

## Grenoble Ecole de Management unveils its strategic plan, **EAGLE 2030**, positioning itself as the **Business School of the Alps**, at the heart of innovation and transitions

On the occasion of its 40th anniversary, Grenoble Ecole de Management (GEM) launches **EAGLE 2030**, an ambitious and immersive strategy that places the Alps, sciences, and transitions at the heart of the learning experience. This bold plan strengthens GEM's mission to train hybrid, engaged, and visionary leaders.

Proud of its roots in the Alps, GEM, the first French Business School to become a "Société à Mission" (purpose-driven company, equivalent to a B Corp), reaffirms its pioneering identity with **EAGLE 2030**. This strategic plan marks a new chapter for the school, aiming to transform the educational experience into a true learning journey that is immersive, scientific, and focused on the major transitions of our time.

### A UNIQUE LEARNING JOURNEY ROOTED IN THE ALPS

With **EAGLE 2030**, GEM offers an innovative approach that combines experiential learning and advanced technology, along with a reconnection to nature and real-world experiences. Through initiatives like the **Alpine Immersive Learning Journey**, students will have the opportunity to engage in immersive experiences in the Alpine environment, enhancing their skills in leadership, resilience, and project management. The **60-20-20 method** will become the benchmark model, where each student will have 60% of their lessons in person, 20% digitally connected, and 20% outside the classroom, either in outdoor spaces or within GEM's exceptional partner ecosystem.

### SCIENCE IN THE SERVICE OF TRANSITIONS AND INNOVATION

Science, one of the key pillars of **EAGLE 2030**, is embodied in high-level initiatives such as the new **EnerG Institute** (a center of scientific excellence focused on climate change and energy transitions), a Tech MBA in partnership with the **CEA (The French Alternative Energies and Atomic Energy Commission)**, a world first, and the **first European accelerator for SportTech startups**, an initiative supported by the French Public Investment Bank (BPI), which helps accelerate startups and fosters innovation in key sectors, led by GEM. These initiatives strengthen GEM's DNA as the **Business School of Science and Innovation**, combining interdisciplinary methods, research, and sustainable development in its pedagogical approach. GEM is committed to training talents capable of addressing the innovation management needs in key sectors such as **artificial intelligence, energy, and microelectronics**.

### ANTICIPATING TRANSITIONS FOR A SUSTAINABLE FUTURE

Transitions, one of the key focuses of the **EAGLE 2030** strategy, highlights GEM's long-standing commitment to sustainability and corporate social

responsibility. However, the school is now going even further with the creation of specialized institutes such as **Future of Work, Moving Mountains, and EnerG**, all dedicated to driving transitions. In doing so, GEM provides students with the necessary conditions to actively engage with various transitions, offering them the tools to understand and act in key sectors such as **energy transition and sustainability management**.

**International Cooperation for Sustainable Digitalization:** GEM is taking action on the international stage by establishing the first international research cooperation on sustainable digitalization with the **Fondazione per la Sostenibilità Digitale**. This collaboration aims to develop environmentally friendly digital solutions aligned with sustainable development goals.

**Fouziya Bouzerda**, General Director of GEM, states: «With **EAGLE 2030**, we are taking our students on an immersive learning journey, where innovation and responsibility come together to tackle the challenges of the 21st century.»



GEM is committed to continuing its role as the **Business School of the Alps**, guiding each student through a unique journey where personal development, innovation, and sustainability are at the heart of the learning experience. **EAGLE 2030** reaffirms GEM's position as a pioneer in responsible and immersive higher education.

**About GEM:** Since its founding in 1984, GEM has been recognized for its leadership in training managers, combining technological expertise with a global vision. The first French Business School to adopt the status of Société à Mission, GEM is committed to innovation and social responsibility. With over 200 world-class partnerships, GEM trains its 7,000 students to tackle the challenges of the 21st century on its campuses in Grenoble and Paris. Triple-accredited (AACSB, EQUIS, AMBA), GEM is consistently ranked among the top international business schools.

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