



**IESEG**  
SCHOOL OF MANAGEMENT

EMPOWERING CHANGEMAKERS FOR A BETTER SOCIETY

#IESEG  
CARES

**ICOR** IESEG  
CENTER  
FOR  
ORGANIZATIONAL  
RESPONSIBILITY

**CORPORATE SOCIAL RESPONSIBILITY  
AND SUSTAINABILITY REPORT 2018 - 2019**

**EMPOWER,  
CARE,  
CHANGE.**





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**Jean-Philippe Ammeux**, GENERAL DIRECTOR

## OUR COMMITMENT

The last two years have been exciting times at IESEG School of Management. A number of new initiatives were implemented while strengthening the existing ones.

IESEG is constantly evolving, always seeking to increase its academic and institutional excellence and its impact on society. We strive to show our commitment to sustainability, social responsibility, and ethics in everything we do, in and out of the classroom, and provide the skills, competencies, and tools to empower change.

Our School has a long-standing tradition embedded in social responsibility, ethics, and sustainability that has evolved since its foundation in 1964 to adapt to new social and environmental challenges that arise. IESEG is strongly committed to creating a more sustainable future for all and providing solutions for current challenges, guiding our strategy with the PRME Principles, the Ten Global Compact Principles, and the UN Sustainable Development Goals.

This report is our 6th communication, Sharing Information on Progress (SIP) on activities and initiatives during the 2018-2019 cycle. It builds on our previous report and includes the most relevant activities that highlight ongoing commitment to being a source of inspiration and a catalyst of change. It also identifies the challenges we face for the coming cycle.

There is much left to do, and we look forward to strengthening our engagement and collaboration with PRME.





**Caroline Roussel**, VICE DEAN

Through a collective process involving several hundreds of stakeholders, IÉSEG School of Management has imagined its future for 2025. This Vision to be a « unique international hub empowering changemakers for a better society » has been developed in a transparent and inclusive process by the administrative and academic staff, students, alumni and corporate representatives. This vision for 2025 is meaningful and ambitious for several reasons:



IÉSEG IS COMMITTED TO EDUCATE FUTURE RESPONSIBLE MANAGERS WHO WILL HAVE AN IMPACT ON SOCIETY, NOT ONLY AN IMPACT IN TERMS OF SUSTAINABILITY, BUT ALSO A MANAGERIAL IMPACT AND AN IMPACT IN TERMS OF INNOVATION;



IÉSEG IS COMMITTED TO DEVELOP NEW KNOWLEDGE AND TO DISSEMINATE IN THROUGH TEACHING TO STUDENTS BUT ALSO THROUGH LONG-LIFE LEARNING;



IÉSEG IS COMMITTED TO DEVELOP MEANINGFUL PARTNERSHIPS WITH AND FOR ORGANISATIONS WHICH SHARE COMMON VALUES OF RESPONSIBILITY, SOLIDARITY AND INTEGRITY; THESE VALUES ARE EMBEDDED IN ANY ACTIVITIES OF THE SCHOOL;



IÉSEG IS COMMITTED TO PROPOSE TO ITS STAFF AND STUDENTS A FAIR, TRANSPARENT AND POSITIVE WORK ENVIRONMENT WHICH SUPPORTS THE DEVELOPMENT OF WELL-BALANCED INDIVIDUALS WHO CAN CONTRIBUTE TO A BETTER SOCIETY.

IÉSEG's programmes aims to develop a global understanding among our students of current economic, financial, strategic, and social issues; Not only to pay attention to CSR and sustainability but also to fair and positive leadership, to economic value and sustainable performance in a global context. These programmes are supported by a well-developed teaching and learning strategy, which is based on interdisciplinary approach, competences-based education and personalised learning; so that each student can find its own path and each professor, its own way of teaching. PRME principles are not only mere guidelines but fully integrated in the School's DNA.

Being in charge of the school's academic affairs, I'm really pleased to present this report which shows our progress on the implementation of PRME principles in our educational projects and their future developments.



# PRME, THE UN GLOBAL COMPACT, AND THE SDG'S

## PRME

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. IÉSEG has been a member of PRME since 2008, and became an Advanced signatory in 2019.



## THE UN GLOBAL COMPACT

IÉSEG joined the United Nations Global Compact in 2014. The Global Compact is the world's leading voluntary corporate initiative. By committing to the 10 Global Compact Principles, our School acknowledges that active engagement of higher education institutions is vital in order to foster a more responsible business environment.



**PRME**

This is our **Sharing Information on Progress (SIP)** Report on the Implementation of the **Principles for Responsible Management Education**

## THE UN SUSTAINABLE DEVELOPMENT GOALS (SDG'S)

The 17 SDG's are the blueprint to achieve a better and more sustainable future for all. They focus on current challenges and set concrete objectives for 2030. Higher education and business schools play a vital role in advancing the SDG's. At IÉSEG we are committed to further integrating the SDG's into our activities, creating more awareness about global issues, and encouraging our community to take action.





# PRME @ IÉSEG

## THE 6 PRINCIPLES

### 1. 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.

### 3. 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.

### 5. 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.

### 2. 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.

### 4. METHOD

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

### 6. DIALOGUE

We will facilitate and support dialogue 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.

As a French and internationally oriented academic institution involved in the development of current and future managers, IÉSEG School of Management is committed to progress in the implementation of the PRME principles. With this report, we intend to share our evolution with our stakeholders and the academic community at large, and contribute to the growth and relevance of the PRME

## IÉSEG AT GLANCE



**5850** STUDENTS  
IN 2019-2020



**+100** NATIONALITIES  
AT THE SCHOOL



**+2500** CORPORATE  
PARTNERS



**144** PERMANENT  
PROFESSORS  
**100%** HAVE A PHD



**82%** OF PERMANENT  
PROFESSORS  
**AND FROM 45** DIFFERENT  
COUNTRIES



**292** PARTNER  
UNIVERSITIES  
IN **71** COUNTRIES



**2600** INTERNATIONAL  
STUDENTS



**9000** GRADUATES





# 1

## **INSTITUTIONAL OVERVIEW AND GOVERNANCE**





Through the 2018-2019 cycle, IESEG has continued its journey towards the achievement of its 2025 Vision of “Empowering Changemakers for a Better Society”. Social responsibility, sustainability, and ethics are key components of this Vision and are present transversally in all of our School’s activities.

Guided by our School’s core values, PRME principles, and the United Nations Sustainable Development Goals, IESEG strives to develop responsible managers, leaders, and citizens who create sustainable value for business and communities. Since our foundation, social responsibility has been part of our DNA. As years have passed, this commitment has only gotten stronger and our School has evolved and adapted to a changing environment and to new challenges. In our endeavor for achieving excellence, we have added new courses, increased the impact and quality of our research, and a number of student and staff-led initiatives have seen the day. We will continue to work hard and strive to become action and thought leaders in sustainability.



# ARISE

ACCOMPLISHMENT  
RESPONSIBILITY  
INTEGRITY  
SOLIDARITY  
ENGAGEMENT



# VISION GROUPS

The Vision process of our school involves active collaboration from all members of IÉSEG. During the 2018-2019 cycle, the following working groups met and proposed ideas and initiatives for the school: 2018



This group reflects on our Lille and Paris current and future premises (design, organization, furniture, etc.). They also work on how to improve collective work at IESEG. The role of this group is to make recommendations so that IESEG becomes a great place to live, learn and work.

**BEST PLACE TO WORK**

**WORKGROUP 1**



The role of this group is to re-think and improve learning methods; find ways to increase students' active participation in their learning experience, and develop a responsible learning culture.

**STANDARDS REQUIRED FROM STUDENTS**

**WORKGROUP 2**



This group focuses on students' active engagement in their learning experience to increase their commitment to learning through new pedagogical approaches.

**ENGAGE STUDENTS IN ACTIVE LEARNING**

**WORKGROUP 3**



This group is dedicated to developing Corporate Social Responsibility and Sustainability at all levels in the school as well as raising our awareness of diversity by identifying current actions and recommending best practices.

**PROMOTING CSR AND DIVERSITY**

**WORKGROUP 4**



This group reflects on the main criteria to identify, choose and select new partners for IESEG in all our activities (research, academic, corporate world, NGOs, etc) by identifying current partners in each domain and making recommendations on the process.

**MEANINGFUL PARTNERSHIPS ACROSS ALL IESEG ACTIVITIES**

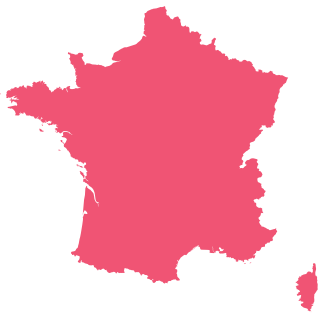
**WORKGROUP 5**

The work of these groups culminates in our Vision Seminar, which takes place every two years and where groups present their most relevant proposals.

In 2019, the Vision groups were consolidated into 4 in order to respond to evolving needs and challenges of our growing school: Digitalisation (pedagogy + information systems); Students and programmes (student experience @ IÉSEG); CSR and diversity; and Working together (collaborative work processes and support, campuses, equipment).

# LEARNING EXPERIENCES

Our Vision process has led our staff and professors to engage in a number of 'Learning Experiences'. Learning experiences give the opportunity to our staff and professors to travel to a determined destination –in France or abroad- in order to learn from 'best practices' of different schools, institutions, associations, and though leaders. Among the Learning Experiences that took place in the past two years, several included meetings on topics related to the UN SDG's.



**The outcomes of the Learning Experiences are shared with the rest of the School via a Logbook, a video, and in some cases a conference.**

One group focused on Gender Equality, holding meetings in Paris and London with key actors and gathering insights that are now being transformed into concrete proposals within the School.

5 GENDER EQUALITY



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Another team travelled to Rwanda, where they met with associations working on promoting the integration of peace and value education into the classroom, and an association working on sexual and gender violence, among others. Another group visited Lebanon with the intention of studying how diversity and CSR are integrated in the educational system, and in companies.

4 QUALITY EDUCATION



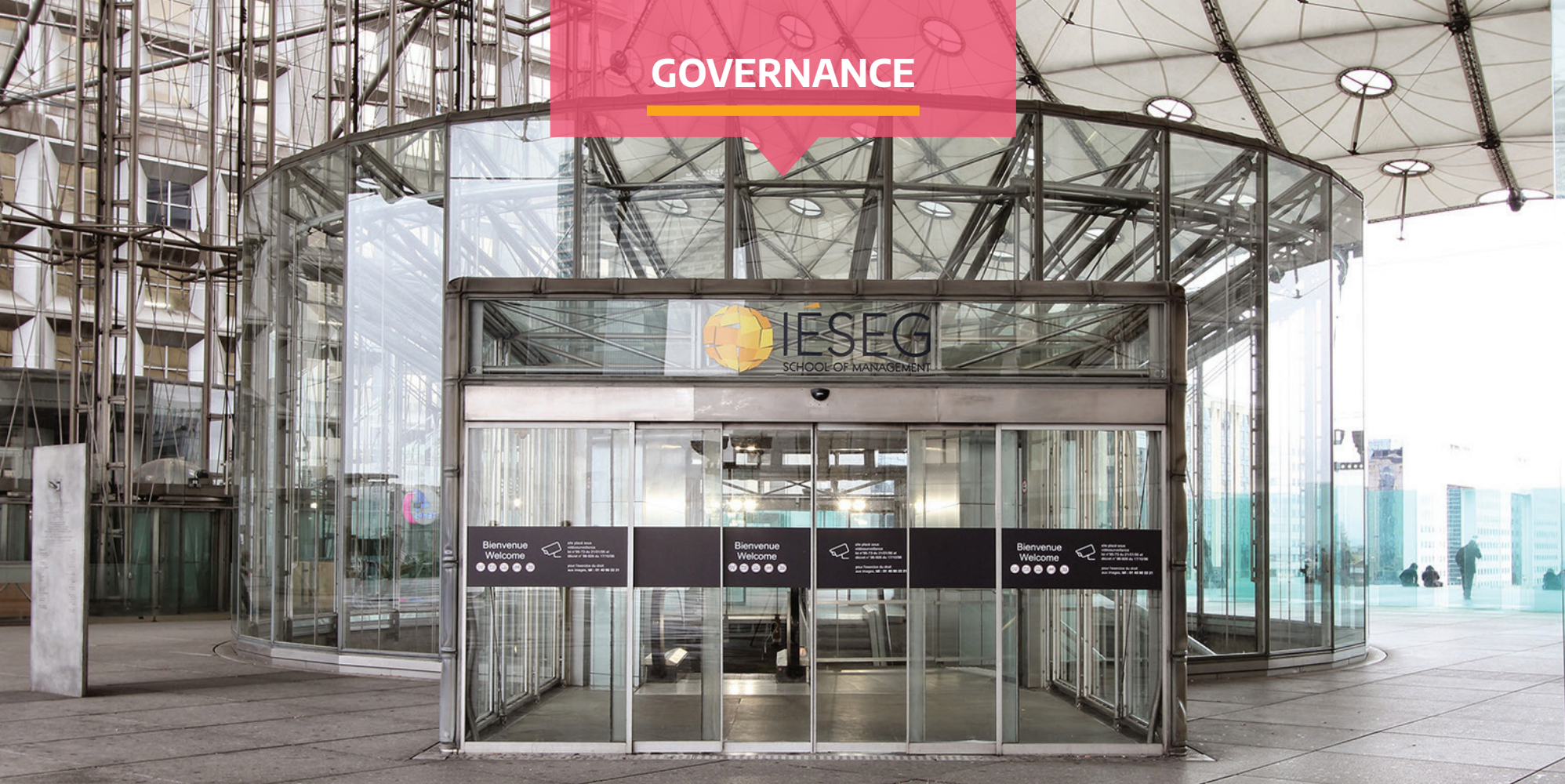
Finally, a group visited New York, where they met with a number of associations working on diversity and inclusion, such as a non-profit that aims to make attending and graduating from college more achievable for disadvantaged groups in the NYC area.

10 REDUCED INEQUALITIES





# GOVERNANCE



Founded in 1964, IÉSEG School of Management is a freestanding business school and a fully independent nonprofit organization governed by a Board of Trustees. Under the terms of the French law, it is incorporated as an 'Association Loi 1901'. IÉSEG is a member of the Université Catholique de Lille. The School enjoys full autonomy, but takes advantage of shared resources and student services such as library and sporting facilities, cafeterias, and student residences. IÉSEG has a number of organizational structures that work together to build a coherent strategy across all our activities and ensure its successful implementation. The Management Board is composed of 11 Directors who meet on a monthly basis to discuss strategic and operational topics, and take decisions regarding current and future initiatives. These structures are also responsible for embedding social responsibility into our pedagogical, research, and operational strategies.



## SOCIAL RESPONSIBILITY AND SUSTAINABILITY STEERING COMMITTEE

Created in 2016 and composed of two Directors, the CSR Manager, two ICOR professors, 3 staff representatives, and occasionally students, the Committee meets 3 times per year with the following missions:

## SUSTAINABLE DEVELOPMENT GOALS



Fostering improved social and environmental performance



Contributing to further instill a culture of socially responsible and sustainable planning and mindset



Vetting emerging initiatives to assess whether they meet with the overall vision and strategic orientations of the School.



Serving as a liaison between all IÉSEG stakeholders on matters linked to social responsibility and sustainability issues and initiatives.



In the past two years, the discussions have centered mainly on the need to develop KPI's and have a continuous assessment of our performance in all matters related to CSR and Sustainability. This includes our environmental performance, the integration of CSR and sustainability notions into our courses and in our research, student and staff engagement, among others. The indicators project was approved and a 3-year strategy is currently being developed. Other topics include the potential creation of a specialized master on sustainability and CSR, and the possibility of opening a sustainability track to our Grande Ecole students.







2

**TEACHING  
AND LEARNING**



In line with our Mission, IÉSEG's Teaching and Learning Strategy focuses on interdisciplinary learning and the development of students' competencies: academic, managerial, interpersonal, and intercultural. We strive to prepare our students to be responsible managers by fostering their understanding of the social and environmental impact of business. The learning objectives of every course must be aligned with the School's Teaching and Learning Strategy and thus integrate the notions of social responsibility, ethics, and sustainability.



## GRANDE ECOLE 5 YEAR PROGRAM



Early-on students are exposed to real management problems and to the corporate world, and are constantly required to analyze rising social challenges and sustainability-related questions that concern each of the different management topics they study.

Ethics, Social Responsibility, and Sustainability are integrated into all of our school's programs and covered in a transversal and multi-disciplinary fashion.



## FOCUS ON THE CSR AND SUSTAINABILITY CONSULTING PROJECT

Mandatory for all 3rd year students, the CSR and Sustainability Consulting project gives students a first-hand and real-life experience on what CSR means for companies and cities. It allows students to discover CSR and Sustainability in a practical perspective, and understand the challenges of integrating these issues into the every-day life of a company or of a city. 10 companies and 2 cities participated in 2019: Exki, Camaieu, Norauto, Rabot Dutilleul, Uniqlo, Carroll, SMCP, Columbus Consulting, FNAC-Darty, GFI, Ville de Puteaux, Ville de Clamart.



**DURATION**  
SEPTEMBER TO DECEMBER



**TEAMS OF**  
8 STUDENTS



**TEAMS ARE ASSIGNED TO A COMPANY**  
AND ACCOMPANIED BY A COACH  
(PROFESSIONAL EXPERT)



**STUDENTS HAVE 8 MIN**  
**TO 'PITCH' THEIR IDEAS AT**  
THE COMPANY HEADQUARTERS  
AND PRESENT A CONSULTING REPORT

“Some of the ideas presented by students were really great and innovative, and also challenging some of the current issues that we face. We will reflect and implement some of the recommendations that were proposed today via this project, and we will be happy to participate again next year.” Maria Ledous, Sustainability Manager-Uniqlo Europe



# ICOR AWARD

## ICOR AWARD FOR THE BEST IÉSEG MASTER THESIS IN THE FIELD OF ORGANIZATIONAL ETHICS, SOCIAL RESPONSIBILITY, AND/OR SUSTAINABILITY

Further pursuing its objective of contributing to the development of a flourishing, fair, and sustainable society, IÉSEG and ICOR organize an annual Award for the best thesis addressing CSR and sustainability-related topics.

For the fourth edition of the prize, a panel of academic (all members of ICOR) experts evaluated 16 theses in order to select the best three (in terms of academic criteria). A committee of professionals then elected the winner among the finalists.

On Tuesday, March 5th, 2019, the first prize was awarded to Marie Sipos for her work entitled “Relationships between social intrapreneurship, people’s motivations and company attraction and retention” (with her thesis directors Professors Elise Marescaux & Bryant Hudson). Her research aims to understand how social intrapreneurship could attract and retain talents in their companies.

The prize for the winner is 2000 euros: 1000 for the student, and the remaining 1000 for a non-profit social or environmental organization. Marie Sipos selected the Institut Curie, which



“The ICOR Award is a great initiative to promote ethics, social responsibility, and sustainability thinking among our students. Every year we receive about 16 submissions which shows our students’ interest and motivation for the topic. It’s also a great way to get ICOR members and companies involved in our students’ work.”

- CATHERINE JANSSEN







“Mindfulness is probably the most strategic act future managers and business school staff and professors can undertake right now to foster individual and systemic change for a better society.” Julie Bayle-Cordier

- JULIE BAYLE-CORDIER

Since Spring 2017, in the continuity of VISION 2025 and our Best Place to Work initiatives, IÉSEG has offered an elective 2 ECTS course ‘Mindfulness and Management’ for Masters students in the Grande Ecole program on both our Lille and Paris campus. This 16-hour introductory course is conceived as a four-day immersion journey into mindfulness practice for business school students and future managers. This course -developed by IESEG professor J. Bayle-Cordier- integrates mindfulness practice and experiential learning inspired by the Mindfulness Based Stress Re-

duction (MBSR) methodology developed by John Kabat-Zinn (Umass Medical School) with theory through discussion of the latest research about mindfulness in the corporate setting addressing the scientific benefits of mindfulness meditation, its impact on leadership, group dynamics and on corporate social responsibility and ethics.

The course also addresses the challenges of integrating mindfulness in the corporate context. Student appreciations for this course are extremely high.

Given the success of this elective for our Grande Ecole students, this elective was introduced to our International MBA students in the spring of 2019 also through an intensive four-day format. In March 2020 the course will be offered in an extensive format (over a period of 6 weeks) to our IMBA students.

## MINDFULNESS FOR STUDENTS



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The nature of variables

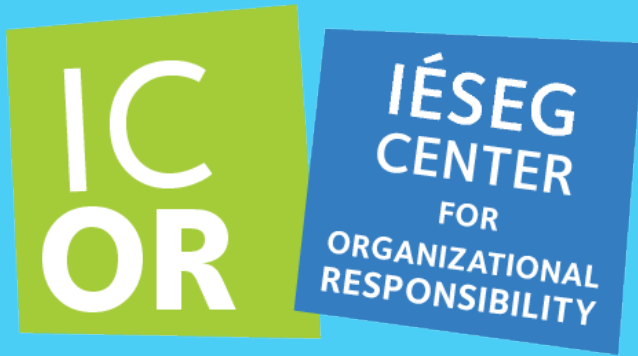
- **Notation:** Increases the range of the DV but does not affect the levels of the IV.
- **Confounding:** Affects the levels of the IV and/or DV (extraneous variables).
- **Self's tip:** We run an experiment: How fast can you eat a relatively big ice cream (depending on its flavor, whether you ate before, and whether you have sensitive teeth)?



# 3

RESEARCH





## ICOR

Research on social responsibility, sustainability, and business ethics is one of the main priorities for our School and strong efforts have been directed at recruiting talented scholars into the team. Founded in 2014, ICOR is coordinated by Professor Frank de Bakker and composed by members of IÉSEG academic staff from all departments.

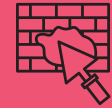
IÉSEG endeavors to become a recognized hub for applied and academic research at an international level. Research is one of the main activities for our entire faculty. IÉSEG professors are all active in their different fields of research and contribute widely to international academic publications, conferences, and scholarly activities. This ensures the relevance, the originality, and the quality of the content brought into the classrooms and when engaging with stakeholders.

## OBJECTIVES

CREATE AND SPREAD CONCEPTUAL KNOWLEDGE AND PRACTICE-ORIENTED TOOLS IN THE FIELDS OF SOCIAL RESPONSIBILITY, SUSTAINABILITY AND BUSINESS AND SOCIETY RELATIONS.



TO CONSTITUTE A COORDINATION CENTER FOR ALL INITIATIVES AROUND SOCIAL RESPONSIBILITY AND SUSTAINABILITY CURRENTLY DEVELOPED BY AND WITHIN THE SCHOOL.



INSPIRE AND SUPPORT THE SCHOOL'S DETERMINATION AND AMBITION TO CONTRIBUTE TO THE DEVELOPMENT OF A PROSPEROUS, FAIR, AND SUSTAINABLE SOCIETY.



TO REPRESENT A CONSTRUCTIVE PLATFORM FOR THE PROPOSAL AND DEVELOPMENT OF REFINED ACTIONS AND INNOVATIVE INITIATIVES LINKED TO SOCIAL RESPONSIBILITY AND SUSTAINABILITY AT THE SCHOOL LEVEL, IN COLLABORATION WITH ITS STAKEHOLDERS.



**46** PUBLICATIONS IN INTERNATIONAL PEER-REVIEWED JOURNALS IN THE 2017 -JAN 2019 PERIOD.

**+15** EVENTS (RESEARCH SEMINARS, CONFERENCES, WORKSHOPS) ORGANIZED THROUGH THIS TWO-YEAR PERIOD.

**33** MEMBERS

**KEY NUMBERS**

## WHAT DOES ETHICS AT WORK MEAN TO EMPLOYEES?



On December 4th, 2018, IÉSEG hosted a conference in partnership with the Institute of Business Ethics, presenting the results of this year's survey regarding the views of French employees on ethics in their workplace. Four guest speakers participated in this event and discussed the results and their implications in the French business landscape. The guest speakers were:

**Emmanuel Lulin**, Senior VP and Chief Ethics Officer' L'Oreal  
**Guendalina Donde**, IBE's Senior Researcher and main author of the report  
**Simone de Colle**, Professor of Business Ethics at IÉSEG  
**Dominique Lamoureux**, President of the Cercle d'Ethique des Affaires and VP of Ethics and Corporate Responsibility at Thales.





# 4

**OPERATIONS AND  
INSTITUTIONAL LIFE**



IESEG believes that facilitating and supporting dialogue among our stakeholders on issues related to social responsibility, ethics, and sustainability is vital for the success of our vision and mission. Engaging and collaborating with our different stakeholders is a strength at IESEG. Fostering participation of academic and administrative staff, students, alumni, companies, parents, and other partners is key to the development and success of our CSR and Sustainability strategy. This section will provide a glance at some of the most relevant initiatives that took place at IESEG in the past two years.



## STAKEHOLDER ENGAGEMENT

### COMPANIES AND ALUMNI

17 PARTNERSHIPS FOR THE GOALS



#### CSR AND SUSTAINABILITY PROFESSIONAL ADVISORY BOARD

On February 15th, 2019 IESEG hosted a PAB on the topic of CSR and Sustainability. Participants included 15 companies, 4 IESEG professors, and one IESEG Director. The objective of the PAB is to discuss IESEG's approach to CSR and Sustainability with companies and alumni in order to make sure our pedagogical approach and our projects are in-line with the realities and expectations of the professional world. It is also an opportunity for companies to discover our projects and participate in our activities.

13 CLIMATE ACTION



#### ALUMNI: LA FRESQUE DU CLIMAT

IESEG Network, our alumni organization, organized two sessions of the Climate Collage (one in Lille and one in Paris).

The Climate Collage is a serious game about climate change based on collective intelligence and creativity. It provides the participants the opportunity to further discover climate change issues, discuss the consequences, challenges, and changes, and reflect on solutions.





## BIG IDEA CHALLENGE

Building up to our 2019 CSR Day, the first-ever “Big Idea Challenge” was launched in February 2019. The objective of the Big Idea Challenge is for students and staff to propose –in teams or individually- social responsibility or sustainability projects that can be implemented at IÉSEG. 22 projects were submitted and reviewed by a jury of staff and students. Two projects focusing on plastic-reduction on-campus were selected, one proposed by staff members and the other by students. The winning teams were invited to participate in a working group to implement their project. The Big Idea Challenge led to the ‘Plastic Free’ Initiative which is detailed separately in this report.



## CORPORATE VIP CONFERENCE: FAST RETAILING @ IÉSEG

Uniqlo (part of the Fast Retailing Group) was the first company to participate in our 3rd year CSR Project back in 2016. To celebrate four years of fruitful collaboration, a VIP Conference was organized on November 27, 2019 with the presence of Veronique Rochet, Global Supply Chain Sustainability Director for the Fast Retailing Group. The Conference focused on the current challenges faced by global fashion retailers regarding their supply chain and their strategic development.



## STUDENT ENGAGEMENT

### RESPONSIBLE LEADERS

Launched in September 2018, the Responsible Leaders program is designed to involve students on both campuses –on a voluntary basis- in the CSR and Sustainability actions at IÉSEG. Students submit an application and are selected based on their motivations. They work in teams, and under the guidance of the CSR Manager, to propose ideas and to implement ongoing projects for the School. The 2018 projects included the development of Nudges, the creation of a Green Guide, the organization of the CSR Day. In 2019, students are working on the development of our new strategy, creating and implementing a student survey about sustainability @ IÉSEG, and the implementation of the Plastic Free initiative.



## NEW SUSTAINABILITY ASSOCIATION: ACT. ACTORS FOR CHANGE AND TRANSITION

Created in September 2019 by two Master students, and conscious of the social and environmental challenges of this generation they decided to take action in IÉSEG following two complementary objectives:

- ◉ **IMPLEMENT CONCRETE CHANGES TO IMPROVE THE SOCIAL AND ENVIRONMENTAL IMPACT AT IÉSEG**
- ◉ **RAISE AWARENESS AMONG THE DIFFERENT STAKEHOLDERS TO BOOST THESE CHANGES**

Each of these objectives have targets of different scales: the students individually, the other student organizations and the administration of the school. During this first semester, ACT implemented Ecosia (ecological search engine) on Campus, a mobile zero-waste market, organized a conference on the future of our economic system. Their main long-term objective is to reach carbon neutrality on campus, in collaboration with IÉSEG's CSR department and all students.



## ENACTUS - ZOOM ON THE ŠANCO PROJECT

Created in 2018, the Šanco project aims to connect refugees and professionals, all while raising their awareness (and that of IÉSEG students) about food waste. In collaboration with different partners the Enactus team launched a cycle of 4 workshops this semester with 6 refugees at the Avant-Goût de la cuisine commune, an ephemeral space to meet, cook and eat in Lille. During these sessions, they cook together with fruit and vegetables collected from markets, and discuss a number of professional-related topics. This same group of refugees also works with Šanco's partner, the Singa association, to prepare them for their professional integration.



### IÉSEGALITÉ

Launched in 2018 as an LGBTQ+ association for IÉSEG students. The team wants to increase visibility and awareness related to issues in the LGBTQ+ community and thus improve behavior and attitudes towards those concerned.



### BDH: DOUALA PROJECT

The Douala Project, created by the Bureau de l'Humanitaire (BDH), focuses on collecting 15,000 books and school supplies to be sent to Douala, Cameroon. The main objective of this project is to improve access to education and reading of children in schools in Douala.



# CREATING AWARENESS AND PROMOTING SUSTAINABLE/RESPONSIBLE BEHAVIOR

## CSR DAY

The first CSR Day took place on March 13th, 2018 and has become a regular annual event at our school. This day looks to promote CSR and Sustainability through fun and informative activities and stands such as DIY workshops on creating sustainable household products, insect tasting, a quiz on sustainability and the SDG's, activities related to disability awareness, among others. The event is organized by the CSR Department in collaboration with the Communications team, the ICOR team, and a number of student organizations. The workshops and stands are followed by a conference on both campus on a sustainability-related topic.



## AWARENESS WEEK

For the first time in Paris, and the second in Lille, IÉSEG's student associations (AEIL in Lille and AEIP in Paris) organized an awareness week, which took place from November 4 to 8, 2019.

This initiative aimed to raise students' awareness about a number of different themes, such as ecology, discrimination and addictions, gender equality, and subjects related to student health and nutrition, etc.

During this week, students participated in conferences, activities and stands about these themes, animated by different stakeholders such as the School's associations. The Plastic Free initiative was also launched during this same week.



## PLASTIC FREE

IÉSEG launched a new Plastic Free initiative on November 2019 on both its Lille and Paris campuses. The aim is to reduce the usage of single-use plastic cups, through the distribution of reusable water bottles to all staff and students, the removal of most single-use plastic on campus, and the installation of dishwashers in staff-rooms, and coffee distributor that accepts eco-cups.

In exchange for these water bottles, members of the IÉSEG community also sign a Plastic Free pledge, committing to:

- ▶ LOWERING THEIR PLASTIC FOOTPRINT
- ▶ REDUCING SINGLE-USE PLASTIC CONSUMPTION
- ▶ REUSING OR RECYCLING THE PLASTIC THEY USE
- ▶ TAKING ACTION IN THE MOVEMENT AGAINST PLASTIC WASTE

This new initiative is the result of the Big Idea Challenge, a competition launched earlier this year in the framework of the School's CSR Day held in March.



#IESEG CARES | PLASTIC FREE ♻️



“It’s very exciting to see the Plastic Free initiative come to life! This project is the result of a co-creation process between different members of the IÉSEG community and a great example of collaborative engagement. It is in line with our Vision and Values, and will have a strong impact in our community, and is part of a wider effort to continue to reduce waste at IÉSEG,”

- MARIA CASTILLO  
CSR MANAGER



## NUDGES

One of the projects from the Responsible Leaders team was to propose a set of 'nudges' in order to generate awareness about energy and water consumption. These nudges were put in place in December 2018 in all buildings both in Lille and Paris.

A voting ashtray was also installed on each of our campus in order to reduce the waste generated by cigarette butts. In 2020, the butts will be recovered by a company which then transforms them into other products such as office furniture, following the notions of circular economy.

A recycling machine was installed two years ago in our Paris campus. This machine recovers cans, plastic bottles, and coffee cups. Students and staff who use the machine have the possibility of winning a free coffee, as the machine has a lottery system to reward its users. 130kg of waste were collected last year by this machine.



## COMMUNICATION IS KEY!

Efficient and concrete information is essential for the success of our CSR and Sustainability strategy. To better inform our stakeholders about our different initiatives and events, we have created a dedicated page within the IÉSEG website that includes information about CSR @ IÉSEG, recent news, and recent events. Our different publications (reports, brochure, etc) are also available on this page.

Furthermore, the #IESEGCares hashtag that was created in late 2017 has become the CSR and Sustainability communication reference for our students and our staff. Different versions of the #IESEGCares logo have been created for specific initiatives such as handicap and disability, and our plastic free initiative.



## PROMOTION OF WELL - BEING



### MINDFULNESS FOR STAFF

During the 2018-2019 academic year, IESEG has offered introduction to mindfulness classes to staff on both campuses and during both semester. The format of the course was 90 minutes during lunchtime and offered over a period of 6 weeks. In total, there were 76 participants (32 participants in Paris and 44 participants in Lille). The course in Paris was facilitated by IESEG Professor Julie Bayle-Cordier who has obtained her Level 1 MBSR certification from Brown University in 2019 and the course in Lille was facilitated by a certified Mindfulness Based Stress Reduction (MBSR) instructor Emmanuel Faure.

For the 2019-2020 academic year, IESEG will once again offer an introductory course on both campuses and will also offer the full MBSR program on the Paris campus. The full MBSR program will entail 27 hours of training and will be offered free of charge in the evenings.



# IÉSEG VILLAGE

At the beginning of the 2018/2019 academic year, IÉSEG revealed a vast renovation and extension project, the IÉSEG Village, for its historic Lille campus. The objective of this project, inspired by the input and work of the School's community (colleagues and students), is to create a campus of international standing, offering students a unique intercultural learning experience. Overall, more than 4,000 m<sup>2</sup> extra will be created in the framework of this project

The construction will be labelled 'HQE' a French label for high environmental quality, and has been designed to be energy efficient. New green spaces and green terraces will be added, rainwater will be collected and re-used, and part of the aluminum used in the façade is recycled. The whole project has been designed and implemented with a strong sustainability emphasis.



'The IÉSEG Village is an innovative project that will bring eco-efficient and sustainable buildings to our Lille Campus, while responding to our growing needs in terms of classrooms and office usage, spaces for our associations and students, cafeteria, and generally more green spaces. It's a project that will mark the history of IÉSEG and shows our commitment to innovation and sustainability.'

- **PHILIPPE BOCQUET**  
DIRECTOR OF OPERATIONS

# STRENGTHENING PARTNERSHIPS

IESEG aims to be an active member in the community and help move forward the notions of social responsibility, ethics, and sustainability. Active engagement and strong collaboration are the best ways to address the complex and crucial challenges we face today.

IESEG is thus committed to a number of initiatives at a local and international level. We strive to be an active member of the higher education community and become an example of best practices. IESEG is part of the following networks or initiatives:

## INTERNATIONAL

**PRME:** IESEG joined PRME in 2007 and has integrated PRME's principles into its strategy. Our School is part of the founding members of the France-Benelux PRME Chapter.



**UN Global Compact:** IESEG joined to UN Global Compact in 2014. The Global Compact is the world's leading voluntary corporate citizenship initiative. By committing to the 10 Principles, our School acknowledges that active engagement of higher education institutions is vital in order to foster a more responsible business environment.



## NATIONAL

**Campus Responsables:** IESEG is member of Campus Responsables since 2009. This is the first French-speaking network of business and engineering schools committed to sustainable development. The objective of this network is to share best practices and to encourage a process of continuous improvement in the field of sustainable development and social responsibility.



**Charte de la Diversité:** IESEG signed the French Diversity Charter in 2017 committing to ban discrimination in the workplace.

**B-LAB:** In November 2019, IESEG participated in the creation of the B-Academy, the academic 'branch' of the B-Corp movement. The objective of the B-Academy is to strengthen partnerships between B-Corps and business and engineering schools in order to promote the UN SDG's and work together to create case studies and other pedagogical materials.



**Charte Egalité Femme-Homme:** This Gender Equality Chart was created by the Ministry of Higher Education and Research and signed by our School in 2018.





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