To:
PRME Steering Committee
Secretariat
New York, NY 10017, USA

Renewal of Commitment to the PRME

As an institution of higher learning involved in the education of current and future managers School of Business and Services Management, JAMK University of Applied Sciences (Finland) reaffirms to engaging in a continuous process of 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 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.

Jyväskylä 19th September, 2012

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Attachment: SIP Report
JAMK University of Applied Sciences, School of Business and Services Management

Progress on the PRME

JAMK School of Business and Services Management (SBSM) has been a member of the PRME network since February 2011. This is our first Report on progress. SBSM consists of five departments: Business and Entrepreneurship, Global Business Management, Tourism and Hospitality, Continuing Education, and Research and Development. The programme portfolio of SBSM contains bachelor’s and master’s degree programmes for young and adult students.

JAMK School of Business and Services Management have integrated corporate social responsibility courses in most of the curricula of the different degree programmes. Our aim is to integrate corporate responsibility courses in every curriculum.

In the following we report some of our major activities and achievements since our joining the network in the beginning of 2011.

**Principle 1. Purpose** In order to advance the capabilities of our students to be future generators of sustainable value for business, society and the global economy at large, we have offered a range of courses, both in Bachelor’s and Master’s level, that specifically focus on issues concerning corporate responsibility, ethics and sustainable development. Examples include courses such as Sustainable Development in Business; Developing Social Responsibility; Sustainable Facility Management; Ethical and Environmental Aspects in Consumer Services. Within the last mentioned course the students produced a ‘Handbook for Responsible Event’.

Corporate responsibility and sustainable development issues have been integrated as a part in several courses as well. For example in Bachelor’s level within Management course there was a module dealing with ‘the rise of conscious capitalism and long term thinking and scenarios’, in High Tech Management course there was a module specialized in environmental and clean technology. In the master’s level within the Special Issues of Strategic Management course ‘responsible ownership, responsible entrepreneurship and the indicators of social responsibility’ were central issues.

**Principle 2. Values** “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.”
Especially in the Tourism and Hospitality programme the curricula includes the idea of making the students familiar with global and local responsibility step by step, gradually, as they proceed yearly in their studies; in their first year a little, the second year some more, and during the third year in depth.

**Future:** Within other programmes as well, our aim is to develop the curricula to be more coherent in the way of progressively integrating the values of social responsibility and sustainability.

**Principle 3. Methods** “We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

We have in many cases successfully integrated the research and development activities and our educational tasks in order to offer effective learning experiences for the students. For example in the ‘Sustainable Tourism’ project students had the opportunity to participate in the project by working as trainees, making interviews for the project and making their thesis in the context of the project.

Examples of other educational frameworks include study visits and tours abroad and special events and seminars focusing in responsibility and sustainability in the campus area. For example in the autumn 2011 a ‘Responsibility Week’ was arranged in one of the campuses. This spring students together with teachers in the Tourism and Hospitality programme participated in an Erasmus Intensive Programme on Ecopreneurship and Sustainability in Vilna (http://ecacee.viko.lt). In the Business and Entrepreneurship programme we made a study tour to California, where one of the visiting targets was the Adobe headquarters with its utmost innovative and ecological solutions in the facilities.

One of the high lights of the past academic year was undoubtedly the ‘Profitable Responsibility’ seminar with Al Gore from the USA as one of the guest speakers together with several Finnish business executives and politicians. 164 students and 12 teachers from SBSM participated in the planning and organizing this provoking two and half a day’s seminar in Jyväskylä.

**Future:** A project in the field of responsible tourism and tourism service is going to offer a learning platform also for students to learn how to launch a campaign of responsibility and a context to make a thesis connected to responsibility and sustainability. The 2nd year for Erasmus Intensive Programme on Ecopreneurship and Sustainability with the theme ‘Ecopreneurship Approach in the Context of European Environment’ has been granted support.

**Principle 4. Research** “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.”

During last year we launched a project “Regenerative Leadership” that has its main focus on corporate social responsibility. Twelve local enterprises and six researchers from SBSM (+ 2 from...
the partner University of Jyväskylä) are engaged in the project where CSR is developed for example through mutual workshops.

**Future:** We are negotiating the finance and looking for potential international partners for Sustainable Tourism 2 project. The Sustainable Tourism 1 project investigated the state of sustainability in rural tourism in four counties. The KESMA 2 is going to be an international project continuing wider with the same theme.

**Principle 5. Partnership** “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.”

Interaction with business is an essential part of SBSM’s way of operating. Especially the research and development department have been active in interacting with business practitioners in CSR, eg. within food supplies and tourism sectors.

**Principle 6. Dialogue:** Stakeholder engagement “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.”

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The R&D unit also hosted a seminar of responsible communications for the Ministry of Employment and the Economy. One of our teachers is acting as a chairperson in a team of the Econ. & Bus. Adm. association of the Central Finland that organized ‘Responsible Business’ seminars with topics such as: responsible financing, responsible leadership, and responsible innovation. These seminars reached central actors in business and about 850 people with Econ. & Bus. Adm. education in the region of Central Finland.

**Future:** “Innovative Village transnational Leader cooperation project” is in the application stage. The goal in this project is to develop social sustainability in rural communities, increase creative thinking in producing local services, to unite rural actors in international networks, and to encourage the local people to become active citizens. This is going to be an international project with 10 European partners.

There are two things we would like to point out concerning our own organizational practices. First, we have established an informal, open ‘Sustainability team’ as a discussion and developing forum to advance social responsibility and sustainability in all the functions of our organization. Second, the commitment to the WWF Green Office environmental system was signed in spring 2012. The launching of the system is going to take place in two phases. During the first year we are constructing the system, and during the second year we will observe, test and develop it further.