



LEARNING BEYOND THE WALLS: GEM KICKS OFF ITS IMMERSIVE JOURNEY FOR 2,500 NEW STUDENTS

Grenoble Ecole de Management (GEM) is kicking off the 2025 academic year with an unprecedented initiative — the **Immersive Journey**, a central pillar of its new strategic plan EAGLE 2030. This unique immersive experience puts **exploration, innovation, and impact** at the heart of the training of GEM's 2,500 new students. Several major events have marked this year's start: the **GEM Sustainability Day**, **Campus Life Day**, and a **spectacular institutional Kick-off** held in an ice rink — each reflecting the school's commitment to immersion, innovative pedagogy, and a strong collective identity.



"With this Journey, we are reinventing the way we learn. Our students are no longer mere spectators of their education — they become its explorers, inspired by the Alps yet open to the world" says **Fouziya Bouzerda, Director General of GEM**

IMMERSIVE EXPERIENCES COMBINING SUSTAINABILITY, INNOVATION, AND TEAM SPIRIT

The start of the academic year was marked by a series of events in Grenoble and Paris, reflecting GEM's vision and ambition under its new strategic plan, focused on engagement in key transitions and the Educational Journey.

1. GEM Sustainability Day

Students immersed themselves in real-world learning experiences with experts, exploring major environmental and societal challenges. At **Chamrousse resort**, they gained scientific insights into climate phenomena affecting the Alps, then explored **Lake Freydières** and **Saint-Pierre-de-Chartreuse**, witnessing efforts to preserve Alpine territories firsthand. In Grenoble, emblematic venues such as **La Casemate** (a science and technology culture center) and the **Musée des Troupes de Montagne** (Mountain Troops Museum) allowed students to connect innovation, culture, and sustainability. On the Campus des Alpes, partners including **Cluster Montagne** and **Schneider Electric** showcased their initiatives through the "Alps in Transition" program, innovation projects, and sustainable tourism.



Meanwhile, students from the Paris campus participated in an off-site day in the **Fontainebleau forest**, guided by the **French National Forest Office (ONF)**, to explore sustainable ecosystem management.

2. Campus Life Day

Campus Life Day opened the doors to student life: participants discovered support services, international programs, health resources, and, most notably, **GEM's 21 student associations**. True project incubators, some of these associations manage budgets of up to €1 million, offering students unique opportunities to gain professional experience and engage collectively.

3. Institutional Kick-off

The institutional Kick-off transformed the **Polesud ice rink into a monumental stage**. GEM's leadership teams launched the academic year in front of new students alongside inspiring figures such as Joël Tronchon, **GEM alumnus** and Global VP of Sustainability at L'Oréal, and Matias Bachelet, elite athlete and player for the Brûleurs de Loups. The club staged a dynamic show featuring hug cam, dance cam, mini-matches, and interactive activities, creating a festive, high-energy start to the year.



"As a player for the Brûleurs de Loups, starting my season on the Polesud ice was a truly memorable moment. It shows that GEM values learning beyond the classroom and engagement with the local community — a unique way to involve us from day one. For me, it's also a great pride to see my two worlds — sports and studies — come together in such a symbolic place," enthuses **Matias Bachelet**, GEM student and high-level athlete.

ACT
THINK
IMPACT



A JOURNEY THAT SUPPORTS EACH STUDENT UNTIL GRADUATION

A true narrative thread, the Pedagogical Journey is designed to guide students throughout their entire curriculum, through successive stages: planning ahead, reflect, transform, and share. Its aim is to develop key skills for the leaders of 2040, such as creativity, strategic thinking, critical thinking, and ethical reflection.

This pedagogy is deployed in a unique balance with **GEM's 60/20/20 model: 60% in-person teaching, 20% immersive virtual learning, and 20% out-of-classroom activities**. To make these experiences lasting, each student creates a **Travel Notebook**, an e-portfolio where they compile reflections, photos, videos, and podcasts. A living record of their journey, this notebook also becomes a tool for professional development.

GEM, BUSINESS SCHOOL OF THE ALPS AND PIONEER IN IMMERSIVE EDUCATION

With this launch, GEM confirms its role as the Business School of the Alps, a pioneer in hybrid education and faithful to its **EAGLE 2030 strategic plan**. By combining exploration, innovation, and impact, the school offers its students a unique experience that prepares them for major economic, environmental, and societal challenges, and the new academic year's program reflects this ambition.



ABOUT GEM : Founded in 1984, Grenoble École de Management (GEM) is a triple-accredited business school (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the status of a Mission-Driven Company, GEM places innovation, sustainability, and societal impact at the heart of its strategy. Through its EAGLE 2030 plan, GEM is scaling up to become the Business School of the Alps, pioneering in the fields of science, experiential learning, and major global transitions. The school develops agile, hybrid professionals capable of thinking and acting in a rapidly changing world. Every year, 7,000 students pursue transformative programs across GEM's campuses in Grenoble, Paris, and Lyon, benefiting from immersive pedagogy and a network of over 230 academic partners worldwide.

PRESS CONTACTS:

Arifé Yıldız • arife.yildiz@grenoble-em.com • +33 (0)6 70 61 61 46

Sophie Almozini • sophie.almozini@grenoble-em.com • +33 (0)6 30 28 03 75