April 5, 2016

RENEWAL OF COMMITMENT TO PRME

INSEAD The Business School for the World - one of the world’s leading and largest graduate business schools - offers participants a truly global educational experience. With campuses in Europe (France), Asia (Singapore) and Middle East (Abu Dhabi), and alliances with top institutions, INSEAD’s business education and research spans the globe. Our 148 renowned faculty members from 40 countries inspire more than 1,300 students in our degree and PhD programmes. In addition, more than 9,500 executives participate in INSEAD’s executive education programmes each year.

INSEAD renews its commitment to PRME. We will continue to report on progress to all our stakeholders and exchange effective practices related to the six PRME principles with other academic institutions so as to be able to make our due contributions to promote and deliver a more responsible management education for the world.

Professor Ilian Mihov
Dean of INSEAD
Overview of the Activities of the INSEAD Social Innovation Centre

The following report covers the achievements of 2014 and 2015, and was created in March 2016.

1/ Objectives

As one of the primary objectives, the Social Innovation Centre continues to deliver quality research across the four research areas; CSR & Ethics, Humanitarian Research, Sustainability and Social Entrepreneurship. We also engage with students (competitions, 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 of the Centre:

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

**Humanitarian Research Group**
- Logistics of Disaster Preparedness and Disaster Response
- Environmental Impact of Humanitarian Operations
- Multi-Sector Partnerships
- Fleet Management in the Humanitarian Sector
- Global Healthcare Supply Chains

**Social Entrepreneurship**
- 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. Teaching Excellence in the MBA Programme 2015
   Core Course Introduction to Business Ethics
   N. Craig Smith
2. Oikos Case Writing Competition 2014
   Barrick Gold: A Perfect Storm at Pascua Lama
   Professor N. Craig Smith and Erin McCormick
3. Wickham Skinner Best Paper Award 2014
   Stakeholder Perspectives on E-Waste Take-Back Legislation
   Oznur Ozdemir, Atalay Atasu and Luk N. Van Wassenhove
4. POMS College of Humanitarian Operations and Crisis Management Award 2014
   Global Vehicle Supply Chain Management in Humanitarian Operations
   Alfonso Pedraza-Martinez, Jon Stauffer, and Luk N. Van Wassenhove

4/ Research Output since 2014:
   • 7 peer-reviewed academic articles
   • 11 working papers
   • 7 case studies
   • 3 books (2 forthcoming)
   • 4 book chapters

Academic Articles

Working Papers
11. "Corporate Governance and Green Innovations", Mario Daniele Amore, Morten Bennedsen, 2014/35/EPS.

Case Studies

Books

Book Chapters


5/ Ongoing Research Partnerships

A number of our partnerships have an impact on INSEAD:

• The INSEAD-Wharton Alliance, established in 2001, fosters a number of joint research activities.

• 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. The INSEAD Social Innovation Centre is an alliance member, and an INSEAD faculty member sits on the ARCS board.

• 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.

• 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.

• 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.

• 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.

• 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.
6/ Events/Outreach/Media Coverage

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

**Sustainability Executive Roundtables**

1. 32nd Sustainability Executive Roundtable "Sustainability: Challenges and Opportunities for Individuals and Organisations", 26 June 2015, 69 participants. Academic Lead: **Jean-Francois Manzoni**
2. 31st Sustainability Executive Roundtable “Sustainability as a Driver of Operational Excellence”, 26 September 2014, 67 participants. Academic Lead: **Enver Yucesan**

**Social Innovation Research Seminars**

3. “Pay What you Care? An Exploration of Conscious Pricing”, Professor Giana Eckhardt, Professor of Marketing, Royal Holloway, University of London, 10 April 2014.
4. “Engaging the Whole Self at Work through Corporate Social Responsibility”, Professor Ante Glavas, Professor CSR, Sustainability and Organisational Behaviour, Kedge Business School, 19 March 2015.
7. “Reluctant Optimists: Business, Prosperity and the Cities of our Future”, Professor Michael Blowfield, Professor of Corporate Responsibility, University of Wolverhampton, 1 October 2014.

**Social Innovation Brown Bag Seminars**


**Social Innovation Workshops**

Social Innovation Masterclasses
1. 18 June, 2015 – Masterclass (part of Elective Business Sustainability) “Sustainable Apparel Coalition (SAC)”, Baptiste Carriere-Pradal, Vice President, Sustainable Apparel Coalition

Social Innovation Webinar
1. 12 May, 2015 - Webinar (part of Elective Business Sustainability), “Sustainable Apparel Coalition (SAC) & Higg Index”, Jason Kibbey, CEO Sustainable Apparel Coalition (SAC)

Social Entrepreneurship Conference
1. INSEAD Social Entrepreneurship Conference, Sao Paolo, Brazil. 5-7 May 2014. Emergence of Social Finance and Social Business Drawing on International, Regional and Brazilian Experience.

Social Entrepreneurship Speaker Series – Catalyst Workshops
1. 22 May 2014 (FBL campus): Social Entrepreneur in Residence, Sameer Haje, South Africa CEO, Nuru Energy.
2. 8-9 May 2014 (Paraty, Brazil): The 9th Annual INSEAD Social Entrepreneurship Reunion.

Social Impact events:
1. 16 November 2015 – Social Impact Week – Panel Discussion: “Refugee Relief in Action”, Caroline Watson, Founder, Hua Dan and The Scheherazade Initiatives and Nathanael Molle, Co-Founder and Director, SINGA.
4. 2 January 2015 – “Three Things Every Manager Should Know about Consumer Boycotts”, N. Craig Smith.

ISIC publishes 2-3 online newsletters every academic year, which reach ca. 500 people. We also actively disseminate knowledge through social media (Linkedin, Twitter, Facebook).

Media Coverage
2. Various postings in INSEAD Knowledge.
7/ Contribution to Degree and Executive Education Programmes

   - Business Sustainability (P5 May-Jun) - Mini - Asia/ Europe Campus
   - Law of Corporate Management & Finance (P5 May-Jun) – Mini - Europe Campus
   - Economics and Management in Developing Countries (P4 Mar-Apr) - Mini - Asia/ Europe Campus
   - Social Entrepreneurship & Innovation (P4 Mar-Apr) - Mini - Asia/ Europe Campus
   - Strategy & Impact (P3 Jan-Feb and P5 May-Jun) - Mini - Europe Campus
   - Strategy for the Bottom of the Pyramid (P5 May-Jun) - Full - Asia Campus
4. Executive Education: AMP Elective on Business Sustainability.
5. Executive Education Programme Leading the Business of Sustainability.

8/ Institutional Contribution

ISIC 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 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. Despite the fact that the club has been created just recently, the students together with the INSEAD Social Innovation Centre are already organising joint events for students which are open to staff and faculty as well.
New Chair Appointment by the School

In January 2015, Professor Karan Girotra was appointed Paul Dubrule Chair in Sustainable Development. Karan Girotra is a professor of Technology and Operations Management at INSEAD, his research examines how new business models are disrupting centuries-old ways of doing things in a variety of industries while creating game changing opportunities for business, society and governments. He also looks at new business models in clean transportation, retailing, urban living and sustainable sourcing.