



Sharing Information on Progress

June 2011

1. Letter of Renewed Commitment

European University, as an institution of higher education, is dedicated to developing future managers and leaders to meet market needs and, as stated in EU's values and mission, is committed to developing "An understanding of business ethics, focusing on the highest standards of quality and professionally-oriented educational programs". As such, we declare our willingness to progress with the implementation of the Six Principles for Responsible Management Education. We will report on progress to our stakeholders and exchange effective practices with other institutions. As a signatory of the Global Compact, European University is committed to preparing and publishing the corresponding progress reports.

European University's philosophy is based on the following principles:
Leadership, Excellence, A Pragmatic Approach, Student Care, Passion,
Integrity and Innovation

Dirk Craen,
President, European University,
June 2011

2. Institutional Overview

- Leader in undergraduate and graduate business education since 1973
- Triple accreditation with ACBSP, IACBE & CEEMAN
- Transfer opportunities across a global campus network
- Small, student-oriented classes
- All courses taught in English
- Outstanding faculty from more than 30 countries
- Student body made up of more than 100 nationalities
- Excellent employment record
- Student to faculty ratio 9:1
- Continuous evaluation and personalized approach
- Dynamic, practical case method approach
- Multicultural and multilingual environment
- 23,500 alumni in more than 120 countries
- Exchange programs with universities around the world
- Lifelong network
- Innovative and entrepreneurial focus

3. PRME principles at European University

Principle 1: 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.

Principle 2: 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.

EU has a strategy of making CSR an active component of its programs; it wishes to expand its current approach (program courses and components on CSR and sustainability, sustainability projects) into a more formalized organizational approach with a view to creating a greater awareness and active participation among its students and stakeholders in general.

EU undergraduate and graduate programs contain a strong focus on ethics in business; undergraduates are required to take a specific course in this (3ETS) and graduates receive a seminar series with key guest speakers. The academic year 2010-11 saw the introduction of a further compulsory course entitled "Environmental Sustainability" (3ETS) to further emphasize the importance of this area; a component of this course is the personal mapping of individual carbon footprints to heighten individual responsibility.

All courses, however, are required to have a component on ethics to ensure that students are exposed to the complete range of managerial ethics involved.

Students have been involved in an-ongoing project to support micro credits for women in Burkina Faso, an educational project in South America and fund-raising for Japan.

Principle 3: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

The European University environment is international and culturally diverse which, when linked to small class size with an open discussion forum, enriches learning experiences by providing a wide range of points of view, experiences and practices from around the globe. Students themselves are a rich source of information in this respect. What is more, this diversity allows students to challenge their own cultural framework and appreciate alternative approaches. A significant percentage of the EU student body comes from emerging economies and the reality of the challenges to responsible leadership is brought to the fore. In this environment, students become aware of their role, as future managers, as creators of shared value.

Current materials and videos are introduced into core courses to underline the embedded nature of sustainability.

Principle 5&6: 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. 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.

To support dialog, debate, access to current materials and expertise, European University recognized its need to work in conjunction with well-established organizations in this field. During a/y 2010-11, EU requested, and was granted, membership of EABIS, EFMD and the Drucker Society, Europe. Dialog has also been opened with WWF concerning their One Planet initiative.

European University also maintains a close relationship with CEEMAN, an organization deeply involved with these issues, and carefully follows their initiatives; attendance at CEEMAN annual conference ensures that EU is able to participate in dialog and debate with educators from a wide range of background and experiences.

EU representatives also regularly attend conferences and seminars offered by EFMD, The Drucker Society, ACBSP, IACBE and AACSB to maintain current with best practices.

4. Key objectives for the next 18-month period

During the next year and a half, EU wishes to reinforce its commitment to PRME principles. These key objectives include:

- The development of an undergraduate and graduate major elective in ecopreneurship.
- Introduce (2011-12) a faculty development program around embedded sustainability. This will take the form of bi-semester workshops based around materials, webinars and articles offered by organizations such as GBSN, EABIS and EFMD to develop. This program is designed to move away from CSR as an “add-on” to embedded sustainability and creating shared value as core concepts.
- To increase faculty awareness so that, along with ethics, sustainability becomes embedded in a wide range of core courses.
- Strengthen our institutional partnerships by taking a more pro-active role; encourage faculty presentation of related papers.
- Introduce e-textbooks

5. Desired Support from PRME Community

Advice and examples on the implementation of PRME principles, including key materials and practices.

6. Sustainability on Campus

EU has considerably reduced its usage of paper by employing technology and is moving to continue this by introducing e-textbooks. Any paper used is recycled – recycling bins are available in administration and outside each classroom.

Plastic bottles are recycled, with corresponding bins placed outside each classroom.

Norms for correct usage of air-conditioning and electric appliances (lights, computers, projectors) are in place to reduce unnecessary energy consumption.