

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

Excelia Business School, La
Rochelle, France

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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.





Purpose

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

Institutional Mission, Vision, and Strategy

The following outlines Excelia Business School, La Rochelle, France's institutional mission, vision, and strategic approach to responsible management education.



Values

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

RME Leadership Accountability

At Excelia Business School, La Rochelle, France, accountability for responsible management education is structured as follows:

Yes, but the role is formalized elsewhere within the PRME signatory's organization (e.g., center/institute leader, faculty/staff member), but not in senior leadership team

Organizational Structure for RME

The following organizational entities at Excelia Business School, La Rochelle, France are responsible for RME:

- ❖ Research-Focused Entity
- ❖ Teaching-Focused Entity
- ❖ Community Engagement Entity
- ❖ Given the scale of the climate change crises, a new unit of ecological and societal transition was created in 2023 attached to the Dean Excelia Business School and Deputy Director of Excelia (Group). The department oversees the development of School policies and creation of a comprehensive plan for ecological and societal transition across all functional areas (governance, school management - infrastructure and activities, teaching and programmes, research, student support services, executive education and stakeholder management). : Aspects of the new department will involve to: Revise and implement a responsible purchasing policy. Implement environmental, social and energy performance criteria on buildings regarding uses. Revise policies for staff and student travel and further the incentive policy for low carbon impact travelling. Revise and further develop policies for the prevention and reduction of pollution and overconsumption of resources. Reduce resource consumption, optimize recycling and use of renewable resources. Make the most of digitalisation in terms of environmental and social impact through a policy of digital sobriety. Develop a policy in favour of biodiversity through sustainable management and acting in favour of biodiversity: natural and cultivated environments, landscaped and developed areas. To carry out a carbon footprint and subsequent decarbonisation actions. To develop reporting mechanisms with tracking and performance indicators against time bound objectives to track our decarbonisation ambitions. To oversee the development of School's decarbonisation polices with the responsible services (such as purchasing, digitalisation, travel and internationalisation, human resource and training, curriculum development policies etc). The School has also created a new diversity and inclusion department dedicated to supporting students. It is headed up by the director of student engagement.



Teach

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



RME Elements in Degree Programs

Excelia Business School, La Rochelle, France integrates responsible management education into its degree programs through 6 different approaches:

Guest Speakers and Showcase Events

Professor-Discretionary Course Topics

Course-Level RME Learning Goals

Specific degree programmes in RME

In addition to RME outcomes across all Excelia programmes, Excelia has several dedicated programmes

Department

Degree Programmes

Learning Object Subject

CSR and Sustainable Development

Educational Level

Master Degree Programmes

Learning Outcome

Ce programme forme les managers de demain capables d'intégrer des objectifs de durabilité et de la transition des organisations, sur le plan opérationnel, une politique RSE/DD : bilan carbone, transition écologique, économie circulaire, gouvernance équitable... Il offre une formation 360° qui revisite l'ensemble des activités de l'entreprise sous l'angle RSE : le marketing, les ressources humaines, la supply-chain...

Interactivity Type

Master Programme

Learning Object Description

Specific Degree in RME

[Supporting Links](#)

Program-Level RME Integration

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

The MSc in Sustainable Finance focusses on the convergence of Finance and Sustainable Development. It has been designed to provide you with a comprehensive understanding of the financial systems and practices that champion environmentally and socially responsible investments, as well as the skills to identify the economic and financial risks and opportunities associated with sustainable business practices.

The programme focusses on how to finance renewable resources, the transition to low-carbon energy consumption and the promotion of the blue economy. This includes the development of new financial tools and products to meet the needs of climate-conscious stakeholders in the market. Furthermore, you will learn how to assess the physical and transitional risks associated with these transformations, in particular climate change.

[Master of Science \(MSc\) Sustainable Finance \(Bac+5\) | Excelia \(\[excelia-group.com\]\(https://www.excelia-group.com\)\)](#)

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

In addition to RME outcomes across all Excelia programmes, Excelia has several dedicated programmes.

MSc Sustainable Global Supply Chain Management

This programme, with its integral vision of purchasing and the supply chain, aims to educate future high-level executives capable of assuming operational and strategic positions and streamlining their companies' purchasing, supply chain and logistics processes. There is a strong focus on the stakes and risks involved in international operations and sustainable development.

[MSc Sustainable Global Supply Chain Management \(Bac+5\) | Excelia \(\[excelia-group.com\]\(https://www.excelia-group.com\)\)](#)

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

Ce programme forme les managers de demain capables d'intégrer des objectifs de durabilité et de la transition des organisations, sur le plan opérationnel, une politique RSE/DD : bilan carbone, transition écologique, économie circulaire, gouvernance équitable... Il offre une formation 360° qui revisite l'ensemble des activités de l'entreprise sous l'angle RSE : le marketing, les ressources humaines, la supply-chain...

Acquérir une expertise multidisciplinaire en développement durable couvrant les aspects managériaux, juridiques, économiques, comptables et financiers.

Maîtriser les enjeux de la Responsabilité Sociale des Entreprises (RSE) en identifiant les principaux acteurs, outils, et pratiques du secteur.

Explorer les nouveaux modèles économiques, les innovations sociales et managériales liées aux transitions durables.

Développer des compétences en conseil pour guider les entreprises et organisations dans l'élaboration de stratégies de transition économique, sociale et environnementale.

[Master of Science Développement durable RSE | Excelia \(excelia-group.fr\)](https://www.excelia-group.fr)

Specific degree programmes in RME

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Interactivity Type

Master Programme

Learning Object Description

Specific Degree in RME

[Supporting Links](#)

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

Humacité and Climacité

Humacité et Climacité Excelia is an independent, student centred higher education institution of a 'human' size that has put responsibility at the heart of its actions. Over 20 years ago the School started to train responsible managers and promote environmental sustainability in business. It was one of the first Schools to formally integrate experiential learning into its curricula and developed its Humacité mission as a curriculum embedded mission. The 'human' service-learning mission Humacité & Climacité (the environment service-learning mission) are key components in the School's approach to personal and professional development and contribute to training future citizens and managers who are aware of their duty and responsibilities to society and the environment as a whole. Excelia Business School (BS) aims to continually improve and confirm its position as a higher education provider recognised for its student employability, responsible management and as a significant driver of economic activity in its regions.

Department

Pole Inclusion and engagement

Learning Object Subject

Student engagement with CSR and Sustainable Development

Educational Level

All Degree Programmes

Learning Outcome

Huamcité : To train responsible citizens who are aware of their duty towards society, -Develop in an unknown context, listening, empathy, mutual aid and openness to others in understanding and respecting differences, -Discover social realities and develop a vision of how organisations work, -To live a unique and valuable experience at the time of professional integration.

Climacité : -To train responsible citizens who are aware of their duty towards the planet and its occupants (humans and other living beings), -To enable students to face societal challenges by

discovering their individual capacity for action, -To contribute to the training of future responsible managers in Sustainable Development & Social Responsibility, -Strengthen the employability of learners through a unique and impactful experience.

Interactivity Type

Experiential Learning

Learning Object Description

Humacité & Climacité: these are key components in the School's approach to personal and professional development and contributes to training future citizens and managers who are aware of their duty and responsibilities to society and to environment as a whole. 🏛️ Humacité is a humanitarian, social or civic service-learning initiative in France or abroad as part of their business management studies. It is based on the shared values expressed in the School's mission. Humacité has defined a precise framework to meet the objectives set, train responsible managers, as part of its manifesto of ethical and responsible business behaviour. It exposes students to cultural, social, economic, political and religious differences and thus helps to develop their humanitarian values, through their commitment to people in difficulty or who are disadvantaged or deprived of their fundamental rights. 🏛️ Climacité® is a key component in the School's approach to personal and professional development. Its key objectives are to train responsible citizens who are aware of their duty towards the planet, enable young people to face up to anxiety-provoking societal issues by discovering their individual capacity for action, contribute to the training in Sustainable Development & Social Responsibility of future responsible managers and strengthen the employability of learners through a unique and impactful experience.

[Supporting Links](#)

The Blue Education Experience

The Blue Education Experience is an educational project aimed at exploring the ecological and social transition using water as a focal point. As one of the most visible indicators of global warming, Excelia Business School considers water as a means of raising awareness of the challenges of global warming and the need for economic, organisational, social, and ecological transitions. The aim of Excelia Business School's latest educational initiative is to ensure students have a better understanding of the complexity of the issues involved and to enable them to develop a positive approach to action to help them identify solutions for change

Department

Faculty and Academic Affairs

Learning Object Subject

Water Management : Blue Education

Educational Level

All Degree Programmes

Learning Outcome

The aim of the Blue Education Passport is to certify that the students have completed a comprehensive syllabus on the theme of water: lessons (environmental science modules, CSR eModules, CSR fundamentals), hands-on water-related experiences (Climacité®, Humacité®, company-based assignments - impact and transformation through CSR, etc.), and the Sulitest TASK™.

Interactivity Type

Integrated Academic and Experiential Learning

Learning Object Description

The Blue Education Experience® aims to raise awareness and act for the ecological and social transition through the prism of water by broadening the knowledge base; by taking concrete action (learning expeditions, internships, associations, Humacité®/Climacité®) and certifying skills and aptitudes (Blue Education Passport).

[Supporting Links](#)

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

The School is committed to producing responsible professionals, operational in the workplace, with skills in ethics, responsibility, sustainability, and energy transition. At the School level one of the six transversal learning objectives concerns ethics, social responsibility and environmental transition and is assessed in each programme through our assurance of Learning (AOL) process. .

The achievement of this objective, is achieved through the academic curricula, programme experiences, including the Humacité and Climacité missions, an expert and trained faculty, the Institute for Social Responsibility through Innovation (IRSI) and through multiple other channels (public debates, conferences, awareness days).

All students benefit from a common base of knowledge provided by an online module "Introduction to Sustainable Development" (followed by an evaluation using the Sulitest). The Sulitest tool is structured around two parts: History and concept of sustainable development, and sustainable development issues. The Sulitest serves as a pedagogical support for the acquisition of knowledge and as an evaluation tool for this competency goal.

An additional case study, carried out by our faculty, is proposed for the evaluation of analytical skills (see more details in the baseroom). The Sulitest has developed a new certification of knowledge on CSR called TASK^[1] across all programmes which the School implements for all students in the Business School. TASK is an international certification “designed to assess our model of sustainability knowledge and to ensure that all individuals can incorporate the dimensions into their decisions” (<https://www.task-by-sulitest.org/>).

[1] TASK by Sulitest

Over the period 2020-2022, more than 2,500 Sulitests were taken by our students on all our programmes, i.e. +30% of our students. The objective for the institution, beyond the knowledge to be transmitted, is to develop the teaching methods to take into consideration the problems and an ecosystem that are evolving very rapidly (Post COVID context, climate change, war in Ukraine/Palestine, etc.).

These evaluations allow us to know that our students are aware of these issues but still have difficulties in identifying ethical dilemmas and taking action in a very changing context. The evaluations show varying results between cohorts, ranging from 59% to 95%.

The 'academic' modules dedicated to RME represent a total of more than one thousand teaching hours for the academic year 2022-2023, all programmes combined.

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

Affirmer notre positionnement RSE et Développement Durable ... - C'est inspirer :

- en étant qui nous disons être • par des conférences et des débats qui font référence • au travers de nos réseaux (PRME) • en valorisant nos Alumnis experts sur la RSE et l'environnement ainsi que le personnel d'Excelia • en lançant et/ou participant à des défis à fort enjeu : Campus 2025, La Rochelle Territoire Zéro carbone • en lançant la Children University (ou l'ouverture de l'école quelques jours par ans aux enfants pour les sensibiliser) - C'est innover : • en élargissant les cibles participantes aux missions Humacité et en innovant avec la mission Climacité (pour les étudiants, personnels, aux écoles : collèges, lycées...) • en transférant des compétences vers d'autres écoles qui ont besoin d'accompagnement
- en construisant en 2025 un nouveau campus zéro carbone • dans nos pratiques irréprochables (achat, emails...) : avec l'adoption de nouveaux labels comme le Campus Numérique Responsable • en favorisant la transdisciplinarité dans la pédagogie • en ouvrant de nouveaux champs de Recherche (climat et transition énergétique) • en mesurant l'impact des

projets menés par nos étudiants lors des simulations business : climat, transition énergétique, RSE, diversité - C'est inclure • par la Diversité pour les étudiants et les personnels (origine, handicap, genre...)

- en dispensant des formations intergénérationnelles • en dialoguant avec nos voisins sur des projets concrets (ruche sur le toit...) mais aussi plus stratégiques comme le campus 2025
- en proposant plus de tiers-lieux (Cantine RSE, nouveau Campus 2025...) • en devenant une Great Place to Work grâce à nos pratiques exemplaires en matière de confiance, de participation, de gouvernance participative, de qualité de Vie au travail et de bien-être de chacun - C'est impacter • notre pédagogie, nos offres de formation • notre Recherche qui s'impose comme une Recherche responsable et éthique (utilité) • nos Parties Prenantes / Entreprises, collectivités • nos personnels : plans de mobilité, nouvelles pratiques (numériques...), eau, bilan carbone personnalisé

Action 1 : Mettre en place une gouvernance garante du positionnement RSE et Développement Durable de l'École. - Développer des dispositifs de gouvernance qui incluent les attentes des différentes parties prenantes en termes de RSE et développement durable, et qui intègrent aussi particulièrement, dans les réflexions, les notions de diversité et d'égalité des genres. Cette gouvernance devra être capable de créer de la cohérence avec l'ensemble des décisions et actions d'Excelia, de démontrer l'engagement de la direction dans la démarche et amener tous les salariés à être le reflet de citoyens engagés et responsables. - Intégrer, dans le système de gouvernance actuel, des membres de la société civile identifiés comme porteurs d'enjeux sociaux et/ou environnementaux auxquels le Groupe Excelia a vocation à répondre. Si l'intégration dans le système de gouvernance existant n'est pas possible, il conviendra de créer une instance de gouvernance supplémentaire qui gouverne les stratégies RSE du groupe. Le plan d'actions qui en découlera permettra le déploiement effectif des décisions par les instances de direction de l'École et constituera une condition nécessaire à la réalisation des actions clés 2, 3 et 4.

- Action 2 : Développer les connaissances et les compétences de nos apprenants pour devenir des citoyens engagés et des managers responsables. - Contribuer à sensibiliser les apprenants aux enjeux comme l'égalité femme-homme, la gestion de la diversité, ou le respect de l'environnement. Cet axe intègre aussi bien les actions mises en œuvre par les apprenants et les diplômés dans le domaine social que celles déployées dans le champ de l'environnement (Humacité, Climacité). Il concerne aussi le déploiement des principes de RSE dans les curriculums, via le tryptique « Recherche – Enseignement – Expérientiel ». Il repose également sur la structuration et le renforcement de la communauté Excelienne à travers ses valeurs.

- Action 3 : Développer un modèle d'institution responsable envers ses collaborateurs. - Démontrer que nous sommes une institution qui s'efforce d'aller vers l'exemplarité via une politique d'amélioration continue, et ce sur l'ensemble de nos campus. Pour cela, différents sujets doivent être traités comme les conditions de travail, la sensibilisation et la formation des salariés afin de développer et préserver le capital humain. Plus largement, il s'agit de: 1)

réfléchir à nos modes de production, de consommation et de mobilité dans nos différentes activités pour réduire notre empreinte environnementale, 2) renforcer les valeurs éthiques dans les relations humaines. La diversité et l'inclusion des différents publics doivent être une préoccupation majeure. Les actions de solidarité (dons de congés, Humacité et Climacité ouvertes aux collaborateurs, mécénat de compétences ...) dans et en dehors de l'École doivent être mises en avant.

- Action 4 : Développer un campus à impacts social et environnemental positifs - Faire du futur Campus 2025 un véritable projet qui intègre diverses dimensions comme 1/ le respect de l'environnement (éco-conception du bâtiment, biodiversité ...) 2/ le rapport à la société et au territoire (tiers-lieu, décroissement ...) 3/ le bien-être au travail (pour les apprenants, les collaborateurs et les fournisseurs/sous-traitants) Ce projet doit être co-construit avec les différentes parties prenantes internes et externes. Il convient alors de considérer que ce campus fait partie d'un écosystème dont les impacts doivent être positifs pour nos parties prenantes et la société



Research

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

RME Elements in Research

Excelia Business School, La Rochelle, France incorporates responsible management education into its research endeavors through 4 different methods:

Regular Research Seminars

Research Conferences

Required Research Reporting

Faculty members must report their responsibility-related research publications regularly

Sustainable Development and Corporate Social Responsibility (SD and CSR):

- The School has a transdisciplinary research clusters in Corporate Social Responsibility. Approximately twenty researchers regularly produce contributions in the field of CSR and sustainable development and a dozen or so others on a more occasional basis. These contributions are diverse: scientific presentations, research articles in peer-reviewed journals, books, participation in academic associations, article reviews, etc. Those contributions are targeting the following topics: CSR strategies, sustainable finance – extra-financial reporting, socio-environmental accounting, green management control, green supply-chain, CSR teaching, social and solidarity economy.

The transdisciplinary research cluster in Corporate Social Responsibility. This had led to the following impact in academic communities:

- - ■ The School is an institutional member of ADERSE, a reference network for CSR teaching and research in higher education (Association for the Development of Education and Research on Corporate Social Responsibility). Pierre Baret (Head of the CSR axis and Director of IRSI) is a board member and currently Vice President. He is also on the Scientific Board and Vice-Chairman responsible for partnerships with ADERSE academic reviews.
 - ■ Excelia will organise the ADERSE 2023 Congress on the La Rochelle campus on June 1 and 2, 2023 in addition to a conference with companies and local authorities committed to CSR on May 31, 2023, on the day before organised by IRSI. The theme of the Congress will be “Implementation and

evaluation of responsible approaches within organisations". There will be 3 ranked scientific journals which have agreed to produce special issues for the congress. Special numbers:

- The journal Recherches en Sciences de Gestion - Management Sciences - Ciencias de Gestión (FNEGE 3) hosted a special issue "Implementing and evaluating responsible approaches";
 - The review Management and Social Sciences (FNEGE 4) hosted a special issue "Implementing and evaluating responsible approaches within African organisations";
 - The review Life and Science of the Company (FNEGE 4) hosted a special issue "Implementing and evaluating responsible approaches in the territories
- - ■ The School is an institutional member and member of the Board of RIODD (the International Research Network on Organisations and Sustainable Development). RIODD Réseau International de Recherche sur les Organisations et le Développement Durable (the International Research Network on Organisations and Sustainable Development).
- - ■ RIODD for the first time in 2019 organised and lead the editorial team for the best-case study in CSR. This first edition took place in in 2019 during the RIODD conference in La Rochelle. The 3rd edition of the case award took place during the RIODD Conference, which was held live from the University of Montpellier on 30th September 2021. The 4th edition took place 16 – 18 November 2022 at the Campus Condorcet – Aubervilliers.
- - ■ Call for papers in the journal Recherche et Cas en Sciences de Gestion (FNEGE 4-star publication). Excelia's Innov Case Lab directed a call for papers in the journal Recherche et Cas en Sciences de Gestion (FNEGE 4-star publication) on the theme 'Opérationnaliser la RSE (Putting CSR into practice)' for the journal Recherche et Cas en Sciences de Gestion (Research and Cases in Management Science).
- - ■ 40 members of faculty have benefited from Sustainability Mindset training: an innovative approach to develop a "sustainable development" mindset common to all management teachers and to go even further in teaching and research on four dimensions: ecological worldview, systems perspective, spiritual intelligence and emotional intelligence.

- Since 2012, approximately 30% of the School's core faculty publications in peer-reviewed journals were on the subject of sustainable development and CSR.
 - The influence of research active faculty can also be evidenced by the interest students take in the research orientation of the School, each year of approximately 600 final year dissertations submitted by students each year roughly 25% are on a business issue directly relation to ERS.
 - The School started to track the impact of its intellectual contributions in terms of contributing to strengthen the corpus of new knowledge and empirical evidence on the SDGs. Of the 491 intellectual contributions of the first period 2019-2021 analysed, about 25% deal with CSR issues and a general approach to the SDGs and a further 25% address directly one or several SDG issues. In 2020, 2021 and 2022, 226 contributions were directly and indirectly related to the 17 SDGs out of a total of 519 contributions, i.e. 44% of the intellectual output.

Distribution of intellectual contributions by SDG:

Sustainable Development Goal Number																	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	Total
0	1	7	18	26	1	10	53	40	19	30	49	37	0	0	3	2	296

**Some contributions can be linked to one or more of the SDGs, so the total is greater than the number of contributions.*



Dedicated Research Funding

Description of research awards for responsibility-related research

Les chaires

Plusieurs chaires existantes sont pilotées au sein de l'Institut de la Responsabilité Sociétale par l'Innovation et au sein de l'axe Responsabilité Sociale et Environnementale des Organisations.

Thématiques :

- **Stratégie, Normes et Management de la Responsabilité Sociétale** : cette Chaire œuvre pour la conception et l'opérationnalisation de stratégies de responsabilité sociale (RS) dans les entreprises et plus largement dans tout type d'organisations. Son objet est d'appréhender l'ensemble des dispositifs (formation et implication des collaborateurs, appropriation et apprentissage organisationnel, formalisation des processus, hiérarchisation des priorités, etc.) sous-jacents à l'élaboration et la mise en œuvre de démarches responsables.
- **Comptabilité élargie et finance durable** : cette Chaire vise à créer, développer, adapter et analyser de nouveaux modèles, outils et solutions permettant aux organisations de piloter et rendre compte de leurs démarches responsables. Cette chaire s'intéresse à la comptabilité élargie, au contrôle de gestion et au reporting extra-financier. Elle intègre également tous les outils de gestion qui permettent de mieux comprendre et contrôler les enjeux RSE (au niveau RH, environnement, supply chain, etc.). Ici aussi, la recherche-intervention et la méthodologie le plus fréquemment retenue.
- **Développement durable et territoires** : cette Chaire s'intéresse à toutes les approches de nature écosystémique (tiers lieux, écosystèmes, projet locaux), qui peuvent se développer aux seins des territoires, afin de gérer un commun (transition énergétique, ressources locales, durabilité, patrimoine touristique, etc.). Elle vise à comprendre comment des acteurs institutionnels et individuels peuvent se coordonner autour de projets pour gérer des communs naturels ou intangibles.
- **Supply Chain durable** : cette Chaire vise à promouvoir le développement durable et la RSE tout au long de la chaîne d'approvisionnement des organisations (multinationales, PME, TPE, services publics, associations...). Depuis l'extraction des matières premières jusqu'à la fin de vie du produit ou du service, cette chaire permet d'adresser des questions telles que les achats responsables (norme ISO 20400), la sélection et la gestion des fournisseurs, le respect des droits de l'Homme dans un contexte de globalisation des activités commerciales, l'empreinte carbone des processus de transport, production et transformation ainsi que la gestion des flux de retours, la digitalisation de la supply chain, les relocalisations industrielles, l'identification et l'engagement des parties prenantes internes et externes à la supply chain.

- **Innovation sociétale** : cette Chaire rassemble des projets de recherche portant sur les partenariats et les organisations alternatives permettant de repenser nos modèles de production et de consommation dans une perspective plus durable.



Partner

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

Partnership Approaches for RME

Excelia Business School, La Rochelle, France partners with external stakeholders to advance responsible management education through 4 different approaches:

Knowledge Translation and Dissemination

Key events of the previous 5 years

The School organises regular events according to the various stakeholders. These englobe those related to teaching, research, social inclusion, and target our internal or external teaching and research community, our learners and our business partners and other wider stakeholders. Events can be oriented around collaboration on new research, dissemination of research or best practice, awareness raising, or promoting service provision to our learner population and business and community stakeholders. Events are published according to the target audience using the School website, social media, and the internal communication systems. Feedback and reporting on the events are also communicated and shared using the same communication means in addition to general School reporting.

Relevant Stakeholders

All Stakeholders of the institution

Purpose

CSR and Sustainability events

KEY HIGHLIGHTS OF THE PREVIOUS FIVE
YEARS RESEARCH EVENTS

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

Radio Broadcasts to support dissemination

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Between 2019 and the end of 2023, 33 programmes have been produced and hosted addressing themes such as the Circular Economy, the Challenges of Coastal Protection, and Responsible Innovation. These broadcasts are aimed at:

- radio listeners, to highlight local players and initiatives in favour of SD and CSR, and Excelia Faculty member who are working on the same issues; ■ students: the School's Faculty use the podcasts in their lessons to illustrate SD and CSR themes.
- the guest players (some of whom are partners) and their networks, as the programme enables IRSI-Excelia to raise its profile in the region and strengthen the local roots that have served to differentiate the School's SD and CSR expertise for over 20 years now. The societal impact of this programme is significant:
- RCF has an audience of 600,000 listeners every day and now has 64 local radio stations and 270 frequencies in France and Belgium;
- the broadcasts are promoted via the School's social networks (LinkedIn, X) and those of the radio station (LinkedIn, weekly newsletter).

External Community Dialogue

Description of partnering activities that involve dialoguing

Case Studies in CSR : In addition to the research publications and events, the School has published cases for the academic community. Many of the case studies published through Innov Case Lab are on the theme of CSR. In 2014-2015, the School established a case centre, **INNOV Case Lab**, to support its mission as a research-based educational institution and to strengthen its teaching and research strategies. Faculty has engaged in a dynamic and collaborative process with the private sector and worked with companies to explore current management situations. Published cases allow learners to experience course concepts through real-life situations. These case studies are peer-reviewed and disseminated by the major case centres: CCMP, The Case centre, HEC Montreal.

Beyond the usual operation of business schools, Excelia wanted to contribute to an upscale of these teaching tools and wanted to develop a whole system in favour of the creation of case studies.

A team of referent teachers representing all the teaching areas are the driving force behind the system. Each one is in charge of publishing cases in his or her field of study, but also of working towards the recognition of these tools by the scientific community by organising case workshops and case prizes.

Innov Case Lab organiser and lead of editorial teams in CSR

- For the best-case study in CSR at the International Research Network on Organisations and Sustainable Development (**RIODD Réseau International de Recherche sur les Organisations et le Développement Durable**). The 3rd edition of the case award took place during the RIODD Conference, which was held from the University of Montpellier on **30th September 2021**. The 4th edition took place **16 – 18 November 2022** at the Campus Condorcet – Aubervilliers, France.
- For the workshop on case methodology at the Rendez-vous Champlains on Tourism Training and Research symposium co-organised by Excelia.
- Excelia's Innov Case Lab in 2022 directed the call for papers in the journal Recherche et Cas en Sciences de Gestion (FNEGE 4-star publication) on the theme 'Opérationnaliser la RSE (Putting CSR into practice)' for the journal Recherche et Cas en Sciences de Gestion (Research and Cases in Management Science).

Impact of the School's Case study Lab, Innov Case Lab

- 64 case studies published since its creation (32 peer reviewed). 6 of the 12 peer reviewed case studies in 2022 published were on the theme of CSR..
- *Innov'Case Lab* has become an organiser and lead of editorial teams for the:
- Annual Prix AFMAT (Association Francophone de Management du Tourisme) / INNOV Case Lab for the best-case study in Tourism Management (partnership of the French national case study clearing house, Centrale des Cas et Médias Pédagogiques (CCMP), INNOV Case Lab and AFMAT).
- The best-case study in CSR at the International Research Network on Organisations and Sustainable Development (RIODD Réseau International de Recherche sur les Organisations et le Développement Durable).
- The workshop on case methodology at the annual Rendez-vous Champlain Tourism Training and Research symposium.
- A new educational case study was produced in the form of cartoon strips (the famous French Bande dessinée). Called 'The Kalaalit Nunaat', it is about the challenges of tourism growth in Greenland, and related environmental constraints. It was developed by Marie-Noëlle Rimaud with Aurelie Calmet, a renowned naturalist designer.
- Through the CCMP, in 2022-2023, 30 campus licences of the School's case studies were sold with an average utilisation of 110. According to the CCMP this is the equivalent of 3300 (30x110) utilisations of the cases of Excelia Business School.
- The following are examples of Case Studies published by the School made available to the wider academic learning community.

[Case Centre Excelia | Excelia \(excelia-group.com\)](https://www.excelia-group.com)

CDEFM and Excelia: Problem solving: joint problem-solving with external partners in a purposeful relationship

The CEO and Director General of Excelia along with faculty members worked with the business school representative group in France, the CDEFM (Conference of Directors of French Business Schools), in conjunction with the CEFDG (National Commission for the Evaluation of Training and Qualifications in Management) and the MESR (Ministry for Higher Education and Research), as part of a task force responsible for drawing up a set of guidelines specific to the training needs of young students and business schools.

Author

CDEFM (Conference of Directors of French Business Schools)

Published Date

June, 2023

Degree Of Recognition

National/International

Media Name

CDEFM (Conference of Directors of French Business Schools) Website

Media Type

Booklet

Duration

11 pages

[Supporting Links](#)

Description of partnering activities that involve problem-solving

Services provided by the Schools concerning Ethics, Sustainability and Responsibility to the management profession

The School focusing on CSR uses a form of action research called '*recherche intervention*' since 2005. Part of the ambition for is to contribute to rethinking the role of the firm in society to equip students with competencies to serve future business. Faculty have worked with 12 companies since 2012 corporations who have funded research in the CSR and ISO 26000 Chair, the Transport and Sustainable Development Chair, the Energy Transition Chaire and the Diversity Chaire.

School's contribution to business and wider society

- 12 corporations have funded research in CSR since the start IRIS, Transport and Sustainable Development, Energy Transition and Diversity (*Inter Mutuelles Assistance, Fleury Michon, Cévital, Alstom, Transports Hautier, Voies Navigables de France, Réseau Ferré de France, EDF, La Poste, Engie, CASE, FASE -Ferroviaire Asie-Europe and Corolo Spread&Cole*).
- Created in 2005 a network of firms as a think tank on CSR issues and to exchange practice called RER (Rencontre Environmental La Rochelle), first created for La Rochelle but now with national reach with the every second meeting held in Paris.
- Active member of *Organisation pour le Respect de l'Environnement dans l'Entreprise* (OREE), a French network for exchange and advanced thinking in CSR issues. School faculty have contributed to their white papers on Non-Financial reporting and the position of firms in their local environment.

Impact on corporations partnering in the research chairs in the region include:

Fleury Michon (3 renewed endowment cycles): the research programme also explored CSR and sustainability issues linked to the challenges and practical implications of implementing ISO 26000. Deliverables include training 100 top managers of the group on the organisational challenges of implementing ISO 26000, the elaboration of a corporate CSR strategy and annual action plans to adopt CSR programmes within their practices and maintain internal control of risk management.

Transport Hautier: the research programme explored CSR and sustainability issues linked to the challenges and practical implications of implementing ISO 26000, within a family-owned SME. Deliverables included a CSR strategy and implementation plan to accompany the family-owned company in its succession planning.

SocialCoBizz: The association (initiated by the integration groups Ares and Vitamine T and the impact investment company Investir aims to bring about a more inclusive society, by deploying the structuring models of social and economic cooperation with impacts, particularly between "classic" companies and actors of the Social and Solidarity Economy (SSE). The most successful and socially innovative model is the Social Joint Venture. The partnership agreement established in 2021 focuses more particularly on innovative forms socio-economic, socio-political and ecological partnerships between territorial actors (companies, associations, communities, civil society, etc.) that promote the transition to a more inclusive society that respects living environments.

Humacité and Climacité

Humacité et Climacité Excelia is an independent, student centred higher education institution of a 'human' size that has put responsibility at the heart of its actions. Over 20 years ago the School started to train responsible managers and promote environmental sustainability in business. It was one of the first Schools to formally integrate experiential learning into its curricula and developed its Humacité mission as a curriculum embedded mission. The 'human' service-learning mission Humacité & Climacité (the environment service-learning mission) are key components in the School's approach to personal and professional development and contribute to training future citizens and managers who are aware of their duty and responsibilities to society and the environment as a whole. Excelia Business School (BS) aims to continually improve and confirm its position as a higher education provider recognised for its student employability, responsible management and as a significant driver of economic activity in its regions.

Department

Pole Inclusion and engagement

Learning Object Subject

Student engagement with CSR and Sustainable Development

Educational Level

All Degree Programmes

Learning Outcome

Humacité : To train responsible citizens who are aware of their duty towards society, -Develop in an unknown context, listening, empathy, mutual aid and openness to others in understanding and respecting differences, -Discover social realities and develop a vision of how organisations work, -To live a unique and valuable experience at the time of professional integration.


Climacité : -To train responsible citizens who are aware of their duty towards the planet and its occupants (humans and other living beings), -To enable students to face societal challenges by discovering their individual capacity for action, -To contribute to the training of future responsible managers in Sustainable Development & Social Responsibility, -Strengthen the employability of learners through a unique and impactful experience.

Interactivity Type

Experiential Learning

Learning Object Description

Humacité & Climacité: these are key components in the School's approach to personal and professional development and contributes to training future citizens and managers who are aware of their duty and responsibilities to society and to environment as a whole. 🏢 Humacité

is a humanitarian, social or civic service-learning initiative in France or abroad as part of their business management studies. It is based on the shared values expressed in the School's mission. Humacité has defined a precise framework to meet the objectives set, train responsible managers, as part of its manifesto of ethical and responsible business behaviour. It exposes students to cultural, social, economic, political and religious differences and thus helps to develop their humanitarian values, through their commitment to people in difficulty or who are disadvantaged or deprived of their fundamental rights.  Climacité® is a key component in the School's approach to personal and professional development. Its key objectives are to train responsible citizens who are aware of their duty towards the planet, enable young people to face up to anxiety-provoking societal issues by discovering their individual capacity for action, contribute to the training in Sustainable Development & Social Responsibility of future responsible managers and strengthen the employability of learners through a unique and impactful experience.

[Supporting Links](#)

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Ocean Hackathon: Co-organiser of the Ocean Hackathon highlighting innovative projects to protect our oceans with the active participation of Excelia students.

The Ocean Hackathon® is a global event that brings together ocean enthusiasts, technology experts, students and scientists to work in teams and solve ocean-related challenges. The La Rochelle 2023 edition took place at Excelia in November 2023, in co-organisation with Excelia, the Village by CA CharenteMaritime Deux-Sèvres and CES16I La Rochelle. As part of its XL Entrepreneur approach, Excelia has invited its students to take part in the Ocean Hackathon®. Each team is made up of participants from all backgrounds, including professionals, and is coached by an expert. Over the last 3 editions, about 30 Excelia students out of 80 student participants joined this event.

The societal impact of this event, in which Excelia's students participate, is fourfold:

- helping to develop sustainable solutions for local businesses;
- enabling business leaders to use 700 sets of data from the international community and marine science and technology players (academic, scientific, economic and institutional);
- help develop local DATA partnerships to ensure greater consistency with local projects;
- enhance the student's soft skills and environmental awareness by contributing to practical solutions to protect the marine environment



Practice

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

RME Policy Implementation

Excelia Business School, La Rochelle, France has implemented 7 policies to support its commitment to responsible management education:

Greenhouse gas emissions

Water

Policies on water

The School's water management policy. Excelia is committed to an ambitious water management policy on all its campuses. The actions that will be carried out are as follows: Reduction of water consumption by 20%. Reuse of water through the implementation within 2 years of a vast rainwater recovery system on campuses. Substitution of plastic water bottles with water fountains and water bottles, from September 2023. Promotion of a culture of water conservation among students, employees and the entire community.

Scope

Institution

Enforcement Date

January, 2025

Number Of Pages

3

Publisher

Internal School Policy

Media

School Website

[Supporting Links](#)

Buildings/real estate

Local staff/student/faculty transportation

Travel

Employee equity, diversity, inclusion

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

The School has a range of policies covering employee (including faculty) equity, diversity, and inclusion. A diversity and inclusion strategy has been developed and implemented at the institution level through 5 actions.

1. Developing a diversity policy for staff It aims at fostering gender equity in career progression; applying non-discrimination policy in recruitment, fostering the recruitment of international faculty members; and bringing more diversity in all HR policies. The French mandatory gender equity compensation indicator has continuously progressed since the past four years (out of 100 points): from 66 in 2020, 75 in 2021, 85 in 2022 to 90 in 2023.
2. Deploying upskilling policy for all staff A robust training plan for staff has been deployed. In 2022, 91,6% of our employees had at least one training. The annual facilitation of the Disability awareness week helps to keep raising awareness on disability at work.
3. Deploying responsible and inclusive governance through the introduction of a new committee in 2023 - the Stakeholders committee involving students, companies, institutional representatives and employees. Its mission is to elaborate proposals to better align Excelia's strategy on its ambitions in terms of environmental and social transition.
4. Supporting inclusive and diversity policies through within the HRT department: a position dedicated to change management
5. Well-being and quality of life at work Since 2021 This includes homeworking policies, the Psycho-social risk mitigation through training action delivered for all managers in 2023.

Scope

Institution

Enforcement Date

January, 2022

Number Of Pages

1

Publisher

School Policy

Media

School Website

[Supporting Links](#)

Student equity, diversity, inclusion

Policies on student equity, diversity, inclusion

The main objective of our diversity and inclusion strategy is to ensure that all learners, regardless of their background, have equal opportunities for education and professional success. The 'ECHOS' programme promotes integration, gender equality, and supports disabilities, athletes, and entrepreneurs. Integration into programmes involves adapting practices, aligning teaching methods, and providing personalised support, including scholarships. Excelia Foundation has played a significant role in aiding students facing challenging financial situations and supporting responsible projects. The main achievements since 2019 are: Sexual Harassment Policy - Strengthened through collaboration with L'Oréal Paris' Stand Up programme, Hollaback!, and Fondation des Femmes. - Tailored anti bullying and sexual harassment training for association leaders and hosting annual student-awareness events. - Auxilium' Program (since 2021): Student network detects bullying and sexual harassment, ensures prevention at major events. - XL Care Forum: Integrates bullying and sexual harassment prevention, focuses on well-being, fostering awareness. Disability Initiatives – Our building are all adapted for People with Reduced Mobility (PRM) with the final renovations made in 2022-2023 at the Orléans campus. – Excelia received an Education & Handicap label in June 2021 – Excelia 122 disabled students in 2022-23, (+71% increase compared to 19-20). Sports Partnerships - Collaboration with sports entities saw ten athletes receive pedagogical adaptations in 2022-23 and weekly monitoring. Entrepreneurship Support - 33 students across diverse programs received the Student National Entrepreneur (SNEE) status in 2022-23, supported by the XL Entrepreneur programme

Scope

Institution

Enforcement Date

September, 2020

Number Of Pages

1

Publisher

Internal School Policy

Media

School Website

[Supporting Links](#)

Institutional Aspiration Targets

Excelia Business School, La Rochelle, France has set aspiration targets in 4 different areas:

- ❖ Water Conservation Targets
- ❖ GHG Emission Targets
- ❖ Building and Real Estate Targets
- ❖ Travel Reduction 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, Excelia Business School, La Rochelle, France operates with the following approach:

Full Transparency Disclosure

Website of disclosure of performance

CSR report

Author

Excelia

Published Date

August, 2024

Degree Of Recognition

National/International

Media Name

School Website

Media Type

Report

Duration

32 Pages

[Supporting Links](#)

SIGNATORY

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