

Press alert

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## Institut Mines-Telecom schools adopt a Code of Responsible Communication

**Institut Mines-Telecom has drafted and adopted a Code of Responsible Communication. It is intended to provide a framework consolidating the best practices that have already been established at IMT, with the aim of broadening their scope to include the entire institution. This Code contributes to achieving the Roadmap for Ecological Transition adopted in 2021, with a first focus area involving all levels of organization.**

The Code is part of the cross-sectoral process of involving all professions of Institut Mines-Telecom in implementing the ecological transition included in its strategy.

It resulted from collective work conducted by the communication teams from IMT schools, namely, IMT Atlantique, IMT Mines Albi, IMT Mines Alès, IMT Nord Europe, Institut Mines-Telecom Business School, Mines Saint-Étienne, Telecom Paris and Telecom SudParis. It provides a toolkit to enable everyone to play their part in achieving ecological transition, in accordance with recommendations from ADEME. It has added a new dimension to the communication services; they are no longer limited to communicating on sustainable development and corporate social responsibility issues, but also include helping the institution integrate ecological issues into all levels of its organization, by raising awareness and equipping all those involved.

The goal is to integrate an eco-design and responsible communication approach that goes above and beyond the recommendations described in the document.

This Code is intended to cover all forms of communication. The communication departments will raise awareness and support the other departments, which also provide communication services, as they implement these best practices , including the following:

- Content and Messages (e.g., combating discrimination and gender stereotypes, promoting CSR)
- Responsible editing (e.g., design, print)
- Digital (e.g., website accessibility, bulk email and social media selection, measurement of responsible internet)

- Events (e.g., preparation, choice of location, attentiveness to subcontractors).

Isabelle Lautraite, Director of Communications and Public Relations at Institut Mines-Télécom explains: *“All our communication must take ecological issues into account and show that everyone can take action in their daily work. We developed this Code of Responsible Communication during a seminar bringing together all the communication department teams from all Institut Mines-Télécom schools. The ecological transition is everyone’s business, and this collective reflection is helping Institut Mines-Télécom integrate it at all levels of its organization.”*

The Code complements all the existing documents with the aim of ensuring consistent communication both in terms of form (graphics charter) and content (editorial charter). It also contributes to developing the unique narrative that Institut Mines-Télécom wishes to share with all its stakeholders.

View the Code of Responsible Communication here:  
<https://www.calameo.com/read/001576277042ff841e1ee>



**About Institut Mines-Télécom - <http://www.imt.fr/en>**

Institut Mines-Télécom is the leading public group of French engineering and management schools to be placed under the supervisory authority of the Ministry of the Economy, Finances and Industrial and Digital Sovereignty. It is a public research and higher education institution made up of eight public graduate schools: IMT Atlantique, IMT Mines Albi, IMT Mines Alès, IMT Nord Europe, Institut Mines-Télécom Business School, Mines Saint-Étienne, Telecom Paris and Telecom SudParis as well as two subsidiary schools: EURECOM and InSIC. It leads and develops a rich ecosystem of partner schools and economic, academic and institutional partners and players in training, research and economic development. Created to meet France’s needs in economic and industrial development since the 19th century, Institut Mines-Télécom’s graduate schools have supported all the communications and industrial revolutions. Through its research and its training of engineers, managers and PhD students, Institut Mines-Télécom tackles the major industrial, digital, energy and environmental challenges in France, Europe and around the world. Today, Institut Mines-Télécom and its 10 schools are imagining and building a world that combines science, technology and economic development with a respect for the planet and the people who live on it. It is double Carnot certified and trains 13,300 students every year.



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