

**SHARING INFORMATION ON PROGRESS (SIP) REPORT  
OF THE ASSOCIATION OF BUSINESS SCHOOLS (ABS) TO THE SECRETARIAT OF THE UNITED NATIONS -  
PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION (PRME)  
OCTOBER 2011.**

**Letter of renewed commitment**

22 October 2011

Jonas Haertle  
Head, PRME Secretariat  
C/O Foundation for the Global Compact  
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USA

Dear Jonas Haertle

This is to confirm that the Association of Business Schools wants to renew its commitment to the adoption of the United Nations' Principles of Responsible Management Education from the February 2012 renewal date.

The following report sets out the many and varied ways in which we have already applied the principles in practice and additional opportunities for further developments.

Congratulations to all those involved in PRME to date including the Secretariat and participants and we hereby commit to further engagement in future.

Yours sincerely



Jonathan Slack  
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## Concerning the Principles being reported on

The ABS is the membership body for all UK Business Schools and a small number of non-UK based international business school affiliates. There are three main areas where ABS is applying PRME in practice.

These are firstly: the full range of the Executive Development Programmes, Conferences, Workshops and Events which ABS runs for the Business School and University community. Secondly, in the UK policy arena with a wide variety of agencies and stakeholders and thirdly in the international policy arena working with other similar associations and accreditation agencies. We are reporting on all six principles and on the values, attitudes and organisational practices of ABS itself.

## Over view and achievements

### Principles One and Two

*We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.*

*We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

We have ensured that the issues of Sustainability and Responsible Management are included for all participants on our range of Executive Development Programmes for faculty and senior managers within our member schools. Over the last two years there have been 175 participants to have had experience of this.

We have also run six special events based upon the concept of 'Lean ' management involving a mix of people in business schools and the corporate world over 2009-2011. Over 100 participants have been engaged in these workshops and Masterclasses.

Sustainability and Responsible Management are key elements of our Annual Conference in October 2011. We have the world record holding yachtswoman for solo circumnavigation of the globe Dame Ellen MacArthur from the Ellen MacArthur Foundation as our keynote speaker on 're-thinking, re-designing and re-building a more sustainable future'.

### Principle Three

*We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

With colleagues within the European Quality Link group (EQUAL), ABS led the development of EQUAL Guidelines on Sustainability published in 2009, revised the EQUAL Guidelines on Undergraduate Business & Management to include Sustainability and Responsible Management in 2010 and is similarly nearing completion of EQUAL Guidelines on Business Ethics for 2012. These Guidelines are disseminated to the membership of the twenty associations which form EQUAL (collectively, this is over 1,500 business schools around the world, 150 major international corporations and 150,000 practicing managers)

Currently ABS is represented on a small working party of the European Foundation for Management Development (efmd) to raise the profile and importance of Sustainability and Responsible Management in the efmd's accreditation schemes.

### Principle Four

*We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.*

ABS is represented on the Steering Board of the International Centre for Corporate Social Responsibility (ICCSR) at Nottingham University Business School on the Higher Education Funding Council for England funded project 'Integrating Sustainability into Business Schools'. This is an analysis of 100 UN PRME SIP Reports, due for publication in October 2011.

ABS was contracted by the UK Government's Department for Work & Pensions (DWP) to research how UK Business Schools are tackling the issues of employee health, wellbeing and engagement with regards to their teaching, research and in practice as organisations in their own right. The project concludes in October 2011 and will form the basis of a national DWP report.

ABS was contracted by UK Government's Department for Environment, Food and Rural Affairs (DEFRA) to research how UK Business Schools are tackling the issue of 'Integrating adaptation to the impacts from climate change within business school programmes'. The report will be published October 2011.

ABS funded research conducted at Warwick Business School by Professor Zoe Radnor and Giovanni Bucci into the 'Analysis of 'LEAN' Implementation in UK Business Schools and Universities'. The report which highlighted good practice and future challenges was published in 2011.

ABS publishes its Academic Journal Quality Guide which is highly renowned and widely used by the international business school community. The areas of Sustainability and Responsible Management are included and will be given more prominence in the new International edition due in 2012.

#### Principle Five

*We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.*

ABS was represented on the Chartered Management Institute's Steering Board for a major report entitled 'Lean and Green – Leadership for a low-carbon future' published in 2009. The report was based on the views of over 10,000 practicing managers and executives.

#### Principle Six

*We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.*

The Annual ABS Flagship publication 'Pillars of the Sustainable Economy' was published in 2009, 2010 and in October 2011. This show cases examples of good practice in a variety of business schools in terms of Sustainability and Responsible Management in practice and covers learning/teaching, research and business school behaviour.

#### The values, attitudes and organisational practices of ABS itself

*We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.*

### **ABS ORGANISATIONAL POLICY ON ENVIRONMENTAL SUSTAINABILITY**

**In light of the growing evidence for and concern about climate change and environmental sustainability, ABS will reduce its carbon footprint as follows:**

1. Monitor electricity consumption on a quarterly basis and seek to reduce overall consumption
2. Adopt a 'switch-off' policy for office lights
3. Adopt a 'sleep-mode' policy for the office photocopier
4. Use recycled or certified sustainable forest resources for stationery

5. Use recycled or certified sustainable forest resources for ABS publications
6. Adopt an ethical/environmentally friendly purchasing policy with regard to all other office supplies
7. Adopt a 'think before you print' policy in the office – add a standard note to all emails
8. ABS staff to use public transport whenever possible
9. ABS staff to use a carbon offsetting scheme (preferably to 'gold standard') for CO<sub>2</sub> emissions resulting from flights where these are necessary
10. Switch from traditional to e-Christmas cards
11. Use environmentally friendly venues for ABS events and seek to use local/seasonal produce whenever possible
12. Adopt the title 'Pillars of the Sustainable Economy' for our annual flagship publication
13. Continue to recycle used paper in the office
14. Seek to recycle all plastic and other office waste materials
15. Regularly monitor and review this policy and include a statement on organisational sustainability in the ABS Annual Report

ABS participated in and benefitted from the European Regional Development Funded 'Ecovate' project via the local Climate Change Alliance (CCA). This programme enabled ABS to understand and measure its own carbon footprint and put in measures to reduce this against a target of 25% reduction over two years. Our active recycling campaign resulted in annual savings of 1,420 kg of CO<sub>2</sub> equivalent in 2010-2011 and with office efficiencies and monitoring of electricity consumption, we have managed a 32% reduction during that time. ABS was awarded the 'Going Green' Award by CCA in 2010.

As part of ABS's corporate social responsibility, members of the team participated in the corporate health improvement initiative known as the 'Global Corporate Challenge' (GCC) by walking a combined distance of 3,200 km in sixteen weeks and enabling participation in the scheme of disadvantaged children as part of the charitable purposes of GCC.

### **Future perspectives**

In addition to maintaining the approach and types of activity outlined above we will from 2012 also run an annual conference on the specific theme of Sustainability and Responsible Management and also include these as a dedicated track within our Annual Learning, Teaching & Assessment Conference run in co-operation with the Higher Education Academy.

Full details about PRME and our commitment to it will be handed over to the new ABS Chief Executive as part of the induction process expected in December 2011 or January 2012.