



## Sustainable Development and Social Responsibility (SD&SR)/PRME 2016 APPENDIX 3: The ESSEC Grand Prize for Responsible Trade

<b>Contact</b>	Isabelle Frappat, Manager of CSR Projects, ESSEC Fast Moving Consumer Goods Chair
<b>Name of initiative</b>	The ESSEC Grand Prize for Responsible Trade
<b>Area(s) of action</b>	Education, CSR
<b>Issues</b>	The project awards companies in trade and e-commerce, B2B and B2C, for their CSR initiatives in France.
<b>Objectives</b>	Competition for food and non-food distribution companies with a brick-and-mortar or online sales network operating at least in the French territory (includes French overseas <i>départements</i> and territories and Corsica) that have begun Corporate Social Responsibility (CSR) initiatives within the French territory in the last few years with metrics available at the end of 2015.
<b>Timeline</b>	July-October 2015: applications filed December 2015: jury meets to select winners February 2016: ESSEC Grand Prize for Responsible Trade awards ceremony
<b>Partner(s)</b>	Partners: French Ministry of Economy, Aviso, etc. <a href="http://www.grandprix-distributionresponsable.com/les-partenaires">www.grandprix-distributionresponsable.com/les-partenaires</a>
<b>Brief description</b>	Actors in the initiative: Fast Moving Consumer Goods Chair Year begun: 2014 Organisation: team of students managed by the Chair Categories: Six prizes, three special mentions and one CSR Grand Prize Targets: The purpose of the prize is to evaluate and endorse the best initiatives that distributors have taken in CSR. It is a public incentive to improve CSR-related distribution efforts as well as raise more consumer awareness about their power to weigh in on efforts that distributors make in CSR. Future plans: 2017 competition currently being organised
<b>Learn more</b>	<a href="http://www.grandprix-distributionresponsable.com">www.grandprix-distributionresponsable.com</a> <a href="http://chaire-grandeconsommation.essec.edu/">chaire-grandeconsommation.essec.edu/</a>
<b>Budget</b>	Winners will receive an ESSEC Grand Prize in Responsible Trade award and the right to use the prize label free of charge until 31/12/2017 in compliance with the usage guidelines they are provided. The competition does not receive any financial endowments.
<b>Indicators</b>	Two ESSEC student juries were convened to shortlist applicants. Twenty students reviewed 76 applications submitted by 22 companies and chose the best ones according to four criteria: innovative nature of the project, implementation and deployment of the initiative, impact and outcomes, vision.
<b>Facilitating elements</b>	The competition is free to enter.

<b>Comments</b>	<p><i>"The ESSEC Grand Prize for Responsible Trade fully represents ESSEC's values of humanism, innovation, responsibility, excellence and diversity. The initiative is carried out by the Fast Moving Consumer Goods Chair and demonstrates our continuous effort to build bridges between economics and society. Involving students in the jury process also shows our constant concern with encouraging them to anticipate and meet the economic, managerial, social, environmental, and ethical challenges in an increasingly unpredictable world."</i></p> <p>Jean-Michel Blanquer, Managing Director of ESSEC Business School</p>
<b>SD&amp;SR Guidelines</b>	<p>Chapter 1 - Governance/Action Plan</p>

## MESSAGE FROM THE MINISTER MARTINE PINVILLE 9 FEBRUARY 2016 – BERCY



The social, societal, and environmental challenges we are facing as a society concerns the engagement and investment of all players, in the public and private sectors alike. That is why the Ministry of Economy supports initiatives like the ESSEC Grand Prize for Responsible Trade which recognises major groups that have adopted innovative responsible policies.

Companies that wield such economic power, employ so many people, and have such widespread reputations have an impact on the world that reaches far beyond their mere areas of business, and thus they have a duty to care about their social and societal impact as well. In that same vein, top business schools like ESSEC which are training our future leaders and generating knowledge must be part of a

new more responsible economy.

As Minister of State for Commerce, Small-Scale Industry, Consumer Affairs and the Social and Solidarity Economy, corporate social responsibility (CSR) is an issue in which I take a very personal interest.

First, because these initiatives can only benefit consumers. Next, because when major groups apply responsible policies, it has a direct positive impact on their subcontractors and partners, which are often very small enterprises and SMEs. Lastly, because I notice that it contributes to the Social and Solidarity Economy, even indirectly. In the long term, we must encourage so-called "traditional" businesses to work more closely with the community of social and solidarity economic players.