Corporate Social Responsibility at IÉSEG

2017 REPORT

IÉSEG SCHOOL OF MANAGEMENT
Our Commitment to PRME

PRME Principles

IÉSEG at a glance

1. OUR STRATEGY

2. GOVERNANCE

3. TEACHING AND LEARNING

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5. INSTITUTIONAL AND OPERATIONS
CSR at the heart of IÉSEG's Vision

Corporate Social Responsibility is at the heart of IÉSEG. Since 2013, our School has engaged in a Vision process to define what IÉSEG will look like in 2025. During a period of 18 months, all members of the IÉSEG community participated in a process that enabled us to imagine and co-create IÉSEG’s future. Social responsibility, sustainability, and ethics were at the core of our discussions. Not surprisingly, our new Vision “becoming an international hub empowering changemakers for a better society” embodies the collective sentiment of our desire to have a positive impact in everything we do.

Our commitment to PRME has been a guiding light to reach this Vision. We are thus pleased to present our PRME SIP Report for the period ending January 2018 which highlights IÉSEG’s ongoing commitment to being a source of inspiration and a catalyst of change. As we continue this journey, we have focused our efforts on delivering an exceptional educational experience that provides students with the skills and competences to become responsible managers. We continue to produce top-level research that has impact and value in the academic and practitioner community, and we are in constant evolution to make sure IÉSEG is a leader by example.

This journey is not complete and we have yet to accomplish much more. We look forward to continuing our engagement and collaboration with PRME.

Jean-Philippe AMMEUX, General Director
IÉSEG School of Management has the ambition to empower changemakers for a better society. Such an ambition is challenging, fascinating and stimulating. This vision will be achieved through teaching and research and the engagement of students, staff and professors.

IÉSEG has developed a teaching and learning strategy based on students’ engagement in their intercultural learning experience and in accordance to PRME principles. Ethics and Corporate Social Responsibility (CSR) play a key role in this strategy and the School has implemented a coherent framework composed of a Responsibility Day, courses dedicated to Ethics and CSR, projects co-built with companies on CSR issues, a CSR certificate and an award for master thesis on CSR. We are convinced that all these initiatives will foster students’ commitment to responsible management.

As an academic institution, IÉSEG’s mission is to create and diffuse new knowledge and to be a source of innovation through its research and consulting activities for companies and organizations at large. The School welcomes a group of 25 professors doing inter-disciplinary research in ethics and CSR. This expertise informs the teaching delivered in the different programs and is actively diffused through conferences, videos and practitioner outlets targeting managers.

IÉSEG is strongly committed to working together –students, staff and professors– in a respectful and multicultural atmosphere, and with an open state of mind. A learning Charter is visible in each classroom and our values transmitted and respected in everything we do.

IÉSEG’s whole community is dedicated to CSR and ethics in its daily activities, which are supported by ICOR and the Social Responsibility and Sustainability Steering Committee.

As the referent of these activities at the Management Board of the School, I’m really pleased to present this report which explains in detail how IÉSEG School of Management implements PRME principles and their future developments.

Caroline ROUSSEL, Academic Dean
PRME @ IÉSEG

The 6 principles

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

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

As a French and internationally oriented academic institution involved in the development of current and future managers, IÉSEG School of Management is committed to progress in the implementation of the PRME principles. With this report, we intend to share our evolution with our stakeholders and the academic community at large, and contribute to the growth and relevance of the PRME.
IÉSEG at a glance

5150 students in 2017-2018

122 permanent full-time professors

100% have a PhD

81% of permanent professors are from outside of France

and from 44 different countries

1000 students on academic exchange abroad

281 partner universities in 69 countries

more than 2500 corporate partners

2270 international students

6700 graduates
Our Strategy
Vision, Mission, and Values

Our Vision

Empowering Changemakers for a Better Society

Educating creative, innovative, and responsible managers who are capable of initiating and managing change is at the heart of IÉSEG’s history. Since its founding, IÉSEG has promoted a strong culture of giving students in-depth, multidisciplinary knowledge, and operational know-how, combined with a responsible strategic vision.

PRME principles lay at the core of the School’s vision and are strongly embedded into our teaching and learning strategy, as well as into our organizational strategy.

2016 was a key and exciting year for the future of IÉSEG. In 2013, the school decided to launch a shared vision process to define what IÉSEG will look like in 2025. This has been a collaborative process that has involved the entire IÉSEG community: students, faculty, non-permanent professors, staff, alumni, and companies.

The richness of the experiences and opinions shared by all stakeholders has been of tremendous value to our School. More than 400 people have actively participated in this ongoing process.

IÉSEG is strongly committed to being an ethical, socially responsible, and sustainable organization.
OUR MISSION

To educate managers to be inspiring, intercultural, and ethical pioneers of change

To create knowledge that nurtures innovative leaders

To promote creative solutions for and with responsible organizations

IÉSEG works every day to improve the impact and reach of its activities, both on the organizational and the academic parts of our institution.

To do so, we incorporate PRME principles into the core of our educational program, our research missions, and our engagement with stakeholders.

IÉSEG fosters a people-oriented organizational culture that ensures well-being at work and that stimulates personal development for all members of the IÉSEG community.

OUR VALUES

As a result of the School’s Vision 2025 process, IÉSEG modified its core values to match the changing times and the growth of our organization.

Our values reflect the School’s determination to lead and to integrate our stakeholder’s expectations into our day to day life.

IÉSEG encourages all students, staff, and instructors to exemplify these values at all times.

A crucial value when educating responsible managers who will run organizations in a complex and global environment, while paying particular attention to issues such as CSR, sustainable development, ethics, and transparency.

IÉSEG expects both students and staff to act ethically in all their personal and professional activities.

No one can perform and fulfill their potential alone. Solidarity and teamwork are an increasingly important value both in the work place and in daily life, and thus are both at the core of the School’s mission/activities.

The IÉSEG community is fully and collectively committed to achieving the School’s ambitious mission.
Students are engaged in personalized active learning. Professors are facilitators. Action-based learning driven by students and companies. Collaborative technologies to support learning.

**DESIGNING INNOVATIVE ENGAGING LEARNING SOLUTIONS**

**VISION 2025**

**BE THE DIFFERENCE WE WANT TO MAKE IN SOCIETY**

We are multicultural, multidisciplinary, and socially inclusive. Our staff, students, and alumni are engaged academe. IESEG is a relevant place to live, work, and learn. We put people at the heart of our activities.

**SOURCE OF INNOVATION**

Continuing professional knowledge, and creativity for organizations.

**MANAGERIAL IMPACT**

Motivating, developing, and ethical leaders of change.

**SOCIAL IMPACT**

Economic, social, and environmental impact.

**BETTER FOR A SOCIETY**

**EMPowering CHANGEMAKERS**

A recognized distinctive knowledge hub.

Consulting and knowledge services for organizations.

1. Thinking connected learners
2. Tapping student-led learning
3. Our projects to help society
4. IESEG by the alumni engagement program

**OUR NEW METRICS**

**WORKING TOGETHER, THE IESEG WAY**

**MOST PROUD OF**

Academic and research excellence: the 5th in Europe, top-ranked, entrepreneurial and innovative spirit.

**ENGAGE**

**BE THE CHANGE**

**INNOVATE**

**HAVE AN IMPACT**
IÉSEG recognizes the importance of creating an institutional environment that promotes effective learning and provides the tools and competences that empower our students and staff to be responsible changemakers.

Founded in 1964, IÉSEG School of Management is a freestanding business school and a fully independent nonprofit organisation governed by a Board of Trustees. Under the terms of the French law, it is incorporated as an “Association Loi 1901”.

IÉSEG is member of the Université Catholique de Lille. The school enjoys full autonomy, but takes advantage of shared resources and student services such as library facilities, cafeterias and accommodation.
Our School has put in place organizational structures that work together to build a coherent strategy across all our activities. These structures are responsible for embedding social responsibility and sustainability into our pedagogical, research, and operational strategies.

**FOCUS on: ICOR**

Founded in 2013
Chair: Prof. Frank de BAKKER
Composed of members from different IÉSEG Departments

**2 Central Missions**

To constitute a coordination center for all pedagogical and research initiatives around social responsibility and sustainability currently developed by and within the School.

To represent a constructive platform for the proposal and development of refined actions and innovative initiatives linked to social responsibility and sustainability ideas at the School level, in collaboration with its stakeholders.

**FOCUS on: IÉSEG Social Responsibility and Sustainability Steering Committee**

Created in 2016
Chair: Guillaume de Redinger
Composition of Steering Committee: Management Committee, CSR Manager, ICOR representatives, Student representatives, Staff representatives

The Committee meets 4 times per year with the following missions:

- Fostering improved social and environmental performance
- Contributing to further instill a culture of socially responsible and sustainable planning and mindset
- Vetting emerging initiatives to assess whether they meet with the overall vision and strategic orientations of the School
- Serving as a liason between all IÉSEG stakeholders on matters linked to social responsibility and sustainability issues and initiatives
In line with our Mission, IÉSEG’s Teaching and Learning strategy puts strong focus on interdisciplinary learning and the development of students’ competences (academic, managerial, interpersonal and intercultural). The learning objectives of every course must be aligned with the three pillars of the School’s mission and thus integrate the notions of social responsibility, ethics, and sustainability.

"IÉSEG’s mission is to train and educate managers to be inspiring, intercultural and ethical pioneers of change and to promote creative solutions for and with responsible organizations. Therefore, we decided to integrate the notions of ethics and CSR across the entire Grande École program."

Pascal Bied, Director of Bachelor Programs
IÉSEG provides students with a solid and comprehensive educational path that provides them with the knowledge and competencies required to succeed at the highest management levels, facilitates their personal development in the face of changing job markets, while fostering their understanding on the social and environmental impact of business.

Early-on, students are exposed to real management problems and to the corporate world. Throughout their entire program, they are also constantly required to analyze rising social challenges and sustainability-related questions that concern to each of the different management topics they study.

Issues of ethics, social responsibility, and sustainability are integrated into all of our school’s programs, and addressed not only in dedicated courses, but in a transversal and multi-disciplinary fashion.

Students enrolled in the Specialized MSc programs must complete mandatory social responsibility and/or sustainability related courses that are specifically tailored to the disciplinary orientation of the curriculum they follow.

Ethics, Social Responsibility, and Sustainability have also been integrated as a central dimension in the design and development of the International MBA and the Executive MBA.

FOCUS on: 3rd Year CSR Consulting Project

Mandatory for all 3rd year students at IÉSEG, the CSR consulting project gives students a first-hand and real-life experience on what CSR means for companies in different sectors. It allows them to get a notion of the challenges of integrating CSR in the company’s strategy, and drives them to develop and propose innovative solutions for the companies they work with.

For the 2017 project, students worked with 7 companies: AbInbev, Accenture, Banque Populaire du Nord, Camaiëu, Fast Retailing, IdKids, and McCain
IÉSEG's Certificate in Business Ethics and Sustainable Organizations

IÉSEG is committed to providing students with a solid generalist management education that is grounded in strong ethical values. Our School now offers Master students of the Grande Ecole program the possibility to follow and complete a Certificate in Business Ethics and Sustainable Organizations.

To complete the Certificate, students must carry out a series of academic (coursework and thesis) and practical (internship, projects) assignments related to CSR, business ethics, or sustainability issues. They must work in collaboration with professors and experts from different management disciplines.

We are delighted that the first students have completed this initiative. Challenges linked to corporate, social, and environmental responsibility, sustainable innovation, and managerial ethics are increasingly integrated into our programs. More than ever, they are of primary importance for our students and for the organizations they will work for.

François Maon, Associate Professor

ICOR Award for the best IÉSEG Master Thesis in the field of Organizational Ethics, Social Responsibility and/or Sustainability

Pursuing further its objective of contributing to the development of a flourishing, fair, and sustainable society, IÉSEG and ICOR organize an annual Award for the best thesis addressing these issues.

Students are offered a 2000 Euro's prize, where 1,000 are for the student, and 1,000 are donated to the student's chosen social organization.

The 2016 winner was Jade Tissier for her thesis titled "Sustainability and access to capital: an investigation of the crowdfunding of sustainable firms"
Empowering students as changemakers—starting in the classroom

IÉSEG endeavors to involve students in the co-creation of an ethical, socially responsible, and sustainable future.

Early on, students are involved in projects dealing with solidarity, social responsibility, and sustainability ideas. During their second year, students have to conduct -in teams- a Project Co (Consulting Project) with a social or humanitarian dimension. Groups are responsible for managing their projects from beginning to end, including finding and association to work with, dealing with strategic, financial and human resources issues and constraints, and presenting their results to a jury.

In different courses, students develop projects that are of practical utility to the School's CSR mission and to their understanding of the topic. For example, in the Controlling and Auditing Corporate Social Responsibility class, the final project focuses on developing indicators for a materiality analysis for the School.

In the Masters program, the Creenso elective converts our students into junior consultants working with social enterprises. This project allows students to develop their consulting skills, their knowledge and experience on social entrepreneurship, social impact, and social business modelling.

FOCUS on: The Intercultural Passport

In order to prepare students to work/study in culturally diverse environments, IÉSEG has set up a coherent training program over five years. The objective is to introduce students to the concept of diversity in order to help them to understand better and to respect their own culture and those of other students. They also develop their knowledge of other cultures. Several projects have been put in place:

- “Intercultural Diversity Passport” during the Bachelor cycle (including courses and interaction with international students).
- The opportunity to obtain a certificate during the Master cycle (5 electives and writing of a dissertation or completion of an internship linked with intercultural concepts).
Key figures

122 Professors
100% of permanent professors hold a PhD
81% of permanent professors come from outside of France
28% of faculty are ICOR members
IÉSEG aims to become a recognized hub for applied and academic research at an international level.

**KEY ACTIONS** to reach our goal

1. Recruitment of senior and young-promising researchers
2. Developing Knowledge Centers
3. Establishing a support system
4. Establishing research projects in collaboration with companies
Research on business ethics, social responsibility, and sustainability is one of the main priorities for our School. IÉSEG’s strategy is to recruit dedicated specialists across all departments. Through ICOR, our School promotes, encourages, and supports research-related initiatives addressing the analysis of business and society relationships, ethics, and social responsibility in a business context.

ICOR's researchers focus on three main axes:

1. Business and its relationship to society: a business-oriented focus
   - Focus on understanding the strategic, organizational, and operational implications of the adoption of a social responsibility and/or sustainability-oriented, values-driven paradigm by business organizations.
   - Topics include:
     1. The development of values-based management models
     2. SR/sustainability development
     3. Organizational development and change related to SR/sustainability
     4. Responsible leadership
     5. Social and environmental accounting and reporting practices

2. Business and its relationship to society: a society-oriented focus
   - Focus on understanding the role of societal actors and business organizations’ external stakeholders in the development of CSR/Sustainability practices
   - Topics include:
     1. Stakeholder influence tactics and strategies
     2. Interaction between firms and activist groups
     3. The role of business schools in developing more responsible practices.

3. Business and its relationship to society: an interaction and collaboration focus
   - Focus on studying ideas linked to the necessity for business organizations to engage with their internal and external stakeholders in order to demonstrate adherence to SR/sustainability principles.
   - Topics include:
     1. SR/sustainability-related communication strategies
     2. SR/sustainability-related corporate branding and identity management practices
     3. Stakeholder collaboration and cross-sector social partnerships

Editorial activities in the fields of SR/Sustainability

IÉSEG researchers contribute their SR/sustainability expertise to the global business ethics and SR/sustainability research community by being active members on editorial boards of international management journals. Our School’s researchers have also coordinated special issues of international and national peer-reviewed journals on SR/sustainability-related topics.

Furthermore, our researchers regularly review articles on SR/sustainability specialized journals and conferences.

**Editorial Board**
- Business and Society
- Organization Studies
- Journal of Global Responsibility
- Social and Environmental Accountability Journal
- Organization and Environment
- Business Strategy and the Environment
- Question(s) de Management
- M@nagement

**Special Issues**
- Journal of Business Ethics
- Business and Society
- International Journal of Management Review

**Reviewers**
- Journal of Business Ethics
- Business Ethics Quarterly
- Business and Society
- Journal of Global Responsibility
- Social and Environmental Accountability Journal
Recent ICOR publications


Building a collaborative future

Stakeholder engagement is at the heart of our institution. IÉSEG’s Vision 2025 process is a clear example of the relevance of stakeholders to our School. For the Vision process, IÉSEG reached out to all of its stakeholders in order to put together a holistic view of what the School should look like in the future.

This process included the participation of academic and administrative staff, students, alumni, companies, and other IÉSEG external partners. The wealth of views and experiences contributed by all stakeholders made this process very rewarding. Overall, more than 400 members of the IÉSEG community took an active part in this effort.

“The co-elaboration of the shared vision revealed that social responsibility is part of the DNA of the IÉSEG community. As a result, we stamped it on our new vision and strategy, and each part of the institution is now committed to make it happen. Just to cite a few examples: the new buildings of the school are accredited “HQE” (High environmental quality), we have bee hives on the roof, we foster people to bring their own coffee cup, and so on. When you start with this kind of process, it’s amazing to notice how far it leads you. And it will never finish!”

Philippe Bocquet, Director of Operations

IÉSEG believes that facilitating and supporting dialogue among our stakeholders on issues related to social responsibility, ethics, and sustainability is vital for the success of our vision and mission.
IÉSEG aims to be an active member in the community to help move forward the notions of social responsibility, ethics, and sustainability. The School is convinced that active engagement and strong collaboration is the best way to address the social and environmental challenges of today and tomorrow.

Institutional Partnerships and Commitments

Our School is committed to a number of initiatives at a local and international level. We strive to be an active member of the higher education community and become an example of best practices. The following are examples of some of the commitments IÉSEG has taken in the last years:

**International**

- **PRME**
  - IÉSEG joined PRME in 2007 and has integrated PRME’s principles into its strategy. In 2017, IÉSEG was an active participant of the creation of the France-Benelux PRME Chapter that looks to share best practices among the region and strengthen relationships among stakeholders.

- **UN Global Compact**
  - IÉSEG joined the United Nations Global Compact in 2014. The Global Compact is the world’s leading voluntary corporate citizenship initiative. By committing to the 10 Global Compact principles, our School acknowledges that active engagement of higher education institutions is vital in order to foster a more responsible business environment.

- **Network for Business Sustainability (NBS)**
  - Since 2007, IÉSEG is also a member of the Globally Responsible Leadership Initiative, a think tank and worldwide partnership of companies and management schools. The GRLI was founded in 2004 by the European Foundation for Management Development (EFMD) and the UN Global Compact. Its principles relate to and inform the School’s mission to empower changemakers for a better society.

**National**

- **‘Plan Vert’**
  - At the national level, IÉSEG implements its own ‘Plan Vert’ (Green Plan) and provides a yearly performance report to key stakeholders, including the Conference des Grandes Ecoles (CGE) and Conference des Presidents d’Universite (CPU). The UN Global Compact officially considers Plan Vert as a relevant tool to help higher education institutions advance in the social responsibility path.

- **Campus Responsables**
  - Since 2009, IÉSEG is part of the Campus Responsables initiative. Campus Responsables is the first French-speaking network of business and engineering schools committed to sustainable development. The objective of this network is to share best practices and to encourage a process of continuous improvement in the field of sustainable development and social responsibility.

- **Charte de la Diversité en Entreprise**
  - In June 2017, IÉSEG signed the Charte de la Diversité en Entreprise (French Diversity Charter). The Diversity Chapter is a written commitment by organizations to ban discrimination in the workplace. It expresses organizations’ willingness to improve the degree to which their workforce reflects the diversity of French society. The Chapter is composed of 6 articles that guide organizations through the process of instituting new practices by involving all of their employees and partners in these actions.

- **FESIC**
  - IÉSEG follows the charter established by the FESIC, a network made up of 28 French ‘grandes ecoles’. The FESIC charter establishes tolerance, solidarity, and respect of individuals as central principles that its member schools and staff, including IÉSEG, must defend and enact.
IÉSEG works closely with companies to prepare pioneering actors that will become responsible, innovative, and humanist managers.

**Corporate Partnerships**

La Caisse d’Epargne-Hauts de France

On July 2017, IÉSEG signed a partnership with the Caisse d’Epargne-Haute de France (a large national bank). The partnership focuses on 3 main priorities, one of them being social responsibility and engagement. For this partnership, an expert for La Caisse d’Epargne will be part of the ICOR prize jury and will contribute to the activities of the ICOR center.

**CSR Professional Advisory Board**

In 2016-2017, IÉSEG launched the first ‘Professional Advisory Board on Corporate Social Responsibility’ aimed at identifying corporate practitioners’ expectations with respect to the ethics, social responsibility, and sustainability related education and learning processes of IÉSEG students. This must first allow to develop a deeper understanding of the needs and human resources challenges faced by corporate actors trying to constructively address these questions. Second, it must contribute to refocus some of our learning projects and initiatives so as to improve our teaching and learning focus and approach on these topics.

**Events**

2017 Global Social Business Summit - McCain

In the frame of the 3rd year CSR consulting project, 10 IÉSEG students were invited by McCain to attend the 2017 Global Social Business Summit in Paris. This event is organized by Nobel Prize winner and social business guru Muhammed Yunus.

“The GSBS was an inspiring experience. It gave me ideas to implement in our CSR project for McCain and confirmed my choice to work in HR Management with a strong CSR orientation. Pr. Yunus is a man who inspires people to work together to create a better world ”

Agathe Delamea, 3rd Year Student

**Corporate Talks**

In collaboration with IÉSEG’s Alumni Network, the School organizes Corporate Talks which help students discover new careers, sectors, companies, or job market issues. The theme of the talk is chosen by the guest company and can take place in the form of a round table discussion or a conference. Students are then invited to ask questions and engage with the corporate guests. Topics cover all disciplines of management and include issues relevant to sustainability, ethics and corporate social responsibility. For the 2017-2018 academic school year, the first Corporate Talk was titled ‘Social Entrepreneurship: How to link business and social?’. This talk was organized on both campuses in partnership with CREÉNSO.
Empowering Changemakers

In addition to the Corporate Social Responsibility, Sustainability, and Ethics courses offered throughout the different programs, IESEG encourages its staff and students to engage in initiatives that promote the PRME principles and the values of our School.

In September 2015, the School started working with Led by HER to redesign a learning program seeking to encourage women’s entrepreneurship by providing vulnerable women with access to the education and tools necessary to succeed in their projects. Offered free of charge, IESEG provides the expertise of volunteer professors, administrative support, and facilities. This program is coordinated by Professor Janice Byrne.

On October 2016, IESEG signed a Partnership with the Association ‘Passport Avenir’. Passport Avenir’s mission is to help students who come from less favourable backgrounds in their educational and professional career. The Association promotes the development of a new generation of responsible and innovative leaders. IESEG students who join this program will benefit from individual tutoring by managers of partner companies with the purpose of accompanying them in the path to professional success and by helping them create a professional network. This program is coordinated by Professor Janice Byrne and Professor Marion Ligonie.

IESEG Network and the IMMOCHAN Foundation came together to create the National Prize for the Creator of a Social Enterprise. The main objective of this prize is to offer social entrepreneurs the support and competences needed during the first stages of the development of their company. The prize is awarded on a yearly basis. CREENSO is coordinated by Professor Cyrine Ben Hafiedh.

ENACTUS is an international non-profit organization that mobilizes a worldwide community of 66,500 students together with academic and business leaders committed to "Use the power of entrepreneurial action to transform lives and shape a better, more sustainable world." The main objective of ENACTUS IESEG is to improve the lives of those in need through the development of viable, autonomous and sustainable projects. With more than 130 student participants, ENACTUS IESEG is the largest ENACTUS association in France. Recent projects include: ’Patte a terre’ which seeks to limit food waste while creating opportunities for disadvantaged people; and ‘Tech n’Tree’ which seeks to teach children to become responsible actors of change and sensibilizes them to the notions of sustainable development.

Green is the New Black Project

This project stands as one of the most notable and relevant projects this year. Two IESEG students, Mathilde Manya and Lea Dhelin have launched this project with the aim of promoting ethical and sustainable fashion. Mathilde and Lea are taking six months starting January 2018 to go to Asia and meet and discover different actors of sustainable and ethical fashion. Their plan is to meet entrepreneurs who participate in the growth of the "slow fashion" movement which focuses on high quality and sustainable products. IESEG strongly supports the development of such projects and supports its students in their process.

Through various projects initiated and/or run by students, and through the supervision and coordination of these activities by dedicated staff members, the School also regularly interacts with different stakeholders in its environment. These interactions and activities allow IESEG to directly address important questions, concerns and needs of some of the less fortunate members of the communities in which it operates. The School thus contributes to the development of innovative programs and fosters the emergence of new ways of thinking and acting in its direct environment, through students' involvement, in line with PRME-related ideas and objectives.
Leading by example

IÉSEG is committed to leading by example in the way we integrate social responsibility, ethical, and sustainability issues into our institutional strategy.

Best Place to Work and Learn

IÉSEG aspires to be a great place to live, learn, and work. To do so, it has put in place a number of initiatives and activities to improve the environment of its students and staff.

During the Vision 2025 process, a workgroup called "Best Place to Work" was established and became the largest working group with 53 members who meet to reflect on how to collectively improve working conditions at IÉSEG.

Examples of recent initiatives include the organization of Yoga and Mindfulness sessions, the implementation of satisfaction surveys, and cultural activities sponsored by the staff delegates.

Enhancing dialogue

Learning Experience

Learning Experiences (LE) are collective visits that are organized by colleagues of the School to go and visit firms, educational institutions, NGOs, associations, etc. that may bring added value to the Vision Process, relatively to one of the 5 workgroups:

- Best place to live, work and learn.
- Engage Students in active learning.
- Standards required from students.
- CSR, diversity and foundation.
- Meaningful partnerships.

The main objective it to provide an opportunity to promote collaboration, discover other environments and ways of working / learning / living, and a source of new collective and individual knowledge and discoveries.

Sustainability stewardship

FOCUS on: LIVETREE

IÉSEG participates in The Live TREE project a partnership of 6 higher education institutions in Lille, and led by the Catholic University of Lille that looks to improve the environmental and social impact of the Institutions located in the Vauban neighborhood by innovating and transitioning into a circular economy model.

Improving our performance

Our School has adopted initiatives aimed at recycling and limiting energy consumption across its facilities, and endeavours to optimize the impact of staff commuting between campuses by using smart video-conferencing systems.

Sustainability-related indicators have been integrated in the incentive scheme through which all permanent employees can benefit from successful development of our activities.

The IÉSEG Foundation

Since 1964, the IÉSEG Foundation has been a fundamental pillar in the development of our School. The Foundation has 4 main missions: financial aid for students to promote access to education at our School; support research and pedagogical innovation; support our School’s internationalisation strategy; and support the School’s real estate strategy.

Engaging with alumni

The School fosters alumni engagement in all of our activities. Alumni are often invited back to exchange with our students on their professional experience. Alumni in the field of CSR have also been invited to give talks or lectures to students in CSR or CSR-related courses.
Facilities

IÉSEG has opted for an eco-responsible approach in the design and construction of its new facilities in Lille and Paris. The new building in Paris, -la Promenade- opened in September 2017 and has been certified an HQE (High environmental quality) building by a French certification agency. The new 8000m2 building over 7 floors at La Defense business district has been designed by the Equerre agency and Franklin Azzi Architecture, a renowned agency which has worked on various visible projects internationally.

The interior design and layout of the Promenade building was also a result of the collective work of the “best place to work” group for the Vision 2025 process. Staff, faculty, and students met regularly to exchange ideas about how to create the best setting to enhance the IÉSEG experience. Some of the members did some learning experiences at Steelcase and Unilever with the idea of bringing back best practices and apply them to our School.

Furthermore, the School has equipped some buildings with green roofs, and hives have been installed on both campuses as well.

Communication

#IESEGCAres Campaign

In order to strengthen the visibility and impact of our CSR and Sustainability actions, the School has launched the #IESEGCAres Campaign which looks to unify all CSR related activities both in the academic and institutional operations.

CSR Website

The CSR Website has been published in our homepage with the intention of clearly communicating the engagements and efforts of our School on CSR matters. The Website, which was published in January 2018 contains general information on CSR at IÉSEG as well as updates on new initiatives and activities.

The ICOR website has been updated to include more recent and relevant information on CSR related research and pedagogy at our School.

Social Media

#IESEGCAres

In an effort to increase the visibility of our CSR actions, two hashtags have been created for the promotion of CSR related issues:

#IESEGCAres

#IESEGicor

#IESEGCAres

#IESEGicor

Bee hives in the terrace of the Promenade Building
Empowering Changemakers for a Better Society

IÉSEG School of Management

Paris
1 Parvis de la Defense
92044, Paris La Defense
+3 (0) 155911010

Lille
3 Rue de la Digue
59000, Lille
+33 (0) 320545892