



# Company-based student projects in Corporate Social Responsibility

Information session



**LOUVAIN**  
School of Management

EXCELLENCE & ETHICS IN BUSINESS

# Responsabilité Sociétale de l'Entreprise

## Corporate Social Responsibility

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# Agenda

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## Brief introduction to the CSR concept

### Our course

- Course objectives
- Course philosophy
- Course content
- Pedagogical tools
- Course assessment

### CSR company-based project

- The concept
- Project proposals requirements
- Deliverables
- Contacts



# Introduction to CSR

## CSR definition

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### European Commission COM(2002)347 final

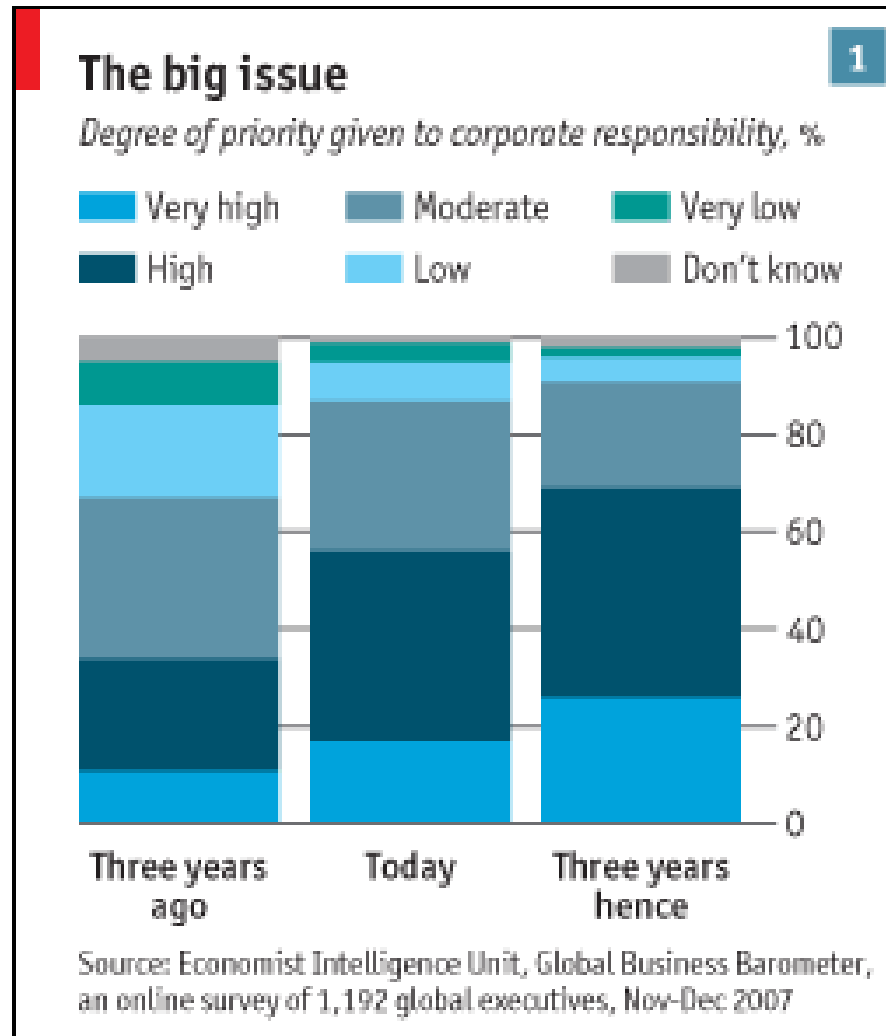
**« Corporate social responsibility is the voluntary integration by companies of social and environmental preoccupations to their commercial activities and their relationships with stakeholders (shareholders, NGOs, suppliers, clients, governments...) »**



# Introduction to CSR

## Growing interest for CSR

... in companies' agenda



The Economist,  
Jan 17th  
2008

# Introduction to CSR

## Growing interest for CSR

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### ... in the press & academic and managerial journals

*"Citizenship activities are no longer corporate "do goodism" but the price of admission to the twenty-first century"*

(Altman, 1998)

*"Au XXI<sup>e</sup> Siècle, l'entreprise sera responsable ou ne sera pas!"*

( "Enjeux. Les Echos", Janvier 2000)

*"Les entreprises doivent instiller des valeurs de solidarité vis-à-vis du monde qui les entoure. A terme elles en tireront profit" (Trends/Tendances, Juin 2004, p. 98)*

*"Responsible corporate citizenship can enable companies to take advantage of the new business climate and be profitable"*

(McIntosh et al., 1998, p. 76)





# Our course



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September 2010

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# CSR course

## Course objectives

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### **KNOWLEDGE**

- Enable future managers to understand the background of CSR and the local, European and global contexts in which CSR is currently developing
- Enable future managers to analyse the economic, social, environmental and ethical challenges businesses are currently facing

### **SKILLS**

- Meet with practitioners on the merits and limits of business and stakeholders in co-building responsible and sustainable solutions
- Enable future managers to analyse a concrete situation and develop an action plan with concrete measures based on economic, ethical, social and environmental arguments

### **SAVOIR-ETRE**

- Build « Roadmap of Values » that could help future managers to make better choices and that could give meaning to their personal, family and professional life



# CSR course

## Course philosophy

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No organisational change  
without personal change

Combination of innovative thinking,  
stakeholder attitude  
and efficient planning and communication



# CSR course

## Course content

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- Definitions and origins of the CSR concept
- Stakeholder management
- Corporate governance and relations with law
- CSR implementation
- CSR value
- CSR communication
- The responsible leader



# CSR course

## Pedagogical tools

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- General and interactive courses (implying direct contacts with practitioners), completed by personal readings
- CSR projects: teamwork and poster presentation
- Personal observations and testimonies



# CSR course

## Course assessment

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- 80% of the evaluation : Teamwork
  - 60 % written assignment
  - 20% poster
- 20% of the evaluation : Participation and Personal note





# CSR company-based project



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# CSR company-based project

## The concept

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- Bridge practice and theory by getting students into real business situations
- Offer companies the opportunity to work with students on a strategic CSR project:
  - Issue, problem, or decision central to the company's CSR strategy
  - Improvement of current CSR activities
  - Development of new and innovative CSR activities



# CSR company-based project

## Project proposals requirements

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- A contact person inside the company
- An opportunity for students to show creativity
- The possibility for students to meet with representatives of different categories of stakeholders involved in the project



# CSR company-based project

## Example of prior project themes

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Recruitment of 50+

Improvement of  
CSR awareness

Management  
procedures to CSR  
actions

Green Electricity

Employees mobility

Responsible  
product/services  
promotion

Engagement with  
stakeholders

Employment of  
minorities

Employees  
involvement

CSR activity for  
disadvantaged children

Ecodriving

Responsible  
corporate  
buying practices

Employment of the  
disabled



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# CSR company-based project

## Deliverables

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- A written report including innovative recommendations
- A poster summarizing the project



# CSR company-based project

## Deliverables – written report

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- **Part 1: Context and state of affairs**

- ✓ What is the current situation of the sector?
- ✓ What are the main challenges linked to CSR and sustainable development (SD) in this sector?

- **Part 2: The company**

- ✓ What are the 'raison d'être' of this company?
- ✓ Analyze the strategy and the degree of CSR of this company?
- ✓ Who are the stakeholders of this company concerned by CSR and SD?

- **Part 3 : Your original CSR Project**

- ✓ What is the content of your project and what makes the originality of your project?
- ✓ Who are the stakeholders concerned by your project?
- ✓ What do these stakeholders think about your project (doubts, fears, strengths and weaknesses)?
- ✓ What is the CSR value of your project?
- ✓ Develop a concrete plan of action

- **Part 4 : References and transcript of interviews**



# CSR company-based project Deliverables – Poster (A3)

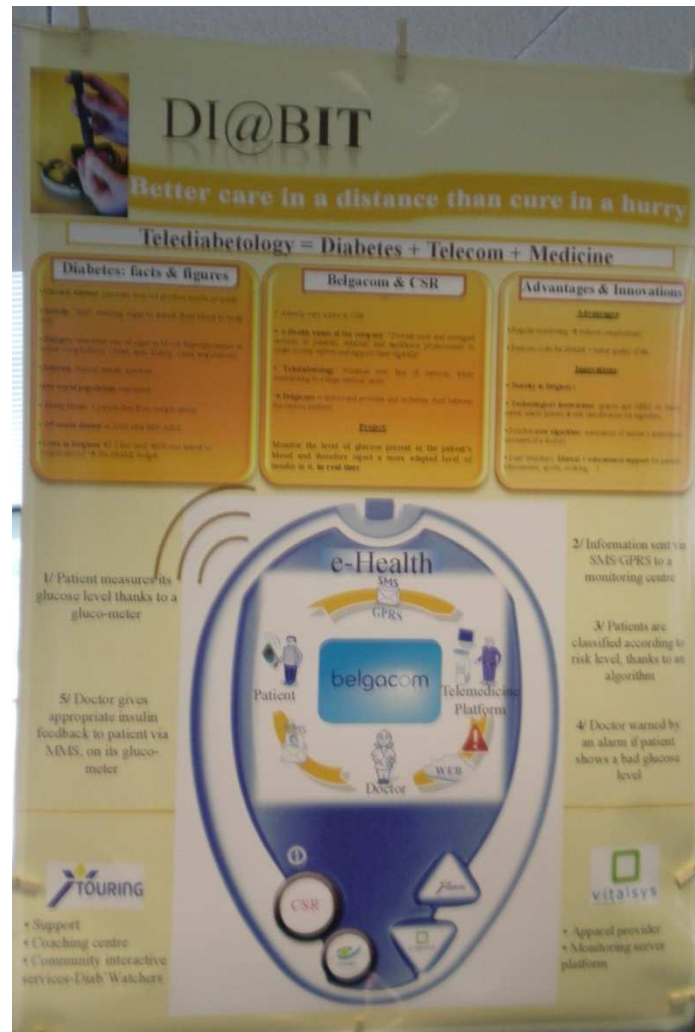
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- Highlight the originality and strong points of the project
- Could be used by the company to communicate the CSR project internally to its employees and externally to its stakeholders



# CSR company-based project

## Deliverables – Poster illustrations



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# CSR company-based project


## Deliverables – Poster illustrations

Vers où feriez-vous pencher la balance?



Projet GREEN-ETHICS

Pourquoi choisir alors que la banque Degroof vous offre le meilleur équilibre?!



Investissez dans des fonds éthiques... Réduisez alors vos frais de gestion... Grâce à une banque respectueuse de l'environnement!

La banque Degroof offre des réductions de frais de gestion pouvant aller jusqu'à 30% à ses clients privés et institutionnels qui investissent au moins 30% de leur portefeuille dans des fonds socialement responsables certifiés par le label indépendant ETHIBEL. Ces avantages préférentiels sont entièrement financés par des économies de la banque sur sa consommation énergétique ainsi que d'autres aspects environnementaux (papiers recyclés, transports en commun, etc.).

ETHIBEL ISO LABEL

Ça vous fait sourire ?



Life's a Beach



Balance is the Key to Life

Nous aussi ...

Assez d'entendre toujours les mêmes mauvaises nouvelles ? De retrouver des émissions pas assez enrichissantes à votre goût ?

Vous préférez plutôt voir le monde plus positivement ? La Une et la Deux font peau neuve en vous présentant de nouvelles émissions sur les thèmes de l'innovation, l'enseignement et l'environnement.

Programmes adaptés pour tous.

Positivisme et enrichissement sur la **une** et **la deux**



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# CSR company-based project Deliverables – Poster illustrations

**Voyez GRAND... roulez petit**

Pensez-vous que ?

12 x  ≥ 12 x  + 1 x 

12 x  ≥ 12 x  + 1 x 

Vous n'utilisez que la grande capacité du coffre de votre voiture pendant les vacances? Vous n'avez pas besoin d'une grosse voiture pour aller travailler? Nous avons une solution intéressante pour votre portefeuille et pour la planète. Jetez un coup d'oeil à l'exemple ci-dessous qui a permis à Monsieur Harry Co de gagner jusqu'à 220€ par an en émettant 5,75 g de CO<sub>2</sub> en moins par km !

Type	Grande voiture	Petite voiture	Petite + grande
Modèle	Audi A4	Audi A3	Audi A3 + Citroën Grand C4 Picasso
Emission CO <sub>2</sub> (g/km)	109	99	$\frac{12}{12} \cdot 99 + \frac{1}{12} \cdot 110 = 99,08$
Prix de leasing TVA <sub>ex</sub> (€)	626,23	523,23	/
Taux CO <sub>2</sub> (€)	43,74	18,19	/
Coût total de leasing (€)	670,47	505,40	$505,40 + 30,08 = 535,48$
Package salarial employé X (€)	4.200	4.200	4.200
Budget Voiture employé X (€)	669,47	505,40	535,48
Salaires bruts employés X (€)	3.530,53	3.694,60	3.664,52

**Eco-driving** **Covoiturage** **Teletravail** **Vélo** **Véhicules électriques**

Pour une mobilité encore plus durable, IBA vous propose une série d'alternatives adaptées à vos besoins. Intéressés? N'hésitez pas à nous contacter pour plus d'informations!

**iba** We Protect, Enhance, and Save Lives



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**Investissez pour vous... ... et pour elle**



Un Investissement Socialement Responsable (ISR) chez BNP Paribas Fortis, c'est un investissement rentable qui vous aidera à contribuer au développement durable de notre planète.

Faites votre choix entre nos deux types d'ISR : Le premier plus engagé apporte une contribution directe aux ONG partenaires, et le second aux grandes entreprises responsables de ce monde.

Vendeurs, clients, familiarisez-vous avec ces investissements qui garantissent un monde meilleur.

**Plan** **natajora** **FAIRTRAGE**

**BNP PARIBAS FORTIS** La banque et l'assurance d'un monde qui change.

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# CSR company-based project

## Contacts

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For any questions or comments related to the project, the student team, or the CSR course, please contact:

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# Conclusions

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- Potential benefits for your company:
  - Action-oriented, experiential CSR learning
  - Assessment by an outside, objective team of students
  - Time & focus
  - Close look at LSM students as potential hires
  - Stronger relationship between your company and the LSM by joining the Louvain CSR Network



# The Louvain CSR Network



- The network
  - Officially launched in May 2009
  - Diverse activities related to teaching, research, community contributions, corporate and institutional partnerships
  - Active participation to the GRLI, one of the most advanced global network in this field



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# The Louvain CSR Network



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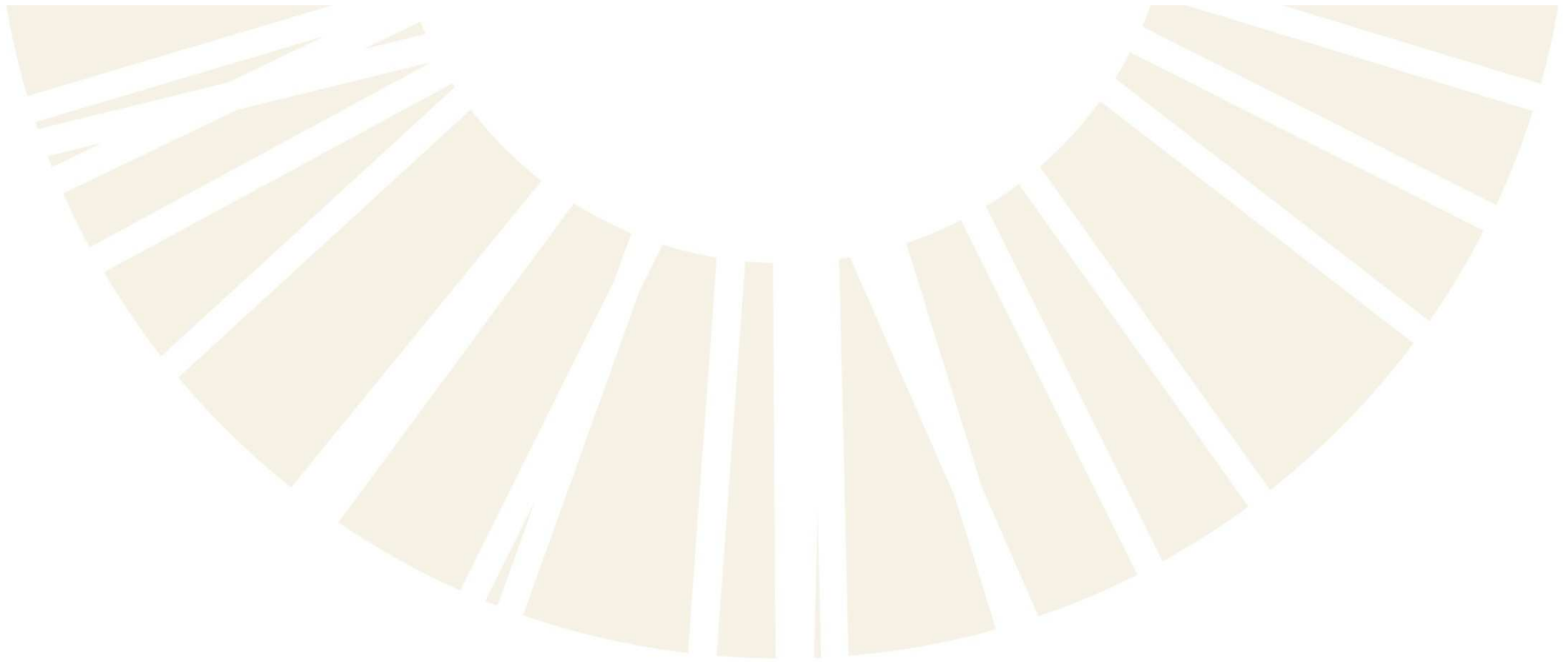
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