



icn
CREATIVE
business
school

SUSTAINABLE DEVELOPMENT
AND CORPORATE SOCIAL RESPONSIBILITY
REPORT 2016-2017



icn business school's **COMMITMENT TO THE** **UNITED NATIONS GLOBAL COMPACT** **AND PRME PRINCIPLES**

This is the 10th year that ICN Business School is supporting the Global Compact and the Principles for Responsible Management Education (PRME) of the United Nations.

Accordingly, ICN is committed to respecting human rights and the international labor standards, protecting the environment, and fighting corruption.

The mission of ICN Business School is to provide innovative and transdisciplinary education that enables students and practitioners to become competent professionals in the global business environment.

In order to fulfill this mission,

- The school governance has taken measures to face up to the challenges of sustainable development,
- Education and research integrate each year more concepts and ways of considering sustainable development,
- ICN's social and environmental policies are fully imbued with the values of social responsibility,
- The evolution of relations with its local, national and international stakeholders has allowed ICN to evolve in a responsible manner taking into account their interests.

This 2017 report takes stock of 10 years of reflection and sustainable development initiatives. ICN Business School is now mature enough to evaluate and evolve its practices to train responsible managers willing and able to change the economic model and society towards respect for human beings and the environment.

florence legros **GENERAL DIRECTOR**
icn business school

CHRISTINE MORIN **RESPONSIBLE FOR**
SUSTAINABLE DEVELOPMENT AND CORPORATE
SOCIAL RESPONSIBILITY icn business school

THE STRUCTURE IS INTENDED TO DEMONSTRATE THE ICN'S RESPECT FOR:

- THE 10 PRINCIPLES OF THE UNO'S GLOBAL COMPACT TO WHICH THE ICN SUBSCRIBES, AND
- THE POLICY STATEMENT OF THE CONFÉRENCE DES GRANDES ECOLES AND THE CONFÉRENCE DES PRÉSIDENTS D'UNIVERSITÉ, BASED ON THE HIGHER EDUCATION INSTITUTIONS' GREEN PLAN, TO WHICH ICN BUSINESS SCHOOL IS COMMITTED.

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1 | icn business school

Located in the heart of Europe, ICN Business School has, since 1905, been the reference for Graduate Management Schools in the east of France. Its identity and its development are rooted in the links between Management, Technology and Art, links which will shape today's and tomorrow's economy.

ICN Business School is authorised to issue a diploma endorsed by the Ministry of Higher Education, Research and Innovation for ICN Bachelor SUP'EST and the ICN Grande École program.

ICN has obtained the "Établissement d'Enseignement Supérieur Privé d'Intérêt Général" (EESPIG) qualification by ministerial decree on the 8th of June, 2016, published in the 'Bulletin Officiel' on 07/07/2016.



ICN Business School was awarded with the EQUIS and the AMBA accreditations, both prestigious international accreditations are references for leading management schools. The EQUIS accreditation validates the school's overall strategy, while the AMBA specifically targets the quality of the MBA program.



Associated with the University of Lorraine, ICN Business School is actively involved in creating joint projects and double degrees with the University of Lorraine, as well as ISAM/IAE, or Mines Nancy.



Member of the chapter of business schools within the 'Conférence des Grandes Écoles'.



ICN Business School's mission is to provide innovative and trans-disciplinary educational programs to enable students and practising managers to become responsible professionals with the skills to operate in a global commercial environment. ICN Faculty members are committed to developing knowledge and skills which are at the interface between art, management and technology, and to contributing to the advancement of game-changing knowledge and sustainable development in the fields of management and organisation.

Such educational programs utilise the expertise of a Faculty body involved in providing original intellectual contributions to the improvement of managerial practice and enhancing the knowledge base which is vital for businesses to be successful.

The ICN Community is driven by three fundamental values which underscore the ambition of the Artem Alliance: open-mindedness, commitment and team spirit.

At the start of the academic year the educational and training programmes on offer at ICN Business School centred around 10 Degree-awarding courses and 3 courses leading to professional Certification.

DEGREE-AWARDING COURSES

- ICN currently offers 2 undergraduate courses, 5 graduate programs and 3 post-experience courses.
- 2 undergraduate courses (Bac+3 / 3 years post High School)
- ICN Bachelor Degree 'Sup'Est, approved by the French Government: 3 years of full-time study at Nancy, Metz and Nuremberg (Germany), taught either in French or in English.
- 'International Bachelor' Diploma: 1 year of study after 2 years of higher education. An ICN Business School diploma.
- In Algiers, taught in French in partnership with EFTG Algiers. Note that this partnership will be coming to an end, as the contract will come to an end, during the academic year 2016-17.
- In Dakar, taught in French or in English. In partnership with the Business School Sup de Co. Dakar.

5 GRADUATE COURSES (BAC+5, OR 5 YEARS OF HIGHER EDUCATION)

- The ICN's Grande Ecole Master in Management Degree, approved by the French government. This a Master level degree of 2 or 3 years of study, taught either in English or in French at the campuses in Nancy, Metz and Nuremberg.
- The MSc in International Management - MIEEX, an ICN Degree approved by the Conférence des Grandes Ecoles. Two years of study taught in English in 7 partner institutions. Year 1 is taught at ICN (Nancy) for the first semester, then at the University of Bologna (Italy) for the second semester. The second year is studied at an institution of the student's choice, either Uppsala University in Sweden, the La Salle University in Mexico city, the MGIMO in Moscow (Russia), the ECUST in Shanghai (China) or the UFRGS in Porto Alegre, (Brazil).
- The MSc in International Business Development, an ICN Degree. Two years full-time study taught in English at Nancy, with, starting in March of year 2, 4 months at Chengdu (China), at Campinas (Brazil), or at Sup de Co Dakar (Senegal).
- The MSc in Luxury and Design Management, an ICN Degree taught in partnership with the Engineering School 'Mines Nancy', and the National Graduate School of Art and Design in Nancy. Two years full-time study, taught in English in Nancy.
- The MSc in Marketing and Brand Management, an ICN Degree. Two years of study taught in English in Nuremberg (Germany).

3 POST-EXPERIENCE COURSES (BAC+6 TO BAC+8)

- Executive MBA, a Degree accredited by AMBA. 18 months of study, 3-4 days each month, taught in English at the ICN Metz campus.
- Executive MSc in Business Administration, an ICN Degree. 14 months of study, at 3 days per month in partnership with ECUST (East China University of Science and Technology) at Shanghai. Course taught in English.
- ICN PhD. ICN Degree with, for some students, classes at the University of Lorraine, Nancy. 6 sessions of 1 week's duration, plus 2 workshops x 3 days in Paris. Course taught entirely in English.



PROFESSIONAL CERTIFICATE COURSES

- Profit-centre Manager (Formacadre) either full-time or in sandwich mode at Nancy and Paris. Certificate accredited by RNCP at Level 2. Course taught in French.
- Professional Coach: taught over 10 months in sandwich mode at Nancy and Luxembourg. Certificate accredited by RNCP at Level 1. Course taught in French.
- Summer Program: 1 month's full-time study at Metz, Nancy, Nuremberg and Paris. Course for foreign students taught entirely in English. Certificate in European Business awarded, equivalent to 12 ECTS credits.

FOR THE ACADEMIC YEAR STARTING 2017, 2 NEW COURSES ARE PROGRAMMED

- MSc in Digital Management, at Nancy and Metz. An ICN Degree: 2 years study in French and English (50%/50%). For the academic year 2018, the 2nd intake of the MSc will be taught in Paris.
- MSc in International Transport and Logistics: an ICN Degree taught in French in Dakar, Senegal and commencing in October 2018. Year 1 study in Nancy or Dakar, and year 2 study in Dakar.

STRATEGIC POSITIONING

ICN Business School's ambition is to be the reference in Business Schools at the heart of Europe between Germany, Belgium, France and Luxembourg. With NEOMA Business School at Reims, and EM Strasbourg, ICN has acquired a position of renown for itself in the new Grand Est region of France and the area which comprises the east of Belgium, Luxembourg, the east of France and the Sarre region. It enjoys considerable geographical scope for development in terms of its relations with companies and other institutions of higher education and research, as a window of professional opportunities for students, etc.

ICN also seeks to provide international opportunities for students (as a reminder, 40% of ICN graduates find their first employment outside France, particularly in the countries making up the new region).

Finally, the corporate brand ICN Business School is distinctive for its expertise in developing students' behavioural skills, rooted in particular in the interaction between the three disciplines Art, Technology and Management (ARTEM). This encourages the personal development of students via a personal tutorial system, their exposure to other cultures (especially with ARTEM and the School's international strategy), and a study model which is based on multi-disciplinary teams and project work.

TO SUCCEED IN THIS AMBITION, ICN HAS DEVELOPED STRATEGIC ADVANTAGES

- Its links with the University of Lorraine, in the form of a partnership convention. This gives the School all the advantages accruing from the synergy created in the fields of management training. In practical terms, this means a dozen Double Degrees, organised with the university itself, with the ISAM-IAE, and with Mines Nancy. These links are also important for cooperation in research for the ICN's research Faculty.
- Its central role in the creation of ARTEM in 1999 with Mines Nancy (INPL) and the Nancy National School of Art and Design. This is one of the most original initiatives to appear in the field of higher education in Europe.
- Its presence, since 2005, in the two regional capitals Metz and Nancy.
- In terms of the School's activity on the international scene: at Nuremberg in Germany, at Chengdu in China for first degree students, at Shanghai, China, for both first degree and post-experience students, and at Dakar, Senegal for the International Bachelor course and the MSc course in International Transport and Logistics.
- Partnerships with 155 universities on 5 continents.

By these means, the School responds to the needs of the employment market with the range of Degrees, Diplomas and Certificates which it awards.

In this way, ICN Business School makes a significant contribution to innovative managerial practice, training managers whose approach is both professional and responsible, who are able to evolve in a complex, dynamic and changing environment and who are mindful of protecting human and environmental values.

For some years now, ICN has been a committed subscriber to international agreements which enshrine these ethical, social, societal and environmental concerns.

icn business school has obtained ACCREDITATIONS:

Global Compact – United Nations' Global Compact for Sustainable Development and Corporate Social Responsibility.



PRME (Principles for Responsible Management Education), Principles of Sustainable Development for Institutions of Higher Education.

PRME Principles for Responsible Management Education

GRLI (Global Responsible Leadership Initiative)

GLOBALLY RESPONSIBLE LEADERSHIP INITIATIVE
GRLI

UNCSO Rio+20

ICN is signatory to the Rio Declaration, committing institutions of higher education to sustainable practices (UNCSO).

RIO+20
Conférence des Nations Unies sur le développement durable

ICN Business School is a subscriber to the anti-plagiarism norm 'Compilatio' Internet has increased the risk of plagiarism in education. Consequently, ICN Business School, in a concern to maintain its level of excellence, has taken the decision to combat intellectual piracy by adopting the anti-plagiarism tool Compilatio, created by the company 'Six Degrés' (www.compilatio.net). The aim of this is to make students and future managers more responsible for their work and actions.

Compilatio .net
LOGICIEL D'AIDE À LA DÉTECTION DE PLAGIAT

ICN is also in the process of applying for accreditation by AACSB.

icn key figures



- **3,000 students** with MORE than 38% foreign students
- **13,000 graduates**
- **155 partner universities** worldwide
- **47 student associations**
- **30 years** of soft skills
- **130 partner companies**
- **30,000 hours** of continuing education
- **110 administrative staff**
- **71 tenured professors** and **24 affiliate professors**
- **86%** of the permanent faculty are **phd graduates** and **51%** come from **overseas**
- **300 expert speakers**
- **15 databases** including bloomberg, ebsco, and abi proquest



8 locations

3 campuses

- **metz** and **nancy** france
- **nuernberg** germany

5 locations around the world

- **cnit la défense paris** france
- **berlin** (start of the 2018 school year) germany
- **chengdu** and **shanghai** china
- **dakar** senegal

2 | STRATEGY AND GOVERNANCE

ICN Business School has set itself the objective of training responsible managers, i.e. executives who are mindful of the respect owed to human beings and to the natural environment, whilst they engage themselves in the quest for performance and profitability. ICN therefore incorporates into all its training programmes humanist considerations, such as respect for their own person, for other people and for the environment. This gives students a framework within which they can make decisions in an enlightened way. With this in mind, ICN has set up a strategic plan 'Strategy for Sustainable Development (SD) and Corporate Social Responsibility (CSR)', which involves ICN Faculty and administrative staff, students, the School's suppliers and various other stakeholders such as companies, non-governmental organisations, the Municipal, Departmental and Regional councils, etc.

To achieve this objective, ICN has followed a humanist tradition for more than a century. During the last five years, a number of substantial changes have taken place in ICN's SD/CSR activities, including but not limited to: a structured and applied first strategy, responsible commitments for all activities of the school, performance indicators, civic engagements, setting up a pilot committee, events dedicated to SD and CSR (staff seminar, Faculty day, etc.), a very engaged academic committee (increase in the number of teaching hours), many research papers on subjects relating to SD and CSR, Artem sustainable development projects, pedagogical innovation in SD and CSR and companies, and a community outreach policy promoting different projects and actions in SD and CSR.

FOR THE NEXT FIVE YEARS, ICN BUSINESS SCHOOL HAS SET ITSELF THREE OBJECTIVES:

EXTEND SD AND CSR POLICY: IN THE LONG TERM, ICN WILL ENSURE THAT ALL ICN ACTIVITIES, ALL CAMPUSES AND ALL STAKEHOLDERS IMPLEMENT SD AND CSR STANDARDS IN THEIR DECISIONS AND ACTIONS.

IMPROVE SD AND CSR POLICY: ICN WILL INCREASE THE NUMBER OF HUMAN PARTNERS AND FINANCIAL RESOURCES TO DEVELOP AND DEEPEN THE ACTIONS.

CREATE A DISTINCTIVE SD AND CSR POLICY: ICN WILL PURSUE AND ENHANCE ACTIONS CONCERNING THE PERSONAL DEVELOPMENT OF THE STUDENTS, IN PARTICULAR THE ISSUES OF EQUAL OPPORTUNITIES AND SOCIAL ACCESS.

1 EXTEND SD AND CSR ACTIVITIES

PEDAGOGY:

All degree-awarding programmes contain courses focusing on these topics. In 2020, all modules will contain between 20% and 50% teaching hours on SD and CSR issues appropriate for the subject. In addition, as part of the professional and personal development of the students, specific attention will be given to responsible management behavior via specifically designed exercises.

RESEARCH:

In line with the ICN's trans-disciplinary academic approach, research in the field of Ethics, CSR and SD are themes regularly treated by ICN Faculty, visible via frequent conference organization and participation, as well as peer-reviewed publications. The Artem campus will reinforce ARTEM research projects. Each year, a specific seminar about SD and CSR will take place with international partners like UQAM (the first such conference took place in 2014).

REGULAR OPERATIONS:

ICN is a School which is proud of its civic and sustainable development priorities, and has a genuine commitment to environmental protection, with responsible supplies, electronic tools, waste recycling and hybrid vehicles. Collaboration with technical experts, and specifically Mines Nancy engineers, will further develop these sustainable green actions.

2 IMPROVE SD AND CSR ACTIVITIES

INTERNAL COMMITMENT:

The creation of a specific post for SD and CSR promotion and a pilot committee, as well as the organization of different events around this topic has led to an increase in the awareness and engagement of the staff and the students. ICN will continue this action through the inclusion of SD and CSR topics and concepts in many courses. ICN will support the creation of more responsible Association projects managed by students. Training and sensitization sessions for collaborators will be strengthened. Last but not least, an evaluation of ICN SD activities will take place in 2017.

LOCAL COMMITMENT:

ICN will improve its relationship with partner companies and local authorities to better support the pilot committee's initiatives. It will also reinforce its relationships with local companies in regard to its responsible supplies. ICN will become a SD key player in the region by organizing SD events and coaching enterprises on CSR strategy. In addition, ICN will complement this objective by maintaining, structuring and reinforcing ARTEM projects in SD and CSR.

NATIONAL COMMITMENT:

ICN will be more present in think-tank and brainstorming groups related to SD and CSR and will be one of the leaders (for example, with the Conférence des Grandes Ecoles) in this direction.

INTERNATIONAL COMMITMENT:

ICN is already a member of the United Nations Global Compact and PRME. Moreover, it intends to strengthen its collaboration with these institutions in order to be more visible on the international scene.

3 REINFORCE THE SCHOOL'S DISTINCTIVENESS IN SD AND CSR ACTIVITIES

EQUAL OPPORTUNITIES FOR ICN STUDENTS:

ICN's strength lies in the personal development of its students, which has been at the heart of ICN pedagogy for more than 30 years. One of ICN's opportunities is the demand for socially responsible managers in line with the personal and professional development approach of the School. Therefore, ICN will reinforce the coaching of students by teachers and company managers from the Alumni, Passeport Avenir, Est'elles Executive, ICN Foundation, etc. The social, geographic and academic diversity of the students will be strengthened by signing an agreement with the Engagement Institute as well as promoting many other projects that integrate various types of student at ICN.

EQUAL OPPORTUNITIES FOR THE OUTREACH COMMUNITY:

ICN students will continue to enhance their commitment to and actions for: disabled children who wish to go to a university or a Grande Ecole, for socially disadvantaged children, by encouraging them to go further in education, and for families with social and relational difficulties.

The ICN Sustainable Development/Corporate Social Responsibility pilot committee, together with its representatives in each Academic and Professional Department, will support and promote the strategic plan.

The pilot committee has also published a list of sustainable development performance indicators to enable ICN Business School to be more effective and efficient in managing its SD/CSR policies (cf. annex: SD/CSR Indicators).

The SD/CSR strategy is now part and parcel of ICN general strategy and hence impacts systematically on all activities and decisions taken by the School's different decision-making bodies.

3 | TEACHING AND TRAINING

Teaching, training and research are the key roles of an institution of higher education, whose ultimate goal is to produce responsible managers. To succeed in this objective, ICN Business School provides an education which is both quality-driven and appropriate for the professions. The aim is to further develop corporate practice via the behaviour of students once they have become practising managers and to prepare the future by incorporating SD/CSR concepts into all courses in management.

The committee of Departmental SD/CSR Representatives has taken on board the challenge of identifying SD/CSR themes which can then be incorporated as effectively as possible into classes and lectures.

Annual meetings are organised in the Academic and Professional Departments for the SD/CSR Project Leader and the departmental representatives to:

- make colleagues in the different Departmental disciplines aware of the issues of SD/CSR which relate to their expertise (for example, the link between Marketing and CSR, between Finance and CSR, etc.),
- assist lecturers in the initiatives they take to incorporate notions of SD/CSR in their classes (for example, an issue concerning SD/CSR built into an applied or practical class),
- enrich the already dynamic terminology of SD/CSR concepts which ICN Business School feels are fundamental.

The aim has two strands

- disseminate notions and practices of Sustainable Development and Corporate Social Responsibility in all courses taught at ICN, whether through the concepts studied or by mentioning the environment used to illustrate the concept, for example, using the theme of climate change when dealing with statistics.
- In this way, students on all courses will acquire knowledge and skills in this field. Course syllabuses will mention the percentage of SD/CSR notions raised in each module.

- dedicate certain classes to these themes, in order to respond more precisely to the concerns of students who wish to deepen their knowledge either for professional and/or personal reasons.

THE ARTEM WORKSHOP 'NEW MODELS FOR COMPANIES'

For this Artem workshop, students work over the academic year in partnership with a company committed to the circular economy and targeting maximum employability.

The students need to understand that technological innovation is not the exclusive domain of high-tech start-ups but is also important for companies looking to create 'new' products from waste goods, and that production processes can prove to be just as profitable with human labour and not just via excessive mechanisation, as long as financial profitability is not the only obsession of senior managers.

To do this, a number of avenues of exploration have been suggested, in order to combine social innovation and technological innovation. To be precise, students looked in detail at the company Valopneu, which was set up in 2016 with the twin aims of recycling used car tyres and employing people out of work for a length of time.



SOME EXAMPLES OF SD/CSR NOTIONS INCORPORATED INTO COURSE MODULES

ACADEMIC DEPARTMENT	COURSE MODULE
Department of Finance, Audit, Control and Accounting	<ul style="list-style-type: none"> • Financial ethics • Ethical and social background...
Department of Human Resources and Organisational Behaviour	<ul style="list-style-type: none"> • HRM classes: discrimination, managing diversity, ethical issues • Keys to performance: conformity, ethics and culture • Sustainable human resource management...
Department of Supply Chain Management	<ul style="list-style-type: none"> • Enterprise and mobility: sustainable transport • Global eco-concepts workshop: integrating eco-logistical and Information Systems processes from the moment of product conception...
Department of the Business Environment	<ul style="list-style-type: none"> • Fair and responsible trade • Environmental protection and sustainable development • Governance, ethics, CSR • Social responsibility and ethics...
Department of Marketing	<ul style="list-style-type: none"> • Sustainable consumption • Sustainable luxury • The social and the sustainability in innovation...
Department of Foreign Languages and Cultures Department of Strategy	<ul style="list-style-type: none"> • Consideration of the green practices in other countries • Classes on cultures: the BIO trend in France... • Corporate strategy: How CSR can provide and Entrepreneurship competitive advantage • Strategic management: the needs and consequences of an ethical company • Organisational design: the potential impact of SD/CSR on design of structure, assessment, improvement ...

ASPECTS of the professional training of students in sd/CSR

The SD/CSR module for students on year 1 of the School's Master Degree (Grande Ecole) seeks to make the notion of CSR a very concrete one. Students first follow a theoretical training, together with the individual professional experiences of directors of major companies, and a sound introduction to the ISO 26000 norm which traces the main lines of corporate social responsibility, and then they complete an in-company experience, carrying out a survey and analysis of social responsibility in the audited company.

The AFNOR Grand Est region, together with its regional delegate, make available for students a tool which gives them a holistic view of the company's practices. This in turn leads to the students making a general report on their survey before company managers. Over the last 2 years, more than 20 companies have agreed to have students carry out this diagnostic, which means a practical experience for the students and an up-dated awareness by the companies of the issues at stake in the area of sustainable development and corporate social responsibility.

off-CAMPUS MANAGEMENT SEMINARS

Students' personal development is a long-standing tradition at ICN Business School. Over and above classroom-based learning, ICN off-campus seminars provide students with practical opportunities for experimentation with key issues in management. There is one seminar for each year of study. All students in the year group, and from all ICN courses, are required to participate in the seminars which take students out of the classroom and provide a coherent complement to the more academic School-based teaching.

This style of management through action means that students learn in different ways. It also provides Faculty members with an extra opportunity to discuss issues with the students, and as such it is of mutual benefit for all parties concerned. The outdoor seminars have helped to define the ICN's ADN and now focus on corporate social responsibility.

Each year, in the many workshops which make up the off-campus seminars, the theme of 'Respect and the Prevention of Addiction' is covered. This serves two purposes:

- Self-respect, respect for others and
- Prevention of addictions.

Prevention of excessive consumption of psycho-active substances: Each year, with the student Associations ADHERE and PUSHING and with the National Association for the Prevention of Alcoholism and Addiction (ANPAA), all new students in the School are required to participate in a training session on the risks incurred and the responsible behaviour to be adopted during parties and other festive events.

The content of the session is in line with the recommendations coming from the Academic Rectorate and the Ministry of Higher Education and Research.



'handimanager' TRAINING

ICN Business School also provides students with training in handicap issues via the company 'Oh My Coach!'.

This training in awareness is original in more than one way. It begins with an interactive performance which, without appearing to do so, transports us into the life of the handicapped person (the name of the show is 'Embarquez-les' or 'Change their lives!') and provides a wealth of information on the subject through games.

Moreover, the performance is led by the Director of 'Oh My Coach!', who has hearing difficulties herself. Then, it relies on the students' willingness to participate 'freely', since there is no assessment or grading, but student participation is recognised by the award of a certificate which confirms their personal commitment and helps in their employability on the labour market.

The different types of handicap, legal aspects, welcoming, integrating and managing a handicapped employee - all these subjects are raised using teaching methods which are particularly creative.

They offer a spontaneous approach to the questions raised and convince students of the importance of diversity in company work groups.

CREATIVE business days (OR cb days)

The aim of which is to encourage students from the three Schools in the Artem Alliance to think and work together on setting up an innovative project linked to the issues of Social and Community Economy, and CSR in general.

Creativity and responsibility are therefore the themes at the core of the project. Students, helped by their Faculty tutors and by expert professionals, must become acquainted with the complex nature of a company and its operations.

Given the success of the project to date, companies such as Le groupe La Poste and Batigère have demonstrated their interest by submitting a problem for resolution by the student teams within the space of one week.

The subjects proposed in 2016 and 2017 are the following: 'Where are we at with the problem of tomorrow's social housing?', 'What will be the internal structure?', 'What will the building materials be?', 'How will they relate to others?' 'What services can the postal service employees offer as part of their policy of contact with the community?' Students also have the opportunity to follow the project's realisation in the real world.



Intellectual contributions at ICN Business School cover all fields of management, and in particular those of Sustainable Development and Corporate Social Responsibility. The aim is threefold. Research contributes to life-long Faculty development, research benefits students because of the high level of expertise gained in teaching, and research leads to knowledge dissemination and its strong impact in society.

INTERNATIONAL colloquia

ARTEMOCC 2015 AND 2017

Facilitating sustainable development through a variety of creative approaches, Nancy, France, September 2017.

Based on the inspiring outcomes of the first Artem Organizational Creativity Sustainability International Conference (ARTEMOCC) in 2015, ICN and Alliance Artem Recherche organized the second edition of this conference in September 2017.

The ArtemOCC conference seeks to rethink new ways of showing how creativity can move people, organizations and societies towards sustainability in various fields. The objective of this international conference is to create a discursive space among academics, professionals and doctoral students in areas such as engineering, arts, sociology, education and management to tackle the relation between sustainable development and creativity in its different dimensions.

In 2017 we continued the discussion on how sustainable development can be facilitated and fostered by the creativity of individuals, groups and organizations during the 2nd edition of ArtemOCC. The recent financial crisis, the on-going process of global shift towards new economic powers, the perception of an impending environmental crisis, different war situations with subsequent refugee streams, the lack of education resulting in a lack of work life perspectives, the continuous emergence of newer technologies at exponential pace - all are just examples of the challenges people, organizations and societies have to overcome if they want to keep pace with an increasingly complex and demanding context of work and life. It is fundamental that people, organizations and societies learn how to conserve and responsibly utilize social, financial and natural resources. Creative eco-efficiencies, and social and organizational innovations will allow them to cope with the risks and challenges of work-life, the markets, and the demands of the environment. Regardless of the sector and branch, individuals, organizations, communities and societies must invest in approaches originating in education, participatory action-based research, innovation processes and management or design in order to cope with the challenge of sustainable development in a creative way.

The speeches by Florence LEGROS, Dean of ICN Business School, and Laurent HENART, mayor of Nancy, reinforced the importance of such initiatives to create sustainable solutions and confirmed the commitment of the city to sustainable development.

John CROWLEY, Chief of Section for Research, Policy and Foresight in the

UNESCO Division of Social Transformations and Intercultural Dialogue was present too as a special guest.

This conference also included a workshop of practitioners moderated by two academics, with the participation of Dassault Systems, Innovation Way, Daimler and Stan Institute under the theme of 'Creative solutions for challenges of sustainable development in practice?'

This edition of ArtemOCC 2017 welcomed around 140 participants, and 92 papers were submitted to the different tracks of the conference. These papers were written by 137 authors from 22 different countries (Argentina, Australia, Belgium, Brazil, Canada, Denmark, Egypt, Finland, France, Germany, Greece, India, Italy, Pakistan, Portugal, Romania, Saudi Arabia, South-Africa, Sweden, Switzerland, United Kingdom, and United States).

Special issues of the Journal of Cleaner Production and Business and Society are being organized, based on ArtemOCC papers.

MESD 2015 AND 2017

The 4th Multinational Enterprises and Sustainable Development International Conference was held in 2015 in Lisbon, and the focus was on the ways MNEs can address sustainability in general, with a particular emphasis on climate change issues.

The fifth Multinational Enterprises and Sustainable Development International Conference (MESD'17).

The MESD Association, in partnership with The Center for International Business Education and Research (CIBER), Atlanta, US, The ICN Business School, France, The Ray C. Anderson Center for Sustainable Business, Atlanta, US and the CEREFIGE, France, will hold its fifth International Conference MESD'17 in Atlanta, Georgia, December 7-9, 2017. MESD'17 will mainly focus on 'What Can MNEs Do to implement Sustainable Development Goals?' Each goal has specific targets to be achieved over the next 15 years. This international conference will be of great interest to researchers, scientists, experts, policy practitioners, business decision-makers, industry representatives, members of government or non-governmental organizations, consultants, advanced graduate students, and other professionals working in any enterprise committed to more sustainable business

"GREEN CITIES" CONFERENCE

ICN Artem, Nancy, France, 2018. In June 2018, we will hold a global interdisciplinary conference about 'Green Cities: Business, Engineering, Design, Architecture, and Technology'. The conference will take place June 27- 30, 2018 in Nancy at ICN-ARTEM Business School. At this time, the program and organizing committee members along

with the track chairs represent 60 universities and corporations from 13 countries across four continents. The main goal of the 'Green Cities' Conference is, by gathering experts in the fields of business, engineering, architecture, design, waste management, transportation, energy, and technology, to create a platform to share knowledge and information as to how to sustain our planet and its inhabitants. Research papers or abstracts and proposals for symposia, tutorials and workshops are invited for submission. Awards for Best Paper in the following areas are open to competition: Best Contribution to Theory, Best Contribution to Application of Theory, Best Paper Award in Innovative Education, Best Paper Award in Strategy/Knowledge Management. In addition, we have competitions for best presentations by students in the following categories: Best Presentation by Ph.D. students, Best presentation by Master's degree students, Best Presentation by undergraduate students.

In our conference, we plan to highlight how we can create 'Green Cities' through private-public partnerships, partnerships among academia, industry, and government agencies. Such partnerships are of the utmost importance in achieving sustainability, resource efficiency, and enhancement of collaborations among different groups and entities. In addition to all the presentation sessions, workshops, and tutorials, we plan to have a panel of CEOs and presidents of different companies and organizations. Our site can be checked at: <https://greencities.cuttingedgespace.com>.

ICN/UQAM SEMINARS ON SUSTAINABLE DEVELOPMENT

Since 2014, and in parallel with a longitudinal study carried out in Quebec (Canada), an action-research programme has brought together around the same table, researchers and the producers and recipients of reports on sustainable development to discuss the challenges relating to the choice, construction and communication of extra-financial data. This constitutes a direct dialogue between these stakeholders in a non-conflictual environment, in which researchers contribute to discussions, based on their previous research findings, and hence help to maintain a dynamic in the group's reflexions. The third seminar in 2016 therefore had as its objective to review the totality of studies and analyses carried out during the two previous years. In 3 years, no less than 25 companies, 20 associations, a number of local governments, teachers and students have taken part in the discussions and learned much to enhance their own strategies in sustainable development and corporate social responsibility.



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IVANAJ, S., IVANAJ, V., MCINTYRE, J., GUIMARAES DA COSTA, N., & LOZANO, R. (2015). *Multinational Enterprises'*

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HOUE, T., SCHMIDT, K. N., & GUIMARAES, R. (2016). Implications for Multinational Enterprises Seeking a Sustainable Virtual Environment Using the Building Blocks of Social Media. Dans John R. McIntyre, Silvester Ivanaj, Vera Ivanaj, Rabi N. Kar (Eds.), *Emerging Dynamics of Sustainability in Multinational Enterprises* (pp. 115-133). Edward Elgar Publishing.

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BOUAB F., PERSSON S., ZIEGLER O., ZMIROU-NAVIER D. and BOUCHY O. (2017) Un nouveau métier : le Coordinateur au sein des maisons de santé pluri-professionnelles, 11^{ème} Congrès de Médecine Générale de Paris, 30 March, 1 April.

PERSSON Sybille, WASIELESKI David (2016), Nourishing the Tie between Business Ethics and Sustainability: Creating a Dialogue between Western and Chinese Perspectives, Conference: Connecting Eastern & Western Perspectives on Management, University of Warwick, 21-23 March.

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FINSTAD-MILION, K., EBERHARDT-TOTH, E., MORIN-ESTEVEES, C., & RETHORE, C. (2016). Are Business Professors Gender Blind in the Way they Design and Deliver Courses? A French Business School Case., 9th European Conference on Gender Equality in Higher Education (and Research), Université Paris Diderot, September 12-14.

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FINSTAD-MILION, Krista, BOREL, Pascale, GAS, Fatiha, (2017) 'Baromètre Egalité femmes-hommes - résultats et perspectives', Colloque Diversité : Assurer la Diversité dans les Campus », de la Conférence des Grandes Ecoles, ISIT, Paris

FINSTAD-Milioni, Krista, (2017), panelist on Round Table for International Women's Day 'La place et l'influence de la femme dans l'économie d'aujourd'hui' [The place and influence of women on today's economy], Metz Technopôle, March 8, 2017.

FINSTAD-MILION, Krista, Member of Panel on Globalisation and the place of Africa « Agorapolis », Université de Savoie-Faire, Dakar, Senegal, November 26, 2016.

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FINAL YEAR STUDENT DISSERTATIONS

'Corporate Women's Networks: Impacts on Women's Career Evolution', **Joséphine SAVALLE, June 2017.**

'Le plafond de verre dans le Big 4' (The Glass Ceiling in the Big 4), **Eva DARCEL, June 2017.**

'Pertinence et enjeux de la RSE', **Garance TOURAINE, 2017**

'Does Slow Fashion represent a trend or a paradigm shift in the textile industry?' **Sophie BECKER, 2017**

'The influence of environmental awareness and concerns on the consumption of organic food' **Mathilde ENGUEHARD, 2017**

'Les conséquences géopolitiques du changement climatique dans les espaces maritimes: exemple de l'Arctique', **Jeanne PUSSAT, Axel Colom, 2017**

'L'intégration de l'éthique au sein d'une institution bancaire au Luxembourg', **Charlotte ALTHEIMER, 2017**

'La participation du contrôleur de gestion à la performance sociétale', **Camille GENTY, June 2017.**

'Does environmental and social responsibility impact the purchasing behavior of luxury consumers?' **Fanny MEUNIER & Jeanne VELAY, 2016**

'Women entrepreneurs and access to Capital in the USA', **Sophie NITEL HADJ, September 2016.**

'La communication interne: un levier pour sensibiliser les salariés à l'égalité professionnelle hommes-femmes' (Internal Communication: a Lever for Building Awareness among Employees about Male/Female Equality on the Workplace), **Emeline JEANNE, June 2016.**

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DAGORN N., 'Le CHR Metz-Thionville, premier hôpital connecté de France'. Mini case study, ICN Business School Case study Collection, Centrale de Cas et de Médias Pédagogiques (CCMP), Paris, 2017

DAGORN N., 'Le Clos Lamartine, une résidence connectée pour seniors'. Case study, ICN Business School Case study Collection, Centre de Cas et de Médias Pédagogiques (CCMP), Paris, 2017.

D'EYRAMES S, BERTIN C, 'Faire le bon choix : une décision RH délicate pour France Pistons'. ICN Business School Case study Collection, Centre de Cas et de Médias Pédagogiques, Paris, 2017.

DOCUMENTS AND DATA BASES



2 Libraries, 1 Digital library, 24,000 paper items (books, articles), 14,000 ebooks, 10,000 digital journals

ICN continues its subscription to the data base SOL (Sustainable Organization Library), giving access to 8,000 articles and book chapters. SOL was set up as a result of the partnership between major publishers of works on SD/CSR and environmental management such as GSE Research, Greenleaf Publishing, EFMD, AMACOM, United Nations Principles for Responsible Management Education (PRME), etc.

The document collection was developed over the period 2015-2017 and now includes 497 titles, either paper or digital, exclusively relating to issues of SD/CSR (items are catalogued under the keywords of 'sustainable development' and 'corporate social responsibility' and in French and English).

Items from the press are also accessed digitally in order to reduce waste and costs.

In November 2016, ICN Business School's documentation service signed a partnership agreement with the company 'Ammareal, le livre solidaire', specializing in re-sale of second-hand books discarded by libraries and associations. One portion of the sale price is given to a charitable organisation and another to the donor organisation. Those books that are not sold are given away, and those which cannot be given away are sent for recycling. In this way ICN gives a second life to its books and also supports the charity 'Secours populaire français' in its attempts to provide access to education and culture. Moreover, the 'weeding out' operation (where the School library removes unwanted items and so renews its collection) contributes, since unwanted items are collected directly from the premises. The ICN's Library on its Metz campus creates space in this way and can constantly renew its collection for readers. Two gifts, amounting to almost a ton of books, have already been received, particularly following the School's move to the Artem campus!

In its concern to be both entrepreneurial and innovative, ICN has taken a number of policy decisions to protect the environment.

THE NEW ARTEM buildings

an important challenge in environmental management. No air-conditioning system. The design strategy consisted in giving the buildings an excellent level of energy efficiency in three ways: a strengthened insulation of the outer shell, control of the ventilation, and permeability of the air within the shell. Performance targets for the quality of the outer shell and the technical equipment have been set so that levels of performance such as those in the 2012 Heating Regulations for office space and the norms of environmental disturbance during construction and functioning of the site can be achieved.

TREATMENT of USED i.T. MATERIALS And equipment

An agreement with Xerox, the School's supplier, means that all used cartridges are collected and treated appropriately. The aim of the programme 'Xerox Green World Alliance' is to dispose of used consumables in a responsible way and re-use materials where possible.

The Head of ICN's Technical Services has organised activities to strengthen students' and colleagues' awareness: computers have been modified so that they only copy in black and white, and automatically print on both sides of the paper, water taps have been fitted with movement detectors. These have resulted in a substantial reduction in paper used and water consumed. In the new Artem building, installing hand dryers has led to a considerable saving in paper towels.

DIGITALISATION

Digitalisation of all order forms and invoices, together with salary slips, will commence in November 2017. The International Relations Office has installed a software for managing student movements, 'MoveOn', which helps to computerize applications for foreign travel and the selection of appropriate candidates. Bearing in mind that for some universities, application and registration processes are totally on-line, these application files must be electronic from start to finish. Eventually, the use of this software will be enhanced by the computerisation of on-line student registration to the School. The School's Directorate for Academic Affairs and Research will use the software Academ to avoid paper by centralising on computer all information on the total body of teaching staff. The Research and Development Year Book is edited on-line, and is only printed in exceptional cases, where, in the case of external audits, for example, it is absolutely necessary.

Responsible purchasing

For a number of years, ICN Business School has taken particular care to work with responsible suppliers for its equipment and other supplies. This concerns both the materials used, their country of origin and the conditions in which they were manufactured. For example, printing course publicity material is carried out by a Lorraine company which is certified 'Imprim'Vert', and at least part of the publicity items come from a local company which gives preference to ethical and responsible issues. A special signal will be given at the start of 2018 when a breakfast is organised to bring together all the School's suppliers. The idea is to offer them guidance in their own strategy of corporate responsibility. Close and responsible contacts and routes will be highlighted for occasions where cocktails and receptions are concerned: with local and seasonal goods and services recommended, and reference made to ESATs ... The School is very concerned to re-cycle the waste products resulting from organised events such as conferences and seminars, and it also emphasizes multi-use of equipment and materials.

hybrid vehicles

Hybrid vehicles and an arrangement for car-sharing are currently available for ICN staff travelling between the different ICN campuses in France.

video-conFERENCES

Video-conferences are regularly used in order to avoid travelling between the School's sites, for example, for General Staff meetings organised by the Senior Management Team.

WASTE MANAGEMENT

Waste management is a constant concern and additional waste-sorting and recycling bins have been purchased and were installed in 2017. One of the aims here is to standardize sorting and re-cycling practice on the whole of the ARTEM campus. Secondary and High School pupils from the institutions which are partners in the 'Pathways to Success' (Cordées de la Réussite) project are brought up to date with advances in sustainable development.

GREEN touch

In 2016 and 2017, Green Touch, the School's Sustainable Development Association, focused its activity on the agriculture of tomorrow (organic or rational) with a weekly sale of fruits and vegetables,

regional and seasonal, in partnership with 'La Ferme Lorraine' and 'Le potager de la Landre'. The aim is to show that it is possible to have a positive impact on the environment while supporting local businesses and at reasonable prices. To go further, Green Touch is developing a partnership with the start-up 'Pousse-Légume' for the construction of a hydroponic greenhouse and a shared garden on the Artem campus.



Two ICN students, after training in climate change, have become ICN ambassadors to the Association 'Avenir climatique'. Their aim is to take a lead in conferences on these themes in order to make their audience more aware of the issues at stake and to contribute to changing the model of society.



AVENIR CLIMATIQUE
PARLONS CLIMAT AVEC ÉNERGIE !

ACTION WITH ICN STAFF AND PARTNERS

- A recruitment policy which respects the School's commitment to non-discrimination. ICN is committed to working with service providers who also apply this rule.
- In 2016 ICN standardised its professional interview procedures, and the appraisal interviews for all administrative and academic staff.
- The School has put in place a code of appropriate behaviour for its students, made further improvements in its staff regulations and produced a 'good user' guide for internet and media users. These measures are intended to ensure a more comfortable environment for all concerned.
- Gender equality in senior management: this strategy has led to an increase in the number of women on the School's Board of Governors, the Strategic Orientation Committee (COS) and the Executive Management Committee (COMEX), where there are now 50% women members.
- Continued increases in time allocated to staff training. Training sessions in safety and health are taking place more and more often for all grades of staff.
- The purchase of computer equipment and supplies, and improvements to the ergonomics of work stations have meant that employees are working in more comfortable conditions.

- Since 2012, a number of agreements have been signed on subjects as diverse as: insurance (2012), complementary private insurance (2013), staff nearing retirement (2009 and 2014), professional gender equality (2012), and electronic

voting (2013). Each year, an agreement is negotiated and signed regarding salary increases, or at least increases in purchasing power. An agreement on Quality of Life in the Workplace is in its final stages of approval.

Following a staffing survey carried out in 2015, the following measures have been agreed:

Work load distribution has been improved by the following means:

- Improvements and upgrading of all computing equipment is a continuous process for all grades of staff.
- Training initiatives continue, on subjects which enable staff to improve their time at work (Excel, Organising yourself, etc.).
- Agreements on working days and the daily rate of pay.
- An analysis is currently being carried out of processes to help in anticipating difficult situations. This is managed by the Project Leader for Organisation, Quality, Process, employees and managers.

Work stoppages have been regulated as a result of:

- Agreement on 'open hours' for certain services and offices (accounts, academic office, etc.).
- and a reduction in the number of people involved in a particular process. For example, a reduction in the number of staff involved in purchasing via the software Sage.

Recognition of personal commitment in time and work load:

- A variable remuneration scheme (via bonuses per objective reached) has been set up as part of the agreement on daily rates
- General wage levels were increased on 1 January 2017 for all non-executive grades of staff.
- The prize for administrative and teaching innovation has been maintained.

MEASURES TAKEN CONCERNING STUDENTS



icn business school supports you throughout your education

TO MAKE YOUR EDUCATION EASIER AND MAXIMIZE CHANCES OF SUCCESS, ICN BUSINESS SCHOOL SUPPORTS YOU. IN THE PEPS (PROFESSIONNEL EXPERIENCE & PERSONNAL SUPPORT), THIS SUPPORT CONSISTS IN:

TUTORING

As from your integration, a faculty tutor is assigned to you: he/she stays responsible for you throughout your study period.

He/She is your privileged contact. If you have any question about your academic choices, contact him/her.

He/She is your academic tutor during all your internships too.

PERSONAL DEVELOPMENT

If you want to develop your skills or make a professional project assessment, a psychologist is here to support you.

Thanks to many tools (interviews, professional interest tests, personality tests), she can help you to determine your course choices.

PERSONAL SUPPORT

If you have any personal issue, a psychologist always stays available in the school.

All meetings are confidential (in the respect of psychologist code of ethics). Please don't hesitate to contact her.

COACHING

In order to complete the ICN BS support, the PEPS and the School of Coaching are partners: you can have a few coaching meetings with a coach in training.



In Nancy
Campus Artem - Bureau 128
Open every day

In Metz
Basic service regularly operated

TUTORING STUDENTS MANAGER

Madeleine Ostrowski:
madeleine.ostrowski@icn-artem.com

ASSISTANTE

Nacera Barbara: accompagnement@icn-artem.com

PROFESSIONAL EXPERIENCE & PERSONAL SUPPORT



bons plans étudiants student good deals

> se loger / housing

	NANCY	METZ
AVANCER SA CAUTION LOCATIVE / ADVANCE A RENTAL DEPOSIT		
CAUTION LOCATIVE ETUDIANT	www.lokaviz.fr	www.lokaviz.fr
UNE SOLUTION LOGEMENT / A HOUSING SOLUTION		
UN TOIT DEUX GÉNÉRATIONS	www.untoit2generations.fr 03 84 50 20 40	www.untoit2generations.fr 03 87 50 23 21
POUR DÉMÉNAGER / MOVING		
TROUVE TON TRANSPORT	trouvetontransport.com	trouvetontransport.com
ACHETER OU LOUER DE L'ÉLECTROMÉNAGER / BUY OR RENT HOME APPLIANCES		
ENVIE	envie-nancy.fr 03 83 37 58 59	envie-nancy.fr 03 83 37 58 59



> vivre au quotidien / daily living

	NANCY	METZ
SE NOURRIR / food		
ÉPICERIE SOLIDAIRE AGORAE	www.facebook.com/agoraenancy 03 83 48 20 20 agorae@fedelior.org	www.facebook.com/agora Metz agorae@fedelior.org
CRŌUS	www.crous-lorraine.fr	www.crous-lorraine.fr
SE DÉPLACER / MOVING		
location de vélos	maisonduvelo.grandnancy.eu/ location-de-velo 03 83 48 69 20	lemet.fr/garages-a-velo-velomet 03 87 74 50 43



MEASURES PROMOTING EQUAL OPPORTUNITIES HAVE BEEN IN PLACE FOR A NUMBER OF YEARS AND ARE REGULARLY UPDATED

PASSEPORT Avenir

ICN has signed an agreement with the student Association 'Passeport Avenir' to help young boys and girls from less fortunate backgrounds to prepare their professional or educational future. The pupils concerned will be allocated a sponsor from one of the Association's partner companies and will be guided throughout their studies by their new professional tutor.



OH MY COACH

A training session was organized in 2014 and 2016 by ICN in conjunction with the theatre company 'Oh my Coach!' to increase awareness among staff and students of issues faced by handicapped persons in the workplace. The sessions were set up by the coach-training company 'Oh my Coach!' and the show highlighted different themes emerging from handicaps and the prejudices which surround them, the image of the handicap in wider society, and ways of helping the handicapped person to adapt to the work situation.



INSTITUT DE L'ENGAGEMENT

ICN has signed a partnership agreement with the 'Institut de l'Engagement' (Institute of Commitment) in May 2016 which sets out to facilitate access to graduates from the Institute to ICN Business School programmes. Graduates from the Institute are young people who have successfully completed a civic service contract and who have come to the attention of their tutors for their commitment during their community service project.



FEDEEH ET PHARES

The Artem Alliance has signed a partnership agreement with FEDEEH to promote the PHARES programme. Students from Mines Nancy and from ICN Business School organize workshops for secondary and high school pupils in Nancy and its agglomeration to enable them to access higher education and to combat the self-doubt and discrimination which so often deter persons with disabilities.



ICN EXEMPTION COMMISSION

Every year, students in temporary, unexpected financial difficulty can complete an application file for help from this Commission. If successful, they can be awarded financial assistance to cover a portion of their tuition fees.

Other examples:

- Grants from the CROUS (depending of the government's Ministry of Higher Education)
- Bank loans
- Apprenticeship scheme
- Paying by instalments
- A fixed-term work contract (CDD)

ICN FOUNDATION

Each year the School finances the tuition fees for some year 1 students on the ICN's Master in Management (Grande Ecole) course by means of the ICN Foundation. Selection of deserving students is made on the basis of their family circumstances and on their motivation. Students can subsequently continue on years 2 and 3 of the course on an apprenticeship scheme. In this way they can follow a quality degree programme at reduced cost. ICN can also offer complete study grants to finance the first year of the programme for students in severe financial difficulty.



CAISSE D'EPARGNE
LORRAINE CHAMPAGNE-ARDENNE



icn
fonds de dotation

7 | TERRITORIAL INVOLVEMENT

ICN enjoys excellent, long-standing relations with its many partners and stakeholders, with whom different collaborative projects reinforce the partnership, involve companies in School life and, reciprocally, open the way for students to access companies and organisations. Because of its deep involvement in the socio-economic life of the locality and the region and its permanent commitment to its corporate partners, ICN fulfils its true role as a School of Business seriously committed to contributing to the dynamic nature of the region's economy.

SOME OF CSR PARTNERS



**Banque Populaire
Alsace Lorraine
Champagne**

OBJECTIVES of the PARTNERSHIP

Lecturing in classes (on CSR, Diversity, etc.), and internships. Since 2016 ICN has been represented on the Lorraine Consultative Committee of the BPALC, which brings together many of the region's economic and commercial players who, together, create new opportunities and strategies for the bank.



Manpower®

Manpower

Manpower is present at many of the School's events, such as the Employment Forum. The company's Director for Sustainable Development gives classes in the ICN's teaching modules. Manpower is also tutor for ICN students as part of the partnership with the student Association 'Passeport Avenir'.



LA POSTE

La Poste Group

For many years, ICN Business School has been a partner in the 'Responsible Innovation in Lorraine' project initiated by the La Poste Groupe, together with a group of economic partners and organisations.

In 2017, the La Poste Groupe was involved in the teaching seminar 'Creative Business Days 3', encouraging students on year 2 of the ICN Master (Grande Ecole) programme to consider ideas for the future development of the job of postman.



Batigère

Since 2016, the company **Batigère, specialists in building social housing, has tutored the ARTEM 'Pathways to Success' project as part of the Sustainable Development Day.** It has also set projects for students on year 1 of the ICN Grande Ecole Master programme on the theme of 'housing of the future' as part of the CB Days.



**Bouygues
Construction**

Bouygues Construction, as a member of Artem Entreprises, is a partner in the 'Pathways to Success' project, where pupils from the secondary schools in the project meet managers from the company and visit the company's construction sites. The company also offers internships to year 3 students on the course.

TERRITORIAL INVOLVEMENT

SEMINARS ON SUSTAINABLE

DEVELOPMENT jointly organised by ICN and UQAM (University of Quebec at Montreal) have, in recent years, enabled many large companies and SME's to exchange views and best practice on sustainable development. The Town Hall at Nancy, the County Council, the Grand-Est Region of France and AFNOR have all taken part in these discussions, and research projects have been set up as a result of this support (particularly on questions relating to the values espoused by heads of companies and their responsible leadership). A non-exhaustive list of the companies involved includes: EDF, ENEDIS, CELCA, Manpower, Bouygues, Actical, Clarion, La poste, CIC, and others. Local associations also participate in these discussions, in a concern to put such diverse groups of likeminded stakeholders in touch with each other: Espoir 54, Réciprocité, APC, Le Buisson Ardent, la LPO, l'Ecole de la 2^e

chance, etc.

For the last three years, **COMPANIES HAVE BEEN WELCOMING STUDENTS ON THE SD/CSR MODULE** as part of their studies, to help them to carry out an analysis of their CSR practice. This project, helped by a tool made available for the students by AFNOR, has as its objective to train the students in CSR in a very practical, operational way, and in so doing, make companies too more aware of the issues involved, in an attempt to communicate and promote further the idea of a responsible management. A non-exhaustive list of the companies and organisations involved would include: The City Council of Nancy, the Council of Villers les Nancy, the Compagnie Pétrolière de l'Est (Total), CELCA, Expertis CFE, SNCF, etc.

In 2015 ICN Business School joined a **PARTNERSHIP WITH MEDEF 54** and the Pôle Emploi for the project: '500 visits for employment'. The initiative, set up by

MEDEF 54 (employers' organisation) and the Meurthe-et-Moselle Prefect's Office, together with the job centre Pôle Emploi Lorraine, is supported by ICN Business School via a team of 6 students on year 2 of the ICN Bachelor SUP'EST programme on the Metz and Nancy campuses who will be completing their internship from May to September with the MEDEF. Their task is to inform companies about the help which the Pôle Emploi can provide when recruiting staff and identify any staff and skills shortages which the companies might have.

In 2016, **THE ICN'S SCHOOL OF COACHING AND THE LOCAL COUNCIL AT MAXÉVILLE**, a suburb of Nancy, signed a partnership agreement whereby the professional coaches from ICN will help the inhabitants of Maxéville in their search for employment. The partnership was set up in 2014 and puts job seekers in touch either with a coach in training as part of the Professional Coach training course at ICN

And PARTNERSHIPS



or with a qualified coach who is a registered member of the ICN's Association des Anciens Coachs Professionnels. Results to date have been very positive and as a result, many Maxéville inhabitants have been able to find the kind of employment they were seeking or join an apprenticeship scheme for appropriate jobs.

'PATHWAYS TO SUCCESS' (CORDÉES DE LA RÉUSSITE) is a project which was set up in 2008 by the French Ministry of Higher Education and Research, and the Secretary of State for Urban Development, to promote equal opportunities and greater success for young people from urban districts identified by the Urban Development ministry. The aim is to prioritize access to higher education for these youngsters, especially access to excellent quality programmes. The project envisages partnerships between institutions of higher education and secondary schools and high schools in the districts identified. The partnership can take many forms, such as individual or group advice and guidance, cultural and professional information and awareness sessions, etc. They set out to accompany pupils who are motivated and skilled enough to follow study routes of excellence and hence rekindle their academic ambitions.

The project 'Artem-Nancy-Ensemble vers la réussite' takes its name from the strategic teaching partnership which links ICN Business School, Mines Nancy and the Nancy National Graduate School of Art and Design – an alliance which has now been in operation for 15 years. The particular character of the ARTEM project lies in the diversity of the profiles of the student tutors involved: there are student-managers, student-engineers, and student-artists and designers. Then there are the senior managers from the partner companies involved such as: Batigère, Bouygues, Deloitte, EDF, and partner associations such as 'Dessine-moi un Rêve', 'Passeport Avenir', 'Elles Bougent', 'Entrepreneuriat au féminin', 'Est'elles Executive', etc. Of the more than 300 Pathways projects in France today, the Artem one is the only multi-disciplinary project involving a School of Art and Design, an Engineering School and a School of Management.

THE SIMCA³ PROJECT (Automatic Car-driving Simulator) is led by the LGIPM, one of ICN's partner laboratories and sets out to assess the capacity of people suffering from cerebral lesions to drive in total security for themselves and for other people. The societal impact of such projects is interesting because they could replace a somewhat discriminatory process of unilateral decision-making taken by committees from the Prefect's Office which causes much frustration with patients who, sometimes, are not fully

aware of their incapacity after a cerebro-vascular accident.

The project supported by the **LOGISTICS CLUSTER GROUP NOV@FLUX** in which ICN Business School is represented (in fact ICN was one of the founder members). This project seeks to advance the decision-making paradigms which help the logistics industry to cover the territory geographically. So far, the choices have been largely based on financial considerations, using fiscal dumping and other advantages offered by different areas to attract business. Now, a platform is being developed which includes many additional parameters, especially geographical, communication networks and infrastructures, telecommunications, population density, environmental and societal impact, etc. This represents a particularly virtuous tool in terms of sustainable development.

EMBA graduates have contributed to the creation and continuous development of **EST'ELLES EXECUTIVE**, a professional women's network with branches throughout the Grand Est region of France and Luxemburg, and including activities in Senegal. The association EST'elles Executive was created in 2008 to address the problem of the disproportionate number of women and men in ICN's Executive MBA program which at the time held the poorest score in France (1 female out of 20 students). The network was initiated by the programme director who associated other Executive MBA students and ICN women professors along with active members of the wider business and political community, in creating this association. Nine years later, the association is one of the leading women's networks in Eastern France and Luxemburg, counting over 200 members and a dozen partnerships with companies, other networks, and public organizations including the French Ministry of Women's Rights and Equality. The network has branches in 4 cities in Eastern France and 1 in Luxemburg dedicated to promoting gender equality as a means of regional social and economic development. Unlike other Business School women's networks, EST'elles Executive has non-elitist membership criteria, is financially accessible to all, and open to membership beyond the School. In other terms, EST'elles Executive is clearly an example of social innovation.

Association Directeurs Financiers et Contrôleurs de Gestion (DFCG), Association Institut Français des Administrateurs (IFA), Dirigeants Commerciaux de France (DCF), Association Française Droit et Management (AFMD), Institut Européen d'Ecologie, etc. ICN Business School professors belong to these **PROFESSIONAL ASSOCIATIONS** in order to deepen their knowledge, share

best practice, test their own ideas and research, and maintain a close contact with the realities of corporate life.

CONFERENCES are regularly given by ICN Faculty members and/or organised or hosted by ICN and open to both students and members of the wider community. Many of these conferences are initiated and managed by the ICN student association 'ICN Citizen'.

- 'Firmness and Caring, the evidence from Humanist Management'. Conference by Philippe VILLERMAUX, 2015
- 'CSR, challenges and practices'. Conference with a number of contributors, including Dominique POTIER, a local member of the French National Assembly, author of the legislation on human concern in multi-national companies. 2015
- 'Can we recruit without discriminating?' Conference by Agnès CECCARELLI, during a day's activities devoted to 'BLIND JOB DATING: anonymous CV's and interviews' organised by the Jeune Chambre Economique in Metz. 2016
- 'Is a professional career gender-bound?' Conference given by Krista FINSTAD-MILLION, during an evening debate organised by EM Strasbourg. 2016
- Presentation given by Edina EBERHARDT-TOTH at the Brunch on the Ecology and Technology Challenge: 'New Technologies and Eco-conception and Eco-citizenship Processes', given at the Ecole Nationale Supérieure d'Electricité et de Mécanique. 2017
- 'Climate Change: Reasons and Challenges' given by Diane FAURE and Johann BOURGOIN, ICN students and 'Avenir Climatique' ambassadors. The students have followed a programme of study from the Association 'Avenir Climatique' which was created in particular by Jean Marc JANCOVICI and which gives the lecture as often as possible in order to make different audiences aware of this crucial issue. Among the possible solutions proposed was the project created by the ICN Association 'Enactus' consisting in promoting the consumption of insects as a food source. 2017

EST'elles
Executive

ASSOCIATIONS

icn student associations



Every student on the ICN's Grande Ecole Management course, along with student volunteers from the School's other courses must join a student association.

There are approximately 40 such associations at ICN.

Their aims and objectives vary, and some are more closely associated with social, societal and environmental issues.

The overall aim is to immerse students in the reality of civil society, bring them face to face with experiences similar to those they will have to face once they are working in a company, and give their full commitment to accomplishing a specific mission.

STUDENT OFFICES

BDE

• Organising and invigorating school life, helping the different associations, serving as intermediary between the school administration and the student body.

BDA

• Sharing and promoting art, dance, music and all other forms of art.

BDS

• Structuring the school's sporting life and organising competitions.

discovery And ENCOUNTER ASSOCIATIONS

ARTEMIS et ICN MEMORIES

• Immortalising ICN Business School events.

CITY'ZEN

• Developing students' curiosity via conferences for interdisciplinary issues.

CREATIVE GAMING

• Developing passion for video games.

DÉFI VOILE Artem

• Defending the colours of ICN in the EDHEC sailing race.

GOLDENIGHT

• Organising the annual ICN student gala.

ICN CHINE

• Discovering China and chinese culture for ICN students.

ICN DAKAR

• Accomplir une mission humanitaire, culturelle et économique au Sénégal.

LES P'TITS GOURMETS

• Arousing the taste buds and culinary talents of ICN students.

METZ'N CO

• Organising student life on the Metz campus.

METZ'SPORTS

• Organising sporting activities on the Metz campus.

MILLÉSIME

• Discovering wine is discovering a way of life.

X-TRÊME ICN

• Organising extreme sports at ICN.

humanitarian and social associations

Artem RÉUSSITE

• Promote higher education and equal opportunities.

CHILD'N'FUN

• Accompany handicapped children in lorraine and provide a moment of pleasure for them.

ENACTUS

• A unique opportunity – create your own company.

GREEN TOUCH

• Promote sustainable development via projects which are ecologically virtuous, socially responsible and economically feasible.

LATINA

• Humanitarian aid for a shantytown in Lima, Peru.

MÉKONG

• Living a meaningful human mission in Asia.

SOLIDA'RAID

• Organising the '4l trophy', humanitarian missions and local actions.



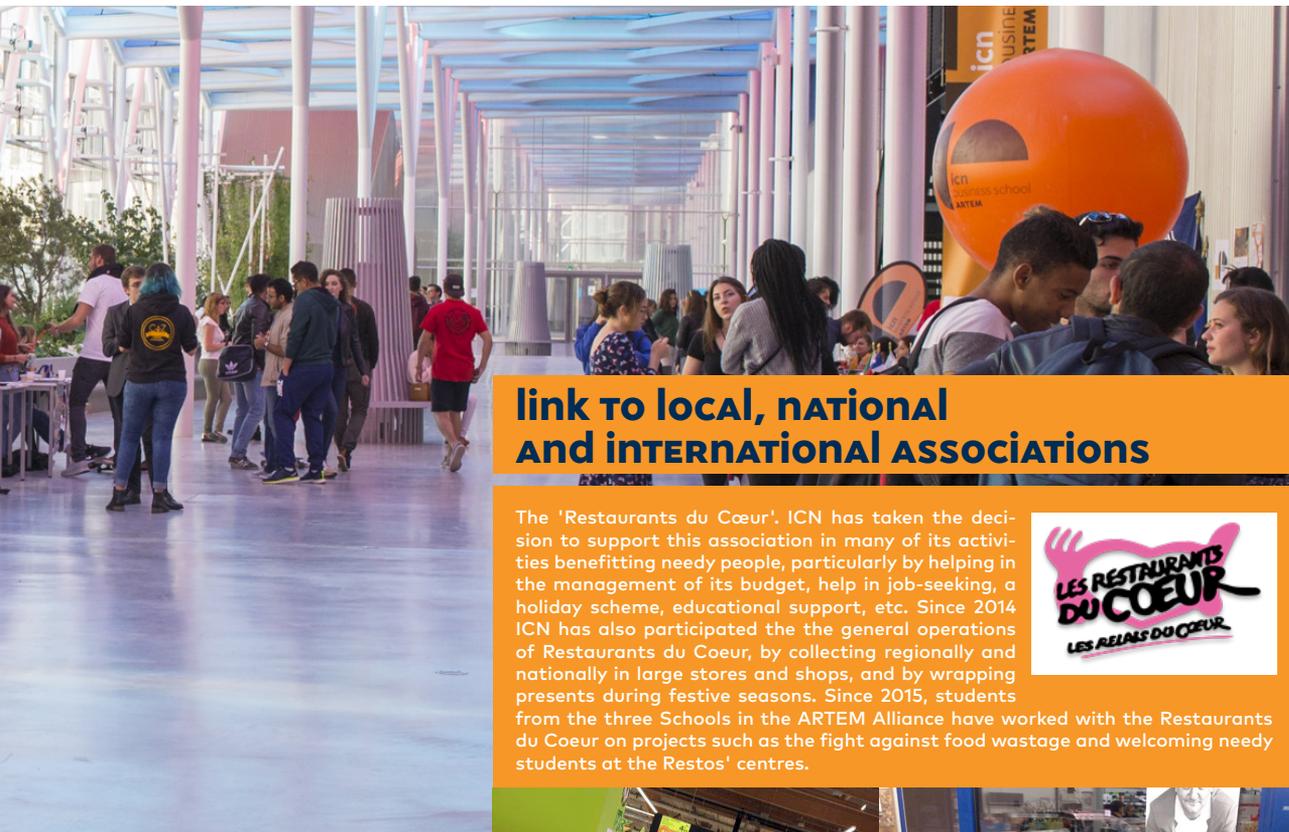
cultural and artistic associations

METZ'ARTITUDE

• Increase students' sensitivity to all forms of art and culture.

KOMÉ LES ENCHANTÉS

• Creating an ICN musical comedy from conception to production.



link to local, national and international associations

The 'Restaurants du Cœur'. ICN has taken the decision to support this association in many of its activities benefitting needy people, particularly by helping in the management of its budget, help in job-seeking, a holiday scheme, educational support, etc. Since 2014 ICN has also participated the the general operations of Restaurants du Cœur, by collecting regionally and nationally in large stores and shops, and by wrapping presents during festive seasons. Since 2015, students from the three Schools in the ARTEM Alliance have worked with the Restaurants du Cœur on projects such as the fight against food wastage and welcoming needy students at the Restos' centres.



EDIBURO

- Creating writing, designing and sharing a work of art in the fantasy, dream and off-beat world.

PROPUL'SON

- Encouraging young musical talent in lorraine and in business schools, and organising concert evenings.

VERTIGES MODE

- Organising fashion parades with young designers.

professional Associations

ACTE MICROFINANCE

- Rethinking finance to serve humanity.

ICN ALUMNI JUNIOR

- Keep 3,000 students in touch with 13,000 graduates.

ICN AVENIR, ICN BACHELOR PROMOTION, ART'N LUXE

- Contributing to events to promote the course.

ICN CORPORATE et ICN CONCOURS NEGO

- Promote contact between icn students and companies.

ICN ENTREPRENEURS

- Promoting and facilitating access to entrepreneurship.

ICN JUNIOR CONSEIL

- Developing professional skills.

FINANC'ICN

- Sharing a passion for finance.

WEBMASTER YOU

- Training in webmastering for ICN students.



Enactus. This partnership is based around the entrepreneurial actions of students aiming to improve permanently the living conditions of those needing help, in economic, social and environmental ways. In particular, the project will help to:

- Encourage student involvement in society at large, via entrepreneurial actions in line with Enactus criteria,
- Develop students' human, managerial and entrepreneurial qualities and skills, via the management of team field projects,
- Help students in their job search by advising them on their professional career plans and opening access to possible internships, apprenticeships and jobs,
- Help to find solutions to the challenges facing contemporary society and to improve the living conditions of needy people by bringing together the knowledge and skills acquired from higher education, the expertise of practising professionals and the energy and enthusiasm of the students.



The Artem and ICN 'Pathways to Success' project, together with the local unit of the Agence du Service Civique, has, over the last 5 years, recruited students into civic service, to improve its organisation and accompany the young volunteers for civic service and help them in their career prospects (13 recruits in 5 years).



conclusion: **THE FUTURE FOR icn BUSINESS SCHOOL AND SUSTAINABLE DEVELOPMENT/CORPORATE SOCIAL RESPONSIBILITY**

ICN has a number of opportunities before it to create a future which is ever more respectful of social, environmental and economic issues. The School's ambition is to be an exemplary reference for others in terms of CSR in the years to come, and to push further in its own SD/CSR practice in 2018. It has set itself the following objectives:

ICN seeks to enhance its CSR strategy by systematically involving its stakeholders in its decisions and activities

ICN seeks to include the values of CSR in all thinking and discussions at governance level

ICN seeks to develop the concepts and practices of CSR further in all its teaching and training

ICN seeks to promote further and re-invigorate its research into CSR

ICN seeks to continue to improve its environmental management

ICN seeks to extend its sphere of influence in order to reinforce its involvement with its territory, its stakeholders and partners

NOTES



CREACTIVE business school

THIS REPORT WAS CONCLUDED THANKS TO
THE EFFORTS OF COLLEAGUES
AND STUDENTS OF ICN BUSINESS SCHOOL.

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