SHARING INFORMATION ON
PROGRESS (SIP) REPORT
EAE BUSINESS SCHOOL
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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 58,000 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.

It is worth noting that EAE has three campuses: One in BARCELONA where its programs are taught as dual degree programs with the Polytechnic University of Catalonia, another in MADRID where programs are taught in conjunction with Camilo Jose Cela University. The third campus, online, is a group initiative of Grupo Planet and the University of Barcelona to create Online Business School, the first online business school. 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), Mexico City (Mexico) and Caracas (Venezuela) 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).

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

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

Barcelona, April 12, 2011

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 an 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,

[Signature]
Jordi Solé Cuatreasses
General Director
EAE Business School

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

OTHER EDUCATIONAL INITIATIVES

For the third year, EAE Business School has organized the “Semana de la RSC” (CSR Week), an initiative involving our main stakeholders: alumni, professors, students, staff, companies and NGOs.

It consists on a week plenty of conferences and activities aimed to develop and foster the awareness of a better world through best corporate practices among our cohort of students.

EAE Business School has organized three sessions of a one-week programme for companies focused on a practical approach to GRI- Global Reporting Initiative and Sustainability Reports, in cooperation with BSD Consulting.
In collaboration with the NGO “Economistas Sin Fronteras” (Economists without Borders), EAE Business School has carried out in its premises two courses open for NGO and Business professionals to get both worlds closer to collaboration.

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, Intermon 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.

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 2010, the following two studies:
Tema: Las empresas cotizadas y los códigos de buen gobierno
Shila Churata Encinas
Mª Concepción Salinas Medrano
Janire Vidal Urraza

Tema: Los efectos perversos de la irresponsabilidad comercial
Laura Diez
Ana Ma. Montecinos
Luisa Fontana
Cristina Arriaga

Tema: La conciliación del trabajo con la vida personal: Un enfoque geográfico, sectorial y tendencias a futuro
Enfoque Geográfico
Fernando Pérez de León
Thomas John McMaw

Enfoque Tendencias a futuro
Achim Scheidler
Susanne van Hoof
Gergana Topchiyska
Caroline Pell

Enfoque Sectorial
Alejandra Bonilla Alvarado
Silvia Galindo Moyetones
Vanessa Miranda Almonte
Ana Beatriz Solano

Tema: El caso de L’OREAL: Un aprendizaje para la gestión responsable de la cadena de distribución
Alexandra Hernández Fernández
Rossana Veglia Monzón
Elia Rubio Subiñas

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

d. PRINCIPLE 5 AND 6 PARTNERSHIPS AND DIALOGUE
In order to advance in promoting sustainability and social responsibility among our students, EAE Business School, has started to offer 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.
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. SUSTAINABILITY ON CAMPUS.

During this period, we have reduced our consumption of paper 92%.

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.
VII. OUR PICTURES & ACTIVITIES ABOUT PRME

III SEMANA RSC MADRID & BARCELONA

EL CASE UNICEF
SEMENA DE LA RSC EN MADRID: EL RETORNO DE LA INVERSIÓN EN POLÍTICAS DE RSC
ALUMNOS DE EAE ASISTIENDO AL TEATRO

HELP & VOLUNTEER

CAMPAÑA DE DONACIÓN DE SANGRE. CAMPUS MADRID Y BARCELONA.

ANNA SANCHO, DIRECTORA DE LA FUNDACIÓN BANCIDENTAL DE ALIMENTS, PRESENTA LA CAMPAÑA DE RECOGIDA DE ALIMENTOS DE EAE

SHARING INFORMATION ON PROGRESS (SIP) REPORT
DIVERSITY

CENA DE LAS NACIONES. BARCELONA. NOVIEMBRE.

SHARING INFORMATION ON PROGRESS (SIP) REPORT
TEACHING VALUES


CONFERENCIA: EL PRINCIPIO SE PONE LA CORAZA. EL OBJETIVO DE ESTA SESIÓN ES QUE LOS ALUMNOS APRENDAN VALORES DE RESPONSABILIDAD DIRECTA.

SHARING INFORMATION ON PROGRESS (SIP) REPORT
Sesión con D. Antonio Gasso, dueño de GAES Centros Auditivos.

Sesión con Ferrán Torregrossa, director de la Cadena Husa Hoteles. Analizó la estrategias del Turismo Responsable.
Con Josep Maria Carnicero analizamos la ley de Economía Sostenible en España

EAE recibe el Premio Nacional de Conciliación gracias a su Escuela de Negocios Online que facilita la conciliación entre vida familiar, profesional y académica.
<table>
<thead>
<tr>
<th>Case / Activity</th>
<th>Start date</th>
<th>Description</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEMANA RSC - DEJA TU HUELLA -</td>
<td>8/2/2010</td>
<td>EAE ha desarrollado este foro de intercambio de ideas, experiencias y conocimientos para todo el alumnado, como parte del programa académico de nuestros programas de máster y MBA, y pretende además ser un espacio de intercambio de experiencias</td>
<td>EAE BARCELONA</td>
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<td>DESAYUNO DE MANAGEMENT: EL PRINCIPIITO SE PONE LA CORBATA.</td>
<td>6/4/2010</td>
<td>El Principito se pone la corbata. El próximo martes, 6 de abril de 10.00 a 11.30 en EAE Madrid (C/Menéndez Pidal, 43. Madrid) tendrá lugar el Desayuno de Management: El Principito se pone la Corbata con Borja Vilaseca.</td>
<td>EAE MADRID</td>
</tr>
<tr>
<td>CONFERENCIA: El principito se pone la corbata con Borja Vilaseca</td>
<td>15/4/2010</td>
<td>El próximo jueves, 15 de abril de 19.00 a 20.30 en EAE Barcelona (C/Aragón, 55. Barcelona) tendrá lugar La Conferencia de Management: El Principito se pone la Corbata. Borja Vilaseca escribió un reportaje sobre el éxito de una consultora que decidió com</td>
<td>EAE BARCELONA</td>
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<td>Conferencia de Management: De empleado cautivo a empleado cautivado</td>
<td>22/6/2010</td>
<td>Marketing Interno: De empleado cautivo a empleado cautivado El próximo martes 22 de junio, de 19.00 a 20.30, en EAE Barcelona tendrá lugar la Conferencia de Management: Marketing Interno, de empleado cautivo a empleado cautivado con Antonio Ruiz-V</td>
<td>BARCELONA</td>
</tr>
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<td>Desayuno de Management: Bossing, el acoso del superior</td>
<td>23/6/2010</td>
<td>El próximo miércoles, 23 de junio, de 10.00 a 11.30, en EAE Madrid (C/Menéndez Pidal, 43. Madrid), tendrá lugar el Desayuno de</td>
<td>EAE Madrid</td>
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El Foro de Reputación Corporativa presenta la Guía de Normativa para los Informes de Sostenibilidad en la Unión Europea.

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<th>Evento</th>
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<th>Descripción</th>
<th>Auditorio</th>
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<tr>
<td>CAMPAÑA DE DONACIÓN DE SANGRE</td>
<td>15/11/2010</td>
<td>Campaña de Donación de Sangre en EAE Madrid en colaboración con Cruz Roja.</td>
<td>EAE Madrid</td>
</tr>
<tr>
<td>CENA DE NACIONES</td>
<td>17/11/2010</td>
<td>Los alumnos Master of International Business organizan la Cena de Naciones con comida y bebida típica de los países con representación estudiantil.</td>
<td>Cafetería EAE Barcelona (Sexta Planta)</td>
</tr>
<tr>
<td>EXECUTIVE MBA NETWORKING MEETING: EL CASO COTTET</td>
<td>30/11/2010</td>
<td>El próximo martes, 30 de noviembre de 2010 a las 19.15 horas tendrá lugar la Executive Networking Meeting que en esta ocasión contará la presencia de Javier Cottet, consejero delegado y propietario de la cadena de ópticas Cottet.</td>
<td>EAE Barcelona</td>
</tr>
<tr>
<td>Dona Sangre</td>
<td>2/12/2010</td>
<td>Campaña de Donación de Sangre en la sede de EAE en Barcelona, realizada en colaboración con Cruz Roja. Para más información: Sonia Pereira (<a href="mailto:spereira@eae.es">spereira@eae.es</a>)</td>
<td>EAE Barcelona</td>
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