Press Release

6th edition of the French speaking Green Gown Awards: 5 laureates open new paths for higher education that meets ecological and climate challenges

Paris, 20 February 2020 - Yesterday afternoon, the Ministry of Ecological and Solidarity Transition hosted the 6th edition of the French Speaking Green Gown Awards, which rewarded higher education institutions that have implemented the most inspiring and innovative sustainable development projects on their campuses.

An initiative that has the wind in its sails since 30 projects were presented this year compared to 15 last year. 24 French and international campuses participated in order to demonstrate that the HEI sector is taking social and environmental issues into account in their activities and increasingly in their teaching.

"Since 2019, we seem to be approaching a decisive tipping point for stakeholders and actors in higher education, who are increasingly mobilized on the integration of the ecological and solidarity transition into teaching and institutional strategy. Our goal? To raise awareness, to develop concrete actions and to open together new paths for higher education. Because campuses are training tomorrow's managers today, and we will not change companies if we do not change the way we train future leaders", explains Elisabeth Laville, Founder of UTOPIES and Campus Responsables.

After studying the application files and live "pitches" of the projects carried out by the candidate institutions, the jury, composed of members of the Ministry of Ecological and Solidarity Transition, ADEME, the Agence Universitaire de la Francophonie, the Conférence des Grandes Écoles, Enactus France, Impact Campus, REFEDD, UpGreen.TV, and led by Elisabeth Laville, Founder of UTOPIES and Campus Responsables, met and rewarded the following campuses:

- **NEXT GENERATION LEARNING AND SKILLS**
  This category recognises achievement in the development of academic courses, skills and capabilities relevant to sustainability. These can be vocational, undergraduate or postgraduate courses or related to wider purposes such as community involvement, global or environmental awareness or to support lifestyle changes.

  **Toulouse INP - ENSAT - A Sustainable Development training course - Toulouse**
  ENSAT’s agricultural engineering programme aims to train students to respond to current societal issues such as the preservation of natural resources, ecological transition and food quality. To meet these needs, ENSAT has chosen to focus its engineering training on the acquisition by students of complex know-how through a skills-based approach.

- **STUDENT ENGAGEMENT**
  This category reflects that students and staff must work together to achieve goals using “top-down” and “bottom-up grass roots” methods to achieve maximum understanding and engagement across an institution.
For several years, the IUT has been committed to a sustainable development approach. This approach has been carried out on the basis of educational projects and through the commitment of students. Thus, the IUT has set up numerous actions and the challenge for 2019 was to organise a sustainable development week during which students from the Business Management and Administration department and those from the Biological/Environmental Engineering department were involved with the animation of a shared garden.

- **ECOLOGICAL TRANSITION OF THE CAMPUS**

  This category deals with flagship and ambitious projects in the service of the campus’ ecological transition, supported by its various activities: internal operations, research and teaching.

The jury was keen to reward two projects presented by **INSA Lyon: the green restaurants and the experimental Eco-Campus – Lyon**

  - **Green restaurants**
    
    In order to act on their environmental footprint, the INSA Lyon restaurants have called on the Sustainable Development and Social Responsibility (DDRS) unit and to 3rd year students in order to experiment with improvement actions. Projects have been carried out on waste sorting and reduction, responsible procurement, the carbon cost of plates, etc. These projects have reduced environmental impacts, promoted healthier eating and created links between different groups.

  - **Eco-Campus**
    
    In order to meet the challenges of sustainable development, a draft stormwater management strategy based on network disconnection, infiltration and revegetation has been implemented on the INSA Lyon campus. The aim is to limit the volumes of water to be treated and reduce the amounts of associated pollutants.

- **TOWN-GOWN RELATIONS**

  This category concerns the territorial anchoring strategy implemented by an institution. Are being considered the opening of the establishment to its territory as well as the collaborations set up with the objective of reinforcing the Sustainable Development actions of the territory and its actors.

**NEOMA Business School - STARTING DAYS - Reims - Rouen - Paris**

STARTING DAYS is the seminar for the 1100 students of NEOMA BS. In small groups, the students work out a solution to a social entrepreneurship challenge among 50 identified by the students of the previous classes on their territory. During 4 days, experts in social entrepreneurship, accompany the students from the ideation to the modeling of the solutions! At the end of the seminar, a jury elects the best projects. They will be developed within ENACTUS France or the NEOMA Business School incubator.

- **BENEFITTING SOCIETY**

  As anchor institutions in their communities and cities, universities and colleges benefit society in many ways. This category captures the powerful and innovative ways education institutions are realising their purpose in today’s society to benefit the lives of individuals, communities and wider society.

**HEC Montréal - Hectare Urbain - Montréal**

Hectare Urbain is an urban agriculture project that promotes the plant heritage of Mont-Royal for educational purposes. It is a laboratory for experimentation of techniques in permaculture...
and responsible management principles for the student community. Hectare urban also involves students in a school sponsorship program. This initiative, which focuses on intergenerational knowledge exchange, allows schoolchildren to become familiar with the environmental and social values conveyed by permaculture.

**About UTOPIES**

Created 25 years ago by Elisabeth Laville, UTOPIEs is the first independent consulting firm and French think-tank specialized on integration of sustainable development into business strategies – and one of the firsts in the world. Thanks to approximately 50 consultants, UTOPIEs’s goal is to open new paths by encouraging companies to integrate social and environmental issues into the heart of their mission, strategy and innovative approach. The firm is notably recognized for its work on brand strategies and positive innovation, but also for its expertise on local economy and socio-economic studies. Committed to incorporate itself what it recommends to its clients, UTOPIES is certified Great Place to Work and B CORP in France, and is furthermore in charge of the development of the certification across the country.

UTOPIES’s team is spread throughout Paris, where is its head office, Grenoble and Bordeaux, but also present in Mauritius and Sao Paulo!

[www.utopies.com](http://www.utopies.com)

**About Campus Responsables**

Created in 2006, the network Campus Responsables aims at encouraging and assisting the integration of sustainable development into educational institutions programs and management of their infrastructure. Campus Responsables is the first network of universities and colleges focussing on sustainable development, with 30 members throughout France and Belgium.

[www.campusresponsables.com](http://www.campusresponsables.com)