

# Sharing Information on Progress

2025 Summary Report

**PRiME**  
SIGNATORY MEMBER

**Unil.**  
HEC Lausanne



# About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations- supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



## About this Summary Report

This document distills [HEC Lausanne's full 2025 PRME SIP](#) (~150 pages) into a concise, readable summary (~30 pages) for our internal community and wider stakeholders. Its goal is to inform, align, and engage: to highlight our strategy, teaching, research, operations, partnerships, and student initiatives in Responsible Management Education (RME) and sustainability; to share key results, stories, and KPIs; and to clarify our next steps. By making our progress transparent and accessible, we aim to celebrate what works, learn from gaps, and invite collaboration across the School and beyond.

## Principles of PRME



### **Purpose**

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



### **Values**

We place organizational responsibility and accountability to society and the planet at the core of what we do.



### **Teach**

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



### **Research**

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



### **Partner**

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



### **Practice**

We adopt responsible and accountable management principles in our own governance and operations.



### **Share**

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.



## Letter from the Dean – HEC Lausanne

*It is with great enthusiasm that I endorse HEC Lausanne's first Sharing Information on Progress (SIP) report as a signatory to the United Nations Principles for Responsible Management Education (PRME). Our engagement with PRME aligns closely with the identity and ambitions of our School, and with the broader mission of the University of Lausanne (UNIL) to drive meaningful and systemic transformations toward a more sustainable and inclusive future.*

*HEC Lausanne has a proud heritage as a public university-based business school, grounded in a long-standing tradition of academic excellence, social responsibility, and global awareness. Since our founding in 1911, we have nurtured generations of students and researchers who contribute to society through critical thinking, rigorous scholarship, and a commitment to impact.*

*In recent years, our School has taken decisive steps to accelerate our engagement with sustainability, ethics, and responsible management education. These efforts build upon a historical trajectory that gained new momentum in 2011 during our centennial celebrations dedicated to «Sustainability and Responsible Management» and continue today through a renewed strategic orientation and institutional partnerships. Among others, the establishment of the HEC Research Center for Grand Challenges, our leadership role within the Enterprise for Society (E4S) initiative (a joint center created by HEC Lausanne, IMD and EPFL to foster research, education, and innovation for a more resilient and inclusive economy), and our active participation in the UN Sustainable Development Solutions Network (SDSN) illustrate our determination to act as a catalyst for positive change.*

*At HEC Lausanne, embedding sustainability and responsibility is a collective endeavour - one that extends well beyond curriculum reform. Building on long-standing strengths in areas such as business ethics, sustainability, and societal impact, we have developed a range of new initiatives that support and encourage our academic community to engage with sustainable development in research, teaching, and outreach activities.*

*We are proud to say that HEC Lausanne faculty members make a meaningful contribution to the field of responsible management through their research and scientific leadership. Our researchers are advancing knowledge on themes such as sustainable consumption & responsible production, carbon neutrality & climate action, corporate social responsibility & ESG, health & well-being, social inclusion & inequality reduction, digital transformation & innovation,*

*and behavioural change & environmental identity. These themes are also embedded across our course portfolio at Bachelor, Master, and Executive levels-both in core and elective formats-*

*This intellectual vitality is complemented by dynamic outreach and student engagement. In 2025, we launched the Reimagine Sustainability podcast series, which explores the psychological and cultural barriers to sustainable behaviour change through conversations with experts across disciplines. The Centre for Grand Challenges, the Expertise Center for Climate Extremes, and our growing involvement in E4S have provided platforms for impactful research dissemination and engagement with society. Our students, too, play an active role in this ecosystem-participating in socially impactful projects through initiatives such as the Prix Christophe Pralong and Olivier Cadot, and co-creating events like the "Prix pour la stratégie climatique HEC".*

*Our participation in PRME reinforces these priorities and provides a valuable platform for dialogue and collective progress. It also aligns closely with UNIL's Sustainability Strategy CAP2037, which sets ambitious targets in areas such as emissions reduction, ethical consumption, and community training. As a Faculty of UNIL, we are committed to contributing actively to these goals and to strengthening our institution's role in the global sustainability transition.*

*This SIP report marks the beginning of a new chapter in our journey. I am proud of the work achieved so far by our faculty, staff, and students. We remain fully committed to embedding the PRME principles into our teaching, research, and institutional operations, and to working alongside our peers to reimagine business and management education in the service of a more sustainable and inclusive world.*

Prof. Marianne Schmid Mast  
**Dean**  
HEC Lausanne  
University of Lausanne

A handwritten signature in blue ink, appearing to read "M. Schmid Mast". The signature is fluid and cursive.

# Purpose

At HEC Lausanne, our Purpose is to cultivate responsible leaders who advance inclusive prosperity, harness evidence-based research for societal benefit, and actively contribute to thriving ecosystems. Embedded in a public, research-driven university, we commit to empowering our students, faculty, and partners to create lasting positive impact and sustainable transformation locally and globally.



# Mission, Vision, Values and RME strategy of HEC Lausanne



# HEC Lausanne - the fundamentals

## Our mission in...

### Education

We train the next generation of responsible economists, managers, and entrepreneurs to be equipped for a globalized world and we provide continuing education in the fields of economics and management to ensure life-long learning for local as well as international students and professionals.

### Research

We conduct impactful world-renowned research in key areas of business and economics with the utmost scientific rigor and integrity, for the benefit of the international research community and for society at large.

### Society

We are pioneers, engaged in the major transitions related to global economic, societal, and environmental challenges with a strong anchorage in the local ecosystem while collaborating with international partners from academia, business, non-profits, and government to create a sustainable, inclusive, and thriving future for all.

## RME Strategy — in brief

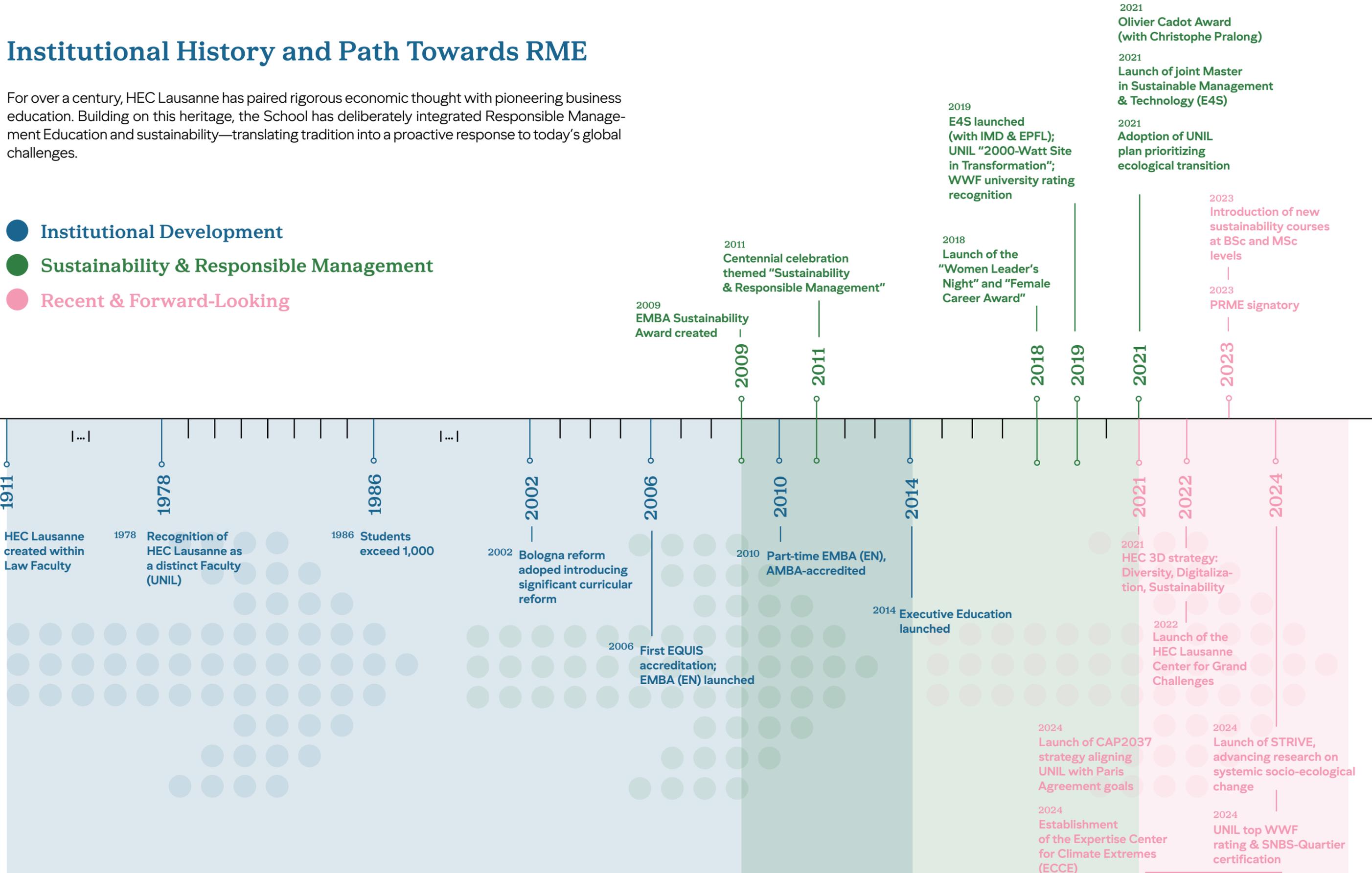
HEC Lausanne's growth strategy is built around four long-term ambitions, aligned with PRME and the SDGs, and true to our mission as a Swiss public business school driving societal transformation.

- 1. Internationalisation & Partnerships** — Activate global networks (E4S with EPFL/IMD, PRME, SDSN) and our International Advisory Board to scale engagement in sustainability and digital transformation.
- 2. Research-driven Influence** — Translate rigorous research into public value via centres such as the Lausanne Center for Health Economics (LCHE), the Expertise Center for Climate Extremes (ECCE), and the Research Center for Grand Challenges, and contribute to national/international policy fora.
- 3. Engagement & External Impact** — Partner with business, government, and civil society; deliver research-informed Executive Education; and strengthen structured career pathways and alumni engagement through targeted initiatives.
- 4. Enhanced Teaching & Lifelong Learning** — Embed sustainability, ethics, responsible leadership and innovation across all levels; expand co-curricular opportunities; and invest in digital/experiential pedagogy and transversal skills.

# Institutional History and Path Towards RME

For over a century, HEC Lausanne has paired rigorous economic thought with pioneering business education. Building on this heritage, the School has deliberately integrated Responsible Management Education and sustainability—translating tradition into a proactive response to today’s global challenges.

- Institutional Development
- Sustainability & Responsible Management
- Recent & Forward-Looking

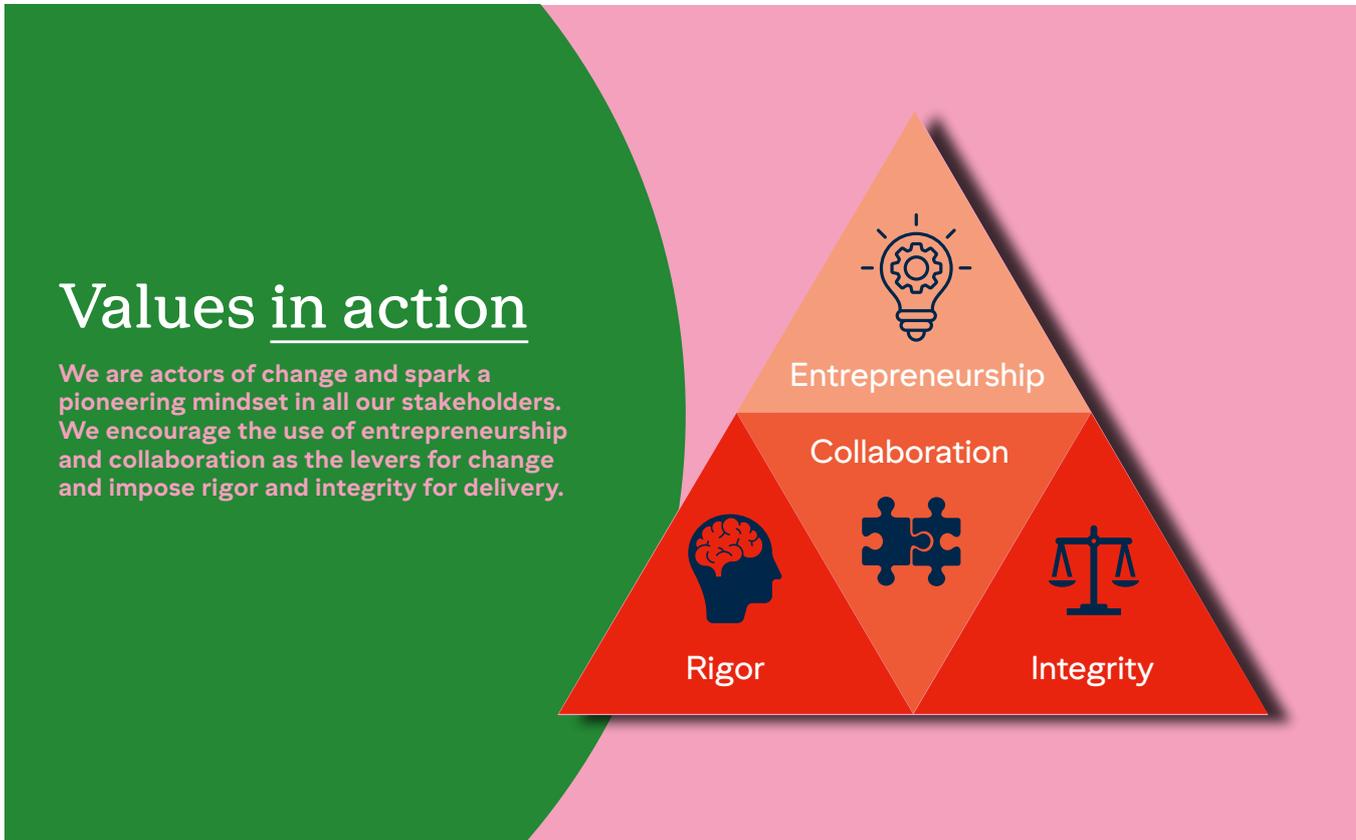


# Values

At HEC Lausanne, Values means making RICE—Rigor, Integrity, Collaboration, Entrepreneurship—the standard for decisions and conduct. We recruit and onboard for values, teach and assess them, and spotlight everyday examples, so ethics, respect, and responsibility guide how we learn, work, and lead.



## Living Our Values (RICE) at HEC Lausanne



At HEC Lausanne, **RICE—Rigor, Integrity, Collaboration, Entrepreneurship**—is not a slogan; it is the way we work, learn, and celebrate. We set the tone from day one: during our **Onboarding Days**, the Dean introduces RICE as the foundation of our culture, followed by immersive workshops that put each value into practice (e.g., rigorous case analysis, ethical-dilemma role plays, shared-resource teamwork, and solution design for student wellbeing). These moments ensure newcomers experience the values rather than merely hear about them.

RICE also shapes how we hire and develop people. In staff and faculty recruitment, we communicate value expectations explicitly, explore RICE alignment in interviews, and reinforce it through onboarding and training (e.g., feedback culture, inclusive communication, and implicit-bias workshops for leaders). Our community rituals mirror this stance: the **annual Master's Evening** spotlights RICE, linking academic journeys and professional aspirations. Throughout the year, our website and social channels share concrete stories of students, faculty, and staff living the values in everyday situations.

## HEC Lausanne

### Sharing Information on Progress

In the curriculum and student empowerment, we pair knowledge with character. Sustainability and responsible management are integrated across programmes; the **Reimagine Sustainability** podcast invites reflection on ethics, identity, and societal change; and a School-wide **climate strategy hackathon** (aligned with CAP2037) mobilised teams to co-create actionable decarbonisation ideas—an exercise in rigor, integrity, collaboration, and an entrepreneurial mindset all at once.

Finally, we build the conditions for values to thrive. Administrative and technical staff complete core trainings (feedback culture; in 2024, inclusive communication). We strengthen outreach to prospective women students to balance cohorts, while **Women Leader's Night, the Female Career Award, and Fine Tea** expand role-model visibility, networks, and mentoring. In short, **RICE is our shared language and daily practice**—guiding how we welcome newcomers, teach and research, work together, and step into society as graduates and partners.



## Student Voices



### Inès Burrus - PhD Alumna and Manager of HEC Research Center for Grand Challenges

*"My doctoral studies in Economics, with a specialization in Management at HEC Lausanne, were decisive in sharpening my critical thinking and in strengthening my awareness of sustainability and responsibility in management. Through courses and faculty initiatives linked to the PRME principles and the UN Global Compact, I learned to integrate these dimensions into both strategic reasoning and entrepreneurial decision-making. These lessons continue to shape the way I approach challenges today.*

*In line with this commitment, I currently serve as Manager of the HEC Research Center for Grand Challenges. The Center's mission is to increase the visibility of HEC Lausanne's research on sustainability and to promote dialogue between scholars, practitioners, and society. By linking academic research with real-world challenges, the Center embodies the PRME principles and contributes to ensuring that knowledge generated within HEC Lausanne informs responsible management practices."*

### Danika de Leeuw - BSc and MSc Alumna and CSR Assistant at Team-Work Corporate

*"My interest in sustainability began before I started studying at HEC Lausanne. As soon as I began my bachelor's degree, I had the opportunity to join Oikos Lausanne, a student association dedicated to sustainable management. Through this experience, I developed practical strategies for engaging peers in sustainability discussions.*

*Moreover, many of the disciplinary courses I took during my studies at HEC Lausanne included reflections on sustainability. For example, in the finance course we explored how ESG ratings are applied to stocks. I also had the opportunity to attend sustainability-related courses at bachelor's and master's level, deepening my understanding of sustainability in a business context and focusing on sustainability strategies. The knowledge and skills I acquired during my time at HEC allowed me to secure two positions in which I managed sustainability for IT companies in Switzerland. My knowledge of general topics such as accounting and management also helps me to understand companies better and to identify ways in which I can bring about sustainable change within them.»*



# Teach

At HEC Lausanne, we foster transformative learning environments by systematically integrating responsible management principles, sustainability concepts, and ethical practices into our curricula and pedagogical approaches. Through innovative teaching methods, experiential learning, and meaningful student engagement, we equip our graduates with the skills and perspectives necessary to become responsible, globally-minded leaders committed to sustainable impact.



## Courses that support RME

At HEC Lausanne, **sustainability** is taught within courses across **BSc, MSc, and Executive** levels. Curricula integrate systems thinking, business ethics, impact/accounting, ESG & policy, and responsible innovation. Course design pairs evidence-based frameworks with applied assignments (case analysis, data-driven projects, client briefs). Mandatory BA courses and MSc/EMBA offerings on corporate sustainability, climate strategy, social innovation, and responsible finance develop transversal capabilities so graduates can create value responsibly and align performance with ecological and social transitions.

### BACHELOR



### MASTER



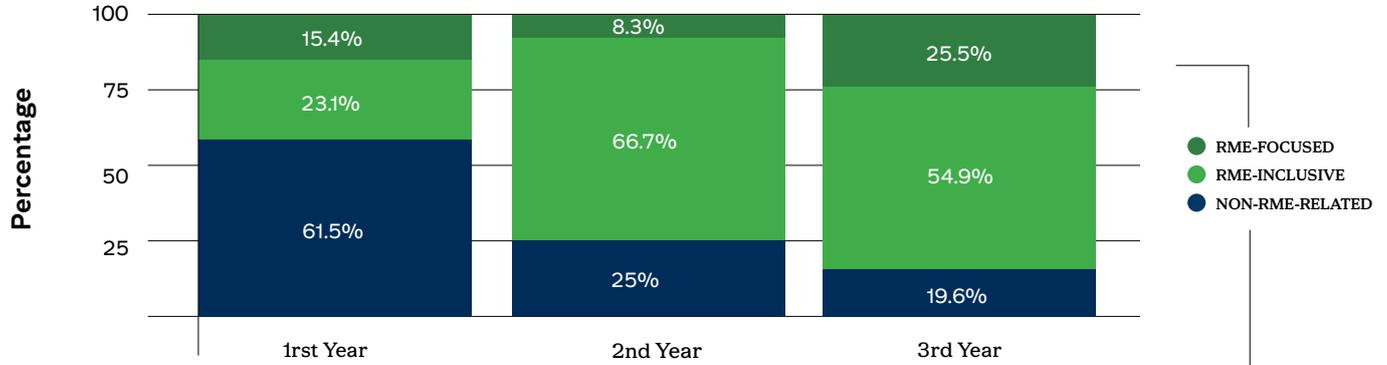
# HEC Lausanne

## 2025 Sharing Information on Progress

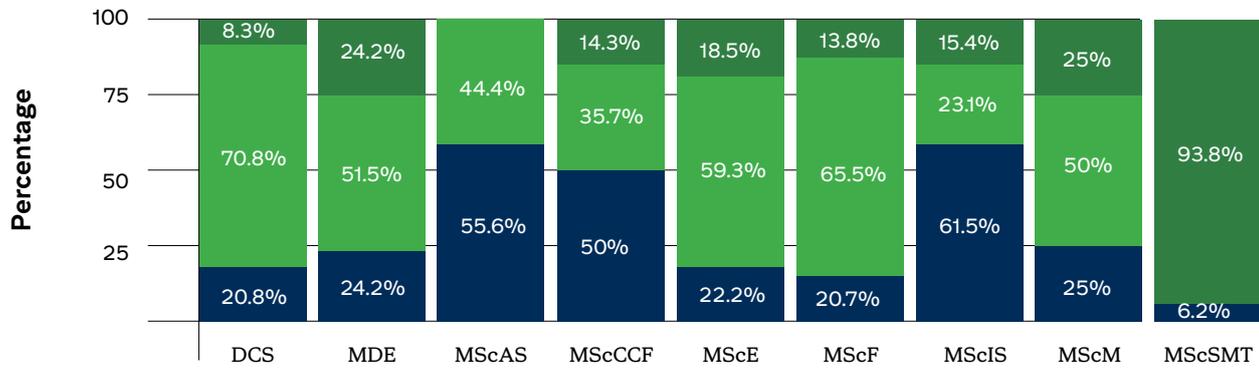
### Distribution of courses by RME level

Definition — RME (Responsible Management Education) courses includes any course that addresses sustainability and/or ethics. “RME inclusive” indicates RME is covered but not the primary theme; “RME focused” indicates RME is a central theme of the course.

### BACHELOR

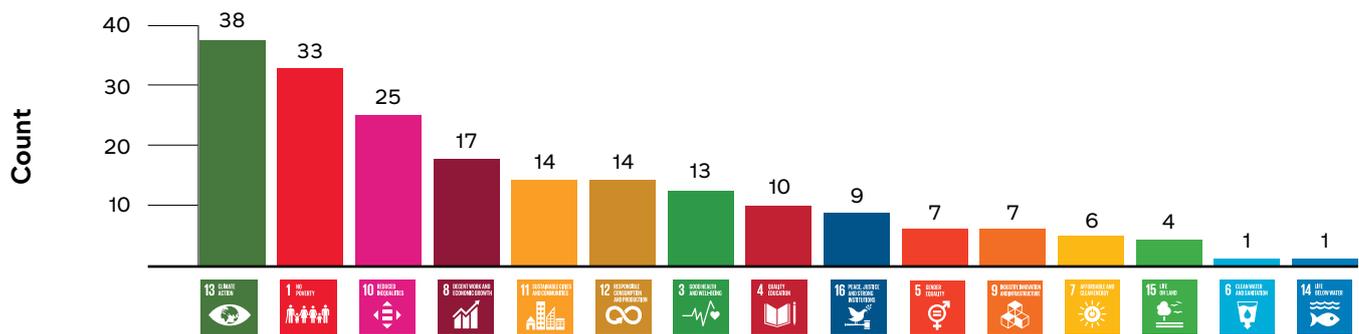


### MASTER

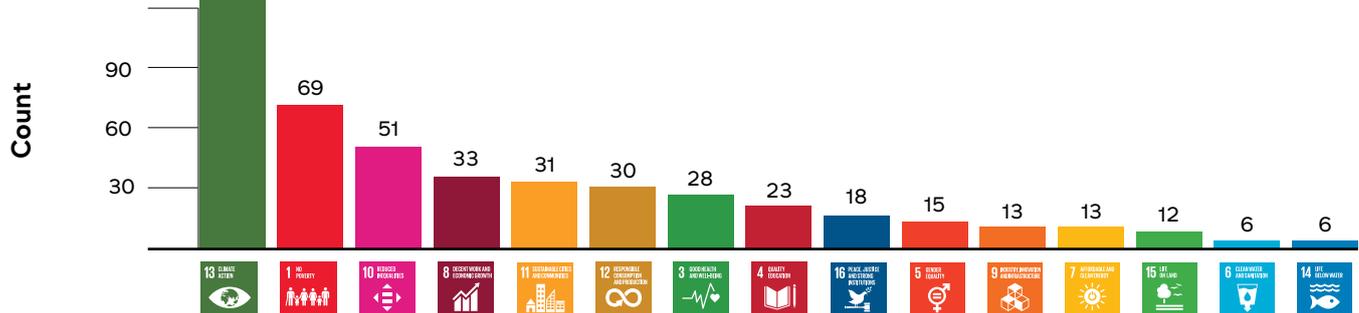


### Distribution of courses by RME level

### BACHELOR



### MASTER





## FOCUS = Introduction to Sustainability course (Mandatory course in Bachelor)

This course is an introduction to sustainability and its environmental and social issues. One of its goals is to encourage students to reflect on the role of the economy and business in the creation and management of societal problems related to sustainability, as well as on the need to think about new ways of organizing our economies and societies. It also intends to raise students' awareness about the importance of: (1) systemic and interdisciplinary approaches when analyzing sustainability-related challenges, and (2) the key role of values, attitudes, norms and emotions in the adoption of sustainable behavior.

Learning Outcomes:

1. Define what sustainability is, in its weak and strong versions.
2. Describe the issues and challenges associated with the environmental and social dimensions of sustainability, and how they are affected and can affect economic activities.
3. Identify, when faced with a sustainability challenge, the environmental and social dimensions involved and the links between them and economic activities, while considering the micro (individual), meso (organization), and macro (society) levels of analysis.
4. Identify how values, attitudes, norms, and emotions determine the adoption of sustainable behaviors.

## Teaching Voice



### Dr. Estefania Amer Maistriau

*"My work at HEC UNIL is guided by my conviction that higher education should prepare students to address the urgent sustainability challenges our societies face. Drawing on my background in environmental science, sociology, economics, management, and educational sciences, I aim to create learning environments that do not only provide students with the knowledge they need, but also enable the development of key competencies for sustainability.*

*I collect data on classroom activities, including students' feedback, and analyze them to improve the repertoire of activities and to design new ones. Since the creation of the Introduction to Sustainability course in 2023, I have adopted this action-research approach to continuously develop and improve this course. I find this methodology particularly valuable for developing innovative educational designs, tools, and materials. I am also applying it to my master's course Strategic Management, where the second part of the course is dedicated to adaptability in a changing environment, resilience, and sustainability. Alumni find the parts of the course dedicated to sustainability, to the sustainable management of the supply chain, and to resilience and adaptation to a changing environment, useful for managerial practice."*

## RME teaching: Other Impactful Projects and Initiatives

### 1. Hackathon: "HEC Climate Strategy Prize"

The [HEC Research Center for Grand Challenges](#) organized a student hackathon, framed as the "HEC Climate Strategy Prize", to generate innovative, concrete, and realistic ideas that can contribute to the University of Lausanne's [CAP2037](#) transition strategy. Working in pairs, students developed solutions over an accelerated design cycle and pitched them to a jury representing academia and external partners. Five projects reached the final stage and two were awarded prizes. All five concepts were transmitted to the UNIL and HEC leadership to help inform and enrich implementation of their sustainability strategy.



## 2. Competence Center in Sustainability - CCD

### **Supporting the Ecological and Social Transition through Pedagogical Resources**

The Competence Centre in Sustainability (CCD) is the University of Lausanne's dedicated unit for sustainability. It supports UNIL's academic and administrative community, student associations, the Rectorate, and society more broadly in tackling the challenges of the ecological and social transition.

### **Mission and Approach**

With an interdisciplinary team and innovative methodologies, the CCD fosters systemic and participatory approaches to sustainability. Its mission includes:

- Encouraging interdisciplinary research on ecological and social transitions;
- Supporting sustainability education across faculties;
- Stimulating collaboration with societal actors (public institutions, associations, businesses);
- Contributing to the development and implementation of UNIL's sustainability strategy CAP2037.

### **More information & resources:**

[CCD website](#)

### 3. HUB Entrepreneurship and Innovation

#### Supporting the Ecological and Social Transition through Entrepreneurship

UNIL's HUB Entrepreneurship & Innovation is the university-wide platform that equips students, researchers, and staff to design solutions for the ecological and social transition. It delivers courses, coaching, events, and incubation — fully aligned with UNIL's CAP2037 strategy and HEC Lausanne's PRME commitments. HEC Lausanne designs and administers most HUB interdisciplinary courses and brings expertise in strategy, innovation, finance, and sustainability.

#### Flagship HEC-led courses (open to all faculties):

- Social Innovation (BA) and Social Innovation Lab (MA)
- Essentials & Toolbox for Future Innovators (BA)
- Entrepreneurship & Strategy (MA)
- Entrepreneurial Finance & New Venture Funding (BA)
- Start-up Analysis: Commercial & Financial Due Diligence (BA)
- Innovation for the Grand Challenges (BA)

#### Experiential components (PRME-aligned)

- **UCreate (Accelerator):** 16-week, cohort-based coaching with experts, peer learning, and prototyping — prioritising projects with social/environmental impact.
- **Impulse:** cross-disciplinary ideation and design-thinking track to tackle campus and societal sustainability challenges.
- **Global Entrepreneurship Week @ UNIL:** week of talks, workshops, and networking co-hosted with HEC Lausanne.
- **Innovationchallenges&social-impactsprints:** hands-on problem-solving that turns ideas into tested solutions.

#### Learn more:

[Ucreate website](#)

# Research

At HEC Lausanne, we conduct rigorous, interdisciplinary research that examines people, organizations, institutions, and global systems to advance responsible management practices and education. Our scholarship actively addresses pressing societal challenges, informs policy-making, and inspires innovative, sustainable solutions to foster a thriving society and planet.



## Socializing Research

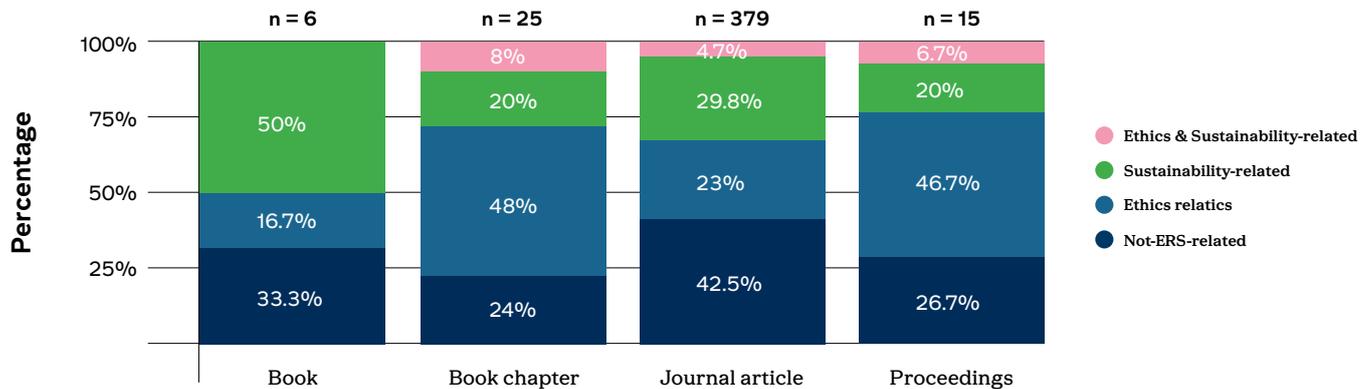
These last years, HEC Lausanne disseminated research across industry networks, international/national/local media through expert interviews and evidence briefs, open-access, SSRN and policy notes, public events (debates, roundtables) and faculty seminars. We advanced research and teaching collaborations across UNIL-EPFL-IMD (E4S), with cross-faculty programmes like CROSS and STRIVE, and with NGOs. Our digital outreach expanded through faculty features, explainers and podcasts. Contributions also informed government and policymakers, ensuring scholarly work translated into actionable guidance.

## Research on Ethics, Responsibility, and Sustainability (ERS)

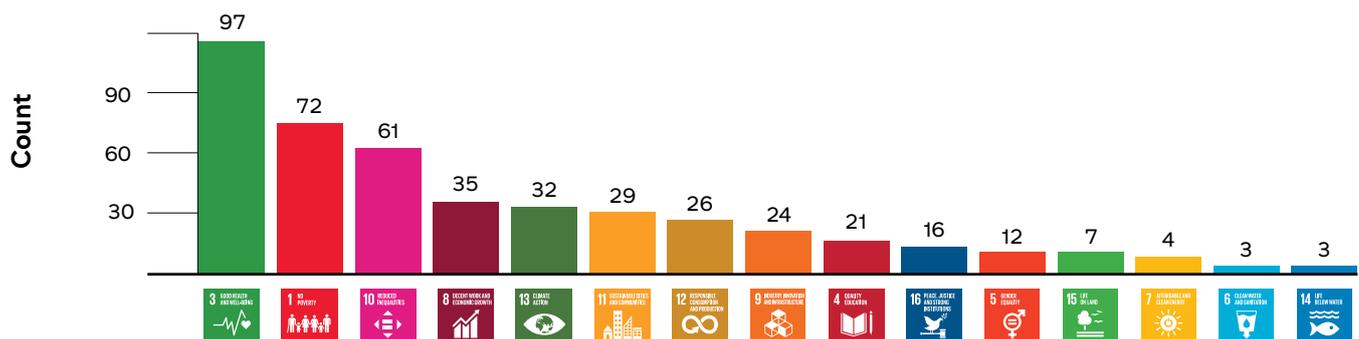


### Proportion of ERS categories by type (2021-2024)

Note: publications with unknown ERS (NA) were excluded. — JA A+: 51 | FT50: 55



### Occurrences by Sustainable Development Goals (2021-2024) – all publications



## FOCUS on research projects



### Bunching with the Stars: How Firms Respond to Environmental Certification

**Author: Prof. Sébastien Houde**  
**Published in Management Science**  
**Publication date: 08/2022**

Voluntary environmental certification programs have been a popular tool used by governments, industry groups, and nonprofit organizations alike. A central question in the design of such programs is who should pay for them. In a context where firms respond strategically to a certification, the answer to this question is a priori ambiguous and, ultimately, empirical. This paper provides important insights on this question using ENERGY STAR, a voluntary certification program for energy-efficient products, as a case study. I show that firms are highly strategic with respect to this certification and extract consumer surplus associated with certified products via three mechanisms. They offer products that bunch at the certification requirement, differentiate certified products in the energy and nonenergy dimensions, and charge a price premium on certified products. I use these findings to motivate a structural econometric model with firms' strategic behaviors with respect to product line and pricing decisions and to investigate the incidence of a certification licensing fee to fund the certification program.



### The Role of ESG Disclosure and Regulations in Tackling Grand Challenges: Three Essays

**Author: Dr. Arianna PISCIELLA**  
**Thesis director: Prof. Gaia Melloni**  
**Defence date: 02.09.2024**

The objective of this thesis is to investigate under which circumstances Environmental, Social, and Governance (ESG) corporate disclosures and regulations on sustainability issues can help companies become sustainable actors in tackling Grand challenges, defined as complex problems regarding the population at large and extending beyond a single discipline and institutional context. Grand challenges have been recently represented by the United Nations' (UN) Sustainable Development Goals (SDGs), a global impact framework developed by the UN to guide countries and firms toward a sustainable world by 2030. Considering the complexity and dynamicity of ESG issues, this thesis unpacks and investigates each ESG dimension in three distinct but interconnected chapters. Chapter 1 focuses on the environmental (E) dimension, represented by SDG 12 about "Responsible consumption and production patterns", and investigates the role of SDGs sustainability reporting practices on European firms' environmental impacts. Chapter 2 is a systematic literature review concerned with the social (S) dimension expressed by SDG 3 about "Good health and wellbeing" and SDG 10 about "Reducing inequalities". Chapter 3 focuses on the governance dimension (G), specifically on SDG 5 about "Gender equality" in managerial and leadership roles among European firms. The empirical findings show that SDGs reporting, and sustainability related mandates can be useful tools to help companies addressing and monitoring their sustainable behavior. This study contributes to the literature studying how firms engage with SDGs in their reporting practices and on the role of ESG disclosure and regulations in addressing Grand challenges.



## Research Awards

In 2023-2024, HEC Lausanne was granted 7 research awards for responsibility- and/or sustainability-related research.

### Best paper award at ACM Conference on Human Factors in Computing Systems (CHI) 2023

**Title:**

*Changes in Research Ethics, Openness, and Transparency in Empirical Studies between CHI 2017 and CHI 2022*

**Grantee:**

Prof. Mauro Cherubini and his co-authors

**Award Description:**

This is the most prestigious award at CHI, recognizing the most impactful and well-executed research presented at the conference.



### The Phillips and Nadkarni Award for Outstanding Paper on Diversity and Cognition

**Title:**

*A Playful Path to More Professional Equity? Networking Across Diversity via Sport*

**Grantee:**

Prof. Isabelle Engeler and her co-authors

**Award Description:**

The Academy of Management has created The Phillips and Nadkarni Award for Outstanding Paper on Diversity and Cognition. This award is given to the author(s) of the best paper at the intersection of diversity and cognition submitted for the annual Academy of Management meeting.



### The CNIL and INRIA Privacy Award (2023)

**Title:**

*Leaky Forms: A Study of Email and Password Exfiltration Before Form Submission*

**Grantee:**

Prof. Mathias Humbert and his co-authors

**Award Description:**

This prize was created by the CNIL and Inria in 2016 as part of a partnership between the two institutions. It aims to encourage research in the field of data protection and privacy. Projects are selected on two criteria: scientific excellence and societal impact.



## Accessit Best Paper Award

**Title:**

*Charismatic leadership:  
An antidote to the pitfalls of incentives?*

**Grantee:**

Dr. Tiffany Kreutschy, Prof. Christian Zehnder  
and Prof. John Antonakis

**Award Description:**

The Accessit Best Paper Award recognizes outstanding research, notably in economics, awarded by The Institutional and Organizational Economics Academy (IOEA)



## Best paper Award

**Title:**

*Corporate Sustainability Reporting in Europe: A Scoping Review*

**Grantee:**

Prof. Gaia Melloni and her co-authors

**Award Description:**

The European Accounting Association (EAA) grants several awards for outstanding contributions to the EAA and the Accounting community.



## Best Paper in Track

**Title:**

*Resilience in Times of Crisis: Empowering Refugees with Self-Sovereign Identity*

**Grantee:**

Prof. Liudmila Zavolokina and her co-authors

**Award Description:**

The Association for Information Systems (AIS) grants several awards for outstanding contributions to the research, teaching, practice, and study of information systems worldwide.



## David Solomons Prize

**Title:**

*Green incentives for environmental goals*

**Grantee:**

Prof. Antonio Davila, Prof. Daniel Oyon and co-author

**Award Description:**

The David Solomons prize is awarded for the best article in each annual volume of Management Accounting Research.



# Partner

At HEC Lausanne, we proactively partner with stakeholders from business, government, civil society, and academia to jointly advance responsible and accountable management education and practice. Through strategic collaborations and active engagement, we amplify our collective impact, driving sustainable development and positive societal change.



## Institutional Partnerships

HEC Lausanne advances sustainability through partnerships that set standards and amplify impact. Accreditations—AACSB, AMBA, EFMD (**EQUIS**)—embed Ethics, Responsibility, Assurance of Learning, and Societal Impact. Benchmarks like the **Financial Times** (ESG & net-zero indicators) and **THE** spur transparent progress; **GMAC** informs access and inclusion. Via **PRME**, we align pedagogy, research, and reporting with global principles. With **E4S** (EPFL, IMD), we scale interdisciplinary work and co-deliver the Master in Sustainable Management & Technology (SMT). As **SDSN** members, we connect to global SDG initiatives. Student partners—**oikos Lausanne** and **HEC Espace Entreprise** (e.g., Prix Strategis, GEW)—strengthen the ecosystem, while collaboration with national ministries/quality frameworks anchors governance and accountability.

## Partner Voices



### oikos Lausanne

Founded in 1987, oikos is a student-led international network transforming economics and management education for sustainability. The Lausanne chapter, based at UNIL/HEC Lausanne, drives awareness and action through practice-oriented events: the on-campus Book Fair (Bourse aux livres) promoting the circular economy via second-hand textbooks; public conferences (e.g., The Future of Mobility); and contributions to Global Entrepreneurship Week with HEC partners, linking entrepreneurship and sustainability across faculties.

### HEC Espace Entreprise (HEE)

Founded in 1987, HEE is HEC Lausanne's student-run bridge to the professional world, promoting entrepreneurial thinking and responsible business through high-impact events:

- Prix Strategis (30+ years): one of Switzerland's leading startup awards (CHF 40,000). In 2024, winner HeroSupport (VENUS SHELL™) for dignified, precise breast-cancer radiotherapy; runner-up Tide Ocean SA for upcycling marine plastics ("Road to 1 Billion Bottles").
- Startup Connect (launched 2025): a new platform linking students with internships in startups, strengthening ties with Prix Strategis and offering hands-on exposure beyond corporate settings.

HEE concentrates efforts on these flagship initiatives, fostering experiential learning, student-entrepreneur interaction, and ventures aligned with sustainability, innovation, and ethical leadership.





## Médecins sans Frontières (MsF)

In the EMBA “Strategy Sustainability” module, HEC Lausanne and Médecins Sans Frontières (MSF) collaborate on a live strategic case at the intersection of humanitarian action and climate risk. During an intensive workshop, MSF leaders brief participants on real dilemmas—capacity, resistance, funding, partnerships—then engage with student teams as they analyze evidence, weigh trade-offs, and present actionable recommendations. The format blends faculty input with MSF expertise and executive coaching on team dynamics. For participants, it builds systems thinking, ethical awareness, stakeholder engagement, and practical problem-solving under uncertainty. For MSF, it surfaces fresh perspectives and implementation ideas informed by external evidence and cross-sector experience. This collaboration shows how an academic program pairs scholarly rigor with societal relevance, aligned with PRME principles of purpose, values, method, research, and partnership—preparing leaders to act responsibly in complex, resource-constrained environments.



# Practice

At HEC Lausanne, Practice means embedding responsible, accountable management in how we run the School. Guided by UNIL's [CAP2037](#) and our RICE values, we set measurable targets, engage stakeholders, audit progress, and transparently improve operations to align with planetary and social boundaries.



## Institutional Policies

HEC Lausanne operates within the University of Lausanne's institutional framework. UNIL guides the transition through [CAP2037](#)—a university-wide strategy aligned with the Paris Agreement and planetary boundaries—covering energy, mobility, purchasing, and campus use, and through participatory processes such as the [Assemblée de la transition](#). The Dorigny campus has earned [SNBS-Quartier certification](#) for sustainable campus management.

On policies and governance, UNIL relies on the Vice-Rectorate for Ecological Transition & Campus and the Competence Centre in Sustainability (CCD), supported by core institutional directives. These frameworks are complemented by responsible operations policies (energy, mobility, events, procurement) and faculty-level procedures and trainings (e.g., inclusion, feedback culture, inclusive communication), ensuring coherence between day-to-day operations, accountability, and continuous improvement.

## Practice Awards

In 2023–2024, HEC Lausanne/UNIL received and awarded five recognitions (awards or top ratings) related to responsible and/or sustainable practices.



### HEC Lausanne Community Commitment Award 2024

**Granter:** HEC Lausanne's Dean's Office

**Grantee:** Prof. Virginie Lurkin and Dr. Marc-Olivier Boldi

**Award Description:** This new award was created to recognize professors or lecturers who demonstrate exceptional commitment to the faculty.



### Sustainability in Swiss Universities

**Granter:** WWF Switzerland

**Grantee:** University of Lausanne

**Award Description:** The recently published WWF University Rating 2024 evaluates the commitment of Swiss higher education institutions to sustainability. UNIL's achievements stand out in the report.



### HEC Climate Strategy Prize

**Granter:** HEC Lausanne Research Center for Grand Challenges (RCGC)

**Grantee:** HEC students

**Award Description:** The "HEC Climate Strategy Prize" hackathon, organized by RCGC enabled students to reflect and innovate on climate challenges, against the backdrop of the University of Lausanne's CAP 2037 transition strategy.



### "2000-Watts sites" label

**Granter:** Swiss Federal Office of Energy (SFOE)

**Grantee:** University of Lausanne

**Award Description:** The "2,000-Watt Sites" label certifies residential zones that are able to demonstrate the sustainable use of resources for the construction, operation and renovation of buildings and for the mobility associated with their operation.



### Finalist of 2023 PRME Faculty Recognition Award for Excellence in SDG Integration

**Granter:** PRME

**Grantee:** Prof. Patrick Haack

**Award Description:** Professor at HEC Lausanne and Director of the HEC Research Center for Grand Challenges, Patrick Haack was a finalist for the 2023 PRME Faculty Recognition Award, honoring his *exemplary performance in advancing sustainability practices and responsible management education* at the University of Lausanne (HEC Lausanne).

# Share

Share at HEC Lausanne means openly communicating wins and setbacks—through reporting, updates, events, and internal channels—to accelerate collective learning, improve practice, and align around RICE values.



## Communication Audiences

HEC Lausanne communicates sustainability and responsibility policies and progress to a broad set of audiences through targeted channels: accreditation bodies, boards and advisory committees, business/industry partners and NGOs, government/policymakers, faculty/staff, prospective/current students, alumni/donors, research/academic networks, media/PR, and local communities/chambers (public events, partnerships).

## Sharing Voice

The faculty's communications embody our PRME principles and values through a broad range of projects and initiatives aimed at both the HEC Lausanne community and the wider public. We organize events that highlight our expertise and rigor in research, while demonstrating its value for society. Examples include:

- [Apéro-sciences](#): discussions around health, economics, and innovation
- [Esther Duflo Conference](#): *Equitable future: Economy, Climate and Poverty*
- [Mystères de l'UNIL](#): a board game combining mobility and economic reasoning

We are equally committed to making our expertise available to local businesses, thereby strengthening ties with the regional economy. Our event [Digivisions](#) reflects this commitment, bringing together industry experts and HEC Lausanne professors to address digital challenges, with the aim of providing SMEs with concrete, applicable tools.

Our activities also focus strongly on our student community. The welcome events for new Bachelor's and Master's students, built around our RICE values (Rigour, Integrity, Collaboration, Entrepreneurship), are a strong example. These events emphasize collaboration and encourage entrepreneurial thinking through initiatives such as the [Hackathon](#) and the [Pralong-Cadot Prize](#), which enable students to propose innovative sustainability projects. Entrepreneurial ventures are also supported through programs like [UCreate](#), run by UNIL's HUB for entrepreneurship. In addition, we regularly highlight the richness of our numerous [student associations](#), which embody the spirit of collaboration and inclusion at the heart of our faculty.

## HEC Lausanne

### Sharing Information on Progress

Beyond events, we design initiatives that strengthen belonging and reflect the diversity of our community. The People of HEC campaign, for instance, showcases professors, administrative and technical staff, and students alike. The [HEC Female Career Award](#), presented by the faculty's Gender Equality Commission, honours outstanding academic careers by women and contributes to fostering inclusion.

Research dissemination is another key priority of our communications. We regularly publish accessible content that highlights our strategic focus areas: sustainability, digital transformation, economic perspectives, and the interplay between health and society. These materials are featured on our dedicated platform, [Outreach](#), and amplified through targeted social media campaigns to reach broader audiences. Key examples include:

- the **Digital Revolution Trends** series
- the **Health Economics** series
- the **Décryptés** videos
- the **Key Research Moments** capsules
- the **Reimagine Sustainability** series

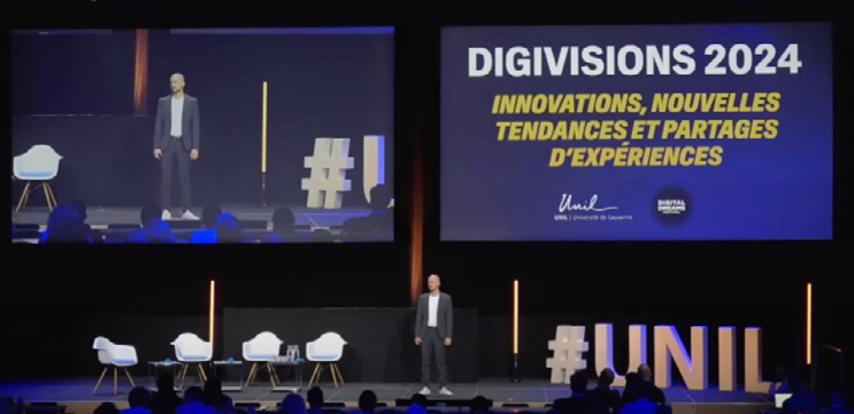
We also spotlight student research projects, particularly those of our PhD candidates, through the series **Spilling Research Tea**, which offers them an opportunity to share their work in an accessible and engaging way.

Through transparent, engaging, and values-driven communications, we are building a true culture of responsibility within our faculty. Our aim is to bridge words and actions, ensuring that sustainability, integrity, and collaboration are not only taught but also lived every day by our entire community.

#### The HEC Lausanne Communication Team

From left to right:  
Eileen Delcrétaz (digital communication manager),  
Molka Ben Khamsa (former student assistant  
2023-2024), Sandy Mazet (events manager),  
Maria Del Colle (head of communication),  
Chantal Béhar (communication manager)





# DIGIVISIONS 2024

## INNOVATIONS, NOUVELLES TENDANCES ET PARTAGES D'EXPERIENCES

Unil  
HEC | Université de Lausanne

**Dominic Bohmer**  
Professor of Economics

Has released *The Peace Formula*, his insightful book that explores how economic strategies can prevent conflict and foster lasting peace. In this work, Bohmer highlights the critical role of economics in post-conflict recovery, offering valuable insights into building more stable societies.

**Valérie Chaves-Dominique**  
Professor & Vice-Dean Research and Doctoral School

Co-authored the book *Risk Revealed: Contingency Theory, Understanding and Communication*, which examines risk through real-world disasters and mathematical modeling. From the 1953 North Sea Flood to the COVID-19 pandemic, it connects historical events with modern tools to enhance our understanding and management of risk.

**HEC Lausanne Professors at the heart of projects supported by UNIL's STRIVE program**

UNIL has recently launched STRIVE, an ambitious program for societal transformation addressing urgent sustainability challenges. Among the 2 interdisciplinary projects selected to be funded for their impact and innovation, professors from HEC Lausanne play a key role, contributing their expertise to develop solutions for ecological and social transitions.

**E1: Netiquette as Digital Social Norms**  
With Robin Schimmpferning

Unil  
HEC Lausanne  
Pioneers since 1918

**E3: Finfluencers: lucky trend setters or skilled financial experts?**  
With Prof. Norman Schürhoff

Unil  
HEC Lausanne  
Pioneers since 1918

**E2: Cyberbullying and the impact of personal information disclosure**  
With Dr. Kavous Salehzadeh Niksirat

Unil  
HEC Lausanne  
Pioneers since 1918

**Apero-sciences**

**Santé, économie et innovations – quels futurs?**

**23 TO 27 SEPTEMBER**

**Associations Week HEC Lausanne**

**soirée prix christophe pralong & prix olivier cadot**

**register now**  
the link is in our bio



**reimagine series: healthcare**

01. Is it time to put a price on life

Unil  
HEC Lausanne  
Unleash your

**reimagine series: healthcare**

02. Coping with the shifting burden of disease

Unil  
HEC Lausanne  
Unleash your

**reimagine series: healthcare**

03. Invest in health and reduce social unrest

Unil  
HEC Lausanne  
Unleash your

**reimagine series: healthcare**

04. Shadow health data is a significant threat

Unil  
HEC Lausanne  
Unleash your power

**DÉCRYPTÉ**  
Économiste Prof. Guido Paizzo

**DÉCRYPTÉ**  
Économiste Prof. Sarah Chaves

**DÉCRYPTÉ**  
Économiste Prof. Kavous Niksirat

**DÉCRYPTÉ**  
Économiste Prof. Katherine Yatsirov

**RCSC | RESEARCH CENTER FOR GRAND CHALLENGES**

**HACKATHON**  
PRIX POUR LA STRATÉGIE CLIMATIQUE HEC

Dimanche 22 septembre 2024 | Géopolis, Université de Lausanne | De 8.30 à 18.00

REJOIGNEZ-NOUS POUR UN DÉFI PASSIONNANT ET AIDEZ-NOUS À RÉDUIRE LES ÉMISSIONS DE CO<sub>2</sub> DE NOTRE FACULTÉ DE 95 % D'ICI 2037 !

**SWIPE POUR PLUS D'INFORMATION!**

**UCreate**  
Diabète  
Même pas peur!

**UCreate**  
TOCx

**UCreate**  
Retraïde

**13.09.2024**

**WELCOME DAY BACHELOR**  
unil.ch/mec/entree

**WELCOME EVENING FOR MASTERS**

Live Event  
Today 18 Sep, 2024

**Henri Jamet**  
PHD student  
Department of Information Systems

**Farah Mejri**  
PHD student  
Departments of Astrophysics, Earth and Planetary Sciences

**Illa Azizi**  
PHD student  
Department of Operations

**Esther Duflo,**  
**Nobel Prize in Economics**

Exceptional Conference on 23.04.24

**People of HEC Lausanne**  
Program Coordinator at CFC  
Qin Wu

**People of HEC Lausanne**  
Researcher at the Center for Innovation  
Fabien Costes

**People of HEC Lausanne**  
Student  
Noémi Sobier

**People of HEC Lausanne**  
Professor  
Yash Raj Shrestha

**People of HEC Lausanne**  
Department of Information Systems  
Mélissa Gaton

**People of HEC Lausanne**  
Professor  
Séverine Arnold