

GROUPE ESC DIJON BOURGOGNE

BURGUNDY SCHOOL OF BUSINESS



BURGUNDY SCHOOL OF BUSINESS 1ST CORPORATE SOCIAL RESPONSIBILITY REPORT

JULY 2016

PRME

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



KEY FACTS



1900: Creation of Burgundy School of Business
4 campuses: Dijon - Paris- Lyon - Beaune
13 degree programmes
2 300 students
60 permanent and expert professors
130 total staff members
10 000 graduates
1 100 partner companies
1 School of Wine & Spirits Business
1 Research Centre (CEREN)
 • 4 Research Chairs in cooperation with firms
 • 3 Research Teams
 • 1 Research Laboratory (LESSAC)

ACCREDITATIONS & NETWORKS

"GRADE DE MASTER"
"VISA"



National accreditations: Graduate level "Grade level" (Grade de Master) for the Grande Ecole programme and "Visa" for the Bachelor undergraduate programme

Member of the "Conférence des Grandes Ecoles" and the "European Foundation for Management Development"

International accreditations: AACSB

PRME advanced signatory (www.unprme.org) "Campus Responsables" network

Founding member of the COMUE University Bourgogne-Franche-Comté, Polytechnicum and TalentCampus

CSR IN FACTS AND FIGURES

3 CSR-LINKED research chairs

1/3 of the student body are international students

58 nationalities on campus

8 CSR-LINKED student associations

2 CSR awards in 2015

16 students supported by the "Mission Handicap" Task Force

10TH anniversary of the "Learning by Carrying out Community Initiatives" module

32,000 hours per year involving **800** students devoted to civil society through the "Learning by Carrying out Community Initiatives" module

30% of the students in the Grande Ecole programme have national scholarships

40 School and Foundation scholarships in 2015

31% (BACHELOR)
44% (GRANDE ECOLE)
57% (WINE MANAGEMENT) course modules have a CSR dimension

51% (FEMALE)
 49% (MALE) student body diversity

more than **150** op-eds since 2010

65% (FEMALE)
35% (MALE) staff diversity

44.5% preparatory class applicants granted exemption for national entrance exam fees in 2015

36% international permanent professors





Stéphan Bourcieu
Dean & Director General



Olivier Léon
Deputy Dean, Strategy & Accreditations

The School's mission is to provide current and future managers with a keen awareness of corporate social responsibility and to contribute to the development of our region's economy. Our School is based on strong values: entrepreneurial mind-set and teamwork, integrity, impact, diversity and close interaction.

Our commitment to corporate social responsibility is seen not only in the teaching programmes and unique pedagogical tools such as the "Learning by Carrying out Community Initiative" (Pédagogie par l'Action Citoyenne – PAC) but also in research done by our CSR Research Chairs which have existed since 2006.

Equal opportunity and diversity are also basic values of our School. Student support services are committed to developing everything needed for the success of all BSB students. The launching of the Burgundy School of Business Foundation in 2014 is a prime example.

So that its commitments can be made visible, the Burgundy School of Business adopted the United Nations' "Principles for Responsible Management Education" (PRME) in 2015, and will put forth the School's developments and objectives in a sustainable development report to be published every two years.

We invite you to discover the first edition of this report.

Stéphan Bourcieu

Olivier Léon

Summary

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PRME Principles for Responsible Management Education

an initiative by the



Promoting and inspiring responsible management education and research in academic institutions around the globe.



PRINCIPLE 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.



PRINCIPLE 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.



PRINCIPLE 3

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



PRINCIPLE 4

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.



PRINCIPLE 5

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.



PRINCIPLE 6

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

1. STRATEGY

COMMITTING TO CORPORATE SOCIAL RESPONSIBILITY

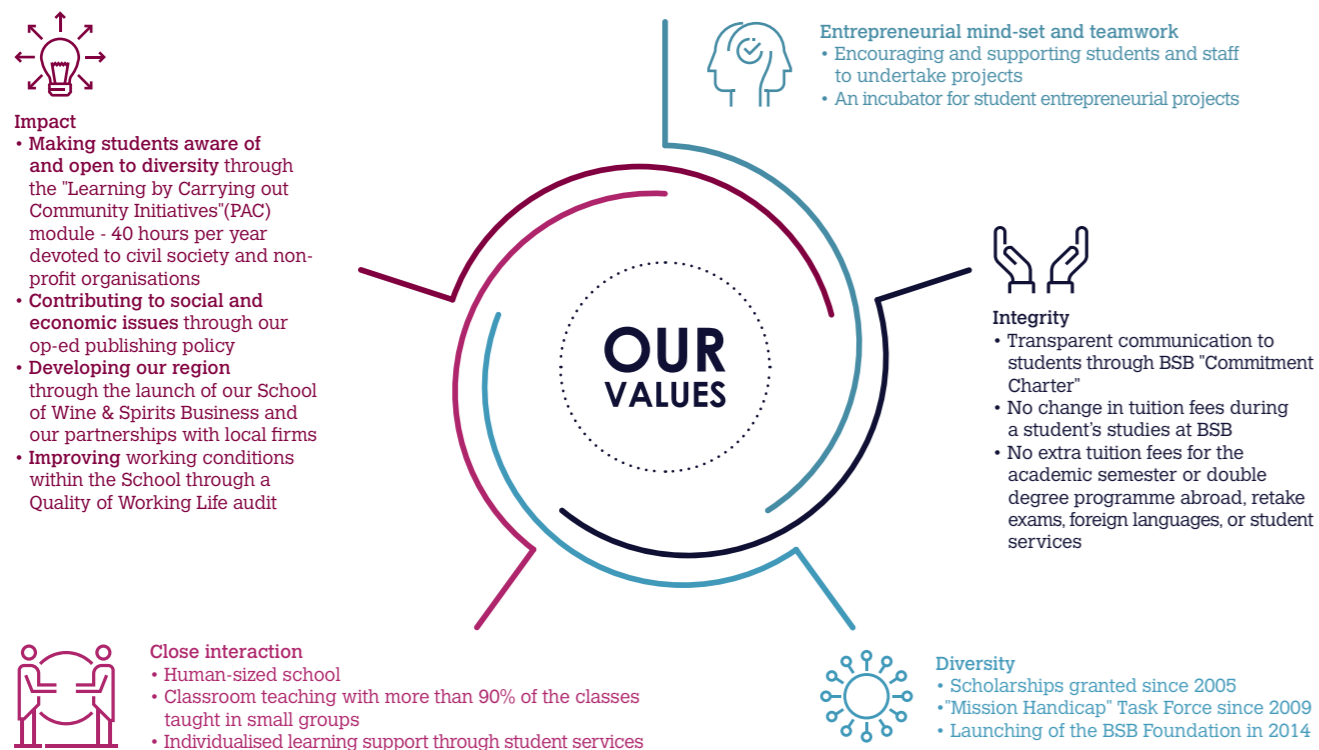
Corporate social responsibility has been part of our strategy since 2002. The launch of the "Learning by Carrying out Community Initiatives" (PAC) module in 2005, followed by the creation of our first Research Chair in Corporate Social Responsibility in 2006, and the nomination of a CSR Director were our first steps in educating responsible managers. Since then, CSR has been an important strategic priority and has been reaffirmed in our subsequent strategic plans.

“ Our first goal is to educate our students and make them aware of the social and environmental stakes involved in their professional life. ”

Olivier Léon
Deputy Dean, Strategy & Accreditations

Our commitment to corporate social responsibility is reflected in our mission and our values:

"The School's mission is to provide current and future managers with high quality education supported by research activities, and to contribute to the development of the region's economy. Our management education programmes are entrepreneurial and internationally focused, allowing students to acquire professional expertise integrating the needs of the business world and corporate social responsibility."



IMPLEMENTING OUR CORPORATE SOCIAL RESPONSIBILITY STRATEGY

WITH OUR INTERNAL STAKEHOLDERS

1 CSR Steering Committee

- Dean
- Deputy Dean
- Chief Financial Officer
- Associate Deans for Programmes
- Associate Dean for Knowledge & Transfer
- Head of Department of Personal Development
- CSR Project Manager

- Meets once a year
- Decides on the priorities

1 CSR Task Force

- Human Resource Manager
- Information systems & campus project manager
- Head of Department of Personal Development
- 1 faculty member (teaching & research)
- CSR Project Manager

- Meets on a regular basis
- Integrates CSR in operational activities

The CGE-CPU* "Green Plan" Standards are used to guide and implement our CSR strategy. The "Green Plan" Standards defines 5 strategic areas as well as operational guidelines to help French higher education institutions to assess their level of commitment to CSR and to set up improvement objectives.

*Conférence des Grandes Écoles (CGE) - Conférence des Présidents d'Université (CPU): associations made up of higher education institutions and universities.



BSB was actively involved in the CGE-CPU working group who defined the "Green Plan" Standards between 2010 and 2012.



We use the "Green Plan" Standards to assess our achievements and to identify the progress to be made in 5 major areas :

Governance	Pedagogy	Research	Environment	Social policy
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WITH OUR PARTNERS

International partners

- UN PRME principles

National partners

- "Campus Responsables" network
- National associations and non-profit organisations ("Learning by Carrying out Community Initiatives" (PAC) module)
- "Disabilities" and "CSR & Sustainable development" working groups (CGE)
- BSB Foundation partnerships
- "12 de coeur" association

Local partners

- Local authorities
- Founding Member of "COMUE UBFC"
- Founding Member of "Polytechnicum"
- Founding Member of "TalentCampus"
- Local companies (CSR-linked Research Chairs)
- Auchan (Solidaresto)
- BSB Foundation partnerships
- Board Member of "Solid'ere"
- Dijon Chief Education Officer ("Rectorat"), local associations and non-profit organisations ("Learning by Carrying out Community Initiatives" (PAC) module)

2016-2018 OBJECTIVES

- To integrate corporate social responsibility objectives into the action plans of the 2012-2018 strategic plan
- To obtain the CGE-CPU CSR label ("DD&RS") by 2018
- To involve student representatives in all our CSR committees
- To take into account staff and student CSR-related expectations

2. PEDAGOGY

TEACHING CORPORATE SOCIAL RESPONSIBILITY

All our programmes integrate the learning goal **"to act as a socially responsible, internationally minded manager"** and therefore include CSR-related modules. Furthermore, the emphasis on CSR research as seen in our Research Chairs in Microfinance, Corporate Governance and Management and Responsible Innovation, accentuates CSR in the courses held by professors doing research in this field.

Assessment of competencies carried out during work placement reveals that 94% of the students show open-mindedness and integrity in their professional behaviour.

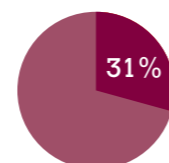
“ Generally speaking, BSB has been a wonderful testbed for these issues. At the School, I always felt strong links with all the levels involved in CSR, in the strong commitment of the management, and elsewhere as well, with partners, in the courses... ”

Vitaly Goloubev
Grande Ecole graduate,
2010

PART OF CSR-RELATED MODULE IN 3 SELECTED PROGRAMMES

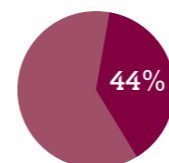
Bachelor in Marketing & Business

- Example of course modules:
- Business Ethics
 - International Consultancy Project
 - International Seminar (flashmob)
 - ...



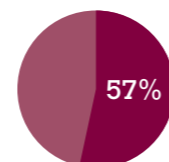
Grande Ecole programme

- Example of course modules:
- Business Ethics
 - Corporate Governance
 - Learning by Carrying out Community Initiatives
 - Microfinance
 - ...



MSc in Wine Management

- Example of course modules:
- Business Ethics
 - Corporate Social Responsibility
 - ...



GRANDE ECOLE PROGRAMME

"LEARNING BY CARRYING OUT COMMUNITY INITIATIVES"

A unique programme launched in September 2005 trains responsible managers by requiring students to spend 40 hours per year on social and community actions thereby having to interact with people who are in difficult social or financial situations.

- More than **800 students** are involved in the **32,000 hours** which are contributed to the community each year
- In partnership with 50 local associations and non-profit organisations
- Required to graduate (2 ECTS credits)
- Recognised at its inception by the HALDE (Official French authority which serves as a watchdog against discrimination and encourages equality)

Within the framework of this module, a partnership was created with the BSB and the Dijon Chief Education Officer ("Rectorat"). Furthermore, the PAC module coordinator at BSB is identified as a contact person to help local higher education institutions to implement initiatives such as the PAC.



10th anniversary celebration of the "Learning by Carrying out Community Initiatives" (PAC) in 2016



BACHELOR IN MARKETING & BUSINESS INTERNATIONAL SEMINAR FLASHMOB

Bachelor students video-recorded an "entrepreneurship flashmob" in the streets of Dijon in order to raise awareness on **aggression against women due to their way of dressing**. Their video made a significant buzz on the Net and had more than **700,000 hits in 3 weeks** on the Youtube and Facebook.

Students were invited to reproduce their flashmob event at an exhibition on non-discrimination in front of junior high school and high school students in order to raise their awareness and encourage discussion.

ENCOURAGING DIVERSITY ON AND OFF CAMPUS

- **On campus**
 - 20% international degree-seeking students on campus with 58 nationalities
 - 303 exchange students from 74 partner universities in 31 countries
 - 36% international permanent professors
- **Off-campus**
 - 100% of Grande Ecole students have an international experience
 - 16% of work placements abroad
 - 25% of graduates start their career abroad

ENCOURAGING OUR STUDENTS TO BE INVOLVED IN CSR PROJECTS

STUDENT PROJECTS & START-UPS

- Crowdfunding campaign to set up a sports hall to organise wheelchair rugby events
- Online application project to connect local producers and consumers ("Chez Robert")
- Fast food with local products direct from the producers ("Label Ferme")
- The "Ideal supermarket" project selling local products only
- YUGO - the electric scooter sharing service in Barcelona
- Project to reduce commissions on international wire transfers to Africa and to encourage the local economy (MOODS)
- 15 BSB students involved in the collection of funds and wine bottles for the charity action "12 de Coeur"





Avenir Khmer



Solidaresto



ESC'prit d'aventure



4L Trophy



Avenir Khmer



Class Gift



Eco'nymous

STUDENT ASSOCIATIONS

Participation in student associations is considered an important part of student life at BSB, especially for the students' personal development. **Approximately 70% of first year "Grande Ecole" students are involved in associations.** Student associations are supported by the School, and the Department of Personal Development is in charge of coordination.

“ It's through the associations that I was able to experiment with these two dimensions; first becoming manager of the Culture section of the Student Federation. Then, concerning sustainable development, I set up an ecotourism project in Mexico for my work placement at the end of my first year. After that, I initiated and developed the project "Green Campus". ”

Amaury Perrin
Grande Ecole graduate 2010

8 STUDENT ASSOCIATIONS ARE PARTLY OR TOTALLY INVOLVED IN CSR-RELATED MISSIONS



Watch'ESC
• Created in 2014.
• To have students discover or rediscover the world of cinema.
• Each year, participation in a video challenge to raise awareness on disability issues ("TousHanscène").



Avenir Khmer
• Created in 2013.
• To help Cambodian children who suffer from drug addiction, prostitution and illness, in partnership with the foundation "Krousarthmey".
• In 2015-16, organisation of a charity concert with artist students in the school.



Solidaresto
• Created in 2013.
• To confidentially help students who are facing financial difficulties. In partnership with Auchan.
• In 2015-16, the sales of "Solidaresto" mugs and sweatshirts to raise funds.



ESC'prit d'aventure
• Created in 2008.
• To raise awareness on sustainable development issues through road trips.
• In 2016, road trip to produce a video documentary on Clean-Teach in Sweden.



Found of ESC
• Created in 2016.
• To organise fund-raising events for the BSB Foundation.
• In 2015-16, the sales of BSB Foundation labelled goodies.



Melting Potes
• Created in 2003.
• To welcome, integrate and support international students
• Each year: a Buddy Meeting event and cultural days on the theme of a country.



4L Trophy
• First edition in 1998.
• To drive across the Moroccan desert to provide children with school supplies with vintage Renault 4 cars.
• In 2015-16, participation of 2 BSB teams.



Eco'nymous
• Created in 2016.
• To raise student awareness and implement sustainable development actions on campus.
• In 2016, screening of "HUMAN" a film directed by Yann Arthus-Bertrand in the presence of the film crew.

2016-2018 OBJECTIVES

- To evaluate the place of CSR in our learning strategy as well as the teaching initiatives to be taken
- To encourage associations to organise more solidarity events during the year
- To offer CSR training to staff and faculty members who request it

3. EQUAL OPPORTUNITIES AND QUALITY OF LIFE

We believe that all students deserve to succeed and we strive to provide them with all the support services needed to attain that goal.

“ Equal opportunity and diversity are at the heart of our concerns. ”

Olivier Léon
Deputy Dean, Strategy & Accreditations

GUARANTEEING EQUAL OPPORTUNITIES AND SUCCESS FOR ALL OUR STUDENTS

ADMISSION

- 35% students from "preparatory classes" / 65% students from parallel admission (universities, or other higher educational institutions)
- 41% of "preparatory class" students admitted with a major in management ("classe préparatoire voie technologique")
- 44.5% of the "preparatory class" applicants were granted free national entrance exams in 2015
- 30% Grande Ecole students received national scholarships in 2015-16
- 58 nationalities on campus in 2015-16, not including exchange students

FINANCIAL SUPPORT

- Scholarship policy based on excellence and merit criteria since 2005
 - 29 scholarships (€ 178,500) in 2015-16
- BSB Foundation scholarships based on social criteria since 2015
 - 13 scholarships (€ 42,000) in 2016
- Student loans at negotiated rates
- Student loans without bank guarantees (an average of 5 to 8 students per year)
- A Food Bank (Solidaresto) with the support of BSB corporate partner Auchan
 - since 2013, 36 students have received support from Solidaresto
- Student jobs by the MS Développement and Junior Entreprise associations
- Apprenticeship track
 - 160 students enrolled

BSB Foundation was created in 2014 under the aegis of the Fondation de France by three sponsoring firms: Banque Populaire Bourgogne Franche-Comté, Fédération Nationale des Banques Populaires, Crédit Agricole Franche-Comté.

BSB decided to offer "Solidaresto" mugs to Grande Ecole programme oral exam applicants and gave €1,000 to the Solidaresto association.

"MISSION HANDICAP" TASK FORCE

- Created in 2009 to provide support for disabled students at BSB and to raise awareness on disability issues
- Specific contact person for disabled students
- **Partnerships**
 - Caisse d'Épargne Bourgogne Franche-Comté to finance disability compensation scholarships and awareness campaigns
 - Tremplin pour l'Emploi to support disabled students' professional integration
- **Increase in the number of students followed-up**
 - 2 to 4 student per year since 2009
 - 16 students including 2 international students in 2015-16



Raising awareness on disabilities: blindfold visit of a Dijon Art Museum with 15 students in 2015 in partnership with Caisse d'Épargne Bourgogne Franche-Comté.

INTEGRATION OF INTERNATIONAL STUDENTS

- Housing support
- Online questions platform (Facebook) before arrival
- Pick-up service
- Induction week
- Tourist visits and excursions in Burgundy and in Europe
- Buddy system
- Specific services for international students all year round



Melting Potes events



Solidaresto Sales



Handimangement association



CSR award «Student Quality of Life»



Class Gift 2015



« Mission Handicap » – partnership with Caisse d'Épargne Bourgogne Franche Comté

PERSONAL AND PROFESSIONAL DEVELOPMENT

Since 2010, the Department of Personal Development, The Building Up Skills for Business® Project Managers, and the Career Centre have been developing a **collaborative approach** using 3 complementary processes, **to guide students in their personal and professional development.**

In 2005, BSB set up the Department of Personal Development, a service devoted to students' personal development and providing student counselling services.

BUILDING PROFESSIONAL SKILLS AND DESIGNING YOUR PROFESSIONAL PROJECT

	YEAR 1	YEAR 2	YEAR 3
« WHO AM I? To better know myself »	<ul style="list-style-type: none"> Self-expression seminar "Learning by Carrying out Community Initiatives" (PAC) module Art or sport activities 	<ul style="list-style-type: none"> Theater and improvisation seminars "Learning by Carrying out Community Initiatives" (PAC) module Excellence tracks Art or sport activities 	<ul style="list-style-type: none"> Theater and improvisation seminars
« WHAT CAN I DO? Acquire, become aware and promote my competencies »	<ul style="list-style-type: none"> Assessment of competencies Building the student Skills Book 	<ul style="list-style-type: none"> Assessment of competencies Building the student Skills Book 	<ul style="list-style-type: none"> Assessment of competencies Building the student Skills Book
« WHAT DO I WANT TO DO? Building my professional project »	<ul style="list-style-type: none"> PerformanSe test CV and cover letter workshops Coaching Job dating Company recruitment fair Excellence tracks 	<ul style="list-style-type: none"> PerformanSe test CV and cover letter workshops Coaching Job dating Company recruitment fair Excellence tracks 	<ul style="list-style-type: none"> CV and cover letter workshops Job market preparation seminar Company recruitment fair Individual follow-up

ENSURING QUALITY OF LIFE ON THE CAMPUS

- Individual appointments available with French or English psychotherapists and on-campus psychologist
- Conferences and awareness campaigns in partnerships with local authorities to raise awareness and change behaviours towards addiction to internet, alcohol and drugs
- "Cpas1Option" seminars to raise awareness of student event organisers
- Collaboration with the School to prepare the integration week-end
- "No hazing" and "responsible behaviour" charters before the integration week-end
- Sale of vegetable baskets from local producers to students
- Park, sports hall, music room and lunch room with microwaves
- Non-smoking campus in accordance with French regulations

2016-2018 OBJECTIVES

- To increase the number of scholarships available to students
- To launch the Student Skills Book, an online platform where students will find all information related to their competencies and will define their professional project
- To extend the collaboration between the Department of Personal Development, The Building Up Skills for Business® Project Managers, and the Career Centre to the Bachelor programme
- To set up a survey to assess student quality of life satisfaction rating
- To raise student awareness concerning nutrition and balanced diets

4. RESEARCH

Since 2003, BSB has its own research centre known as **CEREN** (Centre de Recherche sur l'ENTreprise). CEREN is made up of 4 Research Chairs, 1 Laboratory and 3 Teams and it strives to develop eight areas of distinctive expertise, 3 of which are directly linked to CSR issues.

PROMOTING RESEARCH IN THE FIELD OF CSR

RESEARCH CHAIR IN MICROFINANCE (SINCE 2009)



• Institutional, corporate or academic partners

- CERMI (European Centre for Research in Microfinance)
- European Microfinance Platform
- European Microfinance Network
- ADIE (Association pour le Droit à l'Initiative Économique)
- PlanetFinance (University Meets Microfinance)
- Babyloan
- Airdie
- CIGALES (Club d'Investissement de Gestion Alternative et Locale d'Épargne Solidaire)
- CRES (Conseil Régional d'Économie Solidaire) / CAE (Coopératives d'Activité et d'Emploi)

• Research objectives

- Microfinance and poverty
- Crowdfunding: alliances between banks and crowdfunding platforms, impact of crowdfunding on relations between banks and accompaniment services
- Slow Money

• Sharing the results of research

- **Annual international conference since 2010:** "Institutional and Technological Environments of Microfinance" (8th edition in 2017)
- Quarterly "Microfinance Insight Forum" (18th edition in September 2016)
- Weekly seminars (120th edition in September 2016)
- Publishing ("**Management Information Systems for Microfinance**" (2015), "**Strategic Approaches to Successful Crowdfunding**" (2016), ...)
- Guest edition of 3 special Microfinance issues in "Strategic Change : Briefings In Entrepreneurial Finance", "Cost Management", "Journal of Electronic Commerce in Organisation"
- 25 articles published in peer reviewed journals (2013-2015)
- Research Chair in Microfinance blog (<http://burgundy-microfinance.weebly.com/>)
- Research Chair in Youtube channel (<https://www.youtube.com/channel/UCoeOMQhVl35MQpZ4GngsNYA>)
- Research reports for corporate partners
- Published case studies & working papers available online
- "Microfinance" course modules

RESEARCH CHAIR IN CORPORATE GOVERNANCE (SINCE 2010)



• Institutional, corporate or academic partners

- Université Laval (Québec - Canada)
- HEC Lausanne
- Institut Français des Administrateurs
- Institut Français de Gouvernance des Entreprises

• Research objectives

- Diversity and the board of directors: place and number of women on boards, influence of diversity on innovation, influence of diversity on accounting conservatism, influence of stereotypes on board building
- Boards of directors in cooperative organisations
- Audit and accounting

• Sharing the results of research

- "**Board diversity Barometer**" was launched in 2012: <http://barometre.escdijon.eu/>
- Organisation of the 13th International Conference on Governance in 2014
- **2 best papers awards** at the 2012 and 2014 EIASM Corporate Governance Workshops
- 19 articles published in peer reviewed journals (2013-2015)
- 2 papers in 2015 in the business magazine L'Expansion on boards and diversity
- Research reports for corporate partners
- "Corporate Governance" course module
- "Build Your Board" experiment with 1st and 3rd year students of the Grande Ecole programme

RESEARCH CHAIR IN MANAGEMENT AND RESPONSIBLE INNOVATIONS (SINCE 2013)



• Research objectives

- Innovations having environmental or social significance
- Responsible management : managerial practices, change management, organisational and managerial innovations, donation at work, incentives and team collaboration, strategic alignment of the enterprise and personal alignment of the leader/manager

• Sharing the results of research

- **2014 FNEGE-EFMD prize** for the book about the management of responsible innovation ("Vers l'innovation responsable: pour une vraie responsabilité sociétale")
- 1 article shortlisted for the 2016 EFMD award of the best article in the field of strategy and innovation
- 1 article re-edited by "Revue française de gestion" as one of the **most often cited articles** published by this review since its foundation, 40 years ago
- Participation with Professor Ed Freeman to the plenary session on «stakeholders theory» organised in the framework of the FNEGE - 2016 "**Etats Généraux du Management**"
- Extensive survey about La Poste's implementation of CSR and a Responsible Management policy
- Research reports for corporate partners
- "Management of Responsible Organisations" course module
- Communication of research results on a regular basis through presentations in academic conferences, articles and interviews dedicated to academic and professional communities

CREATING DIALOGUE ON CSR ISSUES

In addition to the activities carried out by the Research Chairs, our faculty, staff and students have various opportunities to organise events and to encourage discussions on CSR-related issues.

OCTOBER 2015

- Round table on social innovation as a lever of sustainable economic growth
- 3 BSB professors participated in a conference organised by the Culture research team on discrimination
- Conference, exhibition and video on climate change, firms and innovations
- Publication of Governance Chair research findings on board diversity in L'Expansion

NOVEMBER 2015

- Conference on the social dimension of companies
- Publication of the book "Management Information Systems for Microfinance" (Microfinance Chair)
- Publication of the book "Strategic Approaches to Successful Crowdfunding" (Microfinance Chair)
- Publication of the "2015 Diversity Barometer" (Governance Chair)

DECEMBER 2015

- Conference on how to manage religious beliefs in the company
- Student presentations on well-being at work within the framework of the Organisational Behaviour module

FEBRUARY 2016

- Conference on the new "Manifesto of Dismayed Economists"
- Publication of an op-ed on the use of pesticides by a BSB staff member

MARCH 2016

- 7th conference on "Innovative Trends Emerging in Microfinance" in Shanghai (Microfinance Chair)
- Screening of the film "Human" by Yann-Arthus Bertrand with members of the film crew

APRIL 2016

- Conference and round table on crowdfunding organised by the Research Chair in Microfinance
- Entrepreneurial flashmob project on the aggression against women due to their way of dressing
- Contribution of a BSB faculty member to the first book on crowdfunding in the cultural sector
- Workshop and debate about how to better interact with Chinese students

MAY 2016

- Widely distributed article about stereotypes (A burden for the boys : Evidence of stereotype threat in boys' reading performance) published by a BSB faculty: Wall Street Journal, German scientific radio, Canadian and US press
- Publication on crowdfunding and banks by a member of the Research Chair in Microfinance

JUNE 2016

- Inauguration of an exhibition on discrimination with the flashmob event concerning aggression against women due to their way of dressing
- Publication of the first conclusions of the 2016 Diversity barometer by the Governance Chair
- Publication of an op-ed on biodiversity by a faculty member and a student
- Participation in the working group on Sustainable Development Objectives

2016-2018 OBJECTIVES

- To continue current research in the framework of CSR Research Chairs
- To continue sharing CSR research findings with students, academic and corporate community and Society



"Innovative Trends Emerging in Microfinance" Conference - 2016



FNEGE - 2016 "Etats Généraux du Management"
© Photo Christian Rivière



2014 FNEGE-EFMD prize



"Institutional and Technological Environments of Microfinance" Conference - 2014



Governance Chair Conference

5. SOCIAL AND ENVIRONMENTAL PRACTICES

Our activities have environmental and societal impacts for which we, as a higher education institution, must be responsible.

TAKING ACTIONS TO REDUCE OUR ENVIRONMENTAL IMPACT



INFRASTRUCTURE PLANNING AND MANAGEMENT

- High Quality Environmental standards of our Lyon Campus
- Extension and renovation of our Dijon campus integrating environmental criteria
 - Green roof on the new building
 - Upgrading access for handicapped persons on all the premises
 - Repair and replacement of heaters in one of the buildings

OPERATIONS AND FACILITIES

- Carbon footprint assessment in 2009
- **Gas:** technical building management to adapt the temperature depending on the period of the week and the part of the building, replacement of heaters...
- **Electricity:** server virtualisation in 2012 (from 30 to 2 servers), change of neon lights to low consumption bulbs...
- **Water:** since 2016 11% increase in water consumption coincides with 43% of enrolled student increase
- Organisation of eco-gesture awareness workshop for staff and students

SINCE 2009:

- **18% reduction in gas consumption**
- **28% reduction in electricity consumption**

TRAVEL POLICY

- Campus located in the city centre with near-by public transportation: "Velodi" city bicycles and tram stations
- 50% of public transportation and public bike rental expenses are supported by the School in accordance with the French regulation: 20 BSB staff in 2016
- Train mobility encouraged

RESPONSIBLE PURCHASING

- Integration of environmental criteria in public contracts, in accordance with the French regulations. Recent examples include: health insurances (5% CSR criteria), offices and classroom furniture (10% CSR criteria) and photocopiers (10% criteria)
- Contracts with providers employing disabled staff when possible (paper mailing by HANDIRECT)
- Use of "Sustainable Paper Consumption" labelled paper

WASTE REDUCTION

- Recycling of white paper, cardboard, cartridges, and electronic devices such as computers
- Donation of library books to an association
- Donation of electronic devices depending on associations' needs

GUARANTEEING RESPONSIBLE WORKING CONDITIONS

EQUALITY AND DIVERSITY OF THE BSB STAFF

- Staff Representation Committee
- **Diversity**
 - Corporate Diversity Charter since 2011
 - No discrimination in recruitment (gender, disability, religion, origins, ...)
 - 36% of international permanent professors
- **Gender**
 - Gender Equality action plan since 2013, in accordance with French regulations
 - BSB staff: 65% female / 35% male in 2015
 - 83% training actions concerned women in 2015
 - 69% salary increase concerned women in 2015
 - 82% new recruitment concerned women in 2015
- **Age**
 - Age Equality action plan since 2015, in accordance with French regulations
 - Approximately 13.5% of staff is 30 years old or less (junior) / 16% of staff is 55 years old or more (senior)
 - In 2015, 45% of new recruitments concerned junior staff / 27% of new recruitments concerned senior staff

TRAINING

- Training plan: 67 BSB staff trained in 2015
- Annual appraisal of professional activities and competency assessment in accordance with French regulations

QUALITY OF LIFE AT WORK

- **Health**
 - Health and Safety committee ("Comité d'Hygiène, de Sécurité et des Conditions de Travail")
 - Harassment charter
- **Security**
 - Safety guide
 - Trained first-aid contacts on the workplace
 - Fire extinguisher training
- **Induction**
 - Welcome guide in French and in English
 - Translation in English of main Human Resources documentation
- **Quality of life assessment**
 - Quality of Working Life audit in 2014
 - Satisfaction survey in annual appraisal report

2016-2018 OBJECTIVES

ENVIRONMENTAL IMPACTS

- To follow-up consumption indicators
- To implement a responsible purchasing policy in accordance with French regulations
- To renew the eco-gesture awareness workshop
- To implement sorting and recycling of waste

SOCIETAL IMPACTS

- To follow-up age and gender equality indicators
- To communicate our actions, particularly in the field of disabilities
- To increase each year the number of Human Resource documentation translated in English
- To implement actions recommended in the Quality of Working Life audit

6. 2016-2018 OBJECTIVES

STRATEGY

- To integrate corporate social responsibility objectives into the action plans of the 2012-2018 strategic plan
- To obtain the CGE-CPU CSR label ("DD&RS") by 2018
- To involve student representatives in all our CSR committees
- To take into account staff and student CSR-related expectations

PEDAGOGY

- To evaluate the place of CSR in our learning strategy as well as the teaching initiatives to be taken
- To encourage associations to organise more solidarity events during the year
- To offer CSR training to staff and faculty members who request it

STUDENT SERVICES

- To increase the number of scholarships available to students
- To launch the Student Skills Book
- To extend the collaboration between the Department of Personal Development, The Building Up Skills for Business® Project Managers, and the Career Centre to the Bachelor programme
- To set up a survey to assess student quality of life satisfaction rating
- To raise student awareness concerning nutrition and balanced diets

RESEARCH

- To continue current research in the framework of CSR Research Chairs
- To continue sharing CSR research findings with students, academic and corporate community and Society

ORGANISATIONAL PRACTICES

ENVIRONMENTAL IMPACTS

- To follow-up consumption indicators
- To implement a responsible purchasing policy in accordance with French regulations
- To renew the eco-gesture awareness workshop
- To implement sorting and recycling of waste

SOCIETAL IMPACT

- To follow-up age and gender equality indicators
- To communicate our actions, particularly in the field of disabilities
- To increase each year the number of Human Resource documentation translated in English
- To implement actions recommended in the Quality of Working Life audit



The "DD&RS" label is granted to higher education institutions who meet the GGE-CPU "Green Plan" Standards. BSB aims at obtaining this label by 2018. The above-mentioned actions will contribute to the achievement of the CGE-CPU "DD&RS" by 2018.



Eco-awareness gesture workshop



Rigoberta Menchú at BSB in 2003



Avenir Khmer



Melting Potes



Martin Hirsch at BSB in 2013



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