

A photograph of a woman with long brown hair, wearing a dark blue sleeveless top and light-colored shorts, sitting on a white metal bench. She is leaning against the trunk of a large, old tree with thick, textured bark and lush green leaves. She is holding and reading a book. A vibrant yellow and red wavy line graphic, resembling a stylized ribbon or a path, curves around the tree and the woman, adding a dynamic element to the scene. The background shows more trees and a glimpse of a building in the distance.

# **5<sup>TH</sup> CORPORATE SOCIAL RESPONSIBILITY REPORT**

DECEMBER 2024

At BSB, we believe in young people and in each of our students.

We are here to provide the necessary support to help them realise their full potential and find their own path.

We teach them to dare, to be resilient, and we help them become aware of their skills, assets, and their power to act.

At BSB, our students study in an environment that encourages them to open up to the world.

Here, they surpass themselves, they transform, and here, they perform.

But above all, students can see the limitlessness of their futures.

At BSB, our students discover that when there is will, there is always a way.

Nothing is impossible, but nothing happens without determination and effort.

BSB thinks big with them!

**We believe  
in you<sup>TH</sup>**





# EDITORIAL

“

At BSB, we are fully aware of our responsibility to **train enlightened managers and citizens capable of taking an active and responsible approach to the economic, social and environmental challenges ahead** and putting their own actions into perspective.

Our School's commitment to social responsibility is reflected first and foremost in its mission to **provide current and future managers with high quality education supported by research activities, and to contribute to the development of the region's economy. As part of an entrepreneurial approach that is open to the international market, the degree programmes contribute to the acquisition of its professional expertise that integrates the needs of companies and Corporate Social Responsibility.**

Second, this commitment is reflected in BSB's five values: **entrepreneurial mindset and teamwork, integrity, impact, diversity and close interaction.** Defined as principles guiding the School's actions and decisions, our values are strongly linked to social responsibility.

Third, this commitment is reflected in the School's new slogan, **“We believe in Youth”**, which reflects the School's dynamic drive and ambition to reveal the talents that will change the world. It demonstrates our positioning to place students at the heart of our training model.

Lastly, this commitment is reflected in the **many projects highlighted in this 5<sup>th</sup> Corporate Social Responsibility Report.** These projects were carried out over the last two academic years, 2022-23 and 2023-24, and are intended to **be in line with the UN Sustainable Development Goals.** This report also highlights the diversity and quality of the actions undertaken at BSB, as well as the wide range of stakeholders involved in and impacted by these projects.

New ambitions are already emerging for the future, and this report also presents the objectives set for the next two years. **It confirms our commitment to integrating the principles of corporate social responsibility into** the heart of our activities and our strategy to meet the challenges facing our society.

”



**Dr. Stéphan Bourcieu**  
Chairman of the Executive Board



**Dr. Olivier Léon**  
Chief Executive Officer and member of the Executive Board





## CONTENTS

<b>OUR CSR STRATEGY</b>	<b>P.5</b>
A LONG-STANDING COMMITMENT	P.6
A STRONG AND RECOGNISED COMMITMENT	P.7
<b>OUR KEY CSR INITIATIVES</b>	<b>P.8</b>
1 <sup>ST</sup> PILLAR: ACT FOR RESPECT	P.8
2 <sup>ND</sup> PILLAR: ACT FOR SUSTAINABILITY	P.13
3 <sup>RD</sup> PILLAR: ACT FOR EMPOWERMENT	P.15
<b>OUR FUTURE PROJECTS</b>	<b>P.21</b>
<b>ACKNOWLEDGEMENTS</b>	<b>P.22</b>

*As part of our disability policy and in the interests of readability, we have chosen not to adopt inclusive writing. However, we recommend that the reader understand the masculine as a neutral, in order to ensure equal representation of women and men.*

# OUR CSR STRATEGY

## ACT FOR CHANGE

As part of the 2022-27 UP 2027 strategic plan, BSB has set itself the ambitious goal of making societal and environmental requirements as the driving force behind its corporate culture. The 2022-27 CSR strategy

Act for Change formalises BSB's 20-year commitment and paves the way for new ambitions.

Because it has become urgent to move towards a more inclusive, sustainable and evolutionary economy, BSB places its social, societal, and environmental impact at the heart of its model. It does so by defining 3 axes to manage and find solutions to the ecological emergency while contributing to social justice and achieving the 6 targets of the UN Sustainable Development Goals (SDGs) by 2027:

### ACT FOR RESPECT

**Face the challenges raised by environmental management and social justice** to offer respectful, responsible, and transparent living conditions on all BSB campuses.

- **Goal 1:** Ensure a human and social policy of equality and diversity (SDG target 10.3)
- **Goal 2:** Promote responsible consumption (SDG target 10.2)



### ACT FOR SUSTAINABILITY

**Promote responsible organisational and governance models**, built on notions of ethics, sustainability, and diversity.

- **Goal 3:** Engage the School in a process of deep transformation guided by a baseline of excellence (SDG target 16.6)
- **Goal 4:** Transfer research findings to the socio-economic world in response to societal issues (SDG target 17.6)



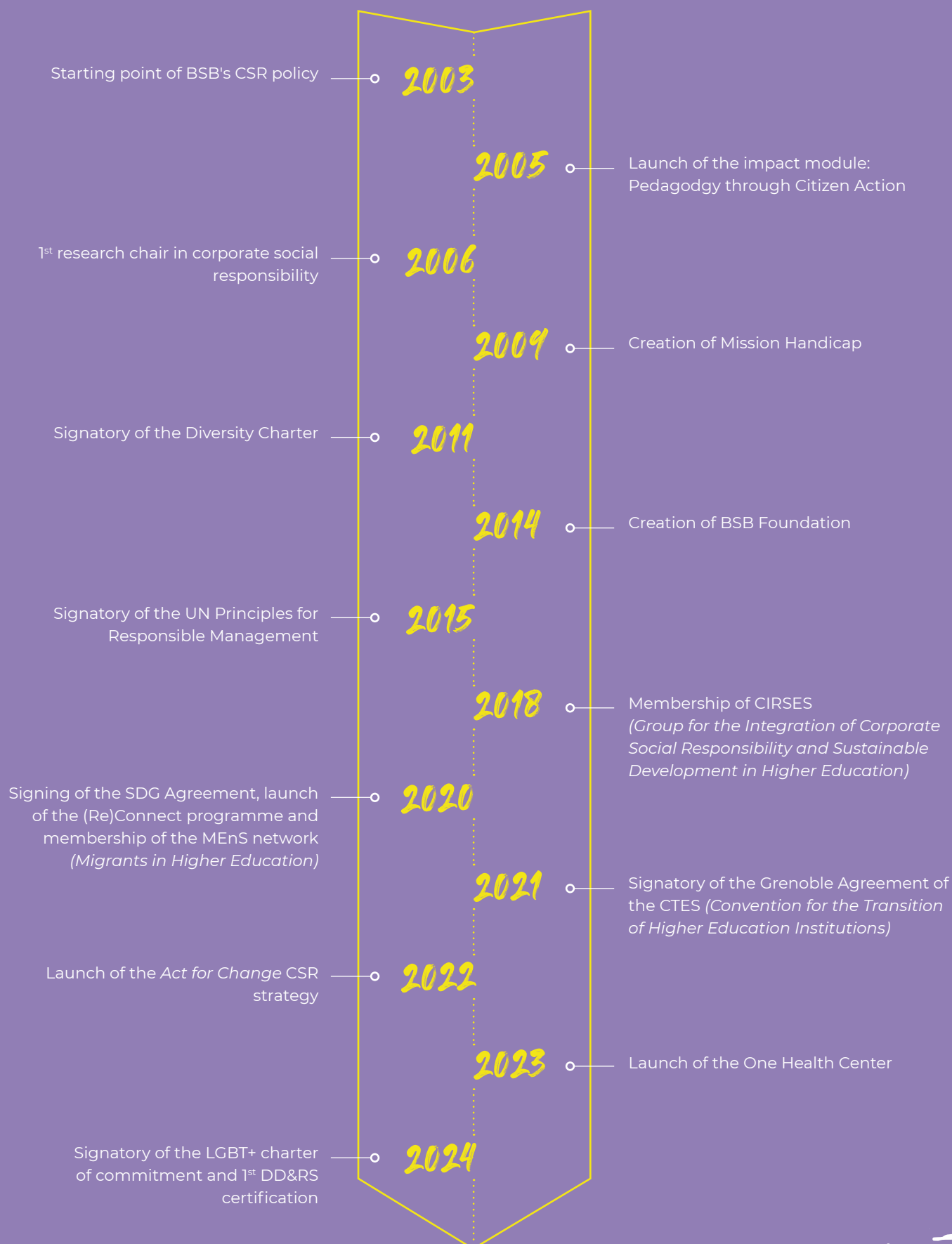
### ACT FOR EMPOWERMENT

**Train managers who will act as responsible citizens**, aware of economical, societal and environmental issues in both their workplace and societies.

- **Goal 5 :** Accompany the development of stakeholders' SD&SR knowledge and competencies (SDG target 4.7)
- **Goal 6 :** Offer a safe, non-violent, inclusive, and efficient learning environment (SDG target 4.a)



## A LONG-STANDING COMMITMENT





## A STRONG AND RECOGNISED COMMITMENT

BSB formalises its commitment to social and environmental responsibility by signing up for national and international texts that meet society's challenges and sharing the results of its actions.

Some of these commitments have also been signed by the BSB Student Federation.



Since 2024, BSB and the Student Federation have been signatories of the LGBT+ Commitment Charter for Higher Education from the association "L'Autre Cercle", which aims to **promote the inclusion of LGBT+ people in the world of work.**



Since 2021, BSB has been a signatory of the Grenoble Accord, of the student initiative "Convention pour la Transition des Etablissements du Supérieur" (CTES), which works for the **socio-ecological transition of higher education and research** in France.



Since 2020, BSB and the Student Federation have been signatories of the Sustainable Development Goals (SDGs) Agreement, which commits educational establishments to **achieving the 17 UN SDGs.**



Since 2020, BSB has been a signatory of the Conférence des Grandes Ecoles' Charter of Commitment to Inclusion and Respect for Diversity. This Charter commits the schools to **promoting respect for each other's ideas, speech, and physical and mental integrity on the School's campuses** and outside the academic environment. This Charter is supplemented by the student responsibility charter drawn up by and for BSB students.



BSB has been a signatory of the Principles for Responsible Management Education since 2015, which commits business schools to applying **7 principles to provide future leaders with the skills to balance economic and sustainability objectives:** purpose, values, teaching, research, partnership, practice and sharing.



BSB has been a signatory of the Diversity Charter since 2011, thereby committing itself to **act in favour of diversity and to go beyond the legal framework of the fight against discrimination.**

BSB's commitment to social responsibility is recognised both nationally and internationally:



In 2024, BSB was awarded the **DD&RS label** for a duration of 2 years. This is the primary tool for recognising the social commitment of institutions of higher education and research in France.



BSB has been **HappyIndex@AtSchool** certified since 2020. This

French label assesses student satisfaction with their experience at the school-based exclusively on their certified opinions.



Since 2023, BSB has been recognised as a **Transforming school** in the Positive Impact Rating, the second highest level of this international assessment. This rating expresses how students perceive their business school's positive impact on the economic and social world.

# OUR KEY CSR INITIATIVES

This 5<sup>th</sup> corporate social responsibility report highlights several key projects that have been part of our CSR strategy over the last two academic years (2022-2024).

## 1<sup>ST</sup> PILLAR: ACT FOR RESPECT

**OBJECTIVE 1:**  
ENSURE A HUMAN AND SOCIAL POLICY  
OF EQUALITY AND DIVERSITY

### WELCOMING STUDENTS FROM ALL BACKGROUNDS

BSB pays particular attention to equal opportunities, promoting inclusion and accessibility for all students. The School's policy of social openness is based in particular on several measures designed to support students at the various stages of their studies.

These include:

- Before students join  
**BSB: The Cordée de la Réussite (Paving the Way to Success) partnership agreement** was signed

in June 2022 with the Lycée Léonard de Vinci in Villefontaine. This scheme aims to make guidance support a real lever for equal opportunities. Cordées de la Réussite aims to fight against self-censorship and encourage students' academic ambitions through providing a continuum of support starts with 13-14 year olds and going through to high school and higher education. Within this framework, BSB organised visits to the Lyon campus, conferences presenting the Grandes Ecoles of Management, and enabled students to take part in the Cap'Oral event in 2024 on the Dijon campus. Cap Oral was offered to 2nd year prépa students to train for their French interview and English oral assessment, which are



both part of their application process. A call for projects was submitted in June 2024 in which BSB is working with the Lycée le Castel CPGE ECT (21). Within this framework, BSB will support the participants from various Dijon high schools in the competition to create a mini company: legal aspects and procedures, company structure, research into the product to be marketed, specifications, research into financing, setting up a marketing campaign, etc. The final-year students will also take part in various events organised by BSB.

- Throughout their studies at BSB: the School supports students with disabilities through the Mission Handicap department and those in financial difficulty, notably through BSB Foundation. Other support services are also available to help students graduate in the best possible conditions.







### Mission Handicap

was set up in 2009 and aims to support its students by:

- Offering support for students with disabilities in their academic career and personal development.
- Raising student awareness of disability issues.
- Promoting the integration of young people with disabilities into higher education.
- Creating links with the professional world and the School's disability initiatives.

Supported by the Caisse d'Epargne BFC, KPMG France and the CIC, **Mission Handicap has assisted over one hundred students every year** for the past two years.



### The mission of Fondation BSB,

created in 2014, is to accompany and support its students and to participate in the development of BSB. Its actions focus on 3 major pillars:

- **EXCELLENCE:** Building the future of BSB and its students by supporting pedagogical innovation, academic excellence, applied research and international influence.
- **EQUALITY:** Participate in BSB's social and societal commitment by helping students and encouraging diversity.
- **ENTREPRENEURSHIP:** Encouraging an entrepreneurial mindset among students during their academic career or in their associative life at BSB in order to support high-impact projects.

**Since its creation, the BSB Foundation has raised over €2,900,000 and supported more than 950 students.**



### WELCOMING ALL EMPLOYEES

Preventing discrimination and promoting diversity are core values at BSB. As with its students, the School promotes a human and social policy of parity and diversity for its employees. Every recruiter involved in the selection of administrative candidates has signed an anti-discrimination charter since 2023.

**BSB wants to be a company where employees are welcomed with their identity throughout their career;** in this sense, BSB is convinced that diversity is an asset. For this reason, it treats each member of its staff with respect throughout their

career. BSB has a Disability Officer for its employees and Disability Liaison Officers, who are the first point of contact for employees. A Disability Steering Committee regularly meets and, since 2021, has been helping to train employees in this area. The School also takes all the necessary measures to prevent harassment, discrimination, and other forms of inappropriate behaviour in the workplace. In 2024, BSB appointed a Diversity, Inclusion, Anti-Sexual Harassment and Gender-Based Discrimination Officer to ensure that the working environment is favourable and inclusive.



## WELCOMING A MORE INCLUSIVE SOCIETY



**Since 2021, BSB and the (Re)Connect programme have been working to create a more inclusive society based on diversity and**

**migration** by helping people who benefit from international protection in Dijon and its metropolitan area to become employable. This is made possible thanks to the financial support of the Côte d'Or Departmental Directorate for Social Cohesion.

Participants from Sudan, Syria, Afghanistan, Ukraine, Russia and Colombia, take the intensive 17-week course to learn French with a sincere desire to find their place in France through their skills, despite sometimes being demoted and finding it difficult to have their qualifications recognised. The programme creates a new network of contacts beyond social workers, enabling refugees to fully own their future with advice from a dedicated mentor.

The proportion of women has risen steadily over the last two years, focusing the programme's action even more on the employability of refugee women and gender-related issues, in addition to economic and social conditions (education, culture, professional integration, appropriation of public space, health, etc.).

The programme was the 2022 winner of the Campus Responsables awards (in the Territorial Anchoring category) and the 2023 winner of Rally'n'ov (regional prize for solidarity-based innovation).





## OBJECTIVE 2: PROMOTE RESPONSIBLE CONSUMPTION

### A BSB: A NEW SUSTAINABLE CAMPUS

BSB has also had a campus in Lyon for the past 10 years and at the end of 2023, it launched work on its future campus. The project is financed by a group of partners who actively support the School. BSB has been working with Carré d'Or, developer and creator of Lyon's living environment, to implement this real estate project, which offering the assurance of a global vision through meeting economic, environmental, ethical and societal requirements - the company's trademark.

The building will benefit from a series of environmental measures and standards to ensure that the campus is genuinely energy-efficient: it will be connected to the urban heating network, have timber-framed walls, a tree planted patio which will act as a cool island and a perimeter garden, as



well as photovoltaic roof panels. It will receive E3C1 certification and BREEAM Excellent certification, as well as a commitment, and via the Carrément Hexagonal© approach it will promote local skills and short supply chains to create a high-quality living environment that aims to be 100% French.

### BEYOND BSB: SUSTAINABLE LUXURY...

**BSB and the BSB Alumni network launched its first event in 2023 to promote sustainable luxury.** Given the evolution of this sector, it is essential to train BSB students and graduates in the luxury job market, which is undergoing rapid change.



In 2023, Cécile Lochard (BSB'97) - Perfumes Sustainable Development Director at Christian Dior, Emeline Gaillard (BSB'06) - Client Engagement & Client Knowledge Manager at Chanel, Stéphane Voyer (BSB'93) - Chief Human Resources Officer at Edmond de Rothschild Group and Benjamin Petitjean (BSB'07) - Retail Director EMEA at Sotheby's shared their experience and expertise on the **luxury issues of tomorrow**: CSR, recruitment, skills, digital, international prospects, communications and production.

The first two editions were organised as round-table discussions moderated by Laëtitia Allemand (BSB'16) with the participation of graduates who are experts in the sector. The audience consisted of students from BSB's MSc Luxury Management and Innovation programme and over twenty graduates.



In 2024, Alice Sordello (BSB'18) - Head of Special Projects/Event Buying & Project Manager for Seconde Main, Benjamin Petitjean (BSB'07) - Retail Director EMEA at Sotheby's and Inès Ennaji - COO & Co-Founder of HERA jointly outlined **the second-hand luxury sector**. The sector is highly dynamic and growing exponentially, with highly professional and increasingly organised players who know how to take full advantage of the global appetite for luxury.





### ... AND THE WINES OF TOMORROW

**BSB's School of Wine & Spirits Business is shaping the leaders of this constantly evolving sector.**

The challenges posed by new environmental standards, increased consumer demand for sustainable products and the impact of climate change are therefore regularly addressed in the School of Wine & Spirits Business' various programmes.

These issues are also discussed at dedicated events organised by the School of Wine & Spirits Business. The following events have been organised in recent years:

- A round-table discussion on **sustainable wine tourism** in partnership with the Bureau Interprofessionnel des Vins de Bourgogne (BIVB) took place in autumn 2022.
- A BSB alumni network event on the **Wines of tomorrow** brought together some one hundred participants (professionals from the sector and students from the School of Wine & Spirits Business) in spring of 2023 to discuss with four exceptional alumni from the wine sector: Laetitia Allemand, (BSB'16) - conference host and winemaker at Domaine Allemand, Stéphane Baschiera (BSB'83) - former Chairman of Moët & Chandon, Jean-François Curie (BSB'85) - CEO of Boisset, Kévin Jandard (BSB'18) - CEO of Domaine Famille Descombe, Florian Migeon (BSB'10) - CMO of Famille Piffaut Vins & Domaines.
- A conference in autumn 2024, sponsored by the

**BURGUNDY  
SCHOOL  
OF WINE & SPIRITS  
BUSINESS**

International Organisation of Vine and Wine (OIV), on the theme of **Climate change, ecological transition: from the vine to the consumer** was co-hosted by Edouard Bajiot, Master of Wine, Director of Luxury EJ Gallo, former patron of the School of Wine & Spirits Business, and François DAL, world expert in plant material.

On a local level, the School of Wine & Spirits Business in partnership with the GIP Pôle Bourgogne Vigne et Vins, has co-organised, a monthly event since March 2023. **Les Jeudis Expertise Vigne & Vin** aims to bring together researchers from the region and strengthen the links between academic research and the wine industry. Some of these meetings have been dedicated to a theme linked to the sustainability of the sector: "**Vines, wine and health through the prism of research, sustainable development and the circular economy**" or "**The effect of climate change on Chardonnay and Pinot Noir in order to forecast developments in Burgundy over the coming decades**".

## 2<sup>ND</sup> PILLAR: ACT FOR SUSTAINABILITY

### OBJECTIVE 3:

ENGAGE THE SCHOOL IN A PROCESS OF DEEP TRANSFORMATION GUIDED BY A BASELINE OF EXCELLENCE

#### BSB: ONE OF THE WORLD'S TOP POSITIVE IMPACT SCHOOLS

Since 2023, BSB has been part of the Positive Impact Rating and is listed as a **Transforming School**, the second highest level of this international assessment.



It is done by students for students. Students from around the world evaluate their business schools on how they perceive their positive impact on the world – both economically and socially. The evaluation survey asks students 20 questions in three areas of impact:

- School governance and culture.
- Study programmes, learning methods and student support
- The establishment as a model and its public commitment.



#### BSB AWARDED DD&RS LABEL

In June 2024, BSB was awarded the DD&RS Label (Sustainable Development & Social Responsibility)

for a duration of two years.

This is the primary tool for recognising the social commitment of France's higher education and research establishments.



This accreditation follows an audit, during which the label's auditors reviewed the School's strategy and achievements, taking into account 5 key areas:

- Strategy and governance: vision, structure and management of the SD&RS approach
- Teaching: integrating SD&RS issues into courses and training programmes
- Research: production and research activities related to SD&RS issues
- Environmental management: actions to protect the climate and biodiversity on campus
- Social policy: systems and actions to promote social cohesion between all stakeholders

In particular, the audit team praised the management's commitment to and support for CSR issues, its desire to make these issues part of the institution's overall strategy, and the mobilisation of teams and actions/projects carried out to promote this commitment within the various departments and among students.

The accreditation process is a test and commitment to go further in order to further transform the School's culture, strategy and practices. BSB's CSR strategy has thus been rewarded.

## OBJECTIVE 4: TRANSFER RESEARCH FINDINGS TO THE SOCIO-ECONOMIC WORLD IN RESPONSE TO SOCIETAL ISSUES

### ENSURING THE SUSTAINABILITY OF THE CULTURAL SECTOR



The COVID-19 pandemic created unprecedented challenges for GLAMs (galleries, libraries, archives and museums), which were already facing problems of under-funding, increased costs, and over-tourism. The pandemic served as a wake-up call to rethink the organisation and articulation of cultural production and consumption to ensure the sustainability, access and well-being of the sector, as well as its stakeholders and local communities.

In this context, BSB, via its **Arts and Cultural Management and Wine & Spirits Research Axes**, is a partner in the GLAMMONS research project launched at the end of 2022 and funded by the European Union's **Horizon Europe** programme (Grant agreement ID: 101060774). This project brings together 8 European partners from the academic and business

### IMPROVING QUALITY OF LIFE AND WORKING CONDITIONS: THE CASE OF THE POLICE PROFESSIONS

The emotional demands associated with police work are a factor in psycho-social risks and require the implementation of mechanisms to regulate the emotions inherent in a context of uncertainty and potential violence.



©Glammons (101060774).

sectors and aims to meet these challenges, advance research and provide **policy recommendations for participatory and inclusive management, and more effective and resilient financing of GLAMs** by proposing an innovative approach: applying the theory of the commons to them.

**Intending to improve the Quality of Life and Working Conditions (QLWC) and health**, BSB, via its **Entrepreneurship and Innovation Research Axis**, signed a research agreement with the Ecole Nationale Supérieure de la Police (ENSP) in 2020, which led to the funding of the **TIGRE** (Travail d'Investigation en Gestion des Risques Emotionnels) **research project** by the **Burgundy-Franche-Comté region** in 2023 (Grant agreement ID: 2023-Y-31421).

The aim of the project, which is based on cross-disciplinary and cross-sector collaboration, is to assess the emotional risks associated with the police profession within several police services in the region (Compagnies Républicaines de Sécurité de Plombières-lès-Dijon, Direction Territoriale de la Police Judiciaire de Dijon), and the emotional (dys) regulation processes put in place by police officers and police collectives. It will culminate **in creating training toolkits developed jointly with the ENSP** and distributed to National Police Training Centres.



## INCREASING THE RESILIENCE OF VINEYARDS TO CLIMATE CHANGE

Climate change and environmental degradation are challenges for Europe and the world. Although wine growing is an essential part of the European Union's agro-industrial economy, it is being seriously challenged by the intensive use of agrochemicals and the increased risk of biodiversity loss.



In this context, BSB's **School of Wine and Spirits Business**, via its Wine & Spirits Research Axis, is a partner in the **SHIELD4GRAPE (S4G)** research project launched in 2024 and funded by the European Union's **Horizon Europe** programme (Grant agreement ID: 101135088). This project, which brings together 17 European partners from the wine-growing and academic sectors, will adopt **safer and more sustainable agroecological approaches to improve resilience of the wine-growing system** against pathogens in the context of climate change. S4G supports farmers and researchers by providing advisory services and establishing an interconnected community to facilitate the exchange of knowledge and best practices to help **protect the land, human health, farmers, people living in wine-growing areas and consumers.**

BSB's School of Wine and Spirits Business works in partnership with national and international players in the wine sector, including the International Organisation of Vine and Wine (OIV), the Burgundy Vine and Wine Cluster and Vitagora, to meet the challenges facing the wine industry and ensure that research has an impact.



## 3<sup>RD</sup> PILLAR: ACT FOR EMPOWERMENT

### OBJECTIVE 5:

ACCOMPANY THE DEVELOPMENT OF  
STAKEHOLDERS' SD&SR KNOWLEDGE  
AND COMPETENCIES

#### TRAINING RESPONSIBLE STUDENTS

In 2005, BSB was the **first major French business school to create a compulsory module dedicated to the civic involvement of its students**, leading the way for many higher education institutions. Every year, through the **Impact** module, some 300 BSB students spend between 20 and 40 hours a year working with the school's partner associations, which are themselves involved in social, societal or environmental projects (Banque Alimentaire, Resto du Cœur, Secours Populaire, etc.) in the Dijon and Lyon regions. BSB students are involved in the fight against solitude and inequality among older people, in supporting young people with learning difficulties or people in precarious situations, as well as in raising awareness of environmental issues and addictions.

The **Impact** module has significantly evolved in recent years to incorporate a real pathway approach to give meaning to the experience gained. At the start of the course, students are given an overview of the work they be required to do, followed by a series of meetings and highlights throughout the period, enabling them to monitor their actions and analyse their practice in collaboration with the Ligue de l'Enseignement. As such, they develop and showcase the soft skills they have learned.

To pay tribute to the values of openness and solidarity embodied in the **Impact** module, BSB organised a photo exhibition in 2023 with the help of an Iranian photography student, Pouya Saremi, and professional photographer Grégory Girard. The works illustrated the activities students carried out in their the respective partner associations.





### TRAINING RESPONSIBLE EMPLOYEES

In the same way as students, **BSB is responsible for preparing all its employees for the ecological transition.** In this context, a common knowledge base in sustainable development and social responsibility was launched in autumn 2023. All new employees receive a presentation on the challenges of the ecological transition and BSB's CSR strategy as part of their induction programme.

Between now and 2027, all employees will be made aware of these issues via three "Fresk" collective intelligence workshops linked to the School's strategic priorities:

- CSR (Climate Fresk).
- Digital (Digital Fresk).
- Internationalisation (Diversity Fresk).



### SHAPING A RESPONSIBLE SOCIETY

BSB is also convinced that it has a role to play in society by contributing to developing a knowledge-based society that respects the principles of sustainable development and social responsibility.



As such, since 2020 **BSB has co-organised the annual Sustainable Development Meetings with the Open Diplomacy Institute.** Each year, the programme is co-designed with all the partners of the Institute - including BSB - to enable everyone to better understand today's every-evolving ecological issues. From sustainable cities to responsible finance, in addition to the diplomatic challenges of the United Nations Conferences of the Parties (COP), the partners have chosen themes designed to help citizens enter the complex world of the ecological and solidarity-based transition. These meetings foster round tables, conferences and debates, during which numerous experts, including BSB researchers, exchange and share their views on the issues at stake. The theme of the last two editions was: "Sobriety and sovereignty. One war, two fronts... what battle plans?" (2023) and "Good COP / Bad COP: the planet faced with geopolitical risk" (2024).

By working with networks of players to accelerate change, BSB aims to give its stakeholders the means to play their full part in a more sustainable society.





**OBJECTIVE 6:**

OFFER A SAFE, NON-VIOLENT,  
INCLUSIVE, AND EFFICIENT LEARNING  
ENVIRONMENT

### A LEARNING ENVIRONMENT FOCUSED ON WELL-BEING

Launched in September 2023, the **One Health Center** brings together all the initiatives implemented at

BSB to **promote students' well-being and personal fulfilment**. This tailor-made programme aims to enable students to take care of themselves and their physical and mental health throughout their studies. At BSB, we believe students who feel good about themselves are more likely to succeed academically. This system also makes it possible to identify students experiencing difficulties or with specific needs. In this case, services such as Mission Handicap or the Psychological Support Unit take over to help students who need special attention due to a health problem or a difficult period in their lives.



With the support of Grands Chais de France (a BSB Foundation sponsor since 2023), which is committed to transforming the lives of students by providing them with the tools and resources they need to cultivate a healthy and balanced lifestyle, the One Health Center provides students with real answers and an attentive ear to questions relating to well-being. Information and prevention workshops are regularly organised on BSB campuses to help students deal with stress, sleep and nutrition, as well as more sensitive issues such as addiction, harassment and discrimination.



#### Health and Prevention

Addictology workshops, networking with specialists, awareness-raising on contraception & STDs...



#### Fight against harassment and discrimination

Conferences on diversity, living together, listening unit, harassment...



#### Sleep and recovery

Workshops "Taking care of your sleep", sophrologic, yoga, & meditation...



#### Physical health

Sports lessons with possible registration for the session, sports coaching, collective sports challenge...



#### Nutrition

Cooking workshops, dietary coaching, events during Taste Week...



#### Mental health

Yoga workshop, psychological unit, mental health first aid training...



### A LEARNING ENVIRONMENT THAT VALUES DIVERSITY

In March 2024, **BSB and the Student Federation signed the Higher Education LGBT+ Commitment Charter**, supported by the association L'Autre Cercle. Thus, BSB affirms its desire to recognise and value the diversity of sexual orientations and gender identities. This signature also demonstrates the School's strong commitment to creating an inclusive work and study environment on its campuses and training tomorrow's caring professionals. BSB is among the first 5 French business schools to sign this Charter.



Already active on disability and equality issues, the signing of the Higher Education LGBT+ Commitment Charter is a strong signal confirming BSB's commitment to respecting the values of responsibility, inclusion, diversity and equality and integrating them into all its activities and the projects it supports.

In this way, BSB invites its students to actively contribute to a community that is aware of its role in shifting boundaries and changing attitudes so that tomorrow's society sees inclusion and diversity as strengths and assets. The School also sets an example as a company by welcoming employees with the greatest respect for their identity throughout their careers.

### A LEARNING ENVIRONMENT THAT'S A PLEASURE TO STUDY IN

Since 2020, **BSB has been on the podium of the HappyAtSchool® ranking elaborated by ChooseMyCompany** with 2 third places, 2 first places, and, in 2024, a runner-up place.



Of all the top management schools in France, **BSB is one of the most popular with students.**

This result and consistency are particularly dear to the School as they once again underline the strength of BSB's DNA: **a genuine culture of support and student experience.**

This ranking is based on the opinions of business school students, who rate the quality of their student experience according to 5 themes:

- Educational environment and student life
- Teaching/pedagogy
- Employability
- Confidence in the future
- Sustainable development.

A big thanks to our students for their trust and their expressions of satisfaction!





# OUR FUTURE PROJECTS

With this 5<sup>th</sup> corporate social responsibility report, the School confirms its continued commitments to society and to the new, ever more demanding ambitions to meet society's challenges.

In December 2024, the School **adopted a new roadmap in line with its Act for Change CSR strategy** within the framework of its 2022-27 strategic plan. It makes societal and environmental requirements the driving force behind BSB's corporate culture, with **12 priority projects for the next 2 academic years 2024-25 and 2025-26** as part of a continuous improvement approach.

## PILLAR 1 - ACT FOR RESPECT

### OBJECTIVE



**Ensure a human and social policy of equality and diversity (SDG target 10.3)**

Formalising **BSB's commitment to diversity and inclusion** with BSB Foundation and Mission Handicap

Developing new **Cordées de la Réussite** (or equivalent) **partnerships**

### OBJECTIVE



**Promote responsible consumption (SDG target 10.2)**

Carrying out a **new certified carbon assessment** and define a **climate strategy** and associated action plan

Formalising a **responsible purchasing policy**

## PILLAR 2 - ACT FOR SUSTAINABILITY

### OBJECTIVE



**Engage the School in a process of deep transformation guided by a baseline of excellence (SDG target 16.6)**

Bringing BSB **into line with the expectations of the European CSRD directive**

Renewing **our SD&RS certification**

### OBJECTIVE



**Transfer research findings to the socio-economic world in response to societal issues (SDG target 17.6)**

Formalising a **new CEREN research strategy** in line with the France 2030 national strategy

Identifying and analysing the **impact of research projects**

## PILLAR 3 - ACT FOR EMPOWERMENT

### OBJECTIVE



**Accompany the development of stakeholders' SD&SR knowledge and competencies (SDG target 4.7)**

Structuring BSB programmes to **integrate SD & RS skills**

Studying the addition of **e-learning** (or equivalent) **training** to complete employees' SD&RS knowledge base

### OBJECTIVE



**Offer a safe, non-violent, inclusive, and efficient learning environment (SDG target 4.a)**

Considering the design of a **student experience barometer**

Formalising a **work life quality policy**



# ACKNOWLEDGEMENTS

We want to express our sincere gratitude to all the people and teams who have contributed to producing this 5th Corporate Social Responsibility report. Your commitment and dedication have been essential in documenting our efforts and progress in sustainable development and corporate social responsibility.

We would also like to thank all BSB employees, professors, administrative staff, and all our students for their involvement in the School's CSR initiatives, which are at the heart of our success and our ability to innovate for a more sustainable future.

We would also like to thank our partners for their collaboration and support. Your commitment enables us to carry out ambitious projects and create a lasting positive impact.

Finally, we thank the BSB community and all our stakeholders for their continued support. Your trust and commitment motivate us to continue our efforts to make higher education more responsible.







## CAMPUS DIJON



29 rue Sambin - BP 50608  
21006 Dijon Cedex  
Tél. +33 (0)380 725 900

## CAMPUS LYON



37 rue Saint Romain  
69008 Lyon  
Tél. +33 (0)428 297 720

**As of September 2025:**

101 rue Professeur Beauvisage  
69008 Lyon



### FOLLOW BSB



@BURGUNDYSB  
GLOBAL.BSB-EDUCATION.COM



02/2025 - Non-binding document.  
Credits : Sensation Web.

