

Number of ECTS credits : 3

Course language : English

Course leader : HACHE Thibault

Speakers : GROYER Christophe

≡ COURSE DESCRIPTION

This course aims at providing students with an overview of the different challenges, economic, social and environmental being faced by our modern society, as well as a variety of business models and types of governance aiming at answering to those challenges and managing sustainable impacts. It will explore different business models and types of governance used to create social, environmental, and economic value as well and the related methodologies to measure their impact. Through this course, students will be able to identify the different roots of these business models and to determine what kind of value, for whom and how it is created. They will also realize how it is possible to associate these business models in order to be more sustainable.

≡ COURSE OBJECTIVES

1. To be familiar with the social and environmental challenges of our era and to have the knowledge of the main orders of magnitudes.
2. To understand the main structures leading to our current situation, and notably understanding the interconnections between natural resources, energy supply, social & economic development and environmental issues.
3. To explore and to experiment with the levers available in the corporate world as well as the business models aiming at addressing those challenges, while being sustainable and resilient.
4. To discover the different approaches to perform "impact measurement" of those business models

≡ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO1 - Make use of critical analysis/critical thinking skills
Outcomes	Lev. 2 - Formulate a personal and well-informed opinion
C4B learning goal	LG4 - CSR
C4B learning objective	LO12 - Take a decision from economic, social and environmental perspectives
Outcomes	Lev. 1 - Identify and interpret laws, legal texts and international standards governing CSR and sustainable development of one's activities

≡ TACKLED CONCEPTS

- Planetary Boundaries,
- Social inequalities,
- Relation between natural resources, energy production, economic and social development and environmental issues,
- International, European and French regulations and labels related to answering to those issues,
- Impact measurement methodologies and related methodologies for action plan definition,
- Contributive company and regenerative company,
- Social and solidarity economy and its various forms,
- Circular economy, product-service systems, sharing economy, low-tech, biomimeticism, ecodesign,
- Impact Business Model Canvas.

≡ LEARNING METHODS

All sessions are “IN-PERSON” sessions, with a focus on active pedagogy (workshops, class discussion, group work and projects) and collaborative pedagogy (asking students to explain notions and content addressed in class to each other) by being in a position of facilitator and animator for the class.

≡ EXPECTED WORK AND EVALUATION

- Multiple Choice Questionnaire and open questions (LO1 & LO12) 50 %
- Participation (LO1 & LO12) 15 %
- Short group assignments - Systemic analysis of social and environmental challenges ; Citizens Convention for Environmental and Social issues ; Contributive companies analysis and reviews (LO1 & LO12) 15 %
- Group assignment - Sustainable Business Model Canvas (LO1 & LO12) 20 %

≡ BIBLIOGRAPHY

To deepen their understanding or to prepare the class, students can refer to the following resources :

Essays

- Donella H. Meadows, Dennis Meadows, Jorgen Randers. The limits to growth. (1972)
- Jean-Marc Jancovici, Christophe Blain. World without end (2021)
- Aurélien Barrau. Le plus grand défi de l'histoire de l'humanité (2019)
- Jared Diamond. Collapse : how societies choose to fail or succeed. (2006)
- Julien Devaureix. Le monde change et on n'y comprend rien ! Climat, technologie, économie, société... Une enquête indispensable pour enfin y voir plus clair (2023)
- Thomas Wagner, Anne Brès, Claire Marc. Tout comprendre (ou presque) sur le climat (2022)
- Philippe Grandcolas, Claire Marc. Tout comprendre (ou presque) sur la biodiversité (2023)
- Céline Puff Ardichvili, Fabrice Bonnifet. The contributive company: reconciling the corporate world with planetary boundaries (2021).
- Sylvain Breuzard. La PermaEntreprise : un modèle viable pour un futur viable, inspiré de la permaculture (2021)
- Kate Raworth. Doughnut economics (2017)
- Isabelle Delannoy. L'économie symbiotique : régénérer la planète, l'économie et la société (2017)
- Timothée Parrique. Ralentir ou périr, l'économie de la décroissance (2022)
- Richard Wilkinson and Kate Pickett. The spirit level : why equality is better for everyone (2010)
- Pablo Servigne, Gauthier Chapelle. Mutual aid, the other law of the jungle (2019)
- Philippe Bihouix. L'âge des low-tech (2014)
- William McDonough, Michael Braungart. Cradle to Cradle : remaking the way we make things (2002)
- Frédéric Laloux. Reinventing organizations: A Guide to Creating Organizations Inspired by the Next Stage in Human Consciousness (2014)
- Donella H. Meadows. Thinking in Systems (2008)

International and French organizations

- ADEME (Agence de l'Environnement et de la Maîtrise de l'Energie)
- HCC (Haut Conseil pour le Climat)
- IPCC (Intergovernmental Panel on Climate Change)
- IPBES (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services)
- IEA (International Energy Agency)
- EEA (European Environment Agency) - WRI (World Resources Institute)
- UNEP (United Nations Environment Programme) - Stockholm Resilience Center - Doughnut Economic Action Lab