SHARING INFORMATION ON PROGRESS (SIP) REPORT 2014

EAE BUSINESS SCHOOL
INDEX

I. EAE Business School General Overview

II. Renewal of the Commitment to PRME

III. PRME Principles at EAE Business School:
   a) Principle 1 and 2. Curriculum change
   b) Principle 3. Method
   c) Principle 4. Research
   d) Principles 5 and 6. Partnerships

IV. Key objectives for the next 18-month period with regard to the implementation of the Principles.

V. Desired support from the PRME community for the next 18 months.

VI. Sustainability on campus.

VII. Our Pictures & Activities about PRME
I. EAE BUSINESS SCHOOL GENERAL OVERVIEW

EAE Business School is a Business School with more than 50 years of experience, specializing in business education for administrators. Throughout our trajectory, more than 60,000 managers and executives from both national and international firms, public and private institutions and organizations from distinct fields have placed their trust in us.

EAE is a member of GRUPO PLANETA, a global leader in generating and publishing content in the management field. GRUPO PLANETA’s connections and support network afford us a privileged position and scope among Spanish and International Business Schools.

Every year, participants from more than 47 nationalities receive training at EAE in order to perform managerial functions within the business and institutional fields. EAE has one of the best educational catalogues on a national level with nearly one hundred postgraduate programs and two university degrees. Related to these are the hundreds of ongoing educational courses and in-company trainings that EAE develops for its collaborating businesses.

EAE has also developed the most flexible methodology in management training in Spain with in-person, online and blended learning, which combines in-person, online and distance training.

EAE has three campuses: Two in BARCELONA where its programmes are taught as dual degree programs with the Polytechnic University of Catalonia and another in MADRID where programmes are taught in conjunction with Camilo Jose Cela University. Considered to be among the best universities in Europe for their teaching and research activities, they award degrees from EAE with the backing of two prestigious Universities. At the same time, EAE has international delegations located in Lima (Peru), Bogotá (Colombia) and Mexico City (Mexico) in order to strengthen our institutional ties with Latin America. Our business school also maintains agreements with more than a hundred academic institutions and business schools in 40 different countries.

The high standards of quality applied by EAE have allowed for the Institution to be the first Spanish Business School to obtain the International Quality Certification ISO 9001, empowering it to accredit and guarantee the high academic level of its programs and professors. Its academic faculty is one of its most important assets and is composed of professors, professionals and administrators in the international field, who provide the most up-to-date knowledge for its programs.
In addition, EAE is AEEDE accredited, a hallmark that reflects the recognition and academic experience of the best Spanish Business Schools, and is the national representative of EQUAL (European Quality Link). EAE is a member of prestigious national and international entities: AACSB INTERNATIONAL (The Association to Advance Collegiate Schools of Business), EFMD, (European Foundation for Management Development), CLADEA, (Latin American Council of Management Schools), forQ (Association for Quality Ongoing Education); EBEN (European Business Ethics Network); IBS (European MBA Network – International Business Studies); IFI (International Taxation Institute) y AVH (Alexander Von Humboldt Foundation).

EAE has been ranked as the second most renowned Business School in Spain, according to Merco 2014. Merco annually analyses the corporate reputation of the 100 largest companies in Spain. Since 2007, EAE has been ranked within the top five Business Schools in Spain.

According to the ranking published by the daily national newspaper El Mundo,”The 250 best Masters in Spain (2014 edition)”, six of EAE’s Masters have been selected as the best Masters in Spain within their functional area.

In addition, according to the Ranking of America Economia, “The best global Business Schools in 2014” EAE has been selected among the first 30 business schools in the world.

This context allows EAE to nurture its international experience and to be a global model in higher education. EAE is socially committed to continuing to surpass challenges in the fields of personal and managerial training.
II. RENEWAL OF THE COMMITMENT TO PRME

Please, find enclosed below a letter of our renewal of the commitment to PRME Principles, signed by the highest executive of our organization:

To:
PRME Steering Committee
DC2-612
2 United Nations Plaza
New York, NY 10017, USA

Barcelona, December 15, 2014

Renewal of commitment to the Principles for Responsible Management Education

I am very pleased to renew our institutional commitment to the PRME principles we started on November 2008.

As institution of higher learning involved in the education of current and future managers EAE Business School is committed 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.

With this communication, we express our intent to go on supporting and advancing those principles within our sphere of influence and the society-at-large. We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students and the rest of EAE’s stakeholders.

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

Sincerely yours,

Jose Luis Fernandez Martin
General Director
EAE Business School
III. PRME PRINCIPLES AT EAE BUSINESS SCHOOL

PRINCIPLE 1 PURPOSE:

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.

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.

PRINCIPLE 3 METHOD:

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

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.

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.

PRINCIPLE 6 DIALOGUE:

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.
a. PRINCIPLE 1 AND 2 CURRICULUM CHANGE

PURPOSE

The PRME Principle 1 is fully embedded in EAE Business School's mission, that states:

“To fulfill the management education needs of society through a responsible training of current and future business leaders, always committed with social progress and sustainable development.”

CURRICULUM INTEGRATION

EAE Business School introduced during 2009 a mandatory course on Corporate Social Responsibility in all Master and MBA programmes.

EAE Business School’s Master and MBA programmes count also on a mandatory course on Business Ethics.

Among elective subjects and modules in different graduate programmes at EAE Business School, the following have been included:

- Sustainability of Organizations
- Sustainable Finance
- Socially Responsible Investments
- Market Citizenship and Political Consumption
- Responsible Communication
- Social Entrepreneurship
- Stakeholders Responsible Management
- Corporate Social Action and Philanthropy
b. PRINCIPLE 3 METHOD

In order to create the convenient frameworks that will foster responsibility and sustainability values among our students beyond their education programmes, the following actions and initiatives have taken place:

- Regular participation of speakers coming from the corporate world, in positions specially linked to CSR.

- Guided visits to companies particularly reputed by their CSR and Sustainability performance.

- Guided visits and presentation of Social Entrepreneurship projects.

- Volunteering activities involving the students and some NGOs as Bank of Aliments, Intermón Oxfam, etc.

- Documentaries, video reports or films related to CSR or to social, economical and environmental difficulties are exhibited for students.

- EAE Business School fosters professors to ask for a sustainability report at any business plan or thesis project required in the curriculum.

INTERNATIONAL AND DIVERSE ENVIRONMENT

EAE Business School considers that international, ethnic, gender, religious and cultural diversity is a key driver to develop some values so linked to CSR and sustainability as respect, tolerance, acceptance and integration are.

64 % of EAE Business School comes not from Spain but from 47 different countries in the Americas, Africa, Asia and Europe.

Special lines of Scholarships from EAE Business Schools are exclusive for students coming from countries in development and for women, based on academic excellence and professional merits and motivation, prioritizing those candidates who express their willing of developing social entrepreneurship or responsible business projects.

EAE Business School increases the number of study aids and maintains the commitment acquired in 2008 with the United Nations to promote the principles of responsible education (PRME). The goal with this program is to help those participants with potential to be future responsible business leaders. In 2013, 168
students were benefited Scholarship Program EAE and in 2014, EAE plans to assist 195 students.

c. PRINCIPLE 4 RESEARCH

Very conscious that a lot of things and progresses in this field have still to be done, EAE Business School has created a new line of research focused on CSR and Sustainability within the EAE SRC – Strategic Research Center. This Center has published in 2014, the following studies:

Estudio: La Inversión en I+D+i en España y a nivel internacional
Year of Publication: 2014
Autores: Juan Aitor Lago, María de las Nieves Pérez Verdú, Carolina Blanco

http://bit.ly/1fahChE

Estudio: Empleabilidad de la población cualificada en España y Análisis Internacional
Year of Publication: 2014
Autores: Juan Aitor Lago, María de las Nieves Pérez Verdú, Melissa Fernández, Laura Márquez, Lucía Palacios

http://bit.ly/1yV1h9Q

Estudio: Análisis de las condiciones de vida de los hogares inmigrantes en España
Year of Publication: 2014
Autores: Juan Aitor Lago, María de las Nieves Pérez Verdú, Javier Heredia, Iván Zamarrón, Andrea Agis, Verónica Rodríguez, Vanessa Sánchez

http://bit.ly/1wcMg6v

Estudio: Análisis del Gasto Farmacéutico realizado en España y a nivel Internacional
Year of Publication: 2014
Autores: Juan Aitor Lago, María de las Nieves Pérez Verdú, Xurxo Alonso, Lucía Carrera, Juan Albarracín, Francisco Rodríguez, David Vidal, Karla Anthuane Angulo Ávila, Arismalía Pérez, Rocío Japa

http://bit.ly/1ABzLjT
Also the Academic Direction is fostering professors to develop research on the different fields and subjects of CSR and sustainability, awarding them with sponsoring to attend congresses, conferences and events on CSR and sustainability in Spain and/or abroad.

d. PRINCIPLE 5 AND 6 PARTNERSHIPS AND DIALOGUE

EAE JOINS GLOBAL COMPACT

The Global Compact is an international initiative by the United Nations. The goal is to achieve a voluntary commitment by the socially responsible institutions, through the implementation of ten principles based on human rights, labor, environment and anti-corruption.

Collaboration with FEMAREC:

FEMAREC is a private non-profit organization whose mission is the cultural and labor integration of people at risk of social exclusion. EAE signed the renewal of the agreement with FEMAREC at the end of 2013.

In the last year, EAE has multiplied its sponsorship activities. An important item of this investment has been made in the development of ART and Culture activities. We reached an agreement with FEAM (Spanish Federation of Friends of Museums), nonprofit entity, which contracted for the management of cultural activities for students. Each month we celebrate an activity on campus in Madrid and another in Barcelona campus in order to promote art and culture among students and alumni. For this, we visited the main galleries of the Prado Museum, Thyssen Bornesmiza Museum, Reina Sofia Museum, Picasso Museum, Barbier Mueller Museum, Museum of Contemporary Art of Barcelona (MACBA), National Art Museum of Catalonia (MNAC) or the Foundation Godia, walking cultural tours like the Literary Tour of Madrid and Barcelona, the Tour of the Madrid of the Austrians or the Tour of Barcelona’s Gothic Quarter.

In order to advance in promoting sustainability and social responsibility among our students, EAE Business School offers internships in companies specially performers in those fields, as well as in some companies that started as social projects.

We have developed some partnerships with NGOs as Intermon Oxfam, Economists without Borders, Association of Blood Donation, Bank of Aliments, etc. in order to make closer two worlds apparently distant for students.

In terms of dialogue, regular meetings (twice a year) with EAE Business School’s stakeholders are held in order to know their needs to be fulfilled through our activities and as a necessary feedback for our organization in the way to a continuous improvement to quality.

SHARING INFORMATION ON PROGRESS (SIP) REPORT
### IV. KEY OBJECTIVES FOR THE NEXT 18-MONTH PERIOD WITH REGARD TO THE IMPLEMENTATION OF THE PRINCIPLES.

In the next one year and a half we will reinforce our commitment to the PRME through different initiatives and activities, not just focused on our cohort of students but especially in the rest of actors of EAE Business School, as the Faculty body, staff, alumni, shareholders, top management, suppliers, companies, our closer environment and the society-at-large.

| Principle 1 PURPOSE | • Add questions related to CSR and Sustainability awareness in main interview to candidates during admission process.  
• Deliver in our Welcome Programme a document with the PRME and our institutional commitment to them. |
|---------------------|----------------------------------------------------------------------------------------------------------|
| Principle 2 VALUES  | • Development of International Summer Programme focused on best practices in CSR and Sustainability.  
• Introducing new modules on CSR, as elective courses in graduate and undergraduate programmes. |
| Principle 3 METHOD  | • Increase the number of funds destined to specific scholarships for women, disabled people and students from countries in development.  
• Increase the number of visits to responsible companies and social business developments. |
| Principle 4 RESEARCH| • Increase the number of publications in CSR and Sustainability through our Strategic Research Center |
| Principle 5 PARTNERSHIP | • Strengthen our institutional and corporate partnership network based on common projects and initiatives involving social, economical sustainability, environmental and Human Rights aspects. |
| Principle 6 DIALOGUE| • Redefine our planning of meeting with stakeholders, creating specific groups for special subjects and more frequent meetings. |
V. DESIRED SUPPORT FOR PRME COMMUNITY FOR THE NEXT 18 MONTHS

Some advice or examples related to the implementation of the PRME would be welcomed, especially not just promoting among students but among the faculty and staff that usually feel more distant concerning CSR and Sustainability issues.

Providing or recommending some speakers that could participate in our programmes and/or activities as well as more diffusion or events around PRME focused on best practice sharing, where starting Schools in these projects could learn from more advanced institutions.

VI. SUSTAINABLE CAMPUS.

During this period, we have reduced our consumption of paper 95 %. At the end of 2013 EAE launched the e-Secretaria, an innovative virtual administrative platform that allows EAE to manage all students’ documentation online, reducing remarkably the consumption of paper.

Other actions carried out in order to be more efficient in energy consumption and to reduce CO2 emissions:

- Establish an average temperature in the air conditioning system.
- Renew 60% of the organization computers, changing them for more energy efficient ones.
- Replace printing and copy machines for more energy efficient ones.

Throughout the academic year 2013/2014 EAE carried out many different solidarity campaigns:

- Collaboration on Blood Donation Campaign with the Blood and Tissue Bank of the Health Department of the Generalitat (Barcelona Campus) and with Cruz Roja (Madrid Campus)

- Collaboration with the Association Rotaract for Book Donation Campaign Sant Jordi 2014. Collection of books for resale and economic contribution to the NGO SILO (Guinea Bissau)

- In occasion of the World Day of Breast Cancer, EAE supported the National campaign against Breast Cancer, organized by AEECC (Asociación Española contra el Cancer). With an informative stand located in EAE’s hall AEECC could contribute to raise awareness about breast cancer among students.

- In collaboration with AECC (Asociación Española contra el Cancer), EAE was one of the sponsors of the “Carrera de la Mujer” a running competition for women against the breast cancer.
In collaboration with AECC (Asociación Española contra el Cancer), EAE organized a Solidarity Concert in both Madrid and Barcelona Campus. During the concerts participants could make their donation to AECC.

EAE started collaborating with TEAMING, a project of micro-donations that involves more than 1000 companies throughout 40 countries and produce over 200.000€ every month for different solidarity programs.

- Christmas Solidarity. Food collection campaign for Dit i Fet Association (Barcelona Campus) and the Banco de Alimentos (Campus Madrid). Thanks to these campaigns, EAE could collect more than 550 kg of food.

- “Barcelona Positiva”: five students of EAE Master in Corporate Communication organized this event involving children and their ability to promote good intentions and happiness among adults.

- Gastronomic EAE: enhance the knowledge of other countries through the culinary culture of each country.

- Management Conferences on Corporate Social Responsibility in Madrid and Barcelona Campus. Some of these Conferences: “Leadership and Business Ethics in a Global Market”, “Road Safety, our inherent Corporate Responsibility”. 
OUR PICTURES & ACTIVITIES ABOUT PRME

BLOOD DONATION CAMPAIGN

CHRISTMAS FOOD RECOLLECTION

SHARING INFORMATION ON PROGRESS (SIP) REPORT
GASTRONOMY OF THE WORLD
CAMPAIGN AGAINST BREAST CANCER, IN COLLABORATION WITH AEECC (Asociación Española contra el Cancer)
BARCELONA POSITIVA

SHARING INFORMATION ON PROGRESS (SIP) REPORT
SANT JORDI CELEBRATION IN BARCELONA
CHRISTMAS TOAST IN BARCELONA AND MADRID
CONFERENCE AND CULTURAL MEETINGS

SHARING INFORMATION ON PROGRESS (SIP) REPORT