Implementing Innovation in Responsible Organizations. Paper instructions: Learning outcomes: 1. Appraise the main characteristics of alternative and sustainable trends. 2. Analyze the importance of innovation and sustainability in the hospitality sector. Organisation and methodology: The students are required to keep the following format within the project: Layout: The sequence in which the project material should be arranged and bound should be as follows: • Cover Page, which should include: Les Roches logo, assignment title, student ́s name in full, student number, and course name. • Statement of authorship (see sample below, p.5). It should be signed by the student. • Assignment structure: o Table of contents Every section needs to be included and page-numbered. o Introduction Company selection (select a company from the pdf with the list of companies that you will find in the section) Once selected, you must introduce: Brief history, mission, vision, core values, industry, number of units (e.g. number of hotels), number of employees, country or countries where the company operates, future development. o Social Responsibility Performance of the company Brief description of the SR performance. The actions implemented by the company should be presented using the 4 pillars of the UN Global Compact. o Innovative Proposals The proposals should help to improve the company ́s CSR performance and need to be innovative and measurable. Every student should make 4 proposals (one proposal for each area of the UN Global Compact (human rights, labour, anti-corruption, and environment). The student will need to provide the following for each proposal: 1. Action (properly justified, measurable and innovative for the company). 2. Indicator to evaluate the efficiency of the proposal. 3. The stakeholders benefitting from the innovation proposed. 4. Identification of the SDG that your proposal is supporting. o Strategy Map Design a Strategy Map to apply proposals in the strategy. The Strategy Map must show the actions the student proposes in the previous section. o Conclusion Students should conclude and evaluate the level of CSR performance according to the UN Global Compact. The students will need to evaluate what SDGs are being supported by the company. An evaluation of every area of the Global Compact is expected. o References Typing instructions: • Line spacing: 1.5 whole text. • Font type: Garamond, size 11. (if possible, otherwise, Arial 11) • Margins: 2,5 cm on LHS, RHS, top margin, and bottom margin. Word count: Max. - 4000 words Resources available: • All sources are acceptable: Library, E-library, Web, etc. • www.unglobalcompact.org • https://sustainabledevelopment.un.org/sdgs