

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

Aalto University School of Business Progress on the PRME

This is a progress report of Aalto University School of Business describing mainly the concrete developments after our previous Information on Progress published in 2014.

The activities reported as we expressed our Commitment to PRME the first time in 2008 and our previous reports are still valid. Research on corporate responsibility is active especially at the Department of Management Studies, but has increased in many other departments as well. Corporate responsibility is still an increasingly important topic both in the Bachelor's and Master's Programmes and in the MBA programmes.

This year we have structured the report in existing practices, new developments and targets.

1 Principle: Purpose

Summary of existing practices

In order to systematically develop the competencies of business students in the area of sustainability Aalto University School of Business has integrated these issues in the learning objectives and outcomes of all programmes.

One of the learning objectives of our Bachelor's and Master's programmes is: "Ability to address ethics, sustainability, and international context".

The learning outcome is defined in the Bachelor's programmes in the following way: "By graduation our students will be able to identify and analyze ethical, social, economic, environmental, and international issues in their area of specialisation."

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In the Master's programmes the common learning objective is: "By graduation our students will be able to apply an integrated process for addressing ethical, social, economic, environmental and international issues in the field of their specialised programme."

Sustainable Business Club represents the activities of students to enhance understanding and various activities on sustainability in Aalto University School of Business. For information of the activities see: <http://aaltosbc.strikingly.com/>.

Activities after the previous report

In all schools of Aalto University an internal survey to evaluate the presence of social responsibility and sustainability learning objectives in all programmes was conducted during fall 2015/winter 2016, the analysis will be completed during spring 2016. After the analysis, a study to evaluate how the aims are implemented in Bachelor's programme during 2016 and Master's during 2017 will be conducted. In addition a pilot using teaching partner method to enable teacher with less knowledge and skills in responsibility and sustainability issues to integrate the learning aims for their courses will be conducted.

Targets

The school is working on further improvements in the measurement of these learning objectives through rubrics and other tools.

2 Principle: Values integration

Summary of existing practices

We approach sustainability-related education through two lenses at the Aalto University School of Business: on one hand, we train sustainability specialists mainly in our **Master's programmes Management and International Business**, and **Creative Sustainability** (<http://acs.aalto.fi/>), but increasingly in other programmes as well. On the other hand, we aim at improving the "sustainability literacy" of all business students, because the lack of knowledge of other managers in companies is one of the major challenges of present day corporate responsibility officers in business (see also Inspirational Guide for the Implementation of PRME. Second Edition: Learning to Go Beyond, Greenleaf, 2013).

Activities after the previous report

The mandatory introductory course in Corporate Sustainability and the First year company case have been further developed based on student and teacher feedback. For example the task structure of the introductory course has been simplified and more emphasis has been put on the quality of the student tasks.

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To enable all students to adapt sustainability into their activities a specific lecture and practical advice are provided to new students entering Aalto University. Aalto is also coordinating an international SULITE project to measure and develop sustainability knowledge both among staff and students through Nordic Sustainable Campus Network.

The Department of Information and Service Economy has increased the integration of sustainability aspects in all relevant courses. In the following examples of both undergraduate and graduate programmes are presented:

- Bachelor's level courses
 - Distribution and logistics services: Environmental impacts of transportation, particularly the differences between transportation modes as well as packaging related issues are discussed. Reverse logistics and recycling issues are dealt with from transportation and warehousing viewpoints.
- Master's level courses:
 - Coordination of supply chains: Sustainability issues of supply chains are discussed using for example a questionnaire and group assignment for the students. In addition a the company case presented by a visiting lecturer discusses sustainability throughout the lifecycle.
 - Quality leadership: Principles of ISO 14000 family of standards are described.
 - ICT-enabled business process development: Estimation of environmental impacts of Green Information Systems / e-Invoicing is shown in a live case.

Targets

Our target is to continue the integration of sustainability aspects to all relevant courses. To support the goal Aalto University will pilot a virtual platform providing teachers tools and teaching materials in integration of sustainability topics into their courses. The platform developing is coordinated by SITRA.

3 Principle: Method

Summary of the existing practices

In addition to the main Master's programmes offering specialization in sustainability, namely Creative Sustainability and Management and International Business, Aalto University School of Business continues to have a broad selection of elective courses on sustainability, which

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have been described in the earlier reports. We use increasingly problem-based learning in our courses, which allow the students to work in various projects attempting to find solutions to the hard challenges of sustainability.

Activities after the previous report

A new course on sustainability entrepreneurship was launched by the discipline of entrepreneurship. In addition to an overview of scholarly and policy discussions about sustainability entrepreneurship the course offers a possibility to learn to analyze the social and ecological sustainability of current entrepreneurship practices in different geographical contexts and (Inter-)Active engagement in sustainability practices, to identify opportunities in developing and presenting a sustainable business idea. The topics include sustainable entrepreneurship process, finance and industries, culture issues in sustainable entrepreneurship and insights from extreme environments (eg Haiti, North Korea).

Four Master's programmes (Management and International Business, Business Law, Entrepreneurship and Corporate Communication) have introduced a common Capstone Business Development Project course, in which the students carry out projects for companies. During the first two years of the course sustainability issues have become increasingly important. Examples include a project on CSR communications in the web and through a video as well as a project on electric vehicles for Helen. The Helen project is described here.

<http://biz.aalto.fi/en/studies/opiskelijaprojekteja/helen/>.

Targets

In order to create an improved continuum of sustainability courses Creative Sustainability programme will refine the timing of its courses.

The school of business offers introductory courses on sustainability both in the Bachelors' and Masters' level. Both these courses will be offered also for the other Aalto schools. The demand has been high especially in the technological schools.

4 Principle: Research

Summary of the existing practices

Research on responsible business continues to be active in the department of Management Studies. For more information see <https://wiki.aalto.fi/display/SUB/Sustainability+in+Business+Research>. Research projects cover various aspects of business and sustainable development, including sustainable lifestyles, BOP-business (<https://wiki.aalto.fi/display/BOP/Inclusive+business+models+in+low->

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[income+contexts](#)), frugal innovations for developing markets, and energy-related innovations.

At the Department of accounting research continues on financial & non-financial measures, sustainability reporting and management accounting and control.

Activities after the previous report

New Global is a research and innovation project that aims at finding pathways that enable *innovation towards the sustainable business solutions of tomorrow* to emerge. New Global studies pioneering frugal innovation business cases globally. The project initiates, supports and develops new innovation processes and benchmarks innovation facilitation practices together with Finnish companies and a wide range of actors around the world.

At the Department of Information and Service Economy active research in supply chain management includes also sustainability aspects:

- Logistics service providers and sustainability
- Business student values and sustainability
- Circular economy
- Real-Time Economy
- The InterTran project on sustainable freight.

The Department will organize the EDSI (European Decision Science Institute) 2016 conference (<https://wiki.aalto.fi/display/edsi2016/EDSI2016+Home>), whose theme is “Water Footprint”. The conference is organized in collaboration of Aalto University School of Business, Hanken School of Economics and National Defence University. In addition, sustainability is contributed via a sustainability panel with focus on Multi-tier, Multinational Sustainable Supply Chains.

The department of Management Studies coordinates from autumn 2015 a large research consortium on Smart Energy Transitions (<http://www.smartenergytransition.fi/en/news/>) whose aim is to study the possibilities of the Finnish economy to benefit from the ongoing transition in energy systems). It is an example of a new funding instrument in Finland – Strategic Research Council, which in addition to quality research requires extensive collaboration with both companies and policy-makers.

Targets

New teaching resources will be hired at the Department of Management Studies in order to maintain the level of teaching.

Cooperation in teaching between programmes and departments will be continued.

5 Principle: Partnership

Summary of the existing practices

Aalto University School of Business and its faculty maintains excellent relations to business both in Finland and elsewhere. This is reflected as good access to research data, live cases in teaching and numerous visitors on our courses.

Sustainability themes are visibly present in the executive and professional education of Aalto University (Aalto EE and AaltoPro).

Aalto Global Impact (AGI) has been created to support Aalto University's societal mission for making the world a better place. It has been recognised that within the Aalto community, there already exists a number of people, projects and practices, working both internationally and in Finland with complex societal challenges. The aim of AGI is to bring together the already existing partners working on societal issues and further support them to develop their activities. See <http://aalto-globalimpact.org/>.

Activities after the previous report

One of AGI's programmes is UniWASH, an educational collaboration with Unicef and a multi-stakeholder innovation project that aims to co-create sustainable water and sanitation (WASH) innovations in Uganda. Partners include Unicef Finland and Uganda, Makerere University, the University of Helsinki, Biolan Ltd. and local SMEs in Uganda. The project is developed from Aalto's problem-based education and funded by the Finnish Ministry for Foreign Affairs. Business school students along with multi-disciplinary peers from other Aalto University schools participate in the challenges through courses such as International Design Business Management, Creative Sustainability, Product Development Project and Sustainable Global Technologies. Together with Ugandan and Helsinki University students they prototype technical, digital and business solutions to address water and sanitation needs in Ugandan schools.

The project allows students to engage in real-world challenges on a global scale, addressing complex sustainability issues and interacting with partners and users in the field. The students also benefit from Unicef training on the human rights based approach to innovation. The multi-year format allows for ideas to be refined over consecutive years and across teams, building a solid knowledge base among the partners. By linking up with Unicef's country programmes, the student teams' ideas are contributing to real solutions at the local level.

In Aalto University Executive Education a renewed course "The Diploma in Responsible Business and Environmental Management - Building a Competitive Edge on Responsibility" was launched in 2015

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(<http://www.aaltopro.fi/en/program/diploma-responsible-business-and-environmental-management-building-competitive-edge>). The course provides participants with a broad understanding of business and the related corporate responsibility issues.

As a part of the action research and innovation project New Global, we engage with managers of business organizations to find effective ways to jointly explore new ways of innovating sustainable solutions with and for lower income communities. We also partner with various organizations globally that have the capacity to identify priority grass-roots sustainability challenges to which innovation efforts can be directed. Our partnership engagements range from smaller social entrepreneurs globally and start-ups spinning from our educational activities to large companies, NGO's and IGO's.

At the Department of Management Studies a project called FinSolar was carried out during the years 2014 and 2015 (<http://www.finsolar.net/>; in Finnish). Together with over 40 business and municipal partners Aalto University researchers worked for speeding up Finnish solar energy markets by creating new models for cooperation and finance and identifying barriers for growth.

Targets

The high level of various partnerships will be continued also in the coming research activities.

6 Principle: Dialogue

Summary of the existing practices

Aalto University has published sustainability reports following the ISCN-GULF Sustainable Campus Charter since 2012 (<http://www.international-sustainable-campus-network.org/aalto-university/view-category.html>).

Aalto University is a member of numerous international university networks including the International Sustainable Campus Network (ISCN), the Nordic Sustainable Campus Network (NSCN) and the Global Alliance. In Finland Aalto University is a member of FiBS CR network (<http://www.fibsry.fi/fi/fibs25-en>). This allows our staff and students to network with Finnish business. Aalto University specialists are often used by FiBS as presenters in their events targeted mainly to Finnish business representatives.

Activities after the previous report

The school has established programme steering groups for all Bachelor's and Master's programmes. These groups always include also



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members of companies or other organizations that are potential employers of our students. The aim is to collect input for development of the programmes.

In summer 2015, Aalto University became a member of the European Institute of Innovation and Technology's (EIT) climate expertise and innovation community (Climate KIC, Nordic Node). The cooperation project will include climate change related teaching, as well as innovation and entrepreneurship activities. Aalto University has also signed the universities' Rio+20 declaration.

A proposal that over 6 000 universities and institutions of higher education signed via the Global Alliance was published at the United Nations' Climate Change Conference COP21 in Paris last December. The purpose of the proposal was to encourage decision-makers to strengthen the role of research and education, as well as set more tangible objectives for the prevention of climate change. The Nordic Sustainable Campus Network (NSCN), founded and coordinated by Aalto University, has participated in drawing up the letter. In 2015, the NSCN also published a report that mapped out the state of sustainable development of universities.

Creative Sustainability Master's Programme has produced a short video describing the studies with students' testimonies in December 2014. See <https://www.youtube.com/watch?v=7nrOQavTy7U>.

A Knowledge sharing breakfast (http://biz.aalto.fi/en/research/knowledge_sharing_breakfast/) was organised on measuring corporate responsibility in April 2016. The event was targeted to corporate sustainability officers and the presentations raised a very lively discussion on the theme.

Targets

The school continues its high level of dialogue with the society both through its research projects and the various contacts of its faculty.

Renewal of Commitment to the PRME

Helsinki School of Economics expressed its commitment to the Principles for Responsible Management Education May 22, 2008. Now as part of Aalto University, the School of Business is still very firmly committed to those principles and in my opinion can show very good progress in several areas.

Especially I'd like to mention objective of integrating responsibility into our curricula in a broad way. We have started that process, but there is still work to do before responsible management really is an integral part of all disciplines at our school.

We also want to continuously develop our own practices in a way that helps to support the cause of responsibility in business.

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