

Charter of societal responsibility and commitments of IAE Lyon Community Members

As Members of IAE Lyon community,
we commit ourselves to:

- 1. Integrating the societal dimension into the work, missions and responsibilities of everyone.**
- 2. Reducing every day our environmental impact.**
- 3. Developing and educating responsible citizens with an open outlook and awareness of their managerial responsibilities.**
- 4. Developing our activities with objectives, consistent actions and result analysis in a perspective of continuous progress.**
- 5. Maintaining responsible and respectful relationships.**
- 6. Building group times and projects to share good working practices.**
- 7. Fostering exchanges to identify individual professional specificities in line with our values and missions.**
- 8. Looking beyond usual work collectives to integrate dynamics of extended cooperation.**
- 9. Combining expectations and requirements from the academic world and the external partners while promoting well-being and balances.**
- 10. Being responsive and proactive towards our various stakeholders.**

think large



Societal Responsibility IAE Lyon Charter of commitments

Societal responsibility is built into IAE Lyon DNA.

At IAE Lyon, we believe that societal responsibility reflects the founding values of our School of Management and guides its developments in terms of programmes, research and support activities in favour of the diversity of its stakeholders. The impacts of these activities on the worlds and the city are meaningful. This responsibility applies in the day-to-day reality of our professional lives. It contributes to enhancing IAE Lyon image and to optimizing our collective achievements.

Societal responsibility is integrated into strategic areas because it cannot be limited to the provision of Ethics and CSR courses and to energy and paper-saving measures. IAE Lyon educates tomorrow's managers who will have to contribute to sustainable prosperity and to the international openness of businesses and their local territories.

Following several working seminars on the theme of CSR at IAE Lyon, participants have wished to formalize their responsibilities and commitments into a document in order to share them. This document also aims to highlight the fact that, each individual, each team and all staff within IAE Lyon are committed to a certain kind of exemplarity in terms of societal responsibility, beyond statutory and professional obligations. This is a necessary condition for fully playing our part as a public institution, socially responsible for the impacts of its activities.

Societal responsibility has existed since the IAE were established in 1955 by Gaston Berger, philosopher and humanist, for whom prospective requires to « **look ahead, think large, deep, think of man, take risks.** ». in Berger, G. (1959). Sciences humaines et prévision. Encyclopédie Française.

Societal responsibility is focused on four specific missions:



PROMOTING A MANAGEMENT OPEN TO THE WORLDS AND PROUD OF ITS HUMANISTIC DIMENSIONS

As a strongly internationalized School of Management, IAE Lyon adopted « Think Large » as its institutional baseline in order to reflect a spirit combining adaptability and openness. It involves in particular the development of learning programmes integrating the « Management

and Humanities » dimension and the promotion of a vision of research in Management and Management Science that is open to the diversity of methodological approaches and epistemological stances.



INTEGRATING DIVERSITIES

IAE Lyon plays a part in Public Higher Education and upholds republican values, in particular those related to equal opportunity, upward social mobility and public service missions. IAE Lyon supports educational and professional integration projects of young people, employees and executives in professional reorientation. Since its establishment, IAE Lyon has played a major role in the field of social promotion by educating students and continuing education participants and preparing them to enter the labour market and be responsible for innovation and openness

in the organisations and regions in which they will be working during their career. Either in pre-experience, field-based or continuing education, IAE Lyon educates double-skill managers and specialists, entrepreneurs and experts of various backgrounds and ages with an aim to developing inter-generational dimensions. In particular, IAE Lyon offers refresher programs for active managers in a context in which careers are less and less linear and more and more demanding.



EDUCATING SOCIALLY SENSITIVE AND RESPONSIBLE MANAGERS

by offering educational methods and programmes aiming to educate skilled managers aware of their societal responsibilities and open to the links between Management and Humanities. IAE Lyon expects its graduates to not only have a solid basis of general and technical knowledge and know-how but also to have the ability to gain perspective and learn to anticipate thanks to a great open-mindedness including towards the variety of international worlds. The question of societal responsibility has therefore been taken into account in the

various programmes (Marketing, Finance, Human Resources, Operations Management, Information Systems, etc.) and builds on programmes dedicated to CSR and sustainable development. The implementation of these programmes should foster dialogues and openness to the worlds between -Faculty, students, businesses, public authorities and local institutions, consumers, media, and all stakeholders interested in global social responsibility and sustainable development.



DEVELOPING SOCIETAL IMPACTS OF IAE LYON RESEARCH

IAE Lyon is a place for producing, questioning and disseminating knowledge in the fields of Management Science and Business Administration. Research conducted at IAE Lyon aims to answer IAE stakeholders' questions, in particular in the area of corporate social responsibility. The objectives related to enhancing understanding of the role and impacts of

companies on the creation of sustainable social, environmental and economic value are part of the research activities of the IAE Lyon Magellan Research Center, in particular within its cross-cutting research group on Management and Societal Responsibility of Organizations.

**In 2013, IAE Lyon joined the UN Global Compact
and the PRME initiative.**



PRME
Principles for Responsible
Management Education

iae.univ-lyon3.fr