

**PRiME**

*an initiative of the  
United Nations Global Compact*

# 2024 Sharing Information on Progress **(SIP) Report**

FSA ULaval

August 2024

## Table of Contents

1. About PRME .....	3
2. About SDGs .....	5
3. Purpose .....	6
4. Values .....	9
5. Teach .....	11
6. Research .....	18
7. Partner .....	23
8. Practice .....	28
9. Share .....	32

## 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.





# Purpose

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

## Letter of Commitment

FSA ULaval demonstrates its commitment to PRME's Principles through the following letter from senior leadership.

### PRME Principle Purpose | Objects

#### Letter from the most senior officer committing to PRME's Principles

The mission of Université Laval's Faculty of Business Administration (FSA ULaval) is to contribute to the development of people, organizations and society through the unique character of its educational, professional and relational experiences, by its excellence in scientific research and by its social consciousness. This commitment is achieved with the ongoing collaboration of members of FSA ULaval and Université Laval, as well as local and international stakeholders.

Sustainable development and corporate social responsibility have long been part of FSA ULaval's priorities and actions. In several years now, the number of initiatives in connection with the Principles for Responsible Management Education (PRME) has increased substantially. These initiatives run the gamut of our activities, from our academic programs and course offering to research projects, collaborations with the business community and discussions with stakeholders.

FSA ULaval constantly strives to abide by the standards prescribed by PRME and the United Nations' 17 sustainable development goals. In consultation with many stakeholders, we drafted a strategic plan consistent with the values of our stakeholders and that reflects these standards and goals. This new plan was implemented in 2021, and all decisions and actions have been driven by the principles of excellence, audacity, openness, integrity and social consciousness. The strategic plan outlines four flagship projects, including Reflex FSA, the goal of which is to raise awareness among community members about issues that relate to social responsibility and sustainable development, as well as equity, diversity and inclusion.

The information submitted covers FSA ULaval's strategy, programs, projects, collaborations and other initiatives that support PRME, and more specifically certain actions undertaken from July 2023 to present. The last PRME Report 2021-2023 was disseminated to the Faculty, the entire community and stakeholders to everyone's great pride.

As Dean of FSA ULaval, I hereby reiterate my commitment to promoting and incorporating PRME within our School's activities, both now and into the future.

**Frank Pons**  
Dean

## Institutional Mission, Vision, and Strategy

The following outlines FSA ULaval's institutional mission, vision, and strategic approach to responsible management education.

### Mission, Vision and Strategy

FSA ULaval Mission, Vision and Strategy related to PRME


#### Relevant Stakeholders


Local and International stakeholders

#### Purpose

Placing equity, diversity and inclusion as well as social responsibility at the heart of the FSA ULaval community's development.

PRME Principle Purpose\_Mission, Vision, Strategy

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# Values

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

## RME Leadership Accountability

At FSA ULaval, accountability for responsible management education is structured as follows:

### Formalized Senior Leadership Role

#### **Responsible for RME**

The strategic plan outlines four flagship projects, including Reflex FSA, the goal of which is to raise awareness among community members about issues that relate to social responsibility and sustainable development, as well as equity, diversity and inclusion.

FSA ULaval reiterate the commitment to promoting and incorporating PRME within our School's activities, both now and into the future.

## Organizational Structure for RME

The following organizational entities at FSA ULaval are responsible for RME:

- ❖ The School has a research group and teaching leaders, the LIRSE, whose work informs and guides senior leadership's decisions.



# Teach

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

## RME Elements in Degree Programs

FSA ULaval integrates responsible management education into its degree programs through 6 different approaches:

Professor-Discretionary Course Topics

### Examples of topics in courses

Cultivating recognition at work

#### Department

Management

#### Learning Object Subject

Recognition at work

#### Educational Level

Open massive course (MOOC)

#### Learning Outcome

Discover different forms of recognition and the best strategies for applying them, and even for developing a solid recognition culture.

#### Interactivity Type

Online course with video clips, reading material and quizzes

#### Learning Object Description

The MOOC provides an introduction to the concepts and practices associated with recognition in the workplace. It is aimed at anyone who wants to see them implemented in their workplace, whether they are a human resources manager, a manager or a team member. At the end of the course, participants will be equipped with practical tools to help them implement best practices in their own work environment.

[Supporting Links](#)

### Examples of topics in courses

Graduate course in sustainable development management systems

#### Department

Management

#### Learning Object Subject

Sustainable development management systems

**Educational Level**

Graduate

**Learning Outcome**

Gain awareness of the complexity and challenges of environmental management through case studies, real-life examples and more theoretical reflections.

**Interactivity Type**

Online course

**Learning Object Description**

Environmental management systems, and more specifically ISO 14000 standards, provide the backdrop for a more global analysis of the human and strategic aspects of how organizations take sustainable development into account.

Systèmes de gestion du développement durable

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**Course-Level RME Learning Goals****Examples of course syllabi with course-level RME learning goals**

Course syllabi in Sustainable development and organizational management

**Department**

Management

**Learning Object Subject**

Sustainable development and organizational management

**Educational Level**

Undergraduate

**Learning Outcome**

Train managers who are concerned with the social and environmental responsibility of organizations, by fostering a broad, interdisciplinary understanding of the practices that enable sustainable development to be effectively and efficiently integrated into organizations.

**Interactivity Type**

Online course

**Learning Object Description**

The course will provide the conceptual and practical tools to better understand and implement sustainable development in organizations.

Plan de cours Développement durable et  
gestion des organisations

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## Program-Level RME Integration

### Description of degree programs with RME in the program-level learning goals and assessment rubrics

Incorporate EDI, CSR and SD in credited and non-credited programs, in credited and non-credited courses, and in various activities offered.

The School's degree programs all include learning goals in connection with EDI, CSR or ethics. For example, the undergraduate level includes the following objectives: "communicating effectively and with respect for others" and "considering ethical and social responsibility issues when analyzing financial data and making decisions." At the master's level, "developing ethical and socially responsible thinking" is one of the goals in the professional master's programs. The two research programs aim to teach students to "ensure compliance with the rules of ethics and integrity in the various stages of a research project." The AoL (Assurance of Learning) process, which was implemented several years ago, allows the School to rigorously measure the degree to which students have met program objectives and improve the quality of education on a continuous basis. FSA ULaval also offers a wide range non-credited continuing education activities, several of which cover principles of CSR, EDI or SD.

### Objectives related to RME

Objectives in undergraduate and graduate programs related to RME

#### Department

School of Accounting, Department of Finance, Insurance and Real Estate, Department of Management, Department of Marketing, Department of Operations and Decision Systems, Department of Organizational Information Systems

#### Learning Object Subject

Learning goals and objectives

#### Educational Level

Undergraduate and graduate programs

#### Learning Outcome

Gain exposure to cultural diversity & Have an ethical and a socially responsible attitude

**Interactivity Type**

Different modes are offered : face-to-face, online, hybrid and comodol

**Learning Object Description**

Students will be exposed in different courses of cultural diversity, and will be led to developed ethical and social attitude

[Supporting Links](#)

**Master's degree in Business Administration - Organizational Social and Environmental Responsibility**

Master's degree

**Department**

Management

**Learning Object Subject**

Sustainable development and organizational management

**Educational Level**

Graduate program

**Learning Outcome**

The overall objective of this program is to train managers by offering both general training in administration and more specialized training in corporate social and environmental responsibility.

**Interactivity Type**

Face-to-face, online, hybrid, comodol

**Learning Object Description**

The interdisciplinary MBA offers the advantages of an international-caliber graduate degree in management, while allowing to take more specialized courses on ethical and environmental issues. It develops the basic management skills needed to integrate these concerns into business practices.

[Supporting Links](#)

RME is in the signatory's educational vision, so that it drives the signatory's business model and all educational efforts, courses, programs, degrees, and non-degrees

## Description of the business model with RME in all educational efforts

FSA ULaval wishes to provide an educational experience based on experiential learning, quality teaching and constant support for students to ensure their success.

In the strategic plan 2021-2025, FSA ULaval pursues the following objectives related to RME in programs by :

- Incorporating EDI into credited and non-credited programs.
- Creating awareness activities and credited and non-credited programs for the internal and external community.
- Improving minority group representation by implementing a Faculty EDI policy.
- Facilitating access to our programs by Aboriginal students.

### Guest Speakers and Showcase Events

#### Examples of guest speakers and showcase events

Guest speaker on sustainable finance in a graduate course

**Date**

February, 2024 - February, 2024

**Location**

FSA ULaval, Québec

**Speakers**

Nancy Goudreau, General Manager of Sustainable Finance at Desjardins

Intervention in sustainable finance in graduate course

Intervention in sustainable finance in  
graduate course

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The signatory's pedagogical approach, which includes RME in all degree program design and pedagogical innovations



**Description of the Signatory Member's pedagogical approach, which involves RME in all degree program design and pedagogical innovations**

The Faculty is concentrating its efforts on making courses and programs more accessible to all, by offering a variety of course delivery options to ensure maximum flexibility : face-to-face, online, hybrid and co-modal courses. The Faculty raise awareness of PRME principles among teaching staff.

Pedagogical counselors are key facilitators of continuous program improvement. They work closely with faculty members to meet academic needs, and support the effective implementation of new methodologies and technologies, ensuring continuous improvement of courses and programs. Their role is essential in ensuring that educational practices evolve and that study programs are delivered using appropriate pedagogical methods.



# Research

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

## RME Elements in Research

FSA ULaval incorporates responsible management education into its research endeavors through 6 different methods:

### PhD-Level RME Courses

#### Examples of PhD-level course syllabi with course-level RME learning goals

The aim of this seminar is to enable doctoral students, as future researchers, to perfect and deepen their knowledge of qualitative research methodology with a spirit of openness to different research perspectives.

##### Department

Management

##### Learning Object Subject

Learning goals and objectives

##### Educational Level

PhD

##### Learning Outcome

Recognize the multidisciplinary nature of administrative sciences and its impact on the type of research favored by doctoral students and on the doctoral path; Make doctoral students aware of the importance of developing a spirit of openness to different research perspectives.

##### Interactivity Type

Seminar

##### Learning Object Description

This doctoral seminar is designed to enable each doctoral student to experience each stage of the research process, and to prepare them for the next steps in their doctoral career, in particular the comprehensive examination at the end of their studies.

Méthodologie de la recherche II

[View document](#)  [Download document](#) 

### Required Research Reporting

## Faculty members must report their responsibility-related research publications regularly

Once a year, teachers are required to submit an activity report listing their publications, including those related to RME.

This activity report provides a directory for each teacher, highlighting the contributions made over the years.

### Regular Research Seminars

#### Examples of responsibility-related regular research seminars

Financial Planning Summit 2024 which will address ethical and legal issues related to the use of AI in financial and tax planning, and how to overcome them.

**Date**

May, 2024 - May, 2024

**Location**

Centrexpo Cogeco Drummundville, Québec

**Speakers**

Gabriel Power, Full Professor at FSA ULaval, and other speakers

**[Supporting Links](#)**

The event enabled attendees to discover the current state of AI in the industry and explore the opportunities and challenges it presents for professionals and their orders.

### Research Conferences

#### Examples of responsibility-related conferences

2023 Power Grid Digitalization Forum

**Date**

October, 2023 - October, 2023

**Location**

Montreal, Québec

**Speakers**

Jacqueline Corbett, Full Professor at FSA ULaval, and other speakers

### [Supporting Links](#)

The forum covered the impact disrupters, on what can be done to harness disrupters to help transform utilities' core business functions.

## Research Awards Program

### **Research awards for responsibility-related research**

Every year, FSA ULaval recognizes the contribution of its teachers to the advancement of teaching and research in administration, as well as to the reputation of its faculties. A number of awards recognize the contribution of research professors: the Hermès Award for Excellence in Research, the Research Medal and the 1000 Citations Club.

Since 1986, The Hermès Award for Excellence in Research recognizes professors outstanding contribution to research.

Since 2009, The Research Medals are awarded to professors who have distinguished themselves by the national and international impact of their research results. These recognitions are mainly based on publications in internationally recognized research journals with a rigorous peer-review process.

Since 2013, The 1000 Citations Club award is for professors-researchers whose publications have surpassed the prestigious milestone of 1,000 citations according to the Thomson Reuters ResearcherID reference system.

Many of the professors who have received awards over the years have focused on sustainable development, responsible consumption, circulaire economy, equity, diversity and inclusion, and more.

## Dedicated Research Funding

### **Research funding specifically related to responsibility**

The Social Sciences and Humanities Research Council (SSHRC) is the federal research funding agency that promotes and supports research and training in the humanities and social sciences.

The SSHRC is financing the Canada Research Chair on the Internalization of Sustainable Development and Organizational Accountability, whose holder, Olivier Boiral, is a Full Professor at FSA ULaval. The mission of the Canada Research Chair on the Internalization of Sustainable

Development and Organizational Accountability is to analyze the integration of sustainable development in organizations, the transparency of information disclosed and the accountability of leaders in this area.



# Partner

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

## Partnership Approaches for RME

FSA ULaval partners with external stakeholders to advance responsible management education through 5 different approaches:

### Formalized Partnership Governance

#### **Examples of formal governance structures for partnering**

Connect FSA, one of the strategic plan's flagship projects, symbolizes proactiveness towards the external community. It brings together a range of initiatives including relationship management, education, and research with the local, national and international communities.

The creation in 2022 of the Desjardins Experiential Learning Centre reflects FSA ULaval's vision and mission to promote close collaboration among organizations, alumni and members of the teaching staff. The Centre contributes to the development of various educational activities, rooted in the reality of the organizational community, by facilitating the emergence of sustainable and solid connections with external partners (SMEs, large corporations, NPOs, cooperatives, entrepreneurs, etc.) The Centre is funded in large part by the Desjardins Group, one of the oldest financial institutions in Québec and the leading financial cooperative in North America.

### Collaborative Problem Solving

#### **Description of partnering activities that involve problem-solving**

A research project with researchers of FSA ULaval carried out in collaboration with the City of Trois-Rivières, which was interested in implementing a preemption system in its traffic lights. The project also counted on the collaboration of the Société de Transports de Trois-Rivières, which manages the city's public transit system, as well as a private freight transport company. The hypothesis studied is that preemption will have a cascading effect to increase mobility, reduce congestion, cut consumption and greenhouse gas (GHG) emissions, and reduce the risk of accidents and noise. The aim of the project was therefore to design optimized traffic light priority rules to improve fuel consumption and travel times for these heavy vehicles and buses, without adversely affecting air quality and surrounding traffic.

Once the pilot project has been approved and commissioned by the city, the results obtained (for GHG only) is as follows the total estimated saving is 784 tonnes of GHG per year for the 12 intersections in the city where the traffic lights have been upgraded to enable real-time phase change interaction without human intervention. If the system were developed for 30% of the



city's intersections (the segments most suitable for these heavy vehicles), this would correspond to just 50 intersections. This would translate into 3,200 tonnes of GHGs avoided per year in Trois-Rivières.

## External Community Dialogue

### Description of partnering activities that involve dialoguing

Conference and round table on Women in Economics

Keynote speaker Pascaline Dupas is a professor at Princeton University. She presented her work on gender dynamics in economics research seminars. "Gender and the Dynamics of Economics Seminars", carried out with Alicia Sasser Modestino, Muriel Niederle and Justin Wolfers. This is the first study to systematically examine "seminar culture" and quantitatively assess gender bias in this particular context.

### Dialoguing

Conference and round table about Women in Economics with members of the Centre de recherche sur les risques, les enjeux économiques et les politiques publiques (CRREP), of the Faculté des sciences de l'administration, the Faculté des sciences sociales and the Département d'économique de l'Université Laval, of the Centre interuniversitaire de recherche en analyse des organisations (CIRANO), of the Committee of Canadian Women Economists (CCWE), and of the Social Sciences and Humanities Research Council of Canada (SSHRC).

#### Date

April, 2024 - April, 2024

#### Location

FSA ULaval, Québec

#### Speakers

Members of the Centre de recherche sur les risques, les enjeux économiques et les politiques publiques (CRREP), of the Faculté des sciences de l'administration, the Faculté des sciences sociales and the Département d'économique de l'Université Laval, of the Centre interuniversitaire de recherche en analyse des organisations (CIRANO), of the Committee of Canadian Women Economists (CCWE), and of the Social Sciences and Humanities Research Council of Canada (SSHRC).

[Supporting Links](#)

Presentation of work examining gender dynamics in economics research seminars. "Gender and the Dynamics of Economics Seminars", carried out with Alicia Sasser Modestino, Muriel Niederle and Justin Wolfers, the first study to systematically examine 'seminar culture' and quantitatively assess gender bias in this particular context. Lecture and panel discussion.

## Collaborative Change Action

### Description of partnering activities that involve acting

A large-scale survey is conducted every year since 2019, led by a professor at the Department of Marketing in FSA ULaval, in collaboration with Unpointcinq, a digital information platform funded by the Québec government. The scale measure the attitudes of Quebecers towards climate challenges.

The survey is used to draw a psychographic profile of the population with regard to their feelings and attitudes towards climate challenges. The results are broadly disseminated in the media and on various platforms, thereby encouraging collective thought and discussion on these important issues.

## Knowledge Translation and Dissemination

### Description of partnering activities that involve informing

A one-day conference was organized by the Centre de recherche en technologies de l'information et affaires (CeRTIA), FSA ULaval's Department of Organizational Information Systems, and ISACA Québec.

The conference was inspired by OneInTech ISACA, highlighting inclusion, diversity and female leadership in technology. By including SheLeadsTech ISACA, the event celebrated women leaders and provided opportunities to meet and network.

### Evolving Together Conference Day

One-day conference organized by the Centre de recherche en technologies de l'information et affaires (CeRTIA), the Department of Organizational Information Systems at FSA ULaval, and ISACA Québec.

#### Date

March, 2024 - March, 2024

#### Location

Carré des affaires, FSA ULaval, Québec

**Speakers**

Josianne Marsan, Full Professor in FSA ULaval, and other speakers.

[Supporting Links](#)

This one-day conference is organized by the Centre de recherche en technologies de l'information et affaires (CeRTIA), the Department of Organizational Information Systems at FSA ULaval, and ISACA Québec.



# Practice

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

## RME Policy Implementation

FSA ULaval has implemented 4 policies to support its commitment to responsible management education:

Employee equity, diversity, inclusion

### **Policies on employee (including faculty) equity, diversity, inclusion**

EDI Policy

#### **Scope**

Corporate EDI Policy

#### **Enforcement Date**

April, 2023

#### **Revision Date**

May, 2025

#### **Number Of Pages**



10

#### **Publisher**

Board of Directors of Université Laval

#### **Media**

Document

Politique\_institutionnelle\_EDI\_CA\_19\_avril\_2023 [View document](#)  [Download document](#) 

Student equity, diversity, inclusion

### **EDI Policy**

EDI Policy

#### **Scope**

Corporate EDI Policy

#### **Enforcement Date**

April, 2023

#### **Revision Date**

May, 2025

**Number Of Pages**

10

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Politique\_institutionnelle\_EDI\_CA\_19\_avril\_2023 [View document](#) [Download document](#)

Sustainable Development Policy

**Other policies not mentioned above**

Sustainable development policy

**Scope**

Sustainable Development

**Enforcement Date**

February, 2022

**Revision Date**

May, 2025

**Number Of Pages**

12

**Publisher**

Board of Directors of Université Laval

**Media**

Document

Politique\_developpement\_durable [View document](#) [Download document](#)

Greenhouse gas emissions

## Policies on greenhouse gas emissions

Energy management policy

### Scope

All existing and future infrastructures and buildings over which the University holds a property right.

### Enforcement Date

February, 2018

### Revision Date

February, 2023

### Number Of Pages

8

### Publisher

Vice-Rector for Infrastructure and Transformation.

### Media

Document

Politique\_gestion\_energetique

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## Institutional Aspiration Targets

FSA ULaval has set aspiration targets in 5 different areas:

- ❖ GHG Emission Targets
- ❖ Building and Real Estate Targets
- ❖ Internal Transportation Targets
- ❖ Employee EDI Targets
- ❖ Student EDI Targets



# Share

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



## Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, FSA ULaval operates with the following approach:

### Full Transparency Disclosure

#### Website of disclosure of performance

Shared information on the Signatory's performance

##### Author

Marie-France Huet

##### Published Date

July, 2023

##### Degree Of Recognition

Local

##### Media Name

The PRME 2021-2023 report was shared with the entire FSA community: administrative staff, teachers and students, as well as members of the Faculty Advisory Board. It was distributed by e-mail, on the Intranet Zone and on the Faculty website.

##### Media Type

News Report

##### Duration

The News Report has 1 page and the Report has 37 pages.

FSA ULaval renouvelle son adhésion à  
l'initiative PRME de l'ONU

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SIGNATORY

# FSA ULaval

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Canada



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