated to welcome students in need
	<p>Within the Gducoeur student society, creation of the Nosy Komba project. In 2017, the media library project was launched. The idea was to create a place where children can come together to learn and have fun using different play materials.</p>	For 10 years, student volunteers have been contributing to the improvement of education in the village of Antitourne on Nosy Komba Island in the northwest of Madagascar.
	<p>Workshops on 'Governance and Diversity' organized at PSB in June 2018 and 2019.</p>	Papers presented in 2018 & 2019: 13 Publications in Peer Reviewed Journals: 3

UN SDGs	Actions	Metrics
	<ul style="list-style-type: none"> - Conferences on Gender Inequalities - Participation in the CGE challenge: raising awareness on the inequalities through art. - 3 Research Articles published on these topics 	
  	<p>Sustainability is one of the core criteria for the way PSB manages its infrastructure. The school's environmental policy revolves around:</p> <ul style="list-style-type: none"> - Site management: upgrading for compliance with low consumption standards and accessibility for handicapped people; - Energy management: implementation of a responsible energy consumption monitoring policy (regarding video projectors, printers, light bulbs...); - Waste management: implementation of an active sorting and recycling policy in collaboration with eco-companies (e.g., Lemontri); - Stakeholder awareness-raising: development of joint actions with associations located near the campus. - Evaluation of the Campus footprint 	Data collection in progress
	<p>PSB is actively collaborating in the implementation of online training programmes for the Sulitest, considered to be the TOEFL equivalent for sustainable development.</p>	See above.
	<p>PSB participated, from 2017 to 2020 in an Erasmus+ project called Success4all. This platform meets the overall objectives of raising awareness and supporting entrepreneurship in Europe. It aims to provide online educational content that is accessible to all, whatever their level of education. In addition, the platform is accessible to people with disabilities.</p>	<p>PSB was the coordinator of the project. There were 8 European consortium partners (France, Bulgaria, Estonia). It lasted 30 months (01/09/2016 - 28/02/2019) and the total grant was 334,655€ http://success4allstudents.eu/fr/</p>
	<p>PSB coordinated, from 2017 to 2020, an Erasmus+ project called VIFRE dedicated to a virtual platform for refugee entrepreneurship.</p>	<p>PSB is the coordinator of the VIFRE project which lasted 36 months (01/09/2017-31/08/2020). There are 7 European consortium members (Germany, France, Ireland). The total grant is 405,461€. https://www.vifre.eu/eng/controllers/index.php</p>
	<p>Impact Campus: Clean Walks in Paris</p>	<p>Over 50 students volunteered to pick up waste from the 13th arrondissement in Paris in 2019.</p> <p>In 2020, during the lockdowns students participated in the virtual #cleanmystreet challenge.</p>
	<p>Development of partnerships with waste management and recovery service providers to improve the school's environmental policy. In addition, since September 2017, PSB has a student ambassador who for a year promotes citizen engagement in favor of ecology.</p>	Data collection in progress

UN SDGs	Actions	Metrics
	<p>Paris School of Business is coordinating an Erasmus + project from 2020 to 2022 called BE YOU: Building an Entrepreneurial Mindset in Youth for a sustainable society.</p> <p>The goal of this project is to design, develop and test innovative educational tools for young people (13 - 25 years old) to raise awareness about climate change and social entrepreneurship.</p>	<ul style="list-style-type: none"> - Needs Analysis has been completed and 2 workshops are currently in progress. - 5 partners in Italy, France and Spain - Total Grant: 229,748€
	<p>Impact Campus: Planet Day</p> <p>Workshops and events to raise awareness on environmental issues during one day: virtualreality, kahoot quiz, tasting vegan food, tasting vegetarian food</p>	<p>About 500 students throughout the day</p>
	<p>Partnership with the 'League for animal protection'</p> <p>MBM Luxury Master's students organized a conference on June 5 at Shangri-La Hotel on the theme of Sustainable Development:</p> <ul style="list-style-type: none"> - In 2018, the safeguarding of the bee population. - in 2019, the return of birdlife to urban areas. - in 2020/2021 the cause is still fighting against biodiversity loss, but has been postponed due to the COVID-19 crisis <p>Conference at Shangri-La Hotel (Paris)</p>	<p>34 students involved</p> <p>Money collected:</p> <ul style="list-style-type: none"> - 2018: €2,500; - 2019: €2,000. <p>100 people at the conference</p>
	<p>Biodiversity protection on campus</p> <ul style="list-style-type: none"> - Creation of an ecosystem within the ParisInnovation Cluster Campus - Creation of a responsible, supportive and respectful microcosm - Raising awareness of the key issues of our century 	<ul style="list-style-type: none"> - Creation of a vegetable garden - Enable the biodiversity development (plants, insects)
 	<p>PSB is a strategic partner of Trophées Solidaires (Solidarity Awards), a national student CSR competition, which encourages our faculty members and support staff to engage in ongoing discussions related to important societal issues.</p>	<p>PSB was finalist with 4 other Grandes Ecoles in France out of +50 candidates for the Solidarity Awards organized by Campus Responsible.</p> <p>PSB presented its atypical approach with its civic service student ambassador into the Ministry of Ecological and Solidarity Transition on 19 February 2020.</p> <p>The jury was made up of 6 sustainable development experts and the audience was made up of around 120 people from higher education and the world of SD.</p>
	<p>Annual organization of the National Sitting against Revisionism' conference organized by our faculty. The conference has been organized by PSB scholars since 2010 and constitutes a meeting point for intellectuals, researchers and journalists working on this important subject.</p> <p>Other Conferences & events against discrimination are regularly organized (e.g. with SOS Racism).</p>	<p>This event is unique in Europe and is a major event in the fight against genocides. The scope of the conference goes far beyond the French borders and concerns, for example, the genocide of the Tutsi in Rwanda.</p> <p>In 2021 the scope of the conference was on the Armenian genocide.</p>

Research chairs and output

Chairs

The Entrepreneurship & Diversity Chair

This Chair sets out to associate the academic and operational sectors in the search for creative and innovative solutions in the social, solidarity and sustainability sectors. This commitment focuses on being legitimate and addressing factual issues. Our approach is based on fundamental academic and managerial values, and always seeks to support organizations in compliance with the latest intercultural and social issues. The sharing of experience and the desire to transmit knowledge are our driving forces and guide our daily actions. In addition, our activities are always strongly grounded in socio-economic realities and our academic and managerial contributions offer a set of instantly applicable solutions. These investigations are carried out within our research unit and attempt to explore all these phenomena while seeking out viable solutions for firms and society. In this way, we have succeeded in developing expertise in relation to disadvantaged or minority groups such as seniors, young people, women, people with disabilities, immigrants, etc.

This fringe of the population is studied from the entrepreneurship and sustainable development perspective. This analysis has led us to develop several projects, including: Intergenerational and Senior-Oriented Entrepreneurship, Ethnic Entrepreneurship, Crowdfunding, the "Handipreneur" Project and «Adopreneurs» for teenagers. We also respond to diverse requests from firms and offer them research and audit services to provide the best possible solutions to their problems. Our Chair sets out to help firms prepare a new generation of managers with the ability to take account of the evolution of our societies and create pioneering solutions to become key players in the changes.

The Entrepreneurship & Sustainable Business Chair is committed to offering a working environment that favors the development of the triumvirate of research, practice, and teaching. The activities carried out by the Chair will allow for the proposal of practical problem-solving tools for managers in the fields of sustainable development and social entrepreneurship. Since its creation in 2012, the Entrepreneurship & Sustainable Development Chair has been aiming to:

- Train the social managers and entrepreneurs of tomorrow by offering a program that is perfectly in tune with the key issues of today's constantly moving society.
- Explore, support and propose solutions to practitioners' social issues. We can conduct investigations and place our expertise and know-how at our partner's disposal.
- Propose societal innovations and alternatives for partners.
- Reflect on new trends in conjunction with our partner.
- Coordinate the Erasmus + projects funded by the EU

Focus on the BE YOU Erasmus + project

Building Entrepreneurial Mindset in Youth for a Sustainable Society (BE YOU) is a Strategic Partnership supporting European youth initiatives for (October 2020/October 2022). The project brings together 5 partners from France and Italy and a wide network of associated partners (in Italy, France and Spain) to raise young people's awareness of climate change issues and empower them to become factors of change in their local communities.

To this end, the project plans to develop, pilot and disseminate three innovative workshops for young people:

Ecological Renaissance: organized as a role play (including political actors, local community members, etc.) the workshop will offer a positive story of what communities could look like after a successful implementation of sustainability policies (which includes carbon neutrality in 2050, social justice, etc.).

2 Tonnes: based on a carbon accounting tool that will allow players to visualize their own carbon footprint and simulate improvements, the workshop owes its name to the fact that each citizen must retain their carbon balance under 2 tonnes of CO₂ equivalent per year in order to achieve global carbon neutrality by 2050, limit global warming to +1.5°C thus preventing a climate disaster.

Social Entrepreneurship: a workshop that connects sustainable development and economic activity; it will consist of multiple sessions devoted to initiation into social entrepreneurship, analyzing existing solutions to societal problem, developing new business that bring value to local communities, meeting local social enterprises for inspiration (meetings, visits, podcasts), and getting informed about possible follow-up activities.

The workshops are based on a comprehensive pedagogical methodology for the main target group of the project - young people with fewer opportunities, mainly socio-economic obstacles, who are often left out of the conversation on sustainability. To ensure effective learning and behavioral change, the methodology is underpinned by the four pillars of learning (reasoning, imagination, emotion, and structure), effective language, storytelling, gamification and participatory education.

A Training course for youth workers will be designed and piloted to build the capacities of youth workers and teachers to the full potential of these new youth workshops.

Over the course of 25 months and thanks to a robust dissemination programme (including 20 Multiplier Events in 3 countries), the project aims to reach 210 young people and 150 youth workers and teachers to empower young people to become active members of a more sustainable society.

The Energy Risk Management Chair

This Chair takes particular interest in the major energy transition issues facing the planet through its three main focuses: Geopolitics, Macroeconomics & Finance, and Technological & Environmental Risks.

Sustainable development issues are particularly apparent in certain research topics such as: shale gas in France, the energy revolution in China, innovation in solar energy in India, the criticality of rare energy-producing minerals, carbon finance, the analysis of market regulations and competitive dynamics. Not only is the development of renewable energies now necessary, it will also, and above all, help to reduce the number of potential geopolitical conflicts relating to the predicted decline in reserves of raw materials. Based on these different research activities, the Chair develops modules on the risks and threats relating to the production, extraction and supply of the most sensitive raw commodities, starting with the exploitation of energy raw materials. With this in mind, particular attention is paid to the oil-rich Middle East. The environmental dimension is also covered with the promotion of renewable energy sources and the adoption of standards designed to reduce energy intensities.

The Living Health Chair

The improvement of the healthcare system for sustainable health is of major concern. The related discourses in media mainly focus on illnesses and their manifestations, their treatment and the scientific and medical advances, and their economic consequences for health facilities, healthcare professionals and the authorities. The human dimension related to the patient support and care remains secondary and under-exploited. However, the way patients experience the multiple interactions with healthcare professionals along the healthcare pathway may have consequences on their health, well-being and quality of life. And when they are really optimized and efficient, these interactions can stand for real opportunities for value creation for the different actors, opportunities for growth and resilience.

In this context, the Living Health Chair - Care, Cure, Connect – at Paris School of Business focuses on the understanding and the optimization of the patient experience, by adopting a global approach of the experience that is organized around three key success factors: the human dimension – Care, the professional expertise – Cure, and the optimal use – Connect.

Scholarly output

Throughout the year, researchers and contributors to PSB's Chairs participate in the organization of events, academic conferences and regular publications on CSR topics, diversity in entrepreneurship, gender equality and sustainable development.

The activities and publications in both academic and professional journals contribute to a framework of analysis and reflection on those topics. The scientific expertise of teaching and research staff at Paris School of Business is illustrated by the numerous publications in leading journals and papers presented at colloquia.

Here are few examples:

- **“Advances in Managing Energy and Climate Risks. Financial, Climate and Environmental Sustainable Strategies”**: Thomas PORCHER, Khaled GUESMI, Stéphane GOUTTE, Raphael Homayoun BOROUMAND (Book, 04/2021)
- **“Entrepreneurial Opportunities of Refugees in Germany, France, and Ireland: Multiple Embeddedness Framework”**: Aki Harima, Fabrice Periac, Tony Murphy, Salomé Picard. (International Entrepreneurship and Management Journal, 12/2020)
- **“Environmental and social commitment: ways to give women a real place”**: Nathalie Bitbol-Saba, The Conversation (04/2021)
- **“Act into a COVID world”**, White Paper written under the coordination of Géraldine Paring & Armand Derhy (2021)

Environmental Management and Campus Life

The Campus Cluster Paris Innovation has a surface area of 10.000 m² located in the center of Paris offering a world of possibilities and enables us to launch the followings actions:

- Creating an ecosystem within the Paris Innovation Cluster Campus
- Creating a responsible, supportive, and respectful microcosm
- Raising awareness about the issues of our century
- Encouraging creation and innovation around the challenges of our society
- Orienting the school towards a resilient business model, to resist future changes
- Being open to emerging issues and daring to find solutions for tomorrow

This microcosm enables us to begin a transition based on cohesion as well as establishing a policy for living together and doing together.

Key Actions

- Four greenhouses are available for use to plant fruit and herbs in the outdoor patio at PSB. Two of them will be used in the first instance and student societies, such as GduCoeur and Gcuiz, will be in charge of them. The main objective is to reconnect all the stakeholders of Paris School of Business to nature, short- distance food chains and food seasonality.
- Creating another relationship with living and time.
- Harmonious places guaranteeing respect for biodiversity
- Creating a photography exhibition in the common area to complement the greening of the outdoor patio to raise awareness on environmental, social and societal issues. By presenting problems and local solutions and initiatives!

**For more information,
visit:**

www.psbedu.paris/fr/ecole/engagement-citoyen

or contact us directly!



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