

# Sustainable development report

## 2009-2010



n° 2



WE SUPPORT

**PRME**

Principles for Responsible  
Management Education

UNIVERSITÉ DE STRASBOURG



Ecole de  
**Management**  
Strasbourg

UNIVERSITÉ DE STRASBOURG

[www.em-strasbourg.eu](http://www.em-strasbourg.eu)



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# 2009 – 2010 AGENDA

THE EM STRASBOURG BUSINESS SCHOOL HAS DECIDED TO INITIATE A SUSTAINABLE DEVELOPMENT APPROACH TO TRAIN FUTURE MANAGERS TO EXERCISE THEIR SOCIAL AND ENVIRONMENTAL RESPONSIBILITIES AND PROVIDE THEM WITH TOOLS AND METHODS IN THIS DOMAIN. THE ACTUAL IMPLEMENTATION OF THIS VALUE IS REFLECTED IN THIS AGENDA.

## SEPTEMBER 2010

20th Congress of the IAE (Business Administration Institutes) network

## JULY 2010

Study trip to Hanover and Hamburg with the students of the Sustainable Development and CSR EMBA.

## JUNE 2010

1st Eco Banquet in the EM Strasbourg Business School

## MAY 2010

Commitment to the Principles for Responsible Education (PRME)

Co-publication of the «Personnel's eco-guide»

Evaddes self-assessment

Survey on «Organic and low-carbon meals in the hub's cafeteria»

## APRIL 2010

7th forum of Alsatian Economy

Waste Management and Partnership

Signing of the PRME

VWT Tour

## MARCH 2010

Back to school for the 2nd SD and CSR EMBA class

Result of the Carbon Footprint assessment

«Produrable» Exhibition

## FEBRUARY 2010

3-values week in the EM Strasbourg Business School

## DECEMBER 2009

J3D Alsace & signing of the agreement with IDEE Alsace

Transport survey as part of the Carbon Footprint assessment

1st Participatory Climate Forum in Strasbourg

International colloquium «Diversity: questions for social sciences»

## NOVEMBER 2009

Conference on the Carbon Tax

Study trip: Freiburg eco-district, Germany

Public consultation: ISO 26000: a silent revolution?

Signing of the Declaration of Responsible Campuses for the Climate

## OCTOBER 2009

Partnership with EDF and 1st Sustainable Development Report by the EM Strasbourg Business School

Sustainable Business Exhibition

Earth and Sustainable Development Forum





## Mission statement EM Strasbourg Business School

EM Strasbourg Business School is a component of one of the major French and European universities, anchored in a recognised academic environment with a highly developed humanistic culture.

Given the reputation of the *Université de Strasbourg*, our School conducts a continuous quality improvement policy for management education and research and thus has the opportunity to contribute to its international standing.

The mission of EM Strasbourg has two complementary and interactive aspects:

- We educate and train highly qualified business specialists, managers and business leaders capable of evolving in a complex, multicultural and digitalised 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 and delivery of general and specialised business degrees which contribute to local, regional, national and international economic development, in compliance with the corporate world's needs and evolution,
- The development of a strong academically qualified faculty as well as professional networks,
- The development of innovative learning tools,
- The selective recruitment of a body of students and participants significant in regards to diversity.

- We aim at creating and diffusing 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 of academic, practical and pedagogical nature nurturing our programmes and bringing new ideas and resources to our business partners.

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

### **EM Strasbourg Business School: key figures**

2,050 students  
40 courses, from 3 to 8 years  
90 permanent and affiliated teacher-researchers  
161 partner businesses  
145 exchange agreements with 49 countries  
10,000 graduates

# A WORD FROM THE EM STRASBOURG BUSINESS SCHOOL'S DEAN



Michel KALIKA  
Dean of EM Strasbourg  
Business School

IF WORDS ARE NOT FOLLOWED BY ACTIONS,  
THERE WILL BE TROUBLE AHEAD!

Academics have a way with words, but in terms of Sustainable Development and Corporate Social Responsibility, the EM Strasbourg Business School has decided to take the matter beyond words and take action.

If we have embraced Sustainable Development, Ethics and Diversity values, it is not just to pay lip service to these values.

We firmly believe that a Business School does not merely pass on knowledge and techniques, but must also transmit values to its students, i.e. future managers.

This is an integral part of our educational mission. This is why, beyond the many actions presented in this report, the teachers of the EM Strasbourg Business School upgrade the content of their courses to include issues relating to the implementation of our three values.

We know that evolution in terms of values and behaviour is a long-term process but we intend to contribute to this process in a humble yet determined manner.

# A WORD FROM THE SUSTAINABLE DEVELOPMENT MANAGER

“BEING AWARE THAT THE FUTURE WILL EXIST  
AND THAT I CAN INFLUENCE THIS FUTURE  
IS THE NATURE OF MANKIND”  
ALBERT JACQUARD



Pia IMBS

Sustainable Development project manager  
Responsible for the Sustainable Development  
Chair and Sustainable Development and  
Corporate Social Responsibility EMBA

Sustainable development is based on the awareness of interdependence between men, their activities, social organization arrangements and the environment.

It is also a philosophy for action based on the understanding of challenges and involving new ways of thinking and behaving.

Therefore, our School has an important role to play:

- in the reflection on the management models taught
- in the academic and applied research examining corporate social responsibility
- in encouraging the personnel and particularly the students to take initiatives in the field of sustainable development.

I am delighted that EM Strasbourg Business School subscribed to the Principles for Responsible Management Education, an offshoot of the Global Compact commitments to which the School subscribed in June 2008. These Principles highlight the new scope of responsibility borne by Universities and Grandes Ecoles in terms of training and raising future decision-makers' awareness of sustainable development issues. In fact, these principles also constitute the leitmotiv of our 2009–2010 sustainable development report.

I wish to sincerely thank all School staff for their contribution to the numerous initiatives mentioned in this document.



# PRINCIPLE 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.

## SUSTAINABLE DEVELOPMENT, ONE OF THE SCHOOL'S STRATEGIC VALUES

The EM Strasbourg Business School wishes to implement a Sustainable Development approach within its establishment; there are many reasons for this implementation:

- > Training future managers to exercise their social and environmental responsibilities; raising their awareness of Sustainable Development issues and the impact of their managerial practices.
- > Responding to the emerging expectations of an increasing number of students anxious to work in socially and environmentally responsible companies.
- > Responding to the accreditation criteria of Grandes Ecoles and higher education institutions in the Sustainable Development domain.
- > Following recommendations of national and international public authorities for the implementation of vocational training in Sustainable Development.
- > Integrating Sustainable Development practices into the daily management of the institution, in

particular its administrative activities (corporate services, purchasing etc.). Identifying the «best practices» and principles to be applied in the daily and managerial running of the institution with the teaching and administrative staff.

- > Relying on teachers so that Sustainable Development can be taught across the major management disciplines, beyond the essential awareness course; stimulating the implementation of a field of research.
- > Creating, stimulating and supporting social and environmental responsibility practices which can be exercised via student association activities. Promoting work experience and business projects in this domain.

Ultimately, this approach integrating Sustainable Development into the EM Strasbourg Business School is destined to become a genuine School project, extremely unifying and innovative, from which everyone can derive a sense of purpose and pride.

# OUR COMMITMENTS

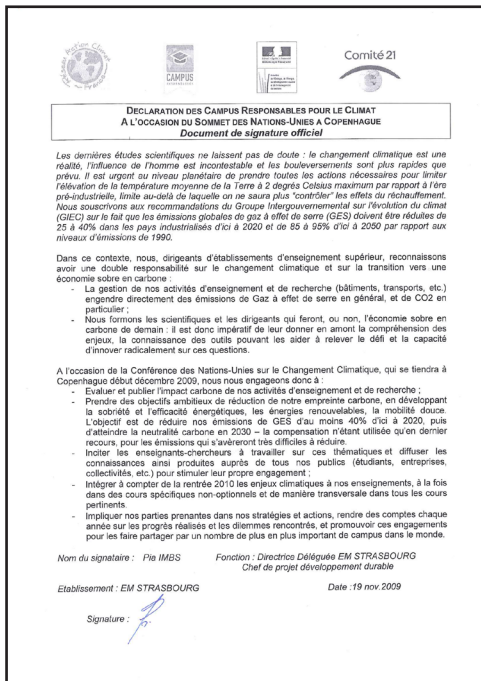
KEY SIGNINGS, AFTER THOSE OF THE GLOBAL COMPACT  
IN JUNE 2008 AND THE «RESPONSIBLE CAMPUS»  
COMMITMENT CHARTER IN DECEMBER 2008...



**PRME** Principles for Responsible  
Management Education

## November 2009

On the occasion of the United Nations Climate Change Conference (Copenhagen, December 2009) and in accordance with the commitments defined as part of the United Nations' PRME\* Charter, the School signed the Declaration of Responsible Campuses for the Climate.



## April 2010

Signing, by the School's Director, Mr Kalika, of the «Principles for Responsible Management Education». These are the guiding principles of the Sustainable Development policies adopted by a number of Grandes Ecoles and Universities who already subscribe to AACSB and the EFMD.



The objective of the «Principles for Responsible Management Education» (PRME), recognised by the UN Global Compact, is to guide and support corporate responsibility management education and research. By subscribing to the PRME, the EM Strasbourg Business School chooses to retain these principles as a framework for action in terms of Sustainable Development policy.

## OUR LABELS

### QUALÉTHIQUE® LABEL



It is designed to distinguish businesses and other organisations committed to complying, through their governance and operating processes, with criteria relating to: respect of the human person; preservation of the environment, resources and the natural milieu; consideration of cultural and intellectual values; ethical approach to monetary issues; and information and communication quality.

EM Strasbourg Business School was awarded the prestigious Qualéthique® Label by the Cercle d'Éthique des Affaires (Association for Business Ethics) in September 2008 for 3 years. Subsequent to the level 2 follow-up audit of the Qualéthique label on July 2nd 2010, the School retains its label for the third year prior to the renewal phase in July 2011.

### QUALICERT REFERENCE SYSTEM

Created by the network of IAEs, it relates to an «Academic training and research activity in the domain of administration and management sciences» and contains approximately one hundred commitments designed to improve the services provided to students, i.e.:

- \* High added-value initial and continuing education courses
- \* Competent educational and administrative teams
- \* Recognised academic research activity
- \* Educational methods specific to administration and management sciences
- \* Networks and partnerships with the economic and social domains
- \* International openness
- \* Courses provided within a stimulating intellectual and cultural context
- \* Reliable information for students and businesses
- \* Continuous quality improvement



The EM Strasbourg Business School was awarded the Qualicert service certification for 3 years as a result of an audit conducted at the end of March 2010 by the Société Générale de Surveillance, an independent certification body. With this commitment, the EM Strasbourg Business School wishes to pursue its quest for excellence, raise its profile, and guarantee full transparency and recognised quality education for all stakeholders.

### CONFÉRENCE DES GRANDES ÉCOLES



Our commitment to the Conference of Grandes Ecoles and the Conference of University Presidents has led the EM Strasbourg Business School to carry out its first EVADES self-assessment of Sustainable Development in Higher Education in March 2010. This will enable the School to assess its actions and identify potential improvements.

## SUSTAINABLE DEVELOPMENT DAY DURING THE 3-VALUES WEEK FEBRUARY 1<sup>ST</sup> 2010

### Films – Debates on:

«The eleventh hour»  
«Our children will condemn us»  
«An inconvenient truth»

### Workshops to be selected from the following topics:

#### Carbon Footprint

Benoît COLLET (Greenhouse effect and carbon footprint / Carbon Alternative consultant)  
Caroline DIETRICH (Quality Director/L'Alsacienne de restauration)

#### Social entrepreneurship

Guillaume DEPREY (Consultant/Perfethic)  
Véronique POISBEAU (Marketing Manager/LDE)

#### Sustainable Purchasing & Logistics

Catherine LAFARGE (Consultant/CL Conseil)

#### Sustainable tourism

Eric CHARTON (Director/Rhin Vivant Association)

#### Renewable energy sources

Stéphane KOCH (Associate lecturer/EM Strasbourg Business School)

#### Sustainable Development policy at La Poste and Leroy Merlin

Pierre SIMON (Sustainable Development delegate /La Poste)  
Philippe POSTEL (Director, Leroy Merlin Strasbourg)

#### Diversity & Disability

Julian BELL (HR project manager/EDF Group)  
Marc HAUG (President, ILPS)  
Laurence LEJEUNE (Responsible for recruitment & diversity / Electricité de Strasbourg Group)

#### Sustainable Development Policy & Finance

Nicolas GILLMANN (Senior Consultant/Orbium SA)

#### Inclusive economy

Cécile DUPRE LA TOUR (Responsible for Business–Association Partnerships/Alsace Active)  
Jean-Yves MONTARGERON (Director/Alsace Active)

#### Sustainable Development policy at Millipore and Dagré

Sébastien LEYENDECKER (Health & safety manager/Millipore)  
Jean DAGRE (DAGRE Communication)



All students of the School were made aware of the School's 3 values on the 1st, 2nd and 3rd of February 2010.



# HOW WE SUPPORT STUDENT ASSOCIATIONS

THE SCHOOL SUPPORTS THE INITIATIVES OF STUDENTS INVOLVED IN THE ASSOCIATIONS CONCERNED BY SOCIAL AND ENVIRONMENTAL COMMITMENT, SUCH AS THE SUSTAINABLE DEVELOPMENT ASSOCIATION (BUREAU DU DÉVELOPPEMENT DURABLE OR B3D), THE HUMANITARIAN (BUREAU DE L'HUMANITAIRE OR BDH) OR DIVERSITY ASSOCIATION (BUREAU DE LA DIVERSITÉ OR BDD).

«Natural resources are limited, not our imagination!»

The purpose of the Sustainable Development Association (B3D) is to promote Sustainable Development within the EM Strasbourg Business School. Through various events, this dynamic, friendly and good-humoured association makes it possible to reflect on more environmentally friendly development.



Events organised by the B3D include:

- Visit to the Freiburg eco-district (Germany) – October 2009
- Sale of organic and fair trade products.
- Car pooling system
- Reflection on the sorting of waste generated by a management grande école.

This association was created recently (June 2009). There is considerable room for improvement, with many projects in the pipeline.

Different projects were renewed during this academic year, such as: participation in blood donor campaigns, sale of M&M's for the French Telethon, food collection for Restos du coeur (food distribution centres for the homeless) etc.

Last but not least, the BDH's major achievement was the KaraKoeur project in Africa, which consisted of constructing a borehole in the north of Togo and setting up a village development committee to ensure project sustainability.

A fair trade breakfast was organised every Monday in EM Strasbourg Business School to raise the funds required.



«Embracing our differences: For Equal Opportunities, regardless of our differences»

The Diversity Association was officially created on October 16th 2009.

The association's recent initiatives include the "Diversity Challenge: Your Style, Your vision, Your project» competition, which brought the Diversity awareness day to a close on February 2nd 2010.





# PRINCIPLE 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.

HAVING MADE THE SUSTAINABLE DEVELOPMENT VALUE AN INTEGRAL PART OF ITS STRATEGIC PLAN, THE SCHOOL ASPIRES TO BE INTERNATIONALLY RECOGNISED AS A COMMITTED BUSINESS SCHOOL.

THIS IS WHY ATTENDING INTERNATIONAL MEETINGS FACILITATES EXCHANGES ON BREAKTHROUGHS AND BEST PRACTICES IN THIS DOMAIN.

## OUR INTERNATIONAL ACTIVITIES

### EUROPEAN SEMINAR IN ST JULIANS, MALTA OCTOBER 14TH AND 15TH 2009

The Council of Europe invited Pia IMBS to coordinate a round table on:  
«Making work pay – The Corporate Social Responsibility»

### SAN FRANCISCO STATE UNIVERSITY WEEK OF APRIL 26TH 2010

Pia IMBS gave a lecture on «Strategy and Management of Sustainable Development in connection with HRM» in the Emphasis in Sustainable Business MBA.

This visit was also an opportunity to exchange on the respective MBA programmes and examine future collaborations.

### 2ND GLOBAL FORUM FOR RESPONSIBLE MANAGEMENT EDUCATION & LEADERS SUMMIT WEEK OF JUNE 21ST 2010

The EM Strasbourg Business School, a signatory of both these international charters, is anxious to train responsible managers, aware of the social and environmental issues concerning the organisations that they may manage in the future.

Benefits of this activity:

- Raise the School's profile
- Improved understanding of major corporations' challenges in terms of corporate social responsibility.
- Elements to be included in courses (documents, best practices etc.)
- Improved understanding of PRME implementation.



## EXCURSION TO FREIBURG NOVEMBER 2009

On November 28th 2009, upon the initiative of the B3D, the Sustainable Development Association, approximately 40 students of EM Strasbourg Business School spent the entire day visiting Freiburg's Vauban eco-district in Germany.

The Vauban eco-district is one of the world's leading districts in terms of renewable energy (use of wood chips for heating, installation of photovoltaic solar panels and wind turbines, sand-filtered water recycling to water the gardens etc.): this district also encourages social contact, meetings and mutual assistance amongst residents and promotes social mix, notably via a multitude of public or semi-public areas.

## STUDY TRIP TO HANOVER AND HAMBURG JULY 2010

The 2nd class of the Executive MBA in Sustainable Development and CSR spent 3 days in Hanover and Hamburg, the 2011 European green capital.

Highlights of the programme included the presentation of the Ökoprofit Hannover project, a visit to Hamburg's Waste management department, a guided tour of the HafenCity district and finally a visit to the Kronsberg eco-district in Hanover.



Kronsberg eco-district in Hanover



HafenCity district in Hamburg



Hamburg's «Stradtreinigung»



*terra nobilis*

Terra Nobilis, the travel agency who organised these trips, commits to contribute to the Carbon Action project by paying Goodplanet the amount of carbon compensation corresponding with the trips made.

# PRINCIPLE 3 METHODS



METHOD: WE WILL CREATE EDUCATIONAL FRAMEWORKS, MATERIALS, PROCESSES AND ENVIRONMENTS THAT ENABLE EFFECTIVE LEARNING EXPERIENCES FOR RESPONSIBLE LEADERSHIP.

## SUSTAINABLE DEVELOPMENT COURSES



### INTRODUCTORY LECTURE ON SUSTAINABLE DEVELOPMENT

In each Master's /DU degree curriculum during the 2009/2010 year, Stéphane Koch, Associate lecturer with the School, provided an Introductory lecture on Sustainable Development.

«It gave me great pleasure to work for 3 hours per curriculum on Sustainable Development aspects with students of EM Strasbourg Business School. Raising awareness of the issue, monitoring current affairs, assessing the situation: all these aspects are sufficiently important and central to warrant a lecture. In keeping with School policy, I feel that this introduction to Sustainable Development taught at all education levels was greatly appreciated by students.»

### CASE STUDIES ON SUSTAINABLE DEVELOPMENT

Case studies linked to the Sustainable Development theme are implemented in School courses.

### STUDY AND THESES ON SUSTAINABLE DEVELOPMENT

As part of their work experience, each student in the M2 Human Resources course conducted a study of the Corporate Social Responsibility (CSR) policy in their host company. Numerous theses have already been written in the School on the topic of Sustainable Development.

## 2ND CLASS OF THE EXECUTIVE MBA IN SUSTAINABLE DEVELOPMENT AND CSR MARCH 2010

1ST CLASS OF THE EXECUTIVE MBA IN SUSTAINABLE DEVELOPMENT AND CSR SUBMITTED AND PRESENTED THEIR BUSINESS PROJECTS. GRADUATION OF ALL WORK EXPERIENCE STUDENTS.



### CLASS SPONSOR

Chantal JOUANNO

Secretary of State for Ecology  
Ministry of Ecology, Energy,  
Sustainable Development and  
Territorial Development



In March 2010, the EM Strasbourg Business School, for the 2nd consecutive year, opened its Executive MBA in Sustainable Development and CSR, an in-service training course provided by the University of Strasbourg.

A class of 20 students from various backgrounds (engineers, health institutions, IT, human resources, quality etc.).

This course takes a look at the strategic and managerial aspects of Sustainable Development challenges. It also aims at:

- > Developing critical skills for Sustainable Development challenges
- > Identifying opportunities resulting from the implementation of Sustainable Development tools
- > Combining Sustainable Development theories and practices via case studies, site visits and study trips, professional testimonies etc.
- > Helping to control evaluation and social, economic and environmental audit techniques
- > Developing concrete and cross-disciplinary solutions

This course helps develop the Sustainable Development Responsibility of future managers from a strategic and prospective as well as managerial and operational point of view. Its purpose is to improve the understanding of Sustainable Development issues, the strategic context, the players' logics and stakeholders' expectations in order to develop pertinent strategies in private and public organisations or associations.



Martine PFIESTER, student in the Executive MBA in Sustainable Development and CSR, 2010

«The EMBA fulfils my expectations as well as those of my company. This course enables me to understand Sustainable Development issues, pass them on and implement them rapidly. The benefits of this education also lie in the participatory pedagogy alternating between methodological elements and personal or group studies, backed by top academics and business professionals.

This course gives us an insight into areas for improvement necessary in our day-to-day actions, while encouraging critical thinking.

As a result, after each session, I can put Sustainable Development actions into practice. I should also point out that I like the atmosphere in the group, the exchanges between participants, the quality of the speakers and the strong involvement of the management.

The EMBA has clarified my ideas: I have found solutions to establish a Sustainable Development policy, assess the level of our commitment in this domain and understand how to define the company's priorities for the future.»

## KARLSRUHER INSTITUT FÜR TECHNOLOGIE (KIT)

The French-German Institute for environmental research wishes to reinforce its collaboration with the EM Strasbourg Business School based on Sustainable Development themes. The School will have the pleasure of organising an address by Professors Schultmann and Fichtner in October 2010 for the students of the Executive MBA in Sustainable Development and CSR, on the subject of sustainable production and energy in the EM Strasbourg Business School.

## NEW IN-SERVICE TRAINING COURSE: DU IN DIVERSITY MANAGEMENT

Fully aware of the increasing importance of Equality/Discrimination issues in terms of corporate image, recruitment or team management, the EM Strasbourg Business School will launch a DU (University Degree) in Diversity management in November 2010.

Objective: Acquire the basic concepts and tools required for the application of a successful «diversity» policy in private and public organisations.



# PRINCIPLE 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.

## SUSTAINABLE DEVELOPMENT CHAIR



## ACTIVITIES OF THE SUSTAINABLE DEVELOPMENT CHAIR IN 2009/2010

### NOVEMBER 9TH 2009

Survey among Chair members on the impact of carbon tax. Survey report in the «Carbon tax efficiency? Experts answer your questions» conference.

### NOVEMBER 19TH 2009

Participation of member companies of the Chair in the public survey on the ISO 26000 standard.

### DECEMBER 10TH 2009

Coordination of 4 Sustainable Development workshops during the J3D Alsace Day with the businesses of the Chair.

### JANUARY 07TH 2010

Seminar: Exchanging corporate social responsibility experiences and initiatives.

### FEBRUARY 1ST, 2ND AND 3RD 2010

Participation of member companies of the Chair in the EM Strasbourg Business School's 3-values days: coordination of more than 6 workshops.

### MARCH 31ST 2010

Seminar: ISO 26000 standard, the new corporate responsibility standard.

### APRIL 6TH 2010

Breakfast: La Poste is launching the «responsible paper» initiative and proposes that the member companies of the Chair should participate.

### APRIL 22ND 2010

Member companies of the Chair invited to the 7th Forum on Alsatian economy: "Sustainable development to stimulate our companies' economic growth".

### JUNE 25TH 2010

Member companies of the Chair invited to a professional SPEED DATING: Business–association partnerships.

### JULY 07TH 2010

Companies invited to the MECENOVA event: skills patronage.

### SEPTEMBER 1ST 2010

Member companies of the Chair invited to the round table on «Corporate social responsibility, a breakthrough in management?» as part of the Congress of IAEs organised by the EM Strasbourg Business School.

### SEPTEMBER 10TH 2010

Member companies of the Chair invited to the event organised for the awarding of FAPE cheques (Acting for Employment Foundation) to Envie Strasbourg and Alsace Active.

### OCTOBER 18TH 2010

Participation of member companies of the Chair in the 3-values days of the EM Strasbourg Business School.

## 1ST PRIZE IN THE 2009–2010 «PROMOTION OF PROFESSIONAL ETHICS» COMPETITION

Awarded by UNESCO and the ROTARY Club for her research on professional ethics, Anaïs PIGNON, a student of the EM Strasbourg Business School, tells us about her experience.

«I volunteered to participate in this competition. I looked at the different possible student competitions in the School and I chose this one because the professional ethics topic appealed to me, as did the freedom to deal with this subject. I had to write a dissertation on current professional practices in relation to ethics. My ambition was not to produce a mere assessment of the situation but to explore the possible evolution of professional ethics in our society.

This is why I thought it would be wise to organise my reflection based on a global issue which encompasses the mobility of this theme, i.e. should we set aside ethics to become profitable?

I am glad that I represented the school's values during this competition and I thoroughly enjoyed this experience, in particular the award ceremony in the premises of UNESCO.»

## MASTER'S DEGREE THESIS ON CORPORATE SOCIAL RESPONSIBILITY

TREGOUET, E. (2009, Grande Ecole Master's degree). La responsabilité sociale des entreprises.

BRAUN, O. (2010, Master's degree in Business Administration, Research). Comment la filiale d'une entreprise industrielle américaine implantée en Alsace s'approprie-t-elle la politique RSE de la maison mère ?

## PUBLICATIONS ON THE THEME OF THE EM STRASBOURG BUSINESS SCHOOL'S 3 VALUES

P. Imbs, «Le cas Maver» in Gestion des Ressources Humaines, Recueil de cas pédagogiques, coord par F CHEVALIER, AGRH, Vuibert, 2010.

P. Imbs, «La taxe carbone au cœur d'un nouveau et difficile débat économique», Qualitique, n° 214, Mars 2010.

P. Imbs, «ISO 26000 : la nouvelle norme de la responsabilité sociétale» in Ethique et responsabilité sociale, EMS Management et Société, 2010, coord par F DEBRY, J IGALENS et JM PERETTI, 2010.

P. Imbs, «Stratégie de légitimation des entreprises socialement responsables» Actes du congrès de l'AGRH, Toulouse, Sep. 2009.

I. Barth, C. Falcoz, Nouvelles perspectives en management de la diversité. Égalité, Discrimination et Diversité dans l'emploi, éditions EMS, mai 2010.

Sébastien Point, Stefan Gröschl, «Luxe, calme et volupté... rime avec diversité ? Invitation au voyage à travers les discours des grands groupes hôteliers», in : I. Barth, C. Falcoz, Nouvelles perspectives en management de la diversité. Égalité, Discrimination et Diversité dans l'emploi, éditions EMS, 2010.

Sébastien Point, « Exploring diversity in the offshoring literature : notorious threats and undetected opportunities », EURAM, Rome, 19–22 mai 2010.

Yousra Hallem, « La notion de valeur perçue dans le contexte du tourisme médical. Cas du tourisme de chirurgie esthétique en Tunisie », 10e colloque doctoral de l'AFM, 4–5 mai 2010.



## BUSINESS PROJECTS

### 1ST CLASS OF THE EXECUTIVE MBA

### SUSTAINABLE DEVELOPMENT AND CSR

REBOURSIN, I. (2010). Qu'est ce que peut apporter une ONG / une association dans la réflexion stratégique de l'entreprise ?

SCHMITT, D. (2010). Intelligence Stratégique au service du développement durable ? Analyse – Organisation d'un forum en région.

TORRES, A. (2010). Quelles sont les alternatives de formalisation d'une démarche Développement Durable pour une PME ? Cas concret d'une PME, acteur majeur dans le lavage automobile.

BEAUMONT, S. (2010). Comment intégrer le Développement Durable à l'image d'une PME ? Le rôle du Développement Durable dans l'image d'une PME.

POINSOTTE, L. (2010). Emergence d'une nouvelle fonction au service de l'éthique organisationnelle : le management socialement responsable.

KAHN, D. (2010). Les actions des CCI d'Alsace dans la promotion du développement durable vis-à-vis des entreprises.

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MAZZOLENI, D. (2010). Quelle politique / stratégie DD mettre en place au sein du groupe DDR ?

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# PRINCIPLE 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.

## OUR PARTNERSHIP AGREEMENTS

EDF AND IDÉE ALSACE ARE CURRENTLY WELCOMING STUDENTS OF THE EXECUTIVE MBA IN SUSTAINABLE DEVELOPMENT AND CSR FOR WORK EXPERIENCE, AND OFFERING ASSIGNMENTS LINKED TO VARIOUS SCHOOL COURSES.



### EM STRASBOURG BUSINESS SCHOOL AND ALSACE QUALITE/IDEE ALSACE DECEMBER 2009

As part of the regular exchanges between the EM Strasbourg Business School and Alsace Qualité / Idée Alsace, the purpose of this agreement is to clarify the contribution of both structures as well as the collaboration methods to be developed.

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## EDF GROUP IN ALSACE, EM STRASBOURG BUSINESS SCHOOL, EM STRASBOURG–PARTENAIRES OCTOBER 2009

«COOPERATION FOR THE SUSTAINABLE DEVELOPMENT OF ALSACE»

This 2009–2011 agreement is in line with the 2008–2011 partnership agreement signed on November 21st 2008 by the CEO of EDF (also acting on behalf of ES) and the President of the Alsace Region.

The EM Strasbourg Business School's commitments are as follows:

- Subscription of the EDF Group in Alsace to the sustainable development Chair of the EM Strasbourg Business School
- Participation in Chair seminars: testimonies of sustainable development policies undertaken by EDF, organisation of site visits etc.
- Integration of work experience students into the EDF group in the Rhine Basin (France and Germany) on the subject of eco-districts as part of the promotion of the cross-border master's degree in the 2009–2011 period
- Support of the EM Strasbourg Business School's sustainable development association B3D (forum on commitment, competitions etc.)
- Range of business projects on the issue of sustainable development
- Patronage of the MBA in SD & CSR
- Regular intervention of professional speakers within the EMBA in Sustainable Development
- Organisation of conferences on sustainable development (diversity and disability management, conferences on carbon and energy issues etc.)



Alternative Carbone is the consulting firm specialising in carbon strategy and sustainable development chosen by the School to carry out its Carbon Footprint assessment in accordance with the method accredited by ADEME (French Environment and Energy Management Agency). Data was collected from May to December 2009.

### Carbon Footprint figures

3,700 students,  
150 permanent teacher-researchers,  
80 administrative staff,  
26,000m<sup>2</sup> effective building surface area = EM  
Strasbourg Business School, FSEG, Library and  
common areas  
Total direct and indirect emissions are estimated at  
3,600 tons of CO<sub>2</sub> equivalent/year.

## Travel

2,600t of CO<sub>2</sub> equ., i.e. 71% of the EM Strasbourg Business School's emissions.

### Local students

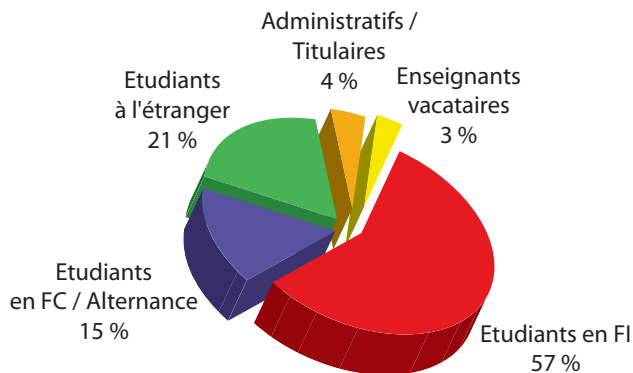
Trips between the School and their family home (car/ plane): 91% of student emissions, i.e. 58% of the EM Strasbourg Business School's global carbon footprint.

### Foreign students

98% of the impact of their travel returning to the family home, almost exclusively by plane.

### Teachers/ Administrative staff

50% of car users are open to change in their mode of transport.

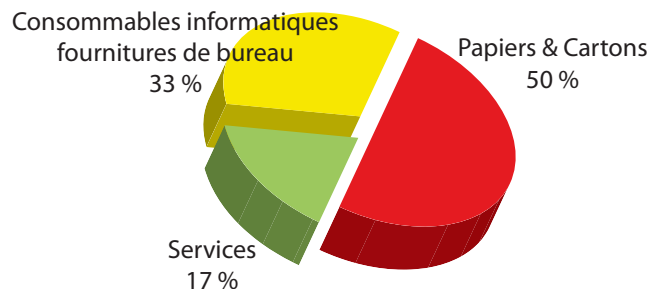


## Energy

The EM Strasbourg Business School's energy consumption consists of 1/3 electricity and 2/3 natural gas.

## Input

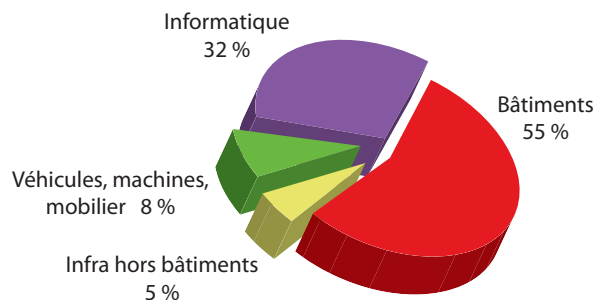
Half of these emissions are due to paper and cardboard, i.e. approximately 45 tons per year.



## Fixed assets

EM Strasbourg Business School's no. 2 cause of emissions, i.e. 15% of the total.

The computer equipment represents 170t of CO<sub>2</sub> equ., i.e. 1/3 of the total emissions of fixed assets.



### Area #1 – Employees/students aware of the issues and anxious to commit to reducing carbon emissions.

- 1.1 Set up a steering committee for this process.
- 1.2 Determine a level of ambition for the carbon footprint reduction project.
- 1.3 Decide whether or not to communicate with all School players regarding sustainable development actions.
- 1.4 Enable everyone to assess their own carbon emissions.
- 1.5 Monitor environmental performance.

### Area #2 – Travel optimisation.

- 2.1 Encourage administrative/teaching staff to use clean modes of transport.
- 2.2 Encourage students to use the train for their trips between Strasbourg and their family home.

### Axe #3 – Exemplary establishment (energy, water, waste management etc.)

- 3.1 Monitor waste treatment and create adapted processes.
- 3.2 Improve the energy efficiency of the building.
- 3.3 Rationalise the use of electricity (excluding heating and ventilation).
- 3.4 Optimise heating and ventilation temperature settings.
- 3.5 Introduce additional sustainable development actions.

### Axe #4 – Courses taking into account energy/climate issues.

- 4.1 Integrate the notion of sustainable development and, more specifically, carbon strategy into the curriculum.
- 4.2 Integrate the notion of sustainable development and, more specifically, carbon strategy into research projects.



IN MAY 2010, AS PART OF ITS SUSTAINABLE DEVELOPMENT POLICY, THE SCHOOL CONDUCTED A SURVEY ON CUSTOMER EXPECTATIONS (TEACHERS, ADMINISTRATIVE STAFF AND STUDENTS) IN THE CAFETERIA OF THE EUROPEAN MANAGEMENT AND ECONOMICS CENTRE (PEGE). THIS SURVEY WAS CONDUCTED AMONGST A REPRESENTATIVE SAMPLE OF 150 PEOPLE AND FOCUSED ON «ORGANIC– LOCAL – FAIR TRADE» TOPICS.

## RESULTS

### OF THE «ORGANIC – LOCAL – FAIR TRADE PRODUCTS IN THE CAFETERIA» SURVEY



Nearly 55% of those surveyed purchase an «Organic +/ Local +/ Fair Trade» product at least once to twice a week. Expectations for this type of product to feature in the PEGE cafeteria's offer are strong.

Preference for a daily offer on fruit and vegetables.

The upper acceptance threshold for an increase in the current price is €0.50 for the sandwich, breakfast and lunch options, and €0.25 for coffee or tea.

Price increases should nevertheless be restricted for the following reasons:

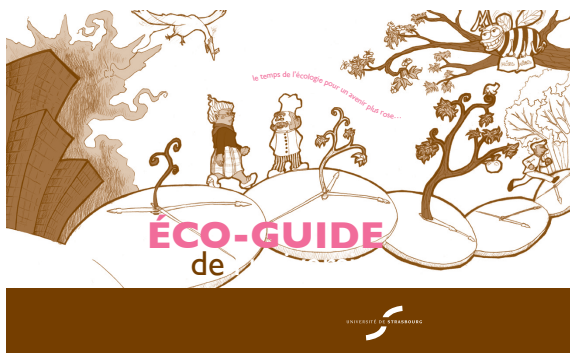
- Price is the number one obstacle to purchasing these products in the everyday life of those surveyed.
- Students feel cafeteria meals are fairly expensive compared with Strasbourg university canteens, in particular that of the Esplanade near the School.

Detailed results were presented to the cafeteria manager who will promote the development of this type of product amongst his management and suppliers.

Coffee and tea are already fair trade products, and the purchase of local fruit and vegetables is under negotiation.

## UNIVERSITY ECO-GUIDE

Upon the initiative of the University of Strasbourg, the objective of this new eco-guide is to enable Strasbourg's university personnel to take customary precautions in terms of sustainable development. Clear and pleasantly illustrated, it provides valuable information on the services working within the University of Strasbourg in the sustainable development domain. It is distributed to all Strasbourg faculties.



# PRINCIPLE 6 DIALOGUE

WE WILL FACILITATE AND SUPPORT DIALOG AND DEBATE AMONG EDUCATORS, BUSINESS, GOVERNMENT, CONSUMERS, MEDIA, CIVIL SOCIETY ORGANIZATIONS AND OTHER INTERESTED GROUPS AND STAKEHOLDERS ON CRITICAL ISSUES RELATED TO GLOBAL SOCIAL RESPONSIBILITY AND SUSTAINABILITY.

## OUR CONFERENCES, CONGRESSES & COLLOQUIUMS



### CONFERENCE-DEBATE: CARBON TAX EFFICIENCY...? EXPERTS ANSWER YOUR QUESTIONS! NOVEMBER 2009

Organised by the EM Strasbourg Business School, this conference involved more than 150 people (students, academics and professionals), with the objective of tackling this new, fairly controversial tool from several angles: its pertinence in a difficult context, its calculation, its impact on business competitiveness and consumer purchasing power.

### PUBLIC CONSULTATION: ISO 26000: A SILENT REVOLUTION? NOVEMBER 2009

The Afnor Group invited the trainees of EM Strasbourg Business School's Executive MBA in Sustainable development and CSR to take part in the public consultation on draft standard «PR NF EN ISO 26000: Guidelines on corporate social responsibility».

Themes tackled: Context and international issues / ISO 26000 outline / Focus on a proposed topic of debate according to contributions / Conclusion and perspectives.

## INTERNATIONAL COLLOQUIUM «DIVERSITY: QUESTIONS FOR SOCIAL SCIENCES» DECEMBER 2009

The EM Strasbourg Business School hosted an inter-disciplinary colloquium on issues relating to diversity, parity and discrimination in work situations, in collaboration with a number of professional and institutional partners.

## ALSATIAN ECONOMY FORUM APRIL 2010

EM Strasbourg Partenaire organised its annual conference on the subject of: "Sustainable development to stimulate our companies' economic growth". This meeting involved nearly 400 participants.

## 1ST PARTICIPATORY CLIMATE FORUM IN STRASBOURG DECEMBER 2009

This event was organised within the EM Strasbourg Business School. It marked the official launch of the development phase of the Strasbourg agglomeration's climate plan. On this occasion, Pia Imbs, EM Strasbourg Business School's Sustainable Development Project Manager, coordinated a debate with participating companies.

## 20TH CONGRESS OF THE IAE NETWORK SEPTEMBER 2010

In keeping with the themes of this congress, Pia IMBS EM Strasbourg Business School's Sustainable Development manager, coordinated a round table dedicated to: «Corporate social responsibility: a breakthrough in management?»





# OUR PRESENCE IN EXHIBITIONS

THE SCHOOL PRESENTED, IN THE FORM OF EXHIBITION STANDS, THE EXECUTIVE MBA IN SUSTAINABLE DEVELOPMENT & CORPORATE SOCIAL RESPONSIBILITY AT DIFFERENT EXHIBITIONS THROUGHOUT THE YEAR.



## SUSTAINABLE BUSINESS EXHIBITION OCTOBER 2009

To share and exchange managerial experience, benefit from the testimonies of experts and professionals and meet with players in the field involved in sustainable development.



## EARTH & SUSTAINABLE DEVELOPMENT FORUM IN THE LORRAINE REGION OCTOBER 2009

In partnership with the University of Lorraine, this forum on the Sustainable management of energy and resources gave us the opportunity to present our Executive MBA to professionals for 3 days.



## SUSTAINABLE DEVELOPMENT DECISION-MAKERS DAYS DECEMBER 2009

This event was an opportunity for the School to sign a partnership agreement with IDEE ALSACE, the main purpose of which is to exchange skills such as work experience opportunities, case studies, information dissemination or educational interventions.



## «PRODURABLE» EXHIBITION MARCH 2010

2 days of meetings & debates on Sustainable Development, best practices, CSR solutions, with experts in the field of sustainable economy.



## VWR INTERNATIONAL APRIL AND MAY 2010

This was an opportunity for the School to meet with professionals from the health sector and inform them of our continuing education courses in Sustainable Development as well as Management of health structures and Pharmacy Management and Marketing.

# OUR SOCIALISING ACTIONS



## 2009 CHRISTMAS PARTY

During the 2009 Christmas party for the School's personnel and their children, a collection was organised for the Restos du cœur association. The donations were to aid people with Restos bébés, French classes, IT, hair styling, leisure and culture, afternoon activities in the centres.



## 1<sup>ST</sup> ECO-BANQUET JUNE 2010

The objective for School personnel and teachers was to meet around a table and share everyone's organic, local and/or fair trade dishes.

This Eco Banquet was also an opportunity for the School team in charge of Sustainable Development to present recent or ongoing actions.

In light of its success, this event will be renewed.

## SUSTAINABLE DEVELOPMENT ON SCHOOL WALLS

To raise the awareness of all staff and visitors, the School set up a permanent display of charts illustrating major sustainable development issues in our society, in the School's corridors and classrooms.



## PLAY BY THE RULES CAMPAIGN



The EM Strasbourg Business School's strategic plan stipulates the training of students in a digital environment; the importance of the web 2.0 meant that we had to reinforce the EM Strasbourg Business School's presence on the Internet and on social networks.

The EM Strasbourg Business School's «Play by the rules!» campaign consists of three «buzz» videos made in May 2010. More than 40 students helped create these films to express the School's three key values: Diversity, Sustainable Development and Ethics.

# CONCLUSION: SALIENT FACTS

## COMMITMENT CULTURE

Subscription to Global Compact and PRME

Renewal of the «Responsible Campuses» commitment charter and Qualéthique label



## SUSTAINABLE DEVELOPMENT, THE CORE BUSINESS OF THE EM STRASBOURG BUSINESS SCHOOL

Compulsory courses on Sustainable Development and Corporate Social Responsibility

Executive MBA in Sustainable Development and Corporate Social Responsibility

Academic research dedicated to Corporate Social Responsibility

Work experience offers in the domain of Sustainable Development



## COMMITTED STAKEHOLDERS

Sustainable Development Chair

Support of B3D and BDH student associations

Collaboration with the University of Strasbourg and partner companies



## SUSTAINABLE HR POLICY

Diversity Management Chair

Creation of the DU in Diversity Management

Reinforcement of equal opportunities in student admissions



## ECO-GESTURES IN THE EM STRASBOURG BUSINESS SCHOOL

3-values week on the 1st, 2nd and 3rd of February 2010

Dissemination of an Eco-Guide for the personnel

Results of the Carbon Footprint assessment



# ACKNOWLEDGEMENTS

OUR THANKS GO TO

ERWAN LECUYER, TRAINEE AS PART OF THE EM STRASBOURG BUSINESS SCHOOL'S SUSTAINABLE DEVELOPMENT MISSION,

THE MEMBERS OF THE EM STRASBOURG BUSINESS SCHOOL'S SUSTAINABLE DEVELOPMENT STEERING COMMITTEE, WHO COMMIT THEMSELVES THROUGHOUT THE YEAR TO RAISING THE SCHOOL'S PROFILE IN THIS DOMAIN,

AND ALL OUR PARTNERS WHO SUPPORT OUR APPROACH.

FINALLY, WE WISH TO THANK CHRISTELLE ARBOGAST, EDUCATION EXECUTIVE ASSISTANT, WHO HELPED PUT TOGETHER THIS REPORT.





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