INSEAD
Sharing Information on Progress Report 2016-17

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RENEWAL OF COMMITMENT TO PRME

INSEAD, the Business School for the World, is one of the world’s leading and largest graduate business schools – offering a truly diverse and transformational education experience. With campuses in Europe (France), Asia (Singapore) and the Middle East (Abu Dhabi), and alliances with top institutions, our business education and research spans the globe.

The 155 renowned INSEAD faculty members from 42 countries inspire and educate more than 1,300 students in our degree and PhD programmes. In addition, more than 15,000 executives participate in INSEAD executive education programmes each year.

As a values-driven international business school, INSEAD has a major role to play in forging leaders who seek more than productivity gains and shareholder value. We strive to develop leaders who align business with their values and those of society to deliver positive social impact. This fits with our founding vision of business as a force for good.

Against this background, INSEAD is pleased to renew its commitment to the UN Principles of Responsible Management Education. We will continue to report progress to all our stakeholders and exchange effective practices related to the six PRME principles with other academic institutions.

Professor Ilian Mihov
Dean of INSEAD
Overview of Activities

In line with our previous report, the following report covers INSEAD’s achievements of 2016-17, linked to the areas that are housed under the INSEAD Social Innovation Centre.

For our upcoming report covering 2018-19, INSEAD will expand its scope across departments including activities related to Business and Society. The Principles of Responsible Management Education remain at the heart of our vision, mission and action.

1/ Objectives

As one of the primary objectives, INSEAD continues to deliver quality research across the following four research areas; Corporate Social Responsibility & Ethics, Humanitarian Research, Sustainability and Social Entrepreneurship. We also engage with students (competitions, treks/ field trips, Social Impact week, etc.), with alumni (Roundtables), companies (research, speaker events), and the wider school (Sustainability Report, Research Seminars).

2/ Ongoing Research & Output

Research is ongoing in all four areas:

CSR & Ethics
• CSR, Sustainability & Stakeholder Value
• Marketing and Business Ethics: Choice without Awareness
• Sustainable Consumption & the CSR Halo Effect
• Stakeholder Media

Humanitarian Research Group
• Access & Equity in Healthcare and Birth Control
• Multi-Sector Partnerships
• Asset Management & Deployment
• Environment & Waste
• Logistics of Disaster Preparedness and Disaster Response
• Fleet Management in the Humanitarian Sector
• Global Healthcare Supply Chains
• Environmental Impact of Humanitarian Operations

Social Impact Initiative
• Positive Theory of Social Entrepreneurship
• Corporate Engagement with Base of the Pyramid
• Value Creation through Impact Business Initiatives
• Corporate Social Entrepreneurship and Strategic Partnerships
• Impact investing for Social Entrepreneurs

Sustainability
• Sustainable Production and Consumption
• Sustainable Operations and Strategies
• Environmental Policies Design
3/ Awards

1. 2016 Best Poster Award for PhD Students and Young Scholars INSEAD-ILO Evidence Symposium
ADBI Arzi, LEE Matthew, SINGH Jasj

2017 Business Ethics Quarterly Best Article, Runner Up
LANKOSKI Leena; SMITH N. Craig; VAN WASSENHOVE Luk

Oikos Case Writing Competition 2017 Second Prize in Corporate Sustainability
SMITH N. Craig; MCCORMICK Erin
“Uber and the Ethics of Sharing: Exploring the Societal Promises and Responsibilities of the Sharing Economy”

4/ Research Output

- 18 peer-reviewed academic articles
- 14 working papers
- 13 case studies
- 3 books (1 forthcoming)
- 4 book chapters

Academic Articles


Working Papers

Case Studies
10. “Mobility Innovation for a Better Place” (Portuguese), Renato Orsato, Luk N. Van Wassenhove, 2017.

Books

Book Chapters
5/ Ongoing Partnerships

Several of our partnerships have an impact on INSEAD:

1. The INSEAD-Wharton Alliance, established in 2001, fosters several joint research activities.

2. The Alliance for Research on Corporate Sustainability (ARCS), which serves as a vehicle for advancing rigorous academic research on corporate sustainability issues, is a consortium of institutions including 19 leading universities and over 200 individual scholars. INSEAD is an alliance member, and an INSEAD faculty member sits on the ARCS board.

3. Global Network for Advanced Management (GMAM), of which INSEAD is a member. Launched in 2012, the Global Network for Advanced Management includes 28 leading business schools worldwide from diverse regions, countries, cultures, and economies in different phases of development.

4. Globally Responsible Leadership Initiative (GRLI), of which INSEAD is a member, consisting of a pioneering group of 60 business schools/learning institutions and companies representing five continents, over 300,000 students and 1,000,000 employees that are engaged in developing a next generation of globally responsible leaders.

5. International Sustainable Campus Network (ISCN) of which INSEAD is a member. ISCN provides a forum to support leading colleges, universities, and corporate campuses in the exchange of information, ideas, and best practices for achieving sustainable campus operations and integrating sustainability in research and teaching.

6. The Academy of Business in Society (ABIS) of which INSEAD is a founding member. ABIS is a global network of over 130 companies and academic institutions, whose expertise, commitment and resources are leveraged to invest in a more sustainable future for business in society. ABIS enables informed decision-making on business in society issues through collaborative research, education, thought leadership, policy insights and business acumen. INSEAD has conducted ABIS-funded research on corporate social responsibility.

7. World Business Council for Sustainable Development (WBCSD) - in 2013, WBCSD and INSEAD signed a Memorandum of Understanding about sharing know-how on business and sustainability challenges for Executive Development programme, MBA students and Alumni network.

Since 2006, the INSEAD-Cartier partnership for the Cartier Women’s Initiative Awards, a yearly business plan competition which is open to women worldwide, has supported women entrepreneurs leading creative, for-profit start-ups that are financially sustainable and socially impactful. The Cartier Women’s Initiative Awards continues to contribute to the global economy, by seeking out audacious female entrepreneurs who are making concrete contributions to finding effective and affordable solutions for future generations, as well as to encourage more women to achieve their full potential.
By coaching, mentoring and applying business frameworks to the ideas/ aspirations of the participants in the Cartier Women’s Initiative Awards, INSEAD’s faculty, MBAs and alumni play a valued role, not only at the selection stage but in sharing their expertise and experience with finalists and laureates alike.

6/ Events/Outreach/Media Coverage

INSEAD runs events to engage with our communities and stakeholders on sustainability and responsible business:

Sustainability Executive Roundtables
1. 33rd Sustainability Executive Roundtable “The Impact of Climate Change Action on Business”, 4th and 5th February 2016, 89 participants. Academic Lead: Luk N. Van Wassenhove
2. 34th Sustainability Executive Roundtable “Systems Change: Plus Ça Change, Plus C’est La Même Chose?”, 18th November 2016, 126 participants. Academic Lead: Timothy Van Zandt

Launch of INSEAD’s first public (bi-annual) Sustainability Report. The report analyses key sustainability indicators for the 2014–2015 Academic Year and covers INSEAD’s core activities in research, education, and outreach, key stakeholders like students, faculty and staff, as well as operations (including facilities on its three campuses worldwide), financial management and governance.

Workshops
1. INSEAD - Sorbonne University - NBS (Network for Business Sustainability) Networking Workshop “Climate Change vs Sustainability”, 23rd and 24th June 2016, 26 participants. Academic Lead: Hubert Gatignon
2. NBS Sustainability Centres Workshop, 16th November 2016, 73 participants. Academic Lead: Tima Bansal
3. Joint Workshop Presentation (ISIC and i-Lite) “Giving Voice to Values: The How of Values-Driven Leadership Development, including its use in the FASPE program (Fellowship at Auschwitz for the Study of Professional Ethics)”, 14th October 2016, Dr. Mary C. Gentile, Director of Giving Voice to Values, Professor of Practice, University of Virginia Darden School of Business and Professor Dr. Markus Scholz, Head of Center for Corporate Governance and Business Ethics, FH Wien. Academic Lead: N. Craig Smith

Research Seminars
1. “Into the Dark: Shifts in Corporate Political Strategy After a Reputational Threat”, Professor Timothy Werner, Assistant Professor of Business, Government & Society McCombs School of Business, University of Texas, Austin, 23rd September 2016.
2. “Partnering for the Sustainable Development Goals: Aligning Corporate and Partnership Portfolio Strategies”, Professor Rob van Tulder, Professor of International Business, Rotterdam School of Management / Erasmus University Rotterdam, 26th June 2017.
Brown Bag Seminars
2. “From Shame to Fame by Changing the Name? Destigmatization through Strategic Categorization: A Discursive Perspective”, Marjo Siltaoja, PhD, Senior Researcher in Corporate Environmental Management, Jyvaskyla University School of Business and Economics (JSBE), 9th May 2016.
3. “Why Do We Not Always Act Ethically in the Workplace? An Exploration of the Key Impediments”, Dr. Mark Schwartz, Associate Professor of Business Ethics, School of Administrative Studies, York University, 31st May 2016.
5. “What Drives Media Disapproval of Overpaid CEOs and When Does It Trigger Cuts in CEOs Excess Pay”, Professor Georg Wernicke, Assistant Professor, Copenhagen Business School, 7th September 2017.

Social Entrepreneurship Conferences
2. Impact Investment for Development Summit, 21 and 22 March 2017, Yerevan, Armenia. The summit has been hosted by the United Nations Development Programme (UNDP) in Armenia with INSEAD's Social Impact Initiative as a knowledge partner.

Competitions
Dubai, United Arab Emirates, 23rd and 24th February 2016
The international competition celebrated its 10th Anniversary in. On this special occasion, Cartier participated in the Global Women's Forum in Dubai, unveiling a 10-year video and the results of the INSEAD assessment study “Assessing a Decade of Impact”.

2. Hult Prize 2016
A team of four INSEAD MBA students participated in the 7th Annual Hult Prize Final in London on 12th November 2016. The Hult Prize, a start-up accelerator for impact entrepreneurship, brings together the brightest college and university students from around the globe to solve the world’s most pressing issues through pitching ideas and launching companies. Our students presented Stan+, an aggregation platform for ambulances, hospitals and patients. Stan+ aims to better connect residents of crowded urban spaces to critical services, while creating economic opportunities for the entire ecosystem.
3. Cartier Women's Initiative Awards 2017
   Singapore, 12th April 2017
   In this 11th edition, finalists distinguished themselves by the impact they are making in ensuring food security for the future; leveraging technology to connect communities and empower individuals; enhancing the healthcare and social care systems; optimizing the use of resources towards sustainability.

4. The MBA Impact Investing Network (MIINT) 2017
   Students from the world’s top business and policy schools gathered on the University of Pennsylvania campus in Philadelphia on 8th April 2017 for the culmination of MIINT. The MIINT Competition, co-sponsored by the Wharton Social Impact Initiative, and Bridges Fund Management, is an experiential lab designed to give business and graduate students a hands-on education in impact investing. A team of three INSEAD MBA participants won the 2017 MIINT competition with its health-tech pitch; our students presented a health-tech solution improving online medical education in India.

5. Kellogg Morgan Stanley Sustainable Investing Challenge (K-MSSIC) 2017
   A team of four INSEAD MBA students participated in the finals of the Kellogg Morgan Stanley Sustainable Investing Challenge on 7th April 2017 in New York. The project presented at K-MSSIC by our students included a design of a convertible debt security vehicle to finance the scaling of the effort to install renewable energy mini grids in rural India, based on a community enterprise operating model.

6. Kellogg Real Estate Venture Competition (affordable housing in SE Asia)
   The INSEAD team of MBA students left their mark at the fourth annual Kellogg School of Management Real Estate Venture Competition which took place in Chicago on 19th April 2017. The three-person team presented their People Pods housing concept; affordable and safe housing options for Asian manufacturing companies concerned about the wellbeing of their employees. The team won $100,000 in combined cash and professional services for their idea, which they will apply to bring the concept to market.

Media Coverage
   1. Various postings in INSEAD Knowledge, please go to: https://knowledge.insead.edu/responsibility-0

7/ Contribution to Degree Programmes
   1. Core Courses (offered in 2017):
      • Business and Society// Ethics
      • Business and Society// Political Environment
      • Business and Society// Public Policy

   2. Social Impact Electives (offered in 2017):
      • Business Sustainability Thinking
      • Creating Value in Health
      • Economics and Management in Developing Countries
      • Ethical Decision Making in Business
      • Ethical Dilemma
      • Impact Investing
      • Income Inequality and Future of Business
• Law of Corporate Management and Finance
• Social Entrepreneurship and Innovation
• Strategy and Impact
• Strategy for the Bottom of the Pyramid

3. SPLASH Community Projects

8/ Contribution to Executive Education Programmes

Partner Programme:
• Healthcare Compliance Implementation Leadership Programme.

Open Programmes:
• Executive Education Advanced Management Programme// Elective on Business Sustainability
• Executive Education Programme in Social Entrepreneurship

9/ Institutional Contribution

INSEAD supports the INSEAD MBA student clubs which are active in sustainability and social impact for events (workshops, seminars, bootcamps, forums, etc.) research, curriculum development and career opportunities. INSEAD MBA students are active in sustainability and social impact related club activities.

INSEAD INDEVOR/Net Impact
Founded in 1993, INDEVOR, an affiliate chapter of Net Impact, is the INSEAD student and alumni organization for social impact. It serves as a forum to examine the role of business in society, and main areas of concern are:
1. International development
2. Corporate social responsibility
3. Environmental sustainability
4. Non-profit and non-governmental organizations (NGO)
5. Social entrepreneurship

INSEAD Energy Club
Founded in 2006, the INSEAD Energy Club aims to be a forum of discussion and networking for energy and environment-related issues for the greater INSEAD community. The INSEAD Social Innovation Centre collaborates closely with students and alumni from the Energy Club for events, curriculum development, but also for more hands-on projects.

INSEAD Environment & Business Club
Founded in 2013, the mission of INSEAD’s Environment & Business Club is to raise future business leader’s awareness to today’s environmental challenges, and to inspire them to develop sustainable solutions on a corporate level, while providing them with relevant career opportunities.

INSEAD Social Innovation & Entrepreneurship Club France
Founded in 2016, the INSEAD Social Innovation & Entrepreneurship Club aims at inspiring and enabling alumni to connect business & innovation with social & environmental purpose in their daily activities.