

PRiME

*an initiative of the
United Nations Global Compact*

2025 Sharing Information on Progress **(SIP) Report**

Ecole de Management de
Normandie

September 2025

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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 Ecole de Management de Normandie, including key details and basic institutional data.

Graduates & Enrollment

2024 Statistics	Number
Graduates	2317
Faculty & Staff at the University	370
Student Enrollment at the Institution	6610
Undergraduate Attendance	3430
Masters-Level Postgraduate Attendance	3180

Degrees Offered

Bachelor Programs



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



Bachelor in Management (BM)

Masters Programs



Master of Science (M.Sc. or M.S.)



Master in Management (PGE)

Doctoral Programs



Doctor of Business Administration (D.B.A.)

Additional



International BBA



Purpose

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

Definition of Purpose

EM Normandie's purpose is to empower generations to shape a fairer, more sustainable world. Rooted in its founder's legacy, the School integrates responsibility across education, research, and operations, advancing inclusive access, societal impact, and environmental stewardship through its mission pillars: Campus for Good, Knowledge for good and People for good

Institutional Engagement

51% - 75% of faculty at Ecole de Management de Normandie actively contribute to our work with PRME, advancing responsible management education, or addressing sustainable development challenges through their work.



Values

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



How We Define Values

EM Normandie seeks to inspire and support all those committed to addressing humanity's greatest challenges. Its raison d'être is to educate and empower past, present and future generations to become actors in a sustainable world — free to think, free to learn, free to create.

Who Champions Responsible Management Education at Our Institution

- ❖ Centralized sustainability office
- ❖ Disciplinary efforts within business school
- ❖ Interdisciplinary efforts across business school
- ❖ Research or issue group, society, or club leading sustainability efforts

Student Awareness

0% - 25% of students at Ecole de Management de Normandie are aware that we are a PRME Signatory Member.

Student Engagement

0% - 25% of students at Ecole de Management de Normandie actively contribute to our work with PRME, advancing RME, or addressing sustainable development challenges through their work.



Teach

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



How We Define Teach

EM Normandie is committed to systematically integrating sustainable development and social responsibility into all its programmes. The aim is to ensure that every student acquires the knowledge and skills needed to understand and address today's environmental, social and economic challenges

Educator Recognition

At Ecole de Management de Normandie, we recognize educators for quality of teaching in the following ways:

- ❖ Course evaluation scores
- ❖ Faculty promotion and tenure consideration
- ❖ Pedagogical innovation grants
- ❖ Publication or research support

Fostering Innovation



A lot

Our institution supports innovation significantly through teaching and learning.

Experiential Learning



A lot

Our institution supports experiential learning significantly through teaching and learning.

Learning Mindset



Somewhat

Teaching and learning at our institution moderately support a lifelong learning mindset.

Method of Teaching and Learning



In person

Traditional classroom-based learning with face-to-face instruction.

Barriers to Innovative Pedagogy

In 2024, Ecole de Management de Normandie identified the following barriers to innovating, updating, or taking risks in existing pedagogy:

- ❖ Administrative hurdles
- ❖ Change resistance
- ❖ Technology gaps



Research

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

How We Define Research

As outlined in the DDRS master plan, EM Normandie, with its tradition of academic excellence and forward-looking orientation toward innovation, places sustainable development and corporate social responsibility (SD&RS) at the heart of its research mission. This approach is reflected in a coherent policy of research governance, organization, monitoring, and evaluation

Research vs Research for RME/Sustainable Development



Research Funding

In 2024, Ecole de Management de Normandie was awarded funding for research that is:



**Institution
Specific**



Local



Regional



National



International

Socializing Research

In 2024, Ecole de Management de Normandie contributed research findings to:

- ❖ Community organizations
- ❖ Government and policy makers
- ❖ Industry and business networks
- ❖ International media
- ❖ Local media
- ❖ National media
- ❖ Open-access platforms
- ❖ Public events and lectures
- ❖ Research collaborations
- ❖ Social media and digital outreach



Partner

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

How We Define Partner

EM Normandie is taking concrete steps to reduce its environmental footprint, to promote a sustainable and inclusive living environment for students and staff, and to engage its entire community in responsible practices, while working with local and national partners to support the region's ecological transition

Institutional Partnerships

- ❖ Sulitest
- ❖ AFMD
- ❖ CDEFM
- ❖ CGE
- ❖ CHEERS
- ❖ CIRSES
- ❖ L'Autre Cercle
- ❖ AACSB (Association to Advance Collegiate Schools of Business)
- ❖ AMBA (Association of MBAs)
- ❖ EFMD (European Foundation for Management Development)

Student Organization Partnerships

- ❖ 100% Handinamique
- ❖ Addictions France
- ❖ Students' Council



Practice

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

How We Define Practice

EM Normandie has implemented a structured sustainable development strategy that engages the whole community, inside and outside the School. It focuses on practical actions (carbon reduction, inclusion, awareness-raising), targeted measures and monitoring, with the goal of embedding social responsibility into all aspects of the School's activities for the long term.

Institutional Policies and Practices

- ❖ Environmental stewardship policies
- ❖ CSR Master Plan
- ❖ Student equity, diversity, inclusion



Share

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



How We Define Share

Internal communication plays a strategic role in supporting ecological and social transition. Informing, raising awareness and engaging our staff and students are integral parts of EM Normandie's CSR approach.

Engagement Opportunities

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

- ❖ Annual reports
- ❖ Feedback mechanisms (e.g., surveys, suggestion boxes)
- ❖ Partnerships with local organizations
- ❖ Sustainability-focused research and collaboration Opportunities

Communication Audiences

Ecole de Management de Normandie communicates its policies and progress on sustainable development and responsibility with:

- ❖ Accreditation bodies
- ❖ Faculty and staff
- ❖ Media and public relations channels
- ❖ Research and academic networks

SIGNATORY

Ecole de Management de Normandie



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