

PRME LETTER OF COMMITMENT

Corporate responsibility, transparency, authenticity, engagement and trust. These seem to be buzzwords in the recipes for success in today's turbulent global commerce. Corporate misconduct is quickly pointed out and the villains punished by consumer action and activism. An increasing number of companies are stepping up their game in terms of corporate responsibility; many are reporting more honestly and disclosing ever more material information on the sustainability impacts of their business. Daily new evidence surfaces that showcase the adoption of the UN Sustainable Development Goals as the backbone of corporate competitive strategy. Clearly, the old teachings of business schools that got us into the sustainability void where we are, will not be the medicine that will get corporations out of it. We need a new ethos of business teaching. This is where the PRME principles step in and play a vital role.

Haaga-Helia is proud to be the first university of applied sciences in Finland to sign the Principles of Responsible Management Education roughly six years ago. During our journey we are constantly inventing new ways to incorporate the principles into our everyday actions through teaching, coaching, partnerships and dialogue. While we will never be ready, we have certainly made progress that shows in the capabilities and skills of our students, in the results of our research initiatives and in the dialogue we engage in with our key stakeholders. Responsibility has been brought to our general agenda and will certainly remain there for good.

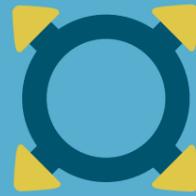
We are also proud of the revision of our strategic vision and road-map for the years ahead where we have placed a central role on the value of responsibility. We wish to equip every graduate with the understanding, appreciation of and skills to incorporate sustainability into the competitive landscape of the companies they will work for. It is after all, the future generation of professionals, that we nurture, that will make the difference and hopefully make the UN Sustainable Development Goals a reality. The PRME principles provide a compass and guide us through the inclusion of sustainability in our operations. We find them very useful and it is our intention to substantially increase our efforts in this respect within the next few years to make the principles more visible to every student, teacher, staff, alumni and partner.

My wish and belief is that the number of institutions adopting the similar kind of approach will increase both nationally and internationally in the future. Together we can.

Helsinki, November 4, 2016

Teemu Kokko
President, CEO

OUR PROGRESS ON THE PRME PRINCIPLES



1. PURPOSE

A new strategic outlook – Haaga-Helia works
“to serve and revitalize the business community working together responsibly and sustainably”

PRME Taskforce = Responsible Haaga-Helia Steering Group with top management and student body representation

An organizational pledge to The Society's Commitment to Sustainable Development 2050, a Finnish initiative that takes national sustainability efforts to a whole new level



GOALS

- To ensure strategic responsibility commitment is implemented in practice
- To design capacity building initiatives to increase awareness and skills on PRME related issues



2. VALUES

Haaga-Helia has signed the Diversity Charter.

3,19/4 of staff are aware of our value foundation; including responsibility



GOALS

- To increase the share of staff that feel the values are embedded in all actions and activities
- To audit the diversity work



3. METHOD

Core responsibility content in compulsory business studies reaches 100% of students, advanced content available to marketing, communication, logistics and international business students.

DEDICATED CSR MINOR GENERATING 750 (projected, 2016), **705** (2015), **750** (2014) ECTS credits



GOALS

- To map out where responsibility is introduced in the curricula
- To develop metrics to see how well students feel they have been exposed to sustainability topics during their studies

4. RESEARCH

40% From on going research projects had a sustainability component in them (until date in 2016)

30% in 2015



A sustainability component will be incorporated into all future research evaluations



GOALS

- To develop a tracking system for staff publications and their relevance for PRME
- To test and implement an RDI project sustainability evaluation tool



5. PARTNERSHIPS & DIALOGUE

Partner selection includes a test for fit against our values, including responsibility.

Active engagement in related networks.

Several projects, thesis work and case competitions in the area of CSR.

New partnership with two other universities to extend our reach of sustainability education.

Several annual events related to sustainability.



GOALS

- To start tracking PRME topics in partnerships and to showcase them

6. ORGANISATIONAL PRACTICES

5/5 An environmental management system on all campuses (externally certified on two)

Staff and student wellbeing ensured by benefits and structures well beyond legally required levels.

Environmental criteria considered in purchasing.



GOALS

- To choose key KPIs to be followed
- To develop reporting on environmental and social metrics

