



September 30, 2026
Press release

FROM THE ALPS TO PARIS : GEM TURNS TERRITORIES INTO OPEN-AIR CAMPUSES FOR MORE THAN 550 STUDENTS

At GEM, a classroom can be an Alpine valley, a mountain resort undergoing transition, a forest or even a scientific center. This autumn, **more than 550 third-year students from GEM's Grande École Programme**, based in Grenoble and Paris, left their campuses for **a full day of immersive learning in the Alps and Paris**. In direct contact with **scientists, elected officials, local stakeholders and citizens' groups**, they put their knowledge to the test against real-world challenges and ongoing transformations. These experiences illustrate the distinctive nature of GEM's Immersive Journey, now extending to its Bachelor programs.

+550 STUDENTS, 6 TERRITORIES, ONE SHARED CHALLENGE: IMAGINING THE TERRITORIES OF TOMORROW

On September 23, for the launch of the second edition of its **Immersive Journey**, GEM expanded the scale and scope of the initiative, adding new destinations and turning the territory itself into an open-air campus for **more than 550 third-year students from the Grande École Programme**. Students travelled across six mountain ranges and territories in the Alpine region, Vercors, Belledonne, Oisans, Matheysine, Trièves and Chartreuse, as well as Paris.

In the Romanche Valley, a visit to the Oisans Geoscience Center gave students the opportunity to explore major natural hazards and water management issues. At Alpe du Grand Serre, the citizens group La Morte Vivante challenged them to consider another question: how can the future of a mountain resort be imagined beyond a "ski-only" model? By sharing its approach through the "Four-Season Destination" project, la Morte Vivante also encouraged students to develop their own perspectives on tomorrow's economic models and uses.

In Paris, students explored the Saint-Germain-en-Laye forest before continuing their day on GEM's Pantin campus with a representative from the French National Forest Office (ONF).

Combined with workshops and reflection sessions, these experiences enabled students to work on highly tangible issues, including **the transformation of tourism, climate change, the preservation of natural environments, resource management and the emergence of new economic models**.

"Coming from Réunion Island, this is my first time discovering the Alps, and I was immediately confronted with the challenges facing these territories, directly in the field. This day gave me a different understanding of the choices mountain resorts are facing and showed me how local stakeholders are collectively building their future."

Malo Sanchez, GEM's Grande École Programme student



GEM's Grande École Programme students at le Bourg d'Oisans

PRESS CONTACTS

Sophie Almozini sophie.almozini@grenoble-em.com +336 30 28 03 75 / **Arifé Yildiz** arife.yildiz@grenoble-em.com



EXPLORE BEYOND HORIZONS

FROM THE GRANDE ÉCOLE PROGRAMME TO THE BACHELORS: GEM EXPANDS ITS DISTINCTIVE IMMERSIVE JOURNEY

This day marks the launch of the “**Journey into Science and Transitions**” module, offered as part of the Grande Ecole Programme and integrated into GEM's Immersive Journey. The initiative extends academic teaching through **immersive experiences in a range of environments, territories, companies and scientific settings, particularly within Grenoble's technology and innovation ecosystem**. Students are given the opportunity to experience concrete situations connected to the realities of the professional world.

All these experiences are documented in a travel journal on Polarsteps, enriched with podcasts, photos and videos, allowing students to keep a record of their encounters and learning experiences.



Tom Wallis, Mayor of Corrençon-en-Vercors and GEM alumnus, with GEM students.

KEY FIGURES

+550 third-year Grande École Programme students taking part in this off-campus immersive experience

6 mountain ranges and territories across the Alpine region + Paris involved in this edition

2 additional off-campus immersive experiences planned during the academic year:

→ one in a **company**

→ one in a **scientific setting**

1 participation in **TECH&FEST**, one of Europe's major deeptech events, bringing together more than 20,000 participants in Grenoble

Following a first year dedicated to third-year students in the Grande Ecole Programme in 2025–2026, the Immersive Journey is taking **another step forward this year by opening up to GEM's Bachelor students**, with formats adapted to their respective programs.

For students in the Bachelor in Management, the initiative is structured around three key themes:

History, Innovation and Transitions.

For students in the International BBA, it takes on an international dimension, with a pathway focused on intercultural understanding and an international experience: **an academic exchange semester or year, a double degree, an immersive Erasmus+ project or a professional internship outside France.**



“Higher education must prepare students for the world they will help build. At GEM, we choose to confront them with reality, with all its complexity and uncertainty, so that they learn to think differently, connect issues and, above all, take action. The Immersive Journey reflects this conviction: learning is no longer simply about acquiring knowledge, but about knowing how to mobilise it when faced with the complex situations of the real world.”

Philippe Monin, Academic Dean of GEM



GEM students immersed in the field

ABOUT GEM : Founded in 1984, GEM Alpine Business School is a triple-accredited institution (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the “*Société à Mission*” status, GEM places innovation, sustainability, and societal impact at the core of its strategy. Through its EAGLE 2030 strategic plan, GEM is scaling up to become a pioneer in sciences, immersive learning journeys, and the major transitions shaping the 21st century. The school trains agile, hybrid profiles capable of thinking and acting in a rapidly changing world. Each year, 7,000 students embark on a transformative learning journey across GEM's campuses in Grenoble, Paris, and Lyon, supported by immersive pedagogy and a network of more than 230 academic partners worldwide.

PRESS CONTACTS

Sophie Almozini sophie.almozini@grenoble-em.com +336 30 28 03 75 / **Arifé Yildiz** arife.yildiz@grenoble-em.com