This is our **Sharing Information on Progress (SIP)** Report on the Implementation of the **Principles for Responsible Management Education**
As an Ecuadorian Institution of Higher Education involved in developing managers and entrepreneurs, Universidad Del Pacífico renews its commitment with the continuous improvement in the application of the Principles for Responsible Management Education, reporting on progress to all stakeholders and exchanging effective practices with other academic institutions.

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

We encourage other academic institutions and associations to adopt and support these principles.

Silvia Cordero

Students Affairs
"We are in the Digital robotic era. The speed is the limit, but the capacity of the human being has not yet recorded how! Everything we do over a routinely day, with the contribution of 7 billion humans, doing the same thing and in many different ways, we are destroying the planet. What is currently happening on the planet aggravates the situation of life itself.”

Technology and the speed of communication have generated an international alert, a space for the many conservational organizations to use the social network to expose their complaints and proposals.
UN is leading civil society participation to assume individual and collective responsibilities, not only for global warming, but also on many other issues which can be understood as cause and effect to what humanity is confronting nowadays. It is important for Universities to raise awareness and cause changes to ensure future adults to understand the damage that they can cause but that they are part of these emerging changes.

Universities must help ensure the process. Universities should prepare young adults to change the way they see life: Induce Young adults to adopt adequate learning styles and become responsible consumers with means of concrete information in accessible language.

Dra. Sonia Roca

Magister Victoria Amores
PRINCIPLES FOR RESPONSIBLE MANAGEMENT

UNIVERSIDAD DEL PACIFICO

PURPOSE ➔ VALUES ➔ METHOD

RESEARCH
STUDENTS/PROFESSORS
Principle 1 - Purpose
**Description**

We will develop the capabilities of the students to be future generators of sustainable Enterprise value. Our students, as part of society, work for an inclusive and sustainable global economy.

**Vision:**

We are an academic institution with the Mission of educating leaders and entrepreneurs with social responsibility. All of our programs are focused in developing these skills. We have been member of EDUNIVERSAL for three consecutive years supporting the United Nations global Compact Program.
Achievement:

Ours students from different careers offered by our University based their research and proposals on the 10 principles of Global Compact. Our students promote projects that contribute to the strengthening of an inclusive and sustainable society.
Principle 2: Values
**Description:**

We will add to our academic activities and curricula the values of global Social Responsibility, as described in the international initiatives, such as the United Nations Global Compact.
General Vision

Universidad Del Pacifico was invited by the United Nations to sign the Act of Principles for Responsible Management Education (PRME) and to participate, together with other 50 universities around the world, in the compact Leaders’ Summit 2010 “Building a New Era of Sustainability” in June 2010. The summit took place in the headquarters of the United Nations in New York. This opportunity has led us to support the universal movement of Global Compact.

Consequently, Universidad Del Pacifico aware of the responsibility for the crisis and its link with our students’ development has based the curriculum with PRIME. UPAC understand that it is the welfare of man and humanity what should remain at the beginning and end of all action. This call forces us to an in depth analysis on cross training in principles and values, as well as to seek for substantial actions for social change.
**Achievement**

Universidad Del Pacifico has organized in Quito and Guayaquil campus the “Support Week for Global Compact” for the past three years. Students and Teachers from the different faculties presented their research and projects related to the 10 principles for Responsible Management in Education. Private and Public companies participated in this event.
There were various forums, conferences with the participation of various national and international organizations, as well as entrepreneurs, ambassadors, professors and public in general.

University Students develop their research work under the theoretical support of the 4 Global Compact pillars:

**Human rights**: The world in which we move is interconnected by the speed of communications and technology, but the values in which each community moves, is not always connected with each other. This way the focus of research done by students in Universidad Del Pacifico is developed within the framework of internationally accepted human rights, and in direct harmony with the interests of the community.
**Labor Norm:**

The universal labor standards encourage the respect for human rights, cultural diversity, local economies, industrial market production, and vacancy rates, and should go beyond a convention or a declaration of principles. It should go hand in hand with the community to serve its purpose under ethical leaders who have to defend the collective interest of this community.

**Fight against Corruption:**

The anti-corruption Convention is an International United Nations Act anchored in Global Compact to fight against corruption. Corruption is one of the evils which afflict humanity and deepens poverty. The CEOs of global corporations are calling for governments to take stronger measures to implement this agreement and invite all business leaders to sign a support letter for the anti-corruption Convention. Global Compact also contributes in the fight against corruption with a teaching platform offered to corporations as a guide on the implementation of Principle #10.
It is our job to work together with Global Compact to recover values in the collective social behavior to fight against corruption. It is necessary for the community itself to build confidence within its business scope. The major objective of this effort should be to create a collective social system behavior based on values that recognizes the honesty and transparency as ways of good living objectives; only then civil society will be able to take the role of participant required by the Global compact Organization.
PRINCIPLE 3: METHOD
**Description:** We are creating educational frameworks, materials, processes and educational environments that enable effective learning for responsible leadership experiences.
**Overview:** The Business Advisory Board (BAB) of Universidad Del Pacifico has a facilitator’s role to promote awareness of the 10 principles. Universidad Del Pacifico encourages the implementation and control of these 10 principles to assure the progress of the companies participating in the global compact.

**Achievement:** The establishment of BAB (Business Advisory Board) is the Milestone used to support Global Compact. The work of BAB boasts a framework developed by Global Compact with policies for (National and Transnational) corporations of all sizes, regions and industrial sectors. Tools and mechanisms are given by BAB to build the operation of various groups that make up the sectors and their chain of suppliers. This process is given to:

a) Small and less experienced companies that want to participate and progress in the implementation of the 10 principles.

b) Companies at an intermediate level that use the process standards covering the principles of global Compact. Companies which directly communicate with their “Stakeholders” on the progress made and accept the transparency standards of information, such as the global reporting initiatives (GRI).
c) Companies at an advance level to continue the “Global Compact’s Blueprint” and offer best practices for corporate leadership in sustainability.
PRINCIPLE 4: RESEARCH
**Description:** We are engaged with a conceptual and empirical research that can improve our understanding of the role, the dynamics and the impact of corporations. These corporations need to base their research on sustainable social, environmental and economic value.
Overview:

As an Academic Institution, we have the responsibility to encourage our entrepreneurs, not only to sustain their personal economic situation, but to understand and ensure the welfare of man and humanity. It needs to lead them towards a deep and constant analysis, not only for the teaching curricula and research, but also to pursue innovative ways focus on principles and values.

Achievement:

The most important component of the entrepreneurs of Universidad Del Pacifico association has been to prepare them with social responsibility, ethics in business, and good corporate governance. Our students have shaped their companies in accordance with these values.

Values that will mark their business activities with research and case studies in their pilot projects. Projects that apply the Global Compact principles and contribute to the understanding of this application process.

As an institution of higher education, we participated in a research project contest for “Digital innovative project for a social City” with other different universities in
Quito. The framework of the project related to social responsibility. It was presented to the Municipality of the Metropolitan District of Quito. It was organized by the Planning General Secretariat of Quito. The end result for the winner of this contest is to get the funding for the execution of the proposed project.

There were many members of our educational community who contributed to the development of the project such as: The Faculty of Business and economics Dean, marketing professors, sales managers and market research experts, as well as students of different levels of the Business and engineering career. Below a brief description of the proposed project “De ciudad excluida a ciudad de pasión Quito”. The project is divided in two complementary sub-projects:

“De ciudad excluida a ciudad de pasión Quito”

Action 1: The pulling out of information and creation of urban culture

Diagnosis:

In urban planning, one of the biggest problems faced by technicians and authorities is the democratization of this area characterized by a high content of technicalities difficult to transmit to unskilled public. In addition, the regulatory
framework restricts urban alternatives to a set of legally permissible and technically viable projects.

**Solutions:**

This urban culture can be included in the same oriented participation that combines the necessary expertise and at the same time, facilitates the acquisition of valid information from real sources.

**Strategy:**

A set of activities whose main objective is to collect valid information that the Municipality of Quito can use for the implementation of the urban development projects focused to achieve “De Ciudad excluida a ciudad de passion”.

This part of the project will promote the participation of citizens with an active contribution of the Municipality of Quito. Universidad Del Pacifico will take advantage of the team experience in social network, and the design of participative urban projects.

**Universidad Del Pacifico will organize and carry out:**

- Workshops to collect information from Schools and Educational Centers.
• World Café under the auspices of the Municipality of Quito.
• Social network project dissemination
• Blog creation where information will be collected and returned to citizens on project progress and end results.

The project added-value is to provide the Municipality of Quito with effective citizen participation for urban planning using the latest advances in this area. The Municipality of Quito will also be able to implement this process at the level of local management.
Action 2:

**Scientific Research**

Diagnosis:

The Council of Higher Education (CES) establishes scientific research as an essential part of Ecuadorian Universities. For this, it is necessary to submit a University project that has scientific research as an end result.

Solution:

Include in this project scientific research that in addition will help a group of students to engage in scientific research themselves.

Strategy:

There will be two scientific research lines:

1. Participation and Balanced use of technology. Citizen’s participation with the use of new technologies is an issue that it is a Foundation of this current Democracy. However, there are two elements that worry experts in relation to the use of new technologies. First, Individuals
take decisions taking into consideration their own interests, and by virtue of their interests. According to Schneider 2007 “participation is only possible when the benefit obtained is greater than the cost”. Secondly, It is true that new technologies reduce cost, but, on the other hand, Technologies as a mean of participation should be research as to see if it promotes the expected results.

2. Map of Quito “Ciudad Excluida” Quito is in itself complex and limited to full accessibility to all citizens. This line of research will attempt to establish standards that will ensure better accessibility for all regardless of the topography and cultural background of the citizens. This research will primary have as its priority, the establishment of a meaningful criteria for urbanization planning that should be inclusive to women, children, people with disabilities and other collectives forgotten by traditional urbanism. The Vasco government in their “Methodological manual for urban analysis from the perspective of gender, and ordinary citizenship” explains that traditional urbanism has been dominated by men as architects, urban planners, developers, builders and workmen, who designed and built the cities. Men-aged adult, with full mobility and, often, belonging to defined social groups. Therefore, the project will try to incorporated “Quito Excluido” map, based on the experience of other cities. These experiences of other cities will guarantee the budgetary feasibility of the project.
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PRINCIPLE 5: ASSOCIATION
Overview:

We will interact with managers of business corporations to expand our knowledge on their challenges to meet social and environmental responsibilities and together explore effective methods of such challenges.

As an academic community, we are looking for ways to proactively approach not only with the business active community who, specifically, convened global compact, but also, with the civil society to make them feel motivated and vigilant to accomplish the ten principles of Global Compact and include them into their public and private life.

It is the civil society that can create initiatives to make the business sector get involved in the implementation of the 10 principles of global compact. In this context, we must create networks with schools, colleges and universities, and train them all on the principles of Global Compact.
Young people have to start with this principles at an early age, with their teachers as monitors of the process to ensure this long lasting process promoted by the United Nations.
**Achievement:**

Since 2010, National Events are being conducted to encourage the participation and commitment of civil society with the principles of Global Compact. We have signed an agreement with the illustrious Metropolitan District of Quito, and are part of the Social responsibility Committee for Cities. We support the Youth Program for Social responsibility.

Many invited companies attended to an event in relation to this Youth Program for Social Responsibility. Companies such as “Basutron” a company dedicated to technological innovation and “Koletron” in charge of pet bottles recycling for the manufacture of garments.

There was a social project presented in the event for the use of “shared car” where a car is shared by people in the same neighborhood in order to become responsible with environment.
PRINCIPLE 6: DIALOGUE
**Description:**

We will facilitate and support dialogue and debate among educators, business people, government, consumers, media and communication, civil organizations and other interested groups. Critical issues related to global social responsibility and sustainability will be open to dialogue and debate among them.
Overview:

The World Global Compact event week have been developed by Universidad Del Pacifico since 2010. This event creates space for dialogue and promotes discussion and awareness on issues of social responsibility framed in the 10 principles of Global Compact.

Achievement:

Forums and conferences were held during the week of Global Compact Event. We invited different exponents of the business sector, who provided an analysis of the programs and activities done to cater several of the social problems faced worldwide. Additionally, these conferences helped create dialogue between all participating sectors of the economy. Community small business and corporations were present to ensure the accomplishment of the Global Compact principles.

Universidad Del Pacifico has a very important exchange program with the best Universities throughout the world. Students from different countries come every year and study with us. Students from countries such as France, Germany, China, Taiwan, Holland and Spain are part of this event, and all of them exchange ideas about social responsibility.
There are many processes that are used in their countries that have contributed to develop the principles of Global Compact.

Some of the research work presented by students from Universidad Del Pacifico generated space for dialogue and awareness. This research work focused on Corporate Social responsibility in Ecuadorian companies, profitability and advertising ethics, Global climate change and sustainable development, environmental Social Responsibility, land use in Ecuador and its relationship with Global Compact principles and Global Compact use in the operation of merchant ships.