

PRiME

an initiative of the
United Nations Global Compact

ISTC
MANAGEMENT
et COMMUNICATION

Sharing Information on Progress 2026

ISTC

September 2026

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About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).”

Antonio Guterres

Secretary-General (2017 - Present)

United Nations

”

Principles of PRME



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



Practice

We adopt responsible and accountable management principles in our own governance and operations.



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





Getting Started

This section provides foundational information about ISTC, including key details and basic institutional data.

Mission

Our Mission

ISTC is a School of Communication and Management offering nationally recognised Bachelor's and Master's degrees. Since 1991, ISTC has been preparing strategic, responsible and forward-thinking communication professionals.

Our mission is to “**prepare Communication Managers the world will always need**”, by combining **academic excellence, hands-on learning, critical thinking and a strong awareness of ethical and societal challenges**.

ISTC equips students with the knowledge, skills and professional experience they need to understand complex environments, make responsible decisions and contribute meaningfully to organisations and society.

Vision

Our Vision

Preparing students for today's communication landscape while anticipating tomorrow's challenges, ISTC has developed a holistic educational model built around four complementary dimensions:

Expanding knowledge, through a broad-based academic education that enables students to understand contemporary issues, broaden their perspectives and develop independent critical thinking.

- - **Developing communication competencies**, by combining operational, strategic and managerial expertise to prepare students to become skilled and responsible communication professionals.
 - **Encouraging international experience**, through international mobility, multicultural learning environments and a network of more than 60 academic partners worldwide.
 - **Fostering personal growth and individuality**, by developing self-awareness, interpersonal skills, leadership and adaptability, while giving students the confidence to express their individuality and shape their own professional path.

Strategy

Strategy

Strategy

ISTC's strategic roadmap aims to strengthen the school's position as a leading institution in communication and management in France and internationally, while preparing students for the transformation of organisations and the major ethical and societal challenges of our time.

The strategy is structured around several key priorities:

- Strengthening academic excellence
- Diversifying the academic portfolio, through new programmes, double degrees, hybrid curricula and further international development,
 - Embedding sustainability and societal responsibility across the institution, including working towards the DD&RS label and strengthening responsible practices in education, campus life and institutional operations.
 - Expanding research and its impact, particularly through the CETHicS research center and national and international academic partnerships focusing on the ethical and societal implications of technology.
 - Developing a new-generation campus by 2028, designed to provide an enhanced student experience while fostering collaboration, innovation, well-being and inclusion. The new campus will also strengthen the integration of teaching, research and student life within a single environment.

Strategy Alignment

Strategy Alignment

Strategy Alignment

ISTC's commitment to sustainable development, the common good and quality education is embedded in its strategy and translated into concrete initiatives throughout the student experience.

Quality education is at the heart of our model, combining academic excellence, hands-on learning, individual support and strong connections with the professional world. Our programmes develop professional expertise alongside critical thinking, ethical awareness and an understanding of contemporary societal challenges.

Sustainability and societal responsibility are progressively embedded across our programmes and practices. Through its **Department of Societal Engagement**, created in 2022, ISTC promotes diversity and inclusion within both its programmes and teams, as well as responsible communication practices based on transparency, truthfulness and the eco-design of communication materials.

Students actively engage with these issues through **citizen-focused Service Learning, business seminars addressing real-life CSR challenges, the Energic Challenge, dedicated conference programmes, and the ODDyssée platform.** At Master's level, ISTC also offers a dedicated programme in **Responsible Communication and CSR**, enabling students to develop specific expertise in these fields.

This commitment extends to **research**, notably through CETHicS and partnerships with institutions such as the CNRS and Columbia University's AI & Ethics Task Force, addressing the ethical and societal implications of technology and algorithmic surveillance.

At the institutional level, ISTC is actively working towards obtaining the DD&RS label, reflecting its commitment to embedding sustainable development and social responsibility across its activities and practices. This ambition is also embodied in its future campus, designed to be **sustainable, inclusive and internationally oriented**, and to foster collaboration, innovation, well-being and engagement with major ethical and societal challenges.

Graduates & Enrollment

2025 Statistics	Number
Graduates	215
Faculty & Staff at the Institution	157
Undergraduate Attendance	346

Degrees Offered

Bachelor Programs

 Bachelor of Business Administration (B.B.A.)

Masters Programs

 Master of Business Administration (M.B.A.)



Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



Letter of Commitment



PRME Secretariat
United Nations Global Compact Office
685 3rd Avenue, 12th Floor
New York, New York 10017

September 9th, 2025
In Lille, France

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, ISTC is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

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ISTC.FR



Établissement d'Enseignement Supérieur Privé, reconnu par l'État.
Certifié QUALIOPi au titre des catégories : actions de formation
et actions permettant de valider des acquis de l'expérience.
SIRET 381 744 648 000 27 - Déclaration d'activité N° 31 59 08082 59



Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ internal CSR committee
- ❖ Individual leader
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts
- ❖ Student contributor

Student Voices

The following narrative demonstrates how ISTC has influenced students' academic journey and personal growth.

Testimony of Louise BERRIER - CSR project assistant

I had the opportunity to work as a project assistant at my communication school, ISTC in Lille.

I worked on many projects, such as a digital waste collection, a Christmas donation campaign for people in need and for children, and a Clean Up Day with a student association from the school.

At the same time, I also helped organize the ISTC inter-class day. The theme of this event was mental health awareness.

These projects helped me grow both professionally and personally.

On the professional side, I learned many things about CSR (Corporate Social Responsibility), especially CSR in companies. Thanks to this student job, I was able to use the knowledge I learned in class in real projects. It also helped me think more about my own consumption and understand that protecting the environment is very important, especially for the future.

On the personal side, I also improved a lot. I learned to work in a more productive and professional way. I learned how to organize my work, share tasks with my colleagues, and develop good leadership skills to achieve high-quality work.

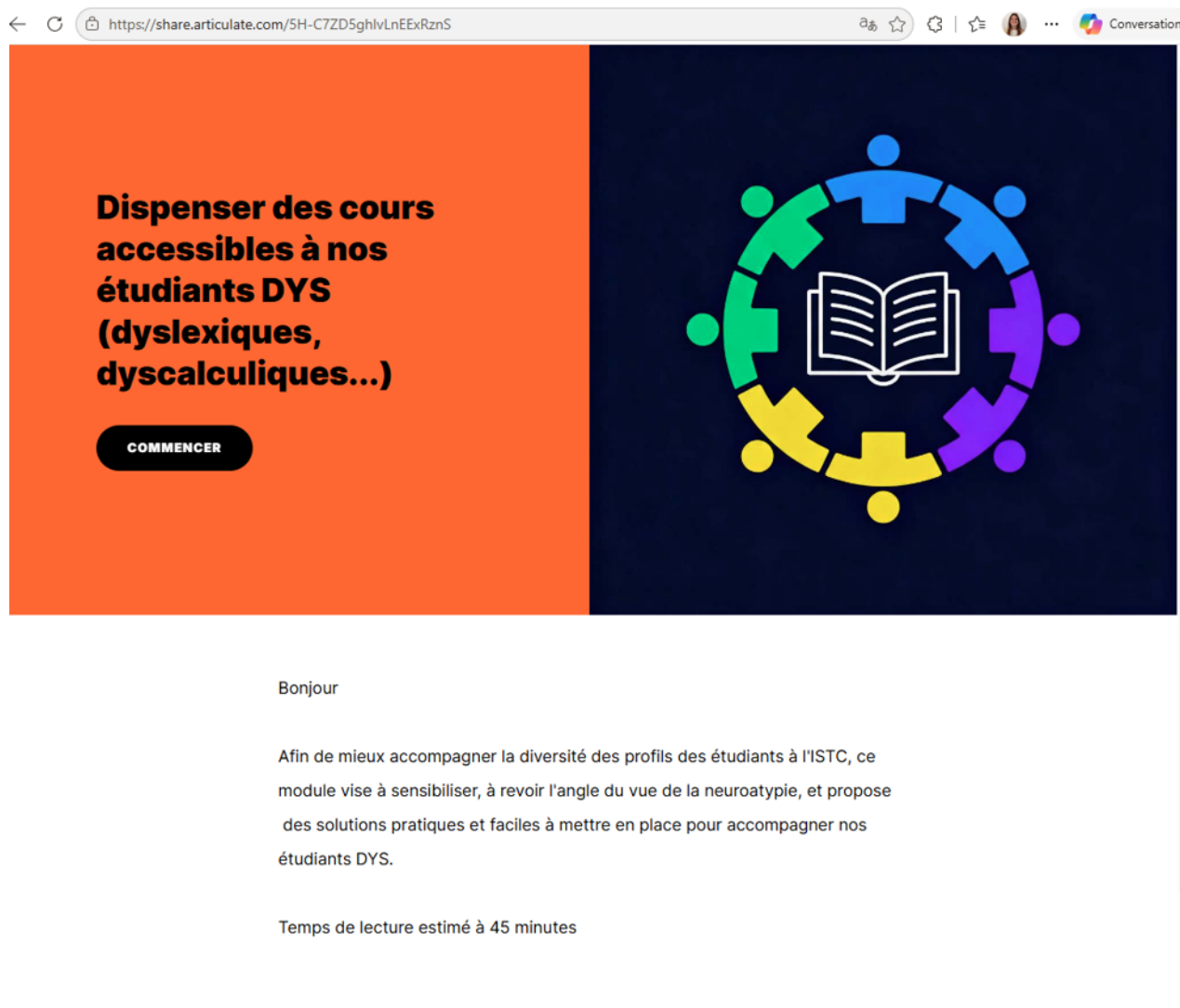
This student job helped me grow in a positive way. I would recommend it to future students without hesitation, and I would encourage them to apply for this job. I really enjoyed working with Gabrielle Mettelle, who supported me during all these successful projects and helped me whenever I had questions.

Louise BERRIER.

Celebrating Values

The following demonstrates a way in which our institution celebrates values in various specializations.

Training over the DYS disorders



The screenshot shows a web browser window with the URL <https://share.articulate.com/5H-C7ZD5ghlvLnEEExRznS>. The page is divided into two main sections. The left section has an orange background and contains the text: **Dispenser des cours accessibles à nos étudiants DYS (dyslexiques, dyscalculiques...)** and a black button labeled **COMMENCER**. The right section has a dark blue background and features a circular graphic composed of colorful puzzle pieces (blue, green, yellow, purple) arranged around a central white icon of an open book. Below the graphic, the text reads: **Bonjour**, **Afin de mieux accompagner la diversité des profils des étudiants à l'ISTC, ce module vise à sensibiliser, à revoir l'angle du vue de la neuroatypie, et propose des solutions pratiques et faciles à mettre en place pour accompagner nos étudiants DYS.**, and **Temps de lecture estimé à 45 minutes**.



Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

Research vs Research for RME/Sustainable Development

6 Peer-reviewed articles were published by ISTC from this past calendar year.

vs

6 Peer-reviewed articles were published by ISTC from this past calendar year in support of RME.

Research Funding

In 2025, ISTC was awarded funding for research that is:



**Institution
Specific**



Regional

Socializing Research

In 2025, ISTC contributed research findings to:

- ❖ International media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations



Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.

Institutional Partnerships

- ❖ Local institutions and associations
- ❖ Ministries of Education, Higher Education, or similar national bodies

Student Organization Partnerships

- ❖ Enactus



Practice

We adopt responsible and accountable management principles in our own governance and operations.

Institutional Policies and Practices

- ❖ Carbon reduction or offset commitments
- ❖ Climate action plan
- ❖ Local staff/student/faculty transportation
- ❖ Ethical leadership or good governance policies
- ❖ Ministry of education recommendation documents
- ❖ Student equity, diversity, inclusion
- ❖ Sustainability strategy or strategic plan (school or university level)
- ❖ Responsible procurement policies
- ❖ Travel guides
- ❖ Water



Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

Engagement Opportunities

ISTC offers transparent engagement opportunities for members of our institution and community to contribute to our sustainability and responsibility efforts in the following ways:

- ❖ Boards and advisory committees
- ❖ Annual reports
- ❖ Student and staff volunteer programs

Communication Audiences

ISTC communicates its policies and progress on sustainable development and responsibility with:

- ❖ Boards and advisory committees
- ❖ Faculty and staff
- ❖ Prospective and current students



SIGNATORY

ISTC



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Website

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