



COMMUNICATION OF ENGAGEMENT REPORT 2018 - EDC PARIS BUSINESS SCHOOL



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# STATEMENT OF COMMITMENT

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I am delighted to present our first communication on engagement report. This report not only details what we are already doing as a responsible business school, but also what we wish to do in the coming years.

We think that sustainability is much more than fulfilling legal or accreditation requirements; it is a state of mind which leverages our "Spirit of Entrepreneurship" positioning.

We believe that by enabling our students to become responsible managers, we can positively contribute in transforming our businesses and societies towards more sustainable modes of being.

As Director General of EDC Paris Business School, I am fully committed to defending, in my institution, the basic principles of United Nations Global Compact.

That is why, our school adheres to UN Global Compact since 2016.

Our commitment to the ten basic principles of UN Global Compact reflects in our vision, mission and engagements.

We are committed to sharing this information with our internal as well external stakeholders through our key communication channels.

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*We think that sustainability is much more than fulfilling legal or accreditation requirements; it is a state of mind which leverage our "Spirit of Entrepreneurship" positioning*

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William Hurst  
Director General  
EDC Paris Business School

# ABOUT EDC PARIS BS



## Background

EDC Paris Business School has been committed to the United Nations Global Compact (UNGC) since 2016, but the engagement of the School in ethics, responsibility and sustainability (ERS) related issues is not new. It is deeply rooted in the philosophy, values and activities of the school. Today, in accordance with our vision, mission and values, our commitment to the UN Global Compact guides us to address the global challenge of transforming our societies towards more sustainable modes of living.

The origins of EDC Paris BS date back to 1950, and since then the school has built her reputation in the domain of entrepreneurship and innovation management. The school maintains close ties with the Parisian entrepreneurship ecosystem and is co-director of PEPITE – the national entrepreneurship training program for the Parisian region. EDC Paris BS is top ranked among French Business Schools in Entrepreneurship\*. Our “Grande Ecole” Programme is accredited by EPAS (EFMD) thus endorsing our teaching and learning excellence



*\*Ranking published by magazine l'Étudiant.*

EDC Paris BS is an independent non-profit higher education institution. The school offers a 5-year post high-school master in management degree, which is accredited by the ministry of higher education and research. This degree is also delivered as part of various national and international double-degree programs. The school also offers a range of MBA programmes in different area of specialization.

Further, the school is a member of the distinguished club of higher education schools Conférence des Grandes Ecoles (CGE), and hence is part of the 36 institutions in France qualified as Grande Ecole de Commerce. The school is also member of the distinguished club of independent higher education schools Union des Grandes Ecoles Indépendantes (UGEI). Both clubs are recognized by the state and businesses for their high-quality standards.

**EDC Paris BS belonged exclusively to a group of alumni till 2017. An incessant competition among business schools in France and particularly in Parisian region has resulted in mergers and acquisitions in recent years. In order to strengthen its strategic positioning, EDC Paris Business School integrated the Spanish education and media group called Planeta in July 2017.**

# ABOUT EDC PARIS BS

## Programs

### EDC Paris BS program portfolio

For over 65 years, EDC Paris BS has educated entrepreneurs and outstanding decision makers who have greatly contributed to the economic development of various sectors in France and internationally. More than 90% of EDC Paris BS graduates find a job, in France or abroad, within 2 months after the completion of their curriculum. The EDC Paris BS graduate programs offer 9 specializations – four of which are proposed in English – in a multitude of domains leading to a master degree. All 9 majors are built upon a 3-year core program of 180 ECTS in management. During the last two years, accounting to 120 ECTS, students focus on their selected area of expertise. Furthermore, EDC Paris BS enjoys a rich network of academic partnerships to offer complementary double degree programs.

The EDC Paris BS Grande Ecole Program (PGE) conforms to the European standards (LMD System) and is characterized by a rigorous teaching and training process. At the end of the program young graduates are equipped with all necessary qualities of leadership, management, and communication, in addition to the 'entrepreneurial spirit' of EDC Paris BS, sought out by the recruiters. Young graduates thus adapt to all environments in France and abroad.



The school offers both a bilingual and a fully English track for its Grande Ecole Programme.

By doing so, we stress the strategic importance of internationalization and we are thus capable of attracting more and more international students.

## MASTER IN MANAGEMENT MAJORS

### ENGLISH TRACK

- INTERNATIONAL BUSINESS
- INTERNATIONAL ENTREPRENEURSHIP
- FINANCE, MANAGEMENT, CONTROL & AUDIT

### BILINGUAL TRACK

- MARKETING MANAGEMENT
- APPRENTICESHIP PROGRAM

### FRENCH TRACK

- BANKING AND INSURANCE MANAGEMENT
- CREATIVE INDUSTRIES MANAGEMENT
- ENTREPRENEURIAL MANAGEMENT
- E-BUSINESS

# VISION, MISSION & VALUES

EDC Paris BS is united by a common vision, mission, and values. They provide the basis of school's objectives and strategies as well as of the daily activities and tasks. They motivate the whole team to attain the highest standards in all areas.

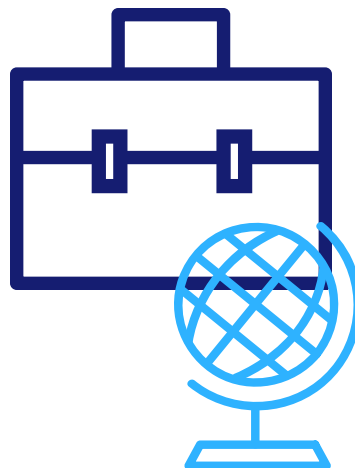
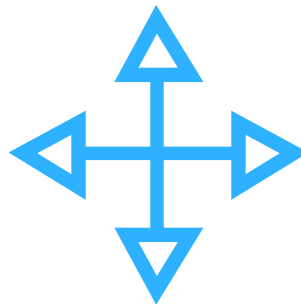
## VISION

EDC Paris BS wishes to serve as a hub and accelerator for innovative projects by creating entrepreneurially driven collaborations with people and organizations both at the local and the global level. The vision is upheld by a four-fold mission statement.



## MISSION

1. Educating entrepreneurial managers and leaders to be risk takers, creative and inspiring
2. Achieving academic excellence by creating knowledge both applicable and scientifically grounded.
3. Implementing a transformational and cutting edge learning journey throughout our different programs
4. Working closely with all our key stakeholders in order to build up a "win-win" relationship



## VALUES

EDC Paris BS' value system supports the culture of the school and is represented by the acronym A-CREDO standing for,

**AMBITION**

**CREATIVITY**

**RESPONSABILITY**

**ENGAGEMENT**

**DIVERSITY**

**OPENNESS**

# GOVERNANCE

## Organization

EDC Paris Business School is an 'association' governed under the French law of July 1, 1901 and is chaired by Carlos Gimenez Gomez, CEO of Planeta Formation.

Two non-executive bodies i.e. the board of directors and the scientific committee, validate the group strategy and the allocation of resources. The Director General, designated by the board of directors, presides the Executive Committee which is in charge of defining and implementing EDC's strategic plan. This body is supported both by the academic steering committee and the coordination committee.

## 2 NON-EXECUTIVE BODIES

### The Board of Directors

The board of directors determines the general policy, objectives and strategy of the School. Further it defines and allocates the resources to achieve the agreed objectives. It is currently composed of three unpaid directors elected for a period of one year. The chairman of the board convenes the board meetings, whenever he deems it necessary. The board is supposed to meet at least once a year.

### The Scientific Committee

The purpose of the scientific committee is to appraise the board of directors and the operational committees of EDC Paris BS on academic and strategic developments.

The members of the scientific committee are proposed by the director of research to the director general and the chairman of the board of directors.

### The General Assembly

The collective decisions of the members are taken at ordinary, or extraordinary general meetings. All members are informed about the previous and future activities of the 'association'.

### Delegation of authority

The Chairman oversees the smooth functioning of the association, and the accomplishment of the objectives of the 'association'. The director general of the school is in charge of managing the organization on behalf of the board and reports to the chairman. The role, the responsibility and the authority of the director general is set by the board. The director general, acting also as Dean may delegate part of his powers to the academic director of the 'Grande Ecole Programme', who chairs the steering committee.

# GOVERNANCE

## Organization

### 3 EXECUTIVE BODIES

#### Executive Committee

The Executive Committee defines and implements EDC’s Strategic Plan. It arbitrates strategic issues and monitors implementation progress.

#### Composition

- o Core team: Director General & Dean; CFO; Marketing Director; Admissions Director; General Secretary
- o Extended Team (upon request): Associate Dean for faculty and research, Academic Director

The Coordination Committee  
The coordination committee provides a forum for information sharing, consultation, and arbitration. Further it deals with operational alignment and monitoring issues at EDC Paris BS.

#### MISSION

The Academic Steering Committee  
The academic steering committee deals with academic issues such as education quality, teaching innovation, and program evolution. It ensures academic rigor, relevance and coherence within and across various EDC Paris BS programs.

Once a week

frequency

Once a month

- Director general EDC Paris (or the academic director).
- Head of teaching quality and accreditations.
- Head of educational services.
- Head of planning.
- Corporate relations manager.
- International relations manager.
- Recruitment manager.

#### MEMBERS

- Director general EDC Paris (or the academic director).
- Department heads.
- Heads of programs (specializations).
- Head of teaching quality and accreditations.
- CSR manager.
- Business development manager.
- Administrative coordinator.
- Head of educational services.

# GOVERNANCE

## Organization

### Program Advisory Committee

Program advisory committee meets twice a year, thus bringing together all relevant stakeholders of a particular EDC Paris BS program. The body is chaired by the concerned head of program, and serves as a forum for information sharing and feedback. Further, it recommends improvements to the structure and contents of the program.

The committee is comprised of :

- Corporate Relations Manager.
- International Relations Manager.
- Head of Educational services.
- Representative of adjunct faculty.
- Student representatives .
- Alumni's and Representatives from the corporate world.

### The Coordination Committee

The coordination committee provides a forum for information sharing, consultation, and arbitration. Further it deals with operational alignment and monitoring issues at EDC Paris BS.

## INVOLVEMENT OF DIFFERENT STAKEHOLDERS IN GOVERNANCE BODIES

Representatives	The Board of Directors	The Scientific Committee	Program Advisory Committee
Students			X
Graduates			X
Staff	X	X	X
Permanent Teachers		X	X
Economic/Academic World	X	X	X
Average meetings per year	3	1	2



# STUDENT COMMUNITY



EDC Paris BS, in line with the core values, fosters flexibility towards socio-cultural and demographic differences among its students community. The school promotes variety of opinions and provides various platforms to express diverse viewpoints in a constructive manner. Students are encouraged to participate in projects dealing with ethics, responsibility and sustainability issues.

A total number of students 1197 students are enrolled as of 2017-18, in different masters programs.

## Student diversity at EDC Paris BS

	Enrolled students	Female students	Foreign students
<b>Bachelors</b>	702	334	130
<b>%</b>	100%	48%	19%
<b>Masters</b>	495	260	80
<b>%</b>	100%	53%	16%

# STUDENT COMMUNITY

## Spirit of Entrepreneurship



EDC Paris BS is France's leading school in Entrepreneurship. EDC's entrepreneurial mindset fuels creativity and innovation leading to the creation of startups and businesses in diverse sectors. More than 20% of the school graduates launch their own business before graduation. We are observing an increasing number of students interested in CSR and sustainability related fields. In recent years a lot of students have ventured in areas such as social and solidarity economy, ecology and environment, health and wellbeing, to mention just a few.

### Sustainable entrepreneurship project



Pierre Antoine Dulondel  
[www.tea-dox.com](http://www.tea-dox.com)  
Food, health, and biodiversity



Erwan Gauthier  
[www.alchim.ee/](http://www.alchim.ee/)  
Sustainable life styles

Clément Merlo  
[www.runcocorun.fr/](http://www.runcocorun.fr/)  
Health and wellbeing



Nicolas Gradziel & Yann Lototde  
[www.lacravatesolidaire.org](http://www.lacravatesolidaire.org)  
Charity, Social & solidarity



**Merci Max**

Nicolas De Cerner  
[www.mercimax.fr](http://www.mercimax.fr)  
Social & solidarity economy



Clément Scellier  
[www.jiminis.com](http://www.jiminis.com)  
Food and biodiversity



Camille Houmeau  
[www.mytroc.fr](http://www.mytroc.fr)  
Eco friendliness, Social & solidarity economy

# STUDENT COMMUNITY

## Campus life

At EDC Paris BS we recognize that there is more to learn beyond the classrooms. The vibrant campus life at EDC - set amongst the urban offerings of Paris La defense - offers the student community to engage in a multitude co-curricular and extra-curricular activities. These out of classrooms activities provide opportunities for student involvement, for students to express themselves, and to contribute their passions. Most of the campus activities are organized and managed by the students themselves through various clubs and the associations

### Student Clubs

The student clubs are an integral part of EDC Paris BS campus life. These clubs organize a variety of events throughout the academic year thus providing numerous opportunities for learning, amusement, and networking outside of the classroom. Given below is the list of student associations and clubs at EDC Paris BS.

### Students Associations

This is the key interface between students, and the faculty and the administration. The objective of the associations is to represent the student community in making EDC Paris BS experience as satisfying and enjoyable as possible.

Bellow is a list of EDC Paris BS student associations and clubs

Associations and Clubs	Students enrolled	Brief Description
BDE (Bureau des élèves)	22	Organization and supervision of student activities including entertainment, outings, and travels.
BDS (Bureau des sports)	78	To organize various sporting events (Football, tennis, rugby, golf, horse riding etc.).
EDC Promo	44	To promote the school by participating in and organizing various events.
EDC Gala	24	Organization of annual Gala Dinner.
Réalités	37	To develop a spirit of humanity and solidarity among the student community.
CDE (club des entrepreneurs)	19	To promote entrepreneurship and to organize relevant events.
Junior Consulting Partners	11	Designing and execution of research studies in the areas of expertise of the school.
Alasso des 4 Vents	25	Participation in the EDHEC Cruising Race.
Open Up	30	To welcome and integrate foreign students at EDC.
EDC Racing Team	25	To participate in automobile/karting racing events.
EDC ADN	20	To promote the alumni network (FORCE EDC) to students and ex-students.
Club des Juristes Managers	9	Designing and Validation of curriculum of business law for EDC-Law double degree program.
EDC French Touch	25	To arrange various cultural and artistic events.
EDC Cooking	38	To discover various cuisines and produce, and arrange pertinent events.

# STUDENT COMMUNITY

## Campus life



**RÉALITÉS** is a humanitarian association that runs various benevolent projects organized by students. Further it organizes a range of events throughout the year including:

Humanitarian missions and school support to children abroad (Morocco, Vietnam).

Visit to seriously ill children in France.

Distribution of food to needy and homeless people.

Blood collection and donation campaigns.

## TESTIMONIAL

I think that we must sensitize students of the gravity and urgency of global warming. We need to change our habits, our lifestyles, and consumption patterns. I strongly believe that we as students are the future, and we should play our part in protecting our planet. I am currently working on my master's dissertation. I wish to study the consumer behavior towards sustainable consumption in the airline industry. I am really indebted to my school and my dissertation supervisor for providing me the opportunity and the tools to work on such a stimulating topic.

(Emma Starace, 4th year student at EDC Paris BS)



## Alumni Association

EDC Paris BS alumni organization – FORCE EDC – boosts more than 15,000 business professionals from diverse backgrounds. The alumni represent not only all the regions of France, but also over 80 countries across the globe. The former students take keen interest in the development of EDC Paris BS and participate actively in the school services, activities and events. This network is one of the key success factor behind EDC Paris BS.

# FACULTY & RESEARCH

## Faculty and Staff

EDC Paris BS considers the school faculty as the core of its education eco-system. The 26 permanent professors and researchers coming from different cultures and regions of the world, bring cultural diversity and organizational richness to the school. The faculty members are part of the **OCRE** (Observatory and Research Centre on Entrepreneurship) and belong to 6 academic departments. All courses offered at the school are conceived and developed by the faculty.



Laura HADDAD



Rachid RHATTAT



Christophe NACBAUR



Waleed OMRI



Alya MLAIKI



Stéphane BORRAZ



Niousha SHAHIDI



Arafet BOUHALLEB



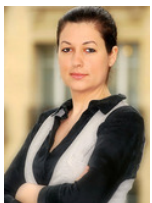
Mounia BENABDALLAH



Marco BOTTURA



Zied FTITI



Claudia URDARI



Gérard CAZABAT



Jihene CHERBIB



Atif KHAN



Vesselina TOSSAN



Abdoukarim Idi CHEFFOU



Cynthia ILLOUZ



Zineb ABIDI



Mohamed SELLAMI



Rosalie DOUYON



Hedi YEZZA



Pinar SENER



Souad BRINETTE



Marie GOMEZ BREYSSE



Arnaud BANOUN

### Faculty Diversity

Total teaching staff	Female teachers	Foreign nationals
26	13	13
100%	50 %	50 %

# FACULTY & RESEARCH

Faculty and Staff

## TESTIMONIAL



Sustainability and CSR is not just about constraints and legal requirements, it also offers real business opportunities. I use a business game called Markstrat for my bachelors' marketing courses.

In this game, students learn to manage a portfolio of technological products. They learn to develop product portfolio strategies that take the environmental and social challenges into consideration. For each product, the students have to include the carbon footprint to the physical characteristics of the products. This allows me to make students aware of : what is the carbon footprint of a product? Why is it important to take into consideration? What are the constraints as well as the opportunities linked to sustainable actions of the companies (It can increase the production costs, but also enhances company image!). They also learn where to find information about the sustainability related issues – for instance, global warming, acidification, deforestation, and biodiversity – and to relate this to business.

(Laura Haddad, Associate Professor of Marketing at EDC Paris BS).

At EDC Paris BS the staff and the faculty work in an open and participative environment to attain organizational objectives. The school uses a number of communication channels including, intranet, extranet, websites, newsletters, routine and non-routine meetings to ascertain the transparency and accessibility of information. For several routine activities, like leave requests, travel requests, student evaluations etc., the school management has not only simplified the procedures but also digitalized them to reduce paper work. This makes EDC Paris BS more agile, flexible, and ecofriendly.

The school believes that happy employees, are better performers, more productive, and motivated. Special care and attention is given to ensure a congenial work environment. The school, at different levels organizes regular meet-ups to have an informal discussions and gossips. Employees are encouraged to take regular leaves. At the occasion of winter and summer holidays, all employees regardless of their affiliation and rank are given discount vouchers as a goodwill gesture.

# FACULTY & RESEARCH

## Visiting faculty



1 Internationalization is part and parcel of EDC Paris BS' academic objectives. The school strives to provide international exposure to the students by offering them international internships, double degree programs and summer camps. The double degree programs have been quite popular among the student community. There are a couple of new arrangements in the finalization stage. By the end of academic year 2018-19, the school will be in the position to offer more than ten double degree programs.

2 Further, EDC Paris BS aims to create close ties with its partner universities and business schools. The school is developing faculty cooperation in teaching as well as in research. During the year 2017-19 the school hosted 10 visiting professors – each of them being responsible for a 20-hour course on average - and encouraged the mobility of 7 of our professors in one of the partner institutes. This international faculty exchange has been a real success, and has largely contributed to the enrichment of academic programs and practices.



# FACULTY & RESEARCH

## ESR in School curriculum

EDC Paris BS is continuously working to integrate ethics, responsibility, and sustainability (ERS) into its curricular as well as extracurricular activities. Compulsory courses have been introduced on ERS for all the teaching programs of the school. The objective of these courses is to equip students with the necessary information on issues of sustainability and corporate responsibility. We encourage our students to take 'Sulitest':

An internationally recognized and locally relevant tool to measure and improve sustainability literacy.

2018 is the launching year of 'CSR Seeds' at EDC Paris, a new way to incorporate CSR and sustainability in the school routines.



Under this initiative the school will organize workshops and lectures on ESR as part of the faculty awareness program. This will provide forum to listen to the eminent speakers, scholars, and practitioners offering diverse perspectives in CSR. The school intends to reinforce cooperation with a multitude of international, European and French organizations :

UNESCO, UNEP, Global Compact, PRME, Sulitest, CGE to name but a few, to embed CSR and sustainability in its strategies and actions.



Workshop in collaboration with the United Nations Environment Programme (UNEP), as part of school's CSR Seeds Initiative.

Guest Speaker  
Garrette Clark  
UN Environment





# FACULTY & RESEARCH

## L'OCRE OBSERVATORY AND RESEARCH CENTRE ON ENTREPRENEURSHIP.

Knowledge creation is one of the key activities at EDC Paris BS. The school's performance in this domain is consistently progressing over the years, both in terms of both quality and quantity of work. This is evidenced by publication of research works of our faculty in the top academic journals.

At EDC Paris BS, we have set up an environment conducive to knowledge creation by giving scholars the time, resources, and liberty to engage wholly in the research process.

Under the guideline of Prof. Jean-Pierre Helfer, research at EDC Paris BS is generated by OCRE research laboratory. Professor Zied Ftiti leads the OCRE and ensures that the lab objectives and priorities are attained.

In line with the vision and values of the school, OCRE engages in research activities that are applicable to real-life business situations. The lab outlines two major research streams, namely entrepreneurship and financial market behavior, that link together the faculty expertise to the research priorities of OCRE. The three key priorities of the lab are:

### 1 A diverse scientific production:

*The scientific output of OCRE has increased significantly in terms of both quantity and quality. The publications, communications, case studies and the books published by the research professors show the rich diversity and the quality of research work.*

### 2 A constant link between research and teaching:

*The link between research and teachings is a priority at OCRE. Courses in line with OCRE's research are taught to the students. OCRE has been compiling EDC case studies since 2012. Several research professor teams have been awarded prizes for their excellent work.*

### 3 Close ties with the corporate world:

*The shared research programs drawn up along OCRE's research lines provide a framework for the exchange of ideas between the academic and professional worlds.*

A considerable number of researchers are involved in research on CSR and ESG related issues. The research projects in this domain cover a variety of issues such as CSR reporting, sustainability and innovation, socially responsible entrepreneurship, and circular economy.

## TESTIMONIAL

The development of sustainable practices within academic institutions around the world was the subject of important pedagogical programs and scholarly investigations over the last three decades. As a researcher at EDC Paris Business School,



I'm interested in sustainable development, especially the nature of sustainable development practices and entrepreneurial practices within small structures. My research is also intended to highlight the drivers and the consequences for developing environmental concerns in the product life cycle stages.

One of my recently published article "Do entrepreneurial SMEs perform better because they are more responsible?" Co-authored with J-M Courrent & S Chassé, in Journal of Business Ethics, 2017, sheds light on the interaction between entrepreneurial orientation, sustainable development and SME performance in the context of France.

(Waleed OMRI, Assistant Professor of Entrepreneurship at EDC Paris Business School).

# FACULTY & RESEARCH

## Research Output

**GIVEN BELOW ARE SOME OF THE RECENT RESEARCH WORKS CARRIED OUT BY OUR FACULTY IN LINE WITH UNGC PRINCIPLES.**

- Gabarret, I., Vedel, B., Decaillon, J. (2017) "A social affair: Identifying motivation of social entrepreneurs", International Journal of Entrepreneurship and Small Business, Vol.31, No.3, June 2017, pp. 399-415.
- Omri, W., Courrent, J-M., Chasse, S. (2017) "Do entrepreneurial SMEs perform better because they are more responsible?" Journal of Business Ethics.

## Recently published research articles

## Conference proceeding

- OMRI, W., (2018). The Link between dimensions of International Entrepreneurial Orientation and their Influence on International Performance of SMEs, will be presented in EURAM, Iceland 19-23 June.
- Atif, M. (2017) "Public issues and expectations: A commentary on the responsibility discourse in CSR and sustainability books", Business and Society Research Seminar 2017, Corporate Social, Responsibility in Uncertain Times, Lille, 7-9 June 2017.
- Omri, W., Courrent, J-M. (2017) "Eco-design practices, radical innovativeness, and SME performance" R&D Management Conference, Leuven, BELGIUM, 1-5 July 2017.
- Yezza, H., Chabaud, D. (2017) «Do the social skills of an heir play a role in the success of the family business? "10th Congress of the Academy of Entrepreneurship and Innovation, Dakar, SENEGAL, 6-8 décembre 2017.

Douyon, R. "Entrepreneurial support and CSR: from awareness to implementation", defended on the 10th November 2017 at the Doctoral School of Economy and Management Montpellier.

## PhD Thesis

## Student dissertations in progress 2017-18

- To what extent do local authorities, social renters and real estate developers promote social integration through social housing? Clément LEIXA, 4th year student, Entrepreneurship (ME)
- CSR in the Luxury Goods Industry, Claire CARRE, 4th year student, Marketing Management (MM)
- Sustainable development in aviation industry: towards a responsible marketing, Emma STARACE, 4th year student, Marketing Management (MM)
- Towards a social audit of the quality of work life in organizations: the role of communication, Marine CHANUT, 4th year student, International Business (IB)

# COMMITMENT TO ERS

Ethics,Responsibility,  
Sustainability

## ERS COMMITTEE

To ascertain that EDC Paris BS' commitments and engagements are achieved, the school has set up a dedicated **ERS** (ethics, responsibility, and sustainability) team of motivated personnel from diverse backgrounds.

### Project manager

M. Atif KHAN is responsible for driving the ESR initiative forward. He comes up with innovative ideas, coordinates a range of activities and initiatives, and builds relationship with pertinent stakeholders.

### The ERS committee

This body defines the priorities and objectives in the domain of **ERS**. Further it monitors the progress indicators to ensure that our commitments are fulfilled, and our engagement are respected. Its composition:

- Academic Director.
- Head of Corporate Environment Department.
- Head of educational services.

## TERRITORIAL ENGAGEMENTS

EDC Paris BS is committed to and engaged with territorial stakeholders including local government structures, businesses, NGO's and other organizations. In this domain the key priorities include:

■ To carry out our activities in such a way that we respect the culture and values of the region in which we operate.

■ To take part actively in local initiatives in our domain of activities

■ To work with stakeholders, small and large corporations, government institutes and NGO's, to form an ecosystem that creates win-win situation for all.



# COMMITMENT TO ERS

## SOCIAL ENGAGEMENTS

Businesses and business schools are part of the society, and there exists a symbiotic relationship between them. At EDC Paris BS we believe that business schools should not only respect the laws and regulations of state but also the norms and values of the society in which they exist and prosper. Thus, the social engagements of the school are representative of the societal expectation of various stakeholders. As a member of the CGE (Conférences des Grandes Ecoles), and UN Global Compact EDC Paris BS engages in a multitude of social initiatives to fulfill these expectations.

### COMMUNITY AND SOCIAL WELFARE PROJECTS

EDC Paris BS is committed to various welfare projects in France and abroad. The school is actively engaged in helping homeless people, in collecting and donating blood, and in aiding disadvantaged children in African and Asia.

Within the school, EDC Paris BS offers various scholarships and grants to the students. Scholarships are generally awarded on the basis of need-based and merit-based criteria. Grants are offered to students facing financial difficulties to sponsor their studies. During the year 2017-18 more than **38** students were offered scholarships and grants by the school.



# COMMITMENT TO ERS

## ENVIRONNEMENTAL ENGAGEMENT

In accordance with UN Global Compact and PRME, the school is fully committed to integrate environmental responsibility in its strategies and actions. The school is actively engaged in reducing its ecological footprint in the way natural and man-made resources are consumed including water, electricity, fuel/gas and paper.

### Campus Management

EDC Paris BS rents the campus building which limits the possibilities to make major structural changes. The move to a new site provides an excellent opportunity to improve further campus management.

## WATER



Water dispensers have been installed at the campus to incite students and employees to use re-usable bottles for drinking water. Water is also consumed for use in the kitchen, toilets and sinks. Better quality toiletries have been installed to reduce the consumption of water in the mentioned areas. There are still some manual water taps on the site, and the school plans to replace these with eco-friendly ones during the next academic year.

### WATER CONSUMPTION IN CUBIC METERS OVER THE LAST 3 YEARS

Unit	2015	2016	2017
M3	1 408	1 380	1 256

# COMMITMENT TO ERS

## ENERGY



The energy consumption consists of majorly electricity supplied by EDF. The school is seeking to reduce its consumption of electricity. Energy saver lighting bulbs have been installed in the class rooms, meeting rooms and offices to reduce the consumption. Further, efforts are made to make use of natural lighting as much as possible. Students and staff are encouraged to switch of lights in unoccupied spaces.

Rechargeable and plug-in device usage is consistently increasing in our daily professional as well as personal lives. It is recommended to activate sleep modes for the devices that not in use momentarily. It is advisable to turn them off completely when not in used for longer periods. It is better to un-plug the devices when they are fully charged, not only it saves energy, but also enhances battery life.

Moreover, a dedicated member of the staff carries out a lighting check to turn off all the lights in the evenings.

A complete lighting and heating check is done before the week-ends and holidays to switch off various appliances and heating systems.

The school is also striving to reduce the consumption of heating. The use of reasonable temperatures - 19° to 23° - in the offices and classrooms is advised.

The school recommends the Staff and students to turn of heating when a room or office is not in use.



Electricity consumption in **KWh** over the last 3 years

Unit	2015	2016	2017
KWh	335 564	327 960	283 995

# COMMITMENT TO ERS

## PAPER

### /GREEN SCAN/

The paper consumption is mainly related to the printing for administrative, teaching and research activities.  
The school is presently considering various measures, details of which can be found in green scan initiative, to reduce its paper consumption.



Fact-check

Paper consumption in printing over the last 3 years

As per our ambitions, we have been able to reduce our paper consumption by 13 %, eventhough we experienced an increase of 27% in the staff and students.

papier	2015	2016	2017
Campus staff (administrative/teachers/students)	1 192	1 434	1 516
<i>Integration of new programs</i>		Bachelor A1/A2	MBA
Printing paper (Number of pages)	1 180 000	1 145 000	1 025 000

*an increase of 27% in headcount between 2015 and 2017.*

*a reduction of 13% in our consumption between 2015 and 2017.*

# COMMITMENT TO ERS

## WASTE MANAGEMENT

The waste management strategy of EDC Paris BS rests on the three pillars (3R's)

**Reducing**  
**Re-using**  
**Re-cycling**



The school believes that the most effective way to reduce waste is not to create it in the first place. Therefore reduction, and re-use of resources is the most effective way to minimize our impact on environment.

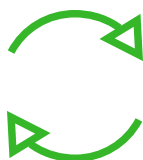
### Reducing

- to reduce the resources that we consume,
- to substitute inefficient technologies, processes, and products with better ones, and
- to virtualize the physical activities that can be performed online



### Re-using

- to repair the product by changing defective parts,
- to create a new use of product that is unusable for its initial purpose,
- to donate the product to the needy persons or organizations,



### Re-cycling

- to choose products with lesser packaging
- to filter the waste into appropriate bins to compost and recycle them
- to use recycled materials and products





# COMMITMENT TO ERS

## GREEN SCAN



The school is determined to reduce its ecological impact. In 2018 we undertook the Green Scan Initiative, a plan to reduce our ecological impact by mobilizing our 3R strategy.

The objective of this exercise is to highlight the activities wherein there is a room for improvement with respect to our wider commitment to sustainability. Further various actions are proposed to improve our ecological performance in the highlighted domains

### Areas of improvement - Green Scan 2018

#### Reduction of disposable items

- Personal glass bottles and mugs.
- Re-usable cutlery .
- Installation of more water dispensers.

#### Recycling and composting

Graphic/visual explanation

Catégorie	Bins installed at the site	Usage graphically explained	Students sensitized of recycling
Paper / Cartons	yes	in process	yes
Plastic/packing material	yes	in process	yes
Batteries and cells	yes	in process	in process
Printing toners	yes	in process	in process
Electric/electronic wastes	yes	in process	in process
Food wastages	partial	in process	yes

#### Printing and paper consumption

- Use less printed material for teaching and other pedagogical activities.
- Use more electric formats for thesis/dissertations/reports.
- Encourage permanent and visiting professors to use various tools (emails, 'blackboard', websites etc) to distribute teaching aids online.

#### Low-impact printing

- Reduce the number of print outs for reports, thesis, and dissertations. Encourage electronic formats.
- Encourage 2-side printing.
- Reduce the number of print outs for in-class activities including case studies, exercises and other support materials.
- Recycled paper to be introduced, for in-class printing needs.
- Encourage Intelligent formatting to reduce ink and paper consumption.
- Data collection of per/head paper consumption.
- Encourage students to take note electronically.

#### Energy consumption

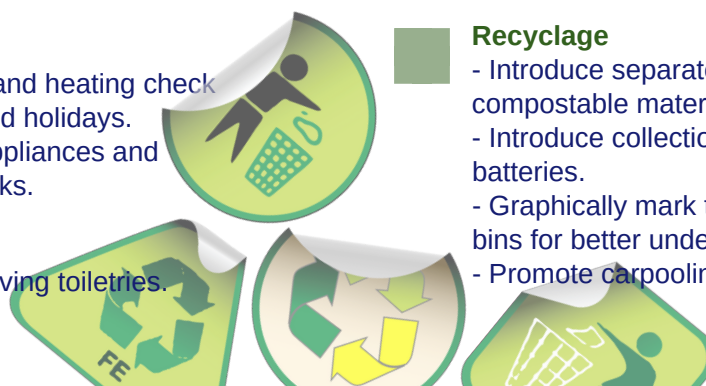
- More effecting lighting and heating check before the week-ends and holidays.
- Plugging-out various appliances and devices before long breaks.

#### Water consumption

- Installation of water-saving toiletries.

#### Recyclage

- Introduce separate bins for recyclable and compostable materials.
- Introduce collection points for used batteries.
- Graphically mark the re-cycling points and bins for better understanding.
- Promote carpooling services.



# OUR ETHICAL RESPONSIBILITY

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AT EDC Paris Business School, we, Faculty, Staff and students, are committed to pursue a global ethical policy. The UN Global Compact and PRME (Principles for Responsible Management), offer us the necessary tools to integrate environmental, social as well ethical standards into all our decision-making processes. We believe that each person has the opportunity to increase his/her positive impact on the school, society and environment. We encourage and support constructive dialogue between students, academics, staff and other stakeholders on issues of ethics, responsibility and sustainability.

We are proud of our rich social diversity, whether it be age, gender, languages, cultures, or personal backgrounds. We consider that a pleasant, tolerant, and transparent working environment is key to personal as well as professional development in such diverse settings.

At EDC Paris BS, Freedom of speech, teaching and research is central to its education philosophy. At the same time, we believe that this liberty comes with a responsibility towards other stakeholders. We expect our teachers, staff and students to value the opinions of others, the societal expectations and the legal regulations. We respect the confidentiality agreements and adhere to intellectual property rights. Plagiarism, is prohibited in all forms and in all areas



The image features a 3D sphere composed of various ethical and professional terms. The most prominent word in the center is 'ETHICS' in large, green, outlined letters. Other visible words include 'integrity', 'conscience', 'trust', 'transparency', 'respect', 'humanity', 'honesty', 'quality', 'justice', 'orientation', 'professionalism', 'philosophy', 'values', 'corporate', and 'compliance'. The sphere is positioned in the center of the text, overlapping the two main paragraphs.

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# FUTURE



## The Way Ahead

*In keeping with our ambitions, we plan to shift to our new campus during the academic year 2018 - 2019. As both developer of knowledge and supplier of highly skilled human resources, we wish to put together a place where we could develop an ecosystem that fosters sustainable value creation for us and for our stakeholder. We specialize in the domain of entrepreneurship and have always had very close relationship with the public and private organizations located in the business district of Paris. This proximity to key stakeholders is one of the main drivers of choice of new location and thus explains the selection of new campus in the immediate vicinity of La Defense, Paris.*

*We are engaged in a continuous process of **ERS** integration in our strategies and activities. We have designed and implemented wide-ranging initiatives during the last few years. The new campus opens up newer prospects to improve further our campus management. We acknowledge that sustainability transition is a long and painstaking process. This 'communication of engagement' (COE) report reaffirms our willingness and resolve to move ahead in this challenging sustainability transition.*

*We see our commitment to the UN Global Compact complementary to that of PRME. This 'Communication on Engagement' (COE) report, will serve as a platform for developing the Sharing Information on Progress (SOP) for PRME\*. On the 9th & 10th of November 2017, over 40 deans and representatives of business schools from France, Belgium and Holland, gathered at Antwerp Management School and endorsed the creation of an France-Benelux PRME chapter. This Chapter will focus upon furthering sustainability within the educational sector through collaborative initiatives and sharing best practices. EDC Paris actively participated in this historic event organized by PRME.*

\*PRME: The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 680 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

# OUR ETHICAL RESPONSABILITY

## UNITED NATIONS GLOBAL COMPACT

### Founding principles

The Ten founding Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

#### Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses..

#### Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and  
Principle 9: encourage the development and diffusion of environmentally friendly technologies.

#### Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

























Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

#### Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

# REFERENCE INDEX OF GLOBAL COMPACT PRINCIPLES

Principles	Page	Section	Subsection
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	P 20	COMMITMENT TO ERS 	Social Engagements
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# 3	P 11-12	STUDENT COMMUNITY 	Campus Life
# 4	P 6-7-8	GOVERNANCE 	Organization
	P 20	COMMITMENT TO ERS 	Social Engagements
# 5	P 6-7-8	GOVERNANCE 	Organization
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# 7	P 16	FACULTY & RESEARCH 	ESR in School curriculum
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This report is the property of EDC Paris Business School

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## COMMUNICATION OF ENGAGEMENT REPORT 2018

