Contents

Mission statement

A Word from the Dean

A Word from the Sustainable Development Manager

Principe 1 - Objective ................................................................................................................ page 7
We will ensure that our graduates are able to apply sustainable values to business and society in general and to work for a sustainable and non-discriminatory global economy.

Principe 2 - Values .................................................................................................................. page 12
We will integrate global responsibility values as described in the UN’s “Global Compact” into our academic activities and various programmes.

Principe 3 - Method ............................................................................................................. page 14
We will create the teaching frameworks, basic principles, processes and environment for learning about responsible management effectively.

Principe 4 - Research .......................................................................................................... page 17
We will undertake basic and applied research in order to advance our knowledge of the role, dynamics and influence of businesses in the creation of social, environmental and economic values.

Principe 5 - Partnerships ..................................................................................................... page 21
We will work with company managers in order to increase our knowledge of the challenges they face with respect to their social and environmental responsibilities and together explore effective approaches in order to overcome them.

Principe 6 - Dialogue .......................................................................................................... page 23
We will facilitate and encourage dialogue and debate between teaching staff, enterprises, public authorities, consumers, the media, non-profit organisations and any other interested group or stakeholder on sensitive subjects linked to sustainable development and global responsibility.

Acknowledgements ............................................................................................................. page 26
The EM Strasbourg Business School’s mission statement

The EM Strasbourg Business School is part of one of the most renowned universities in France and Europe, firmly grounded in a high-ranking academic environment with a long-standing humanist tradition. In accordance with the strategy driving the University of Strasbourg as a whole, our School conducts a continuous quality improvement policy in order to offer business study and research programmes corresponding to international standards of excellence.

The School’s mission consists of two complementary, interrelated parts:

> We train highly qualified business leaders, managers and business specialists capable of evolving in a complex environment. Our undergraduate, postgraduate, doctoral and Executive Education programmes inculcate in all of our students and participants the academic values of sustainable development, ethical business practices and diversity in order to reinvent the shape of business organisations.

We achieve this goal through:
- The design of degree courses which contribute to local, regional, national and international economic development, in compliance with the corporate world’s needs and evolution,
- The development of an academically qualified faculty as well as a large network of professional and business partnerships,
- The development of innovative learning tools,
- A rigorous student and participant admissions policy in line with our values.

> We aim to create and diffuse state of the art knowledge dealing with management. All faculty members are continuously given the opportunity to develop their research expertise and to produce original intellectual contributions to create new knowledge. Our research aims to enrich our students’ learning and offer new ideas and solutions to our business partners.

We rely on all stakeholders (staff, alumni, corporate world partners, students, supporting public institutions) and the governance structure to develop and implement the mission.

Key Figures

> 2,400 students
> 40 undergraduate, postgraduate, doctoral and executive education programmes
> 85 permanent and affiliated professor
> over 160 partner businesses
> 175 exchange agreements with 54 countries
> 13,000 alumni
A Word from the Dean

Sustainable development at the EM Strasbourg Business School
A key mission and a day-to-day commitment

At a time when unbridled competition and performance are coming increasingly under question, it is vital to work together and reinvent new sustainable management perspectives for businesses and organisations.

This is one of the key missions of a Business School, put into practice by means of its research, enabling it to remain on constant watch for major socio-economic changes, and through its teaching activity, by training and enlightening future managers.

The EM Strasbourg Business School is committed to advancing this process, both on a day-to-day basis and in the long term, by maintaining a constant vigilance with regard to the sustainable development of organisations: living in harmony with our natural environment; social issues and diversity; morality and ethics.

At stake is a whole new way of thinking about how to preserve our resources and optimise performance.

This report sets out our commitment to sustainable development and the concrete action we at the EM Strasbourg Business School undertake every day in this respect.

Isabelle BARTH
Dean
EM Strasbourg Business School
Diversity Value Advisor
A Word from the Sustainable Development Manager

“Being conscious that tomorrow will exist and that I can have an influence over it is what makes humankind unique”

Albert Jacquard

Sustainable development is based on an acknowledgement of the interdependency between humankind, its activities, how society is organised and the environment. It is also a philosophy calling for action, based on an understanding of the stakes involved and requiring new ways of thinking and behaving.

Our School therefore has an important role to play in terms of:
- Considering the management methods we teach
- Using our basic and applied research to question corporate social responsibility
- Encouraging faculty members, and students in particular, to take initiatives in the area of sustainable development.

I am overjoyed at the publication of this 3rd Sustainable Development Report, demonstrating the long-term commitment of the School in this domain.

I would like to extend my sincere thanks to everyone in the School for their contribution to the various initiatives described in this document.
PRINCIPLE 1
OBJECTIVE

/// Sustainable Development, one of the School’s strategic values

Ensure that our graduates are able to apply sustainable values to business and society in general and to work for a sustainable and non-discriminatory global economy.

EM Strasbourg Business School aims to apply a Sustainable Development approach within its own structure. There are several reasons for implementing this project:

\> **Train future managers** to take on their social and environmental responsibilities; make them aware of the issues at stake in Sustainable Development and of the impact their management practices can have.

\> **Meet the emerging expectations of students**, increasing numbers of whom want to work in socially and environmentally responsible companies.

\> **Meet the accreditation criteria** for Grandes Ecoles and higher education establishments in the area of Sustainable Development.

\> **Respond to recommendations by public authorities**, at both national and international level, for the implementation of professional training courses in Sustainable Development.

\> **Incorporate Sustainable Development practices** into the day-to-day management of the School, in particular in its administrative activities (general services, procurement, etc.). Work with teaching and administrative staff to identify “best practices” and principles that can be applied to the day-to-day management and direction of the School.

\> **Work with faculty staff** so that Sustainable Development is taught transversally in all the key management disciplines over and above the indispensable awareness class; stimulate research in this field.

\> **Animate, stimulate and support social and environmental responsibility practices** in student clubs and associations. Encourage internships and professional projects in this field.
This process to incorporate Sustainable Development within EM Strasbourg Business School has the potential to become an extremely unifying and innovative veritable School-wide project, in which everyone can experience a sense of both usefulness and pride.

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> The School is committed to the active development of a sustainable cultural and social policy for its staff

Working with “socially-oriented” associations to organise Christmas parties for staff and their children; circulating job offers to professional (re)insertion organisations and having the Recruitment Charter signed by all members of staff carrying out this role; organising conferences and workshops on the themes of management, non-violent communication, priority management, non-discrimination in the workplace; the creation of an annual survey of “well-being at the EM Strasbourg Business School” for staff; access to practical services such as the delivery of vegetables produced by integrated farming methods to offices; the launch of an anonymous counselling service called “living together in harmony” (“bien vivre ensemble”); the annual publication of our social balance sheet; our application for the Diversity Label, etc.

/// Our commitments

Over the course of 2010-2011, the EM Strasbourg Business School renewed its commitments to 3 bodies:

> **Global Compact**

This is a pact by which companies commit to aligning their operations and strategies with ten universally accepted principles concerning human rights, workplace standards, the environment and the fight against corruption. The Global Compact is the principal global initiative of socially responsible companies, comprising thousands of participants in over 100 countries. Its primary objective is to promote the social legitimacy of companies and markets.

> **PRME (Principles for Responsible Management Education)**

These represent the driving principles for the Sustainable Development policies adopted by a certain number of French Grandes Ecoles and universities already bound by AACSB and EFMD accreditations. The aim of these principles, recognised by the UN Global Compact, is to orient and support teaching and research in social responsibility management.

> **Campus Responsible**

Campus Responsible was launched in June 2006 and now constitutes the network of French universities and schools committed to implementing sustainable development on their campus and raise awareness of the subject at the national level. Education is a key tool for changing behaviour in a sustainable manner, particularly among future decision-makers in businesses and public bodies.
/// Event

Sustainable Development Day for 3 Values Week
18 October 2010

> Each year, the School organises three days of awareness raising and exchanges between academics and practitioners with links to the everyday issues concerning the strategic values of sustainable development, ethics and diversity.

This provides a special opportunity for students on all programmes to understand the current issues facing society and the business world with which they will be confronted in their professional lives.

The « Three Values Week » is centred on the strategic values promoted by the EM Strasbourg Business School:
> Diversity
> Sustainable Development
> Ethics

> The day began with a showing of films followed by debates between all EM Strasbourg Business School students. The afternoon consisted of a series of round tables chaired by committed individuals from the business world, in order to explain and illustrate everyday action taken within companies.

Films and debates:
« Capitalism Love story »
« Nos enfants nous accuseront »
« Who killed the electric car ? »

Round tables:
“Sustainable development in school”
“Sustainable development at the territorial level”
“Remarkable Alsacian businesses”
“The application of social responsibility in multinational groups”
“Sustainable development conquers new fields”
“Tools and funding for corporate social responsibility”
“From the social economy to the social business”

Many thanks to the staff and business leaders who participated in these three days focused on raising students’ awareness!
// Support for student associations

Life at the School is represented in the values defended and promoted by its students. Since 2010, a “Diversity Bureau” has joined the ranks of student associations at the EM Strasbourg Business School. Here are the key annual events organised by the 3 bureaux representing the School’s societal and environmental commitments.

**B3D - bureau du développement durable**
- Visit to the most famous ecodistrict in Europe in Freiburg, Germany
- Competition between committee members of the students’ bureaux to construct the most eco-friendly cabin in the forest of Illkirch
- Sale of homemade smoothies at €0.80 the glass, on Wednesdays on the School’s interior road
- New spheres of influence with the creation of partnerships with, for example, “La Fleur des Champs” 100% organic restaurant, via the Facebook page and Twitter
- Implementation of a scheme to recover end-of-life mobile phones and/or used printer cartridges for a “scrapping premium”

**BDH - bureau de l’humanitaire**
- The Humanitarian Bureau of the EM Strasbourg Business School was ranked second among the 150 schools nationwide taking part in the Telethon. The amount of donations collected reached €5,507.54!
- According to Morgane Pichon, President of the BDH, “despite the difficult weather conditions, we managed to coordinate several campaigns and contribute 5,507.54 € to the Telethon. We would like to thank all those who took part for their great motivation and unparalleled enthusiasm throughout the Telethon campaign.”

The students invited the Strasbourg branch of the French blood collection organisation, EFS-Alsace. The aim of giving blood is to meet the increasing needs of French hospitals. However, the simple fact is that blood requirements exceed donations. Blood and its different components such as blood cells and plasma are in great demand in order to replace those lost by patients who have been operated on.

A big thank you to all the students at the EM Strasbourg Business School who invested in this worthy cause.

See you again next year!
The EM Strasbourg Business School Diversity Bureau participated in the 4th “DYS Day” in Alsace. On 9 October 2010, the Strasbourg Chamber of Commerce and Industry training centre invited actors from the worlds of education, employment, psychology and medicine as well as members of various national non-profit organisations and a number of parents to take part in an event on the theme of professional insertion. The Diversity Bureau and its President, Aude Bouchet, created a competition for the occasion entitled “Where Talents Meet” (“À la croisée des talents”), where young people expressed their desires and professional ambitions using the media of their choice. The learning difficulties represented by the word DYS are dyslexia, dyspraxia and dysphasia.

The EM Strasbourg Business School Diversity Bureau organised a competition inviting students to use their creativity and imagination to compose poems, songs, sketches and dances on the theme of diversity. The winner managed to convince the jury with a hip-shaking, original dance and was rewarded by the “diversity prize”. Yazid Sabeg, the Prime Minister’s Commissioner for Diversity and Equal Opportunities, was a prestigious guest at the EM Strasbourg Business School on 31 March 2011.

At a conference and debate attended by members of the general public and responsible business leaders, he underlined the importance for society to incorporate diversity in France at the professional level and to apply equality in practice. This visit by the Commissioner for Diversity was both a strong political message but also a very human gesture, which was particularly appreciated by the participants. Almost 150 people attended the event, including many EM Strasbourg Business School students.
Principle 2
VALUES

/// Nationwide influence

Now that it has incorporated Sustainable Development into its strategic plan, the School would like to achieve national recognition as a responsible business school.

> The Conférence des Grandes Ecoles (national representative body of French grandes écoles) has created a Sustainable Development Commission in which the EM Strasbourg Business School is a participant.

Various events have been organised, notably within the working group entitled “Pooling and Sharing Experiences”, on the following themes:

- 22 March 2011: “Implementing a sustainable development approach in an establishment”,
- 15 December 2010: “Teaching students sustainable development: how and to what extent?”

> The EM Strasbourg Business School renewed its membership of “Campus responsable” and participates in the various actions set up under this scheme.

The aim of “Campus Responsible” is to encourage higher education establishments (business and engineering grandes écoles, universities, etc.) to progressively integrate sustainable development into their teaching and research programmes and also into all their administrative activities (general services, management, architecture, relations with businesses, local residents and other external groups, work placement policies, etc.).
On 4 February 2011, students on the Sustainable Development and Corporate Social Responsibility Executive MBA visited the Fessenheim nuclear power station and Vogelgrün hydroelectric power station. The partnership agreement with EDF enabled the students to discover the different forms of electricity generation plants in operation in the Alsace region.

From 30 June to 2 July 2011, the same students took part in the study trip to Barcelona organised as part of the SD and CSR EMBA programme. The themes observed and analysed were water management, waste sorting, and the mobility plan for the town of Barcelona. This trip also aimed to strengthen relations between the twenty or so students on the course by means of two group projects unrelated to their professional objectives: one with a humanitarian aim and the other concerning sustainable development education.

The B3D organised a visit to one of the oldest and largest ecodistricts in Europe. The town of Freiburg in Breisgau (Germany) opened its doors to around forty EM Strasbourg Business School students, who were able to see for themselves how this district favours solar power, water recycling, wind power and, last but not least, social diversity … and human contact.
Create the teaching frameworks, basic principles, processes and environment for learning about responsible management effectively.

/// Sustainable Development Classes

> Classes dedicated to the Sustainable Development value have been incorporated into most teaching programmes at the EM Strasbourg Business School.

**Case studies and Masters dissertation on the theme of sustainable development**

> Case studies linked to Sustainable Development have been integrated into the School’s teaching programmes and students on all courses carry out more and more work linked to sustainable development practices in business.

> Each student on the Human Resources in-Company M2 programme studied the Corporate Social Responsibility policy in their host company. This approach teaches HR students to regard the practices they encounter in their host companies with a critical eye.

> In a letter addressed to each member of faculty, the Dean expressed her desire that the School’s 3 values be widely covered in the various management programmes. Awareness of the three values is a key teaching objective and is taught at each level: Programme Grande Ecole, Masters and Executive Education.
The professional projects completed by students on the Sustainable Development and CSR Executive MBA

> Daniel Merino, ‘Analysis of issues in the development of biogas plants in Alsace’
> Loic Le Moullec, ‘Empreinte Carbone et efficacité énergétique: Enjeux pour l’organisation’
> Christophe Klotz, ‘En quoi la méthode choisie par l’entreprise X pour nouer des relations avec ses parties prenantes est-elle adaptée à son statut?’
> Katia Sousa Oliveira, ‘Le Développement Durable au sein de la société X. Nécessité ou Eventualité?’
> François Decomps, ‘De l’acier, des Dieux et des Hommes. Une application de la théorie des parties prenantes à la construction d’un complexe sidérurgique en Inde’
> Michel Huy, ‘Sustainability in Customer Relations’
> Mickael Dragon, ‘Investissement Socialement Responsable’
> Florence Remy, ‘L’art accessible comme innovation sociale au service de la performance économique’
> Mickael Blais, ‘Understanding the benefits of socially responsible behaviour. How can an organisation contribute to sustainable development?’
> Fabrice Calmes, ‘Ancre des activités d’une entreprise dans une logique de Développement Durable: Stratégie, pilotage, compétences, outils et partage d’expériences’
> Zouhair Benjelloun, ‘Le développement durable, en tant que projet intégré à la stratégie de développement’
> Marion Valence Wanner, ‘Croiser une approche DD avec un référentiel de management de projet’
> Martine Pfister, ‘Comment exercer sa sphère d’influence pour une relocalisation textile-habillement en Alsace-Lorraine?’
> Bruno Charbonnel, ‘Sustaining development and CSR. The path toward ISO 26000’
> Jean-Philippe Distretti, ‘Comment intégrer le Développement Durable dans la mise en place d’une démarche globale de Lean Manufacturing?’
> Emmanuel Laubriat, ‘Le Développement Durable outil d’innovation et de compétitivité pour la création d’entreprise’
> Catherine Devaux, ‘Etude de l’agenda 21 d’une communauté de communes’
> Judith Capelus, ‘La mise en œuvre d’une politique de développement durable dans le milieu associatif’
> Stephane Miens, ‘De la gestion du risque éthique, au management du capital immatériel’
The course

The specificity of this course is the diverse backgrounds and professional environments of the managers who enrol on it in order to broaden their skills in the area of CSR.

The aim of this course is to prepare managers with respect to issues of social responsibility, both in its strategic and systemic form and with regard to its implementation and action.

The aims of this course are to:
> develop a critical sense of the challenges presented by sustainable development
> identify opportunities for implementing sustainable development tools
> relate sustainable development theories and practices with the helps of case studies, site visits and study trips and feedback from practitioners
> master social, economic and environmental audit and assessment techniques
> formulate concrete and transversal solutions
> assume the role of sustainable development manager within an organisation

2nd Sustainable Development and CSR Executive MBA intake
March 2010

> The graduation ceremony of the 2nd Sustainable Development and CSR Executive MBA intake took place on 26 March 2011 at the Strasbourg Palais de la Musique et des Congrès.

This year’s mentor, chosen by the students, is Michel Joras, Manager of the French Association for Business Ethics and an HDR Teacher-Researcher (ESCE).

3rd Sustainable Development and CSR Executive MBA intake
March 2010

> In March 2011, the EM Strasbourg Business School welcomed its 3rd intake of students on the Sustainable Development and CSR Executive MBA course, numbering around twenty participants, as in the previous year.
We will undertake basic and applied research in order to advance our knowledge of the role, dynamics and influence of businesses in the creation of social, environmental and economic values.

By forming part of Strasbourg University, the EM Strasbourg Business School has joined one of the largest centres of research in France. The aim of management research and, more generally, research into the business sciences, is to understand the issues affecting businesses from within.

/// Academic research

Sustainable development themes are addressed in doctoral degrees in the business sciences. Pia Imbs is currently supervising two theses in these fields:
- Stéphane Jaouen, “Les acteurs du capital-investissement peuvent-ils exercer une responsabilité sociétale dans le financement des éco-activités?”
- Olivier Braun, “Comment engager les salariés dans les politiques de Responsabilité Sociale des Entreprises?”
Publications by teacher-researchers at EM Strasbourg Business School

I. Barth, ‘Nouvelles perspectives en management de la diversité, égalité, discrimination et diversité dans l’emploi’, EMS, “gestion en liberté” collections, May 2010 (with C. Falcoz)


I. Barth, ‘La question du fait religieux en entreprise : le cas de la religion musulmane’, Diversité : regards croisés des chercheurs et des praticiens, Paris, ESSEC, June 2010 (with A. Bennani)

I. Barth, ‘La propension à discriminer : proposition d’un indicateur au service de la gestion de la diversité’, Sixièmes Rencontres Internationales de la Diversité (6th International Conference on the theme of diversity), September 2010 (with P. Tisserant, A.L. Wagner)


I. Barth, ‘La contribution des femmes à la performance des entreprises’, Round Table for the Business Woman conference, Lyon, March 2010


C. Cutajar, ‘Garantir que le crime ne paie pas : stratégie pour enrayer le développement des marchés criminels’, Presses Universitaires de Strasbourg


S. Dekhili, ‘Peut-on parler d’écologie dans le cas des produits alimentaires ?’, 4th INRA-SFER-CIRAD social sciences research days, AgroCampus Ouest Site, Rennes, December 2010 (with D. Tagbata)

S. Dekhili, ‘Dis-moi ce que tu achètes comme produits écologiques, je te dirai qui tu es !’, 20th Congress of the IAE Network ‘Rupture des managements, management des ruptures ?’, EM Strasbourg, August 2010 (with D. Tagbata)

P. Imbs, ‘Le case Maver : quels indicateurs RH pour une politique de développement durable ?’, in F. Chevalier, Pratiques de GRH dans les pays francophones, 2010


L. Ramboarison-Lalao, ‘Gender and Diversity: a new model of HRM required?’, EDI International Conference on the theme of diversity, Vienna, July 2010

S. Pérugien, diversity officer at the EM Strasbourg Business School, presented a paper at Paris Dauphine University entitled ‘Les politiques diversités au sein des grandes écoles françaises. Quel apport au renouvellement des élites ?’


J. Thépot, ‘La responsabilité sociale de l’entreprise est-elle un adjuvant ?”, Etats Généraux du Management, October 2010
The Diversity Chair is now into its second year and addresses various issues with its twenty partner companies. This Chair complements the diversity branch of the HuManiS research laboratory very well. HuManiS has around 6 business researchers working in the following areas: managing different age groups, religion in organisations, intercultural management in French and Irish hospitals, diversity policies in business schools and professional equality.

Diversity had pride of place on 13 December 2010, when Emilie Bastiani-Guthleber presented her book entitled ‘PASSAGE: an A to Z of Age Management’ at the closing plenary session of the Age Management Policy Deployment Commission. This work is the result of a partnership between the French association of diversity managers (AFMD) and the EM Strasbourg Business School. Companies such as SFR, Elior, BNP Paribas, Groupe Mornay, Adecco, L’Oréal, Latham and Watkins and Stef Té contributed to this project.

> Sabrina Pérugien, a PhD student at the EM Strasbourg Business School, presented her work on French and European elites (‘Les élites en France et en Europe’) at Paris Dauphine University, followed by her work on diversity policies within French grandes écoles and their effect on the renewal of French elites (‘Les politiques de diversité au sein des grandes écoles françaises : quel apport au renouvellement des élites françaises’) at the EM Strasbourg Business School. This young doctoral student’s investment in the School has also involved her being appointed Disabled Advisor (Référent Handicap). As a result, Sabrina Pérugien now accompanies disabled students wishing to complete their higher education at a business school. She has completed the ‘Référent Handicap’ training delivered by the Hanploi non-profit organisation and works alongside Isabelle Barth to implement action plans within the School.

> The EM Strasbourg Business School joined the ‘post-bac handicap passerelle’ network, which offers a special entry system for disabled high school candidates.

“The arrival of a disabled person does not necessarily disrupt a department but can contribute to its cohesion” (I. Barth)

Member companies of the Diversity Management Chair:
Adecco Experts • Banque Populaire Lorraine Champagne • Centre des Jeunes Dirigeants • CTS • ES Energie Strasbourg • GDF SUEZ • France Telecom Orange • GROUPAMA ALSACE • GROUPE BPI • Délégation régionale du Groupe La Poste • Hanvolution • Hilton • LEROY MERLIN - Direction Régionale Est • MANPOWER • Mars Chocolat France • MEDEF • ORANGE • Port Autonome de Strasbourg • Sotralentz • Strasbourg Evénements
Since October 2010, the Sustainable Development Chair has promoted the following events:

> 21 October 2010: Member companies of the Chair were invited to a presentation/debate on the new social responsibility standard, ISO 26000, organised by the AFNOR (French Standards Agency) at the EM Strasbourg Business School.

> 9 November 2010: Member companies were invited to a debate entitled “Solidarity-based company savings schemes: When businesses and employees become players in solidarity initiatives in their region”

> 21 January 2011: Invitation to a “research results” seminar with Sihem Dekilhi, lecturer and marketing specialist at EM Strasbourg Business School, entitled “The race by companies for environmental certification: what consequences for the credibility of ecolabels and consumer confidence?”

> 8 February 2011: “Research results seminar” with Catherine Lafarge, Consulting & Training in Sustainable Procurement, entitled “Social traceability and analysis of the social life cycle”

> 24 March 2011: PHARE conference, climate change issues, the price of carbon and … green growth

> 30 March 2011: Visit to the company SCHROLL; the issue of waste management, sharing of experiences

> 1 April 2011: In the context of the 50 pioneer building sites led by EDF in partnership with the Alsace region and professionals in the construction industry, the first five renovated houses were inaugurated. The Chair’s member companies were invited to this visit.

> 15 May 2011: Member companies invited on the “Barcelona, a Sustainable City” study trip.

> 16 May 2011: Invitation to the inauguration of the association IMS Entreprendre pour la cite at the EM Strasbourg Business School.

> 13 September 2011: Seminar: “Employee involvement in the implementation of CSR or sustainable development policies: is it effective and efficient?”

> 23 September 2011: NGOs and Enterprises, chaired by Guillaume Depré

The School’s Sustainable Development Management Chair focuses on debates seeking a better equilibrium between economic development, competitiveness, environmental protection and working conditions.

**Member companies of the Sustainable Development Management Chair:**

Auchan • Caisse d’Epargne d’Alsace • Caisse des Dépôts • Brasseries Kronenbourg • CCI de Strasbourg et du Bas-Rhin • Citeasen • CTS • Dagré Communication • De Dietrich Thermique • EDF • Eiffage Construction Strasbourg • ES Energies Strasbourg • Flam’s • La Poste - Délégation Régionale du Groupe en Alsace • IBM • Idée Alsace • LDE • Leroy Merlin • Locarest • Losberger France SAS • Manpower • Mars Chocolat France • Millipore SAS • Procap • Schroll SAS • Socomec • Spie • Steelcase
Principle 5
PARTNERSHIPS

/// Partnership agreements

Working together for a better future, when businesses and business school meet.
> In 2011, the EM Strasbourg Business School renewed its partnerships with Idée Alsace and EDF. Cooperation has strengthened the partnerships commenced the previous year and structured exchanges between the companies and the school. Participation by the companies in the Sustainable Development Management Chair is proof of their commitment and involvement; the sharing of experiences represents the principal source of exchange on the themes addressed. The programme was also extended to include a visit to the Fessenheim nuclear power station.

> AFNOR and the EM Strasbourg Business School entered into discussions in order to define their working relationship. AFNOR supplies information and training on the subject of the standardisations it manages. The School spreads and promotes this information to its students and faculty staff: knowledge is transformed into best practice…

> In the presence of representatives from the University of Strasbourg and the University of Strasbourg Foundation, SPIE Est signed a sponsorship agreement with the EM Strasbourg Business School at the beginning of September 2011. In line with its commitment as a “responsible enterprise”, Spie Est undertakes to offer study grants, fund projects under the aegis of the Sustainable Development Management Chair of the EM Strasbourg Business School and make a financial contribution of €250,000 over the next five years to the renovation of the Bary Greenhouse in the University of Strasbourg’s botanical garden (€200,000 of which will be allocated to the EM Strasbourg Business School).
Environmental balance sheet

Following the carbon balance sheet, the School took action with the help of its staff, certain students and the B3D in order to reduce carbon emissions. The concrete implementation of its commitments has given rise to a number of projects.

**Energy**

> The amount of lighting has been halved in the EM Strasbourg Business School building, while continuing to comply with applicable standards.
> The School’s computers are programmed to shut down automatically around 8.30pm.
> A timer has been installed on each floor of the EM Strasbourg Business School building in order to programme the turning off of lights in the evening.
> New posters in the classrooms of the School ask all users to ensure they turn off lights and electrical equipment before leaving the room.

**Waste sorting**

> The School has been sorting its waste for a long time now and is becoming more interested in recycling and energy recovery. A more extensive sorting system has been put in place, with new bins in the classrooms. They have two compartments: one for metallic waste, such as tin cans, and the second for paper and plastic. The pre-existing bin will be kept in place for other waste.
> Bins with transparent bin liners for tin cans will be installed in places where drinks are consumed, as well as outside on the terrace.

**Internet**

> The website of the EM Strasbourg Business School has been completely redesigned and, since summer 2011, includes a new feature: an “added” website rendering students’ lives easier by publishing ads for vacant lodgings, posted by leavers for new arrivals in Strasbourg.
> The car-sharing website was born, in order to limit single-person car journeys and therefore carbon emissions.
Principle 6

DIALOGUE

/// Conferences, congresses and symposiums

> Climate change, the price of carbon and green growth were on the agenda of the 31st Conférence Phare organised by the EM Strasbourg Business School and its President Didier Ernst on 24 March 2011. Pia Imbs, lecturer, HDR, chaired the debates in the presence of the following speakers:
- Christian De Perthuis, Professor of Economics at Paris-Dauphine University, Head of the Climate Economics Chair,
- Fabienne Keller, Member of the Sénat, Mayor of Strasbourg (2001-2008), author of a report on the Carbon Tax,
- Michel Joras, Manager of the French Association for Business Ethics, Teacher-Researcher, HDR (ESCE), Mentor for the 2nd intake of the SD and CSR Executive MBA.

> The Grenelle de l’environnement in Alsace: “What role for civil society in governance?”
An event organised by the Economic and Social Council of Alsace (CESA). Its President, Bernard Stalter, took the opportunity to focus on issues concerning communication between citizens, their representatives and the public authorities.
How to combine projects coming under the Grenelle II Environment, national issues and their practical implementation in Alsace?
Pia Imbs, Associate Dean of the EM Strasbourg Business School, was among the high-calibre speakers discussing this key question with regard to the transposition of public policy from the desire to act to pragmatic, regional actions.

> Epargne salariale solidaire (Solidarity-based company savings schemes ) on 9 November 2010: “When businesses and employees become players in solidarity initiatives in their region”
The debates covered various aspects of funding: What return for savers? What does solidarity-based saving finance? Why and how to make solidarity-based investments?”
/// On the ground

Disabled persons week
> On 15 November 2010, Strasbourg University and the AGEFIPH invited participants to the forum for employment at the training centre of the Strasbourg Chamber of Commerce. The first day was structured around exchanges between employers and academics. The Crédit Agricole and the DUNE organised a film scenario competition, which ran until January 2011, on the following two themes: “Is the world of work really open to all?” and “Handicap and employment: what do you think?” The entries were shown in two cinemas: UGC Ciné Cité in Strasbourg and Kinépolis in Mulhouse.

Participation in the Diversity Tour de France
> On 23 November 2010, the members of the Diversity Management Chair, led by Isabelle Barth, were able to share their experiences on two central themes: recruitment and changes in career paths. Isabelle Barth presented the School’s actions and degree programmes to the various companies who took part in the event, which was held at the Council of Europe. The EM Strasbourg Business School committed to the following: the Diversity Management Chair, the “Operation Equality” Study, presentation of the PassAge A to Z etc…

/// Sustainable Development Forum of 29.09.11

This event is coordinated by Idée Alsace and aims to provide a platform for the exchange of best practices between businesses and organisations on social, societal, environmental and economic issues.

The Head of the Sustainable Development and CSR Executive MBA, as well as alumni and current students on the programme, staffed the EM Strasbourg Business School stand throughout the day.

Professional participants took part in plenary conferences, participatory workshops, demonstrations and an association village.
Eco banquet - 2nd edition

> A second eco-banquet took place on 27 June at 12.30pm in the School’s outside square for volunteers who had taken part in actions dedicated to Sustainable Development in the School through the year. Each participant was able to discover the specialities of their neighbour and chat over a glass of organic cider and fair trade apple juice. A speech built on key features of the life of the theme within the School looked at the past year and progress made on the Sustainable Development project, as well as concrete action undertaken. It was an enthusiastic event, where members of the School’s administration team got together, got to know each other better and discussed future actions for the School, which is moving forward dynamically on this subject.

Vegetable baskets

> Staff at the School regularly ordered baskets of fruit and vegetables produced by integrated farming methods. From September 2011, this initiative was taken up by the Sustainable Development Bureau and is now available to all members of the School, both staff and students.

Christmas party

> At the Christmas party organised for staff and their children, the School puts its values into practice by organising an event in partnership with a non-profit organisation. Following a collection for “Resto du Coeur” in 2009, this year it was the turn of the “Solidarité Entraide Madagascar” charity to benefit from the proceeds. The donations collected went towards toolboxes to help the construction of a school.

When a balanced diet and carbon sobriety go fork in hand

> The School promoted the virtues of a balanced meal, with seasonal vegetables. Last winter, in November 2010, the Crous cafeteria offered students a carbon “light” menu. Reducing our environmental impact involves looking at our supply chains. This welcome initiative shows that we can actually eat healthily, by eating locally produced fruit and vegetables.

Around 15 people took part in an outdoor “eco-meal”.
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… and all our partners who support our work.

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