

# ESCI Escola Superior de Comerç Internacional Universitat Pompeu Fabra



**PRME**

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

**Barcelona, June 2014**

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### **1. Letter of renewed commitment**

In October 2008 ESCI signed its adoption of the Principles for Responsible Management Education (PRME). Since then, we have made significant progress in implementing the six Principles and want to give account of our efforts sharing in this report.

As an institution of higher education involved in the development of current and future managers, ESCI renews its commitment to continuously improving in the application of the PRME, reporting on progress to all our stakeholders and exchanging effective practices related to these principles with other academic institutions.

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



Xavier Cuadras Morató  
*Director*

## 2. The Principles for Responsible Management Education

<p><b>Principle 1:</b> <i>Purpose:</i> 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.</p>	
<p><b>Principle 2</b> <i>Values:</i> 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.</p>	
<p><b>Principle 3</b> <i>Method:</i> We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</p>	
<p><b>Principle 4</b> <i>Research:</i> 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.</p>	
<p><b>Principle 5</b> <i>Partnership:</i> 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.</p>	
<p><b>Principle 6</b> <i>Dialogue:</i> We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.</p>	

## 3. Brief presentation of ESCI

In 1993, the School of International Trade (ESCI) was created as a joint initiative between the Generalitat (Government) of Catalonia and Universitat Pompeu Fabra which, right from the beginning, counted on the support of some of the main business organisations in the country. The founding objective was to prepare students, from within the university environment, for the necessary internationalisation of the Catalan economic and productive fabric. Several years have gone by since then and it can be affirmed that this objective has been achieved with very good results. Our graduates are progressing in the companies and institutions of the country and this has meant that our training offer is fully consolidated in the Catalan university panorama.

The courses that we offer are linked to the world of company internationalisation, but they also cover other fields such as marketing, trade distribution or the management of human resources and leading of organisations. One of our objectives is to adapt to the training needs that may arise in different business areas throughout our country.

Our main asset is the people. ESCI is made up of a group of academics and professionals who are highly active in the teaching area and in research and services to companies. The School has contributed towards the creation of knowledge in areas of international trade, the Catalan economy, environmental management and corporate social responsibility, among others.

## 4. Reporting on PRME Principles implementation

### 4.1 Curriculum (Principles 1 and 2)

ESCI has the vocation to train professionals capable of adapting to different cultures and prepared to apply fundamental ethical values in their international business practices. The training that ESCI students receive is based on a commitment to the values of professional integrity and ethics, respect for people and other views, solidarity with the poorest and sustainable economic and human development.

#### ***Major achievements in the last 24 months:***

- After adapting to the European Higher Education Area (EHEA), ESCI offers its Bachelors's Degree in International Business and Marketing. During this four-year university course, the following skills are fostered among students: "profound moral and ethical commitment and consciousness", "promotion and respect for multicultural values: respect, equality, solidarity, commitment", "promotion and respect for gender issues, environment and safety at work". Additionally, the Degree includes the compulsory subject "Corporate Deontology" (4 credits ECTS), which aims to refine specifically the ability to reflect on conflict of interests situations generated by business, the ability to balance business goals with general welfare protection, and the capacity for holding dialogue with various stakeholders.
- ESCI also runs some Master and Postgraduate programs, most of which include subjects related to social responsibility and sustainability, e.g.:
  - Master in International Business (official): "Culture and management" (3 credits ECTS)
  - Master in International Retail "Corporate Social Responsibility" (1 credit ECTS), "New trends: Green Retail" (1/3 credit ECTS)
- As one of the first university schools in Spain, ESCI offers postgraduate and executive education programmes in Women's Leadership, with the aim to provide management training from a gender identity perspective.

#### ***Future perspectives:***

ESCI aims to consolidate its commitment to an education based on the acquisition of skills and attitudes that favour social interculturality, social responsibility and environmental sustainability of business activities.

### 4.2 Learning frameworks (Principle 3)

ESCI pursues to incorporate innovative teaching methods and assist students in order to fulfill its mission: attain the maximum quality in training professionals with suitable knowledge and managerial skills for taking decisions and assuming responsibilities in the area of international business.

#### ***Major achievements in the last 24 months:***

- In the academic year 2013/14, ESCI launched the project MANGO SMILE (Social Innovation Lab), sponsored by the Mango Chair in Corporate Social Responsibility. It consists of an open innovation community of students for solving social and environmental challenges. In this first edition of the project, the proposed challenge was "How to improve the recycling of clothing and

fabric” and the innovation community was open to students of ESCI, some other universities and a group of secondary schools.

- In order to “teach by example”, ESCI conducts an internal project called “Green University” (*Universitat Verda*), implementing green purchasing practices and waste reduction measures.
- ESCI awards scholarships to students with the aim of facilitating access to the School’s programs. ESCI assigns 7% of its incomes for registration to scholarships that may cover between 30% or 50% of the tuition fees for the Bachelors’s Degree in International Business and Marketing.

**Future perspectives:**

ESCI aims to consolidate and adapt the educational model and the training program in order to improve the academic performance, especially regarding the curriculum “environmentalization” of the Bachelors’s Degree in International Business and Marketing.

**4.3 Research (Principle 4)**

ESCI undertakes knowledge creation activities through academic and applied research, in search of becoming a reference to Catalan companies in terms of training and assessment for improving their internationalisation processes. Apart from the Research Group in International Economics and Business (*Grup de Recerca en Economia i Empresa Internacional, GRE<sup>2</sup>i*), focused on applied economics and international business, ESCI hosts two research groups specialized in the fields of environmental, social and economic sustainability:

 <p>Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura</p> <p>Cátedra UNESCO de Ciclo de Vida y Cambio Climático</p> <p><b>ESCI</b>  International Business</p>	<p><b>UNESCO Chair in Life Cycle and Climate Change (<i>Càtedra UNESCO de Cicle de Vida i Canvi Climàtic</i>):</b> This UNESCO Chair, formerly ESCI’s Research Group on Environmental Management (<i>Grup d’Investigació en Gestió Ambiental, GiGa</i>), aims to foster environmental sustainability by building a knowledge pool on Life Cycle Management through research, education and dissemination, with a special focus on climate change.</p>
 <p><b>ESCI</b>  International Business</p> <p><b>RSC</b> Càtedra <b>MANGO</b></p>	<p><b>MANGO Chair in Corporate Social Responsibility (<i>Càtedra MANGO de RSC</i>):</b> The Chair in Corporate Social Responsibility (CSR), financed by the Spanish company MANGO, aims to foster research activities into CSR and related areas, especially in the international business context.</p>

**Most relevant research publications in the last 24 months:**

- **UNESCO Chair in Life Cycle and Climate Change (*Càtedra UNESCO de Cicle de Vida i Canvi Climàtic*):**
  - Leão S., Bala A., 2014. *Tendencias de reporting sobre la huella de carbono de las 50 mayores empresas españolas*. Càtedra Mango

- RSC, Documento de trabajo nº 18, ESCI, Universitat Pompeu Fabra, Barcelona.
- Camba A., González-García S., Bala A., Fullana-i-Palmer P., Moreira M.T., Feijoo G., 2014. Modeling the leachate flow and aggregated emissions from municipal waste landfills under life cycle thinking in the Oceanic region of the Iberian Peninsula, *Journal of Cleaner Production* 67, 98-106.
  - Gazulla C., 2013. Using life cycle assessment (LCA) methodology to develop eco-labels for construction and building materials. Book chapter in Pacheco-Torgal, F. et al. *Eco-efficient construction and building materials: Life cycle assessment (LCA), eco-labelling and case studies*, Woodhead Publishing Editing.
  - Puig R., Fullana-i-Palmer P., Baquero G., Riba J., Bala A. 2013. A Cumulative Energy Demand indicador (CED), life cycle based, for industrial waste management decision making. *Waste Management* 33 (12): 2789-2797.
  - Baitz M., Albrecht S., Brauner E., Broadbent C., Castellan G., Conrath P., Fava J., Finkbeiner M., Fischer M., Fullana-i-Palmer P., Krinke S., Leroy C., Loebel O., McKeown P., Mersiowsky I., Möginger B., Pfaadt M., Rebitzer G., Rother E., Ruhland k., Schanssema A., Tikana L. 2013. LCA's theory and practice: like ebony and ivory living in perfect harmony? *The International Journal of Life Cycle Assessment* 18: 5-13.
  - Margallo M., Aldaco R., Bala A., Fullana P., Irabien A. 2012. Best Available Techniques in municipal solid waste incineration: state of the art. *Chemical Engineering Translations* 29, 1345-1350.
  - Solé M., Watson J., Puig R., Fullana P., 2012. Proposal of a new model to improve the collection of small WEEE: a pilot project for the recovery and recycling of toys. *Waste Management and Research* 30(11):1280-12.
  - Raugei M., Fullana-i-Palmer P., Fthenakis V., 2012. The Energy Return on Energy Investment (EROI) of Photovoltaics: Methodology and Comparisons with Fossil Fuel Life Cycles. *Energy Policy* 45: 576-582.
  - Raugei M., 2012. Energy Pay-Back Time: methodological caveats and future scenarios. *Progress in Photovoltaics: Research and Applications* 21(4): 797-801.
  - Brown M.T., Raugei M., Ulgiati S., 2012. On boundaries and 'investments' in Energy Synthesis and LCA. A case study on thermal vs. photovoltaic electricity. *Ecological Indicators* 15: 227-235.
  - Raugei M., Isasa M., Fullana-i-Palmer P., 2012. Potential Cd emissions from end-of-life CdTe PV. *International Journal of Life Cycle Assessment*, 17(2): 192-198.
- **MANGO Chair in Corporate Social Responsibility (Càtedra MANGO de RSC)**
    - Roca M., 2012. *Lecciones de la investigación sobre el comportamiento del consumidor ante las acciones de RSC*. Càtedra Mango RSC, Documento de trabajo nº 13, ESCI, Universitat Pompeu Fabra, Barcelona.
    - Ayuso S., Garolera J., 2012. Códigos éticos de las empresas españolas: ¿Qué compromisos contienen?, *Revista de Responsabilidad Social de la Empresa*, 11 (Mayo-Agosto): 77-103.
    - Sánchez P., 2012. *Los negocios inclusivos en España. Una visión participativa y colaborativa de la empresa*. Càtedra Mango RSC, Documento de trabajo nº 14, ESCI, Universitat Pompeu Fabra, Barcelona

- Arenas D., Ayuso S. y Vilanova M., 2012. “La tensión local-global en la gestión de la RSE de las multinacionales españolas”, en: ESADE/ICEX, *Retos de futuro de la multinacional española*. Tercer informe del Observatorio de la Empresa Multinacional Española (OEME), Madrid: 83-103.
- Arevalo J.A., Aravind D., Ayuso S., Roca M., 2013. The Global Compact: an analysis of the motivations of adoption in the Spanish context, *Business Ethics: A European Review* 22 (1): 1-15.
- Roca M., Ayuso S., 2013. *La RSC en la cadena de suministro de las 50 mayores empresas en España*. Cátedra Mango RSC, Documento de trabajo nº 15, ESCI, Universitat Pompeu Fabra, Barcelona.
- Puig J., Ribas J., 2013. *RSC en la empresa internacional: Freixenet*. Cátedra Mango RSC, Estudio de caso nº 6, ESCI, Universitat Pompeu Fabra, Barcelona.
- Ayuso S., Roca M., Colomé R., 2013. SMEs as “transmitters” of CSR requirements in the supply chain, *Supply Chain Management: An International Journal* 18 (5): 497-508.
- Ayuso S., 2013. *Códigos éticos de las empresas públicas españolas: Principios, conductas e implantación*. Cátedra Mango RSC, Documento de trabajo nº 16, ESCI, Universitat Pompeu Fabra, Barcelona.
- Ayuso S., 2014. *¿Cuál es la función de los consultores de RSC?*. Cátedra Mango RSC, Documento de trabajo nº 17, ESCI, Universitat Pompeu Fabra, Barcelona.
- Salerno H., 2014. *La RSC de la publicidad: transparencia, credibilidad y confianza de las marcas*. Cátedra Mango RSC, Documento de trabajo nº 19, ESCI, Universitat Pompeu Fabra, Barcelona.
- Ayuso S., Rodríguez M.A., García-Castro, R., Ariño M.A., 2014. Maximizing stakeholders’ interests: An empirical analysis of the stakeholder approach to corporate governance, *Business & Society* 53 (3): 414-439.

For further information about ESCI’s research activities, please consult the web site of the School ([www.esci.upf.edu](http://www.esci.upf.edu)) and the research groups ([unescochair.esci.es](http://unescochair.esci.es), [mango.esci.es](http://mango.esci.es)).

#### ***Future perspectives:***

ESCI is committed to increase its research activities, improve their impact on science and society, and promote synergies between the different research groups hosted at ESCI.

#### **4.4. Partnership & Dialogue (Principles 5 and 6)**

ESCI wishes to hold close relationships with business, state and civic organisations, and enable an active space of debate and discussion around issues of international trade and sustainability.

#### ***Major achievements in the last 24 months:***

- ESCI collaborates regularly with business, both through research projects (e.g. conducting case studies of companies like AGBAR, Endesa, Gas Natural Fenosa, Iberdrola) and internship agreements for students.

- ESCI presents its research results in scientific congresses and meetings, and also in conferences to a broader public, e.g.:
  - Presentation of study “What is the role of CSR consultants? (¿Cuál es la función de los consultores de RSC?)”, Palau Macaya (Obra Social “la Caixa”), Barcelona, 25 February 2014
  - Presentation of study “What is the role of CSR consultants? (¿Cuál es la función de los consultores de RSC?)”, Cámara Oficial de Comercio e Industria de Madrid, Madrid, 30 June 2014
- ESCI has been invited by business organizations and other stakeholders to participate in workshops and seminars about specific issues related to CSR and sustainability, e.g.:
  - “Integration of CSR criteria in supply chain management and responsible suppliers management”, Club de Excelencia en Sostenibilidad – Comisión de Compras Responsables, Madrid, 28 April 2014
  - Participation in “Corresponsables Dialogue CSR and Education (Diálogo Corresponsables RSE Y Educación)”, Fundación Randstad, Barcelona, 14 May 2014
- ESCI hosted on 4 July 2013 the research conference “Moral dynamics and socially responsible consumer behavior”, which involved more than 50 frontline researchers from prestigious international universities. The event, organized as a pre-conference of the annual meeting of the European Association for Consumer Research, was sponsored by the Mango Chair in CSR (ESCI), the Association for Consumer Research and the Society of Consumer Psychology.
- In the academic year 2013/14, the Mango Chair in Corporate Social Responsibility (ESCI) organized the first training series “CSR Drivers (Impulsors de l’RSC)”, aimed at CSR managers/heads of public and private organizations. The series of four sessions had the objective to bring out the challenges of practitioners to find actions and proposals for improving strategic CSR management.

***Future perspectives:***

ESCI aims to continue promoting its presence in society, especially with regard to its Alumni Association and the public and private institutions that work in the area of the internationalisation of the Catalan economy.

***For any questions or comments related to this SIP report, you can contact Silvia Ayuso (silvia.ayuso@esci.upf.edu).***