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Doing business differently: HEC Paris launches the first global executive program on Inclusive Business

Jouy-en-josas, June 24th

HEC Paris has launched the first global open enrolment program dedicated to '[Inclusive Business and Value Creation](#)'. The program aims to develop alternative business practices, and is designed as an accelerator for business executives wanting to design, implement and scale projects or new business lines which are socially and environmentally inclusive.

The program, which starts today, will take place at a social enterprise near Calais for 3 ½ days of intensive training. Participants will work alongside staff to help those on subsidized employment contracts with gardening, meal preparation, and wood-work. They will follow a comprehensive program which will enable them to develop their projects more strategically and inclusively. With this experimental learning approach, which combines field exposure with community practice, participants will be able to anticipate and avoid potential obstacles and thus give their projects a greater chance of success.

The program is taught by the faculty of the [HEC Paris Social Business Chair](#). It can be studied in one of two locations: Calais, France, or Nairobi, Kenya, where the program is scheduled for spring 2015. Program participants have typically ten or more years of management experience and are part of the team determining the strategic direction of their company. They each have a work project that they will continue to co-develop during the program with the aid of project tutoring and peer-to-peer coaching. Projects are devoted to issues such as access to water, medicines, energy and waste management.

HEC Paris has created this program in partnership with the sponsors of the HEC Social Business/ Enterprise and Poverty Chair, Danone, Schneider Electric, Renault, founding members Ashoka and Hystra, and strategic partner CSR Europe.

About HEC Paris:

Specialized in education and research in management, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters Programs, MBA, PhD, Executive MBA, TRIUM Global Executive MBA and Executive Education open-enrolment and custom programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC is itself a founding member of ParisTech and Université Paris Saclay. It boasts a permanent faculty of 110 professors, more than 4,000 students and over 8,500 managers and executives in training each year.

HEC Paris was ranked number one business school in Europe by the Financial Times' overall business school ranking in December 2013.

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