

# Charter of societal responsibility and commitments of iaelyon Community Members

**As Member of iaelyon community, we commit ourselves to**

- 1.** Making the societal dimension part of everyone's work, missions and responsibilities
- 2.** Reducing our environmental impact on a daily basis
- 3.** Educating responsible citizens open to the worlds and aware of their managerial responsibilities
- 4.** Developing our activities with objectives, consistent actions and feedback in a perspective of continuous progress
- 5.** Building responsible and respectful relationships
- 6.** Organizing group times and projects to share good working practices
- 7.** Fostering exchanges to understand professional specificities in line with our values and missions
- 8.** Going beyond usual work collectives to integrate dynamics of extended cooperation
- 9.** Combining expectations and requirements from the academic world and external partners while promoting well-being and balance
- 10.** Being responsive and proactive towards our various stakeholders

Charter approved by iaelyon Board on February 26, 2015




# think large

## Societal Responsibility iaelyon's Charter of commitments

Social responsibility is embedded in **iaelyon's** DNA. At **iaelyon**, we believe that societal responsibility reflects the founding values of our School of Management and guides its developments in terms of programs, research and support activities in favor of the diversity of its stakeholders. These activities have meaningful impacts on the overall community. This responsibility applies in the day-to-day reality of our professional lives. It contributes to enhancing **iaelyon** image and to optimizing our collective achievements. Societal responsibility is integrated into strategic areas because it cannot be limited to Ethics and CSR courses and to energy and paper-saving measures. **iaelyon** educates tomorrow's managers who will have to contribute to sustainable prosperity and to the international perspective of companies and their home regions.

Following several working seminars on the theme of CSR at **iaelyon**, participants have wished to put in writing their responsibilities and commitments in order to share them. This hereby document also aims to highlight the fact that, each individual, each team and all staff within **iaelyon** are committed to a 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 impact of its activities.



Societal responsibility has been part of the founding values of IAEs since their creation in 1955 by Gaston Berger, philosopher and humanist, for whom prospective requires to "look ahead, think large, deep, think of man, takes risks." In Berger, G. (1959) Sciences humaines et prévision. Encyclopédie Française.

# Societal responsibility is focused on 4 specific missions:

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

As a strongly internationalized School of Management, **iaelyon** chose “Think Large” as its institutional baseline to reflect its will to combine adaptability and openness. It involves the development of programs integrating the Management

and Social Sciences dimension and the promotion of a vision of research in Management that is open to various methodological approaches and epistemological stances.

## + INTEGRATING DIVERSITIES

**iaelyon** plays a role in Public Higher Education and embodies republican values more specifically those linked to equal opportunities, upward social mobility and public missions of services. **iaelyon** supports educational and professional integration projects for young people, employees and executives dealing with career change. Since its creation, **iaelyon** has been committed to social promotion by educating both students and continuing education participants and preparing them to enter the labor market and be responsible for innovation and openness in the

organizations and regions they will be working in all along their professional life. Either in pre-experience, field-based or continuing education, **iaelyon** educates double-skilled and specialized managers, businessmen and experts from different backgrounds and ages in order to develop cross-generational dimensions. More specifically, **iaelyon** offers refresher programs for active managers thus adapting to careers that are less and less linear and more and more demanding.

## + EDUCATING SOCIALLY SENSITIVE AND RESPONSIBLE MANAGERS

Through educational methods and programs that aim to educate skilled managers aware of their societal responsibilities and sensitive to links between Management and Social Sciences. **iaelyon** expects its graduates not only to have a strong basis in general and technical knowledge and know-how but also to have the ability to gain perspective and anticipate by keeping an open-mind especially towards the diversity of international words. **iaelyon** integrates societal responsibility in its

various specialized programs (Marketing, Finance, Human Resources, Operations Management, Information systems...) beyond the specific program dedicated to CSR and sustainable development. The implementation of these programs should foster dialogue and openness to the worlds between Faculty, students, companies, public authorities and local institutions, consumers, media and all stakeholders interested in global social responsibility and sustainable development.

## + DEVELOPING SOCIAL IMPACTS OF RESEARCH AT IAELYON

**iaelyon** is a place for producing, questioning and disseminating knowledge in Business and Management. Research conducted at **iaelyon** aims to answer questions of the school's stakeholders in particular regarding CSR. Understanding the roles and impacts of companies on the creation of social,

environmental and sustainable economic values are the main objectives of the research activities of **iaelyon** Magellan Research Center, in particular within its cross-cutting research group on Management and Societal Responsibility of Organizations.

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



**PRME**

Principles for Responsible  
Management Education

**think**  
**large**

[iae.univ-lyon3.fr](http://iae.univ-lyon3.fr)