

# SHARING INFORMATION on PROGRESS ESCP Europe (SIP) REPORT

## 1- ESCP Europe General Overview

### 1.1 Key figures

5 Campuses: Paris, London, Berlin, Madrid and Torino



The World's First Business School (est. 1819)

100 academic alliances in Europe and the world

Accreditations: AACSB, EQUIS and AMBA

4,000 students representing 90 nationalities

5,000 managers and executives in training across the 5 campuses each year

127 research-active professors across 5 campuses representing 20 nationalities

40,000 graduates in 150 countries worldwide

## European Identity, Global Perspective

[www.escpeurope.eu](http://www.escpeurope.eu)

## 1.2 Historical contexts

### 1.2.1 Founding Moments

ESCP Europe has gone through important transformations from a French *Grande Ecole* toward a multi-campus European business school with locations in France, the United Kingdom, Germany, Spain, and Italy.

- Established in 1819 in Paris, ESCP Europe is the world's oldest business school, founded by a group of economic scholars and businessmen including the well-known economist Jean-Baptiste Say and the celebrated trader Vital Roux. The school's vocation was to train students for positions in industry and commerce as well as entrepreneurs.
- In 1869, at the peak of France's first industrialization wave, ESCP Europe was acquired by the Chamber of Commerce and Industry Paris, Ile de France\* in its 50th year of existence. Since then, the Chamber of Commerce and Industry, Paris, Ile de France guarantees an important part of the financial resources of the school through an annual subsidy.
- The 19<sup>th</sup> century had been the century of "entrepreneurs" and ESCP had played a major role in the diffusion of a culture of "entrepreneurship". The 20<sup>th</sup> century was the classical age of the "Grande Ecole", with a shift towards the training of "managers". ESCP was essentially focused on its "Grande Ecole" program until 1969 when it launched an Executive Education division for managers keen to pursue further training.
- In 1973, the Chamber of Commerce and Industry, Paris, Ile de France founded EAP (also known as the European School of Management), in order to contribute to the development of Europe through management education. Students at EAP were required to study in at least three of the schools campuses (France, Germany, Spain and UK) in order to earn their degree.
- The next decisive step was the merger in 1999 of ESCP and EAP to give birth to ESCP Europe.

Today ESCP Europe is building on this history and on its proven capacity for reinvention to face new challenges. This is why ESCP Europe is confident about reinforcing and developing its position as a "research-based" European business school.

\*  
To note: since January, 1<sup>st</sup>, 2013, Paris Chamber of Commerce and Industry has a new name: Chamber of Commerce and Industry, Paris, Ile-de-France (CCIR Paris, Ile-de-France). This new denomination focuses on the regional and economic arena of its activities in France.

### 1.2.2 A European School

In order to guarantee coherence in course content, structure, and the governance of the five campuses, ESCP Europe introduced a governance charter in 2008 which proclaims the school's values as well as its modus operandi.

Two types of values are distinguished in this charter. Firstly, classical academic values such as excellence in both the production and transmission of knowledge. Secondly, broader European values such as consideration for the importance of history, tradition and culture, as well as a more transversal and multidisciplinary approach to business. Humanistic values and diversity are also at the center of the school's culture.

In short: Detecting talents - Teaching refinement - Imaginative research -With & for the corporate world - European mission - Urban & urbane- Human in a Human World.\* (See on our website the ESCP Europe Movie : <http://www.escpeurope.eu/media-news/media-press-room/escp-europe-videos/escp-europe-videos/escp-europe-movie/>)

## 1.3 What's up at ESCP Europe? Herewith some of last news

Year 2013

**BUILDING EUROPE  
FOR**



**ESCP Europe celebrates 40 years of pan-European growth: "Building Europe for 40 years"**

ESCP Europe Business School has educated generations of international leaders and thinkers. Established in 1819 as the world's first business school, ESCP Europe is now celebrating 40 years as a pioneer of cross-border business education in Europe, marking the opening of its campuses in the **United Kingdom** and **Germany** in 1973. The expansion of the European Economic Community to include the UK in 1973 coincided with ESCP Europe expanding its intercultural management training, transforming itself into a truly European institution. Before the Bologna Process created the European Higher Education Area, the School led the way by launching the innovative concept of pan-European higher education, offering its students the chance to study at its campuses in **France**, **Germany** and the **UK**. This resolutely modern style of business education continued to develop with the opening of a 4th ESCP Europe campus in **Spain** in 1988 and a 5th in **Italy** in 2004.

For Edouard Husson, Dean of ESCP Europe, "This multi-campus model, anchored in Europe and open to the world, offers students the opportunity to address a range international management issues from direct exposure to the business and culture of a new country. By establishing itself in the major European cities of Paris, London, Berlin, Madrid and Torino, ESCP Europe offers a unique style of teaching that is a major asset in building the professional future of our students."

In 2013, ESCP Europe confirms its modern outlook and European identity by continuing to lead the way with innovative new cross-border programs, such as the Master in Energy Management and Master in Marketing and Creativity.

To celebrate 40 years of cross-border education in Europe, ESCP Europe is organizing a number of events throughout 2013.

**More information by contacting Andreas Kaplan, Director of Brand and Communication Europe**

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Or available on the website of ESCP Europe

+: <http://www.escpeurope.eu/nc/media-news/news-newsletter/news-single/back/232/article/escp-europe-celebrates-40-years-of-pan-european-growth-building-europe-for-40-years-1/>



**January 2013:** Official launching of “*Paris Nouveaux Mondes*” alongside all the partners of the héSam cluster (Pres). Inaugural lesson: “*l’innovation et le numérique*” said by Michel Serres, member of the famous French Academy “*l’Académie française*”, on the 29<sup>th</sup> January 2013, at La Sorbonne.

In 2010 ESCP Europe joined the héSam cluster (PRES) alongside 14 other partners, such as the *École Nationale d’Administration* (ENA), *École des Hautes Études en Sciences Sociales* (EHESS), and *Panthéon-Sorbonne University*. In February 2012, the héSam cluster was selected by an international jury and, after a three-year probationary phase, will be awarded the “Initiative of Excellence” label which recognized the top ten higher education and research clusters in France. So, various research laboratories such as REFI, which studies financial regulations <http://www.labex-hesal.eu/fr/refi/16> and which is coordinated by ESCP Europe were launched. A doctoral school specialized in management in collaboration with *Panthéon-Sorbonne University* was developed.

ESCP Europe joined héSam as part of its strategic decision to become a “research-based” business school.

#### **December 2012: Introducing the Master in Energy Management**

After the successful launch of the Executive Master in Energy Management (EMEM) in 2011, ESCP Europe added to its portfolio a new postgraduate program: the Master in Energy Management (MEM).

The MEM is a one-year, full-time postgraduate program for those aiming towards a career in the energy sector. Taught in English at our London and Paris campuses, it is delivered by a world renowned faculty and specially selected industry practitioners. The MEM's objective is to help students understand the energy business environment and its fundamental economic and technological concepts. Participants will gain the ability to develop and implement strategies to address major issues in energy regulation and policy, as well as strengthening their ability to live and work in a highly multicultural and international environment.

+: [www.escpeurope.eu](http://www.escpeurope.eu)

**November 2012: The French Ministry of Higher Education and Research has authorized ESCP Europe to confer doctoral degrees.** This new enabling of ESCP Europe to confer a French doctoral degree strengthens the current positioning of ESCP Europe in the international academic environment.

For 2003, ESCP Europe, in Berlin, has been delivering the degree “*Doktor der Wirtschaftswissenschaften*“ (Dr. rer. pol.) ; in Paris, ESCP Europe already delivered a PhD degree jointly with various French universities. The authorization to confer its French doctoral degree would allow ESCP Europe to reinforce its notoriety.

#### **October 2012: New Scholarships for the Executive MBA**

ESCP Europe offers EMBA scholarships to offset tuition fees for outstanding candidates. The candidates who may benefit are those whose profiles will help further the School’s mission of creating a learning environment dedicated to excellence, multiculturalism and diversity. The new scholarships are offered to EMBA applicants who meet one of the following criteria:

- Woman leader;
- Executive working in an NGO or other non-profit organization;
- Executive working in an emerging market company;
- A fourth type of scholarship is offered to small and medium-sized companies (SMEs) to help them finance the management training of a high-potential executive.

In the Financial Times 2012 Executive EMBA Ranking, the ESCP Europe EMBA program has been placed in the global top 3 for international business exposure, and 5th in the world for career progression. Salary increase three years after graduation is 77% on average.

+: [www.escpeurope.eu](http://www.escpeurope.eu)

#### **September 2012**

**17<sup>th</sup> September 2012: ESCP Europe ranked 2nd in Financial Times' global Master in Management league table.** The *Financial Times* published its 2012 international ranking of the top Master in Management programs, on Monday 17 September 2012. ESCP Europe’s Master in Management program (MIM) ranked in 2<sup>nd</sup> place, thereby confirming the outstanding position among the 70 internationally ranked higher education establishments and universities. +: [www.escpeurope.eu](http://www.escpeurope.eu)

#### **From 2<sup>nd</sup> to 5<sup>th</sup> of September 2012: Start@Europe Seminar 2012**



#### **Start@Europe 2012: results of the Students' Vote**

800 students, representing 35 nationalities, from ENA and ESCP Europe meet at Wolfgang SCHÄUBLE. They are working on the reduction of the Member States’ deficits from the Euro Zone. This seminar, Start@Europe is organized at the European Parliament and at the Council of Europe by ESCP Europe and ENA. Students speak out in favor of reinforcing the European Union’s competencies in terms of economic governance. This event enjoyed the patronage of the President of the European Parliament and of the General Secretary of the Council of Europe. It was also organized with the support of the City of Strasbourg.

Students worked on the European Commission legislative bill on the monitoring and evaluation of budget plan proposals and to reduce excessive deficits in euro zone member states. This seminar was opened by Wolfgang SCHAÜBLE, Federal Minister of Finance of Germany for this 4<sup>th</sup> edition of the Start@Europe Seminar launched by the Academic Direction of ESCP Europe on September 2009.

+: [www.escpeurope.eu](http://www.escpeurope.eu)

**1<sup>st</sup> September 2012: Edouard Husson appointed as Dean of ESCP Europe Business School**  
“With effect of 1st September 2012, Edouard Husson has been nominated by the Chamber of Commerce and Industry, Paris, Ile de France as the Dean of ESCP Europe, the World’s First Business School (est. 1819). (...../...)”

University professor in history of international affairs and modern conflicts, Edouard Husson holds a PhD from *La Sorbonne* and is alumnus of the prestigious *Ecole Normale Supérieure* (ENS). Speaking many languages, Professor Husson has substantial international research and teaching experience. He specifically worked for eight years in the German academic system, among others in the Munich-based Institute of Contemporary History, was invited several times for research stays in the United States, and holds an honorary doctorate of the Brazilian Academy of Philosophy. Between July 2009 and August 2010, Edouard Husson, at that time General Secretary of the Council for the Development of Humanities and Social Sciences (CDHSS), was advisor to the French Minister of Higher Education and Research. In this function he was particularly in charge of the internationalization of these disciplines within the educational domain. Since August 2010, Edouard Husson is Vice-Chancellor of the Universities of Paris. In this position, he has been specifically responsible for managing the universities’ transition to an autonomous governance structure, as well as overseeing the renovation of the real estate on the various campuses, and implementing excellence initiatives for the entire Ile-de-France region. (...../...)”



**Edouard Husson, Dean of ESCP Europe Business School**

“As the newly appointed Dean, Edouard Husson has the mission to continue ESCP Europe’s evolution, initiated over the past years by Professor Morand, as a business school with a truly European Identity which provides a Global Perspective on management issues. Across the five campuses in France, UK, Germany, Spain and Italy, Edouard Husson will strengthen the School’s European positioning by creating a new set of multicultural programmes and executive trainings in line with ESCP Europe’s vision to remain faithful to European humanistic values while at the same time anticipating the new ways of the world.”

*Sources 1-:*

- *Abstract of the press announcement dated 27<sup>th</sup> August 2012*
- *Abstracts of the ESCP Europe website*
- *Photos and logos ESCP Europe*
- *Photo Paris Nouveaux Mondes secom-Univ Paris1*

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## 2- Sustainability

### *Some background dates and steps linked in PRME and UN Global Compact:*

2005: in May, ESCP Europe received the agreement to join and support the UN Global Compact as a European academic institution (M. Kofi Annan was the General Secretary in charge).

2006: in April, the 1<sup>st</sup> delegation of students and the 1<sup>st</sup> dean of ESCP Europe since the merger ESCP plus EAP, attended their 1<sup>st</sup> NMUN at the UN' headquarters in New York. Over years, more and more students from the 5 campuses of ESCP Europe through the Call'ONU", student and dedicated association, have integrated this project with tutoring support of members of the faculty specialized in international affairs. They became recurrent participants.

**In 2011, ESCP Europe Students rewarded at the NMUN New York**

[http://www.escpeurope.eu/nc/media-news/news-newsletter/news-single/back/232/article/escp-europe-students-rewarded-at-the-nmun-ny/?tx\\_ttnews\[pS\]=1304200800&tx\\_ttnews\[pL\]=2678399&tx\\_ttnews\[arc\]=-1](http://www.escpeurope.eu/nc/media-news/news-newsletter/news-single/back/232/article/escp-europe-students-rewarded-at-the-nmun-ny/?tx_ttnews[pS]=1304200800&tx_ttnews[pL]=2678399&tx_ttnews[arc]=-1)

Academic year 2007-2008: ESCP Europe joined the PRME Group. Two members of the Paris Campus Faculty: Olivier Delbard, Professor and Aurélien Acquier, associate Professor declared their interest for the PRME Group concerning research and pedagogical issues in the field of Corporate Social Responsibility and Sustainability.

Academic year 2011-2012: ESCP Europe prepared the RIO+20 Conference with these stakeholders (PRME UN Global Compact, The "Comité 21", "Ministère de l'Ecologie, du Développement Durable et de l'Energie" MEDDE, the French Ministry in charge of the sustainable issues, the "CGE Conférence des Grandes Ecoles").

Since September 2011, ESCP Europe, represented by the project manager in charge of sustainability, was an active participant of the enlarged "Club France Rio+20" to prepare the typology of a citizenship and societal integration in the Rio+20 Conference. And, plus several workshops organized by the CGE allowed to select the right process for academic institutions.

March-April 2012: the proposal about "Governance and Sustainability" from ESCP Europe was accepted both by the MEDDE and the CGE and integrated to the examples of initiative and actions built by Academic Institutions.

April 2012: the Dean of ESCP Europe signed the RIO+20 Commitment, an initiative of the PRME group. Below this specific commitment signed by our former Dean, M. Pascal Morand: *"Our sustainability project between 2012 and 2015: ESCP Europe is committed to further developing both teaching and research devoted to sustainability as well as green campus actions and initiatives. In this respect, a new major concentration on « Management, social innovation and Sustainability » was launched in 2011 on the Paris campus (Professors Aurélien Acquier & Olivier Delbard), together with a new specialization on « Sustainability management » taught in Berlin (Professor Sylvie Geisendorf). Besides, a major on « Social entrepreneurship » has started in Madrid in 2011. Our objective is to have a 20% increase in students in these majors. In the field of Executive education, ESCP Europe is offering a 5-day program on the Management of Industrial Ecology with pioneer company Interface Inc., as of 2012.*

*About 12 faculty members are working on sustainability issues (in various fields such as finance, supply chain and procurement, strategy, ethics, marketing, management control, economics) are now collaborating on joint teaching and research projects.*

*Regarding campus, green initiatives are developing and annual reporting is taking place."*

September-December 2012: Several samples of ESCP Europe initiatives were integrated in the "Priorités Plan vert". See the official website of the MEDDE concerning education.

<http://www.developpement-durable.gouv.fr/-Education-sensibilisation-et-.html>

## **2.1 The Word of the Dean**

### ***Our Commitment to the principles of the UN Global Compact and PRME principles ESCP Europe and Sustainable Development***

*A Management school such as ours has a major responsibility to fulfill, to anticipate, encourage and broaden the fundamental changes in our society.*

*With its five European campuses, ESCP Europe fully contributes to the knowledge economy promoted by the European Union. In this respect, sustainable development has become a determinant factor and must be integrated into our mission as educators. Our action, to a certain extent, contributes to the progress and development of society through the students and managers we train.*

*Sustainable development has a fundamental strategic dimension: when integrated by companies into their development policies, it turns out to be a competitive advantage. As an educational enterprise, ESCP Europe is part of this competitive environment.*

*Sustainable development is also a state of mind: what is at stake is to define progress in a different way by « meeting the needs of the present without compromising the ability for future generations to meet their own needs » (The much known sentence!).*

*And, we could also say, we want to say: “becoming the forward looking designer of our world in order to be in sync with the present and create a desirable and sustainable future!” This means changing our behaviors and ways of thinking, both collectively and individually. Is it not the role of a leading European Management school to show the way?*

*To be responsible and efficient in your professional, economic and social environment as well as in your life choices: by transmitting these values to our students and executive participants, we shall contribute to a dynamic of progress fully taking sustainability issues into account. It is our responsibility to apply them every day in our activities.*

***Edouard HUSSON, DEAN of ESCP Europe,  
Business School***

## 2.2 The PRME Principles

### *.1 - 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.*

### *.2 - 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.*

### *.3 - Principle 3*

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

### *.4- 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*

### *.5 - 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.*

### *.6 - Principle 6*

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

### *.7- Addendum Principle:*

*We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.*

## 3. How ESCP Europe tries to integrate and to spread out the PRME principles & UN Global Compact

### 3.1 Mission Statement and Goals for ESCP Europe as defined by the Dean:

#### MISSION STATEMENT

“The Mission of the School can be summarized as follows:

ESCP Europe is a high level institution committed to:

- Producing and transmitting knowledge in management in accordance with international standards shared by the management education community
- Developing business skills, fostering personal growth and the acquisition of the human qualities required for top-level executives.

In accordance with European values and thanks to the diversity of talents recruited in various countries of the world, it shapes business leaders with the multicultural skills, flexibility and knowledge to work in a global world.

Through its European mission based on a multi-campus structure the school contributes to the development of the competitiveness of European companies, the progress of society and the performance of people and organizations in the global economy.

#### GOALS

The school prepares its students and participants for the changing global environment and the search for new engines of growth, but also instills in them a concern for sustainable development and the social role of companies, thus taking into account the individual's aspiration to take hold of his/her destiny.

By developing its five European campuses in a balanced fashion, the school offers its stakeholders an exceptional education and research setting that is international and diversified from the outset whilst remaining sufficiently unified for its programs to be effective.

This mission is translated into three goals:

G1 Seek out and provide lifelong training for global management elites who are perfectly adapted to a multicultural environment, who bring a critical view and are a source of thoughtful action.

G2 Contribute to the production of knowledge needed for tomorrow's management action by occupying a prominent place in international scientific debate and by transferring this knowledge to the business world and to civil society in order to promote enlightened decisions.

G3 To be *the* European school of management: choosing Europe as a base is consistent with the school's aim of supporting European development. This involves not only stimulating the competitiveness of European companies, but also attracting current and future managers from other continents by showing them the diversity and richness of managerial and economic practices on our continent.”

## 3.2 Education - based on this European Model, ESCP Europe proposes in its portfolio :

### Programs

#### General Management Degree Programs

Master in Management

MEB

Executive MBA

#### Specialized Management Degree Programs

18 Masters (full-time)

8 Executive Masters (part-time)

Executive Education

Open programs

Custom programs

#### PhD - Doctoral Program

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These programs have as a common basis the choice of a cross cultural and/or trans disciplinary approach of sustainability.

For example, in the Master in Management, the “*Grande Ecole*” or our core program, the faculty proposes majors of specialization on sustainability :

Societal Entrepreneurship, Madrid

Environmental Management, Berlin

Management, innovation sociale et développement durable (120h), Paris

Elective courses (30h and 15h) and workshops specifically dedicated to sustainability are proposed to students and participants in our several programs (ex. Paris Campus Master Program, Elective courses : 5 (2011/2012); 6 (2012-2013)).

Each year, new courses are delivered also by the faculty such as “International Business & Human Rights”, “Corporate social responsibility and sustainability strategies” (academic year 2011-2012).

New proposals of trans European programs are designed by the faculty and concerns all our specific targets and public: for example, Energy Management created in London and transverse for our other campuses (Executive MS + MS), Ecological and Industrial issues and the management process of sustainability (Executive Education), CSR sessions in areas such as Women and Leadership, Promote Diversity and fight against discrimination, Human resources and social responsibility (Executive Education), European health MBA etc. Customs programs are also specifically designed for European and international firms. This approach is very important to be in touch with new challenges and economic trends.

Summer School Sessions are also organized such as ‘ESCP Europe und Potsdam Centrum für Politik und Management veranstalten Summer School für „Sustainability“, 2011, for example.

ESCP Europe is focusing on new pedagogical approaches such as the learning outcome processes.

### 3.2 Research - contribution to knowledge production

“- In keeping with our proximity to the corporate world and our goal of becoming a “research-based” business school, its research mission is to produce scientific excellence and to be able to transfer knowledge both to the corporate world and to students / participants through teaching. Our faculty’s research not only generates publications in international and national scientific journals but also contributes to nourishing the professional community (companies, public authorities, professional associations, etc.) via reference works and “transfer” publications”

Concerning Sustainability issues: the ESCP Europe develops expertise on various areas such as environmental economics; E.U.CSR and environmental policy; environmental audit; green supply chain management; strategy and sustainability; ethics; sustainability management; new sustainable business models, sustainability development and corporate social responsibility; sustainable logistics ...

#### Publications by the Faculty on sustainable and C.S.R. issues - 2011 & 2012

Academic articles 20  
Professional & scientific articles 2  
Chapters(inside books): 4  
Books 6  
Reports 1  
Thesis &HDR 1  
Conferences & seminars 18  
ESCP Europe WP 2

ESCP Europe faculty are also involved in developing chairs, institutes, research centers and laboratories fostered on a large board of management issues. These research programs contribute to stimulate innovation and are source of creation of new strategic implementations and proposals for companies and/or public organizations.

Concerning recent actions dedicated to research on sustainability, to note:

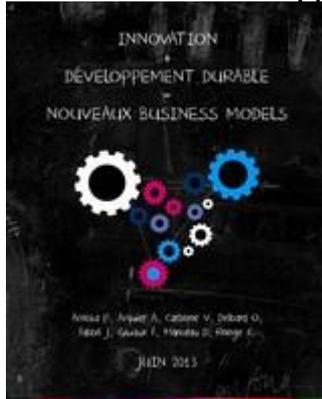
**i7, the Institute for Innovation and Competitiveness** and the consultancy firm ‘weave AIR’ conducted this academic year a research project on ‘**sustainable innovation**’, in order to identify best practices and performances drivers.

“This survey ‘sustainable innovation’ refers to all approaches and initiatives developed by the organization aimed at integrating environmental and social issues within its activity”

The results of the survey and the new report on ‘sustainable innovation’ have been submitted during a conference on 12<sup>th</sup> June 2013.

The study gives key teachings and recommendations and announces the advent of new models businesses for companies. Led with 34 leaders and managers of European large companies representing several sectors, the study also leaned on an online poll with more than 300 international referees.

« *Innovation +Développement Durable=Nouveaux Business Models* »



Authors: Acosta, Pilar; Acquier, Aurélien; Carbone, Valentina; Delbard, Olivier; Gitiaux, Florent; Delphine Manceau; Ronge, Catherine and Julie Fabbri. June 2013 English Translation forthcoming

In May, 2013, a prospective study was also published by i7 on the development of the wind energy in France with a focus on comparing developments of other countries in Europe: *“Quelle place pour l’énergie éolienne dans la transition énergétique ? Une analyse des enjeux d’innovation, de compétitivité et d’emploi”* Authors: Morand, Pascal and Julie Bastianutti.

i7, the Institute for Innovation and Competitiveness is an academic Think Tank, created and supported by ESCP Europe. Uploading of these reports available on the i7 website/ + <http://institut-innovation-competitivite.eu/en/activite/publications>

And the last news, in July,2013, but not the least: in order to contribute to the development of research in the specific area of sustainability, the ESCP Europe Faculty created a multi-campus and transverse research center based in Berlin and led by Prof. Dr. Sylvie Geisendorf on the Berlin Campus.

The goal is to develop interdisciplinary research, 15 members of ESCP Europe Faculty from 4 campuses are actually in this new Research Center:

### “Business & Society -Towards a Sustainable World”(SustBusy)

In order to train students to the methodology and contents of a successful research, the faculty proposes several fields of sustainable items to all students in all programs: by example for the Master’s thesis of pre-experience students, or the research projects of the other programs: a large board of topics are suggested more specifically in disciplines such as management and organization; strategy; social and politics sciences; law ; finance; marketing ; human resources ; economy and international business and cross-cultural management, marketing. Subjects supported by the Chairs at ESCP Europe are also proposed to students: ex. *“Social Impact in Societal Entrepreneurship”* by the Chair for Entrepreneurship Research.

Several thesis, each year, are focused on sustainable issues in the **Ph.D. -Doctoral program**. Example of an ongoing thesis led by Prof. Dr. Olivier Delbard: *“Combine influences of stakeholders and institutions on sustainable development strategies: the case of Latin America”*

### 3.3 ESCP Europe “rooted in Europe, open to the world”

- Beyond its fully-integrated model centered on Europe, ESCP Europe has developed international partnerships which enhance its openness to other social, economic and organizational realities. - ESCP Europe has a worldwide network academic partners, associated campuses (ESA Lebanon, CFVG Vietnam) , corporate relations . See for more information our website  
+ <http://www.escpeurope.eu/escp-europe/partners-worldwide-escp-europe-business-school/partners-worldwide-and-academic-alliances-of-escp-europe/>

#### **International exposure: a multicultural approach**

The International relations office at ESCP Europe leads the exchange programs with our worldwide network of academic partners for the students : the exchange programs and/or dual degrees give them the opportunity to enhance their education at an international level.

81 exchange programs have been proposed to the students of the Master in Management/ ‘Grande Ecole’ program in 39 countries including dual degree programs.

New links are tied, each year, with new academic partners, for example in 2013 :

- Argentina: Instituto Tecnologico de Buenos Aires
- Canada: University of Ottawa
- Chile: University of Chile
- China: Renmin University School of Business
- China: Shanghai Jiao Tong University
- Hong Kong: City University of Hong Kong
- USA: Washington University in Saint Louis

The International relations office also manages all exchanges with international visiting students (pre-experience and post-experience) and faculty members.

ESCP Europe is currently developing deeper relations and ties with Cornell University (USA):

- Dual degree programs with the I.L.R. School
- Agreement with the Johnson School of Business
- Joint video conference seminars

ESCP Europe benefits of strong ties to the business community, notably through its network of 40 000 alumni present on the international scene and also through its Foundation. These ties are manifested in its programs, in its research and also in all the professional networks of experts that the school's campuses are linked to in their home countries

### 3.4 ESCP Europe leads actions according to its mission and values.

**Pragmatism and corporate social responsibility close to the business reality through :**

- the initiatives of the Chair for Entrepreneurship research supported by Ernst & Young, alongside its scientific and academic research, the chair leads also programs specialists in social entrepreneurship; training at a lower cost for young entrepreneurs “Paris Factory”, and initiates specific actions and events.

-the management of academic incubators to promote and develop entrepreneurship by young people.

- the specific project: "*Cordées de la Réussite*" integrating the notions of equality of chances for the students : specific tutoring of young high school students in difficult said zone to prepare them to enter the university and/or in "Grandes Écoles". The ESCP Europe Project on diversity has been awarded by the French Ministry of Education.
- the dedicated support in training throughout the life, specific program "apprenticeship" in the Master in Management program and VAE (Executive Education) in France.
- the piloting of a large broad of information on "how financing the studies" is proposed to students by the Student Affairs office: scholarships, internships, campus jobs etc.
- the services of the ESCP Europe Alumni Association

And, overall, the very important role played by the **ESCP Europe Foundation**, supporting the key projects of the School.

The Foundation, launched in 2005, assists ESCP Europe in 5 areas:

- Diversity (Scholarships, Equal opportunities programmes)
- Research (Chairs, institutes and research centers, Fund to support the search)
- European identity (Start@ Europe, start of the year seminar of the Master in Management)
- International communication (advertising campaigns.)

### Scholarships : 2010-2011 key facts

Global amount of scholarships: 2,612,000 euros for 806 benefiting students

ESCP Europe contribution in this global amount: 1,400,000 euros for 310 benefiting students

Number of Eiffel scholarships : 16

### **A CSR attitude is the basis of ESCP Europe relations with these stakeholders external and internal**

A lot of workshops, seminars or conferences are regularly organized on sustainable issues by ESCP Europe with external stakeholders: think tanks, institutions, academic partners , NGO's ...

10/17&18/2011 subject : Sustainable Growth

A very important conference and international meeting of major economic actors organized in partnership with the Committee on Global Thought, University of Columbia and the Research Initiative Sovereign Wealth Fund :  
*"From Saving Gluts to Sustainable Growth"*

This event has been closed by the Vice-President Al Gore.

Some examples of other events (conferences) organized with our different partners on sustainability on Paris Campus

11/19/2010 Subject: Biodiversity : “ A l’écoute des peuples amérindiens”  
Representatives of native first people were there and gave positive message about the possibilities of change to the public

10/20/2011 Subject: Governance - Strategy  
“*Evaluer et rendre compte de sa stratégie de développement durable* »  
Conclusions by Jacqueline Aloisi de Lardere, Ambassadrice du GRI (Global Reporting Initiative) in France and Conrad Eckenschwiller, Représentant permanent du Global Compact in France

01/26/2012 Subject: Social Responsibility of Media  
«*Un entrepreneur, des journalistes* »  
Debate on the initiative and social business BetterWorldBooks in USA with Chris Fuchs, President and also Master Class with Ben Tinker, Senior Producer CNN

06/05/2012 Subject: Energy  
“Dimensions économiques et sociales des scénarios énergétiques”  
2 experts in Economy: Prof. Jean-Marc Jancovici, Prof. Jean-Marc Daniel, 1 in Sustainability, Prof. Olivier Delbard debated on a new survey on energy and transitional solutions.

05/16/2013 Subject: launching of a new initiative and concept  
“TWAMING Travel With a Mission” with Ludovic Hubler, President and designer of this new TIC platform

05/23/2013 Subject: Local versus Global  
“*Le Made in Territoires : opportunité ou frein pour le développement durable*”  
Conference introduced by Edouard Husson, Dean of ESCP Europe with representatives of the French Government, institutional representatives and representatives of companies

The School gives also **institutional support to students’ initiatives** concerning sustainability in all the campuses as an internal stakeholder: ex. The NOISE, a student’s association integrating locally in Paris all the student’s associations turned to social economy and social responsibility and environmental issues which wants to “Make some Noise” about Sustainability. The NOISE leads some actions or events with students in all the ESCP Europe campuses and also at an international level such as in the Philippines during summer 2012.

+ <http://www.noise-europe.org/>

## **INFRASTRUCTURE**

Five campuses based in Europe consolidating and coping with our European Identity  
As enacted by the UN Global Compact: since May 2005, ESCP Europe joined the UN Global Compact commitment and decided, as a consequence of this premium act, to involve all the campuses in a development process always in progress:

“ESCP Europe 5 Responsible Campuses”

For its five campuses in the European academic and economic landscape, ESCP Europe decided to be “urban and urbane”. All our campuses are located in major European cities: Paris, London, Berlin, Madrid and Torino. All these cities played and play an important role and are active actors in the business, economic, cultural and geopolitical European framework.

In Paris, London, Berlin, Madrid and Torino the ESCP Europe campuses are easily reachable by public transport and allow students and participants to benefit specific provisions or facilities in these cities such as the “velib” in Paris.

## ECONOMIC EFFICIENCY

### **a) *In order to reduce our ecological footprint***

ESCP Europe decided to implement and reinforce responsible processes in all departments and services:

2008-2009 1st Carbon Balance concerning Paris Campus with the support of our students and faculty sponsored by a rating agency: presentation to our leading organization on 18th February and implication in the sustainable process of our Governance (Chamber of Commerce and Industry)

At ESCP Europe

- We realize our environmental performance indicators,
- We sort out our waste,
- We use Paper stemming from forests of managed wood (label “Imprim Vert” and label “PEFC”) for our promotional and communications brochures,
- We encourage electronic tools and support for our pedagogical documentation,
- We introduce local and bio products in our cattery facilities (ex. label MSC)
- We have a responsible policy of choice of our suppliers
- Etc.

Since September 2009, concerning the Paris Campus, data board and analysis of cost and consumption of our several energy flows, use of resources like water, gas etc. are realized each year in order to ameliorate our monetary and economic flow.

This introduction of internal controls gives us environmental performance indicators for the campus. Plus, the decision to implement the selective sorting on Paris Campus has a positive impact: ex. between July 18, 2011 (date of the beginning) and December 31, 2011 through the selective sorting 970,000 liters of waste (paper and cardboard) received a specific recycling treatment. 970 m<sup>3</sup> of garbage, and more seriously, with the calculation in equivalent CO<sup>2</sup>, we know that a heap of 25 m<sup>3</sup> of garbage amounts in 10 m<sup>3</sup> of clear CO<sup>2</sup> by burning, so calculate and breathe: ≤390 m<sup>3</sup> clear CO<sup>2</sup> emission avoided for this short period and only concerning paper and cardboard. So, reduce-reuse-recycle=win-win!

Step by step, Paris Campus is walking on the way of our Berlin Campus: pioneering leader on environmental items

And we manage its actions in the legal frame of European public tenders.

Our target, maybe ambitious, is to reduce our GHG impact: -20% before 2020 (EU deadline)

### **b) *.1: In order to understand our intangible value and heritage***

For example, ESCP Europe evaluates the impact assessment of its sustainable and responsible process on very precise and numerous criteria including environment, education, research, social responsibility and societal responsibility concerning all our internal stakeholders.

A framework document has been designed on behalf of the CGE/CPU (*Conférence des Grandes Ecoles et Commission des Présidents d'Université*) in order to identify sustainable processes and the role of higher education such as defined by art. 55 of the ‘Grenelle’ law 1 and the national Green Plan. This CGE/CPU Green Plan framework is to be annually completed by the institutions and allows to obtain an overview of the sustainable approach in the institution and a rating or score of its level in progress.

The recent 2012 framework is built on 5 continuous improvement levels : the key focus areas are :

- Strategy and Governance;
- Training;
- Research;
- Environmental Management;
- Social Policy and Regional Presence.

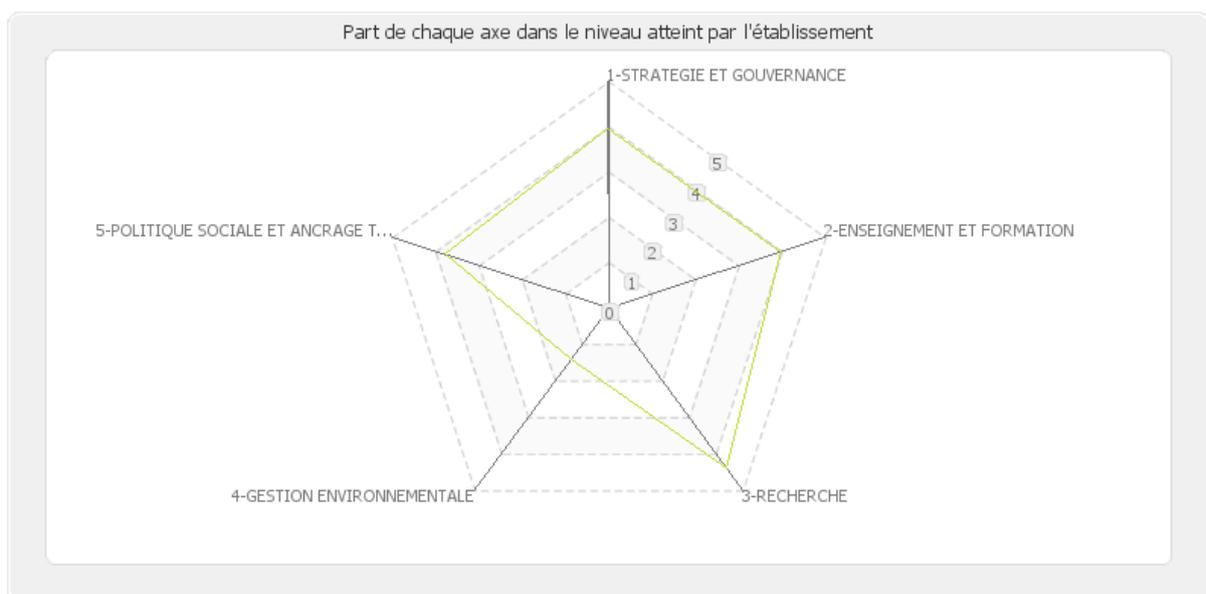
Precise” good practices” tab have to be described too for the CGE/CPU Green Plan framework.

To note : “ *Each focus area contains a series of “strategic” variables (between 3 and 5) which are matched to “operational” variables; there are 63 variables, 19 of which are strategic and should be compared against the 129 solely operational items of the 2010 framework.*

*A strategic variable has a broader spectrum than the sum of all its corresponding operational variables. A strategic variable formalises a major challenge for higher education institutions, and is stable over time.*

*Operational variables are defined by an action against a changing background (targets for National or European Strategies, etc.), they may therefore evolve or disappear in future versions of the framework as these actions will no longer be deemed priority at that time” source Instructions of the CGE/CPU framework*

See below the protected image graphic concerning ESCP Europe in “ light green” (score 1 to 5) from August 2011 till September 2012 with the criteria adopted by the CGE/CPU. (abstract concerning ESCP Europe in the “ CGE/CPU Référentiel 2012”)



The Green Plan framework concerns business schools and universities members of the CGE and the CPU.

**c) .3: In order to understand our intangible value and heritage**

ESCP Europe, as an educational institution, is fully aware of the importance of sustainable development challenges. As defined by art. 55 of Grenelle 1 for higher education institutions :

***“ They recognize their pivotal role in shaping the thought processes of the decision-makers and in training the managers responsible for (...) business development and corporate operations. They are also aware that the decisions will affect the future of humankind faced with crucial human and environmental concerns.”***



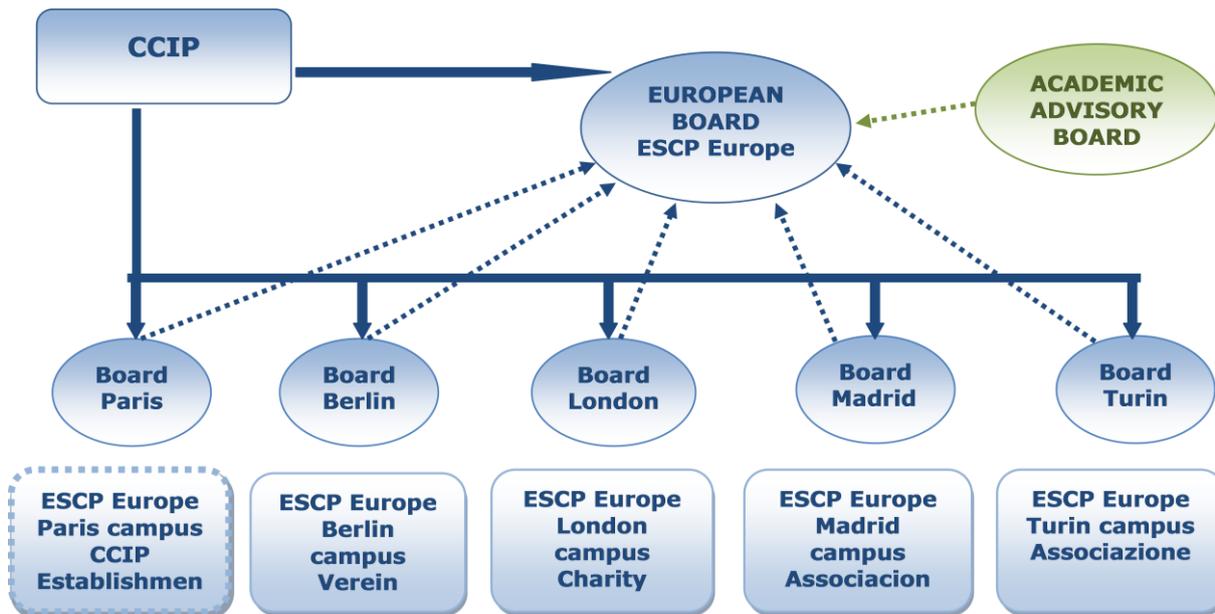
ESCP Europe trains 4,000 students and 5,000 active managers and executive per year in all these campuses: Paris, London, Madrid, Berlin, Torino and delivers, each year, graduation to young managers and executive (very probably, the most convincing and high value added humanistic figure of a cultural, intellectual and economic efficiency!)

### 3.5 ESCP Europe Governance

The strategic and operational governance of an organization composed of campuses located in five different countries, each with a different local legal status, is closely scrutinized by the entire set of stakeholders.

The decision-making process has been greatly enhanced by the creation of a “regulations charter of the ESCP Europe network” which highlights the values of the school and introduces a new governance structure.

*\* To note: since January, 1<sup>st</sup>, 2013, Paris Chamber of Commerce and Industry has a new name: Chamber of Commerce and Industry, Paris, Ile-de-France (CCIR Paris, Ile-de-France). This new denomination focuses on the regional and economic arena of its activities in France.*



ESCP Europe governance is based on a federal structure, represented by the European Executive Committee, combined with local structures adapted to local contexts: a Conseil d’établissement in France, a Charity in the United Kingdom, a Verein in Germany, an Asociación in Spain, and an Associazione coupled with a Fondazione in Italy. Alongside the CCIP, the Berlin Government (Senate) has provided its support to the school for over 20 years. ESCP Europe also enjoys the backing of both the Berlin and Turin Chambers of Commerce. Its affiliation with the CCIR Paris Ile de France (Paris Chamber of Commerce and Industry), which gives it institutional stability, a structural link with the business world, and also guarantees funding, both in terms of operations and investment.

ESCP Europe is also developing an European social responsibility process focused on its all administrative and faculty teams in all campuses: a social and human resources policy guaranteed by the directors of each of ESCP Europe's campuses. The Dean, the General Secretary Europe, the Directors of campuses and the department of Human Resources stay up with care of the law for all the employees:

- CHST (Committee hygiene and safety in the work)
- Training plan for the employees
- Relations with labor unions.

Specific initiatives are led locally to take into account, if need be, the possible changes of structure and working cultural context.

For example, on the Paris Campus, the department of Human Resources organizes “Rendez-Vous” on news headlines: to note that in 2013, 3 were on topics linked to sustainability.

## New Appointment

Prof. Dr. Olivier Delbard has been recently appointed as “Sustainability Coordinator” for ESCP Europe in order to promote an global responsibility overview inside and outside.



### Biography: abstract of the ESCP Europe Website

“Olivier Delbard is a Professor in the department of Economics, Law and Social Sciences on the Paris Campus. Professor Delbard is in charge of projects and programs related to sustainable development and CSR.

He also works on cultural management issues and has also long been interested in European affairs.

He holds a Doctorate degree from the University of Paris IV Sorbonne (1995); his dissertation concerned environmental philosophy and ethics in Anglo-Saxon culture. He obtained his HDR (French qualification for PhD supervision) in economics in 2010.

Originally his research and teaching focused on U.S. society and culture, with a special interest in business ethics and environmental policy issues (he wrote a book on this topic in 2006). He has also published a Dictionary of the Environment and Sustainable Development (French-English bilingual version).

He has been working on CSR regulation issues within the European Union, pursuing a comparative and cross-cultural approach. He has also been investigating fair-trade issues and poverty eradication in Sub-Saharan Africa. This has led to field missions and publication

His general area of expertise concerns the strategic and macro-economic issues of sustainable development and CSR, and the new multi-stakeholder modes of governance. One of his current interests is on corporate responses to sustainability issues and regulation, and the respective roles of companies, public authorities and civil society in the implementation of new economic models. One of his latest books (published in 2009) deals with the issue of responsible business today and investigates the future social involvement of companies in our societies. He is currently working on the relation between social dialogue and CSR policies in multinational companies.

Prof. Dr. Olivier Delbard is the co-director of a Master 2 major entitled: Management, societal innovation and sustainability. He is also the scientific director of an executive education program entitled “Managing Responsibility on a Daily Basis” (Paris Campus). He is a member of various academic networks (EABIS, ADERSE), professional juries and bodies. He is also an elected member of ESCP Europe's European Teaching Committee”.

+ [www.escpeurope.eu](http://www.escpeurope.eu)

#### **4. Mission Statement on Societal Commitment :**

*More and more ESCP Europe aims to be an key societal player and contributor to social debate both in national and at an European level territories. This role is determinant for its international reputation.*

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