



PRME Principles for Responsible
Management Education
CHAPTER
LATIN AMERICA & CARIBBEAN



Educación en negocios responsables y con impacto en las ODS

PRME LAC 11TH MEETING

 7 y 8
noviembre 2022

 **Centrum PUCP**
Lima - Perú

La implementación del modelo de impacto y su operacionalidad" - Sesión 1: Experiencias en la gestión institucional

Responsible business model and impact strategy: way to create economic value with environmental and social product/ service quality

Béatrice BELLINI

Associate professor in Management Sciences

Dean of the UNESCO Chair “Sustainable Consumption”

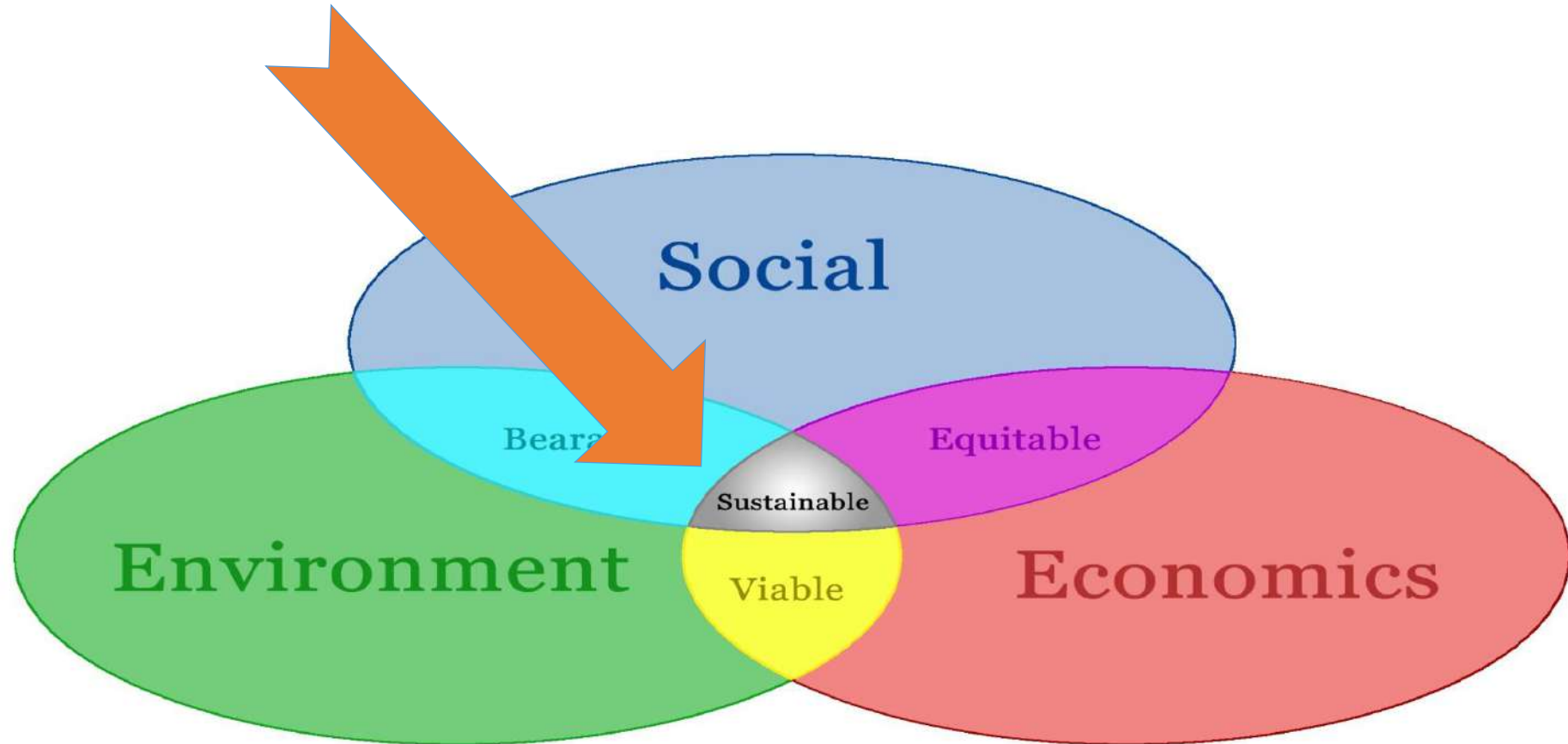
Positive Business

Paris Nanterre University

FRANCE

CSR, Sustainable development and Positive Management

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Face social challenges

ZARA

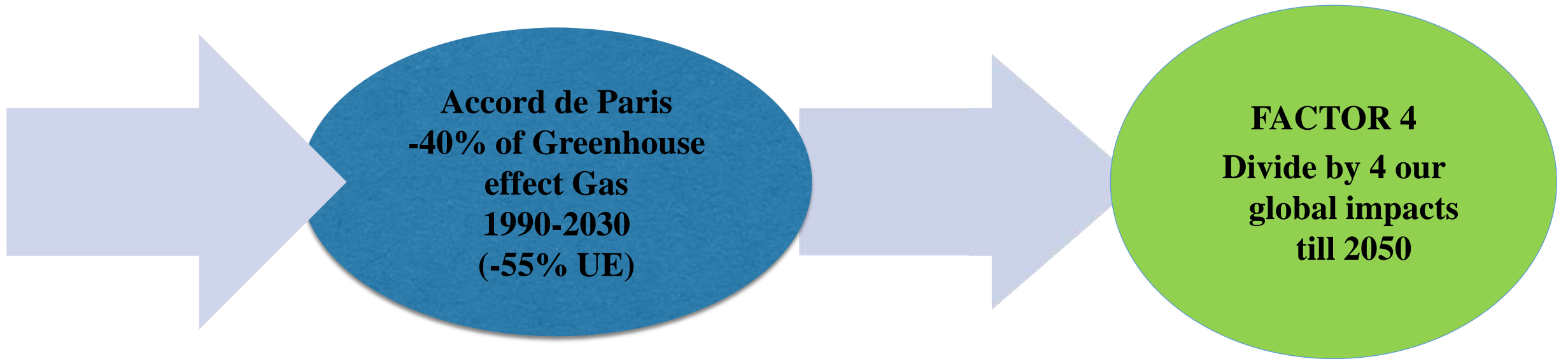


Rana Plaza, Bangladesh

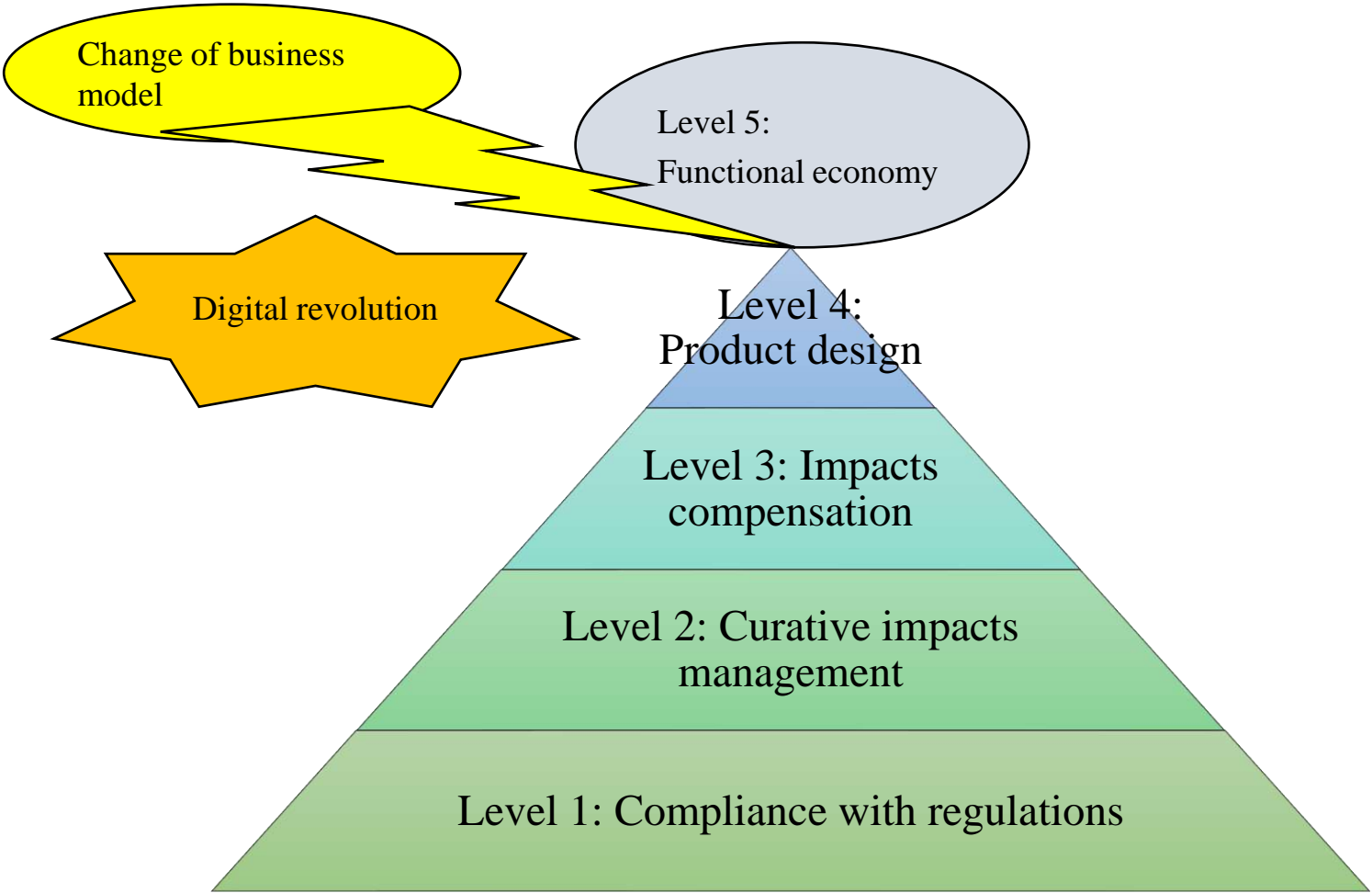
24 of april 2013






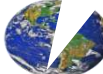


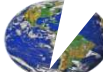



1129 deads et 2125 injured people

Face environmental challenge



Face environmental challenges

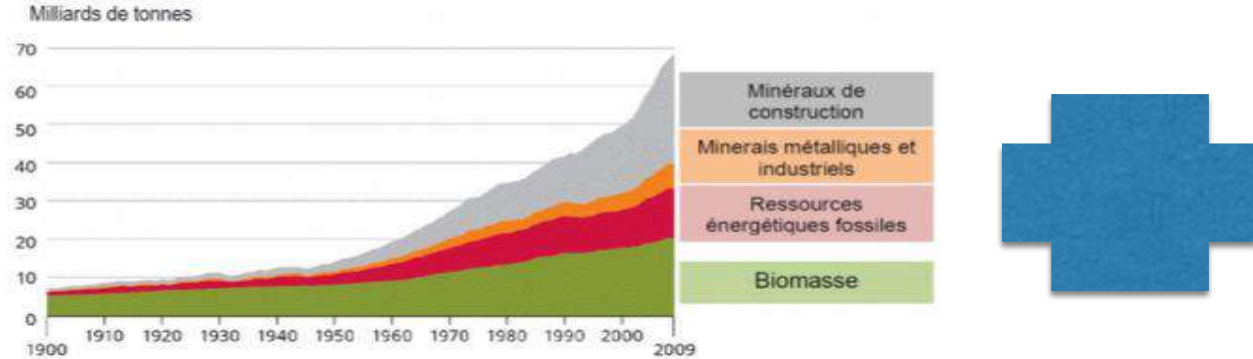


France level basis (Global Footprint Network, National footprint accounts, 2017)			
			Preventive
			
			Curative
			
			

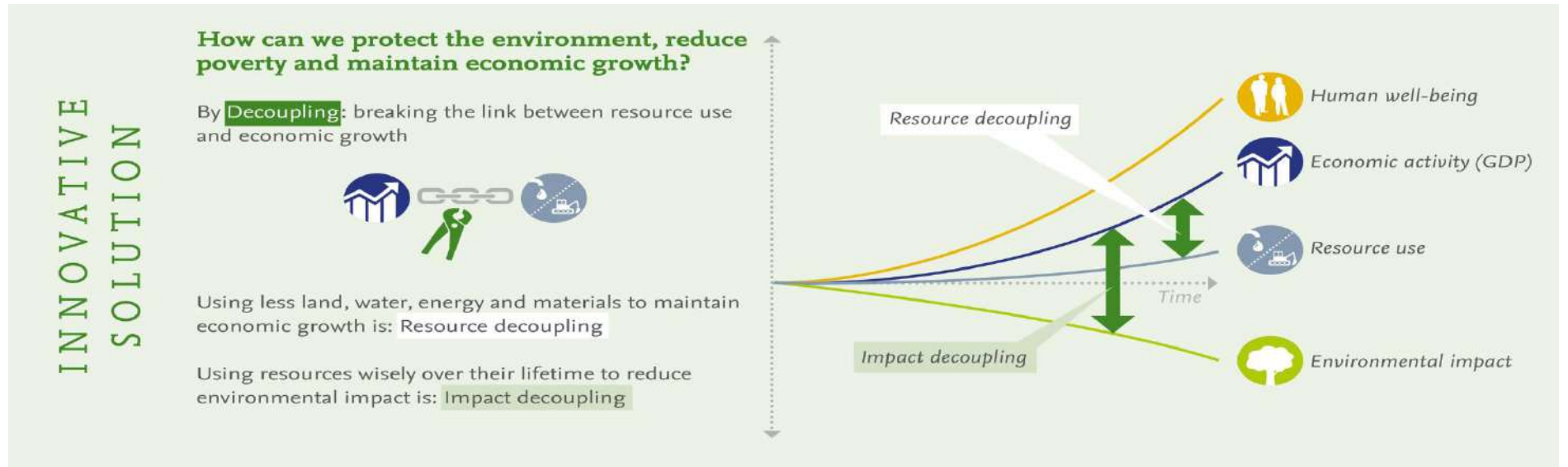
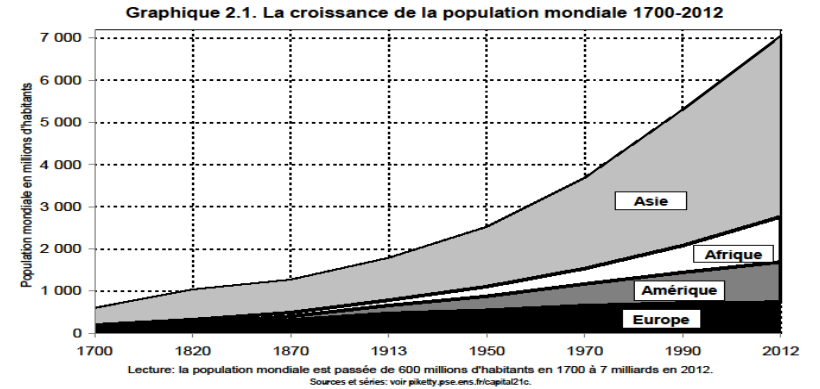
Typology: Social responsibility in corporates strategy (Bellini B., 2016)

Need a decoupling model

Figure 1 - Extraction mondiale de matières premières entre 1900 et 2009



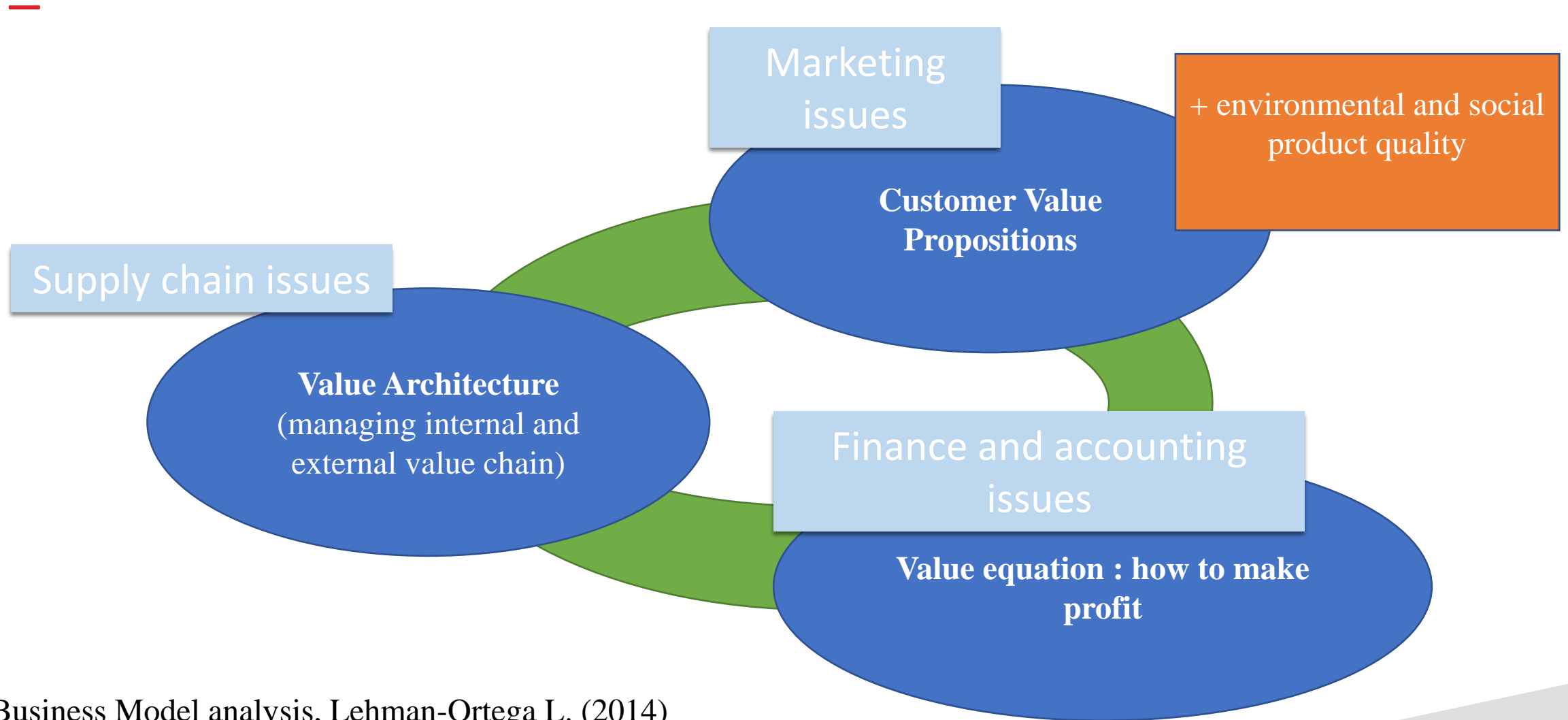
Source : AEE, 2015



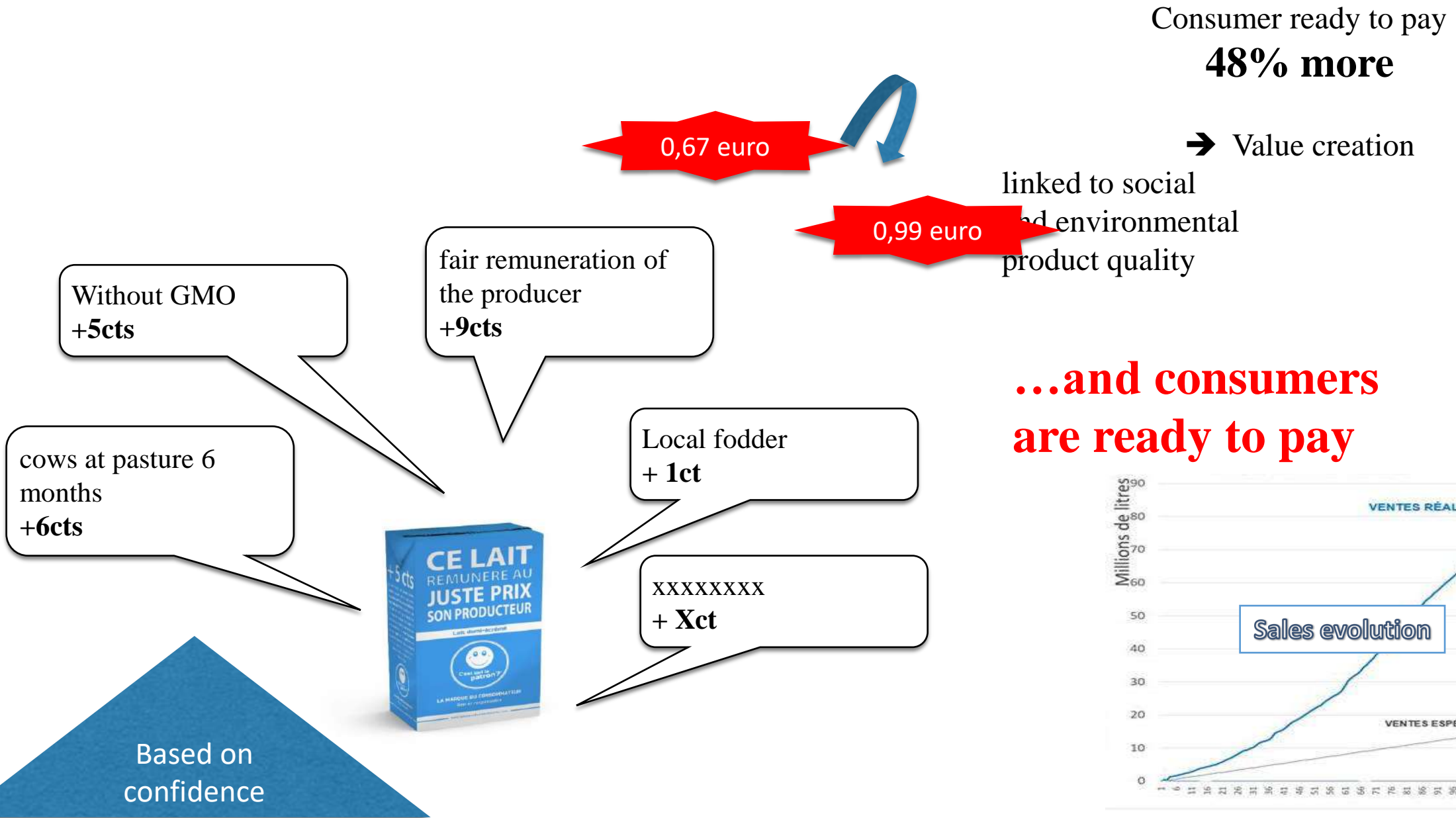
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**Creating economical value
with the concept of social
and environmental product/service quality**

Business model approach



EXAMPLE : Valuable social and environmental product qualities



Gracias



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