

I. Introduction

The International University of Monaco (IUM) is pleased to present its PRME Sharing Information on Progress (SIP) Report for the period ending December 31, 2018.

Over the past 24 months, IUM has achieved significant progress on all six principles for responsible management education and is proud to renew its commitment to the PRME Initiative for the next 24 months.

II. Report on Principles

Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

- 1) IUM is striving to contribute to as many Sustainable Development Goals as possible and has been registered in the UN “Partnerships for the SDGs” Global Registry of Voluntary Commitments and Multi-Stakeholder Partnerships under #SDGAction436.
- 2) IUM placed the period 2017-2018 under the specific focus of SDG14 – “Life below water” and of the concept of Circular Economy. Details on these commitments will be provided in the following sections.

Principle 2 | Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

In fulfilling its sustainability commitments and working towards achieving SDG4, IUM has incorporated courses and workshops on Sustainable Development,

Ethics and Corporate Social Responsibility across its programs. The current offer includes, among others:

- POLS2001 – Sustainable Development (Undergraduate)
- BUMA2005 – Business Ethics (Undergraduate)
- STRT4904 – Global Business Strategy (Undergraduate)
- ECON6027 – From Sustainable Policies to Sustainable Business (MBA)
- POLS 6021 – Global Policy, Sustainability and CSR (MSc in International Management)
- LXHE6014 – Sustainable Tourism (MSc in Luxury Management)
- LXRY6035 - Sustainable Luxury (MSc in Luxury Management)

The core material is often complemented by guest lectures, outside-campus events and student corporate projects, some of which are presented below.

Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

The IUM community regularly organizes and participates in numerous events, including conferences and guest lectures, which allow students to learn from real-life responsible leadership practices. Some examples from the past 24 months include:

- 1) The keyword for curriculum development in 2018 was the “circular economy”. Prof. Bakardzhieva got further training on the topic at the Circular Economy workshop offered by the Monaco Oceanographic Museum and animated by Dame Ellen Macarthur, Chair of the Circular Economy Foundation, and French MP and President of the Circular Economy Institute François-Michel Lambert. She later introduced the circular economy “serious game” in her undergraduate and graduate courses, making the topic familiar to over 150 students.
- 2) In 2017 and 2018 IUM continued to organize its now international luxury business plan pitching competition – The Mark. Originally, students were developing business plans and at the end were adding a charity/CSR element. After the first three editions, the social responsibility element has become fully integrated from the inception of the plan. In line with IUM’s mission, the concept of shared value has become central to the competition, acknowledging that today’s companies need to act in a socially, environmentally, and economically sensible manner, fostering social entrepreneurship (SDG12).
- 3) In March and June 2018, IUM hosted two SKAL events in line with the Monaco Tourism Board theme “Green is the New Glam” (SDG12). SKAL International is

a professional association with over 10 000 members around the world - top executives and entrepreneurs in the fields of travel and tourism. The first event was dedicated to a talk by Alexia Barrier, ocean navigator, who discussed topics like team spirit, citizenship, feminism, new technologies and sustainability. During the second event, it was the turn of IUM Master in Luxury “Events and Hospitality Management Track” students to present their market study on the “Green is the New Glam” project in front of a broad panel of local and international experts.

- 4) In November 2018, IUM participated in the 1st edition of the Day One conference in Monaco. As part of the ECON6026 course “Global Trends in the Digital Economy”, the MBA, Master in International Management and Master in Sports Management students attended the two-day event where CEOs and directors from companies like Michelin, Deliveroo, Oscaro, OuiSNCF, AirBnB, BNPParibas, Allianz, IBM and Qwantt showcased talks on a broad range of topics like smart cities and smart mobility (SDG11), sustainable growth models in tourism and hospitality (SDG8) or women empowerment and gender equality (SDG5).
- 5) In May 2018 the students from the bachelor “Fundamentals of Communication” class welcomed Allyson Noll from the NGO AMREF “Flying Doctors”. AMREF’s mission is to increase sustainable health access to communities in Africa through solutions in human resources for health, health services delivery and investments in health (SDG3). Mrs. Noll, trained in communication with a specialization in sustainable development, invited students to positively contribute to a more ethical, fair, responsible and sustainable future. She encouraged them to become active learners by developing co-operative skills for the NGO and to present different creative ideas to attract potential donors.
- 6) In October 2018, as part of their curriculum, the Master in Luxury Marketing students attended the 31st edition of LUXEPACK Monaco, the premier show for creative packaging. They found particularly relevant the “LUXEPACK in Green” conference where luxury professionals discussed their sustainability practices from sourcing, through production to packaging and distribution (SDG12).
- 7) IUM also continued its annual participation in the charity Monaco week run event - The No Finish Line. Organized by the Children and Future NGO, the event allows raising one euro for every kilometer run and then donates the sums collected to children-focused projects, ranging from heart transplants to sports and educational activities (SDG3 and SDG4). The 18th edition in November 2017 saw the participation 60 IUM students, alumni, faculty, and staff members that ran a total of 1099 kilometers. The IUM participants in the 19th edition in November 2018 totaled 815 kilometers.

- 8) In September 2018 Mahdieh Maleki (MBA 2018) and Maurine Uhtio (BBA 2018) carried high the colors of Monaco and IUM at the Tallsinki to Monaco Electric Marathon to support environmentally friendly mobility. The marathon promoted green energy and sustainable development (SDG7) throughout 10 European countries with stops in 37 cities. Encouraged by HSH Prince Albert II in person, the IUM team not only won one of the stages but was also the only fully female team in the Nissan LEAF-sponsored competition between universities from six different countries (SDG5).
- 9) IUM's student association dedicated to charitable and sustainable-development actions – TwoHelp – has been very active over the period in achieving its main goal - funding educational opportunities for underprivileged children around the world (SDG4).

Principle 4 | Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

IUM's mission statement indicates that the university stands for educational quality through research devoted to the advancement and dissemination of management knowledge in high-value activities to improve managerial practices. It conducts its research activities in close connection with the local and international business community, encouraging innovation, corporate social responsibility, and sustainable development.

One of the excellent examples for such research among IUM faculty members is Prof. Mariateresa Torchia with her new book "More Women on Boards" (SDG5) and her position as Chair of the Strategic Interest Group on Corporate Governance for the European Academy of Management.

In addition, numerous IUM students, under the active guidance of the faculty members, continue engaging in research projects on sustainability-related topics. Some examples from 2017 and 2018 include:

- HEPNER, Judith – Competitive advantage in Luxury Brand Marketing in an Era of Sustainable Development
- NORMAN, Elisabeth – Identifying hidden patterns in adoption/rejection of innovation: the case of solar panels
- N'KODIA, Helene – Filling the gaps in Congo's education system
- AN, Sophie - Increasing environmental consciousness: analyzing the relationship between France and China regarding sustainable development practices.

- MARTINEZ, Nuria – The change from fossil fuels towards new energies in the global automotive market with a special focus in the motorsport industry and its sponsors.
- WAGNER, Eugénie – Developing smart villages in France

Principle 5 | Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

The University has recently redesigned and adjusted its training programs to meet the employment market's rapidly evolving needs. This ongoing challenge required discussions, initiatives and a shared vision with key players in each industry.

IUM students often interact with local and international managers, which either give speeches and engage in dialogue with the students, or offer and supervise corporate projects.

1) On October 9th, 2017, IUM signed a new partnership agreement with Monaco Impact and the Monaco Oceanographic Institute and Museum (SDG17). This cooperation aims at raising the young generations' awareness of environmental issues, and more specifically about ocean protection and preservation. The #MonacoOceanCampus initiative has been registered in the UN "Partnerships for the SDGs" Global Registry of Voluntary Commitments and Multi-Stakeholder Partnerships under #SDGAction24622.

- During the 2017-2018 academic year, IUM students from three different programs participated in the cross-curriculum pedagogical project to elaborate creative solutions and new digital mediation tools for ocean protection.
 - How can we incite the public to adopt the proper behavior to protect our marine heritage? How can we engage generation Z to develop their ocean knowledge and understanding? How can we encourage daily actions? Those are some of the topics of the group projects elaborated by about 50 master and bachelor students. The master students mentored the bachelor teams who acted as communication agencies for their graduate colleagues.
 - The very first stage of the project involved the Master in Marketing students who carried out an exploratory research in Fall 2017 based on hundreds of online surveys and dozens of onsite confirmatory interviews to uncover the attitude and perception of millennials towards the ocean.

- In November 2017, a group of 20 students from the pilot project was invited to visit the Monaco Oceanographic Museum and its backstage operations and to attend a presentation on the activities of the Oceanographic Institute, and the issues that they were challenged to help resolve. They also got to explore the virtual reality experience offered by the museum with a dive in the Tubbatha Reef led by HSH Prince Albert II.
 - In December 2017, 250 IUM students and numerous professors and staff members attended the conference by Olivier Dufournaud, Deputy Director of the Monaco Oceanographic Museum, introducing them to the international leadership role that the Principality of Monaco has chosen to play in protecting the world's oceans.
 - In Spring 2018 two guest lecturers provided special feedback to the Master students as they progressed – the Monaco-based photographer Edward Wright shared his Antarctica experience with the students, while Nick Gray from Museum Hack introduced them to his concept of the museum of the future.
 - The first year project deliverables were presented in May 2018 in front of a jury consisting of Mrs. Elling (President of the Association “Friends of the Oceanographic Museum of Monaco”) and Messrs. Calcagno (CEO of the Oceanographic Museum of Monaco), Kutemann (President of Monaco Impact), Muller (General Director of IUM) and Genta (Chief Digital Officer for the Principality of Monaco).
 - Thanks to the financial support of Monaco Impact, one of the Master students was offered an internship with the Monaco Oceanographic Museum to explore implementing practically the best ideas from the contest.
- During the 2018-2019 academic year, IUM students continued working on the #MonacoOceanCampus project.
 - In December 2018, 230 bachelor and master students visited the aquarium and the new digital expos of the Monaco Oceanographic Museum and attended a presentation by Mr. Calcagno on the topic “Monaco and the Ocean”, raising their awareness on ocean protection.
 - In the POLS2001 course, the Bachelor students’ final assignment consisted in explored the circular economy concept and its applications to the sustainable management of the world’s oceans.
 - In the POLS6021 course, the IUM Master in International Management students had to prepare a benchmark of businesses

applying the circular economy principles to contribute to the UN SDG14 as their final individual assignment for the course. In November 2018 they presented their results in front of a jury composed by Auriane Pertuisot from the Prince Albert II of Monaco Foundation, Pierre Gilles from the Monaco Oceanographic Museum and Institute, the course lead Professor Bakardzhieva, and two alumni of the MSc in International Management program – Solène Baqué and Stephanie Jaquet Hart who were interning respectively with Monaco Impact and the Monaco Oceanographic Museum.

- 2) In May 2018 IUM and the MonacoTech Incubator-Accelerator signed a partnership to support new technologies, innovations and entrepreneurship in the Principality (SDG9). Among the first incubated companies were two IUM alumni start-ups - BlackRiver by Rebwar Ismail and Nidhal Hachana (Bachelor in Communications) and YouStock by Alexis Bouresche (MSc in Sports Business Management). Numerous current students and other alumni now get to interact with business angels, brand new or established entrepreneurs and experts in the incubator.
- 3) Another particular highlight of the interactions of IUM students with local and international managers is the IUM Mentorship Program. This program creates direct links between Monaco's dynamic business and entrepreneurial community, and the Master/MBA's internationally diverse and professionally experienced student body. Through this opportunity to develop ongoing relationships with successful professionals, they gain a unique appreciation of the industry or practice which most interests them.

Principle 6 | Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

- 1) In June 2018 IUM DBA students, professors and alumni were invited to attend the 1st edition of the Monaco Transition Forum. They had the opportunity to exchange ideas about sustainable development, the circular economy, green finance and energy transition with like-minded politicians, experts and business leaders from around the world.
- 2) In April 2018 IUM organized and hosted the second edition of the Monaco Luxury Symposium. Among the topics covered by the speakers were a talk by Marie-Claire Daveau, Chief sustainability officer of Kering Group, on “The Future of Luxury: Emotional, Experiential, Innovative and... Sustainable” and a

passionate presentation of Blancpain's vice-president Alain Delamuraz pledging his company will help leave our children a better ocean.

3) In the framework of its continuing partnership agreement with the Prince Albert II of Monaco Foundation (FPA2), whose activities are dedicated to protecting the environment and to encouraging sustainable development, IUM students and faculty members participated in the following events:

- In April 2018, IUM students and professors participated in the Monaco Ocean Week 2018 (SDG14).
 - The Master in Finance students attended the “Blue Finance” conference at the Monaco Yacht Club.
 - The Master in International Management students attended the “” conference at the Monaco Oceanographic Museum.
 - Students from both programs were invited to the exclusive premiere of the DisneyNature movie “Blue” raising awareness on the protection of the world's oceans.

- In June 2018, members of the IUM community, including undergraduate and graduate students, professors and alumni were invited to attend the FPA2 Annual Awards ceremony celebrating three great causes – protecting biodiversity, saving the world's rivers, lakes and oceans, and fighting climate change.

- On June 8, 2018, MSc in International Business students and faculty members were invited by the FPA2 to celebrate World Oceans Day (SD14) by attending the private premiere screening of “The Map to Paradise” at the Oceanographic Museum of Monaco. They got to explore the magic of a balanced and generous aquatic paradise through the eyes of HSH Prince Albert II, who attended the screening, and also through the eyes of presidents, marine scientists, fishermen, divers and island nation authorities.

- In October 2018 Prof. Damyana Bakardzhieva attended the 1st round table “Business, environment and sustainable development” organized by FPA2.

- In Fall 2018 the Bachelor students from the “Social Media” and “Communication” classes started working on the social media strategy for the 2019 edition of the Monaco Ocean Week under the guidance of Professors Vanessa Landaverde and Marie-Nathalie Jauffret and of the communication teams from the FPA2 and the Oceanographic Museum.

- 4) IUM continued its successful collaboration with the Monegasque NGO “Mission Enfance” that supports children’s education around the globe (SDG4).
- 5) IUM also maintained its partnership with the Peace and Sport Organization (SDG16).

III. Future Perspectives and Key Objectives

For the 2019-2020 period, IUM will strive to engage in new high-quality corporate projects, events and conferences to further strengthen our students’ capacity to become tomorrow’s socially responsible business leaders.

As it moves to a new campus in 2019, IUM plans to strengthen its campus greening efforts and apply for the UI Green Metric certification. To prepare for the application, Prof. Bakardzhieva attended in November 2018 the French National Workshop on Green Metric hosted by our colleagues at INSEEC U Paris and discussed growth leverages, innovation, employment and sustainable campus initiatives with academic participants from numerous French public and private universities.

In addition, IUM plans to join the Monaco country-wide Energy Transition Pact and to contribute to the Principality’s 2050 zero-carbon emissions objective.

Finally, IUM looks forward to contributing further to the #MonacoOceanCampus project. During Spring 2019, the Master in International Management students will be challenged by Professor Castello in the Innovation and Entrepreneurship course to continue their work by proposing their own business plans for goods or services whose conception should stem from the circular economy while contributing specifically to the blue economy. They will also get the chance to participate in the 2019 edition of the Monaco Ocean Week and to present their innovative ideas at the first edition of the Monaco Ocean Protection Challenge.