



**ESSEC**  
BUSINESS SCHOOL

# Responsible Management Education in Action

## 2014

**PRME**

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

*We would like to note that given the constraints of the transition period related to the issues of responsible management education and social responsibility, ESSEC Business School has decided to issue a more condensed version of its SIP report this year. A full version of the report will be available for the next reporting cycle (2016).*

## Letter of renewed commitment

The thought-provoking debates/ideas/ exchanges emanating from the United Nations Global Compact (UNGC) through the creation of the Globally Responsible Leadership Initiative (GRLI) or the papers written by PRME, have been a very relevant initiative.

Since our endorsement of the PRME principles in autumn 2007, ESSEC Business School has been strongly committed to provide a business education focusing on sustainable and responsible management.

This commitment is evidenced by the research conducted by our faculty members as well as both our core and executive programs. As such, we created several Research Centers and Chairs specifically related to this vision (e.g., Institute for Innovation and Social Entrepreneurship; Philanthropy Chair; Leadership and Diversity Chair; Center for Capitalism, Globalization and Governance, CONNECT (a center on public consultation and negotiation), but also the Edgar Morin Chair on Complexity which encourages ESSEC students to understand the world's complexity to become agile and responsible managers.

A significant part of these activities has just been centralized within a Centre of Excellence on Management and Society (CEMAS) which aims at federating and bringing some dynamics to all ESSEC activities related to this theme, from research to taking position in public policy debates and including, of course, teaching and relations with corporations and/or other types of organizations.

ESSEC is also the originator in 2012 of the "Council on Business and Society", a world-wide alliance between prominent Business Schools in six major countries (Tuck in the US, FGV in Brazil, Mannheim in Germany, ESSEC in France, Fudan in China and Keio in Japan, which aims at understanding and promoting the links between business and society.

We thank the UNGC for the opportunity given to a business school such as ours to reflect more deeply on our actions, their consequences, and our academic models. We hope this report will be of interest to some colleagues, for comparison and inspiration from relevant practices.

Today, the major economic and societal challenge is to ensure that an increasingly technological world remains increasingly human. We intend to take full part in the realization of such ambition.



Jean-Michel Blanquer  
Dean and President  
ESSEC Business School

## 1. Creating value for society is at the core of our identity and mission

ESSEC Business School is one of the European leading schools in global management education. Founded in 1907, creating value for the common good and caring for others are major components of our DNA. Our mission is to educate responsible leaders for tomorrow's world. We have always been committed to this mission by developing business leaders who are ambitious, economically aware, and socially responsible.

As such, ESSEC significantly contributed to the development of the PRME as well as the Global Responsible Leadership Initiative (GRLI) and its associated 50+20 Vision project advocating a management education that is best for the world instead of merely aiming at being the best in the world and the. In 2004, ESSEC was part of the 21 pioneering institution asked by the European Foundation for Management Development (EFMD) and the United Nations Global Compact (UNGC) to explore how to educate a next generation of globally responsible leaders.

### Creation of the Centre of Excellence for Management and Society

After undertaking an internal process aimed at operationalizing the principles of responsible management education, and as a result of the school-wide 3i strategic plan, the **Centre of Excellence for Management and Society (CEMAS)** was launched in September 2014.

### **Vision**

*More than a theme or a strategy, "Management and Society" reflects the real need of an organization's actors to take into account all aspects, elements, stakeholders and social and environmental impacts for each managerial decision taken. Hence, it must be embedded through a permanent, central and transversal anchor within management and business education, which constitutes the primary basis of future managers.*

*ESSEC, via its Centre of Excellence for Management and Society, adheres to the motto "Management Education FOR the World" from the GRLI (Globally Responsible Leadership Initiative) and its call for a radical transformation of management education expressed through its 50+20 project.*

### **Mission**

*The Centre of Excellence for Management and Society (CEMAS) is an ESSEC initiative which federates reflections and actions to place management at the service of humanity, the common good and sustainable development.*

## Objectives

- *Aligned with the pioneering spirit of ESSEC and its “3i” strategy based on innovation, involvement and international, the ESSEC Centre of Excellence for Management and Society aims at:*
- *Federating and intensifying research in “Management and Society” through a research pole and collaborative exchange: the “Management and Society Research Hub”;*
- *Strengthening the pedagogical anchorage and dissemination of themes related to “Management and Society” in core and executive programs;*
- *Developing and enhancing ESSEC’s societal responsibility, from both the school and student perspective;*
- *Extending partnerships with our stakeholders, evaluating projects and spreading at the service of the common good.*

## Principles of Action

- ✓ *Involve the different ESSEC stakeholders: students, alumni, professors, staff members, partners...*
- ✓ *Take a systemic and prospective approach*
- ✓ *Cause questioning*
- ✓ *Make innovative choices in line with sustainable development principles (taking into account environmental, social and economic dimensions)*
- ✓ *Develop/create indicators, monitor their progress and measure the impact of our actions*
- ✓ *Spreading/encouraging good practices*

## Members

- Center for Capitalism, Governance and Globalization (C<sup>2</sup>G<sup>2</sup>)
- Edgar Morin Chair on Complexity
- Centre on Consultation, Negotiation, Environment, Conception & Territories (CONNECT)
- CSR@ESSEC
- Handicap@ESSEC
- Council on Business and Society
- CSEAR France (Centre for Social and Environmental Accounting Research)

## Key Figures

- ✓ One Steering Committee (Centre of Excellence for Management and Society) composed of 2 members of the Executive Committee, 5 professors, 6 staff members, 5 students, 1 dedicated team.
- ✓ More than 90 student associations of which 38% are dedicated to activities related to sustainable development.
- ✓ 11.8 million € redistributed to more than 1,900 students in 2012 (60% of students).
- ✓ 2013: 10 years of the “Une grande école, pourquoi pas moi?”...500 high school students and 450 tutor students, a spread in more than 80 “grandes écoles” and universities. Estimate of social value created: 9 million €.
- ✓ 29% of women faculty in 2013 (22% in 2008), 17% of women in senior administration positions.
- ✓ Working groups on the environment and biodiversity: 2 beehives, 35 planted trees in the ESSEC orchard.
- ✓ 34 companies and 700 participants registered in the ESSEC-Hanploi Open Forum for the training and hiring of disabled people in 2013.
- ✓ 6 service dogs every 15 days in training at ESSEC (partnership with Handi'Chiens).
- ✓ 2013: 16,100 recycled cans on the Cergy campus
- ✓ In 2013/14: more than 30% of information provided to journalists (about 180 pieces of news) was on the work of faculty members and other ESSEC activities associated with organizational responsibility and sustainable development.

## 2. Social responsibility and sustainability in the curriculum

*The CEMAS is currently (1) working with the Programs on possible curriculum revisions and changes to determine how to implement courses that fully or partially cover topics related to social responsibility and sustainability and (2) undertaking a large inventory of those courses. Given these time and process constraints, we carry forward below the courses and professional experience that were already included in the 2012 SIP report*

### a) Courses

- Business Ethics
- Social Entrepreneurship
- Philanthropy
- Sustainability Entrepreneurship
- Negotiations and Conflict Management
- Women Entrepreneurship
- Women in the boardroom
- Managing Workforce Diversity
- Sustainability Performance
- Innovation, Globalization and Responsibility

### b) Professional experience

- ESSEC-Mannheim Executive MBA
- Asian strategy project
- Global MBA internship in sustainability and social responsibility

### **3. Student Driven Activities**

There are more than 40 student associations which have a specific humanitarian or citizenship mission. The citizenship associations generally involve activities in sustainable development, societal and political debates, European integration, international relations, and equal opportunities (i.e. gender, handicap). The humanitarian associations are active in France, benefitting young cancer patients, and the underprivileged. In addition, student activities seek to contribute to the social and economic development of local populations in Latin America, Asia and Africa. The following section illustrates some of the student activities.

#### **The NOISE ESSEC (former team of Oikos Paris)**

The NOISE ESSEC has around 30 members on the Campus. Throughout the year, it organizes many events to raise awareness about sustainability among students such as: the Eco mobility day, Fair Trade day, Cosm'ethics Fair, Microfinance and Social Business events (one of its most representative events is the GSV event described below). Besides, the Noise ESSEC is part of the Steering Committee of the ESSEC Centre of Excellence for Management & Society.

#### **The Global Social Venture Competition**

The Global Social Venture Competition (GSVC) is an international competition of Social Business Plans created by business school students. ESSEC organizes every year the French final for French speakers (cf. part IV.6). Within the GSV event, the Noise ESSEC is in charge of inviting professionals to come present a concrete vision of their jobs through thematic conferences:

(a) Advisory on Sustainable Development (b) Ethical & Solidarity Finance (c) Corporate Social Responsibility (d) Social Entrepreneurship.

The objective is to present job opportunities in these areas to ESSEC students and show them that success and social/ environmental responsibility can match and possibly influence them positively concerning their career.

#### **Net Impact ESSEC**

The Net Impact ESSEC chapter focuses in particular on the oath project, curriculum change, and board fellows programs. These projects broadly seek to educate students about Corporate Social Responsibility in order to help them become future managers who use their position to further social good. Net Impact promoted the oath project at ESSEC in 2009.

## **Other associations carrying out humanitarian activities in France or abroad**

*ESSEC Initiatives* is a professional association of ESSEC Business School, specialized in encouraging entrepreneurship and preparing market studies and business plans for entrepreneurs, who are mainly ordinary French citizens.

*ESSEC Partenariat Humanitaire (EPH)* is a student association which organizes an annual humanitarian mission in which ESSEC students go to Burkina Faso for one-two months to realize concrete projects in rural communities. The association focuses on schooling and depending on the most pressing needs students engage in giving French classes, installing solar panels at the school, providing schooling material to students, and the like.

*Defi Plaquettes ESSEC* is mainly involved in promoting blood donation among students. It conducts regular blood donation camps for ESSEC students.

*Handimove* does the volunteer work for promoting the cause of differently abled people. Together with the Leadership and Diversity Chair, it organizes the Handimanagement week at ESSEC. In cooperation with the association Handi'chiens it also organizes the recruitment of host families for and the training of guide and assistance dogs.

Created in February 2007 at ESSEC, the association *SARI - Support Associative Resources of India* - aims to provide support to local development initiatives in India. SARI has developed over the years three main ongoing projects: one in New Delhi, in partnership with the NGO Project Why, one at Dharamsala in partnership with the local NGO ISPiICE, and a brand new project in Pondicherry, in partnership with the local NGO After School.

*Mission Potosi* is an association active in the Bolivian city of Potosi. Students help children to continue their schooling rather than being caught in the vicious cycle of mining. In addition to schooling support, they provide access to health services by working with local health professionals and they engage local mothers to develop a professional activity through microcredit.



#### **4. Chairs and Institutes**

- Centre of Excellence for Management and Society (CEMAS)
- Centre for Capitalism, Globalization and Governance (C<sup>2</sup>G<sup>2</sup>)
- Centre on Consultation, Negotiation, Environment, Conception & Territories (CONNECT)
- Institute for Innovation and Social Entrepreneurship (IIES)
- Equal Opportunities Program
- Philanthropy Chair
- Social Entrepreneurship Chair
- Institute for Research and Education on Negotiation (IRENE)
- Therapeutic Innovation Chair
- Health Chair
- International Sports Marketing Chair
- Armand Peugeot Chair
- Leadership and Diversity Chair
- Urban Economics Chair
- Real Estate and Sustainable Development Chair
- Chair of Change Management
- Edgar Morin Chair on Complexity

#### **5. Partnerships and Advocacy**

In addition to its numerous Chairs and Institutes, ESSEC Business School is a committed actor in bringing responsible management education into partnerships and collaborations such as:

- The Council on Business and society
- The Women's Forum
- The Deauville Green Awards
- Pour Un Sourire d'Enfant / Gawad Kalinga

## 6. Research, conferences and seminars

*Here again, the CEMAS is currently with the C2G2 to collect all research activity information. As of now, this information is being presented and updated on the C2G2's website: <http://center-for-capitalism-globalization-and-governance.essec.edu/>*

The major research themes identified are listed below:

- Ethics in management
- Evolutions of capitalism, transnational governance
- Urban policy / Public Policy
- Negotiation, conflict resolution and meditation
- Development, poverty
- Risk governance
- Including CSR reporting, socially responsible investment, etc.)
- Diversity management
- Sustainable innovation / Sustainable entrepreneurship / Sustainable Operations
- Social entrepreneurship / Social investing / Philanthropy
- Not-for-profit management, co-operatives
- Health management / Public health
- Management of cultural institutions
- Environmental management

## 7. CSR @ ESSEC

As an educational institution but also as an employer, ESSEC Business School decided to reinforce its organization in order to extend new synergies between its different stakeholders for more societal involvement. Therefore, one mission of the Centre of Excellence for Management and Society is to bring the policies, coordination and deployment of CSR actions at ESSEC, by either playing a support role for project leaders, or being the initiator of some actions.

Each year, ESSEC Business School updates its Sustainable Development Repository according to the following major areas (framework provided by the CGE-CPU, "Conférence des Grandes Ecoles-Conférence des Présidents d'Universités"):

- 1) Strategy and Governance
- 2) Research
- 3) Education and training
- 4) Environmental management
- 5) Social policy
- 6) Territorial presence

With the launch of the ESSEC 3i Strategic Project, "Involvement" has become one of the key areas of focus for ESSEC. The first edition of the "Involvement Week" gathered all stakeholders in the ESSEC community both in France and Singapore through goodwill and welfare activities, with the aim of enhancing the community spirit and strengthening bonds within the community. A series of events took place from October 13 to 18, 2014 on ESSEC's three campuses in Cergy-Pontoise, La Défense and Singapore.

Within the Centre of Excellence for Management and Society, the following themes are promoted and working groups are strengthened to move from theory (research and teaching contributions) to practice (projects for our campuses).

- Environment
  - ✓ Collection and recovery
  - ✓ Energy
  - ✓ Biodiversity
  - ✓ Eco-mobility
  
- Diversity
  - ✓ Intercultural
  - ✓ Equal opportunities
  - ✓ Disability
  - ✓ LGBT
  
- Gender equality
  
- Work life balance and risk prevention
  - ✓ Safety
  - ✓ Addiction
  - ✓ Food
  - ✓ Sports & health
  
- International solidarity
  
- Responsible purchasing

Composed of faculty members, staff, students and alumni, our working groups develop synergies on our campuses for the benefit of projects associated with ethics, responsibility and sustainability for our stakeholders (internal and external) and the common good.

These groups work on a variety of actions and are at different stages of development. Any interested stakeholder can join them to innovate and strengthen their actions and their impacts.

For more details: [csr.essec.edu](http://csr.essec.edu)

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