



2018 - 2020

# CORPORATE SOCIAL RESPONSIBILITY REPORT





When it comes to Sustainable Development (SD) and Corporate Social Responsibility (CSR), at EM Normandie Business School, we strive to enable our entire community to understand the complexity of today's world and address environmental, economic and social challenges.

In a world where ecological, digital and social transitions are increasingly infusing strategies, there is an urgent need to develop new managerial and analytical skills to manage these major organisational changes. We must build on current models and benchmarks and help to carry them beyond the walls of our campuses. This report shows just how determined EM Normandie is to train future managers to become responsible leaders, who take on board the strong link between businesses, their activities and the environment.

In addition, EM Normandie is a signatory to the 2020-2024 regional convention for gender equality in education in Normandy. Through academic teaching, student associations, research work and a model code of conduct on campus, the School seeks to actively fight against the self-censorship of women, break down gender stereotypes and combat everyday sexism.

The School has renewed its commitment to Global Compact and the PRME (Principles for Responsible Management Education), with measures focusing on training, raising awareness and reducing the carbon footprint of our campuses. We are therefore laying the foundations for a positive shift towards Sustainable Development and emerging ethical and responsible professional practices. EM Normandie is taking action to safeguard our future!

**Élian PILVIN**  
Dean

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### COMMITTED LABELS



As a School, EM Normandie is committed to Sustainable Development and Corporate Social Responsibility. It has supported Global Compact since 2010, and the Principles for Responsible Management of Education (PRME) since 2016. These United Nations programs seek to develop more responsible management practices on an international scale. The School incorporates these values in its teaching and research. It is also a member of « Campus Responsables » (Responsible Campuses) - a scheme which fosters good environmental management practices on campuses.

EM Normandie demonstrates its commitment to disability and social inclusion through awareness programs and specific recruitment channels. In addition, the School takes Gender Equality extremely seriously.

EM Normandie holds the Bienvenue en France quality label, awarded to universities judged excellent on criteria such as intake capacity, training programs, campus life and international student services. The School was awarded three stars - the highest level of quality.







## SECTION I

# PREPARE

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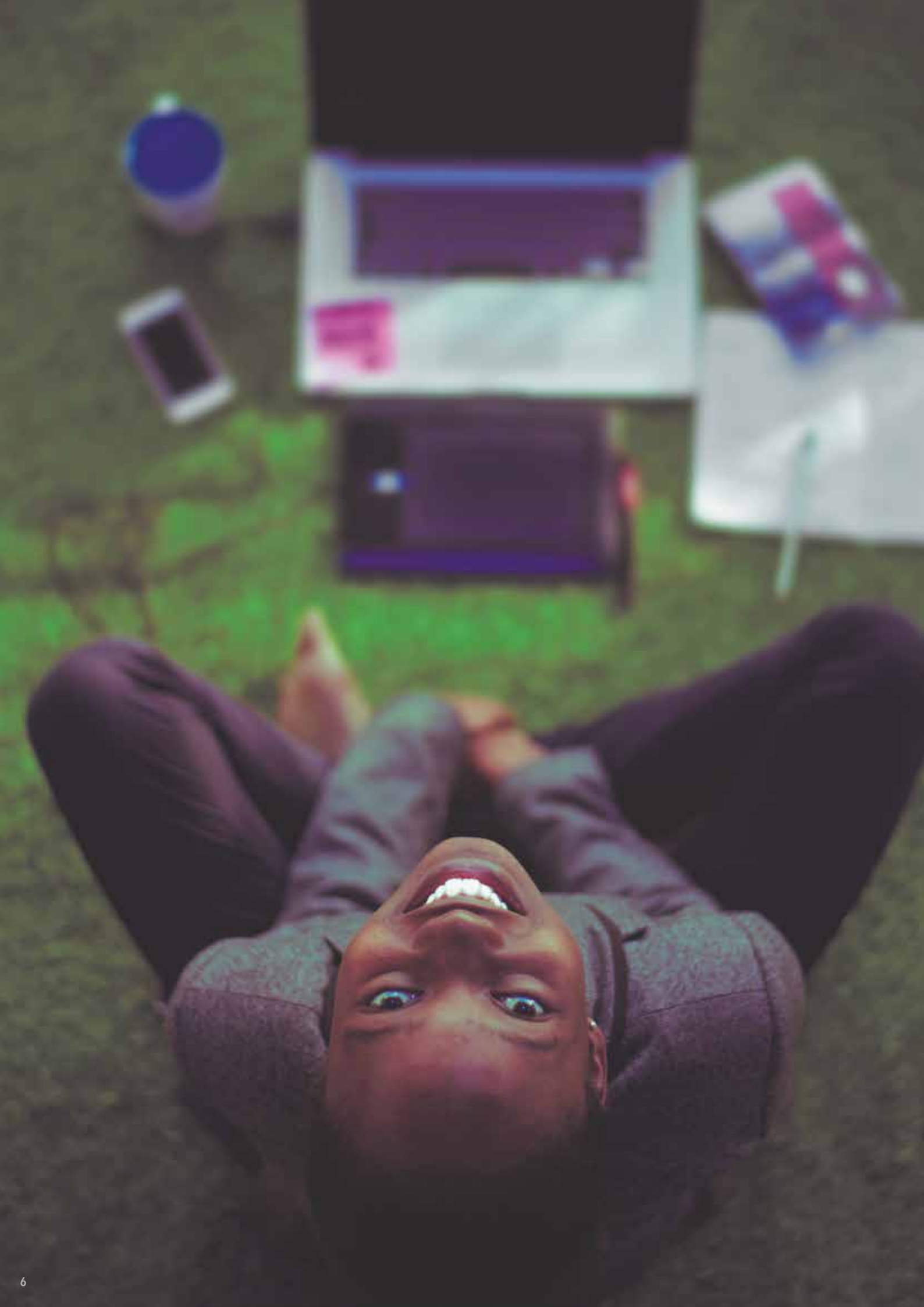
EM Normandie Business School trains and prepares future generations to rise to the challenges of Sustainable Development (SD) and Corporate Social Responsibility (CRS).

### Creating and Developing

- Multidisciplinary teaching that provide a cross-subject approach to SD and raises awareness of this subject within each specialism
- Fundamental and applied CSR research areas
- Student support services to address any personal or professional concerns







## A. SD AND CSR TEACHING

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To address the challenges of SD and CSR, EM Normandie constantly adjusts and reviews organisational and management models and introduces new innovative practices. Students are given a key role to play in this process to ensure that they are equipped with a crucial understanding of SD and CSR. They can then use this asset in future managerial roles to manage issues and drive change.

### **Main challenges for the School:**

- Incorporating the challenges of SD and CSR into initial training
- Setting out a common foundation for knowledge and skills
- Working continually to ensure that teaching is broader and more progressive
- Renewing models and subjects to incorporate new management trends, applying global themes and outlooks

Lessons are structured around SD and CSR, allowing developments in these areas to feed into the syllabus. SD and CSR learning goals are linked and consistently applied to our programmes. In addition, EM Normandie has an "Economics, Regions and Sustainable Development" department, with 16 lecturers committed to developing courses that provide students with a sound understanding of the environmental and social issues they will face during their career.

When teaching Sustainable Development, we encourage students to think beyond preconceptions of the term where it is linked solely to environmental issues. For corporate SD also covers ethical issues, management, CSR, gender equality, Green Business and sustainable consumption. We develop this vision not only through traditional "classroom teaching", but also using innovative assessment processes such as the Sulitest. Alternative assessment methods have been available to Grande École Programme students in year U1 since September 2017. The Sulitest is one of the first internationally-recognised tools used to test the knowledge of EM Normandie students.

**Alongside lessons, we offer “learning by doing” projects which include:**

- The Responsible Manager Contest launched in 2018  
(for Grande École Programme students in year U3 and first-year Bachelor's in International Management students)

The Responsible Manager Contest is an extension of the Responsible Manager path. Students taking part in the Contest work in teams to reflect and produce an analysis on how companies committed to SD and CSR integrate the UN Sustainable Development Goals (SDGs) into their practices. The Contest is sponsored by Global Compact France and supported by the EM Normandie Foundation.

**The Contest is centred on two interrelated questions:**

1. How have companies integrated the SDGs into their SD and CSR policy? Students carry out an assessment: description of the current situation, drivers and obstacles
2. What recommendations could be made to improve or complete SDG integration?

In its first year, 854 students took part in the Responsible Manager Contest, which fostered professional development and commitment to Sustainable Development. Students are given the opportunity to develop their critical thinking and creativity by sharing their perspective on the 17 UN SDGs, and analysing and suggesting original and realistic courses of action. Above all, they are able to take responsibility for a topical issue which has a direct impact on them. The EM Normandie Foundation awards a prize to the winners, which they donate to a charity of their choice.

The Responsible Manager Contest showcases students' ability to incorporate complex SDGs into Corporate Social Responsibility processes, as well as their professionalism. They express themselves through written work and oral presentations.









## B. RESEARCH

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EM Normandie also strives to encourage lecturers in their academic and applied research and promote their work. Over the academic year of 2018-2019, 23 articles, 37 communications, 6 book chapters and 42 papers were written on SD and CSR (anaerobic digestion in agriculture, female entrepreneurship, quality of life in cities, gender equality in the workplace, energy transition, cooperatives, silver economy, well-being at work, etc.). These contributions are testimony to the School's broad range of research in this area.

The fact that the "Skills, Employability and HR Decision-Making" and "Entrepreneurial Models in Agriculture" chairs, which also touch on these subjects, were launched in 2019, reinforces this dynamic.

DETECTE (Economic and Regional Development, the Circular Economy and Energy Transition) is a system-based research project which covers the regional implementation of circular economy principles. It is based on proposals on energy transition and waste recovery and the development of a regional economic outlook.

The purpose of this project is to study the impacts of anaerobic digestion in different regions (Normandie, Bretagne, Pays de la Loire and Nouvelle Aquitaine) and to understand strategies. On this basis, development factors and systems implemented can be analysed to maintain, boost and create new anaerobic digestion activities, while taking environmental concerns into account.



**Sébastien BOURDIN**

Professor of Economic Geography  
EM Normandie

*By demonstrating the importance of the circular economy and its sustainability through our work, we hope to promote it as a driver of socio-economic regional development with implications for the environment.*





DETECTE therefore serves as an open ecosystem to foster anaerobic digestion projects which could potentially create value in specific regions. This field of study lends itself to identifying tools for boosting economic development within the region (economic, institutional, legal etc.), and to assessing to what extent these tools could be adopted by other regions.

The School also organises national and international colloquiums to discuss Sustainable Development issues.

In May 2019, EM Normandie and the College of Management at the University of Massachusetts, Boston (UMCBM - United States) held a joint international colloquium on "Corporate Social Responsibility (CSR) across the Atlantic" in Boston. The event, which took place under the framework of the partnership signed in 2016 between the two institutions, shows their shared interests and determination to create tangible research products that are relevant and innovative on a global scale.

A focus day was also organised on the Caen campus: "Contributions to assessments of Sustainable Development and the Circular economy".

Since the end of the 1990s, issues relating to the circular economy, energy transition, eco-innovation and, more generally, to SD, have developed significantly, and decision-makers have become seriously concerned about environmental issues in particular. Consequently, the development of the circular economy and new technology for sustainability have played a key role in combating climate change. The green growth economy is transforming regions and providing a new development model.

We have held workshops for experts, novices and partner institutions, allowing them establish relationships and discover new joint project opportunities, particularly for young researchers.











Since the beginning of the Covid-19 health crisis, EM Normandie, the EM Normandie Foundation and EM Normandie Alumni have been taking action to help vulnerable students. The Business School has drawn on the strength of its community as a whole to address urgent social issues, maintain equal opportunities and counter the lasting effects of Covid-19, through a number of initiatives including donations, setting up a solidarity fund, boosting job search support and maintaining contact with disabled students.



**Julien SOREAU**

Wellbeing and Inclusion Manager EM Normandie and Head of the « Handicap » group within the Conférence des Grandes Écoles (CGE).

« Campus Responsables »

*For a number of years, EM Normandie has prioritised the inclusion of students with disabilities. It has become a collective duty involving students and employees alike. We recognise that disabilities are not always physical, and have been able to gain the trust of learners who require specific assistance. We support them with social issues and in establishing their professional career. The momentum of the Conférence des Grandes Écoles drives us in implementing our support system; the CGE once again renewed its commitment to the cause on the 10th anniversary of its Disability Charter, providing us with a joint roadmap that places great emphasis on professional development and expatriation. Although we can already be proud of how far we have come, we must continue to progress if we are to make Grandes Écoles fully accessible in the near future.*



## C. SUPPORTING STUDENTS

EM Normandie has a strong support system which promises each and every student a rich learning experience and prepares them for the future.

### Personal development is a priority

Student support is provided for accommodation issues. The School also has a welfare officer, psychologists, a hardship fund and a disability programme. The welfare officer provides appointments on all three French campuses. She deals mainly with financial issues and those related to the recognition of disabilities. A team of psychologists offers free confidential sessions on the French and Oxford campuses. EM Normandie's hardship fund provides financial support to students in need.



The disability programme is a key part of the support policy for EM Normandie students. In order to provide tailored support to students with disabilities and assist them in carrying out various procedures, the School set up a Wellbeing and Inclusion service, managed by Julien Soreau, who is also the specialist contact of the working group on disabilities, « Handicap », within the Conférence des Grandes Écoles. In 2019-2020, 104 disabled students were registered at the School, compared with 71 at the end of 2018-2019. This figure represented 2.48% of its overall student population. Invisible disabilities are still the most prevalent. These include dyslexia or associated "dys" disorders (dysorthographie, dysgraphie, dyscalculie, etc.). However, the proportion of students with such disorders has fallen by 5 percentage points since 2018/19. There has been a significant increase in the number of students suffering from a chronic debilitating condition or related issues (multiple disabilities) (up 4 percentage points for each).



### The Career Path paves the way to becoming a responsible and accomplished manager!

The Career Path is a unique, progressive and distinguished programme for supporting students on their journey towards employment. It allows them to demonstrate their skills and thus develop their career plan to enable seamless integration into the business world. Led by around twenty Human Resources experts and professional coaches, this multimodal programme helps students to analyse their professional and personal background, develop their approach to networking, draft applications in French and English, prepare for one-to-one and group interviews and master web 2.0 recruitment tools. The Career Path also includes feedback workshops and distance learning. The programme also offers personality tests such as AssessFirst or TalentToday for younger students.

As a member of the Conférence des Grandes Écoles, EM Normandie participated in DuoDay 2019. During this national event, 5 disabled students from the School spent the day with Ministers, Secretaries of State and company directors. The objective of the day is to give students an insight into an official environment or role and to allow institutional and private governance to embrace diversity by discovering the attributes and professional qualities of employees with disabilities.





## SECTION II

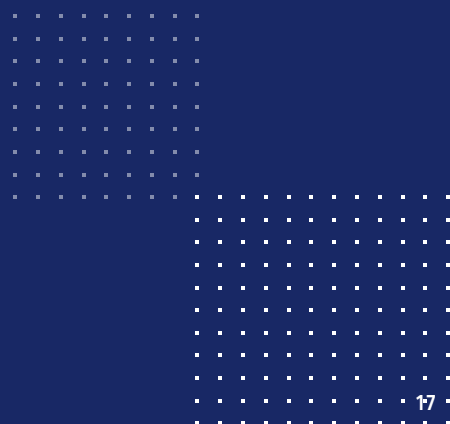
# UNDERTAKE

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EM Normandie builds global relationships through its practical initiatives, work placements and student-led projects.

### Reflecting and Innovating

to progress current Sustainable Development models and benchmarks.







## A. STUDENT PROJECTS

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### **Student associations that demonstrate a high level of commitment**

Not only do they provide students with the opportunity to express themselves, show creativity, share ideas and learn together, but, year on year, EM Normandie's student associations continue to act on and promote many corporate, social and environmental initiatives:

- global humanitarian actions with Solid'EM, O'Sénégal (Senegal), Burkina F'Asso (Burkina Faso), Soleil Indien (India), Lama'ttitude (Peru), African Spirit (Mali), Zazaso (Madagascar)
- actions in France promoting gender equality (Equal) and those aimed at young people from disadvantaged backgrounds (Cap vers le Sup, EDRESUP, Par'EM'thèse), children and adults affected by illness, faced with difficult life events or suffering from disabilities (EM'vie d'aider, Bureau des Humanitaires, Les Petits Champions, la P'tite escapade, Help'EM, Capt'EM Hope)
- actions to promote animal welfare (Take care'EM, Sav'EM all)
- actions geared towards the environment and local distribution networks (Ecosyst'EM, On agit Caen ?, EM'vironment)
- support for the EM Normandie Foundation (EMiens Philantropes)

**EDRESUP: one of EM Normandie's flagship projects. Certified with the government accreditation « Cordées de la Réussite », the initiative began in Le Havre in 2006 and paved the way for the « Cap vers le Sup » associations in Caen (2011) and Paris (2019).**

The programme seeks to increase academic ambition amongst secondary school and college students from modest or disadvantaged backgrounds. It aims to remove psychological, social and/or cultural barriers that may hinder their access to higher education (preparatory course, top schools, universities). The association's core mission is to develop the ambitions of these young people, inform them of their options, and enable them to discover different occupations and companies, while emphasising the personalities and transferable skills of each individual. It offers mentoring sessions and activities to promote social diversity with cultural and educational trips (shows, company visits, etc.). The « Cordées de la réussite » initiative is a driving force for reinforcing the importance of pursuing studies to degree level, which remains a key concern of Ministries of National Education and Higher Education and Research.





**Alexia ORMEL**

Secretary of On Agit Caen ?

*Joining the On Agit Caen? association was a no-brainer for me! Set up in 2018 to raise awareness of sustainable development issues amongst students, it is completely in line with my values and my keen interest in ecology.*

*We decided to capitalise on actions initiated by our predecessors to strengthen their impact. For example, when recycling bins were placed in each room, we produced posters on good recycling practices. We displayed items in the School canteen and vending machines in such a way that made it easy to identify the correct recycling bin.*





*We also organised Student Sustainable Development Week (Semaine Étudiante du Développement Durable - SEDD) to raise awareness amongst our students and encourage them to take action. Activities included a climate fresco, waste recycling workshops, a film screening about climate emergency, a DIY workshop and finally a "Smoothieclette" day, where students used pedal power to make their own smoothies with seasonal fruits and vegetables.*


*Organising an event like this on the Caen campus was a real challenge and we are happy that we were able to show that everybody could play a part in sustainable development. Simple day-to-day actions can change things for the better.*



**Ancelin BOUTILLIER**  
Chair of Cap vers le Sup-Paris

*In 2019, Edresup (Le Havre) and Cap vers le Sup' Caen's little sister was born in Paris! Named Cap vers le Sup' Paris, in parallel with the Caen association, this organisation has also been awarded the « Cordées de la Réussite » accreditation by the Ministry of Higher Education and Research and has the same objective: to promote equal opportunities for young college and high school students from deprived urban areas.*

*We were lucky to be able to draw on the example set by our association's "older siblings" and the experience of EM Normandie tutors to establish an initial partnership with an organisation early on and take action.*



*Throughout the year, we have offered mentoring, educational trips, interactive training and even a cultural trip to end the season. We had very serious responsibilities and thoroughly enjoyed throwing ourselves into a project close to our hearts.*

*We now face the challenge of ensuring that this invaluable association continues to thrive so that we can help young people plan for and embrace a rewarding future!*

### **Innovation, purpose and responsibility: the virtuous triangle of entrepreneurship**

Having access to an incubator within the School is a great opportunity for students brimming ideas who wish to put their entrepreneurial spirit to the test. And although more and more people are setting up businesses, a growing number are also getting involved in projects with a social or environmental dimension.



**Tom MACÉ**  
Founder of Bill.e

*If I had to summarise Bill.e in one sentence, I would describe it as an application for replacing paper receipts using a bank card.*

*This idea came to me when I was at a checkout where I received a paper receipt measuring over 30 centimeters for three items. I wondered what large-scale ecological impact these pieces of paper that are often lost or thrown away could be having... On the scale of a country like France, the energy cost does not bear thinking about: 640,000 tons of tickets are printed each year- the equivalent of 10,000 trees, 60 million litres of water and 2.4 million kilograms of CO2.*

*At first, I wondered what purpose the receipt served from an environmental, social and corporate perspective. I specifically wanted to understand the link created in this way between a brand and its customer by conducting a survey amongst the two stakeholders: 80% of the participants no longer wanted paper receipts due to their impact on the environment.*





*I therefore came up with a simple and user-friendly innovation: the digital receipt by bank card. Simply paying with a bank card instantly sends a sales and card receipt to a dedicated area in the phone. And because at Bill.e we are aware of the environmental impact of storing information on servers, we use servers powered solely by renewable energy.*

*I have also put a reward system in place with charity partners: each time users pay at a checkout, they collect points to fund tree planting.*

*EM Normandie, particularly the student incubator, played a leading role in developing my start-up. The fact that I was put in touch with the right people, had regular one-to-one coaching sessions and received valuable advice at each stage definitely sped up the process!*



**Camille LAGANT**  
Founder of Hapic



**Marion BATAILLE**  
Founder of Hapic

*To witness a cardiac arrest and not have the first aid skills to be able to intervene is a horrendous situation, which we unfortunately found ourselves in. Sadly, we are not alone. The fact that, in France, the average time it takes for help to arrive on the scene following an emergency call is just over 13 minutes makes this even more frightening. We therefore decided to take action to fight against sudden death, by setting up Hapic. Our aim was to help individuals and companies access first aid training via a free, user-friendly platform listing the different sessions available. Users can filter results to refine searches according to location, date, time and the type of training they wish undertake.*

*We also provide first aid training in the workplace. The course "First Aiders at Work" includes a lot of the material taught during the basic first aid course («PSC1») tailored to specific risks at the host company.*

*It is perfect timing for Hapic considering the measures introduced by the government; employers are now responsible for coordinating continuous training for their staff. The State has also set itself the broader objective of seeing at least 80% of the population trained in first aid within the next five years.*





*This is a real challenge that could enable France to catch up with other countries. For example, in Norway, more than 80% of the population is trained in first aid and more than 90% of the population is capable of carrying out the first aid procedure. Children are introduced to the concept from the age of 4-5 and receive training from age 7. An eight-year-old Norwegian child would even be able to put a classmate into the recovery position.*

*The support of the student incubator has played a major role in developing our start-up which, we hope will help save many lives!*

**20%**

The percentage of French people who know how to perform first aid

Source: French Federation of Cardiology  
first aid study

**29%**

Of French people have completed the basic "PSC1" first aid course

Source: National study on first aid

**13 minutes**

The average time taken for the emergency services to arrive at the scene of an incident in France

Source: French Red Cross



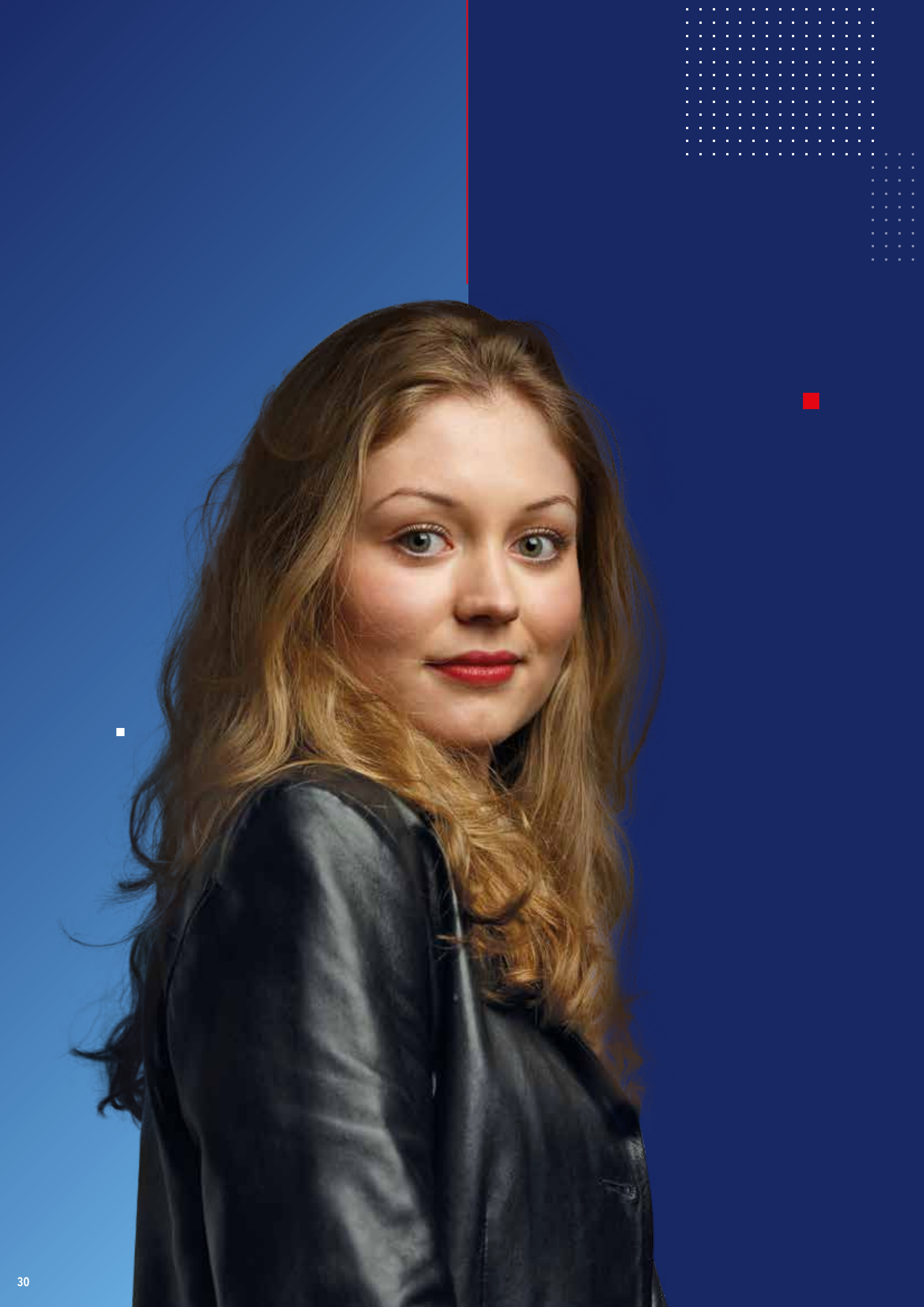


## B. ENVIRONMENTAL PROJECTS

As well as focusing on SD and CSR in the syllabus and research, EM Normandie sets an example through its everyday actions:

- Corporate Travel Plan (PDE)/Transport Scheme: the School conducted a survey among staff in Caen and Le Havre to develop an action plan to reduce the use of private vehicles and promote alternative methods of transport (cycling, public transport, etc.). As a result, two partnership agreements have been signed with the Caen and Le Havre councils
- The School's vehicle fleet includes "Eco2" cars and an electric car on the Paris campus
- A staff car sharing programme has been set up, and 50% of public transport season tickets for employees' commutes are paid for by the School.
- Video conferencing rooms have been installed on all campuses to facilitate remote meetings and therefore limit the use of transport.
- The School promotes cycling with the La Roue Libre programme on the Le Havre campus
- The Caen and Le Havre campuses boast public transport information initiatives. A Transport Scheme has been signed which allows Caen residents to claim discounted rates
- Separate waste collection (cans and plastic bottles + paper + WEEE) is now underway on campus. Implementing La Poste's Recygo system to recycle office paper has reinforced waste sorting efforts
- Calls for tender factor in environmental concerns (paper, office furniture and cleaning products)
- The School has invested in an "Eco contribution" for the EDF contract to promote renewable energy ("renewable energy option").





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## SECTION III

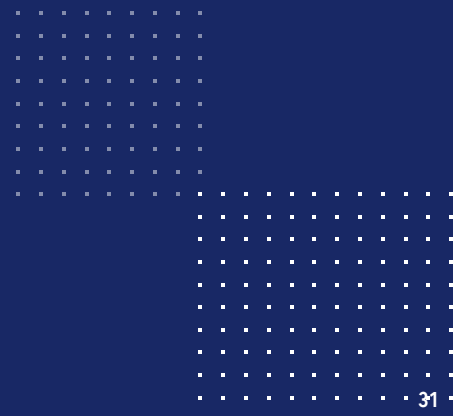
# UNITE

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Engaging in actions conveys a strong dynamic. Engaging in actions with other organisations, however, marks a fundamental turning point in EM Normandie's approach to SD and CSR, and is key to success. By joining forces with various different institutions, the School spreads its values and demonstrates the desire to take action within a broader, united community.

### Uniting to increase impact and influence

On a daily basis, the School engages in actions with its public, private, local, national and international partners and coordinates all of its networks.



## A. IRD2

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EM Normandie is a founding member and trusted partner of the Normandy Regional Sustainable Development Institute (IRD2), established in 2004. It helps public and private institutions analyse innovations, taking into account social and environmental criteria, to ensure that they represent real progress and support sustainable development. The School is a member of the IRD2 board as a representative of the “Higher Education” committee.

**Over the past five years, IRD2 and EM Normandie have used researchers' contributions as a basis on which to implement three types of actions, to respond to the needs of local decision-makers, evaluate measures they have put in place and support them in making decisions.**

1. Every year, meetings have been held between decision-makers and researchers on specific topics such as coastline management, energy issues and managing protected areas. The expert advice gleaned from these meetings has enhanced regional politics and projects with economic partners.
2. Student projects and internships have been funded and supervised, to meet the needs expressed by local decision-makers.
3. National meetings, in conjunction with the Regional Conference on Sustainable Development, have enabled various local issues to be tackled in a practical manner. For example, local councillors on the Normandy coastline have been offered training on improving local town planning policies, taking Sustainable Development into account against a complex regulatory backdrop.

IRD2's achievements are now widely recognised and used. Regional politicians, in partnership with the three Normandy universities, have opted to integrate IRD2 into the Norman Biodiversity and Sustainable Development Agency – ANBDD), thereby extending IRD2's actions and funds.













## **B. ACTING TOGETHER**

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In 2019, the Association des Villes Universitaires de France (AVUF), ADEME, the Conférence des Présidents d'Université, the Conférence des Grandes Écoles, MGEN insurance group, Banque des Territoires and the CNOUS student support organisation asked higher education stakeholders in the Caen region to submit their application to promote partnerships between the Caen council and student support stakeholders, higher education institutions and regional student associations.

**The application marks the commitment of student support stakeholders in the Caen region to strengthening SD and regional cohesion in this area. The parties decided to engage with the « Tour de France Agir Ensemble » programme, which includes the following members:**

- The Caen council
- The CROUS student support organisation in Normandy
- The University of Caen Normandie
- EM Normandie Business School
- The École Supérieure d'Ingénieurs des Travaux de la Construction de Caen
- Fédération Campus Basse-Normandie

### **Subject areas chosen for 2019-2020:**

- Transport: for one day in November 2019, students and staff were encouraged to come to work using a method of transport other than a private vehicle.
- Waste reduction: a Clean-walk was due to take place in March 2020, but this had to be cancelled due to the Covid-19 crisis

## **C. GLOBAL COMPACT NORMANDY CLUB**

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The Normandy Club (Club Normand) was launched at the beginning of 2019 to promote the principles of Global Compact to companies in the region. The club's objectives include: building momentum within the region, undertaking actions together, sharing best practice and promoting the Global Compact principles.





## D. THE EM NORMANDIE FOUNDATION

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The EM Normandie Foundation was set up by graduates, and is overseen by the Fondation de France. Its mission is to support the School's long-term development by attracting new sources of funding for public interest causes. Its actions cover three main areas:

- Equal opportunities by awarding student scholarships, to make it easier for motivated students from low income backgrounds to access courses at the School
- Academic excellence linked to high-level research, by awarding prizes, scholarships and grants to talented students and lecturers, for innovative educational projects, research and publications
- Entrepreneurship and innovation, by supporting innovative projects which benefit students and teaching, tailored to corporate and social trends. This support is provided primarily via the student incubator which helps to make student projects a reality.



Since it was launched at the end of 2016, the EM Normandie Foundation has set out a communications strategy and run a number of campaigns calling for donations, aimed at its three target audiences of alumni, companies (primarily based in Normandy), and partners of the School. It now has over 200 donors and sponsors, a significant increase due to the tax benefits specific to non-profit foundations. Funds are capitalised and redistributed based on measures which are voted in by the Executive Committee (chaired by Jean-Louis Grégoire, a graduate of the School).



**The EM Normandie Foundation has developed some major initiatives in its five priority areas:**

- Awarding of 122 scholarships to students based on social criteria and results.
- Organising and awarding the Academic Excellence Prize (Prix de l'Excellence Académique) at the Graduation Ceremony, attended by 2000 graduates, parents and company managers from the Normandy region. The Prize is presented to the winning lecturers selected by an internal and external panel, to encourage high-level research and innovative educational projects.
- Organising a series of « La Performance augmentée », speeds meetings- a unique opportunity for company managers and directors in Normandy to gain practical insights into research in strategic management carried out by lecturers from the School (attended by more than 150 companies).
- Organising and awarding the Foundation Prize for the Responsible Manager Contest. The Prize recognises students in the third year of the Master's in Management (Grande École Programme) and the first year of the Bachelor's in International Management who have submitted the best CSR policy analysis and recommendations for a company of their choice: 1<sup>st</sup> edition in 2019, 2020 ongoing.
- Organising and awarding the « État d'Esprit Entrepreneurial et de l'Innovation » prize to a student whose Incubator project has had a marked social and environmental impact: 1<sup>st</sup> edition in 2019, 2020 ongoing.

The EM Normandie Foundation has its own website where details on initiatives and current projects can be found: <https://fondation.em-normandie.com>

The EM Normandie Foundation has launched a number of projects to raise funds and increase its visibility to its target audiences. They include:

- a campus naming programme, focusing specifically on the new Le Havre campus, which opened its doors in September 2020
- a « Grands Dons » campaign which will promote EM Normandie's main intentions through flagship projects

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## SECTION IV

# SHARE

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There is a reason why EM Normandie places strong emphasis on the concept of sharing. By helping its students to host and promote events focusing on SD, CSR and responsible business practices, the School is shaping dedicated future professionals who will be ready to rise to tomorrow's challenges.

### Encouraging and Raising awareness

by arranging conferences, workshops and opportunities for discussion, information and feedback. For our actions to gain momentum and progress, they must be reflected in regular communications involving all stakeholders. Sharing our achievements is crucial to boosting our SD and CSR plans both in and outside the School, and ensuring that they remain consistent.





## A. STUDENT SUSTAINABLE DEVELOPMENT WEEK

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In 2019, student associations worked together to deliver practical measures and launch awareness campaigns as part of the national Sustainable Development Week for higher education institutions.

Student-led events held by the School during the 2019 event included conferences on "*energy and climate*", "*business waste management*", a film screening of « *Demain* », a DIY stand, a Clean Waste-to-Art Contest, a Kahoot on protecting our oceans, tastings focusing on new food trends and clean public space initiatives.

In 2020, « *On Agit Caen ?* », le « *Bureau des Humanitaires* » et « *Ecosyst'EM* » were planning for the event. Unfortunately, due to the Covid-19 situation, this event had to be postponed.





## **B. CLIMATE FRESCO**

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In September 2019, first year Master's in Management (Grande École Programme) students teamed up to create a big climate fresco. The aim of this fun, interactive workshop was to raise students' awareness of Sustainable Development issues, and, more specifically, climate change.

## c. BARCAMPs

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How can SD and CSR be used to enhance the training of future “responsible managers”? How can we increase their awareness and give them more say in how to overcome these challenges? Are there active and interactive formats which provide the right level of stimulation? For EM Normandie, BarCamps offer the perfect solution!

The School initially trialed the concept in March 2017 on the Paris campus. Attendees included around 30 students, supported by CSR Directors from the Entreprises pour l'Environnement (EpE) network and lecturers from the School. An informal discussion took place where students asked questions on two topics: *"Can the digital transition save the environment?"* and *"Climate and current (and future) jobs"*.

The format was trialed a second time in December 2019 on the Caen campus with students on the M2/MS Regional Development Strategy course. Organised in partnership with the Agence pour le Développement Régional des Entreprises Sociales et Solidaires (ADRESS), the BarCamp focused on the following question: *"What challenges does the social and environmental economy create at a regional level?"*.

ADRESS was founded in 2005, and its purpose is to support the creation and development of social enterprises in Normandy ([adress-normandie.org](http://adress-normandie.org)). The meeting's aim was to build constructive dialogue on the impacts of these issues on business both now and in the future. Its format, with professionals specialising in these areas, was particularly well-suited to EM Normandie's outlook and approach.

Initially an experiment, the Barcamp is likely to become an essential tool to fuel collective discussion on SD and CSR at EM Normandie. The next Barcamps may well be incorporated into courses in order to add an educational dimension, so that additional support can be provided before students meet with practitioners. This approach would also highlight the method in general as a means of teaching SD and CSR at EM Normandie.





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## CORPORATE SOCIAL RESPONSIBILITY REPORT

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