



**EM Strasbourg**  
BUSINESS SCHOOL

# **SOCIAL RESPONSIBILITY REPORT FOR EM STRASBOURG BUSINESS SCHOOL**

**2021 EDITION**



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# 1

## MISSION & VALUES

In 2007, the Institut d'Études Commerciales Supérieures (IECS) merged with the Institut d'Administration des Entreprises (IAE), thus creating EM Strasbourg Business School (EMSBS)—the only French business school to be part of an internationally recognized university.

EMSBS strives to educate competent, responsible, and agile managers to become global citizens, ready to find their place in society and able to develop a performance-driven management style. To do this, it gives its students the opportunity to learn and grow in an international environment.

At the same time, the School is committed to the hybridization of skills through various partnerships and events. Finally, it ensures transdisciplinarity in its study programs in order to train managers with all the knowledge and skills necessary to carry out their profession.

"EMSBS seeks to provide students with the necessary means to continually evolve in a professional world of ever-accelerating change. EMSBS students must become responsible leaders capable of implementing and leading projects that have an impact not only within organizations but also beyond.

Future leaders must reconcile the desire to have a positive impact on society and the environment with financial and economic sustainability.

EMSBS is fully convinced that CSR as a whole is the path to efficiency and fulfillment in both organizations and society."

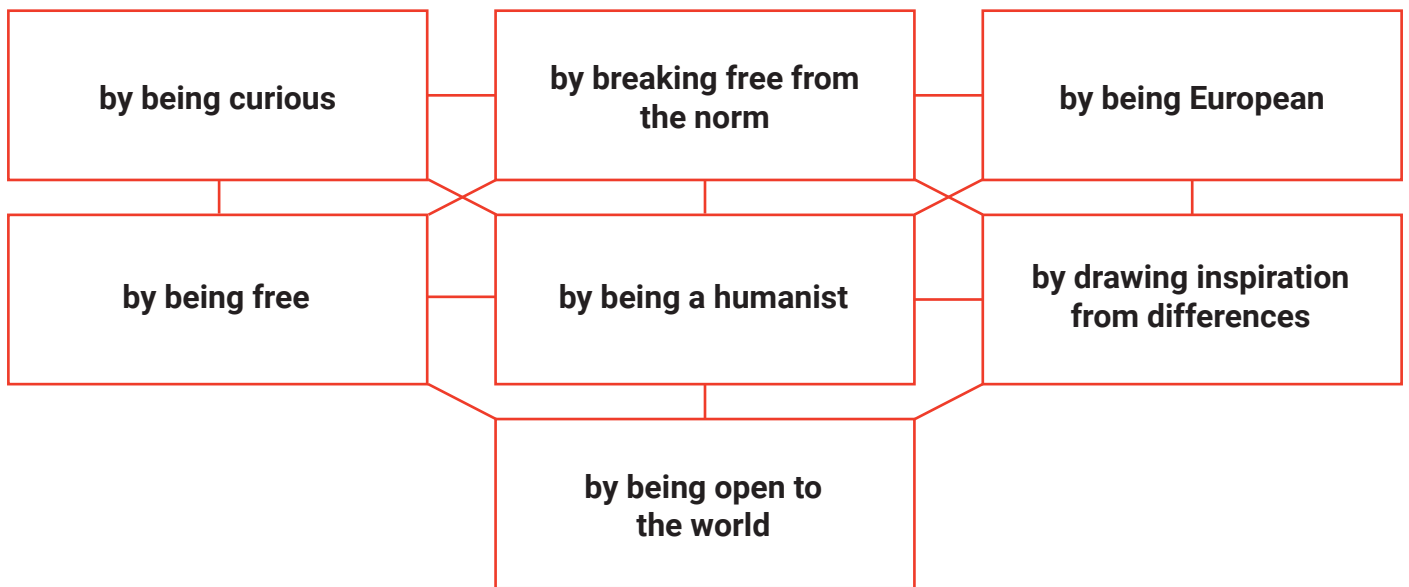
**Dr. Herbert Castéran,**  
Dean of EM Strasbourg Business School



## OUR SLOGAN

To help everyone stand out and develop their talents, the School challenges us to **be distinctive** and to reveal who we really are. Since 2018, our slogan has been broken down into seven commitments in line with the School's values:

## be distinctive





## 1. MISSION & VALUES

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### SCHOOL VALUES

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Corporate social responsibility (CSR) is embedded in EMSBS's strategy at all levels. The School promotes the values of ethics, diversity, and sustainable development—values that reflect the different dimensions of CSR. Each administrative office promotes these values and integrates them into its operations.

#### DIVERSITY

Diversity is the recognition and appreciation of individual differences. There are as many differences as there are individuals: this is what constitutes diversity. Each person is seen for the added value they can bring to a company or organization.

"Diversity is an incredible source of wealth provided that we learn to interact with others in an intercultural environment, while respecting our individuality."

**Lovanirina Ramboarison-Lalao,**  
Associate Professor,  
HuManiS Research Center

#### ETHICS

Ethics can be defined as a set of moral principles. In the business world, practicing ethical and fair management fosters trust and team involvement. It is also a question of ensuring consistency between a company's actions and words.

"Ethics is about removing ambiguity. We set out fair and well-thought-out rules. Once formalized, ethics are explained to employees and enforced."

**Olivier Broihanne,**  
Business & Corporate Development Director

#### SUSTAINABLE DEVELOPMENT

Adopting behavior based on the three pillars of sustainable development has become a necessity. Sustainable development is placed at the heart of the School's pedagogy: our future managers will be aware of the importance of sustainable development and the value that they can bring to a company and to society.

"Future managers will be at the forefront of implementing CSR initiatives. This is why courses making up each program must be infused with these issues—just like the business world, where all sectors are concerned by sustainable development."

**Pia Imbs,**  
Head of the Sustainable Development & CSR  
Chair







## 2 THE PILLARS OF CSR

### ACCREDITATIONS AND QUALITY LABELS

Continuous improvement?

Since 2008, EMSBS has been developing in line with its ambitions. To effectively sustain its CSR and continuous improvement approach, the School has been seeking to expand its network and obtain certifications and accreditations. Acquiring these labels is essential as they constitute concrete and tangible proof that we respect our commitments and values and that our programs of study are built on excellence.

#### EFMD ACCREDITED MASTER ACCREDITATION (FORMERLY EPAS)



EMSBS's Programme Grande Ecole (PGE) received EPAS accreditation for the first time in April 2009. It was renewed for five years in May 2012 and in May 2017. This accreditation

rewards excellence in management education at the international level, while focusing on corporate relations and CSR education. EMSBS's PGE excels in the following areas: the internationalization of the program, the quality of the teaching and administrative teams, and the professionalization of students. The CSR dimension of the program was also praised during the last audit in 2017.

#### AACSB ACCREDITATION



Since 2015, EMSBS has held the American accreditation AACSB (Association to Advance Collegiate Schools of Business). Its evaluation is based on various criteria such as faculty qualifications,

the extent of resources deployed, and the relevance of the educational approach. The School reacquired AACSB accreditation in 2020 for five years. The Peer Review Team applauded EMSBS's strategy with respect to the School's governance, its CSR/3-Values Pathway, and its personal and professional development training. The energy and commitment of the School's teaching and administrative teams was also highlighted by the auditors.

#### AMBA ACCREDITATION FOR PROGRAMME GRANDE ECOLE



EMSBS has held AMBA accreditation for its PGE since June 2020. This accreditation recognizes the excellence and internationalization of a generalist program at the master's

level. The auditors were impressed with several elements that define the School, such as the well-constructed links with the University of Strasbourg, the new facilities, a well-articulated internationalization strategy, and Cap Career (personal and professional guidance office).

### DIVERSITY LABEL



EMSBS was the first public institution of higher education in France to be awarded the Diversity Label in February 2012.

This label is awarded for four years by AFNOR Certification after passing through a national labeling commission. The Diversity Label is a concrete expression of the commitment of the School and its various stakeholders to diversity and inclusion, one of EMSBS's three fundamental values. The renewal audit for the label took place April 7–8, 2021.

### QUALICERT SERVICES CERTIFICATION



With this certification of services, EMSBS guarantees all its stakeholders total transparency as well as quality training that meets defined criteria. The certification was renewed in May 2019 for three years. The last follow-up audit, which had a positive outcome, was held on March 23, 2021.

### MENTOR OF THE CLASS OF 2023

"Located in the heart of Strasbourg, a European capital, EMSBS is one of the leading schools of management in the Grand-Est region. I am therefore pleased with the collaboration between the Caisse d'Épargne and the School. By joining forces with EMSBS, the Caisse d'Épargne remains faithful to its ambition to contribute to the development of the region. In fall 2020, I became the mentor of the class of 2023. Becoming a class mentor is a great opportunity to meet the students of the School. Personally, I am convinced that young people represent the wealth of a country and that it is important for me to be there for them. Finally, the Caisse d'Épargne and EMSBS share a common vision of certain aspects of their strategic development. The ambition and energy instilled by the School administration and its Dean, Herbert Castéran, validated my decision to become a class mentor. EMSBS's unique identity and influence, shaped in the image of its students, are assets and values to which we adhere."

**Éric Satiel,**  
Member of the Management Board of the  
Resources Division,  
Caisse d'Épargne Grand Est Europe





## 2. THE PILLARS OF CSR

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### NETWORK OF PARTNERS

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Dialogue with stakeholders is ongoing.

Whether at the regional, national, or international level, EMSBS has established links with various companies and organizations. Through its many partnerships promoting regular interaction and its internal dialogue, the School works hand in hand with its stakeholders to have a positive impact on society.

#### THE UNIVERSITY OF STRASBOURG

EMSBS has the distinctive feature of being the one and only business school in France to be part of an interdisciplinary university center of excellence: the University of Strasbourg. It was one of the first universities to gain autonomy and have a foundation. While playing a key role in the heart of the city and on the international stage, this interdisciplinary university draws on all areas of knowledge in order to pursue an innovative policy with respect to full-time and continuing education, research, and the employability of its 50,000 or so students.

#### PRME

EMSBS adopted guiding principles for training responsible managers. These principles are recognized by the United Nations Global Compact. Thanks to its research and targeted programs, the School provides quality education in CSR that will have a positive impact on society as a whole.

#### AFMD

In 2012, EMSBS became a member of AFMD (French Association of Diversity Managers). The objective of this association, which brings together companies, administrations, universities, and business schools, is to propose concrete and pragmatic solutions related to the transformation of managerial functions and the prevention of discrimination in the workplace and to disseminate innovative actions promoting diversity within organizations, a value that is dear to us.

#### INITIATIVES DURABLES

Created in 2004 and led by sustainable economy professionals, this association aims to encourage and support companies and local authorities in building a more sustainable economy. Once a year, Initiatives Durables invites our School to participate in webinars or seminars on various topics related to sustainable development. In addition, the association organizes an annual sustainable development fair in which students take part.

### CGE

The Conférence des Grandes Écoles is an association of grandes écoles of engineering, management, architecture, design, etc. that are recognized by the state and confer a national master's degree attesting to at least five years of postsecondary study.

### CIRSES

CIRSES is a professional association that was created in 2013 by sustainable development and social responsibility managers from higher education institutions. It provides the DD&RS Label for higher education institutions and manages the labeling process.

### FNEGE

This foundation brings together universities, IAEs, grandes écoles of management, and companies and offers them a range of services, such as aptitude tests for selecting students, seminars for doctoral students and management lecturers, assistance with recruiting professors, etc. It regularly organizes events for debate on topics of common interest.

### EFMD

The European Foundation for Management Development is a European association that strives to promote information, research, exchange, and debate on innovation and best practices in management. It awards the institutional accreditation EQUIS and the program accreditation EPAS.

### IAE FRANCE

Instituts d'administration des entreprises, renamed Ecoles universitaires de management in 2014, are part of French universities. Their mission is to develop research and higher education in management within universities.

### ALSACE TECH

The Alsace Tech network unites the 14 grandes écoles of engineering, architecture, and management based in Alsace, bringing together 10,824 students. Thanks to its various projects, it introduces EMSBS students to the business world and develops their creativity, analytical ability, and reactivity. The network runs a working group on sustainable development, led by Herbert Castéran, Dean of EMSBS.





## 2. THE PILLARS OF CSR

### EMSBS IN FIGURES

**3,600**

students

**80+**

nationalities

**22,000**

alumni

**2,000**

partner companies

**230**

of whom are members of EM  
Strasbourg Business Club  
or corporate chairs

**2**

research centers

**93**

permanent faculty

**7**

corporate chairs

**16**

student  
associations

**130+**

administrative  
staff members

**230+**

partner  
universities in

**53**

countries

2021 data



### CSR OFFICE

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To embody and structure EMSBS's commitment to CSR, the CSR Office conveys the School's values to all stakeholders, both internal and external. Since 2013, this office has been responsible for piloting a multitude of actions to illustrate the School's CSR commitment and evaluate progress.

The CSR Office manages a range of annual projects, such as Values Night, an EMSBS flagship event that raises student and staff awareness of the School's three values and CSR. Another key responsibility of the office is maintaining and updating the CforCSR platform. The purpose of this platform is to train students and staff in CSR and to certify their knowledge. The CSR Office also publishes monthly newsletters for students and staff. These publications aim not only to educate readers about various topics related to CSR and sustainable development but also to keep them up to date on current events and developments in this area.

To structure and measure its commitment and to provide the School with a CSR reference framework, EMSBS has drawn up a CSR policy for the School to be implemented by 2030. This strategy is based on four fundamental pillars:

PROMOTING CSR TO STAKEHOLDERS THROUGH TRAINING

OPERATING RESPONSIBLY

CREATING NEW KNOWLEDGE IN CSR THROUGH RESEARCH

HAVING A POSITIVE SOCIETAL IMPACT

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### CSR/3-VALUES ON THE INTRANET

Raising awareness is a huge part of what the CSR Office does with the help of various tools. The School's intranet has a section dedicated to CSR. This is where EMSBS communicates its CSR strategy and news. This section also provides information about Values Night and best practices such as carpooling, sustainable

mobility, recycling, and fruit and vegetable baskets offered by the School. Finally, the office's newsletter is also published in this section of the intranet.

## 2. THE PILLARS OF CSR

"CSR and more specifically the three values have always been rooted in the School's operations. Nevertheless, the work involved in creating a formalized, forward-looking CSR policy from existing practices was exciting because it enabled us not only to capitalize on what already existed but to go even further by setting ambitious objectives in line with the UN 2030 Agenda.

The CSR policy is firmly anchored in our values, our mission, and our Be Distinctive charter. Defining it in conjunction with all the stakeholders, both internal and external, was stimulating work. The policy covers all the dimensions of a higher education institution, and it is the link with the students that makes our work so meaningful.

**Auréline Gamand,**  
CSR Project Coordinator



## COMMITTING TO THE GLOBAL COMPACT AND INTEGRATING THE 17 SDGS INTO THE SCHOOL'S STRATEGY

Since 2015, the 17 Sustainable Development Goals have been an action plan for peace, humanity, the planet, and prosperity. They are a reference framework for action, a tool for raising awareness, a source of economic opportunities, and a lever for multistakeholder collaboration. These 17 goals, also known as the 2030 Agenda, complement the 10 principles of the UN Global Compact, which are themselves divided into four areas: human rights, environment, labor, and anti-corruption.

Committed to the Global Compact since 2008, the School has renewed its commitment to this initiative, which encourages organizations around the world to adopt socially responsible practices, and plays its part in achieving the SDGs through the various fields of action within its reach. It participates in the 2030 Agenda through its CSR policy and the multiple initiatives it is leading.

### OBJECTIFS DE DÉVELOPPEMENT DURABLE







### RESPONSIBLE CAMPUS AWARDS



Organized by the Campus Responsables network, Trophées des campus responsables have been

rewarding French-speaking campuses since 2014 for their actions and commitments to integrate sustainable development and CSR into their activities. In 2020/2021, EMSBS participated in the seventh edition by showcasing the CforCSR platform.

### GRAND TOUR #NOTREGÉNÉRATIONÉGALITÉ



France chaired the Generation Equality Forum initiated by UN Women in June 2021 in Paris.

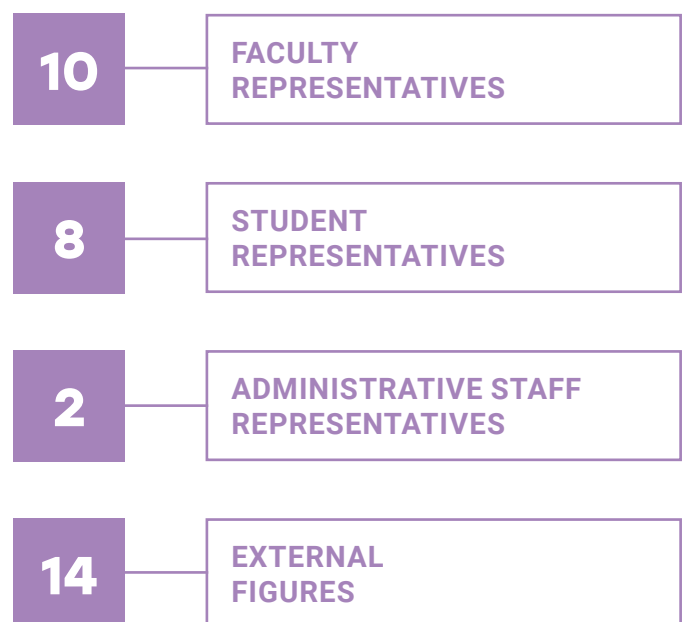
This major diplomatic event brought together 60 heads of state and government.

To prepare for it, the Institut Open Diplomacy organized the Grand Tour [#NotreGénérationÉgalité](#) from April 8 to May 17, 2021, which resulted in 14 consultative conferences across the country. This allowed us to reflect on how to amplify French society's efforts to make concrete progress toward equality. On April 9, 2021, stage 2 of the Grand Tour [#NotreGénérationÉgalité](#) was held virtually in Strasbourg on the EMSBS campus. Nadia Hai, Minister Delegate for Urban Affairs, Jean Rottner, President of the Grand-Est Region, Isabelle Rauch, Member of Parliament for Moselle and Vice-President of the Foreign Affairs Commission, took part in this conference alongside other public figures and School faculty members.

EMSBS governance is based on a collaborative and participative management system that seeks to listen to the voices of all stakeholders, both internal (administrative staff, students, and faculty) and external (partners, companies, alumni, etc.).

## SCHOOL BOARD OF TRUSTEES (CE)

EMSBS is led by a board of trustees that meets at least three times per year to define the School's education and research programs within the framework of the School's policy and regulations in effect. It deliberates on executive contracts and submits to the University Board of Trustees the distribution of jobs. It is also consulted during recruitment and approves the budget, its execution, and School statutes. The board is composed of 34 members:



Several other committees and boards revolve around the School Board of Trustees:

### MANAGEMENT BOARD (CODIR)

The Management Board shapes the School's policy and strategy and gathers once every two weeks.

### BOARDS OF STUDIES (COPED)

The Boards of Studies decide on educational developments and innovations. There is a board for each main program of study: Bachelor's Program, Programme Grande Ecole, Master's Program, and Executive Education Program.

### EXECUTIVE COMMITTEE (COMEX)

The Executive Committee is made up of the Dean, the Vice Deans, the Faculty Dean, the Executive Project Coordinator, and the Associate Deans for Programs. It meets every other week to steer the School's strategy.

**FACULTY MANAGEMENT COMMITTEE (FMC)**

The Faculty Management Committee is responsible for matters relating to the employment and qualifications of faculty members. It is composed of faculty members elected to the School Board of Trustees and the Faculty Dean.

**STRATEGY COMMITTEE (COS)**

The Strategy Committee is composed of figures from the academic and professional worlds who are involved in school life and appointed by the Dean. It is an advisory committee responsible for guiding the School Board of Trustees toward desirable strategic developments.

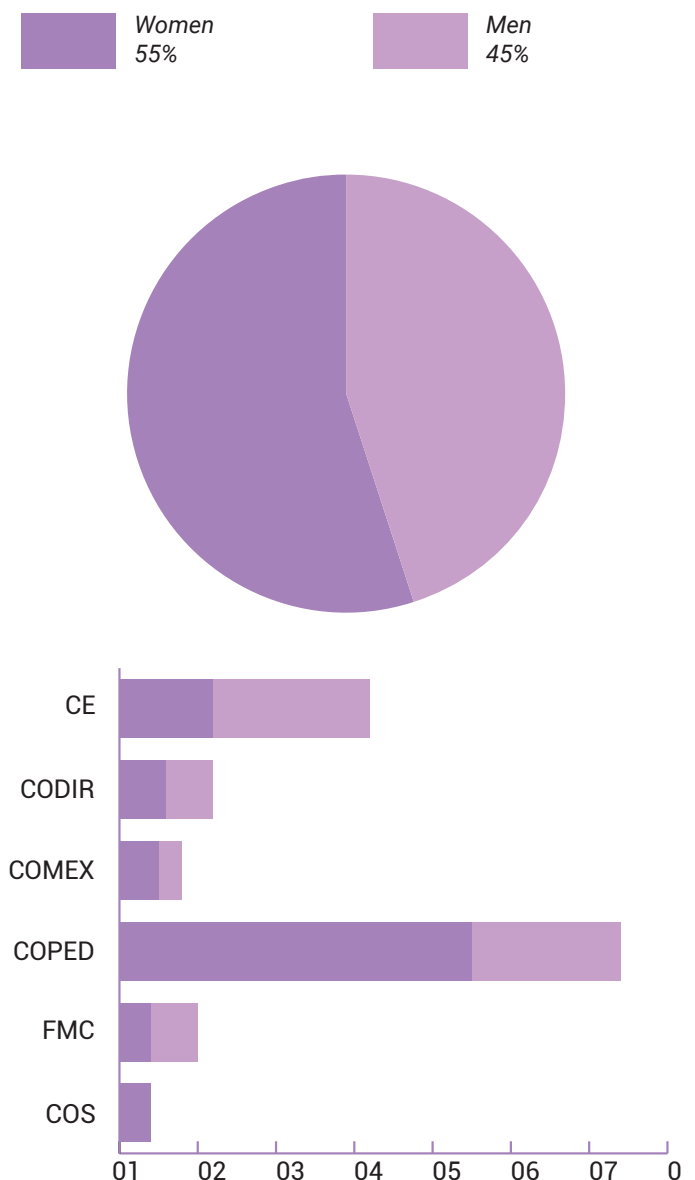
**CSR COMMITTEE**

Affirming the School's long-standing commitment to CSR, the CSR Committee meets at least twice a year. The role of this body is to embody, structure, and give impetus to CSR at EMSBS. Led and supported by the International Accreditations & Strategic Management Office on behalf of EMSBS management, the committee brings together companies from the CSR & Sustainable Development Chair, members of faculty, administrative staff, and representatives of student associations, in particular the Three Values Association and the Humanitarian Association.

In concrete terms, this committee makes it possible to enhance and review the aim and objectives of the CSR policy and to report on the School's achievements. It also assesses and approves new actions to be taken, identifies the needs and expectations of internal and external stakeholders, and determines risks and

opportunities for improvement. Finally, it also provides an opportunity to share feedback and promote best practices.

Distribution of men/women in the various committees and boards • 2020 data





# 4 TEACHING



EMSBS's mission is to train competent, responsible, and agile managers who are capable of developing a performance-driven management style by integrating sustainable development, ethics, and diversity into all of its programs of study. These values are transmitted to students through traditional courses, online learning platforms, innovative activities, and special events (Values Night, conferences).

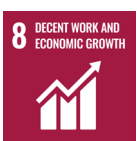
## CSR/3-VALUES PATHWAY

### RESPONSIBLE STUDENT CHARTER

To instill its values in students, EMSBS has drafted a responsible student charter that all students must sign when they join the School. It reminds them of our three values and provides guidance on how to respect them. This approach strengthens the commitment of students to the values of the School.

### CforCSR

To train and certify students and employees in the principles of CSR, EMSBS has set up an e-learning and certification platform. The training section provides information on the fundamentals of CSR via articles, videos, books, and scenarios. The certification section is a test that attributes a score to students' level of understanding of key concepts relating to CSR. The platform breaks the three pillars of CSR down into fundamental skills for a responsible manager who must be able to combine economic performance, social equity, and respect for the environment.



### VALUES NIGHT

A School tradition for several years now, Values Night brings together students, faculty, and administrative staff to participate in conferences and fun activities on topics related to each of the School's three values. On account of the global pandemic, the 2021 edition was offered online and spread over an entire month:

#### • Team Challenge

EMSBS inaugurated the 2021 edition of Values Night with a creative team challenge in which students had to virtually explore every nook and cranny of EMSBS in search of nine totEMs in order to unlock a series of group challenges and skill-testing questions. This fun activity allowed approximately **800 students** to put their creativity, imagination, and teamwork skills to work. In the spirit of the three values, the prizes awarded to the winning teams were carefully chosen.

The top six teams received several gift certificates for the Cellier Strasbourgeois, a local company created by an EMSBS student and providing quality food

products from local and national suppliers. Finally, the next four teams received insulated EMSBS water bottles so that they can contribute to the value of sustainable development by using a reusable bottle.

#### • Stand Up Training Session

Students, administrative staff, and all faculty participated in a training session on sexual and gender-based violence awareness that provided tips on how to deal with street harassment. The Stand Up training session is a global program supported by L'Oréal Paris, the NGO



Hollaback!, and the Women's Foundation to teach men and women how to fight street harassment. Stand Up training

suggests simple but important steps to take when you are subjected to or witness street harassment, enabling you to react in a safe way. In order to reach the largest number of participants, four training sessions were offered. Each session began with an introduction by one of our two student associations Mad'EMoiselle, an association created in 2019 by four students from EMSBS to fight against gender harassment in public spaces, and Mahor'EM, an association that works to fight against domestic violence in Mayotte.

Training was interactive, allowing participants to give their opinions and answer various questions related to the subject matter. When sexually harassed in a public place, 81% of women say that the intervention of a witness helped improve the situation. This more than significant figure encourages us to act against this type of behavior and underlines the importance for our School to address this issue and train responsible citizens.

"I participated in the Stand Up training session last week. It was rich in content with short videos and scenarios. I really appreciated the quality and relevance of the information exchanged. It made me realize that we all have a role to play in addressing street harassment. It was also a very dynamic and interactive training session that allowed participants to give their opinion and share how they feel when faced with real-life situations. It also proposed concrete responses to street harassment. It was very informative! I shared this training program with women's networks I am a part of: #Femmes du Tourisme and #Femmes dans le vin. I highly recommend that everyone take an hour of their time to do this training!"

#### **Coralie Haller,**

Associate Professor, Head of Wine & Tourism Chair, Head of PGE Specialization in International Wine Management & Tourism, and Head of Master's Degree in Tourism Management (second year)

## 4. TEACHING

### • AFNU Conference



On April 13, 2021, the student association PoEMic's organized a conference in partnership with the French Association for the United Nations on humanitarian aid and human rights in conflict zones. The presentations were followed by discussion and questions. The conference was moderated by Tristan Chaminand, President of PoEMic's in 2020/2021 and his successor Bryan Plocus. It brought together Ms. Delphine Borione, Ambassador for Human Rights, Ms. Marie Fontanel, Ambassador and Permanent Representative of France at the Council of Europe, and Mr. Jean-Maurice Ripert, Ambassador of France, former Deputy Secretary General of the United Nations, and Vice President of the AFNU.

### • Conference: Key Notions for Understanding and Preventing Domestic Violence



The association Mahor'EM organized this conference in two sessions on April 6 and 12, 2021. They were led by Mr. Foehrle, Director of SOS Femmes Solidarité 67. The aim was to provide keys to understanding the mechanisms of domestic violence, to deconstruct preconceived ideas on this subject, and to present the actions put in place to help women escape violence.

### ETHICS COMPETITION



Created in 2004, this annual competition is organized by all the French Districts of Rotary, bringing together more than 34,000 professionals from different backgrounds and 200 countries. The purpose of this competition is to invite students in higher education to reflect on the role of professional ethics by imagining their future and more particularly the company and society in which they will grow as professionals and citizens. In 2021, six of our students participated in the competition, illustrating their support for the School's values. Thibaut Maurer won **first prize at the regional level** and moved onto the national level with Pauline Boyer where they finished the competition with distinction.





## A TEACHING PROJECT REWARDED BY THE EMBASSY OF FRANCE IN THE UNITED STATES



In fall 2020, Aline Pereira Pündrich, associate professor at EMSBS, set up the teaching project Business Ethics & Business and Society with Tara Salinas, professor at the University of San Diego. This project received a grant from the Embassy of France in the United States.

It concerns the course Ethics & Management taken by international students in the second-year of Programme Grande Ecole and the Bachelor of European Management. With their American counterparts, students work together on a topic related to CSR and ethics in business.

"It's an enriching experience not only for the students but also for me as a professor. This project gives me the opportunity to discuss with Professor Salinas the similarities and differences in pedagogical practices relating to our common topics, namely organizational ethics and CSR."

**Aline Pereira Pündrich**



This initiative was made possible with the collaboration of the School's International Relations Office. This grant is also a tribute to the School's internationalization policy and approach to collaborating with its stakeholders.



## 4. TEACHING

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### PROGRAMS OF STUDY

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“From a company standpoint, CSR is a very good starting point for integrating social and environmental concerns into strategies and operations. However, transforming existing businesses to be more sustainable will not be enough: we must go beyond that. What counts is the creation of companies that pursue a social and environmental mission from the outset. We need to educate students to become founders of sustainable start-ups. My courses are dedicated to sustainable development. Along with the School’s three values and mission, emphasizing the importance of CSR and other sustainability concepts is paramount in my classes. I am trying to contribute to the training of a new generation of responsible managers.”

**Felix Ostertag,**  
Associate Professor

### BACHELOR OF INTERNATIONAL BUSINESS (BIB)

The course content of the BIB is brimming with the values of the School and the notions of social responsibility. From the moment they are admitted to the program, students are made aware of the School’s three values, which they then address in various courses. Students can even direct their studies toward social responsibility by choosing the International & Responsible Business track, where they discover the strategic issues of CSR. From the first semester of the first year of the BIB, students must begin working on a practical project. This is an important part of their training that enables each student to fully embrace the three values. Each year, about thirty humanitarian and social projects are developed. In terms of diversity, the focus is on

acquiring intercultural skills. Students benefit from opportunities to spend time abroad (academic exchanges and/or internships) and have the possibility of learning eight modern languages, in addition to English.

### PROGRAMME GRANDE ÉCOLE (PGE)

Social responsibility is part of the PGE’s learning objectives: more than a quarter of the courses in the program include CSR in their learning objectives, with governance practices in finance, ethics in human resources, and sustainable development in marketing. These topics are addressed in a unit of study or through a case study.

All students in the PGE at EMSBS have to study abroad for one year. This is an



effective way for young managers to open their mind to new cultures and to recognize the richness diversity has to offer. This experience prepares them to work and thrive in a professional environment, within international and multicultural teams. Students must choose a specialization in the final year of the program. The specialization Strategy & Human Performance Management notably addresses CSR.

Starting in 2021/2022, all PGE students will have to validate two certifications leading to a diploma: Data Culture and Legal Issues of New Technologies. These two certifications were implemented to reinforce ethics and sustainable development in the program.





## 4. TEACHING

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### MASTER'S PROGRAM

Students in the Master's Program are also made aware of CSR through dedicated courses, events, and practical case studies. Since 2018, students have been visiting the European institutions. The first conference in 2018 was on the topic of digitalization. In 2019, the Chamber of the European Parliament in Strasbourg welcomed more than 400 students from the Master's Program for a conference-debate on the topic of CSR—a topic at the core of many debates within the European Union. Organized to provide a platform for fruitful exchange, the conference was held under the auspices of Herbert Castéran and Marie-Hélène Broihanne, Dean and Associate Dean for the Master's Program at EMSBS respectively, and moderated by Enrico Prinz, Director of Internationalization at EMSBS.

### EXECUTIVE EDUCATION

EMSBS offers a wide range of training courses for professionals in various fields. CSR is addressed in two training courses: one on how to give CSR a strategic and managerial dimension and the second on CSR and new areas of activity for human resource managers.

### UNIVERSITY DEGREE (DU): LEADERSHIP, MÉDITATION ET NEUROSCIENCES

The university degree Leadership, Méditation et Neuroscience was set up by Babak Mehmanpazir, associate professor and Vice Dean for International Accreditations and Strategic Management at EMSBS, Jean-Gérard Bloch, rheumatologist and professor of medicine at the University of Strasbourg, and Jocelyne Yalenios, associate professor at EMSBS specialized in management and human resources and member of the teaching team.

This program is intended for leaders wishing to develop the skills needed to take their organization on a transformative journey by recognizing the role they play in giving meaning to changes they bring about.

This degree is designed to help participants experience a transformative process that will enable them to embody a coherent leadership style that is particularly benevolent, inspiring, and capable of having a positive impact on others. It offers concrete answers—in terms of stance, meaning, and ethics—to the questions that leaders ask themselves and that our societies raise.

It brings together the best lessons and practices from leadership, mindfulness, and neuroscience to address the need for transformation in order to face accelerating complexity and increasing uncertainty in the world.







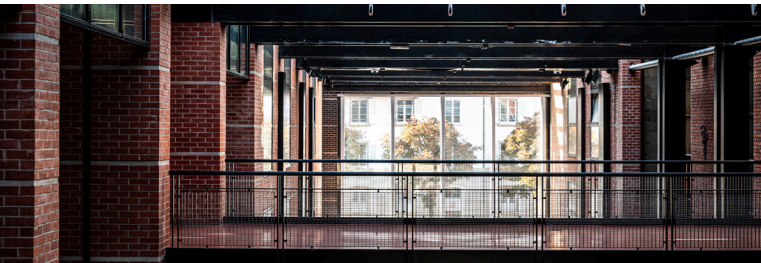
# 5 RESEARCH



## RESEARCH CENTERS

### HUMANIS

Under the direction of Professor Sébastien Point, the research center HuManiS brings together a wide range of work in the major fields of management currently carried out by 51 research lecturers and 14 doctoral students.



The major themes explored by these researchers revolve around three focus areas:

- ▶ Global Talent Management & Social Responsibilities
- ▶ Entrepreneurship & Management of Change
- ▶ Marketing & Digitalization

HuManiS demonstrates through its three focus areas how wealth can serve humanity.

"In recent years, CSR has become an essential aspect of business from a social, economic, and ethical perspective. On account of the effort and investment—both in terms of time and human and financial resources—that CSR requires, the positive benefits that CSR can bring to organizations and their stakeholders are becoming increasingly apparent. At EMSBS, I have the opportunity to develop my research and teaching, which focus on sustainable development, CSR, and ethical commitments. I am very pleased to be able to provide our students with knowledge of these concepts and practices—which will be part of the daily reality of future managers."

Aline Pereira Pündrich,  
Associate Professor

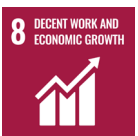






Through her dissertation entitled “Pour une compréhension du management de la responsabilité sociétale des universités françaises” (provisional title), Marie Stadge explores the topic of social responsibility within universities.

“Sustainable development is a hot topic. While a lot of work has been done on how companies can contribute to sustainable development, there has been little research on how universities can contribute. This situation is paradoxical because these academic organizations have a particularly important responsibility to society: by educating the citizens and managers of tomorrow, they can greatly influence our future, hence the idea of this dissertation, which aims to decipher the way in which the principles of sustainable development are integrated by universities not only through their teaching and research activities but also through their operating methods. The values of ethics, sustainable development, and diversity are a source of inspiration for the staff, students, and partners of the School. Through these values, EMSBS commits to contributing to the ecological and social transition.”



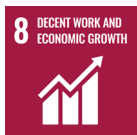
Pietro Beltramello joined HuManiS in 2020 and is working on the dissertation “Exploring organizational knowledge to conceptualize sustainable strategies: a methodology for action research employing system thinking and bioeconomic concepts.”

“My curiosity led me to discover a wide range of journals that develop understanding of alternative epistemology, and I became interested in the ecological paradigm and the bioeconomic framework as a way to understand and structure sustainable progress. My master’s thesis notably explored and analyzed how two alternative theoretical approaches from different paradigms respond to the fundamental challenge of sustainability in the Anthropocene. Moreover, during my research on international economics, I gained an understanding of the complexity and perversity of the economic model, which pushed me to work on how to set up a virtuous economic model that conveys good values. I believe that the economy and organizations are driven by strong, immaterial values that are hidden behind material values, notably profit.”

## 5. RESEARCH

### LaRGE

LaRGE is the finance research center of the University of Strasbourg. It is one of the most important research centers in finance in France. It brings together some 30 research lecturers from EMSBS, Sciences Po Strasbourg, and other faculties, schools, and institutes who work on all aspects of finance. Its themes include behavioral finance, banking, corporate finance, and public finance. Although it is not an established research area in the center's strategy, many doctoral students naturally direct their research toward the field of social responsibility.



In her dissertation entitled "Essays on Gender and Finance," Caroline Perrin

studies the relationship between gender discrimination and the world of finance.



"Beyond the fact that women's participation in the banking market is a major current issue, it is above all a crucial issue for economic and social policies throughout the world. Despite significant progress in gender discrimination in recent years, women are still left out of the banking and financial sphere. Gender in finance is increasingly addressed in economic literature in different ways with interesting results. For example, the gender of the CEO has a significant effect on corporate decision-making.

Women repay their loans more than their male counterparts. As investors, women are more risk-averse than men. It is a fascinating subject. EMSBS has always chosen to take a stand in favor of gender equality. It is more than just words—many student and staff initiatives have supported this cause in recent years. My dissertation subject is fully in line with this trend."

## PUBLICATIONS

Every year, the theme of social responsibility along with the three values is widely covered by our researchers in their publications:

### ETHICS

- **YAO, Y.** (2020). Does Confucius have a say on management today? Empirical evidence from Asia and Europe. *European Journal of International Management*.
- **GAMOURA CHEHBI, S.** (2020). Review of Personnel Schedule in Terms of Work-Life Balance. *Journal of Engineering Sciences and Design*.
- **WEILL, L.** (2020). Is Corruption a Greater Evil than Sin? *Review of Business*.
- **RICHARD, S.** (2020). Coping with mental health conditions at work and its impact on self-perceived job performance. *Employee Relations*.
- **RICHARD, S.** (2020). Entre contrainte managériale et opportunité de développement du travailleur : l'application du besoin de savoir dans le secteur protégé. *Gérer et Comprendre*.

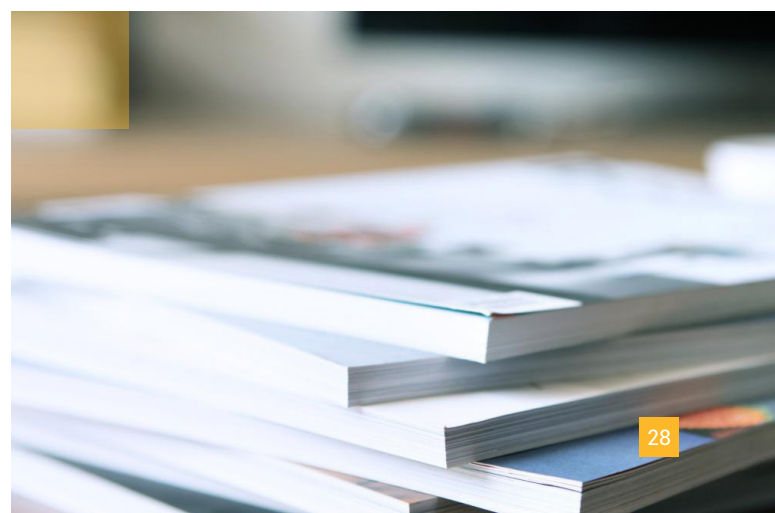
### SUSTAINABLE DEVELOPMENT

- **OSTERTAG, F.** (2020). I like it, but I don't use it: Impact of carsharing business models on usage intentions in the sharing economy. *Business Strategy and the Environment*.
- **DEKHILI, S.** (2020). La préférence des consommateurs tunisiens pour l'huile d'olive : Effets du label biologique et de la région d'origine. *Gestion 2000*.

- **DEKHILI, S.** (2020). Country-of-origin ecological image: A new theoretical perspective from an Australian context. *Revue de l'Organisation Responsable*.
- **DEKHILI, S.** (2020). Consumer preferences towards animal-friendly fashion products: an application to the Italian market. *Journal of Consumer Marketing*.

### DIVERSITY

- **KWOK, D.** (2020). In CEOs we trust: When religion matters in cross-border acquisitions. The case of a multifaith country. *International Business Review*.
- **RICHARD, S.** (2020). When can a disability quota system empower disabled individuals in the workplace: the case of France. *Work, Employment and Society*.
- **RAMBOARISON-LALAO, L.** (2020). La GRH socialement responsable d'une multinationale dans ses filiales malgache, camerounaise et tunisienne. *Management International*.





## 5. RESEARCH

### CSR CHAIR



Since its creation in 2018, the Sustainable Development & CSR Chair has been supporting its partner companies in their strategic thinking process. Led by a team of five research lecturers and under the supervision of Dr. Pia Imbs, who is also in charge of the master's degree in HR, the corporate chair addresses all aspects of CSR strategy and management with the aim of exchanging best practices, discovering managerial innovations, and supporting applied research. To this end, conferences are organized, seminars are held, and advice is provided to companies to raise awareness among management. These activities lead to the publication of scientific articles and the creation of CSR case studies for each member company.

### PARTNERS

Abrapa, SDEA, Idée Alsace, Réseau GDS, Schroll, EDF, Afnor Groupe, L'alsacienne de restauration

### EVENTS

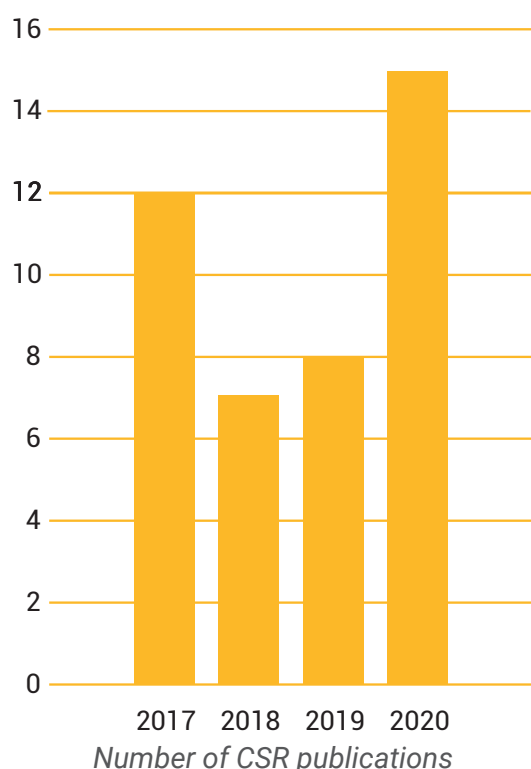
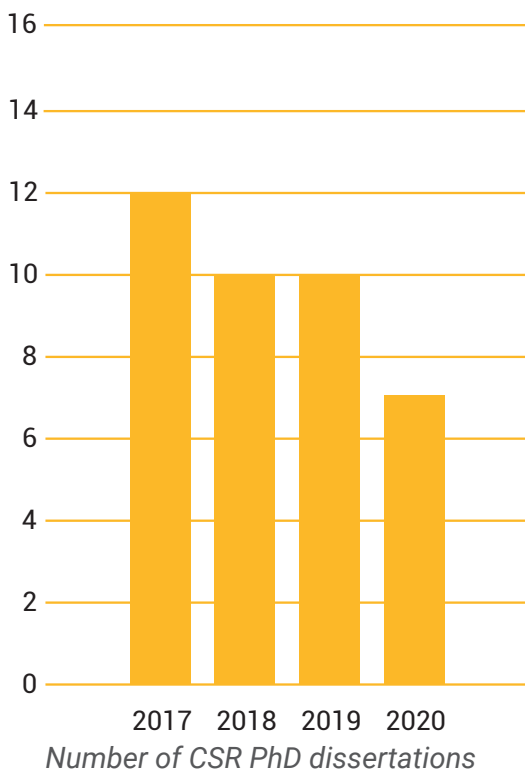
**Nov. 22, 2019:** Conference at the European Parliament on the topic of CSR for students in the Master's Program

**Nov. 22, 2019:** Film screening (*Une femme d'exception*) + debate on gender inequality at work with the club Soroptimist

**Nov. 26, 2019:** Conference on the climate emergency and the SDGs

### RESEARCH OUTPUT AT EMSBS

36 RESEARCH LECTURERS FOCUSED ON CSR











On May 18, 2021, EMSBS was ranked third for social policy by *Le Parisien*. In addition, in 2020, EMSBS had the highest proportion of female faculty and students among French business schools. Finally, in 2021, for the first time in its history, female students at the School had higher salary aspirations than their male counterparts. These outcomes reflect the extent to which the integration of our three values throughout the School is bearing fruit.

## SCHOOL STAFF

Through its human resources management and staff training policy and various measures, EMSBS looks after its internal staff members.

### STAFF TRAINING POLICY

Staff training is one of the School's primary concerns. Our policy of developing staff skills is focused on continuously adapting to changes in activities and professions, internationalizing profiles, developing managerial skills, and reorienting careers.

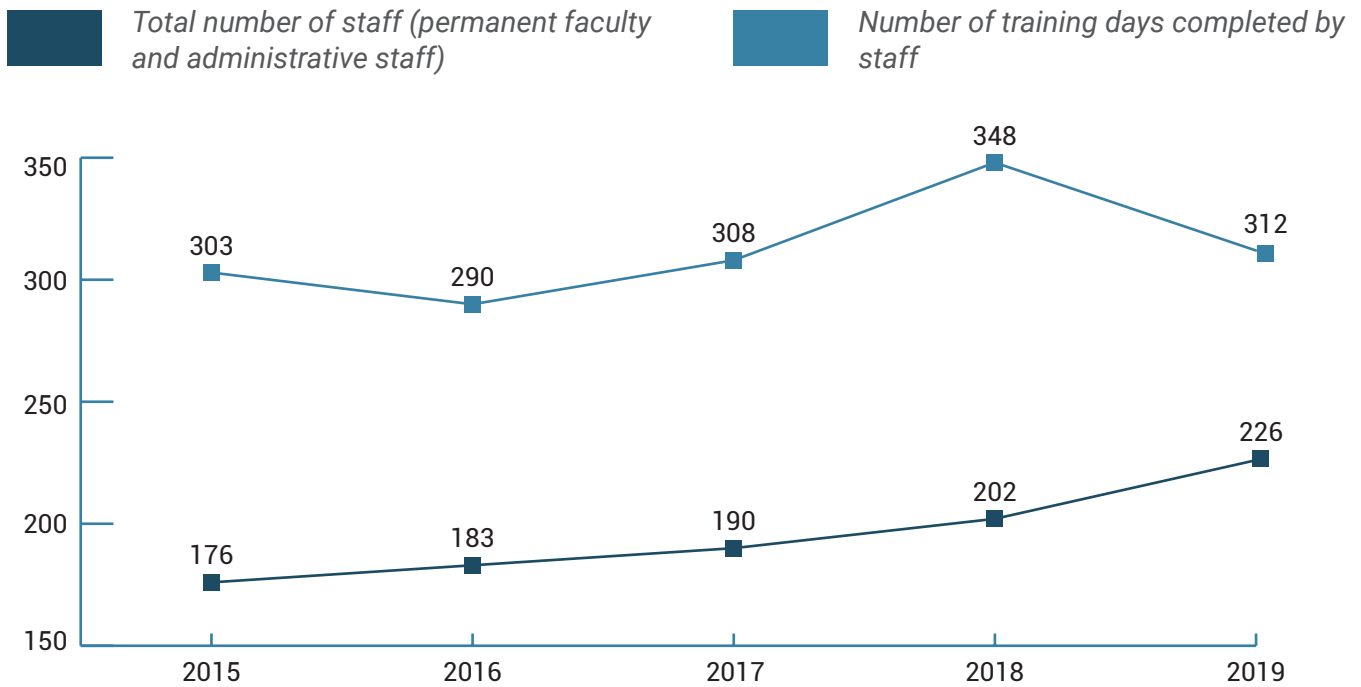
The School offers all its staff training on various topics according to the needs identified by each person. These topics concern professional development (promoting well-being at work, communicating with benevolence, intercultural management, support for people with disabilities, etc.), office automation (Apogée, Excel, ADE, InDesign, Seafle, Partage, etc.), language training, safety, etc. The University publishes training courses that it provides on a monthly basis. The human resources assistants compare this offer with

the needs expressed during annual professional interviews.

In addition, employees can opt for training leading to a diploma in order to increase their skills and occupy positions with greater responsibility. Cagri Parlakkilic, now coordinator of the entrepreneurial center La Ruche à Projets, was granted professional training leave in 2020/2021 to take the Master of Entrepreneurship (second year). He was thus able to continue working at EMSBS while completing his master's degree via continuing education.



**STATISTICS FROM THE SOCIAL AUDIT REPORT**



% OF WOMEN ON THE MANAGEMENT BOARD				
36	36	43	43	43
2015	2016	2017	2018	2019

% OF FEMALE EXECUTIVES				
54	55	43	60	65
2015	2016	2017	2018	2019

% OF WORKFORCE OVER 50				
19	19	19	23	27
2015	2016	2017	2018	2019

**HUMAN RESOURCES DEDICATED TO CSR BY ADMINISTRATIVE OFFICE**

LA RUCHE À PROJETS				
2	2	2	2	1
2016	2017	2018	2019	2020

CSR OFFICE				
2	4	6	3	1
2016	2017	2018	2019	2020

SCHOLARSHIPS & SOCIAL PROGRAMS OFFICE				
1	1	2	2	1
2016	2017	2018	2019	2020

**DISABILITY ADVISOR(S): 1 PERSON SINCE 2016**

## 6. SOCIAL POLICY

### HUMAN RESOURCES MANAGEMENT POLICY

In keeping with the School's values, the human resources management policy encourages everyone at EMSBS to fully contribute to creating the School's overall value, in accordance with his or her uniqueness and personal development, and seeks to spot, attract, motivate, develop, and retain talent.

### J'EM MON SERVICE

This newsletter, introduced in 2020, shares the latest news and activities. Each administrative office has space to share its news in a structured way, which produces a clear, concise snapshot of the School's activity. This initiative fosters links and cohesion between the different offices.

In addition to the newsletter, a "Focus" is published the first Monday of every month which highlights one office in particular by describing its inner workings and presenting its team.

### SOCIAL AND SPORT ACTIVITIES

INSIEM' is the EMSBS staff association. It aims to develop and promote activities fostering team spirit and support among all staff members. A yoga class with a qualified instructor offered to staff members every Tuesday is one example of an activity organized by the association.

### HELPLINE



Created in 2011, EMSBS's helpline allows anyone who passes through our doors (students, faculty, administrative staff, visitors, and external service providers) to notify us if they experience or witness discrimination, harassment, or aggression or find themselves in a situation of personal distress. A neutral, attentive individual in charge of listening to and processing concerns can be reached by telephone (03 68 85 89 33) or email ([bienvivreensemble@em-strasbourg.eu](mailto:bienvivreensemble@em-strasbourg.eu)). If necessary, other professionals (psychologists, social workers, doctors, etc.) may be called on.



### FRUIT AND VEGETABLE BASKETS

Initially available only to students, the



Three Values Association run by students now offers employees the option of ordering a basket of organic and local fruit and vegetables. The contents of the basket change every week according to the seasons, allowing everyone to have access to healthy and responsible food directly in the workplace.

## FLEXIBLE WORKING CONDITIONS DUE TO THE PANDEMIC

3 GOOD HEALTH  
AND WELL-BEING



The School has been implementing teleworking protocols for years.

This practice has environmental virtues since it limits greenhouse gas emissions linked to commuting, but it also better supports the work-life balance of its employees. Being mindful of the well-being of its employees, the School makes working from home voluntary, not mandatory. A third of the administrative staff and 100% of the teaching staff had

already benefited from a protocol before the COVID-19 crisis, which has since been extended. At the time of the pandemic and with the widespread development of teleworking, the School adapted very quickly and distributed the necessary computer equipment to employees so that they could continue to carry out their duties in good conditions.





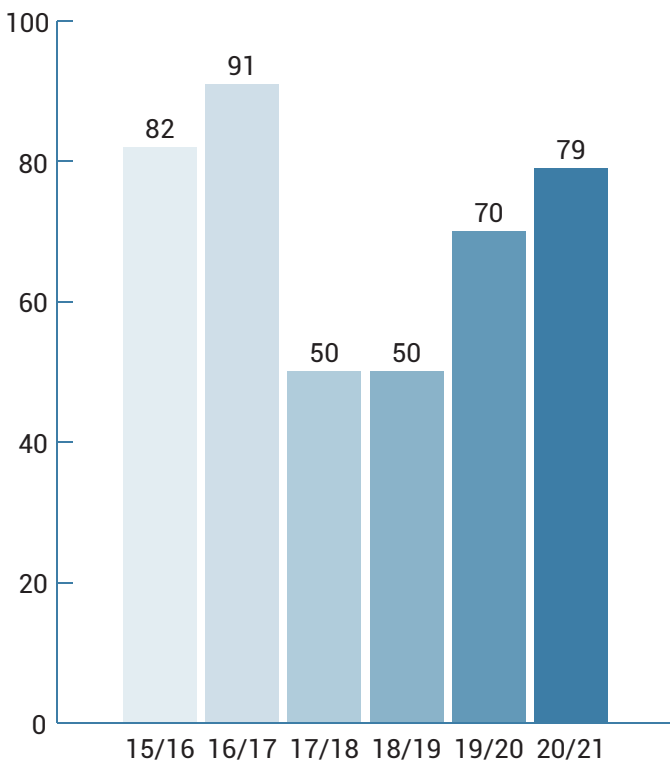
## 6. SOCIAL POLICY

### EMSBS STUDENTS

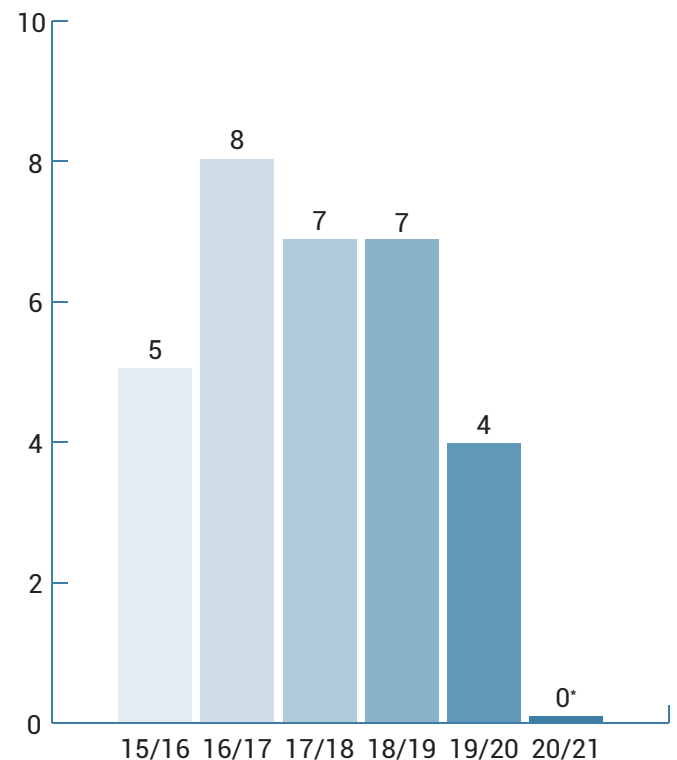
To ensure that students have a social climate conducive to becoming responsible managers, EMSBS has set up inclusion initiatives to promote equal opportunity. In addition to these initiatives, the School offers its students resources to help them define their professional objectives and manage their careers, such as Cap Career, Career+, or the Business & Corporate Development Office.



### EQUAL OPPORTUNITY TUTORING INITIATIVES



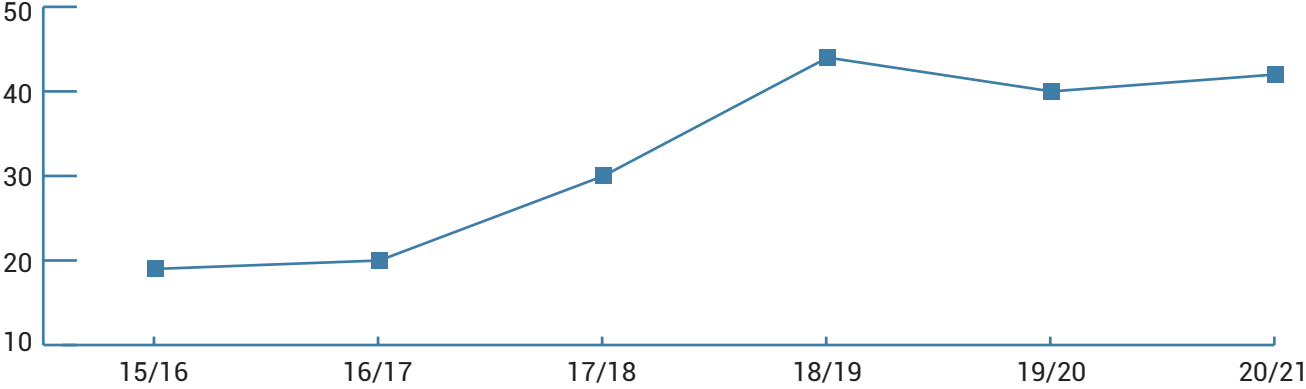
*Number of high schoolers supported by Mentoring for Excellence*



*Number of high schoolers with disabilities participating in the program PHARES*

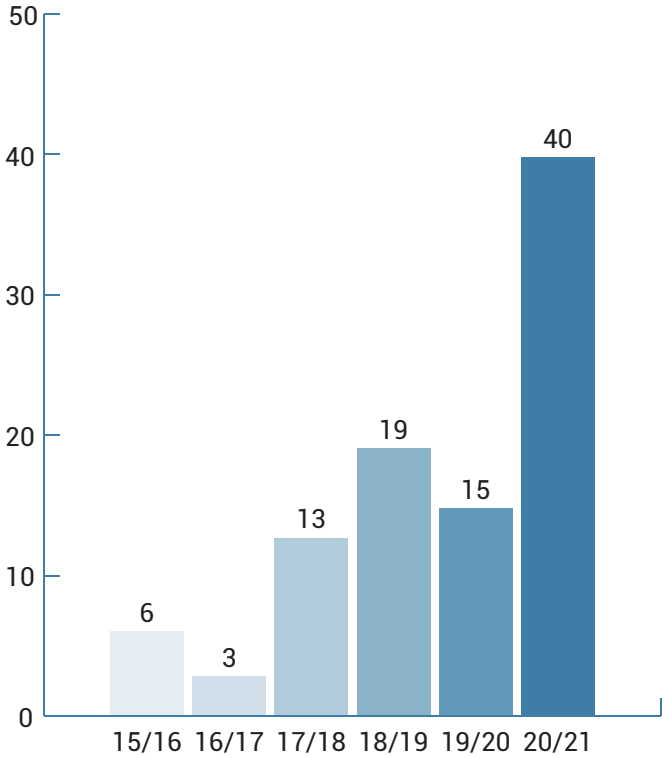
*\*Initiative suspended in 2020/2021 due to the pandemic*

SCHOLARSHIPS AND SOCIAL PROGRAMS

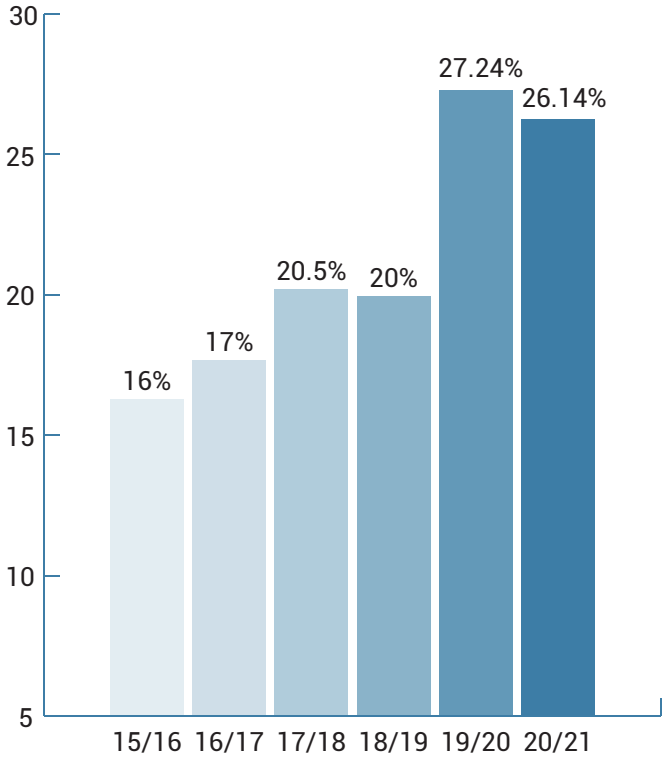


Number of students with disabilities who have benefited from specialized accommodations

SCHOLARSHIPS AND SOCIAL PROGRAMS



Number of students exempt from tuition (totally or partially)



Proportion of students with a CROUS scholarship



## 6. SOCIAL POLICY

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### INITIATIVES

#### PHARES

In partnership with FÉDÉEH (French Student Federation for Working and Studying with a Disability), the PHARES tutoring program gives EMSBS students the opportunity to help middle and high school students with disabilities to pursue and succeed in higher education. The tutoring sessions involve fun workshops and outings.

#### Mentoring for Excellence

Part of the national Cordées de la réussite initiative, Mentoring for Excellence aims to promote equal opportunity and is intended for students in high school and postsecondary preparatory classes. Through this initiative, meetings are organized between EMSBS students, high school students, and alumni, as well as seminars and workshops. EMSBS promotes this initiative at fairs it attends to make sure students are aware of options available to them for accessing higher education.

#### Disability Services

EMSBS has a welcome and support system for students with disabilities so that they can pursue their studies in the best possible conditions. Students are guided from the beginning of their higher education to their professional insertion.

#### Increased Diversity via Two New Admission Initiatives

Since 2021/2022, EMSBS has implemented two new admission initiatives related to diversity and equal opportunity.

##### • Ouverture et Talents

Ouverture et Talents is aimed at candidates in a fragile health or socioeconomic situation. Each year, this initiative will enable 10 high school graduates with disabilities and 10 high school graduates from less privileged backgrounds to benefit from special admission requirements.

##### • Partnership with the Institut de l'engagement

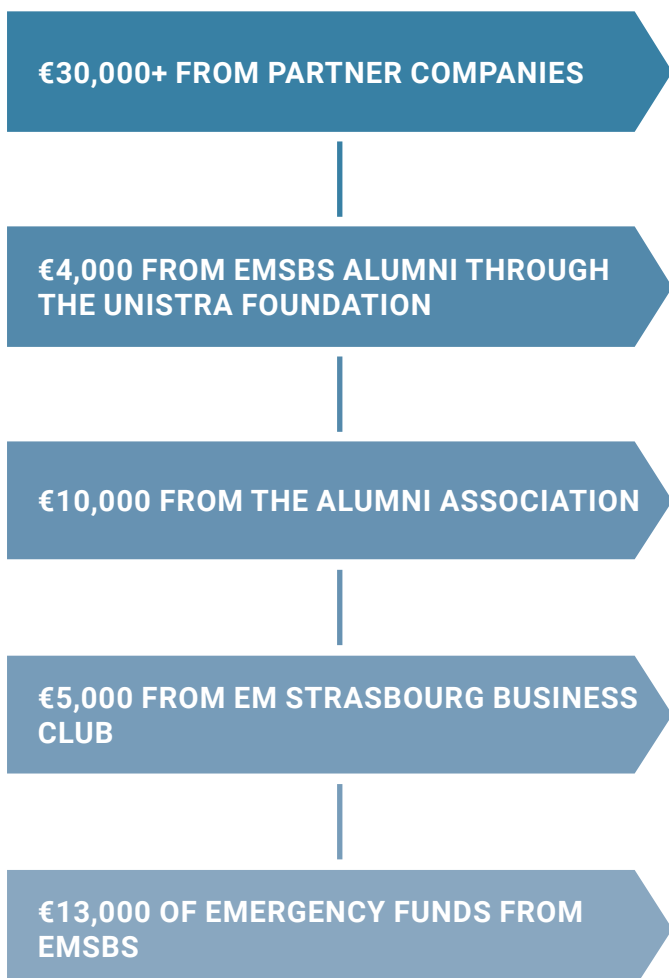
The partnership with the Institut de l'Engagement, concluded in 2020, is aimed at high-potential young people involved in projects of public interest.

Within the framework of this agreement, EMSBS shall waive tuition for three laureates chosen by the Institut de l'engagement each year, per program (PGE, BIB, and Master's Program), and for the entire duration of the program.

## COVID-19 Fundraiser for Students

Aware of the impact that the health crisis had on its students, EMSBS and its partners swung into action to help students in precarious situations.

First, the School identified student needs stemming from rent payments in a foreign country, costs related to the repatriation of personal effects, the loss of a job or internship, etc. Then, the School made an appeal to corporate partners for emergency fundraising. In addition to €200,000 of annual reductions and aid, the following amounts were collected:



## RESOURCES

### Cap Career

Cap Career is an office dedicated to helping students enter the world of work and become competent and responsible managers through career guidance and an innovative soft-skills pathway. My Job Glasses is a tool that allows students to meet various professionals via an online platform and thus expand their network. The three values of the School are at the heart of Cap Career activities. Thanks to alumni participation, students can understand the diversity of paths open to them. Discrimination in the business world, in particular unequal pay or unethical interview questions, is a recurring theme in the workshops conducted by Cap Career.

In 2021, EM Winter Games, an annual sports challenge that helps develop confidence, creativity, and team spirit, was adapted and held entirely online: in teams, students took on different challenges involving, for instance, "plogging," which consists in picking up litter while jogging.

Finally, to open students up to the world, workshops are organized in English with French and international students. This is particularly true for third-year BIB students, who benefit from a week entirely dedicated to personal and professional development in English in September, with an escape game and mock interviews with professionals.

## 6. SOCIAL POLICY

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### Business & Corporate Development Office

The Business & Corporate Development Office's mission is to create, develop, and strengthen interactions between students, faculty, and companies through events and activities, such as Career Fair, the Virtual Co-op Fair, the Audit, Consulting & Finance Fair, on-site training days, Prospect'Act, course evaluations, mock interviews, etc.

The office has adopted the values of the School and applies them in its daily operations. Companies participating in the School's various career fairs must sign the protocol established in accordance with the diversity charter. In addition, the School's specific partners such as MADIRCOM (Career+ service) and ADESSO Academy (Compétences Coach accredited training) are signatories of the diversity charter.

### On-Site Training Days

To acquaint students with the business world, on-site training days allow third-year students to carry out concrete case studies with partner companies. About 30 such visits are made each year.

In 2020/2021, these days took on a virtual format, enabling students to get in touch with companies in Germany and Luxembourg, but also in France. Three on-site training days were nevertheless held in person at EMSBS.

### Career+

Operating on a human scale, EMSBS takes advantage of its size to provide high quality service to its students. It supports them for up to five years after graduation with Career+, a coaching and networking service for EMSBS graduates.

Individual coaching sessions and professional events are organized to support new graduates in developing their potential.

### International Relations

EMSBS offers its students the opportunity to study abroad for a semester or a full year and, at the same time, welcomes foreign students from its partner universities. The International Relations Office deals with administrative formalities, scholarships, cultural adaptation, etc.

### Department of Foreign Languages & Cultures

The Department of Foreign Languages & Cultures introduces students to intercultural environments through personalized services according to individual levels and objectives.







With sustainable development as one of EMSBS's values, the School has a solid environmental policy. Over the years, it has been able to multiply its partnerships with the aim of reducing its impact on the environment and raising staff awareness on the subject and continues to set up new initiatives while reinforcing those that already exist.

## MOBILITY

### ECOMOBILITY AWARENESS ON THE INTRANET

The School makes its staff aware of the different modes of sustainable transportation—that is, with lower greenhouse gas emissions—and provides them with all the information and tools that they can use for this purpose.

### MOBILITY WEEK

In collaboration with CADR 67, EMSBS organized mobility week in September 2020. This was an opportunity for the School's employees to participate in activities related to bicycle mobility. Employees could check out an information stand on cycling, have small repairs done to their bicycle, have their bicycles marked, and taste the fruits of their labor on the smoothie bicycle.



### BIKE TO WORK EVENT

Created and organized by CADR 67 since 2009 in partnership with the Eurometropolis of Strasbourg, Au boulot à vélo is a festive event that aims to encourage people to use a bicycle for their daily commute and work-related outings. The School participates every year to encourage its employees to use a bicycle for their daily commutes. During the 2021 edition, **29 staff members cycled a total of over 3,000 km in one month.**

### CARPOOLING AT EMSBS

The School has a carpooling website intended for all staff members. It is dedicated to the daily commute to and from work but can also be used for outings, evenings, weekends, trips within the region or out of the region, etc.

### GREEN MOBILITY

Conscious of the environmental impact of its students' international mobility, EMSBS has set up the Green Mobility project. The aim is to eventually fully compensate for the environmental impact of the compulsory mobility policy in certain study programs. To this end, the project strives to raise awareness among our students, to encourage green behavior on the part of our students, and finally to capitalize on opportunities for cooperation and inspiration on the subject with the School's expert partners in sustainable development.

Information sheets on sustainable mobility are available to incoming and outgoing students. These present best practices for sustainable living abroad.

Students in the PGE and BIB attend a conference at the beginning of the year during which they are briefed by an expert on the impact of international travel and ways to reduce and offset their carbon footprint. Various events are notably organized for this purpose: tree/hedge planting, plogging, etc.





## 7. ENVIRONMENTAL POLICY

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### WASTE MANAGEMENT AND RECYCLING

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#### WASTE SORTING POLICY

To encourage recycling and to make the most of its waste, EMSBS has set up a waste sorting policy, distinguishing between packaging (cardboard, plastic, metal, etc.), garbage, and organic waste. Staff are constantly made aware of this sorting policy, in particular via a new poster campaign that has been in place since 2020.

#### GREEN MAP

A School map of sustainable facilities (recycling areas, water fountains, etc.) has been created to make it easier for all employees to find and use them.



#### PLASTIC CAPS

As part of a partnership, EMSBS collects plastic bottle caps for the association Bouchons D'amour, which sells them to a manufacturer of plastic garbage bins.

The profit earned via these sales is used to purchase equipment for people with disabilities. In this way, the School kills two birds with one stone: helping society by helping the environment.

#### BATTERIES

Batteries are toxic waste that can leak traces of heavy metals into nature if mixed with garbage, which is why the School offers a collection point so that batteries at the end of their life cycle can be recycled.

#### WATER FOUNTAINS

EMSBS provides its employees with water fountains equipped with a system that filters out sediment, particles, suspended elements (lead, benzene, dichlorobenzene), and the taste and smell of chlorine. They help eliminate plastic waste from water bottles by promoting the use of reusable mugs or water bottles.





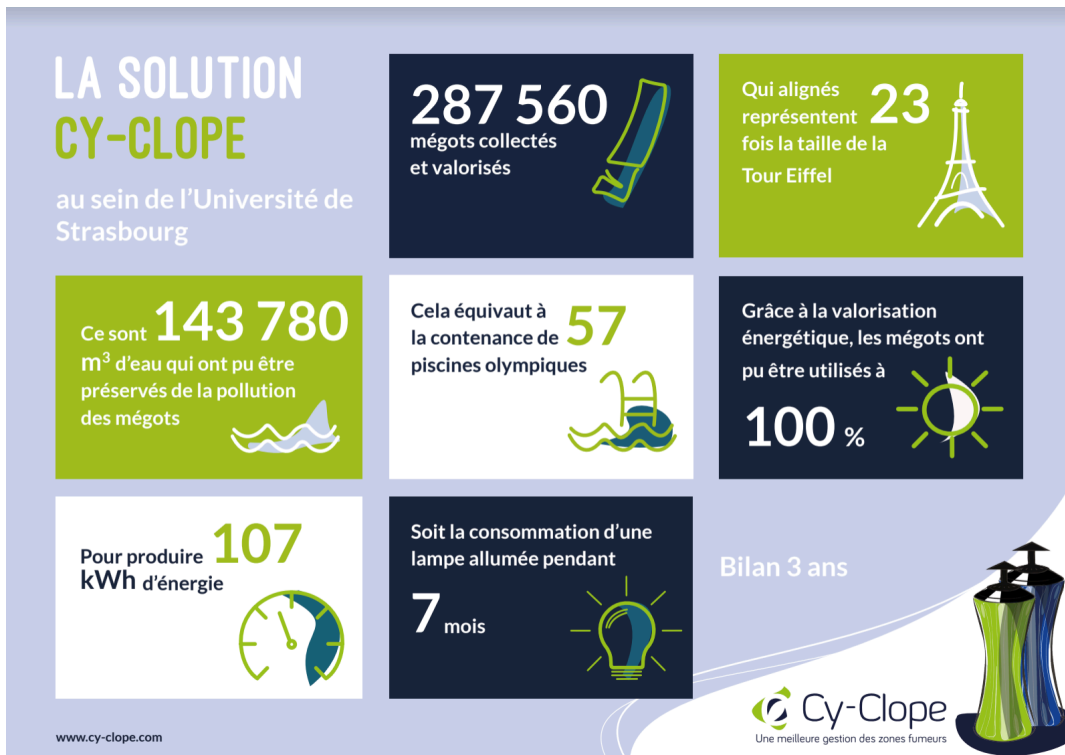
### CY-CLOPE

To limit city pollution caused by cigarette butts, EMSBS installed seven Cy-clopeurs in April 2018. These devices are each capable of collecting 10,000 butts which are then 100% recycled in the cement industry.

To measure the effectiveness of this device, an assessment is carried out every year.

### RECYGO

La Poste's RECYGO system for collecting and recycling paper has been present in the School since 2015. Eco'belles boxes placed in the offices of administrative staff make it possible to collect used sheets to be recycled.



# 8

## INFLUENCE

Eager to share its values and instill them in its stakeholders—both internal and external, EMSBS strives to have a positive influence on its local environment. This is reflected in its many partnerships and in the weight of student associations and their entrepreneurial projects.

### NEIGHBORHOOD CHARTER



In 2016, EMSBS signed the Charte Entreprises & Quartiers, an initiative that now mobilizes a group of 800 signatory companies committed to contributing to the economic and social development of priority neighborhoods.

Through this charter and the actions that it has committed to undertaking, the School contributes to the development of the city's priority neighborhoods. On June 26, 2018, the School renewed its signature on the charter.

### NEIGHBORHOOD PACT



In 2020, the School also signed the Pacte avec les Quartiers pour Toutes les Entreprises (PAQTE), an initiative of the Ministry for Territorial Cohesion and Relations with Local Government. The PAQTE proposes to companies four pillars grouping 14 themes in order to direct them toward actions that are of particular interest to the government:



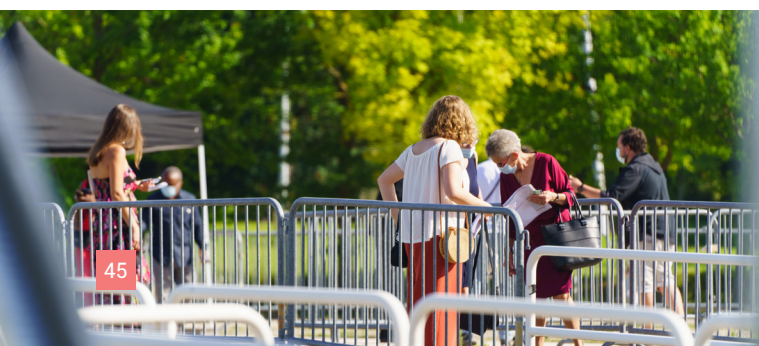
Raise awareness by encouraging dialogue between signatory companies and young people living in a working-class neighborhood

Educate young people living in working-class neighborhoods via co-op programs focused on employability



Recruit with continually improving HR practices and avoid discriminatory biases at the time of hire and throughout careers

Buy in a way that boosts the responsible purchasing policy, particularly from companies located in working-class neighborhoods





## ENTREPRENEURIAL CENTER



La Ruche à Projets supports the entrepreneurial aspirations of EMSBS students with the aim of instilling values such as ethics, sustainable development, and diversity in tomorrow's entrepreneurs.

With **15 dedicated coaches and 844 m<sup>2</sup>** of coworking space, it is where entrepreneurial dreams become reality.

La Ruche à Projets's pedagogy is inspired by Team Academy, an innovative Finnish model developed to learn how to start a business in teams and whose founding principles are

- ▶ learn by doing
- ▶ work in a team
- ▶ develop leadership

For full support, la Ruche à Projets provides its students with the Bar à Projets, an association that offers interest-free loans to finance entrepreneurial projects.



In 2019/2020, the Ruche à Projets supported 84 project leaders and 40 project teams, offered 3 incubation periods, and held 7 events. It maintained its momentum in 2020/2021 with 62 project leaders, 30 project teams, 15 projects continuing their activity, a survival rate of 40%, and 176.5 hours of coaching for the whole community. The first edition of the Be(e) Distinctive Awards for Entrepreneurship, organized in 2021, aimed to shine the spotlight on the leaders of incubated projects. Looking to reward initiatives that were in line with its values, the School granted awards to two projects in the Impact Project Awards category. Demonstrating an impact on society and/or the environment, Green Phoenix (logistical solutions and tools for collecting and recovering biowaste) and Karbikes (ecological mobility solutions designed to be safe, practical, and comfortable to replace the car) received a prize of €1,000 each.

## 8. INFLUENCE

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### ENTREPRENEURIAL INITIATIVES

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#### GREEN PHOENIX

This biowaste solution is an ecological and social innovation!



Green Phoenix is a Strasbourg-based start-up that was founded in September 2020. It collects biowaste mainly by cargo bike in urban centers for local composting or methanization.

It was born from the idea of a group of friends to transform biowaste into energy. Between October 2020, the date of the first collection, and June 2021, 27.5 metric tons of biowaste were recovered. This initiative promotes environmental protection, the local circular economy, and human contact. Daniel Monjaraz-Perez, Community Manager, Marketing Manager, and Co-founder of Green Phoenix is a student at EMSBS.

"For me, Green Phoenix is a way of life—it's a start-up that represents the small everyday actions that make a difference and can change the future of our planet. With Green Phoenix, I discovered real teamwork and the importance of listening to others and having complementary skills.

Without EMSBS, it would have been more difficult for us—not only because it's my school and I learned a great deal of information relevant to my project during my classes, but because the guidance and support have been there from day one. I know of no better example to represent the values of the School—sustainable development, ethics, and diversity—than my experience at EMSBS. Being an international student, I received support for a sustainable project."

**Daniel Monjaraz-Perez**

## LAO SHAMPOING

More than a shampoo!



Founder of the brand and graduate of the Bachelor of International Business at EMSBS, Lisa wanted to take up the challenge of creating an organic and environmentally friendly shampoo. When she decided to go natural out of conviction, Lisa learned about shampoo ingredients and how they are made for her personal use. She discovered a lack of transparency and the presence of controversial ingredients in most shampoos. In her search, she found the world of cosmetics too opaque, especially with respect to the origin of ingredients and the way they are manufactured.

"I decided to create 100% natural shampoos with no-frills formulas—which are rare—and to be transparent about the origin of the ingredients we chose for our first two shampoos. I wanted the whole development of LAO to be based on ecological awareness. This is why our value chain is mainly French, and we do much more than just manufacture in France: we advocate for more transparent, sustainable, and ethical cosmetics."

Lisa Werle Schino





## 8. INFLUENCE

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### COUPABLE



Coupable is a streetwear brand with a responsible approach that strikes a balance between affordability and sustainability. Coupable t-shirts are made of 100% GOTS-certified organic cotton, a crop that uses much less water and natural fertilizers like compost. The workers in Bangladesh are also protected by the Fair Wear label which guarantees good working conditions, a fair salary, no forced labor, and no child labor. Coupable offers unisex t-shirts that everyone can wear in their own way, without having to feel guilty about their body type, their style, or their love of clothing.

"We want to prove that foreign and responsible production is possible. The more Coupable develops, the more I will be able to use more ethical methods. My dream is to be able to do everything in France. This is not possible right now, even though much is already done in France, but that's my goal for sure. So I'm working on developing the brand and the concept in order to reach this goal as soon as possible."

Gabrielle Brin

COUPABLE



## CELLIER STRASBOURGEOIS

Lucas Maillot, a student in the Bachelor of International Business, created with his family during the first lockdown Le Cellier strasbourgeois, a company that connects local merchants with Eurometropolis residents. He was able to put skills learned at school into practice: preparing orders, sourcing products, managing deliveries, creating a website and Instagram and Facebook pages for social networks, etc. Fruits, vegetables, delicatessen products, wines, spirits—their delivery service offers different food baskets with products selected by the team. This action aims not only to help local and national producers but also to facilitate the supply of essential products.



## PORTRAIT OF AN AMUMNA: CAROLINE TANSLEY BOUHRIS

Caroline Tansley Bouhris, ecological transition coach and facilitator for the Fresque du Climat, is a former student who is still involved in the life of the School. She is in contact with the alumni network and participated in the 2021 admission boards. After joining the School, Caroline obtained a master's degree in specialized sales, merchandising, and marketing in 2004. She worked for a few years in the field of commercial consulting. In 2008, she became a project leader at Groupama, an experience that lasted 11 years and let her to discover change management and team coaching. Caroline has always had a special relationship with nature; she loves

gardening and being close to living things. In 2019, she started her company Agilink.

"With Agilink, I coach companies and their employees, local authorities and their citizens, and private individuals in making a sustainable ecological transition worthy of pride! I try to raise awareness to help them meet the challenges ahead. My trademark is optimism and enthusiasm, and my motto *déclic et pas des claques* ! [clicks, not slaps!].

Caroline Tansley Bouhris

## 8. INFLUENCE

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### STUDENT ASSOCIATION INITIATIVES

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Student association activities give rhythm to life at EMSBS and allow students to get involved in exciting and meaningful projects.

#### THREE VALUES ASSOCIATION

The Three Values Association strives to raise awareness within the School with a particular focus on issues related to social responsibility, equity, and ecology. The association puts on a series of events throughout the year to promote and highlight the School's values.

During orientation week, the association caught the attention of students with a fruit and vegetable tasting workshop to raise awareness of eating local. This was done in partnership with the Coopalm cooperative, a participatory food cooperative. On a similar note, the association has made baskets of organic and local fruit and vegetables available to students and staff every week since 2021. Alongside the distribution of fruit and vegetable baskets, the association organizes a cooking challenge, Tasty Jeudi, every Thursday. The winner receives a free basket.

Tutoring is another feature of the association. Despite COVID-19, it was able to maintain its tutoring sessions for high

school students.

With its Instagram account, the association carries out different activities through digital communication. **Point Culture** raises awareness of current issues (sexist and sexual violence, ecology, sustainable development, etc.). Podcasts and documentaries are posted regularly to shed light on a given subject.

**L'Avalanche du Dimanche** is a weekly information bulletin on different subjects (political, social, etc.) and an opportunity to share best practices to adopt with students.

Other activities were set up online in 2020/2021, such as organic cosmetic and do-it-yourself sewing (tote bags, masks, etc.) workshops and **Veganuary**—the month of January was dedicated to raising awareness of veganism by highlighting its ethical dimension.



## HUMANITARIAN ASSOCIATION

The Humanitarian Association promotes altruism locally and internationally. The projects organized aim to help people in need. Committing to the association means designing a stimulating project in which everyone can feel personally fulfilled. Group cohesion is a very important value that the association fosters through its various events.

- ▶ **Humanitarian missions:** From Togo to Bolivia, student delegations are sent every year to help disadvantaged people. This help can range from providing material to building infrastructure such as health centers, gross motor activity rooms, etc.
- ▶ **Abribus:** In partnership with Restos du Coeur and Emmaüs, this association offers students the opportunity to prepare and distribute meals to the homeless every Sunday evening.
- ▶ **Blood donation:** Two donation sessions are organized at the School each year.
- ▶ **Fundraisers:** Every year, members double their ingenuity to raise funds for their humanitarian mission by organizing breakfasts, raffles, organic and local chocolate sales or by participating in Game of School, interschool competitions to raise money. They can always count on the unfailing support of EMSBS students.



## 8. INFLUENCE

### POLEMIC'S

PolEMic's is an association that allows students to organize debates and develop their eloquence through various activities, such as

- ▶ **Quizz Team:** A trivia quiz between the different schools in Strasbourg—INSA, Sciences Po, ISEG, and EMSBS
- ▶ **Public speaking competition**
- ▶ **Conferences and debates:** PolEMic's annually hosts figures from the political and economic world to discuss major current issues. In 2021, the association set up a partnership with the AFNU to raise student awareness of UN actions. This partnership will provide an opportunity to plan projects and conferences in the years to come. It is also thanks to this partnership that the association was able to organize a conference as part of Values Night.

"PolEMic's is a student platform for discussion and debate. Any idea can be expressed, and that is something I value very much. Because of the pandemic, we could not hold the public speaking competition for reasons of fairness. However, several debates were held via Zoom; 150 people, each time, were able to exchange on a given topic, which is generally proposed by a student or a student association. Furthermore, through our conferences and debates we do our best to raise awareness of certain themes, especially in relation to the three values of the School."

**Tristan Chaminand,**  
President of PolEMic's in 2020/2021

À l'occasion de la Nuit des 3 Valeurs de l'École de Management de Strasbourg,  
à l'initiative de l'association Polemics et de l'AFNU,

**Zones de Conflits**  
*droits de l'Homme et humanitaire*

**Mme Delphine BORIONE**  
Ambassadrice pour les droits de l'Homme

**Mme Marie FONTANEL**  
Ambassadrice  
Représentante permanente de la France  
auprès du Conseil de l'Europe

**M. Jean-Maurice RIPERT**  
Ambassadeur de France  
ancien Secrétaire Général adjoint de l'ONU  
Vice-Président de l'AFNU

## START'EM

Start'EM, association and integral part of the entrepreneurial center La Ruche à Projets, is an incubator for ideas. It offers upstream start-up support by raising student awareness of entrepreneurship and building an ecosystem conducive to making business creation projects led by our students and graduates a reality.

- ▶ **ENACTUS program:** Start'EM promotes this program supporting students in the practical development of social entrepreneurship projects through funding provided by the CSR Office.
- ▶ **eChallenge:** In this international program hosted by the University of Adelaide, participants develop a business plan for their entrepreneurial project in teams. The winning team receives up to \$10,000 and support at the Entrepreneurship, Commercialisation and Innovation Centre (ECIC) in Australia to set up their entrepreneurial project.
- ▶ **Entrepreneurial evenings:** These evenings are an opportunity to get together to explore an entrepreneurial topic and discuss business projects with coaches. Two events marked 2020/2021:
  - Impact Entrepreneurship: Seminars on different themes that captured the interest of about 50 participants
  - Entrepreneurial Speed Dating: A meeting organized via Zoom enabling 30 students to discuss their desire to develop entrepreneurial projects

## MAD'EMOISELLE

Mad'EMoiselle is an association created in 2019 by four students from EMSBS to fight against gender harassment in public spaces (nightclubs, in the streets, in public transit, etc.).

Its flagship project is SOS Mademoiselle, a fictitious cocktail recognized in several bars and nightclubs in Strasbourg. It allows women to discreetly and quickly ask the staff for help if they feel uncomfortable or unsafe by ordering a mademoiselle cocktail.

The association opened the Stand Up training that was part of Values Night.





## 8. INFLUENCE

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### OCE'EM



Created by six students, OCE'EM is an eco-volunteer association whose objective is to fight against the pollution of beaches and oceans in Asia. Their humanitarian trip took place in Nusa Lembongan, Bali, in 2021. However, OCE'EM's projects are very diverse and its members act at all levels.

In November 2019, the association participated in a tree and shrub planting project at Guth Farm in Souffleweyersheim to revive the biodiversity of this land.

The association also aims to make students aware of the consequences of cigarette butt pollution in Strasbourg. It has organized **four cigarette butt collections**.

### MAHOR'EM

Created in September 2020, Mahor'EM is a humanitarian and feminist association helping victims of domestic violence in the department of Mayotte. Mahor'EM was born out of the desire not only to help women but also, and above all, to raise awareness of the inequalities between

metropolitan France and overseas France in terms of domestic violence in order to reduce these inequalities.

On November 25, 2020, the International Day for the Elimination of Violence against Women, Mahor'EM organized a videoconference with the association SOS Femme Solidarité 67 and its two partners in Mayotte: the ACFAV, an association for the status of women and victim support, and the regional directorate for women's rights and gender equality.

On April 6 and 12, 2021, as part of Values Night, the association organized two sessions of training in understanding and preventing domestic violence. Training was led by Mr. Foehrlé, Director of SOS Femmes Solidarité 67, and was open to all EMSBS students, faculty, and administrative staff.

With raising awareness and training always in mind, Mahor'EM shares, twice a month through an informative story on its Instagram account, information on overseas France, domestic violence, and feminism (statistics, articles, studies, and work by committed artists).









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This report was developed with the CSR Office.

Thank you to the following individuals who contributed to the preparation of this report:

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