Introduction

Officially launched during the national student well-being week in November 2011, the Wellness service works daily to improve the life of students at Euromed Management in Marseilles, France. The main objectives of Wellness are: improving the quality of life and health of our students, to be at the service of individual performance, and to help prevent psychosocial risks. With a holistic and personalised approach, the Wellness works on creating an environment conducive to the personal and intellectual development of each student.

This case story reflects the transversal approach that Euromed Management has adopted when it comes to sustainability and responsible management education. The Wellness service demonstrates that, through key partnerships with other higher education institutions, health providers and insurers, we were able to improve the well-being of our campus, impact curriculum, and create a new means for dialogue.

Challenges

As the media demonstrates on a daily basis, stress at the workplace, at school, and at home can have serious repercussions on a person’s well-being and the safety of others. A higher education institution has the responsibility of providing a safe and healthy environment. Following two serious incidents in 2010, the school launched a working group and this project became Wellness.

A true stakeholder initiative, Wellness is governed by a “board” composed of three of the school’s directors, a professor from the school of medicine and doctor at Ste Marguerite’s Hospital, a student representative, the CSR Director, and members of the Wellness Team.

Actions taken

This service is coordinated by the CSR department with a full-time staff member and a “Wellness Team” composed of 9 members of the school’s staff (Marseille and Toulon), who voluntarily serve as information relays between the students and school management. Two students are also integrated into the service and assist in the organisation of events and communication. Parallel to this Team, a psychologist has been contracted on both campuses to receive and assist students who need professional guidance. It also produced the Student Wellness Centre – Situated in The HUB, the new Creativity & Innovation Centre, the Wellness Counselling Centre – a space reserved for students who would like a confidential meeting with the school’s psychologist or with a member of the Wellness Team. The Team is also responsible for helping to secure emergency funds to students in financial difficulty.
Results

The specificity of Euromed Management’s approach lies in the fact that Wellness not only assists those who seek help, the service also works on preventing such occurrences. Every month prevention activities are organised to help students manage their stress, balance their budgets and their meals, etc. Over the past year and a half, more than 30 preventative actions and events were organised by Wellness.

Students also need to be made aware of existence and impact of these topics in their future managerial roles. Since the launching of Wellness, over 1500 students have participated in a pedagogical conference, taught by professors from the school of medicine. This conference, offered to both staff and students, covered subjects such as: stress, burn-out, and addictive behaviours and substances. As of next year, the workshop will be transformed into an obligatory personal development course with online work and classroom sessions.

Recently, Wellness originated a number of projects that extend its parameters and help to create dialogue between campus stakeholders. In April 2013, the service installed an “expression wall,” tested for STDs, organised a theatre piece on campus drinking, gave nutritional advice, etc. Currently the School is negotiating new corporate partnerships through Wellness as well as research projects. Learn more at http://wellness.euromed-management.com

The role of PRME/sustainability principles

The Principles of PRME can be used in the elaboration and formation of a sustainable project. Wellness demonstrates that a “responsible” project can be impacted by more than one Principle, and the more principles integrated into a project, the greater the impact.

- The Principles should be used in the conceptualisation of projects
- The more Principles integrated into a project’s design, the greater the impact
- It is never too late to focus on additional Principles