COMMITMENT TO GLOBAL COMPACT, PRME & SDGs

GROUPE ESC CLERMONT'S RESPONSIBLE FOOTPRINT
OUR MAJOR ACHIEVEMENTS

Sharing Information on Progress Report | May 2019
Corporate responsibility and sustainable development are fundamental values that underpin Groupe ESC Clermont’s strategic goals. They constitute the very backbone of our mission to educate and train students to be agile and proactive responsible managers, entrepreneurs and leaders, capable of integrating environmental, social and societal issues into future decision-making processes. We believe that corporate responsibility and sustainable development provide deeper professional mindfulness and meaning, thus enhancing the motivation of students and employees, their performance, and enabling companies to strike a difference compared to their competitors in a global environment.

Corporate responsibility and sustainable development are indeed infused across Groupe ESC Clermont, evidenced in its lifelong mission, vision and values, and in research, educational practices, programmes and student life. They are important keys behind our School’s longevity and today 100 years’ history! They are powerful levers for innovation, value creation and attractiveness and provide many opportunities to build close and long lasting partnerships with a large and varied range of local, national and international academic institutions, businesses and associations. We are proud, together with all our stakeholders, to belong to a global network that upholds Principles for Responsible Management Education (PRME) and the 17 UN Sustainable Development Goals (SDGs).

By drafting and submitting our third PRME Sharing Information on Progress (SIP) Report, we reconfirm our full commitment to Global Compact and PRME. We also hope to raise more awareness across our Institution and amongst all our stakeholders as to the continual role Groupe ESC Clermont plays in empowering citizens so that they are able to face the complex challenges of the 21st century, including enabling change and collectively building a sustainable future. The challenges are global and we cannot address them alone. We seize this opportunity to benchmark our School against the 6 PRME Principles to showcase some of our achievements and provide information about how SR-SD is organised within our School and about some ongoing projects.

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Dean & General Director, Groupe ESC Clermont
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SR-SD and our Mission

Groupe ESC Clermont educates and trains students to be agile and proactive managers, entrepreneurs and leaders:

- endowed with knowledge of the fundamentals of Business Administration;
- capable of understanding the challenges and complexity of the economic and business world in a globalized environment;
- creators of value from an economic, social and societal standpoint.
SR-SD and Strategic Objectives

Our four central strategic objectives are to:

✓ Develop our programme portfolio, ensure curricula currency and expand pedagogical innovation
✓ Reinforce and diversify our Internationalisation Strategy
✓ Continue to develop a global sustainable organisation
✓ Enhance our national & international reputation as a well-recognized French Business School.

They are based on our distinctive positioning:

✓ A Business School with a human dimension
✓ Graduates with double-degrees, stackable multi-qualification opportunities and dual-competences in collaboration with solid strategic partners
✓ Promoting a Glocal (Global & Local) Strategy with a clear local, territorial and international anchoring
✓ A thematic positioning in managerial innovation that focuses on local poles of excellence, low-tech innovation and new regenerating forms of management (sports management, automotive & mobility etc ...)

For 2022, some of our School’s major objectives include:

✓ Increasing the number of accreditations and accredited partners
✓ Increasing the number of double-degrees opportunities in collaboration with our partners
✓ Continuing to increase the number of incoming international students to go beyond a third of the total student intake today
✓ Increasing the number of national students going abroad
✓ Increasing our teaching & research capacity via further faculty recruitment in consistency with institutional strategies

With these educational and strategic objectives in mind, the inclusion of corporate social responsibility and sustainable development goals at our Business School forms an important part of the daily management of its campus and in forging partnerships, developing programmes and defining transdisciplinary research objectives, strategies and curriculum. Groupe ESC Clermont defends the motto “School for Life” and purposely remains a Higher Education Institution (HEI) with a human dimension, where students and values, such as family spirit, co-operation, conquest and balance, are at the forefront of its Social Responsibility and sustainable development approach. Linked with these core values also comes the extended dimensions of Ethics and Anthropocene taught in our programmes, which help to create, and regenerate management and business models advocated at Groupe ESC Clermont. Since the 2000s, we have indeed seen the emergence of many variations of Social Responsibility (SR) to broaden its scope, such as SRO for "Social Responsibility of Organisations", or SRI for "Social Responsibility of Institutions" in order to focus on SR practices deployed within Higher Education Institutions in particular. As our Business School evolves in its reflections and steps up its initiatives and communication in the area of SR-SD, we talk more specifically about ESR (Ethics, Responsibility and Sustainability). Our School indeed pays attention to the relationship SR-
SD maintains with ethics and different social strata, together with the repercussions of its actions in improving or deteriorating the living conditions of citizens, at work and for businesses, in their personal lives and in their global environments. As part of our strategy and governance, we are working on establishing a better internal organisation of SR-SD and work to improve the way in which our School’s SR-SD activities are communicated to all our stakeholders.

SR-SD organisation at Groupe ESC Clermont

Groupe ESC Clermont has clear policies regarding the ethical behaviour and social responsibilities of all its stakeholders, in particular its students, faculty and administrative staff. Policies are encouraged through various initiatives and outlined in a selection of published charters, documents, including academic rules and internal staff regulations.

- **Groupe ESC Clermont Campus & working environment:**

  Social Impact and Well-being in the Work and Study place - Sustainability Strategy – Mission Zero Waste - Diversity

Our CSR/ESR Charter is displayed throughout our Campus to constantly remind us all of our engagement to work together to make this world a better place to live and work in! As we move forward with our environmental management and social impact within our global community, we hope to develop more and more synergies between students, administrative staff, professors and all our external partners.

Groupe ESC Clermont is currently updating its premises and will extend and modernize its campus over the coming years. The "Trudaine Campus 2021" project was launched in 2017 with a budget of 20 million euros to renovate an adjacent building provided by the city of Clermont-Ferrand. This additional third building will help meet the needs of the Institution, its faculty and students for the period 2025-2030. By increasing the teaching and office space by 4000 square metres and providing enhanced facilities, including a more modern and ergonomic resource centre, supplementary work space, offices for Student Associations and potentially a gym, the global work and study environment will be further enhanced.
Groupe ESC Clermont premises are managed in line with a responsible approach that encourages initiatives in societal goals. Recent upgrades to the campus are in line with our architectural and renovation project in view of expanding our premises. For example, the School has recently upgraded its buildings to improve accessibility requirements and improve mobility for disabled students, faculty members, administrative staff and all external partners and visitors. Internal and external signs are now bilingual (French and English) to welcome diversity and meet the needs of an increasing international student population. Internal signs also have been specifically designed and installed to conform to norms with regard to persons with reduced mobility. Office numbers are positioned at wheelchair height, embossed and therefore fully tactile to allow people who are visually impaired to more easily find their way around the School. Lift updates, eco-consumption considerations and the use of renewable energy are also being privileged during this expansion process. The School focuses on energy savings, reduction and selective sorting of waste with bilingual recycling points located all around the campus. Other actions are being taken in the areas of sensible use of water, paper, printing facilities and lighting. Cleaning staff also use biodegradable products and sort out litter left in bins to ensure that recycling of paper, cardboard, plastic and tin cans etc... is as efficient as it can be. Further improvements implemented by General Services will include a secure bicycle park to encourage staff and students to come to the Business School in a more ecological way.

Occupational health and safety risks are assessed regularly according to the requirements of professional risk appraisals. Groupe ESC Clermont launched a task force called “Well-being at Work” in 2018, that continues to reflect on how to insert a larger-scale ERS dimension in the work place and better raise awareness and encourage solidarity notably amongst staff. No initiative is too small or too big! Our Human Resources department remains active in studying projects and implementing initiatives that may contribute to increased well-being. For example, our School signed two agreements in January 2019. The first, a “Disconnection Right Agreement”, upholding a worker’s right regarding the ability of employees to disconnect from work and not to engage in work-related electronic communications such as e-mails or messages during non-work hours. The second is an action plan to act to protect equality between Men and Women in the work place and the development of their respective professional skills, notably in collaboration with Anact, a national agency that works to improve working conditions. From a benevolent point of view, Groupe ESC Clermont also encourages staff at the beginning of each year to donate to the charity “Secours Populaire Français” any unused restaurant tickets from the previous year.
Internationalisation not only lies at the heart of Groupe ESC Clermont global strategy, it is a direct recognition of the School’s diversity and a strength that has recently been recognised as exceeding the standards expected by EFMD (European Foundation for Management Development). Groupe ESC Clermont currently welcomes students of 53 different nationalities. A total of 371 international students form part of a total intake of approximately 1200 students for the current academic year 2018-2019. One third of the School’s international partners are currently AACSB, EQUIS or AMBA accredited. Groupe ESC Clermont intends to increase the number of its accredited international partners to over 50% by 2022. To further increase this international footprint, our School continues in the implementation of a multiple international accreditation strategy. Having recently obtained the EPAS accreditation for our Bachelor in International Management Programme, we are now preparing for AMBA accreditation for our MBA and Master in Management programmes. Groupe ESC Clermont also looks further afield and will set up by the end of 2019 offshore campuses within partner universities.

All international students are encouraged to join student associations, some of which deal specifically with ERS issues. Their full integration into school life at Groupe ESC Clermont is assured through academic, practical and pastoral support before, during and after their studies. They benefit notably from:

- A multi-lingual staff in the International Office, accessible and fully dedicated to international students’ needs and concerns;
- Pre-arrival information and support for housing and accommodation;
- Integration activities, including meeting members of the Students’ Union;
- Tutoring given by faculty members;
- Bilingual communication in French and English (documents such as syllabi, internal emails etc.);
- Provision of French language courses at various levels;
- Support in professional integration (Joblab);
- A dedicated Facebook page covering the latest School news, announcements of visits from international partners, conferences, dates for course registration, news from our students’ associations, etc.;
- Special events to help international students to socialise and discover their new environment, for instance “Happy breakfast”, a giant breakfast where everyone in the School (students, faculty and administrative staff) are invited, presentations of different cultures and dishes from different countries represented in the School, excursions in the region.
- English-speaking staff members in every department in contact with the students throughout the Institution. Continual English language training for faculty and administrative staff.

• **A policy of Social Openness**

For many years, Groupe ESC Clermont, with support from its Foundation under the auspices of the Fondation de France, has run multiple schemes to uphold a principle of equal opportunity and to ensure that every young person, irrespective of their social situation, has the opportunity and is helped to build a professional future and lead a fulfilled professional life. Since 2015, Groupe ESC Clermont has a dedicated social openness and equal opportunities coordinator in the person of Marc-André Vilette, a full-time faculty member in Human Resources Management (HRM). In his role as coordinator, he manages and is responsible for three major initiatives in line with our policy of social openness:

➢ **The National Association “Article 1”:**

The National Association “Article 1” bears its very name from Article 1 of the Universal Declaration of Human Rights which states that "All human beings are born free and equal in dignity and rights. They are endowed with reason and a conscience and must act towards each other in a spirit of brotherhood". Students coming from modest backgrounds can benefit from mentoring by professional practitioners to better understand the world of work and its codes, which their home environments do not necessarily allow them to fully understand. Successful applicants participate each year in the organization of events: film projection-debates, the French “Self-Assertiveness Tour” that comes to Clermont Ferrand, the World Day of Equal Opportunities, round tables, conferences supported by testimonials by guest lecturers from around the world, often with unusual backgrounds or experience, or have lived an inspiring journey. Their testimonials - and the transmission of their experiences - is very important.

➢ **The “Cordées de la réussite” initiative:**

Supported by the Local Council/Board of Education and the City of Clermont Ferrand, this initiative brings together students from Groupe ESC Clermont and lycées (High School)s who come from modest backgrounds. It conveys a very simple message: "Higher Education IS accessible to them". This message is conveyed through shared discovery activities. Students are taken to places where they would not usually go through cultural trips. For example, some students visited Bilbao in 2018, and some went to Amsterdam in 2017. The social openness and equal opportunities coordinator at Groupe ESC Clermont, and his team, also work hard to introduce students to local companies and university campuses. In 2018, nearly 40 High School students were involved in this scheme. The ultimate aim is to raise cultural awareness and learn new codes that need to be demystified. One of the most popular events in recent
years has been the "Midnight Music" concerts organized by the Auvergne Orchestra. The principle is to put young people in a situation where they are not just "ordinary" spectators at the opera to provide a unique musical experience in an authentic and immersive way, comfortably settled between the musicians and sometimes in unprecedented places.

➢ **Groupe ESC Clermont Internal Student Disability Referee:**

It’s not always easy to identify students with disabilities to enable them to benefit from appropriate and available facilities. It’s a very sensitive issue that Groupe ESC Clermont affords special attention to. Being in a situation of disability, one can often be afraid of being categorized as less effective or being stigmatized. It’s so complex and sensitive to manage that some students suffering from a disability actually prefer not to even seek or accept help. Most of the time, the image of disability is that of a wheelchair, although this represents only a small minority of cases (about 4%). Many other disabilities include “dys” problems: dysgraphia, dyslexia, dysorthographia. If students don’t speak openly about their disabilities, we don’t even know the nature of disabilities and can’t do anything to help. Official recognition of a disability requires a doctor’s certificate from the SSU (University Health Service) and approval by the MDPH (Maison Départementale des Personnes Handicapées), which does not specify the disability, in accordance with medical confidentiality. There is also a lot to do in terms of disability representation. Groupe ESC Clermont works to identify students with disabilities (currently about ten), although we know that in reality more students are certainly able to fit into this framework. In accordance with the Conférence des Grandes Ecoles (CGE) – the French Federation of Grandes Ecoles - working group on disability, our School observes the same proportion of disabled students compared to other French Business Schools, i.e. about 1% of the total student intake.

➢ **Groupe ESC Clermont’s Foundation:**

Founded in 2016 with the support of six founding members, Groupe ESC Clermont’s Foundation has four strategic objectives, one of which includes social openness and equal opportunities. More than 100 000 euros are allocated every year to our students in the form of scholarships. In 2018-2019, 82 students from our various programmes received a Foundation scholarship. These were formally presented at an awards ceremony on the 13th of February, 2019, hosted by the Personnel Director for Michelin Europe, who is the Chairman of our Foundation’s board. By helping to fund students and projects through a solidarity fund, Groupe ESC Clermont attracts a wide diversity of talent from all spheres, without categorising talent or judging its forms of expression. Our School specifically devised its scholarship allocation system so that donations are not just motivated by resulting tax gains, but also provide more meaning in the adoption of our vision and common values. Grant allocation is not only determined by socio-economic criterion, but also determined in relation to attendance in class, academic results, behaviour, motivation, investment in student associations and geographical distance from home etc....

All the above illustrates the significant investment, coordination and resources dedicated to Social Openness at Groupe ESC Clermont and through its Foundation. This proves our School’s commitment
to ERS issues and guides endeavours in areas of Social Impact and Well-Being in our “family” work and study environment.

- **Quality Assurance and Accreditations**

In 2019, Groupe ESC Clermont’s ERS mission has entered a new phase of integration and development, supported by the Quality and Accreditation Department, which is taking on the specific responsibility of coordinating ERS initiatives, projects and communication across Groupe ESC Clermont. ERS falling into the ambit of the Q&A department is obvious since quality and ERS issues are intrinsically linked. Accreditation bodies indeed pay attention to the engagement of Business Schools in ERS.

A more formal and structured approach to ERS began to emerge in Groupe ESC Clermont at the beginning of the 2000s when the school was preparing for its first AACSB accreditation application in 2005, and again during subsequent renewal processes in 2010 and 2016. Commitment to ERS principles is a pre-requisite for AACSB accreditation, both at the initial accreditation stage and for all re-accreditation visits. However, the preparation of the EPAS Accreditation application in 2017 and the ensuing Peer Review Visit for the Bachelor in International Management programme at the end of 2018, enabled Groupe ESC Clermont to delve deeper into its ERS policy and coordination. Every EPAS criterion is indeed infused with ERS, both at an institutional level and in terms of the programme under review. During the preparation of the EPAS Peer Review Visit, the Q&A Department collected, listed and recorded all ERS actions and initiatives across our Business School globally and more specifically as an integral part of the Bachelor programme under review. Groupe ESC Clermont became aware of the need to paint a more global ERS picture and step up communication and awareness of all stakeholders in support of ERS. A better global coordination was also flagged up. This gave rise to the decision to allocate ERS to a specific service and the project to create an ERS committee to better steer, harmonise and foster a united SR-SD approach.

**A future committee for ERS at Groupe ESC Clermont:**

Over the years, Groupe ESC Clermont has changed its SR-SD organisation in relation to the increasing level of awareness, the recruitment of dedicated staff responsible for this domain and the maturity of various actions and partnerships that have been carried out or founded. As our School celebrates its centenary and continues to work on the visibility of its brand name and attractiveness in 2019, we confirm this commitment to ERS. Our School is now working harder than ever at creating a more global ERS approach to leverage on successes and spotlight them more effectively.

The School will set up an "ERS Committee" composed of internal and external stakeholders. It will operate via thematic sub-committees that will focus on specific areas. The global mission of the ERS Committee, that will meet once a year, will notably be to:

- address global SR-SD issues to establish a harmonised implementation of our SR-SD strategy and internal organisation;
- determine better indicators for all the School’s flagship SR-SD activities;
- improve communication to all stakeholders about the School’s SR-SD activities.

An annual review of actions carried out will be issued to track and collectively reflect on projects launched and progress made. We believe it is essential to involve all stakeholders, whether administrative staff or members of the Faculty, students (including executive education and
professional training participants), our Alumni and our business partners, in a harmonious structured process. Such an approach will provide a more fully fledged ERS identity in line with our mission.

Depending on the themes to be addressed, each SR-SD sub-committee will be composed of a mixture of important players such as the Dean & General Director, the Associate Dean for Academic Affairs, SR-SD internal referees, students, student association leaders, faculty members, programme directors, the Director of research, the International Relations Manager, Finance Director, HR Director, Communications, Economic Development and Partnerships Director, External corporate partners, Alumni Association, Foundation, Quality, General Services, IT Services etc...
Groupe ESC Clermont values

Groupe ESC Clermont defends four main values:

1. **Family spirit**: Family is a social benchmark that helps each and every one of us to grow, helping to shape and develop individual personalities throughout our lives in a climate of shared trust. We draw our energy from our family spirit.

2. **A spirit of cooperation**: Success is more beautiful when it is a collective endeavour. In a fast-evolving world, where knowledge and skills have meaning when they serve people, we are better together.

3. **A spirit of conquest**: It is through desire, enthusiasm and determination that creativity can be expressed to bring ideas and innovation to the fore. Healthy competition is stimulating and a source of progress.

4. **Balance**: We believe that individual stability is the key to a global harmonious society, where every individual is free to position his or her cursors. Happiness and well-being at work are a priority.

- **Gender Equality**

As a global professional training ecosystem, Groupe ESC Clermont brings together many actors involved promoting professional gender equality. To prepare students to be future managers, our faculty members teach future professional behaviour, our social law experts guarantee a good reading and understanding of legal texts, company managers are involved in professional equality etc... Groupe ESC Clermont, as a Higher Education Institution, has the power to act to counter and dismantle mechanisms that build gender inequalities in employment and society today and for tomorrow.
Groupe ESC Clermont actions in favour of gender equality, both individually and collectively, are guided by the will to act and based on texts, in particular the Charter for Equality between Women and Men promoted by the Ministry of Higher Education, Research and Innovation, signed by Groupe ESC Clermont in February 2016, and now our School’s Gender Equality action plan signed in January 2019. Our School is also involved in the supervisory bodies of Higher Education and Research Institutions, in particular the Conférence des Grandes Ecoles (CGE). A dedicated internal Gender Equality Referee, a full-time faculty member, Pascale Borel, has been appointed to act on behalf of Groupe ESC Clermont to prevent or correct professional inequalities between women and men. This referee also forms part of the Equality working group at CGE that works to define concrete actions in favour of equality. The exchange of good practices, the provision of tools, the meeting of experts, the implementation of collective actions (such as the Stereotype Busters Competition), are all initiatives coming from the working group that make it possible to support and stimulate the actions of a Gender Equality Referee present in each member school.
One important tool is the gender equality barometer. The production of this gender related data will provide the valuable means for managing our School’s new gender equality action plan and measuring its impact. Efforts to raise students’ awareness of gender stereotypes and professional gender equality issues are also multiplying, across all programmes, and in different forms. Today, such issues are not only being addressed in HR and management training but also in dedicated interventions, testimonials or educational activities such as the development of communication materials. As part of its centenary celebrations, Groupe ESC Clermont hosted, in partnership with the Association De Promotion des classes Préparatoires Option Technologique (ADEPPT), a conference to highlight the importance of equal opportunities for preparatory classes and at Business Schools in general. This conference was hosted by the full-time faculty member, Sabrina Pérugien, who specialises in diversity issues.

Student associations also play a role in promoting gender equality. By organizing concrete awareness-raising actions or highlighting testimonials during Women’s Day, for example, students have shown their willingness to get involved in equality issues. But it is also by inviting them to promote gender diversity when building their student association offices that we can raise their awareness. Student associations are the antechambers of future organizations and work teams as they are witnesses to the construction of “professional” gender relations. Art cannot be only for women and sport for men. It is essential to be able to create gender diversity in these associations in order not to reproduce in these micro-organisations the horizontal segregation that exists in the labour market. In 2013, Groupe ESC Clermont appointed its current and first ever female Dean, Dr. Françoise Roudier. This is quite something considering the fact that only 15% of Deans of French Grandes Ecoles are women. Dr. Françoise Roudier is also 1 out of 9 members of the Conseil du Chapitre of the Conférence des Grandes Ecoles (CGE) that convenes every three months to discuss and submit for debate specific questions and issues supporting the development of management education. The recent election of a female president at the head of the Students’ Union office, a position so far held by male students only, is also an example of the ability of students to free themselves, in an associatif context, from the phenomena of vertical segregation and glass ceilings observed in the labour market. Groupe ESC Clermont was also ranked number 2 out of 95 schools worldwide on the Financial Times Master in Management ranking in 2017 for the highest percentage of full-time female faculty members. Finally, Groupe ESC Clermont’s Alumni Association also contributes to supporting students in the construction of their professional and career projects. The implementation of a mentoring system allows young students and graduates to benefit from advice, regardless of their gender, whereas it is known that in companies these systems usually benefit men more.

- **Equal opportunities**

In 2006, the Puy-de-Dôme département created a Second Chance School (E2C – Ecole de la 2e Chance). It has been housed in the premises of Groupe ESC Clermont since its creation. The Puy-de-Dôme département has been an active member of the E2C France network since 2009 and renewed its label in 2016. The E2C Puy-de-Dôme (2nd Chance School) is a training system built and run in close partnership with the economic world. E2C welcomes adults aged 18 and over, who have left the school system (for at least 6 months) without a diploma, without qualifications, who can read and write French and have real difficulties in social and/or professional integration. The difficulties or mistakes of the past of potential applicants do not constitute an obstacle to joining the E2C Puy-de-Dôme. The only selection
criterion is motivation. The very *raison d'être* of the Groupe ESC Clermont’s Second Chance School (E2C) has a "social" aspect that perfectly defines ERS. By providing the best possible support for men and women, both for sustainable development issues and employment or professional training, E2C has a positive impact on society. Indeed, one of E2C’s missions, in addition to socio-professional integration or emancipation, is to educate people for life as citizens.

Hamid Berkani, Founder of E2C, who had already contributed in 2003 by setting up the E2C in the county of Allier (among the first in France), and who was elected to the Chamber of Commerce of the Puy-de-Dôme, wanted to extend the E2C system in each of the departments of the former Auvergne Region as early as 2006. As far as Clermont-Ferrand was concerned, he naturally approached Groupe ESC Clermont to close the loop between training future managers-creators of companies and training future employees, the latter being the area of expertise of E2C. This complimentary ERS-based educational model makes it possible to bring these two worlds closer together as soon as possible. Although this is a very pertinent ERS model, it is not a common model, since only two E2Cs (including the one in Puy-de-Dôme) in France are backed by Business Schools.

Until a few years ago, the support provided to E2C by Groupe ESC Clermont was mainly administrative and financial. But for the past three years, our School has been working actively to bring our establishments closer together, in particular by adding an educational aspect. Thus, some young people enrolled at E2C carry out professional internships in the various Groupe ESC Clermont services or receive tutoring from faculty and/or administrative staff. In addition, Groupe ESC Clermont students and young people from E2C meet about once a term during informal occasions, such as breakfasts. To extend this collaboration, Groupe ESC Clermont is currently considering setting up tutoring for young people by students, for example for simulations of recruitment interviews, CV support, etc., always with a view to mutual contribution and collaboration.

• **Active support of student initiatives:**

Groupe ESC Clermont fosters ERS engagement amongst its students, who are not only encouraged but are expected to take part and support our Student Associations and their various societal projects and humanitarian causes. We work very hard to enhance student participation in our 12 student associations to help students grow into responsible citizens and gain in maturity and autonomy as a complementary experience to their academic courses. One of the key positioning dimensions of our School is indeed to provide students with dual-competences, which includes raising awareness of corporate responsibility and sustainable development:
**Student's Union (Bureau des élèves):** provides students with a sense of community and enhances cohesion and communication between students and with administrative staff and faculty members. Elected members represent the voice of all students across all the campus, courses and social backgrounds by campaigning, fundraising and volunteering. Social events, clubs and networks help provide openness in a welcoming environment and promote a positive image of the Business School: Fresher week-ends, the winter annual Ball, the Spring Gala, the Graduation evening event, “Afterworks”, cultural activities for newcomers. The Student’s Union advises and informs students of the Business School’s latest news and offers daily assistance to help students during their studies.

**Student Creativity Society (Bureau de la Création):** unites creative minds in clubs or during lessons and travels in a vast range of fields, including:

- journalism, graphic design, editorial content and information databases (students are responsible for creating posters for events and writing some of the Business School’s communications and the internal newsletter or giving lessons on Photoshop etc.);

- travel and the discovery of different cultures and social issues (enriching cultural visits are organised near and far);

- art and photography (exhibitions take place within the Institution to share passions and expose artworks produced);

- music (students form pop bands, organise concerts and play musical instruments together).

**Students Sports Society (Bureau des Sports):** football, rugby, handball, basketball, volleyball, cheerleading, skiing. The Association “Semineige” organises a four-day skiing trip.

**Student Volunteering Services (Pôle Humanitaire):** engages in the organisation of many charitable and humanitarian events and initiatives: weekly visits to elderly and retired people; organising food collects in partnership with a renowned French food bank Association « Restos du Cœur »; collecting second hand clothes, shoes, bags etc... in partnership with Emmaüs; fundraising alongside Téléthon, a large national charity; joining ASM Handisport to help organise an annual event promoting wheelchair rugby...
The Student Association « Pôle Humanitaire » - Groupe ESC Clermont – present at the Handisports Athletics French Championships – March 2018

Projects for the academic year 2018-2019 include:

- creating a blood bank by setting up a voluntary blood donation day
- promoting the donation of organs and tissues in association with the Association Adot63
- creating a book sharing space where students can take, read, return and donate books
- helping fight against cancer alongside the Association “Octobre Rose”
- creating in the town of Clermont-Ferrand a dedicated area to welcome and provide for the social well-being of local handicapped people
- organising an end of year humanitarian visit.

Student Business Society (SEGMA – Junior Entreprise): A company run out of the Business School by the students themselves for the past 46 years. It provides Strategy, HR, Finance and Marketing support to local young entrepreneurs looking to create their own businesses or develop their Start-Up or a new business activity of a small or medium-sized company. Students carry out market research, write case studies, screen potential
clients, compile quantitative and qualitative information, prepare budgets forecasts and provide benchmarks on competitors.

**Student Addiction Prevention Society (AddictStop! ESC):** An Association created at the beginning of 2016 out of a Corporate Social Responsibility (CRS) initiative, launched in partnership with the National Association of alcohol and addiction prevention (ANPAA). It aims to raise awareness amongst students as to the dangers of addiction, and notably alcohol abuse.

**Student Ambassador Society (Go2c):** The largest Association at Groupe ESC Clermont, where students act as ambassadors for the Business School. In 2017, students represented and promoted our Business School at over 220 different events, (salons, forums and conferences in colleges), sharing the learning and social experience offered at Groupe ESC Clermont.

**Student job centre (Alternatives):** An association which provides students with temporary jobs. The association is more than 20 years old and has maintained contacts with many different companies, mainly in the local regional area. In addition to providing additional job experiences, students are able to earn supplementary income to finance part of their living expenses.

**Student Cultural Society (Pôle Culture):** It organises international culinary and oenological events, with themes based on food and drink from around the world.

**Student Music Society (Festiv’en Zic):** A musical festival organisation providing a stage for semi-professional, turned professional artists waiting for the big break. In existence for 21 years, Groupe ESC Clermont helps to launch talented artists amongst its students at this festival that takes place during a week dedicated to celebrating students in Clermont Ferrand.

**Student Communication Services (Couleur Toucan):** a student-managed communication service

**ESport Enthusiasts:** a student on-line competitive gaming team

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**Lifelong support of graduates – the Groupe ESC Clermont Alumni Association & ERS:**

With over 13,000 members, Groupe ESC Clermont’s Alumni Association has four main objectives:

- Facilitate exchanges between students and graduates
- Facilitate job search and career management
- Facilitate and expand the alumni network
- Contribute to the development and attractiveness of Groupe ESC Clermont
The Association is governed by a Board of Directors composed of 16 members, of which 8 graduates are located in Clermont-Ferrand, 6 in Paris, 1 in Lyon and 1 in the United States. A student representative, one from the Bachelor and one from the Master programme complete the Association’s governance.

The Alumni Association currently has 26 geographical groups in France and abroad. Since 2010, students integrate the Association as soon as they begin their studies at Groupe ESC Clermont to immediately benefit from the services and the professional support of the graduate network.

Our School, student alums and graduates get together regularly to exchange and maintain a solid network and direct links with our Business School. Meetings take the form of various social events, career promotion and job search encounters, meetings at companies, cultural visits and conferences, afterworks, sporting events, diners, etc. Our graduates are heavily invested in Groupe ESC Clermont to promote the quality of our education and programmes, for example, during career fairs, recruitment panels, accreditation audits, national competitions such as Les Négociales and open days. The Alumni Association also offers a "buddy" service to form graduate/student duos. Over 100 graduates commit themselves as buddies of current students to provide advice on topics such as first job experiences, industry sectors, job searching techniques, networking, career development and transition, company creation/start-up opportunities etc...

Although Groupe ESC Clermont is lucky to benefit from strong support from its graduates with whom it maintains long term relations, it does not escape, like many business schools today, the myriad of challenges remaining relevant in today’s world. To stay in vogue and not become a relic of the past, Alumni associations need to work harder than ever to constantly reinvent themselves and maintain the loyalty of graduates who will attend various establishments during their study and career paths. To maintain appeal, Groupe ESC Clermont sees SR-SD issues as an opportunity to retool for continued relevance and to thus organise itself around more meaningful causes and things alums really care about. As Philippe MERAS-BELLET, President of the Groupe ESC Clermont Alumni Association, says : “More and more graduates of all ages are questioning the meaning, values and work-life balance of their work. We therefore offer workshops in small groups (10/15 graduates) in the cities of Clermont, Lyon and Paris, in order to exchange, reflect together and support professional developments related to these challenges. These meetings are led by qualified coaches. Moreover, we have just reviewed the Club Excellence’s membership and charter. We
intend to integrate graduates with an exemplary personality and background, who have demonstrated or are demonstrating professional, benevolent or personal achievement with a significant impact at an economic, societal, human and environmental level. Our Association also intends to step up its ERS by organising specific events in this area. At the beginning of the next academic year, we will host a visio-conference addressing the question of the social responsibility of tomorrow’s managers and how to act on a daily basis to build a society model that is more respectful of people and their environment?
SR-SD Transversal Integration & Learning for Sustainability

All Business Schools play a major role in accompanying individuals, developing talents originating in diverse backgrounds and embedded in multiple experiences, and enhancing future professional opportunities and orientation. To succeed in this role, there is no magic or unique formula. Each Business School must invent its own language and its own actions that will invariably reflect its unique history, mission, strategic direction, resources and environment. A Business School is above all implanted in a local territory, thrives from it and impacts its local economy. According to the Pioneering assessment tool for Business schools, BSIS, Groupe ESC Clermont had in 2017 a total annual financial impact of 69 million euros on its territory. In this same year, our students contributed 10 million euros to the local economy. In 2015-2016, more than 35,000 days of work were completed by our School's students within companies in the impact zone. This represented 156 Full-Time Equivalents (FTEs) and totalled a value of 3.6 million euros. A Business School must also leverage on the society at large for which it prepares students by encouraging them to reflect on contemporary concerns and problems faced by companies. Within a Business School, ERS finds its place, all its pertinence, meaning and is necessarily injected into teaching. Promoting Social Responsibility in all training and degree programmes and incorporating ERS in teaching is fundamental. Our Intended Learning Outcomes (ILOS) specifically focus on the integration of ethics, with a managerial approach to ERS issues, which are included in each and every one of our management disciplines at all levels. Subjects of well-being or suffering at work (linked for example to cases of moral or sexual harassment, stress and burnout) or inclusion (non-discrimination or diversity issues) thus enter the classroom in order to work on soft and interpersonal skills, which are the most difficult to understand and adopt, but required in work situations in companies today. It’s all about helping students to strike the balance between mastering
and having expertise in a job (know-how) and the ability and pleasure of working with people and in a team and being responsible for their actions and in their environment (interpersonal skills/CSR/ESR). What follows are just some examples of modules that focus specifically on ERS issues within various programmes:

- **The Bachelor Programme:**

The teaching of ESR in the Bachelor Programme is developed at several levels:

**Year 1:**

There is a core ESR experiential learning module. Students work in small groups on an ERS theme, tutored by a faculty member to carry out a real ERS project for a local association, exposed during a global annual ERS Forum. Students are able to discover basic ERS concepts, begin to reflect not only on project management issues but also on responsible management and experience first-hand the challenges that companies and associations face every day! The decision to include a compulsory ERS project in Year 1 of the Bachelor Programme demonstrates our School’s commitment to help make young people aware as soon as possible of SR-SD issues and responsibilities.

Right from the very beginning of their studies at our School, students are provided with an opportunity to learn about real life ERS corporate management and work alongside various associations to get more involved in a variety of causes. Throughout the year, students also benefit from conferences that illustrate Corporate experiences in the field of SR-SD. For example, this year our students were able to learn a lot from VVF Village, who managed to introduce and implement an ERS policy with a zero budget by encouraging employees to engage in their local social environment and share individual talent to provide more meaning and well-being at work. Groupe ESC Clermont also held a conference on diversity and was joined by Michelin’s Diversity Manager France, Charles Fiessinger. He explained measures that have been taken within the Michelin Corporation to better integrate employees with handicaps (deafness, autism, Asperger syndrome etc…) and how adapting innovative managerial methods aided the integration of employees suffering with such disabilities. For example, having recourse to graphic facilitation during meetings to help employees with auditory problems follow strategy and action plans. Some ERS projects led by students even lead to the future creation of student associations within the School, facebook pages, promotional brochures and other communication tools that are subsequently adopted by participating Associations. For example, AddictStop for the fight against addictions among young people is an example of this.

In the academic year 2018-2019, some of the ERS module external partner associations included Amnesty International (focusing this year on the application of the death penalty in Saudia Arabia, La cravate Groupe ESC Clermont was, for the first time this year, involved as a partner association in this ERS module. Three groups of students carried out ERS projects for the direct benefit of our School. Projects
include organising an ERS week/day and promotional videos & posters to focus on building the awareness of students, administrative staff and professors on issues such as recycling, reducing paper consumption, promoting the physical and mental health of students, staff and professors and trying to change habits to help adopt a more global responsible management of the School’s campus (turning off lights and projectors when leaving rooms, limiting the use of screens and phones, reducing photocopies or a minima photocopying recto-verso, using recycling bins, being polite and respecting peers, lecturers, visitors and the environment in general). One group created an on-line learning game via the application Kahoot that really homed in on the behavioural changes that can been made to help protect the environment by reducing the consumption of water, meat, paper etc... Did you know that one tree provides enough oxygen for 3 people and that reducing the consumption of milk and meat is one of the best ways of creating a positive environmental impact!

During the Bachelor Programme, Groupe ESC Clermont also works in collaboration with the Clermont International Short Film Festival – the most important short film festival in the world. We cooperate with the section "Le temps presse", dedicated to ERS issues. Certain films of the festival are projected at our School’s campus, bringing spectators the vision of authors from around the world on different ERS topics and raising awareness of ERS concepts through film experience and artistic testimonials.

**Year 2:**

The fundamentals of management modules include a chapter on ERS (Human Resources & ERS, Finance & ERS, Marketing & ERS ...). A module dedicated to professional behaviour (First Steps to Employment) deals with the responsible behaviour of a student and the behaviour of a responsible manager. As of the 2019-2020 academic year, a new 18-hour mandatory module on Ethical and Social Responsibility will be taught to all students, introducing the fundamentals of ethics and corporate social responsibility through theoretical approaches and specific case studies.

**Year 3:**

Business ethics is part of the core curriculum, with a 36-hour module for students in the classic programme (non-apprenticeship). This module offers a very broad perspective on general moral philosophy and its application within a wide variety of professional contexts. Students study principal moral theories, but also newer perspectives based on research from the social sciences which offer a critical perspective on normative moral standpoints. They are brought to work on ethical issues through a variety of research projects, case studies and dilemmas, which encourage them to think about current issues in professional contexts, but also the evolution of ethics with the development of new concerns, such as environmental responsibility, the impact of emerging technologies, etc. The aim of this course
is to provide students with the theoretical framework, critical thinking skills, and understanding of the social environment necessary to make responsible decisions in their future careers.

For the apprenticeship students in the Banking and Insurance track, a shorter version of this module (18 hours) is also mandatory, encompassing many of the larger issues of general moral philosophy, but with a focus on the financial sector for case studies and specific elements.

- **The Master Programme:**

  In the first year of the Master Programme, students take an 18-hour module entitled “New Approaches to Ethics”. This module aims at getting students to understand how contemporary research in the social sciences (psychology, sociology, ethology…) reframe some of the contemporary ethical theories and questions, but also how emerging issues such as climate change and environmental ethics, or the development of new technologies, impact and modify traditional ethical questions. This course strives to present to students the complexity of moral issues and to enable them to make better, more informed decisions.

- **Specialised Master in Human Resources Management & Managerial Innovation:**

  A 7-hour module within this programme introduces ethical theory and the impact of external factors on individual behaviour. This module seeks to make participants aware of the impact managers have on the behaviour of their colleagues and subordinates, and the ways in which reflecting on the norms and practices can impact the social environment in the workplace.
Principle 4 RESEARCH

Research projects and Chairs of excellence linked to SR-SD – Social innovation and impactful research

Present at our School since 1986, research is an essential component of the activity of ESC Clermont’s faculty. As part of the concerns of the contemporary world, faculty conduct rigorous research that meets three requirements of a school committed to its communities of reference:

- **Academic excellence:** by publishing the results of research in the most appropriate and highest ranking scientific journals.
- **Entrepreneurial and professional engagement:** by producing relevant research for companies, associations, public authorities.
- **Student-centric:** by permanently linking all its programmes to applied research advances.

Faculty at Groupe ESC Clermont are notably involved in research and regular publish in the area of humanistic and responsible management. They are fully engaged in helping students and future managers in their understanding of what their role and impact is in the creation of a sustainable society,
economy and global study and work environment. Below are a few examples of some selected emblematic papers between 2015 – 2018 published or to be published by our faculty, including in officially ranked journals.

Selected Faculty SR-SD focussed papers 2015-2018:

<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Title</th>
<th>Journal</th>
<th>Year</th>
<th>Volume, Issue, Pages</th>
<th>DOI</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>BARGUES Emilie, HOLLANDTS Xavier, VALIORGUE Bertrand.</td>
<td>Implementing democratic governance following a takeover in SCOP, a reading in terms of institutional work, Revue Française de Gestion, 2017/2, n°263, pp.31-50, HCERES A, FNEGE 2, CNRS 4.</td>
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<tr>
<td>CHAPLAIS Christelle, MARD Yves, MARSAT Sylvain.</td>
<td>The auditor in the face of ethical dilemmas: the impact of ethics training on compliance with the Code of Ethics, Accounting, Control, Audit, April 2016, Volume 22, Vol. 1, HCERES A, FNEGE 2, CNRS 2.</td>
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<tr>
<td>BARGUES Emilie, PERROT Serge.</td>
<td>Why didn’t he stay? Understanding the process and results of integrating new recruits into SMEs, 2016/3 n°20, Revue @GRH, pp.43-79, HCERES B, FNEGE 3.</td>
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Faculty & research policy

Our School was a founding member of a joint research laboratory set up in cooperation with Clermont-Auvergne University in 2008 and called “Clermont Recherche en Management” (ClerMa). It enables our faculty to be part of a larger group of researchers and benefit from increased resources. It also enhances the visibility of our faculty’s engagement in research.

- **Research chairs with Corporate Responsibility orientations:**

  Our faculty actively participates in three Research Chairs currently supported by ClerMa:
  
  ✓ **Health & Territory Chair** ([http://www.chaire-sante-territoires.org](http://www.chaire-sante-territoires.org)) - Territorial strategies for health organizations in the broad sense
  
  ✓ **Value & CSR Chair** ([https://chaire-valeur-et-rse.fr](https://chaire-valeur-et-rse.fr)) - Financial Performance of socially responsible firms
  
  ✓ **Open Lab Exploration Innovation** ([http://openlabexploration.net](http://openlabexploration.net)) - Forms and conditions for management in line with innovation for contemporary organizations
These three research chairs have a strong Corporate Responsibility orientation based on three major axes covering themes such as alternative forms of corporate governance, particularly cooperatives, socially responsible firms and new approaches to management, including corporate social responsibility:

✓ **Alter Governance, Human Potential and Innovation (AMPHI) – OpenLab Exploration - Innovation:** new rules of the managerial game imposed by the 21st century economy, which takes the form of a knowledge and creative economy. More specifically, this axis focuses on new so-called extreme management situations: exploration, new processes of employee empowerment and responsibility, and new forms of HRM.

✓ **Finance, Information & Corporate Responsibility (FIRE):** behaviour of companies, investors and individuals facing multiple contemporary financial challenges. The research conducted includes the link between financial performance and corporate social and environmental responsibility, governance, the quality of accounting information and risk management.

✓ **Territorial Strategy & Stakeholder Networks (STeRA):** development of strategies for collaboration or cooperation of organisations, as well as multiple economic players (private, public, associative) that transform their practices and ecosystems in which they evolve. Mechanisms and phenomena are analysed through multidisciplinary approaches involving theoretical frameworks from strategy, public management, logistics or marketing.

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**P.E.O.P.L.E.**

P.E.O.P.L.E. is a Research Programme focussing on Post-Managerial Organisations and Business Liberation, run in partnership with Groupe ESC Clermont and other partners including PerfHomme, CleRMa, Origen MediaLab and 4tempsdumanagement. P.E.O.P.L.E. organizes conferences, seminars and participates in CleRMa's STeRA Chair mentioned above to consider new business models in light of developments in SR-SD. Conferences in 2018 focussed on topics such as Liberated company, empowering companies, and those in the process of managerial transformation - where are we now? Or Management put to the test by work, an anthropological perspective.
**Funded Research Contracts with an SR-SD dimension – 2012-2018**

A selected number of Funded Research Projects between 2015-2018 also target SR-SD issues:

<table>
<thead>
<tr>
<th>Contracts/Research Projects</th>
<th>Partners and funding</th>
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<tbody>
<tr>
<td>&quot;STRUCTURATION DU CHAMP SCIENTIFIQUE DU MANAGEMENT DES CONNAISSANCES -KM&quot; (STRUCTURING THE SCIENTIFIC FIELD OF KNOWLEDGE MANAGEMENT) Coordinated by P. Lièvre IAE Auvergne Participation D. Landivar, M. Lecoutre, E. Bonnet, A. Gorgeon</td>
<td>PROJET I-SITE ligne &quot;Emergence&quot;, Clermont Auvergne University. Laboratories: CLERMA (IAE - Clermont Auvergne University); ACTé (UFR STAPS- Clermont Auvergne University); IRSTEA (VetAgroSup) and Department of Research, Development &amp; Innovation Michelin</td>
</tr>
<tr>
<td>&quot;INNOVATIONS ORGANISATIONNELLES ET MANAGERIALES EN PME&quot; (ORGANISATIONAL AND MANAGERIAL INNOVATIONS IN SME’S) PEOPLE Research Team (B. Nivet, JC Casalegno, D Landivar, S Marmorat) Supported by CLERMA/ESC Clermont</td>
<td>National Fund for improvement of working conditions - <em>Fonds National pour l’Amélioration des Conditions de Travail</em> and Cabinet « Passeurs d’Hommes »</td>
</tr>
<tr>
<td>&quot;ON THE WAY TO RESPONSIBILISATION&quot; PEOPLE TEAM (B. Nivet, JC Casalegno, D Landivar, S Marmorat) Supported by CLERMA/ ESC Clermont</td>
<td>Groupe Michelin, Network for responsabilisation - <em>Réseau de responsabilisation</em></td>
</tr>
<tr>
<td>ASCLEPIOS MANAGEMENT DES ORGANISMES DE LUTTE CONTRE LE CANCER (MANAGING ORGANISATIONS FIGHTING CANCER) (Strat. Parcours, Patients) Participation A. Albert, C. Dos Santos (resp. B. Nautré CJP), Axe MCV&amp;T/CLERMA</td>
<td>Cancer Centre- Centre de Lutte contre le Cancer Jean-Perrin (CJP), Clermont-Ferrand</td>
</tr>
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Faculty members supporting sustainable development and social responsibility

Groupe ESC Clermont has a faculty body of a total of 43 full-time faculty members and over 200 adjunct faculty members. This academic force is due to grow at a rate of 3 new members a year. Faculty carry out research and engage in research publications in line with SR-SD developments. Indeed, an interest in addressing issues relating to sustainable development and social responsibility is a key recruitment criterion today.

Our 43 full-time faculty members are organised into three departments (Department of Humanities, Organisation & Management, Department of Innovation & Development and Department of Finance, Economics, Law & Systems). Many have published articles in the field of SR-SD and regularly hold and animate local, national and international conferences in their area of their expertise. SR-SD related fields of research include:

- Epistemology of Management Sciences and Alternative Perspectives
- Social Theory of Learning for Exploration Projects
- Microstructure of financial markets for the energy sector and financial behaviour (green/climate bonds, European carbon markets)
- Risk aversion
• Business Ethics
• Political Philosophy
• Existentialism and Moral Philosophy
• Søren Kierkegaard
• Web philosophy, digital culture & humanity
• Anthropocene
• Controversies
• Gender Professional Inequality
• Professional Auto-Censorship
• The impact of Change Management in Organisations
• Cross-cultural management in international Organisations
• Diversity and Inclusion
• Quality of Life and non-discrimination at work
• Internationalisation of Management Education
• Cultural and Linguistic Diversity
• Imaginary in organisations & the development of organisational creativity
• The rights of Non-humans
• Territorial Ontologies

Seminars with an SR-SD focus ...

• MABEST: Management of well-being, health and territorial activities - co-organised by the Groupe ESC Clermont, IAE Clermont Auvergne and the CleRMa laboratory as part of the Territories Chair and Groupe ESC Clermont’s centenary.

• KIERKEGAARD AND ISSUES IN CONTEMPORARY ETHICS: International Conference - organised with support from the PHIER, Philosophies and Rationalities Research Centre and University Clermont Auvergne.

• GECSEO: From the knowledge economy to new management tools and new organisational philosophies - organised by CleRMa/IAE-UCA and AGECSO, Association for Knowledge Management, Society and Organisation: https://gecseo2019.sciencesconf.org and with the support of Groupe ESC Clermont, Laboratoire Acté (UCA), Michelin, Open Lab Exploration Innovation, PSDR 4 and as sustained demonstration of Groupe ESC Clermont centenary celebrations
As illustrated in all the preceding PRME principles, the global involvement of businesses in our School’s governance, strategic objectives and projects is well developed and was one factor that was again evaluated as being above standards during our recent EPAS Peer Review. Groupe ESC Clermont was
founded 100 years ago and continues to develop sustainable relations within its local, regional, national and international learning ecosystem.

- **Entrepreneurship and new business creation**

**Business partnerships with Groupe ESC Clermont’s in-house incubator, SquareLab:**

Created in 2013, SquareLab proposes an environment fostering the creation of innovative companies by supporting and stimulating the entrepreneurial spirit of project leaders. Since its creation, 77 creators have been incubated, 44 projects have been supported, of which 70% have been linked to digitalization initiatives and 26 companies have been set up. 125m² of dedicated space accessible 24/7 is open to students and members of the public who wish to engage in exploring opportunities and connect with project spin-offs.

The Institution’s SquareLab incubator is embedded in the Auvergne regional entrepreneurship ecosystem and is a full member of the Auvergne Entrepreneurship Students’ Association (PEEA Pépite). SquareLab also collaborates closely with Le Bivouac, an independent local incubator, and with other companies such as BPI, Sofimac, ARDTA, etc... Our incubator participates actively in all regional entrepreneurship initiatives and is also a member of the Auvergne Innovation centre (Maison Innovergne) and the Association of Incubators in Higher Education (IES).

Examples of prizes in 2017, 2018 & 2019:
2019:

- Capillum - James Taylor and Clément Baldellou - Pépite “Favourite Entrepreneurial Project” Award
- Kick & Link - Arnaud Lefrant and Adil Mania - Pépite “Local Development” Award
- Vélokit - Guillaume Gasparin - Pépite “Innovation” Award

2018:

- NooNoo - Iseline LÉGER - (2016 graduate) - 3rd prize Trophy of new ideas
- Acaz - Matthieu Rodrigues - Student Entrepreneurship Award (CAPEPITE)
- Capillum - James Taylor and Clément Baldellou - Valtom Prize - Call for projects D-system
- 2018 grants from Groupe ESC Clermont’s Foundation: Capillum- James Taylor and Clément Baldellou - Hair collection and enhancement - Human Layers - Matthias Cacciuttolo and Benjamin François - Development of functional educational tools on the functioning of the human body - Acaz- Mathieu Rodrigues - Creation of pre-mixed cereal bars oriented Fitness
- Ex&Go/Jordan Favier - A recruitment platform for softs skills via video games

2017:

- Wee-Jack - Alexis MUNINGER (2015 graduate) 2nd prize - Trophy for new ideas from Crédit Mutuel Massif Central;
- NooNoo - Iseline LÉGER - (2016 graduate) - Auverboost Prize
- 2017 grants from Groupe ESC Clermont Foundation: E-Swim - Arthur POMMIER - (Incubated/external) - Louis Marchand - Baptiste CHASSAGNE - (ESC student) - Stephan’Sausage - Stephan’GNIRCK - (Incubated/external)

- **Local and Regional Collaboration & Agreements for Sustainability in Global Higher Education**

For many years, Auchan Retail France has been strengthening its work with higher education institutions in support of its policies of resource creation, human development and diversity. As a result, the company actively participates in the life of the Groupe ESC Clermont. Every year, students from the Bachelor and Master “Grande Ecole” programmes are recruited on an internship or a work-study basis by the distributor. The latter also intervenes directly in the School’s active pedagogy, by proposing intrapreneurial projects to students, who work in groups on a real business issue (for example, the study and subsequent implementation of a Portuguese products section). Since its implementation last
September, Auchan has been supporting the Bachelor Programme Retail & Distribution option Distribution, offered by Groupe ESC Clermont and has joined the School’s steering committee.

In March 2018, Mathias Bernard, President of the University of Clermont Auvergne, and Françoise Roudier, Dean and General Director of Groupe ESC Clermont, signed an agreement confirming a partnership between our Business School and the Université Clermont Auvergne et Associés (UC2A).

Groupe ESC Clermont thus joins three other schools - SIGMA, VETAGRO and ENSACF - to join forces with university dynamics to increase the influence of the city of Clermont Ferrand for higher education and research. The approach is part of a harmonious common city policy and logic that sees the pooling of certain student services, the stimulation of joint research activities or prospective reflections on the overall educational and training offer in Clermont Ferrand. This inclusive collaboration ultimately makes it possible to broaden fields of expertise and foster further mutually beneficial partnerships. It is also part of a common desire to enhance the value of the local territory. Université Clermont Auvergne and Groupe ESC Clermont have always been committed to broadening and strengthening their links with the local ecosystem in order to promote its development, whether with partner institutions in Clermont Ferrand’s higher education spheres or with the business world and major groups present in the region. Beyond this local anchoring, the association is part of a global partnership policy of Groupe ESC Clermont at a regional (AGERA, BSIS- EMARA...), national (CGE, Chapitre des Grandes Ecoles) and international (102 university partners) level. Since the signing of our first international partnership in 1949 with Kansas University (USA), the School has maintained close relations with all its international partners located all over the world.
ESC Clermont has been accredited by AACSB since 2005 and is fully committed to a continuous improvement philosophy. This is demonstrated by the fact that the School was successfully re-accredited by AACSB in 2011 and 2016. In February 2019, the school was awarded for the first time the EPAS accreditation for its Bachelor in International Management programme. EPAS accreditation standards include a significant focus on Ethics, Responsibility and Sustainability (ERS), transversally integrated across all services of Groupe ESC Clermont. This clear commitment to societal impact and responsibility in these European standards has been welcomed at our School, who successfully met EPAS ERS requirements to be granted the EPAS accreditation, its second international accreditation. This new accreditation indeed reflects Groupe ESC Clermont’s growing culture and dedication to ERS issues and impacting change across the pedagogical, research and organizational spectrums.
Collaboration with partnerships to engage together in the enhancement of SR-SD policies

Groupe ESC Clermont has developed and continues to develop various partnerships in order to implement its SR-SD policy and play a role in developing sustainable development and social responsibility at local, national and international level.

• **At a local & regional level ...**

Michelin, a French listed company headquartered in Clermont-Ferrand and the number one local employer and social and economic player, is a major and very important partner for Groupe ESC Clermont. Our School has seized the opportunity during its centenary year 2019 to organise events to increase awareness for SR-SD issues in partnership with this major partner:
The 24th ADEPPT National Congress was followed by a conference on the issue of diversity in Business Schools and in companies, presented by Sabrina Pérugien, a full-time HRM and Management professor at Groupe ESC Clermont, and Charles Fiessinger, Head of Diversity at Michelin Group. After having put into perspective the differences linked to the concept of diversity between the United States and France, Sabrina Pérugien said “the French Republic does not recognize individual characteristics. France is indifferent to differences”. She insisted on the important role Business Schools play in the diversification of future decision-makers, but also in the training of future managers who are comfortable with difference, whatever it is and from wherever it comes. Charles Fiessinger pointed out that diversity in companies means meeting "25 non-discrimination criteria and soon many more". He spoke about two successful examples of employee integration and the unsuspected value they have generated for the entire company. According to him, anything is possible as long as context and circumstances are not underestimated and forgotten!

25 January 2019: Inaugural conference-debate on the secrets of corporate longevity, at Groupe ESC Clermont with J-D. Senard, Chairman of Groupe Michelin, second from the right, and hosted by Sabrina Pérugien, Professor of HRM and Management and Researcher at Groupe ESC Clermont.

When the average life expectancy of a company is 12 years, sustainability is the exception. Yet some defy the statistics by reaching 100 or even 200 years of age, regardless of their size or country of origin. So who are these companies? What is so special about them? How can we explain their longevity? What lessons can those who have run or are running century-old companies provide? Is there a French-style management of longevity?

Invitees:
Jean-Dominique SENARD | Chairman of Groupe Michelin, shared his ideas and gave his answers, together with Daniel KARYOTIS | General Director of Banque Populaire Auvergne Rhône Alpes, Richard
SOPARNOT | Associate Dean of Academic Affairs and Strategy Professor at Groupe ESC Clermont, and Eric TARRERIAS | Chairman TB Groupe (French cutlery market leader)

Groupe ESC Clermont is privileged to be supported by the town of Clermont Ferrand which is also very active with regards to equal rights and opportunities. Since 2014, a “Equal Rights” delegation has been created, with a deputy dedicated to these issues. More recently, the City has set up an "Equal Opportunities Network" which brings together public and associative actors working to promote equal opportunities in our territory. It makes it possible to coordinate various actions implemented for greater efficiency. In 2018, the town of Clermont Ferrand, a partner of Groupe ESC Clermont, also launched for the first time a 15-day festival that focusses on equality issues (different cultures, immigration etc…). Its second edition took place between the 4th and 16 March, 2019.

- **At a national level ...**

Since their creation in 2007, Groupe ESC Clermont has participated in SR-SD focus group meetings and events and conferences organised by the Conférence des Grandes Ecoles to ensure that continual improvement forges forward. By being an active member of this global network of higher education establishments, Groupe ESC Clermont aims to offer an example that can be benchmarked against and help infuse sustainable development and social responsibility in education in France.

- **At an international level...**

Faculty members at Groupe ESC Clermont act as advisors and play an important role in creating policies, initiating projects and building added-value relations with all our Stakeholders. They are active in their participation at international seminars and symposiums, either as guest speakers or invitees. These events provide perfect opportunities to share and learn more in areas pertaining to SR-SD issues and develop networks. Groupe ESC Clermont welcomes each year visiting faculty members to our campus to share their insights and practices and to form fruitful teaching partnerships which enables our Faculty to reciprocate by teaching on partner university campuses.

Our institution - faculty members and staff- also work and support some very important international networks:
**NIBES**

The Network of International Business and Economic Schools (NIBES) is a global network of 20 Business and Economic Schools in 19 countries with over 5,000 alumni in student mobility programmes since 1996. The network helps to enhance programmes in business, economics & management in terms of the development of expertise for students to act responsibly and successfully in a complex, interdependent and fragile global system. Groupe ESC Clermont is an active member of the NIBES network, wherein it has the opportunity to work and co-operate together with other institutions to promote exchange programmes, joint research, and academic synergies. As part of our centenary year, Groupe ESC Clermont will host the annual meeting of the NIBES network in July 2019.

To learn more about the NIBES network: [www.nibes.org](http://www.nibes.org)

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**ENBS**

Groupe ESC Clermont is a founding member of the European Network of Business Schools (ENBS) consortium, which is a network comprising 12 European member institutions (Universities and Business Schools). Groupe ESC Clermont was in charge of the executive vice-presidency from 1998-2014 and is now secretary and treasurer for the consortium. The ENBS network is currently revamping its internal structure and preparing the way for future collaborative projects that recognize the best talented European students and reinforce student mobility in Europe.
Erasmus

For almost 30 years now, the European Union has funded the Erasmus programme, which has enabled over three million European students to spend part of their studies at another higher education institution or with an organisation in Europe. Erasmus+ brings such opportunities to all - students, staff, trainees, teachers, volunteers and more. It’s not just about Europe or Europeans either - with Erasmus+, people from all over the world can access opportunities. Groupe ESC Clermont continues to welcome exchange students to its campus every year and fosters collaborations with its international university partners and foreign counterparts.
## Objectives and Self-Assessment of Outcomes

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURES/TARGETS</th>
<th>SELF-ASSESSMENT LEVEL (1 = Awareness &amp; 5 = Exemplary)</th>
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</thead>
<tbody>
<tr>
<td><strong>Strategy &amp; Governance</strong></td>
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<tr>
<td>- Strengthen collaboration with all stakeholders (internally and externally) to have a more coherent and more fully fledged economic, social, societal and environmental impact</td>
<td>- Allocate SR/SD coordination to a specific service responsible for creating a unified ESR/SD dynamic</td>
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<tr>
<td>- Communicate more widely on Groupe ESC Clermont’s Social Responsibility and Sustainable Development policy, both internally and externally</td>
<td>- Create a SR/SD commission involving a comprehensive mix of internal and external stakeholders to implement a harmonised SR/SD global coordination</td>
<td>3</td>
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<tr>
<td>- Allocation of human resources to oversee and coordinate Social Responsibility &amp; Sustainable Development on behalf of Groupe ESC Clermont</td>
<td>- Include a SR/SD review of objectives, actions and outcomes as part of the School’s annual activity report and create a dedicated space on the School’s new website</td>
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<td><strong>Education &amp; Teaching</strong></td>
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<td>- Continue to raise faculty members’ awareness and knowledge of responsible management education and further foster their engagement</td>
<td>- Development of presence of SR/SD in Intended Learning Outcomes (ILOs)</td>
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<tr>
<td>- Further infuse social responsibility, business ethics and topics of sustainability across all programmes and at all levels</td>
<td>- Further develop programme content that integrates specific SR/SD modules and duplicate it across programmes at all levels (ie. Bachelor Year 1 CSR Module and Forum)</td>
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<tr>
<td>- Promote the creation of student associations, internships, apprenticeships and real projects, dissertations and theses on social responsibility</td>
<td>- Further foster a student life, projects and events that focus on social responsibility, business ethics or sustainability (creation of a specific SR/SD student association)</td>
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<td>- Ensure that graduates have solid knowledge and competencies in social responsibility, business ethics and sustainability to be able to create added value from an economic, social and societal standpoint</td>
<td>- Reinforce student sensitization of SR/SD through community service and continue to guide graduates in their awareness of and competencies in SR/SD (Alumni Association)</td>
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</tr>
<tr>
<td>OBJECTIVES</td>
<td>MEASURES/TARGETS</td>
<td>SELF-ASSESSMENT LEVEL (1 = Awareness &amp; 5 = Exemplary)</td>
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<td><strong>Research</strong></td>
<td>- Increase the number of research projects/attendance at conferences/the</td>
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<td></td>
<td>production of intellectual contributions that focus on SR/SD</td>
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<td></td>
<td>- SR/SD faculty qualification and membership of faculty members in our local Joint</td>
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<td></td>
<td>Research Centre’s Value &amp; CSR Chair (ClerMa) that focuses on financial performance</td>
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<td></td>
<td>and socially responsible firms.</td>
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<td>- Seek further research grants for projects targeting SR/SD</td>
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<td><strong>Corporate Relations / Social Regional / National / International Anchorage</strong></td>
<td>- Reinforce the promotion and visibility of the School’s flagship SR/SD activities</td>
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<td>and policies through more open and regular communication channels and more media</td>
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<td>coverage.</td>
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<td>- Involve external corporate partners as members of the SR/SD commission.</td>
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<td>- Organise more inhouse conferences and debates that are orientated towards</td>
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<td>addressing SR/SD issues such as diversity, corporate longevity and gender equality</td>
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<td>etc.</td>
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<td></td>
<td>- Increase the School’s recognition of a School that supports SR/SD through</td>
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<td>meeting of SR/SD criteria of national and international accrediting bodies</td>
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<td><strong>Environmental Management</strong></td>
<td>- Create a fully sustainable ecosystem that promotes well-being and the</td>
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<td>prevention and reduction of environmental damage and waste</td>
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<td></td>
<td>- Improve the global infrastructure of the School in line with SR/SD requirements</td>
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<td></td>
<td>and expectations of all stakeholders</td>
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<td></td>
<td>- Campus extension and renovation that not only meets modern SR/SD requirements</td>
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<td></td>
<td>but goes beyond them to cater for expectations.</td>
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<td></td>
<td>- Initiatives for the reduction of resource consumption, well-being at work and</td>
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<td>the creation of a sustainable organisation and environment (IT, human resources</td>
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<td></td>
<td>etc.)</td>
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</table>
2 INTERNATIONAL ACCREDITATIONS

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