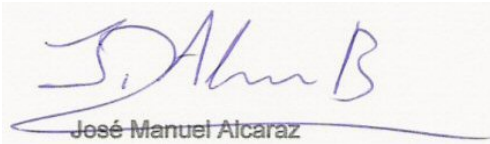

[Report] | **Sharing Information on Progress]**



LETTER - RENEWING OUR COMMITMENT TO PRME

PRME is a crucial project to educate the (responsible) leader of tomorrow. We are pleased to share our first PRME Report of Activities, comprising our first initiatives (taken during the years 2010 and 2011) and stating our further commitment for the years to come.

This is a first report aiming to illustrate simple steps taken - and our more ambitious plans to embed PRME and Sustainability in all our organizational activities. It aims to be realistic, concrete, focused and, hopefully, offer a few but inspiring ideas for others.



José Manuel Alcaraz

Jose Manuel Alcaraz, PhD
Barna Business School
. Research Director
. Holder of the Vicini Chair of Sustainability
Ave. John F. Kennedy 34 (Naco)
PC 10124, Santo Domingo
Dominican Republic.

SUMMARY OF ACTIVITIES (2010-2011)

PRINCIPLES 1 AND 2

Barna Business School, in its commitment to nurture and champion responsible leadership in the Dominican Republic, in alliance with VICINI, *has recently launched the first Chair of Sustainability in the Caribbean region*. The Chair aims foster joint interests and to produce cutting-edge research, case studies and best practices that help organizations gain competitive advantage and be active agents in their quest to develop economic, social and environmental (shared) value.

PRINCIPLE 3

Barna Business School,

- . under the influence and guiding of IESE Business School, has been incorporating *new case studies* linked to social, ethical and environmental challenges.
- . is currently drafting the first case studies on Sustainability, centered on local (Dominican) companies.
- . has been exploring new learning methodologies such as dramatizations, improvisation, video cases etc, to create deep learning - a deeper impact in the way students think, act and feel.

PRINCIPLE 4

Barna Business School has consolidated a new Research Department, centered on Sustainability and Management.

- . Several Research projects have been funded by the local government to explore: Entrepreneurship, Renewable energies, Climate Change, Anti-Corruption, etc.
- . Several articles have been published in peer-reviewed journals: *Academy of Management Learning and Education, Journal of Global Responsibility*.

. Barna played an active role in the drafting of the PRME 'SIP 1st Analysis Report 2008-June 2010'.

PRINCIPLES 5 and 6

The School is inviting speakers from diverse organizations to share their experiences with our students in Sustainability-related fields: from the corporate world, government, etc.

KEY OBJECTIVES FOR THE NEXT 18-MONTH PERIOD

Starting in the academic year 2011-2012:

1. In order to integrate PRME into *all teaching areas of the school*, each Syllabus for each course will include a *Sustainability Course Learning Outcome* (on ethics, social or environmental impact).
2. Materials to produce the Sustainability Course Learning Outcome will be clearly identified in all syllabuses.
3. Students will evaluate the instructor's delivery on the Sustainability item.
4. An award has been created for the best "Plan de Empresa Sostenible" o "Mejor Investigación sobre Sostenibilidad", each with an amount of US \$ 1.000.
5. PRME posters will be visible at the school's entrance.
6. Sustainability on Campus initiatives will consider all possibilities to limit resources consumption.
7. A new "Sección sobre Sostenibilidad" will be created for the Alumni group.
8. Sustainability topics will be included in our Consejo Académico Empresarial (CAE).
9. Knowledge and practices transfer initiatives will be organized with other local educational institutions.
10. Four or five case studies will be written on local experiences on Sustainability.
11. A workshop with an international and renowned speaker will take place during the year 2012.
12. We will present our results in an international academic conference such as AOM.
13. Barna Business School will play an active role in the drafting of the "First PRME Inspirational Guide".

DESIRED SUPPORT FROM THE PRME COMMUNITY

Barna Business School sees diverse opportunities to enhance dialogue among those committed to Sustainability:

- . With the local 'Red del Pacto Global de Naciones Unidas en República Dominicana'.
- . With the Latam signatories, at the PRME Global Forums.

Also, practical and powerful videos can help to create visibility and credibility for PRME signatories (and other institutions considering joining PRME).

