



The *1st* Sustainability Label for Higher Education Program Content

La Belle EDUC

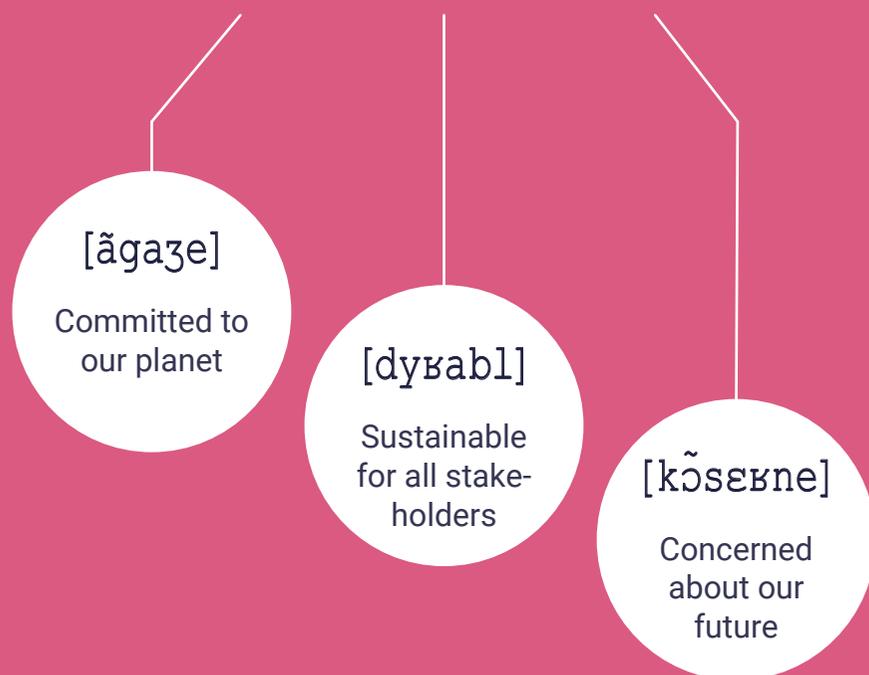
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La Belle EDuC [la bɛl edyk] was founded in France and stands for education that is committed, sustainable and concerned.

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La Belle EDuC

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At La Belle EDuC we support higher education programs in their efforts to foster a sustainability mindset in the citizens and professionals of tomorrow. As an independent, impact-first company, our core activity is the development, implementation, and dissemination of a sustainability label dedicated to higher education degree programs.



The EDuC Label, developed under the guidance of AFNOR, supports the leaders and teams of programs across disciplines on the path to a relevant and adaptive integration of sustainability in their curricular and co-curricular content.



Now Is the Time

Higher education institutions have the potential to **accelerate sustainable practices** globally and across sectors and industries by providing tomorrow's citizens and professionals with **sustainability content** throughout their programs.

As highlighted by recent mobilization initiatives focused on environmental issues and particularly the numerous youth movements, students are increasingly viewing **sustainability as a key issue** of their generation, a perspective that is beginning to hold strong influence in their critique of higher education programs.





Why the EDuC Label?

Sustainability labels provide **visibility and credibility** to sustainability actions and initiatives across sectors and industries while encouraging **greater integration of sustainable practices**.

Sustainability labels are already being used across sectors and industries, but there is a clear gap at the program level regarding **integration in teaching and the student learning experience**.

The EDuC Label is filling a critical need for a sustainability label designed for higher education programs.

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EDuC Label Benefits

52% of students in the UK say sustainability is a topic that influenced their choice of studies (up from 45% in 2018)¹

91% of students in the UK say their school should “actively incorporate and promote sustainable development” (up from 88% in 2018)¹

78% of higher education students in France state that an institution that takes sustainability into account is more attractive to them than others²

Higher education institutions have already begun to react to increasing pressure for greater integration of sustainability into their programs.

The EDuC Label gives **visibility and credibility** to ongoing efforts and guides an overall sustainability strategy, growing competitiveness by making programs:

- ▶ More responsive to student demands
- ▶ Better able to meet hiring needs in the changing climate
- ▶ More attractive to rankings and accreditation agencies

1. SOS-UK figures for 2019: <https://www.sos-uk.org/post/10-years-of-research-on-education-and-sustainability>

2. RESES figures for 2020: https://le-reses.org/wp-content/uploads/2021/04/RAPPORT_CNE2020.pdf

Our Mission

Our mission is to ensure that future employees, entrepreneurs and business leaders are prepared to reconcile business activities with present and future environmental and social challenges.

At the same time, we aim to provide students with the information they need to choose between programs based on sustainability content.

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The EDuC Impact

Through its incorporation as a French Société à Mission, La Belle EDuC is legally bound to drive its operations forward with the overriding goal of creating the following impacts:



Lead higher education institutions to **greater integration of sustainability** content and practice in curricula



Offer all students **greater visibility** on educational content related to sustainability



Contribute to the development and sharing of **measurement tools and best practices** for education stakeholders



Raise awareness among stakeholders of the challenges of sustainability and its integration in teaching and the student learning experience

Our Solution

The EDuC Label is a specialized sustainability label for higher education programs of all types sharing common concerns for our planet and committed to providing integrated sustainability content to their students.

Developed and validated by diverse stakeholder groups under the guidance of AFNOR, the EDuC Label consists of:

- ▶ 100+ yes/no and quantitative questions that serve as guidelines for good practices
- ▶ a student survey providing feedback for improvement
- ▶ an alumni survey demonstrating the impact of the program

The label is granted for 3 years with initial and mid-term audits.



Digital

From start to finish, the EDuC Label process is 100% accessible online, eliminating the need for on-site visits and fees.

International

The EDuC Label allows for a worldwide benchmark of sustainability integration in higher education curricula.

Impact-driven

The EDuC Label is not profit-driven and is committed to contributing to sustainability education on a broad scale through its articles of incorporation.

Overview of the EDuC Label Criteria

100+ criteria measuring the level of sustainability integration throughout the program with evidence submitted for audit online.

Section 1 Program engineering

Examples of criteria:

▶ The environmental and social aspects and impacts of the program's discipline/s are listed, documented and prioritized.

Yes/No

▶ Recruitment by the program of faculty and/or researchers takes into account their experience or expertise in sustainability within their field.

Yes/No

Section 2 Program management

Examples of criteria:

▶ Number of mandatory courses dedicated to sustainability in the program.

Quant.

▶ Climate change is specifically taught to all students.

Yes/No

Section 3 Ongoing program improvement

Examples of criteria:

▶ Students are encouraged to give feedback on how environmental and social issues are addressed in all courses of the program.

Yes/No

▶ The program or institution provides training for faculty on improving the integration of sustainability in their courses and other learning activities.

Yes/No

Linking Criteria to Measurable Impact



Impact of a Committed Program



A program committed to sustainability prepares students to reconcile economic activities with present and future social and environmental challenges.

Impact

Exemplarity of behavior

Exemplarity of professional practices

Proactive leadership

Examples of indicators

- ▶ Time dedicated to volunteering, number of mandates in associations
- ▶ Eco-friendly practices and gestures
- ▶ Orientation of choices towards responsible consumption, savings and personal investments

- ▶ Efforts to drive the organization's investment choices towards responsible investments
- ▶ Selection of partners (suppliers, service providers, etc.) according to ethical and responsible criteria
- ▶ Participation in sustainable and responsible innovation projects at work

- ▶ Participation in CSR/sustainability labeling initiatives or networks
- ▶ Implementation of a Code of Ethics
- ▶ Public statements on CSR topics for testimonials and sharing of best practices

How to Get Certified

1 Digital Self-Assessment



Programs assess their current level of sustainability integration and identify their areas for improvement.

**(Free and
Non-Binding)**

2 Digital Label Application



Programs submit their application online together with accompanying evidence.

3 Independent Third-Party Audit



Following a digital assessment, independent third-party auditors review the application and prepare a report for the Label Committee.

4 EDuC Label Committee



A committee of independent sustainability and higher education stakeholders review the audit report and application elements to assess the program's maturity level.

5 EDuC Label Award



The program receives the EDuC Label corresponding to its score and a communication kit. A report is provided with recommendations on areas for improvement.



The EDuC Label Today

- ▶ **Criteria framework** developed by an expert working group under the guidance of **partner AFNOR**, the French representative member of ISO, with final feedback in May 2021 by a consultation group of 25 international stakeholders
- ▶ **Research** carried out on measuring the impact of sustainability education (project leading to publication in MDPI academic journal Sustainability in Mar. 2021)
- ▶ A strong **established network of stakeholders**, including teacher and student empowerment organizations, rankings and accreditation agencies, recruitment firms, companies, and NGOs and nonprofits
- ▶ **Grant from Paris City Council** (PIA via Bpifrance) for innovative impact-first projects and incubation with La Ruche

The EDuC Label Tomorrow

As an impact-first organization, La Belle EDuC will engage with stakeholders through the following projects:



Online training material for program staff & faculty on sustainability essentials and sustainability teaching

Multi-language **sustainability teaching resources**

Additional projects in relation to **sustainability education** to be defined with partners

Annual conference launched to bring together researchers and other sustainability education stakeholders

Funding of **research on sustainability education** and how to measure its impacts

Teacher training and certification

Sustainability education workshops offered in high schools, in collaboration with student empowerment associations

Contact Us for a Quote



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Partnerships

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Johanna Wagner is a university lecturer and consultant with a background in hotel operations and asset management. She is passionate about people, sustainability and innovation, which has led her to teach in leading hospitality master's programs in Europe including IMHI/ESSEC and Glion Institute of Higher Education.



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Carina Hopper is a sustainability lecturer teaching at the master's level at ESSEC Business School, SKEMA Business School and ESMOD Fashion Business School. She is also active in the start-up community and has advised and collaborated with tech and social start-ups in Amsterdam, Paris and the United States.

www.labelededuc.org

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