



Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development
- SDGs in student engagement activities
- SDGs into community activities
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals

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Manifesto for a Sustainable Future

GEM's drafted its first CSR Charter 10 years ago. In 2020 given the current context of environmental, societal and economic emergencies in a world impacted by the pandemic, the Sustainability Committee wanted to update this document in order to strengthen our commitment, share it with all our stakeholders, raise awareness and bring it to the heart of GEM's strategy while aligning it with the school's 2050 strategy. The Sustainability Committee's Governance, Strategy and Engagement working group co-constructed with key stakeholders (students, staff, faculty, pilots of the operational working groups) the new "Manifesto for a Sustainable Future" going beyond the concept and limits of CSR.

Key objectives for our Charter:

- Commitment & Responsibility: To commit individually and collectively
- Culture & Community: Sharing values and a common language in line with GEM's strategy and with links to the SDG's
- Impact & Meaning: Establish a framework to develop common objectives and concrete actions
- Dissemination & Legitimacy: Giving visibility to our systemic approach and shared values

Targets - All the GEM internal and external stakeholders, especially incoming students are encouraged to sign it electronically, comment on it and commit to sharing these values and commitments.

Dissemination Method –Voluntary distribution and electronic signature application proposed systematically at the beginning of the academic year during integration and orientation activities along with signing of other charts and rules and regulations) or during special events. It is displayed in all the classrooms, meeting rooms, and other key spaces in the school like the faculty lounge. New name "manifesto" selected by an open vote on our school's internal social network.

Results: Enabled the school to converge our global strategy and mission with our institutional engagement to formulate our "raison d'être" and transform our legal status to become a Société à Mission. "To provide responses, through training and research, to the major challenges of the ecological, societal and economic transition and to contribute to a more resilient, fairer, more peaceful and more responsible world." <https://en.grenoble-em.com/news-grenoble-ecole-de-management-first-french-grande-ecole-become-societe-mission>

BENEFITS

1. Shares GEM's values and culture and engages all our internal stakeholders in mission, culture, commitments and priorities of the school and raises their awareness of the SDG's
2. Resulted in a common framework for our school's key sustainability objectives, a prism for strategic decision making and aligns them with the SDG's that serves our new status as a "Société à Mission"
3. Accelerated and facilitated the transformation of GEM to a "Société à Mission" fully integrating sustainability at the heart of our school's strategy and governance.
4. To be part of a school that tangibly demonstrates its societal commitment and values.
5. To guarantee that what is preached is practiced = walk the talk.
6. To actively participate in a collective project as stakeholders of a Benefit Company.
7. To give deeper and shared meaning to daily activities and work.

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CONCLUSIONS

Integrating sustainability fully into the strategy and governance of our school is result of the nurturing the growing internal dynamic and initiatives undertaken over 10 years ago with the constitution of our first sustainability steering committee and the writing of our first CSR Charter. It has required time, patience, persistence and has been especially strengthened by the increased engagement and demand from our students to nurture the maturation of this change movement from the roots up. Externally, due to the increasing emergency of the climate crisis, rapid extinction of biodiversity and the current pandemic has also affected strategic decision-making and public opinion to accelerate this transformation.

As any sustainability professional knows – whether in education or industry – if sustainability is not integrated fully in the strategy and governance of an organisation, the impact and maturity of initiatives will be limited and slow to grow. Charters and manifestos are just first steps that are symbolic but necessary and create a common frame of reference for values and action within organisations. As a business school in France, we were able to transform this symbolic document into a “raison d’être” and a legal status that will hold us truly accountable with regular reporting, consultation and external evaluations. We recommend that schools fully engage with these types of tools, commitments and full accountability – like a Société à Mission - to ensure embedding sustainability and creating constraints and obligations to keep them on track for a sustainable future.

GEM’s Sustainability Committee Logo



GEM’s Manifesto for a Sustainable Future – Electronic Signature App

GRENOBLE ECOLE DE MANAGEMENT
MANAGEMENT INNOVATION RESPONSIBILITY

The GEM Manifesto for a Sustainable Future

Through our expertise in Management of technology and innovation, our close link with our territory and ecosystem, and our capacity to anticipate and accompany transitions, we are using education and research to provide responses to the great challenges of the 21st century and therefor contribute to a world that is more just, more peaceful and more responsible.

In the coherence with our mission, Grenoble Ecole de Management (GEM) is publicly committed to respecting the principles of [Global Compact](#), [PRME](#) and the UN 17 SDGs ([Sustainable Development Goals](#)) Agreement.

In alignment with the 2020-2025 strategic plan, GEM invites its stakeholders to commit with us to act for a real ecological, economic and societal transformation:

- Act ethically and defend the physical and moral integrity of people: refuse any behavior or speech that violates the rights, health and dignity of each individual ([SDG 3](#))
- Defend the right to be different, encourage diversity and oppose all forms of discrimination, in particular by ensuring gender equality ([SDG 5 and 10](#))
- Promote access to quality education for all, work for inclusion and equal opportunities ([SDG 4](#))
- Promote solidarity and the principles of economic peace and fight all forms of corruption and violence ([SDGs 11, 16 and 17](#))
- Recognize the ecological emergency by actively fighting against global warming by preserving natural resources and biodiversity, in particular through our Zero Waste ambition ([SDGs 12 and 13](#))

And encourages its participants and stakeholders to respect and uphold these principles.

I renew my commitment and I add my signature

297 colleagues have already signed the GEM Manifesto for a Sustainable Future
188 adjunct faculty have already signed the GEM Manifesto for a Sustainable Future
936 students have already signed the GEM Manifesto for a Sustainable Future