
ESAN University
Alonso de Molina 1652, Monterrico, Surco Lima - Perú
1. **BACKGROUND**

ESAN (Lima-Peru) was the first Graduate School of Business Administration created in the Spanish-Speaking world. It was founded on July 25th, 1963, under an agreement between the governments of Peru and the United States of America. Its organization and implementation was entrusted to the Graduate School of Business of Stanford University, California.

Transformed into Universidad ESAN on July 12, 2003 (by Law N°. 28021), it offers at present Master degrees in Business Administration, masters specialized (Organization and Management of People, Supply Chain Management, Marketing, Management of Health Services, Management and Development of Real Estate, Project Management, Information Technology Management, Finance and Corporate Law, Finance), eight careers at the level of undergraduate as well as programs for executives in various formats corporate programs and other academic and professional services.

2. **MISSION**

Train leaders and competitive, integral, professionals with critical sense and international vision, by strengthening their skills, knowledge and values, through research, education and dissemination of knowledge.

3. **VISION**

The ESAN University aims to be a leading institution in Latin America, internationally recognized for its innovative character and by bringing together the most outstanding students, teachers, researchers and former students, who, through its management, direct actions and changes needed in our organizations and society to create an area of well-being, equity and peace.

4. **ORGANIZATION**

The ESAN University is a private, non-profit, incorporated as a legal entity of law private and registered in the registry book of associations of legal entities of Lima-Lima-based. It enjoys autonomy academic, economic, regulatory and Government, and guarantees freedom of thought, of teaching, of criticism and expression, without distinction as to race, gender, religion or political affiliation.

Universidad ESAN is governed by its Statute, its internal regulations and other standards that apply within its own autonomy. The Government of the ESAN University corresponds to its bodies and authorities which are: the General Assembly, the University Council, the rector and the academic Vice President, Faculty councils and deans.

[http://www.esan.edu.pe/](http://www.esan.edu.pe/)
5. **PRME PRINCIPLE**

**Principle 1: Purpose**

We will develop the capabilities of the students to be future generators of sustainable value for business and society in general; and to work in an inclusive and sustainable global economy.

Focused on this principle, our institution promotes the formation of future generators of sustainable value through various activities:

- It counts with the Degree in Environmental Engineering Management, which aims to train a professional prepared to apply the technological tools of modern management in the planning and development of programs of protection, environmental control and natural resources. Professionals who have graduated from this career will have a solid foundation in the prevention and control of environmental pollution, with a comprehensive approach that understands the conditions of the environment for the selection of environmental solutions.

In addition, professionals will also be prepared to formulate and administer environmental projects to business and community level, with economic and social viability, responding to the demands of the public and private sectors, within the framework of a country of fast-growing with the urgency of achieving global environmental standards. Likewise, promote business and friendly services with the environment and the sustainable use of natural resources.

http://www.ue.edu.pe/ingenieria-en-gestion-ambiental

- Students of other careers taught in our institution are trained through the curriculum in Social Responsibility and Environmental issues, for instance:
  
  o Career in Administration and Finance
    Course: Corporate Social Responsibility
    [http://www.ue.edu.pe/administracion-y-finanzas/plan-de-estudios](http://www.ue.edu.pe/administracion-y-finanzas/plan-de-estudios)

  o Career in Economy and International Business
    Course: Environmental Economy and Natural Resources (8th Cycle)
    [http://www.ue.edu.pe/economia-y-negocios-internacionales/plan-de-estudios](http://www.ue.edu.pe/economia-y-negocios-internacionales/plan-de-estudios)

  o Career in Consumers Psychology
    Course: Ecology, Environment and Social Responsibility (9th Cycle)
    [http://www.ue.edu.pe/psicologia-del-consumidor/plan-de-estudios](http://www.ue.edu.pe/psicologia-del-consumidor/plan-de-estudios)

  o Career in Organizational Psychology
    Course: Ecology, Environment and Social Responsibility (9th Cycle)
    [http://www.ue.edu.pe/psicologia-organizacional/plan-de-estudios](http://www.ue.edu.pe/psicologia-organizacional/plan-de-estudios)

- Moreover, in general, in all of their careers it promotes among its students the institutional support that consists of providing support and training to the MYPES through their students, according to their specialization. In order to give consistent support to these companies in the future.
Principle 2: Values

We will add in our academic and curricular activities of global social responsibility values set out in international initiatives like the Global Compact of the United Nations.

Focused on this principle, our institution promotes the values of global social responsibility through its various programs and other activities, which include:

- The development of the Program of High Specialization in Management for Directors of Schools, with the goal of facilitating Directors of Public Schools the knowledge and the necessary tools for effective and efficient management of their schools. ESAN provides the program of Education the High Specialization Program in Management for Directors of schools for free and with cooperation with the Ministry of Education the High Specialization Program in Management for Directors of schools since 2007. 
  http://www.esan.edu.pe/nota-de-prensa/2014/03/esan-capacita-directores-colegios-nacionales-gestion-administracion/

- The University has in its portfolio of programs the Program of High Specialization in Social Responsibility. The program aims to provide concepts, tools and a framework of analysis to sensitize stakeholders and interest groups of enterprises in social and environmental aspects in order to integrate them to the daily activities of the organization and the strategy of the company. 
  http://www.esan.edu.pe/project/responsabilidad-social/

- In our curriculum of the MBA, we teach the course of Ethics and Social Responsibility. The course has as its main objective promoting new management that includes not only economic gains, but also social and environmental achievements to achieve the sustainability of the company and its environment. 
  http://www.esan.edu.pe/mba/tiempo-completo/estructura-curricular/

- Also within the curriculum of the Master in Management and Real Estate Development the course of Strategy and Corporate Social responsibility is dictated. This course discusses the necessary comprehensive strategy to undertake the second option and to successfully manage a running organization. There is also the important challenge of achieving profitability without sacrificing ethical principles and responsible corporate citizenship. 
  http://www.esan.edu.pe/maestrias/gestion-y-desarrollo-inmobiliario/estructura-del-programa/

- ESAN University, in their specialization programs in Public Administration count with an area of Environmental Management, where the following courses are taught:
  - Management for social inclusion, environmental conservation and sustainable development.
  - Prevention and Resolution of Socio-environmental conflicts
  - Environmental Public Investment Project
  - Analysis design and evaluation of environmental policies
  - Workshops of Environmental Projects
  - Workshop of Evaluation of Environmental Impact
  - Strategic Management and Results-oriented
  http://www.esan.edu.pe/programa-de-especializacion/gestion-publica/areas/gestion- medioambiental/
It counts with the high Specialization Program in Management of Sustainable Development. In order to respond to these needs, ESAN University develops its Sustainable Development Program, which provides knowledge and develops skills to manage organizations dedicated to sustainable development and environmental management, allowing you to incorporate strategies for sustainable development in any organization, whether private, public or non-profit organizations.

http://www.esan.edu.pe/pae/gestion-del-desarrollo-sostenible/

The University through its Program of High Specialization in Management of the Decentralized Sustainable Development aims to train managers of development coming from the public, private sector and non-governmental organizations willing to integrate principles and criteria of sustainability and responsibility in the decisions and plans of action of its institutions. To this end, the program will provide concepts, methodologies, sobering experiences and tools of analysis and management.

http://www.esan.edu.pe/pae/gestion-del-desarrollo-sostenible-descentralizado/objetivos/

**Principle 3: Method**

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

The University has been promoting and developing the following campaigns in order to put into practice the principles promulgated:

**SOCIAL**

- The financial donation campaign was carried out successfully for the benefit of the institution of San Juan de Dios Clinic for the fight against Cancer.
- A “lactarium” was opened in our facilities for the use of mothers who are breastfeeding. All ESAN University workers can bring their accessories to save and store breast milk for their babies in a private, comfortable and hygienic environment.
- A campaign to donate blood to the INEN was carried out. This campaign was carried out together with ALINEN.
- White Lighting was donated to the Educational Institute 6038 in the area of Ollantay in Pamplona Alta in the District of San Juan de Miraflores.
- Office furniture (desks, tables, chairs, computers, etc.) was donated to the Institute Educativo 7263 Roxanita Castro Witting located in Pachacamac.
- Gifts for children of Ticlio Chico located in the district of Villa Maria del Triunfo were recollected.
- Furniture and computer equipment was donated to the Educational Institute 6030 Ollantay in Pamplona in San Juan de Miraflores district.
- Furniture and computer equipment was donated to the I.E.E. Luis Fabio Wammar in Huacho.
"Friaje" is the campaign organized by ESAN which aims to take large donations of furniture, office equipment, supplies, clothing, blankets and cans of food to the 70052 Educational Institute of Ccapi - Los Uros located in the Negroni Island in Puno.
ENVIRONMENTAL

The reforestation of the nearby Hill was made; also the codification of every trees’ life located in our facilities was done.

- The system of irrigation by dripping, allowing plants to feed themselves properly using the proper amount of water without wasting it was implemented.

- There was a project called "planting your tree" with the intention to make all members of ESAN University participate to plant a tree around the campus.

- Points for recycling have been located around the campus in order to recollect:
  - batteries
  - Organic waste
  - Office paper
  - Plastic bottles

- ESAN University participated in the "Earth Hour" turning off all the lights at the campus at 20:30 hours.

- As part of the celebrations for "Labor Day" Esan organized an event called "Responsible Work Day", which intended to encourage the different areas, administrative and academic to develop projects with recycled waste generated at Universidad Esan.

- The recycling program for plastic bottles has started the purpose of this program is to have the plastic bottles processed in order to manufacture blankets which are then donated to various communities with limited resources. This program is part of the campaign of FRIAJE in Puno.

- The digitization of physical documents has been promoted in all master's degrees of the University in order to avoid the use of copies and folders.

- It is scheduled to make a campaign at the "World’s Day" against the indiscriminate use of agrochemicals, which consists in making a homemade compost with organic waste generated in the University. We will count with the participation of the students of the course of chemical Engineering to fertilize the green areas of the campus.

- It is scheduled to start the campaign of recollection of plastic bottles, in order to exchange them for wheelchairs that will be donated to charities.

- Ecological urinals as well as a water saving system for the sanitary services have been implemented in our facilities.
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Principle 4: Investigation

We are engaged in the conceptual and empirical research that let us improve in the understanding of the role, the dynamics and the impact of corporations in the social value, environmental and sustainable economic creation.

Aligned to this principle the University has formed a Committee of sustainable Development which is responsible for:

- Raise awareness and stimulate the ESAN’s community, on the theme of sustainable development, promoting research, creativity and innovation for the development of internal social and environmentally responsible projects.
- Contribute to the social, economic and environmental development of our stakeholders.
- Build (create) a culture of sustainability within the organization.

The University on sustainable development has made the following investigations:

- **THESIS:**
  - Sustainable Business Model of a service provider company of exploitation and extraction for optimization and recovery of minerals, making use of different mineralogical analysis / David Oscar Bendezu Mallma, Fanny Blas Rodríguez, José Delgado Cespedes, Hernan César Huillacahuaman Alata. Lima: Universidad ESAN, 2012.
- Proposal to improvements to the mechanism of works by taxes: an alternative for the management of corporate social responsibility / Garro Cerna, Miguel Ángel, Leandro Herrera, Franklin, Meléndez Muñoz, Marianella, Salvador Bejarano, Collins (2013)
  [http://cendocdigital.esan.edu.pe/postgrado/handle/123456789/655]

- Model of management of social risk in mining investment projects proposal / Guzmán Valenzuela, Mercedes Milagros, Martínez Silva, Manuel Ángel (2013).
  [http://cendocdigital.esan.edu.pe/postgrado/handle/123456789/658]

- INTERGRATOR WORKS
  
  
  
  - Development of agro-industry technical professional’s capacities processes of fruits and vegetables of the SENATI, for the sustainable development of agro-industrial plants Management / José Carlos Hidalgo Vidal, César Alfonso Palomino Rodríguez. Lima: Universidad ESAN, 2012.
  
  

- BOOKS:
  
  - Sustainable management of the oncological treatment: the case of the Peruvian Army Personnel and their families / Lydia Arbaiza, Henry Acosta, José Espinoza, David Ojeda, Renzo Taboada. Lima: ESAN editions, 2013
  
  - Sustainable Development Model with mining investment: the case of the rural communities of Uchucarcco and Chilltoraya / Genaro Matute, Rita Ayala, Derick Flores, Alex Navarrete, Nelly Trevejo. Lima: Universidad ESAN, 2014
ESAN University has made the following investigations in Environmental Management:

INTEGRATOR WORKS:

- Analysis of the applicability and effectiveness of payments for environmental services / Enit Martínez, Lenka tie, Ruth Loayza, Cecilia Frech. Lima: Universidad ESAN, 2012

ESAN University in Social responsibility has conducted the following research:

- THESIS
  - Alternatives for social investment in the mining sector in Peru, in the daylight of the sectorial standard framework and the principles of social responsibility / Sonita cave Díaz, Gustavo Enrique Loyola Morán, Milene Maldonado Huayaney. Lima: Universidad ESAN, 2012
  
  - Proposal of improvements to the mechanism of works by taxes: an alternative for corporate social responsibility management / Franklin Leandro Herrera, Marianella Meléndez Muñoz, Miguel Ángel Cerna Garro, Collins Salvador Bejarano. Lima: Universidad ESAN, 2012
  
  
  

- INTEGRATOR WORKS:

  - Diagnosis of the management in the field of community relations of the company Abengoa Peru S.A. from a CSR business approach / Lady Elizabeth Cruz Pucuhuayla, Sugey Lisbeth Rojas Paredes, Erica Janeth Laupa Pérez, Miryam Yauli Palomino. Lima: Universidad ESAN, 2012
  

- The following items have been developed in our magazine "Tiempo de Opinion":

  - Wellbeing, human resource management and social development. [Link](http://www.esan.edu.pe/publicaciones/2013/06/11/tiempo_de_opinion_jorge_yamamoto.pdf)
  
  - Green Marketing: a commitment of all. [Link](http://www.esan.edu.pe/publicaciones/2013/06/11/tiempo_de_opinion_antonieta_hamann.pdf)
There is a CSR and Environmental Integral policy in process of development.

**Principle 5: Alliances**

We will interact with managers of business corporations to expand our knowledge of their challenges in the implementation of its social and environmental responsibility and to jointly explore effective approaches to meet these challenges.

ESAN University has developed professional ties with different companies and institutions that allow us to accomplish the objectives laid out in themes of Corporate and Environmental Responsibility:

- In cooperation with the Ministry of Education, scholarships have been granted to directors of national schools therefore they can take the high specialization program in management for directors of schools.

- In cooperation with the Municipality of Surco ESAN’s staff has participated in the Organization of the 6 K race in Los Alamos in order to promote the practice of sports among citizens.

- An agreement with the company GEXIM SAC is being promoted, such company is committed with the environment with more than 10 years of experience in the manufacture of polyester (material that will allow the production of blankets) from recycled PET plastic bottles.

- An agreement with the OLVA Courier company is being promoted with the purpose of strengthen the logistics of all social assistance that we provide in various areas of the country.

- In the year 2013 in a collaborative program with the National Fund for job training and employment promotion - FONDOEMPLEO, the programme for the promotion and strengthening of youth entrepreneurship in the Tacna and Ica region was carried out. Young entrepreneur’s business plans were evaluated and trained.

**Principle 6: Dialogue**

We will provide and support dialogue and debate among educators, students, businesses, the government, consumers, media, civil society organizations and other related groups. In addition stakeholders on critical issues related to global social responsibility and sustainability.

ESAN University has its Annual Plan:

- An exhibition of the social aid is programmed in order to raise awareness and motivate our students in issues of Social responsibility.

- A forum for the month of October, World Food Day is programmed with the aim of carrying out exhibitions and dialogues between exhibitors and students.

- Exhibitions in the month of November are programmed which aim to teach the correct recycling of waste generated in the Universidad ESAN.