

COBS STUDENT INTERNATIONAL CSR ARTICLE COMPETITION

In 2019, the Council on Business & Society developed and launched an inter-school student CSR article competition, open to all levels from undergraduate to PhD and MBA.

2022 will mark the 4th edition of this competition.

Faculty members from each school propose a yearly list of CSR and Sustainability-related topics from which competing students across the member schools choose. Each participating school has a jury which elects a winning, runner-up and finalist students.

The competition attracts between 3-450 students across the seven schools. All student submissions receive detailed feedback on style, content and structure.

The winner in each school receives a cash prize, winners and finalists receive goodies and special certificates, and every participating student receives a Responsible Leadership certificate specific to the competition.

Winning and finalist student articles appear in a special June 21st issue of the Council's Global Voice magazine, and are thereafter posted via the Council's thought leadership platform CoBS Insights over the months following the competition.

Typically, this special issue Global Voice magazine obtains a digital imprint (views, reads, downloads) of approximately 10-15,000. Student articles, posted every Wednesday, generally obtain a digital imprint of between 400-2,000.

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BUSINESS SCHOOL

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AN ALLIANCE WITH A PURPOSE

Going BEYOND Awards

In addition, following a successful test via an online "masterclass" in May 2021 which invited students from 4 CoBS schools to present and debate on the theme of "Students! How do you see the world in 2050?", the competition will now hold a special competition masterclass with the winning and finalist students in May 2022, picking up on the CSR-Sustainability themes specific to the competition.

Following the competition, the CoBS posts an offer of part-time employment to the winning and finalist students and three students per term are selected following a rigorous test, trained by the editorial team, and given a 4-5 day a month contract of employment over the term.

CoBS student editors-project managers are often motivated to seek careers in the CSR/sustainability field and often cite their CoBS experience on their CVs/LinkedIn profiles. The CoBS also provides them with references and attempts to link them up with alumni and corporates working in the CSR-Sustainability fields.

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COUNCIL on BUSINESS & SOCIETY

Make Your Mark in 2021!

The Council on Business & Society
2021 student CSR article writing competition

- Open to **all students** in the CoBS 7 business schools
- Appear in *Global Voice* magazine
- Get posted on *CoBS Insights*
- Win a **certificate** and €500 equiv. **prize money** for the best article.

Register & Write 11th February - 30th March @ www.council-business-society.org/students

CoBS Student Voice

Going **BEYOND** Awards

PROGRAM IMPACT AND SUCCESS

An increase in the number of student participating:



Digital Imprint

The special issue of Global Voice magazine that features the student articles alongside those of faculty typically obtain a digital imprint (views, reads, downloads) of approximately 10-15,000. Student articles, posted thereafter every Wednesday via CoBS Insights, generally obtain a digital imprint of between 400-2,000.

Competition and Student digital imprint are included in the overall yearly figures for CoBS visibility. We have tracked a large increase in CoBS digital imprint since 2017 – the beginning of what we have witnessed as a “surge” in awareness and willingness to take action in social and environmental issues, with a notable bound of 93% in 2020 all platforms combined (LinkedIn, Twitter, website, CoBS Insights blog) to reach 1.4 million without counting third-party sharing on social media.

In June 2020, the Social Media Research Foundation ranked The CoBS in the top 10 influencers in CSR on Twitter, the CoBS positioned 6th worldwide.

In July 2020, the CSR Student Article Competition received an acknowledgement from HRH King Felipe VI of Spain in the newspaper La Vanguardia.

Another measure of success, is the incredible quality and depth of the student submissions – a very satisfying sign of both students’ commitment to CSR and Sustainability, the quality of the education they receive in their schools, and the excellent literary skills that many business school students possess, despite the traditionally “scientific” nature of their studies.

Indeed, with the new emphasis on opening up students to transdisciplinary skills that the majority of the CoBS schools encourage, this approach to pedagogy seems to be paying off.

Going **BEYOND** Awards

PROGRAM IMPACT AND SUCCESS

Not only are students highly skilled in specifics, they are also capable of having a generalist, holistic approach to business and society.

Given the quality of some of the student submissions, from September 2020 on, a number of outstanding student articles have been selected to feature in 2 CoBS book alongside content from faculty, practitioners and external guest academics:

**Social Enterprise: A focus on entrepreneurship
for the common good**

**Responsible Finance & Accounting:
Performance and profit for better business,
better society, better planet**



We were delighted to see that in September 2021, the CoBS book Responsible Finance & Accounting was selected by the prestigious Aspen Institute, to top its newsletter list of Ideas Worth Teaching, followed by content from BBC Future, The Washington Post, MIT Sloan Management Review, The Atlantic and The Guardian.

A very satisfying result is that an increasing number of students contact us each year post-competition, to inform us how the event and writing experience motivated them to re-orient their career choice towards CSR and sustainability-related jobs.

And lastly, the competition attracts enquiries from students outside of the CoBS schools. While the CoBS does not allow external students to participate, we do give external submissions a review (including feedback and writing tips), and several have been posted via CoBS Insights on the Wednesday "Student Voice" slot.

www.council-business-society.org/students-2

Going BEYOND Awards

SDG IMPACT

The CoBS serves as a voice to address all issues on the SDG agenda through its research, pedagogy and thought leadership.

However, over the 3 years since the beginning of the competition, the following SDGs have been specifically addressed. In parallel, these SDGs are supported by additional CoBS content and initiatives.



GOAL 3: Good Health and Wellbeing

Student articles in 2021, appearing on CoBS Insights and Global Voice magazine. Supported by a white paper on Health & Healthcare, plus an inter-school student survey (2014). A planned book publication and an online masterclass are planned for March 2022 on the topic.

GOAL 4: Quality Education

Via articles, editorials, two online masterclasses (2020-2021), research and pedagogy, and a special yearly focus on Innovation in Education in Global Voice magazine.

GOAL 5: Gender Equality

Student competition articles (2019-2021), a white paper (2012) on Leadership, Governance and Society, articles via CoBS Insights and Global Voice magazine, plus a special issue on the theme in 2017. Student participation in Gender Equality weeks at ESSEC Business School, a co-developed report with the American Chamber of Commerce on Diversity & Inclusion (Prof. Adrian Zicari), and participation in the OECD working groups on Business for Inclusive Growth.

GOAL 7: Affordable and Clean Energy

Student articles (2021), supported by a white paper (2017) on Energy & Renewables, a student employment guide, a student case study competition held in Boston (2015), articles via CoBS Insights and Global Voice magazine.

GOAL 8: Decent Work and Economic Growth

Competition articles via CoBS Insights and Global Voice magazine, an online masterclass. Supported by ESSEC/CoBS participation in the OECD working groups on Business for Inclusive Growth.

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GOAL 9: Industry, Innovation and Infrastructure

Via articles via CoBS Insights and Global Voice magazine, an online masterclass on social entrepreneurship, a book publication.

GOAL 10: Reduced Inequalities

Via the student competition, CoBS Insights articles and Global Voice magazine.

GOAL 11: Sustainable Cities and Communities

Via CoBS Insights articles and Global Voice magazine, and a planned book for September 2022

GOAL 12: Responsible Consumption and Production

Via student competition articles, CoBS Insights articles and Global Voice magazine, Editorials.

GOAL 13: Climate Action

Student competition articles (2019-2021), supported by a white paper (2015) on Energy & Renewables, a student case study competition held in Boston (2015), regular articles via CoBS Insights and Global Voice magazine, an online masterclass debate.

CoBS participation in the ESSEC Together initiative for social and energy transition (2020 and ongoing).

LOOKING FORWARD

Planned for the 2022 Student CSR Article Competition - a special online masterclass with the winning and finalist students picking up on the CSR-Sustainability themes specific to the competition.

The CoBS is actively seeking 3 new member schools and we would hope to offer the competition to their student populations from 2022 on.

Going BEYOND Awards

LOOKING FORWARD

Until now, students have been invited to link up via LinkedIn, but we hope to formalize a CoBS CSR-Sustainability student network of some sort and also introduce these students to the various alumni networks of the CoBS schools with a view to helping them obtain careers in the CSR-Sustainability fields.

Outstanding student contributions will increasingly be included in CoBS publications destined for the wider audience. And finally, it is hoped that the competition gains in international visibility, with the CoBS Responsible Leadership certificate (earned through a combination of participation in events/classes) becoming a reference for potential employers and further studies.

ABOUT THE COUNCIL ON BUSINESS AND SOCIETY / ESSEC BUSINESS SCHOOL

Created in 2011, The Council on Business & Society (CoBS) alliance counts 7 member schools at the present time, with campuses in 9 countries on 4 continents. These partner schools share a belief in the power of academic excellence, collaboration, innovation, and transformative leadership. Each of these schools is a recognised leader in management education and offers a wide range of business-related degrees and executive programmes. The CoBS is dedicated to educating today's and tomorrow's responsible leaders. It promotes its research, publications and thought leadership on CSR-Sustainability issues internally to member school students, alumni and faculty, and to the wider audience be it instructors, practitioners, students or the thinking public.

Through its various events, publications and pedagogy, the Council on Business & Society engages faculty, students, business leaders, practitioners, NGOs and policy-makers to explore how business can positively contribute to society and the common good. In 2021, member schools number 7, all "Triple Crown" accredited AACSB, EQUIS and AMBA and leading institutions in their respective countries.

ESSEC Business School, France-Singapore-Morocco
FGV-EAESP, Brazil
School of Management Fudan, China

IE Business School, Spain
Keio Business School, Japan
Trinity Business School, Trinity College Dublin, Ireland
Warwick Business School, United Kingdom

The CoBS actively encourages the students from its seven member schools to link up with faculty and practitioners working in the CSR and sustainability fields. Believing that students have a pertinent and transformational say on both their education and the wider issues affecting business, society and the planet, the CoBS enables students to have a voice via its online presence, publications and initiatives, often appearing alongside cutting-edge faculty research.