I. Letter of Renewed Commitment

From:
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To:
PRME Steering Committee
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Renewal of our commitment with the Principles for Responsible Management Education

As an institution of higher education learning involved in the education of current and future managers, Nebrija Business School is committed with 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 examples of the values and attitudes we convey to our students.

Therefore, hereby we renew our commitment with the Principles for Responsible Management Education.

D. Antonio Díaz Morales
Head
II. PRME principles

Principle 1

1. Description: 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.

2. Overview: Our institution wants our students to be leaders which create sustainable value for business and society, so all our Programmes include activities which generate capabilities for students to be able to do so.

3. Achievements: We have created an Institute of Professional Competencies, whose mission is that all our Graduate and Postgraduate Programmes include, between others, training about the capabilities necessary for students to be future generators of sustainable value for business and society. All our graduate programmes include up to four modules related to these capabilities.

Principle 2

1. Description: 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.

2. Overview: We are conscious of the importance of CSR and Sustainability, so we want to give it a higher importance in our Programmes.

3. Achievements: We already had contents on corporate responsibility and sustainability in our Master Programmes, and the MBA and the Executive MBA have a full module on that issue, as expressed in our previous SIP Report.

In the last two years, we have included a full module in all our undergraduate programmes.

Principle 3

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

2. Overview: Our University has been conscious, from the moment of its foundation, of the importance of CSR and Sustainability, so all its Graduate and Postgraduate Programmes have contents related with these issues.

3. Achievements: As expressed in our previous SIP Report, all our Master Programmes include case studies and readings related to good or bad practices in CSR and Sustainability, students have access to CSR Reports and Sustainability Memories by internet and in our Library, and the University applies CSR and Sustainability practices to its own management and employees.

- In these two years, we have had the II and III Case Study Contest, in which one of the issues to write a case about is corporate responsibility and sustainability.

- We have incorporated training sessions for professors on how to write a case study and how to use it in class, where one of the two cases used is CSR related.

- Our students are given the opportunity to go to foreign universities during summer to follow modules on CSR.
- We had a placement term in January 2011 with students from ESC Rennes, were they followed a module on CSR.

- We have created a Summer Course that includes a module on CSR.

Principle 4

1. **Description**: 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.

2. **Overview**: We are conscious of the importance of research in order to improve our efforts in this area. For that reason, the University founded the Chair “Grupo Santander” in Analysis of Corporate Responsibility.

3. **Achievements**: Here we list some of the research initiatives of the Chair in the last two years.


   - The Chair has two research fields (CSR and human development / CSR and competitive advantage) both in the business sector in general, and also specifically in the tourism sector.

   - A book has been published: “La RSE: mirando al futuro sin olvidar el pasado”.

   - Dissertation: “Implementation of CSR in the tourism distribution sector”.

   - How can CSR improve our brand image?. For Harvard Deusto Marketing y Ventas.

   - Additionally, 4 doctoral thesis already presented have been directed through the Chair. There are several others related with tourism that are in preparation at this moment.

Principle 5

1. **Description**: 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.

2. **Overview**: We wish to have a fluent relationship with managers to get in depth information about the challenges they face in this field, and promote the debate between the maximum possible number of parties.

3. **Achievements**: Here we list some of the activities we have done:

   - Breakfast meetings with important business leaders around Nebrija Business School initiative called “It’s time for your 140”. A tweeter account was opened for students, alumni and instructors to express their opinions about the economic crisis and the values that are necessary to overcome it, in sentences with no more than 140 characters. The total amount of responses was given to the business leaders prior to the breakfast meeting with students and alumni.

   - We have continued with Nebrija Debates on CSR.
Principle 6

1. **Description**: 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.

2. **Overview**: We want to dialog and debate with all the actors that deal with CSR and Sustainability and can help companies to improve in this area.

3. **Achievements**: here we list some of the activities we have done:

   - We have continued with Nebrija Debates on CSR.
   - Round Table: Europe in Crisis.
   - Conference of the President of Grupo Mondragón on CSR.
   - Seminar “Entrepreneurship in time of crisis: new visions, new values”.
   - Participation in the Congress: “Youngsters with Values”.
   - Annual Meeting of CSR Chairs of Grupo Santander: to share experiences in Spain and Latin America.

III.- **Future Perspectives**

We are going to continue with the same courses of action: forums, debates, conferences, etc.; in order to achieve a complete understanding and share experiences and good practices about CSR in the business world.

We are still designing a specific long length course on CSR.

We seek to improve even more the activities developed by the Chair.

IV.- **Support**

We would ask for support to other PRME signatories or the PRME Steering Committee when we need so. Nevertheless, we are open to work together with any University in this area or reach an agreement for a joint Programme.