LETTER - RENEWING OUR COMMITMENT TO PRME

We are pleased to share our second PRME Report of Activities, comprising our sustainability-related initiatives (undertaken during the years 2011 and 2012) and stating our further commitment for the years to come.

This is a report aiming to illustrate simple steps taken - and our more ambitious plans to embed PRME and Sustainability in all our organizational activities. It aims to be realistic, concrete, focused and, hopefully, offer a few but inspiring ideas for others.

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SUMMARY OF ACTIVITIES (2011-2012)

PRINCIPLES 1 AND 2

Barna Business School, in its commitment to nurture and champion responsible leadership in the Dominican Republic, in alliance with VICINI, launched the first Chair of Sustainability in the Caribbean region. It has been renamed as VICINI Center for Research on Sustainability in order to enhance its reach and allow other participant institutions. The Center aims to foster joint interests and to produce cutting-edge research, case studies and best practices that help organizations gain competitive advantage and be active agents in their quest to develop economic, social and environmental (shared) value. Efforts have been made to:

- Integrate Sustainability in all teaching areas (HR, Marketing, Strategy, etc)
- Train faculty through “teaching forums”
- Enhance skills linked to Sustainability: Long term planning and Shared Value
- The Faculty is now assessed against a learning outcome specifically related to Sustainability
- Sustainability on Campus measures have been established in order to save energy, water, etc.
- An Award is now given to MBAs for the best “enterprise plan” conceived through a Sustainability focus.
- The first training workshop has been offered by the school in the country on this topic: “Sostenibilidad Social y Medioambiental: Más ingresos, mejor futuro”, Nov 2012.
PRINCIPLE 3

Barna Business School:

Under the influence and guiding of IESE Business School, has been incorporating new case studies linked to social, ethical and environmental challenges. Among the Case Studies published or in progress are:


- “Parmalat Dominicana: Afrontando Mil Retos, Creando Valor Compartido” [Parmalat Dominicana: Coping with a Thousand Challenges, Creating Shared Value]

The School has been exploring new learning methodologies such as dramatizations, improvisation, video cases etc, to create deep learning - a deeper impact in the way students think, act and feel.

PRINCIPLE 4

Barna Business School has consolidated the Research Department, centered on Sustainability and Management.

Papers presented internationally or conferences attended were:

- ‘Aligning societal needs, vocational education and business in the Caribbean: How IMCA’s innovation is creating a talented pool of technicians and increasing its market share’, presented at The Academy of Business in Society (EABIS) Strategic Innovation for Sustainability, 2-4 July 2012; IMD, Lausanne (Switzerland).


The school participated in the Workshop:


It has established solid links with the IESE Business School Network in Latin America. It coordinated the project:

‘Social and Environmental Sustainability: A New Opportunity for Human Resources to Create Value?’ [Involved 30 researchers in 13 countries: Spain, Portugal and Latin America: Chile, Peru, Argentina, Mexico, Colombia, Venezuela, Costa Rica, Nicaragua, Uruguay, Dominican Republic, Brazil. Preliminary results were presented at the Academy of Management 2012].

Several articles have been published in peer-reviewed journals:


Barna played an active role in the drafting of the PRME ´Inspirational Guide´:


**PRINCIPLES 5 and 6**

The School is creating a continuous dialogue and new partnerships, e.g. to invite guest speakers from diverse organizations to share their experiences with our students in Sustainability-related fields: from the corporate world, government, etc. Activities have included:

- A “Thinktank” with multiple Stakeholders has been established, meeting 3 times a year: Darys Estrella (Rble Sostenibilidad, VICINI); Jake Kheel (Director Ambiental, GRUPO PUNTA CANA), Victor Hilario (Gerente División Responsabilidad Social, BANCO POPULAR), Sofia
Perazzo (Project manager, FUNDACIÓN TROPICALIA), Tino Deón (Secretario, ASOC. DE EMPRESAS Y ENTIDADES SOCIALES POR EL DESARROLLO SOSTENIBLE DE SANTO DOMINGO OESTE), Gloria González, (Ex RECTORA INVESTIGACIÓN UNIVERSIDAD DE LA SABANA), Roberto Amodio (Gerente General, PARMALAT), Indhira de Jesús (Directora, THE NATURE CONSERVANCY), Lissete Gil (Directora, CONSORCIO DOMINICANO DE COMPETITIVIDAD TURÍSTICA), Kai Schoenhels (Presidente, ADOEXPO), etc.

- Around 10 articles have been published in the local magazines. E.g.:

- A few videos have been recorded, linked to Sustainability, for the local TV Network (“Cápsulas Macro y Micro”)

- Links have been established locally with: ECORED, Consorcio Competitividad Turística.

- Links have been established internationally with: The Network for Business Sustainability (based in Canada).
KEY OBJECTIVES FOR THE NEXT 18-MONTH PERIOD

- A “Sustainability Club” is to be implemented for the Alumni.
- A new “Programa Docente (‘Especialización en RSC/Sostenibilidad) en Partnership AMCHAM/Barna” is to be offered.
- Several peer-reviewed papers are in progress:

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<tr>
<th>RESEARCH QUESTION</th>
<th>SCHOLARLY JOURNAL TARGETED</th>
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<tr>
<td>What are HR Departments doing to Support CSR and Environmental Sustainability in the Hospitality Sector?</td>
<td><em>Human Resource Management</em> [Wiley publishers]</td>
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<td>How can a Private Company engage in Public Education to foster its Talent Base and Create Shared Value?</td>
<td><em>The Journal of Business Ethics</em></td>
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<td>Teaching HR and Sustainability: On the Power of Expectation Failures and Enquiry</td>
<td><em>Journal of Management Education</em></td>
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<td>How Does the “Planetary Boundaries” Approach forces to rethink Ethics and Sustainability?</td>
<td><em>Organization Studies</em></td>
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- New Cases are to be developed: Food, Tourism, Energy sectors.
DESIRED SUPPORT FROM THE PRME COMMUNITY

Barna Business School sees diverse opportunities to enhance dialogue among those committed to Sustainability:

- With the Latam signatories, at the PRME Global Forums.

Also, practical and powerful videos can help to create visibility and credibility for PRME signatories (and other institutions considering joining PRME).