

SKEMA BUSINESS SCHOOL

CSR APPROACH AND ACTIONS

2nd Edition | 2020-2021



AT HOME WORLDWIDE*
*Chez vous, partout dans le monde

skema
BUSINESS SCHOOL

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INTRODUCTION

CSR APPROACH AND ACTIONS



“ SKEMA was founded in 2009. It has deployed impactful initiatives from the outset, well before this had become a major priority in the higher education and research sector.

Twelve years on, the school continues to develop its learners' awareness of the transitions that characterise the environment in which they study, work and live, to guide their career aspirations and their personal development. SKY25, the school's most recent strategic plan launched in early 2020, clearly sets out the next steps forward.

Today, all stakeholders are mobilised around projects: the employees and faculty: present on five continents, they now have “CSR representatives” among them who ensure the deployment of the strategy and act as the designated points of contact for their respective regions; the students, whom we support in their development and in their relationship with the world, as well as in their civic engagement via involvement in associations; the alumni, who especially contribute through initiatives of solidarity - SKEMA United being one example - and who are invited to participate in the school's CSR-related deliberations;

organisations (companies, the public sector, non-governmental organisations, etc.), which are ideal environments for promoting research and experimentation. In fact, in March 2021, SKEMA gathered 700 participants for the first SKEMA Social Ventures Summit to discuss issues and challenges in social entrepreneurship; society, a space where students can get involved, find their way, learn, and put their experience and everything they have learned into practice.

In this second edition of CSR* Approach & Actions, we continue to share the evolution of our practices and initiatives - and sometimes even our doubts! By placing commitment to CSR at the heart of its strategic priorities, SKEMA acts as an institution and contributes, via its global model, to the new challenges facing society. ”

Alice Guilhon

Dean and Executive President, SKEMA Business School
President of the CDEFM — Conférence des Directeurs
des Écoles Françaises de Management

**Corporate Social Responsibility*



A few key dates illustrating more than ten years of commitment to CSR



CSR COMMITMENTS

SKEMA is a global research and higher education institution that trains talents who are committed to transforming the world in a sustainable manner. The hybridisation between human, social and data science is at the heart of its model and global exposure is its modus operandi. Since its establishment, SKEMA has worked towards a more responsible and inclusive society. The school is now continuing its development with social conscience and positive impact at the heart of its mission and SKY25, its strategic plan.

Backed by its status as a non-profit organisation providing a public service (EESPIG label awarded by the French government), since its inception SKEMA has been working towards a more sustainable and responsible society.

By making impact a strategic priority in its SKY25 plan, SKEMA is now extending its global education efforts to new stakeholders: the students, who must be supported in their development and guided in their relationship with the world; the organisations, who will provide the environment for inventing new approaches and creating value from research; and society, which is understood as a space allowing students to find their way, to become engaged citizens, and to be exposed to new experiences in order to put everything they have learned into practice.

SKEMA's commitment to CSR is supported by committed governance bodies composed mainly of alumni who share the values of the school.

It is guided by the work of the United Nations (Global Compact, PRME), the conclusions of international conferences (COPs, Earth Summits), and the initiatives of stakeholders from civil society (COP1-students). It also meets the requirements of

national policies (MESRI) and international accreditation standards (EQUIS, AACSB, EFMD accredited).

SKEMA's CSR policy draws on the ISO 26000 standard for the formulation and analysis of its performance and is built around four priorities.

It is deployed school-wide and across all campuses, in SKEMA's training and education programmes, research work, and social and environmental policy.

FOUR PRIORITIES:

- #1 Raise awareness, inform and educate people about sustainable development
- #2 Promote social responsibility in our value chain
- #3 Work towards diversity, equal opportunity and non-discrimination
- #4 Fight against climate change

“ The COVID-19 crisis has profoundly changed our activities, habits and ways of thinking. At SKEMA, it has not dampened our motivation and drive to pursue our CSR commitments.

A giant 'Climate Collage', a highly inspiring forum on social entrepreneurship, and the first Green Team dedicated to sustainable mobility are the most visible expressions of a profound shift that is gradually transforming our programmes, research and operations. ”

—
Élise Tosi
Vice Dean, Quality and Accreditations,
SKEMA Business School





Did you know?

SKEMA is a **non-profit organisation** (Association Loi 1901 under French law). Any financial surplus is reinvested into projects, developing the school, or serving its mission.

SKEMA is one of the first schools to have obtained **the EESPIG label from the French government**, designating a non-profit private higher education establishment providing a public service.

To receive this label, the school must prove that it is non-profit-making, manages its activities without self-interest, contributes to missions of public service in higher education, and that it is committed to this.

2021 NEWS: LAUNCH OF A NETWORK OF CSR REPRESENTATIVES

Cross-functional working groups called Green Teams have been set up, whose objectives are to implement and deploy initiatives and projects within the framework of SKEMA's CSR policy. Members of the teams are volunteers. They draw their strength from the diversity of their members. The teams are made up of employees, students and partners wishing to take on social challenges together.

Sustainable mobility and student well-being are the first matters being tackled by the Green Teams. Other themes will come, such as sustainable food, non-discrimination, and biodiversity protection.



Déchets divers
Other waste



Bouteilles plastique
et Canettes
Plastic bottles
and Cans



Papier
Paper



ENVIRONMENTAL EFFORTS

Limiting our environmental impact and promoting responsible behaviours.

As part of its compliance with the ISO 14001 v2015 standard, SKEMA has implemented a four-pronged approach to infrastructure, equipment and energy management on its proprietary campuses.

#1 Control and reduction of consumption at source of energy, water and paper, particularly by improving our infrastructure (re-lamping, solar panels, latest-generation lighting, etc.).

#2 Waste management and prevention of different forms of pollution through a policy of waste sorting, waste recovery and recycling, and reduction of volumes at source (batteries, disposable cups, electronic and electrical waste, etc.). This year, 'ballot bins' were installed on all campuses to recycle cigarette butts.

#3 Biodiversity protection and respect for green spaces, according to the location of the campuses and the sensitivity of the natural environment. A rainwater harvesting system has been set up on the Sophia Antipolis campus to water the grounds.

#4 Reduction of our carbon footprint generated by inter-campus travel in particular, by deploying a video conferencing system and collaborative tools. Thanks to these, SKEMA was able to adapt quickly during the COVID-19 crisis and continue its activities.

Did you know?

ISO 14001 v2015 is the most widely used standard in environmental management. This year again, the conclusions of our follow-up audit demonstrate SKEMA's commitment to continuous improvement and its compliance with environmental management standards.

IMPACTS IN 2020-2021

On our Lille and Sophia Antipolis campus over the past 11 years*

40%
reduction in energy consumption

18
tonne drop in paper consumption

30%
less water consumed

100%
of electrical and electronic waste recovered and recycled

10%
of the electricity consumed on the Sophia Antipolis campus is generated by solar panels (103 MWh, equivalent to the annual consumption of 23 French households)

**in the context of increasing activity and the COVID-19 crisis*

“ Having obtained ISO 14001 certification for its Lille and Sophia Antipolis campuses, SKEMA is committed to an environmental management approach that is now bearing fruit.

As a result of numerous investments in equipment and infrastructure improvements, such as the renovation of toilet facilities, climate control systems and lighting, and the installation of solar panels, the Sophia Antipolis campus has, for example, reduced its consumption of water and electricity by nearly 40% and paper consumption has been reduced to about 18 tonnes across all campuses. This approach has enabled us to disseminate best practices to our stakeholders and professionalise the waste management teams. The external audits carried out by AFAQ AFNOR, our certifying body, allow us to guarantee adherence to exacting standards in terms of our environmental management system, and compliance with regulations. Numerous actions are under consideration or in the pipeline to improve our environmental performance and meet our objectives.”

—
Alexis Lenoir
Quality and Environment Project Manager,
SKEMA Business School

THE SKEMA LILLE AND SOPHIA ANTIPOLIS CAMPUSES ARE BREEAM CERTIFIED FOR THEIR ENVIRONMENTAL PERFORMANCE

After a thorough audit, the SKEMA Lille and Sophia Antipolis campuses are now certified “BREEAM” (Building Research Establishment Environmental Assessment Method). This study highlighted the excellent results of our two campuses in terms of building quality and management, with efforts deemed “exemplary” in the following areas:

- ▶ **Health and well-being:** work on user comfort through acoustic improvements, optimised lighting, indoor air quality, and measuring occupants’ level of satisfaction;
- ▶ **Transport:** implementation of measures to encourage soft mobility;
- ▶ **Ecology:** goal to add as much greenery as possible to relaxation and break areas and to improve the existing ones ;
- ▶ **Management:** goal to involve users/students as much as possible in the upkeep of buildings and facilities, through the roll-out of an app for reporting issues and providing feedback;
- ▶ **Energy:** in line with its ISO 14001 certification, SKEMA is pursuing its continuous improvement efforts by investing in various projects aimed at reducing the school’s energy consumption

Watch this space...

Set-up and management of a community vegetable garden on the rooftop of the new Grand Paris campus.

SPOTLIGHT ON THE SOPHIA ANTIPOLIS CAMPUS

The campus is located in the protected natural environment of the Valmasque departmental park, home to a pine and oak forest, vast meadows, and a pond that is remarkable for its aquatic flora and fauna. These are recognised as ZNIEFF (natural zones of ecological, faunistic and floristic interest) by the INPN (French National Inventory of Natural Heritage). Conscious of the importance of protecting this environment, and in a bid to raise awareness among campus users, SKEMA keeps bees in three hives and, with the help of volunteer students from the HOPE association, is planting around 140 melliferous plants, in addition to the local species already present on the edges of the campus, to help maintain this exceptional biodiversity.

ENVIRONMENTAL CHALLENGE: INVOLVING EMPLOYEES AND RAISING THEIR AWARENESS

Since November 2020, SKEMA has been taking part in the Energic corporate challenge to raise our employees’ awareness of environmental issues (energy, waste, mobility, responsible digital use, etc.) in a fun and positive way. In addition to the awareness-raising activities which allow participants to evaluate their carbon footprint and learn while answering quizzes, specific missions are regularly assigned, such as zero-waste breakfast, green energy supplier, charity drives, litter clean-ups, and more. Through these missions, we gradually become more conscious of the impact our lifestyle has on the environment, and we can then take steps to reduce it.

Since the launch of the Energic challenge: 5,071 ideas put forward; 34,389 quizzes answered; 8,122 green actions taken*

**By the entire challenge community*







SOCIAL POLICY

Guaranteeing well-being, equal opportunities and respect for diversity on our campuses, and helping students who are struggling financially.

PROMOTING AND RESPECTING DIVERSITY

SKEMA signed the French diversity charter in 2011. Since its inception, the school has been committed to upholding a zero-discrimination policy.

In September 2020, SKEMA signed the "Charter of commitment to inclusion and to respect for diversity in CGE business schools" and annexed it to the school's rules and regulations. This signature marked the school's commitment to promoting respect for each other's ideas, words, and physical and mental well-being both on and off its campuses.

Different actions are taken on each campus. In Raleigh for example, an LGBT training seminar was offered to personnel and students to promote inclusion and raise awareness of gender identity. Some employees also devote time to volunteering in non-profit organisations. As an employer, SKEMA works with its social partners to promote gender equality in the workplace. A 'professional equality and quality of working life' agreement is in place to support this commitment and outline its details.

HEALTH AND WELL-BEING

To support students experiencing issues such as health problems, isolation, depression, or harassment, SKEMA set up **SKEMA KARE**, which identifies the solutions, services and staff members most able to help struggling students on each of the campuses.

SKEMA also makes every effort to provide its students with great learning conditions and a high-quality environment on all its campuses. This year, different projects were carried out: a fitness circuit on the Sophia Antipolis campus, a CrossFit workout area on the Lille campus, a tisanerie (small coffee and snack area) on the Paris campus, sports, meditation and relaxation workshops on the Raleigh and Belo Horizonte campuses, etc.

SUPPORTING STUDENTS STRUGGLING FINANCIALLY AND PROMOTING ACCESS TO HIGHER EDUCATION

In line with its 'social openness' policy (measures to increase social diversity), SKEMA admits students with CROUS scholarships in all its State-recognised programmes and provides the option of combined work/study programmes (sandwich courses) at every level of study, enabling students to pursue apprenticeships.

SKEMA also supports its students directly by awarding means-tested, mobility, or academic excellence scholarships each year via its development fund in France and via its SKEMA Education Foundation in the United States.

This year, due to the COVID-19 crisis, an exceptional solidarity fund was launched, enabling the school to give out 146 additional grants.

To promote access to higher education, SKEMA continues to support various initiatives aimed at students from underprivileged backgrounds (*Areli's Emergence programme, SUCCESS Device programme, Fondation de Lille, 'Institut de l'engagement, Fondation des possibles, l'Officiel du Handicap', etc.*).

SKEMA also offers a service called SKadvisor, to help students finance their studies. This team specialising in scholarships, partnerships with banks, and housing solutions assists students with their needs.

IMPACTS IN 2020-2021

1,500
combined work/study places

2.6M€
allocated to scholarships in 2019-2020

47%
of positions in the advisory board held by women

120
nationalities among the students



COVID-19 CRISIS CONTEXT

Within the exceptional context of the COVID-19 crisis, different actions were taken to help our students and employees cope with the isolation and difficulties they experienced.

“Happy Home Office” on MS Teams

To maintain social contact between employees during the lockdown period, a collaborative team was set up on Microsoft Teams in March 2020, allowing them to chat, collaborate and have some fun, with activities organised to help them better cope with teleworking and to keep them entertained on weekends at home.

Publication of a COVID-19 charter

The charter covers hygiene and safety on the school's campuses, staggered returns to class, continuity of education, and an adaptive learning experience. The publication of this charter for the start of the 2020-2021 academic year reflected SKEMA's commitment to its candidates, students and partners.

Opening of COVID-19 testing centres on our French campuses for students and employees of the school wishing to be tested for free. The medical personnel on site are also able to assist and signpost students and/or employees who are feeling isolated or psychological distress.

SKEMA UNITED SOLIDARITY FUND

On 27 April 2020, SKEMA launched the SKEMA United solidarity fund to support students at the school who were struggling financially due to the COVID-19 crisis. Closed on 31 December 2020, this remarkable campaign enabled the school to pay out more than €170,000 to our students experiencing financial hardship, in the form of €1,000, €2,000 or €3,000 grants. We are grateful to all the donors, alumni, employees, companies, students, etc.

Watch this space...

Hermès International, the French luxury fashion house that has been designing, crafting and selling high-quality objects since 1837, is joining forces with SKEMA to launch a scholarship programme for students with disabilities.

GENERATION 2024 LABEL (HIGH-LEVEL ATHLETE - HLA)

For three consecutive years, SKEMA has received the 'Generation 2024' label issued by the Ministry of National Education, Youth and Sports and the Ministry of Higher Education, Research and Innovation in France, in recognition of both its commitment to the Paris 2024 dynamic and the excellent arrangements it provides to high-level athletes. This recognition is a reminder that each year at SKEMA, we represent “more than 1,800 students participating in a sport year round or each semester, including 350 students who take part in competitions, supervised by 55 sports teachers representing 27 individual or group sport disciplines.” During the 2020-2021 academic year, more than 40 students are benefiting from flexible timetables to accommodate their commitment to high-level sports. Seven of them are already established on the international scene.

SKEMA high-level athletes include Clement Lefert, Michal Izdinsky, Rouguy Diallo, Jocelyn Mutambayi, Clement Mignon, Romain Canonne, Loïc Bruni and, very recently, Julia Pereira de Souza Mabileau. The SKEMA Sports Association offers tailored support for study and assessments, with proven results in the last 4 Olympiads. Generation 2024 is an integral part of the synergies created in the areas of performance, sports health, equal opportunity, and sustainable development.

Rouguy Diallo (triple jump), Romain Canonne (fencing — gold medal) and Clément Mignon (swimming) participate in the Tokyo Olympic Games, illustrating their sporting and academic success.

Training managers,
leaders and
responsible
entrepreneurs
capable of generating
sustainable
performance



TRAINING & EDUCATION

In all programmes, SKEMA trains its students to understand societal, environmental, economic, and geopolitical issues, and to take meaningful actions. Ethics and responsible behaviour in management are part of the common learning objectives.

MORE THAN 95 COURSES DEDICATED TO CSR

They give students essential awareness of the challenges of sustainable development by encouraging them to analyse the social and environmental impacts of their projects and decisions. These courses are part of all initial and continuing training programmes and take into account the particular characteristics of the regions in which the SKEMA campuses are located.

Business Ethics and CSR; SSE; Natural Resource Management; Ethics & Human Rights; Well-being and Quality of Working Life; Integrated Reporting; Sustainable Finance; etc.

PROGRAMMES SPECIALISED IN SUSTAINABLE DEVELOPMENT

The post-bac Global BBA programme offers two dedicated specialisations:

- ▶ The Marine and Environmental Management specialisation is a multidisciplinary specialisation dedicated to studying the interactions between humans and their environment..
- ▶ The Sustainable Development & Social Responsibility specialisation trains responsible managers

who master sustainable development tools and have expert knowledge of environmental issues.

The BEST (Business Environmental & Social Transformation) academic plan within the Grande Ecole programme, enables students to integrate the key principles of sustainable development in their social, economic and environmental dimensions. By encouraging innovation and creativity, it aims to train 'Social & Business Transformers' who will provide solutions to development challenges and create new economies.

Since September 2020:

The **MSc Entrepreneurship & Sustainable Design** aims to train future talents capable of innovating and inventing new sustainable models by combining the disciplines of management, innovation and design.

It offers a hybrid approach to positive impact by allowing students to obtain a double degree from a business school and from the only design school in the world to be devoted to sustainable innovation

Watch this space...

*In September 2021, SKEMA is launching the **MSc Sustainable Finance and FinTech**, which*

combines the fundamentals of finance with the new challenges brought by CSR and digital technology, to guide financial institutions towards more transparency and traceability and promote best practices in sustainable finance.

Did you know?

Le Sulitest (Sustainability Literacy Test) is an international test that allows students to develop awareness on the societal and environmental challenges of the 21st century and assess their knowledge in matters of social, environmental and economic responsibility.

With nearly **1,800 students involved each year on its different campuses**, SKEMA is one of the establishments where the greatest number of students take the test.

SPOTLIGHT ON THE 2020 HACKATHON: PGE STUDENTS INNOVATING FOR THE PLANET

The start of the 2020-2021 academic year in September was all about being an 'impactful player', the theme of the 2020 inter-campus Hackathon. More than 1,000 first-year students from SKEMA's Grande Ecole programme worked together for a week to devise ethical, innovative solutions for combating climate change, by exploring the societal, positive and sustainable impact of their actions.

The fight against climate change was approached from the food and cookery angle, as students looked for ways to use innovative systems to reduce the impact of food. The student team that won the inter-campus challenge dreamed up an urban farm dedicated to permaculture and organic farming on SKEMA campuses. To truly be an 'impactful player', and in place of the thank-you gifts traditionally presented to speakers, SKEMA financed the planting of 100 trees through the sustainable platform ReforestAction, the equivalent of 15 metric tonnes of stored CO₂, 300 safe places for animals and 100 hours of work.



“ *The Impactful Player* hackathon was held from 21 to 25 September and gathered 900 students in their first year of the Grande Ecole programme (L3). The educational objectives of the hackathon — which aims to familiarise students with teamwork — were to explore innovative solutions to solve current societal and environmental challenges.

The students prepared by conducting research on climate change, but also on the business challenges it engenders. On the first day of the hackathon, several prominent guests from the scientific and industrial spheres spoke to the participants to raise their awareness of the challenges. Eric Brun, secretary general of ONERC (the French National Observatory on the Effects of Global Warming), and François Marie Breon, climatologist at Institut Pierre-Simon Laplace (IPSL), spoke to the students about climate change, and Arnaud Boulay, a SKEMA alumnus, presented an initiative from the industrial sector which aims to tackle climate change by funding innovative social projects. To identify and fine-tune their solutions, the students worked in teams under the supervision of coaches. One team of finalists was selected at each campus, who then competed against each other. A jury composed of Marine Hadengue and three alumni running social enterprises decided on the winner. Well done to all participants for their motivation! ”

Diego Zunino

Professor and Head of the Hackathon *The Impactful Player* (2020), SKEMA Business School



Did you know?

The Grande Ecole programme has introduced a 'consilience' course enabling future managers not only to develop strategies that combine several disciplinary fields, but also to give meaning to their actions by aligning them with the major concerns of our time: ethics (individual dimension), responsibility (interpersonal dimension) and the environment (global dimension).

Consilience, or the «convergence of knowledge», is an approach for addressing these issues.

Doudja Abbas Terki, a second-year student in the Grande Ecole programme (M1)

"Frederic Munier and Rodolphe Desbordes encourage us to think about ideas that break traditional thinking or are even controversial, like the 'Great Replacement' theory, a topic my classmates and I explored through the prism of urban and popular music. We tried to understand the arguments of people who defend this extreme right-wing theory first, in order to then provide a response designed to deconstruct it. I think it's great that at SKEMA we are free to talk and think about absolutely everything!"



RENTRÉE CLIMAT: MORE THAN 900 STUDENTS INFORMED ABOUT CLIMATE ISSUES

Because it is conscious of its responsibility to develop its students' understanding of the world and their critical thinking skills, SKEMA took part in Rentrée Climat, the largest programme devoted to raising climate change awareness.

On 18 March 2021, more than 900 students made a Climate Collage during a fun collective intelligence workshop designed to explain how climate works, how the phenomena interact, and inciting people to take action. They were helped by a group of 58 employees, professors, students and alumni from SKEMA who were trained in advance to facilitate the workshop and were joined by Climate Collage volunteers. By taking on this challenge collectively, SKEMA wishes to support the transformation of its programmes and co-construct a socially conscious, impactful vision of its activities. The Hope association took this day dedicated to protecting the environment as an opportunity to organise various workshops to teach the students about slow fashion and ethical fashion, zero waste (second-hand clothes, DIY workshops for making everyday products...) and more.

“ More than 900 students took part in the Rentrée Climat event on 18 March, thanks to your presence, your unfailing ability to adapt, and your energy. Thank you so much!

[...] We received some fantastic feedback from the students, who are thrilled with their experience, and some of them will be taking more climate action. In their daily life, through their internship or their first job, by raising awareness around them or, why not, by becoming Climate Collage facilitators! Thanks to your involvement: more than 60,000 students participated in the workshop and nearly 2,000 members of schools were trained with the support of more than 150 establishments; 165 collages were made on 18 March in France at the Sophia Antipolis, Paris and Lille campuses online, and also in Belo Horizonte, Brazil. So, thank you, thank you, thank you again for being involved. We could never have done this without you. ”

Eloïne Deleplanque

Climate Collage Trainer and Norway Representative of Climate Collage (Rentrée Climat)



RESEARCH POLICY

Actively contributing to thinking on the CSR themes and guaranteeing ethical and responsible research behaviours and methodologies.

ETHICS AT THE HEART OF SKEMA'S RESEARCH POLICY

SKEMA is committed to implementing responsible research that makes sense for all stakeholders.

The school is a partner of the RRBM initiative (Responsible Research in Business and Management), which advocates commitment to useful and moral research with a positive societal impact. SKEMA has also set up an ethics committee encouraging professors to reflect on their research practices and to integrate the moral dimension into their choice of topics and the analysis methods they use.

SKEMA ENCOURAGES AND SUPPORTS CSR-RELATED RESEARCH

The work conducted by the research fellows and the projects carried out within the school's various research centres actively contribute to advances in this field.

They cover the different levels of analysis and impact, from the macroeconomic level through to consumer behaviour, and also organisations and companies: climate and energy policies and their consequences for multilevel mobility, smart cities, and economic development; the reconfiguration of global value chains; the relationship between sustainable performance and finance, including integrated reporting; sustainable, ecological, alternative and cooperative consumption methods; education systems and their effects on the attitudes and behaviours of students; and finally, considerations relating to human rights in a world with more mass surveillance.

Watch this space...

Deployment of measures to create value from research: FinTech Institute and Ethics & CSR Institute.

Did you know?

The latest study of the SKEMA Observatory on the Feminisation of Companies 2021 edition is out:

Diversity & inclusion in the French CAC 40. Is gender diversity an aspect of corporate social responsibility?

This observatory was created by Professor Michel Ferrary, a researcher at SKEMA. Its objective is to analyse the evolution of the percentage of women on the corporate boards, executive committees, management teams and in the headcounts of France's largest private companies, along with the impact of this presence on company performance.

The main lesson drawn from the study is that despite the advances made possible by the Copé-Zimmermann law in France, women remain very largely excluded from the most senior positions in governance, i.e., those of chairperson and CEO.

Yet, the study shows that a portfolio made up of companies where more than 40% of management is female has outperformed the CAC 40 and the portfolio of the most male-heavy companies, both over the long term and during the 2008 financial crisis.

IMPACTS IN 2020

37%

of publications classed as pertaining to CSR, with 45% of them published in the most prestigious journals.

PRISM'S CONTRIBUTION TO REFLECTIONS ON CORPORATE SOCIAL RESPONSIBILITY.

"During 2020 and 2021, research has focused equally on organisational management and corporate policies. In collaboration with scientific research institutes specialising in the fields of psychology and sociology, our centre has proposed ways to measure behavioural changes in citizens resulting from the stress and life circumstances that are a consequence of the pandemic. Where mental health is concerned, other studies have analysed how important the practice of mindfulness is to the well-being of employees and managers working from home. Besides the social dimension, the research work started in the last few years on the environmental impact of human activity has gone ahead. An article published in January suggests measures to help young franchisees protect themselves against significant meteorological variations. Two others offer to help decision-makers in the private sector to reduce the carbon footprint of their logistics, and decision-makers in the public sphere to better take into account the externalities of public policies on cross-border pollution. And another two examine the best strategies for protecting the employees of a production plant in the event of a pandemic. All of these research efforts are being actively pursued to help managers and policymakers to better incorporate the moral and ethical dimension in their decisions."

Xavier Brusset, PhD, HDR — Director of the PRISM research centre



SUPPORT FOR ENTREPRENEURSHIP

Entrepreneurs are innovators and transformers. They innovate and act to transform industries, organisations and, more broadly, society.

SKEMA VENTURES

SKEMA Ventures is our glocal incubator-accelerator for student entrepreneurs. Through a unique value chain, it allows each SKEMA student to think, design, test, and launch a project in seven innovative localities, while benefiting from the best of each local ecosystem.

With over 200 mentors and experts supporting the more than 200 projects that are incubated each year, the five-year startup survival rate is 91%.

Encouraging, guiding, and supporting responsible entrepreneurship

Creating value while creating meaning for the common good is the motivation behind the career plans of an ever-increasing number of young graduates. This is why social entrepreneurship is more appealing than ever right now.

Launched in 2019, the SKEMA Social Ventures Lab fosters social entrepreneurship via a high-value offer and unique resources drawing from applied research, education and the practice of social entrepreneurship.

SKEMA SOCIAL VENTURES AWARDS

SKEMA rewards and supports the SKEMA Ventures-incubated entrepreneurial ventures that show the most promise in terms of innovation, social and environmental impact, growth, and commitment and drive from the people behind them.

The prize money, representing a total amount of €20,000, is awarded to the budding entrepreneur(s) to help finance start-up costs.

The 2020 winners:

- ▶ First prize: INPACT, eco-friendly sports nutrition by **Candice Lemonnier** (SKEMA Class of 2018).
- ▶ Second prize: ODYSWAY, responsible tourism and slow travel, a project by **Romain Masina** (SKEMA Class of 2015).
- ▶ Third prize: TH(EARTHY)/BOTCUP, an innovation by **Jules Colin** (SKEMA Class of 2020) that reinvents the disposable cup.

▶ Fourth prize: FRENCH ACOUSTICS, eco-designed, French-made portable speakers by **Timothée Caron** (SKEMA student, PGE M2).

▶ Fifth prize: UCANGO, the first security, solidarity and mutual assistance mobile app made by travellers for travellers. It is the brainchild of **Ludivine Bourgeois** (SKEMA class 2020).

“ Social entrepreneurs had a threefold challenge in terms of creating value for individuals, the economy, and society in general.

The projects that won the SKEMA Social Ventures Awards were put forward by SKEMA students and graduates alike. This line-up illustrates the approach initiated several years ago within SKEMA Ventures to support social entrepreneurship. And in these problematic and uncertain times, a period that has also spawned new models, the world now being constructed needs players who commit themselves in a different way. Through the SKEMA Social Ventures Awards, we wanted to honour these very special projects that create both wealth and meaning.”

Philippe Chéreau
Director of SKEMA Ventures



FIRST EDITION OF THE SKEMA SOCIAL VENTURES SUMMIT ON 16 MARCH 2021

For one day, SKEMA Business School and its incubator-accelerator SKEMA Ventures brought together important players involved in social entrepreneurship who are working to have a positive social and environmental impact.

With nearly 800 registered participants, more than 1,000 interactions and messages over the course of the day, and over 200 contacts made at the virtual booths, this first edition was a real hit. Students, entrepreneurs and socially conscious business leaders, professors and experts in social entrepreneurship discussed the progress made in achieving sustainable development goals, along with the best practices for creating and developing an impactful entrepreneurial venture.

Guest speakers included Jean-Philippe Courtois, Executive Vice President and President of Global Sales, Marketing and Operations at Microsoft, President and co-founder of the Live For Good association, President of SKEMA Business School and alumnus (1983); Alice Guilhon, Executive President and Dean of SKEMA; Florence Oulès, Head of the Mission for Inclusive Development & SSE, Paris Region; Sebastien Malod, Vice President, Réseau Entreprendre; Jean-Pierre Blanc, CEO of Malongo; Christophe Conceicao, Head of Operations at Live for Good; Guillaume Boudy, Mayor of Suresnes, and many others.

"This event organised by SKEMA Ventures brought together representatives from the social entrepreneurship ecosystem on this scale for the first time. The resources available to start-ups developing in this field were highlighted at the summit. The context is conducive for giving impetus to much-needed social and environmental innovations, and thus meeting the challenges of our century. After this highly successful first edition, we are planning another event in spring 2022, so that we can continue to build a better future together"

Pauline Gane (SKEMA 2019) — Manager of the SKEMA Venture Factory (Grand Paris campus)

A FEW BUSINESSES INCUBATED BY SKEMA VENTURES

► **MonPetitBikini** (Audrey Lieutaud, SKEMA) is taking a major step forward since launching a multi-brand website selling swimwear. Audrey Lieutaud is now launching a swimwear line she designed herself, made only from recycled fabrics.

► **Les Mini Mondes** (Quentin Ory, SKEMA 2015), a brand selling children's toys made from recycled plastic. Compostable, gender-neutral and made in France, these toys want to inculcate positive values in children by showing them the richness of different cultures and teaching them to protect the environment

► **Bareaya** (Majorie Soria, SKEMA 2013). Initially launched with the desire to make reusable razors more unisex and give them a more attractive design, Bareaya now also sells a range of low- or zero-waste hygiene products.

Did you know?

SKEMA and Crédit Agricole support young entrepreneurs by offering interest-free unsecured loans to students wanting to start an entrepreneurial venture, incubated at SKEMA Ventures. The two partners are fully committed to supporting these young entrepreneurs during the sometimes-tough beginning stages of their business. This is a real opportunity to speed up funding for all upcoming entrepreneurs among the school's community of students and alumni.





A COMMUNITY OF COMMITTED STUDENTS AND ALUMNI

Encouraging, guiding and supporting the projects of our students and alumni.



In addition to the financial support it gives those wanting to start non-profit or entrepreneurial projects, SKEMA supports all students wishing to get involved in meaningful projects by providing training, advice, premises or equipment.

► <http://asso-skema.fr/>

ENCOURAGING INVOLVEMENT IN ASSOCIATIONS ACROSS PROGRAMMES AND CAMPUSES

SKEMA has 70 student associations across its French and international campuses. These are open to all students from all programmes. Involvement in these associations is encouraged and highly regarded within the school's programmes, with students earning 'Special Achievement' credits in the European Credits Transfer System (ECTS). An educational structure is in place to support the associations and provide a framework to ensure that their activities are aligned with academic and corporate requirements. The presidents of the associations are informed and trained in matters relating to ethics and responsibility.

Exemples d'associations et de projets engagés :

Hope (Humanitarian Promoting Human Equity) is a humanitarian association with social and environmental aims. It is involved in international and local missions (social and environmental actions,

tutoring, humanitarian projects, etc.). Its presence on five SKEMA campuses (Lille, Sophia Antipolis, Paris, Belo Horizonte and Suzhou) allows its members to continue their involvement when moving between campuses, and gives the association a broad scope of action.

Enactus is SKEMA's association dedicated to social and solidarity entrepreneurship. It is present on the Lille and Sophia Antipolis campuses. Its goal is to enable students to develop professional skills while having a positive impact on society and the environment.

He for She (Lille campus) aims to raise awareness and inform men in a positive way about gender equality issues, so that they may take concrete action in favour of this equality.

Collect'active (Suzhou campus) aims to help new students settle comfortably in their new home and raise their awareness of ecology and sustainable development in China.

Interculture and **SKonnection** (Sophia Antipolis and Lille campuses) welcome international students and help them in their integration.

The **Student Office**, the **Sports Office** and the **Arts Office** regularly organise charity, awareness-raising, or integration events such as fundraising drives (support for Movember), shows (SKEMA Against Cancer), beach clean-up days at Juan-les-Pins (SKEMA Clean Up Day), etc.

SKEMA's student associations are mobilised to fight against harassment, sexism and homophobia

Etienne Loos, a Master 2 student doing a double degree in Business Law & Management at SKEMA, ran an awareness campaign with his friends that led to the drafting of a charter approved by the CGE, presenting 13 concrete measures for fighting against discrimination and violence.

This initiative was crystallised when it was taken up by the BNEM (the French national bureau of business school students), of which Etienne is now president. The presidents of all SKEMA associations have signed this charter as a pledge to prevent all forms of discrimination and violence

within business schools, and they are now working on identifying concrete actions they could take to implement this charter.

SKEMA Conseil is a socially-engaged junior enterprise (Lille, Paris, Sophia Antipolis, Suzhou and Belo Horizonte campuses).

The entire SKEMA Conseil Lille team jointly organised the first edition of a startup weekend bringing together all the junior enterprises in the north of France, with a simple yet ambitious goal: to create an innovative business in 24 hours to reduce environmental impact. The SKEMA Conseil Lille team won the first prize with their Flow'Air project, a noise-reducing green wall that improves air quality and makes the urban environment more pleasing to the eye.

SKEMA Conseil and Junior ISEP also joined forces to work on a common project. They donated their time and efforts to help the non-profit organisation ONG Benin Develop to devise a strategy that would allow the NGO to grow rapidly. The junior enterprises were rewarded for this initiative at the highest level of the movement nationally when they won the Engie Prize for the Best Project with a Positive Impact at the last National Convention of Junior Enterprises. In Brazil, SKEMA Conseil Belo Horizonte has organised a cultural competition to envisage the future of Minas Gerais, a Brazilian state that was long exploited for its gemstone mines.

The competition includes four categories: sustainability and infrastructure, nature and sports, technology and novelty, and history and tourism. The best ideas will be presented to the State's government and published on the official website.

MEANINGFUL STUDENT PROJECTS

Many students get involved in socially responsible projects with a positive impact during their studies.

Youth Hacktivators

Florent Faucher, a 22-year-old SKEMA student, is the co-founder and executive director of Youth Hacktivators, a community of young change makers who help big companies become more sustainable and respectful of the environment. This community works with HR, CSR and marketing departments to re-assess strategies in order to push goals and ambitions further. It then proposes an action plan, centred on a project, to set in motion transformation within the company.

KIDUKI, WINNER OF THE 2020 ENACTUS FRANCE CIVIC RESPONSIBILITY AND SUSTAINABLE MOBILITY CHALLENGE

Kiduki, a kit designed to help children realise they have the power to act, is a social entrepreneurship project headed by Sara Garmendia, a SKEMA (PGE) student at Sophia Antipolis. The project won the Enactus France Civic Responsibility and Sustainable Mobility Challenge (challenge citoyeneté et mobilité responsable) supported by Fondation Vinci Autoroutes, with a prize of €5,000. This gives fresh impetus to an already well-advanced project hosted by SKEMA Ventures.

The idea behind Kiduki? To offer a subscription where fun, educational kits are sent through the post by a hero and heroine, to take children on an adventure to save the planet and its inhabitants! Focused on social and environmental issues, these kits help children and parents understand the world's major challenges and take action in their own way.

SOCIALLY AND ENVIRONMENTALLY CONSCIOUS ALUMNI IN POSITIONS WITH IMPACT

An increasing number of graduates are integrating sustainable development issues in their professional career, whether by working for companies that are strongly committed to making a difference, or by taking up positions directly related to these issues.

A few examples :

► **Bénédicte Hamon** (SKEMA 2010), in charge of corporate partner relationships at The Seacleaners. The Seacleaners was founded in 2015 by skipper Yvan Bourgnon, with the ambition of designing and launching a 70-metre-long catamaran to collect plastic waste out at sea and along coastlines.

► **Wendy Savage** (SKEMA 2001), Director of Social Responsibility and Traceability at Patagonia. *"In concrete terms, everything we make has an impact on the planet; that is why we have a duty to ensure that the rights of workers are respected at the manufacturing plants, that they earn fair wages, and that the factories don't have a negative impact on the environment in which they operate. Where animal welfare is concerned, we ensure that the animals that provide the fibres for our clothing (such as wool or goose down) are treated humanely. To maximise the quality of our products and minimise their impact on the environment, we take great care during the design process and while choosing the fibres used to make them. All this work helps with our efforts to remain transparent and educate consumers, because we all have a responsibility to save our planet."*

► **Coline Pavot** (SKEMA 2014), Head of Responsible Investment Research at La Financière de l'Echiquier (LFDE). *"It very quickly became obvious to me that I wanted a job that would enable me to contribute to building a more sustainable world. [...] I attended SKEMA Business School, where I obtained a Specialised Masters in Strategic Management of Sustainable Development. During my studies, I accumulated various experiences in sustainable development through NGOs or regional authorities and I also used my gap year to experience the joys of entrepreneurship by creating a project*

in the field of microcredit in India. As a result of this, I began to wonder about the role of finance in building a more socially just world that shows more solidarity and is more respectful of the environment. After graduating in 2014, these preoccupations led me to join the responsible investment team at BNP Paribas Wealth Management, where I gained a sound knowledge of the socially responsible investment (SRI) market. In 2017, I joined the SRI team at La Financière de l'Echiquier, where I now manage a team of four people in charge of overseeing ESG research and the LFDE's responsible investment approach."

► **Arnaud Rolland** (SKEMA 1994), CSR Director at Coca-Cola Europacific Partners *"After a variety of jobs in sales at Coca-Cola Europacific Partners, I wanted to give meaning to "business as usual" and I seized the opportunity to roll out Coca-Cola's CSR action plan in France, in line with the European strategy. The two main ambitious objectives concern the development of the circular economy and carbon neutrality in 2040. The company has invested a great deal in the recycling of plastic bottles and has opened a centre dedicated to external visitors to open a dialogue with all our stakeholders. We also have strategic partnerships in place with our clients to develop solutions for re-using packaging in France. CSR is an innovative field where there is still a lot to invent; our ambition is to successfully involve as many stakeholders as possible to co-construct an ambitious roadmap that is integrated with the business and aligned with the expectations of our clients."*

Thank you to Alumni actively involved during the Covid-19 crisis

Some examples without this list being exhaustive.

Support to health workers

► **Edouard Roquette** (SKEMA 1987), Chairman of the Board at Roquette, launched an exceptional hand sanitizer production line at the company's Lestrem facility.

► **Mathilde Thomas** (SKEMA 1994), founder of Caudalie, sent all of the company's disposable gowns, shoe covers, scrub caps, and thousands of creams to several hospitals in France.

► **Maxime Buhler** and **Samuel Carré** (SKEMA 2017), founders of Pokawa, decided to support frontline health workers with what they do best: poké bowls! Hospitals can sign up via an online form to receive meals for their staff. This is a wonderful initiative to help hospital workers in Paris and Nice during this difficult health crisis

► **Fabrice Pancrazi** (SKEMA 1991), head of consultancy relations at IBM Cloud France, raised €17,000 for health workers by completing an ultra trail run (163 km, 55,000 steps) in his hometown of Colombes during the lockdown.

Help for businesses and private individuals

► **Alaude Lefebvre** (SKEMA 2019), founder of Sublimeurs, has launched a temporary 'click & collect' service on her website to give restaurant and shop owners another means to sell their products.

► **Ludovic Holinier** (SKEMA 1990), CEO of Cora, pledged to support farmers, horticulturists, fishermen and, more broadly, all of France's producers, by developing partnerships.

► **Marion Meyer** (SKEMA 2016), created the "Espérance" podcast after noticing growing resignation and pessimism regarding all social issues (health, environment, education, humanitarian, etc.). She interviews inspiring people – everyday heroes who prove that kindness, generosity and solidarity are values that really are present within our society.

► **Charlotte Gaillard-Dubost** (SKEMA 1997), founder and owner-operator of Mégara & Berceau Magique in Toulon, is launching a wonderful solidarity-based initiative called «Bébé Info Service» to support new or future parents who are feeling helpless and worried about their children's health in the face of COVID-19.

► **Laura Virleux** (SKEMA 2019), founder of Artisans de Paris, an event catering service that uses organic products made by local artisans, has

continued to support her artisans affected by the COVID-19 crisis and to promote their skills.

More initiatives on:

<https://alumni.skema.edu/fr/news/un-mot-d-ordre-chez-les-alumni-l-engagement-13937>

<https://alumni.skema.edu/fr/news/nos-alumni-toujours-engages-13944>



Alaude Lefebvre — SKEMA 2019, pitching her business creation project *Les Sublimeurs* during the Bootcamp organized by SKEMA Ventures in 2018.

Key figures

7

campuses across the world:
Brazil, China, France, South Africa
and the USA

9,500
students

+120
nationalities

50,000
graduates across the world

Multi- accredited

EQUIS, AACSB, EFMD
Accredited EMBA. Member of the
Conférence des Grandes Écoles
(CGE) and the Conférence des
Directeurs des Ecoles Françaises de
Management (CDEFM)



Contacts

Élise Tosi
Vice Dean, Quality and Accreditations
elise.tosi@skema.edu

Manon Duponchelle
Quality and CSR Project Manager

SKEMA BUSINESS SCHOOL

Belo Horizonte Lille Paris Raleigh Sophia Antipolis Stellenbosch - Cape Town Suzhou



SKEMA CAMPUSES

Belo Horizonte Campus

Av. do Contorno, 5456
Funcionários, Belo Horizonte
MG, 30110-036, Brazil

Lille Campus

Avenue Willy Brandt
59777 Euralille, France

Grand Paris Campus

5 Quai Marcel Dassault
CS 90067
92156 Suresnes Cédex, France

Raleigh Campus

920 Main Campus Drive
Venture II, Suite 101 Raleigh
NC 27606, USA

Sophia Antipolis Campus

60 rue Dostoïevski CS 30085
06902 Sophia Antipolis Cédex, France

Stellenbosch Campus

Ryneveld Street,
Stellenbosch 7 600, South Africa

Suzhou Campus

Building A4 & A5
99, Ren'ai Road, Dushu Lake
Higher Education Town
215123 SIP Suzhou
Jiangsu Province, China

Montreal Office

SKEMA École de gestion Canada Inc.
400 Avenue Atlantic, Bureau 500
Montreal, Quebec, H2V 1A5, Canada

SKEMA BUSINESS SCHOOL
WWW.SKEMA.EDU



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