PRME
SIP report

IDEC-Universitat Pompeu Fabra

Barcelona, June 2010
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1. Letter of renewed commitment to the PRME

In 2008, IDEC-Universitat Pompeu Fabra signed its commitment to the PRME. Since then, several initiatives have been developed according to the six principles. As a result, a significant step forward has been taken towards this objective.

As an institution of higher learning involved in the education of current and future managers IDEC-Universitat Pompeu Fabra is renewing its commitment to 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 an example of the values and attitudes we convey to our students.

2. Reporting of activities related to the PRME

2.1 The PRME Principles

The activities reported in this document follow the main topics covered by the PRME principles:

<table>
<thead>
<tr>
<th>Principle</th>
<th>Description</th>
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<tbody>
<tr>
<td>1 Purpose</td>
<td>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.</td>
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<tr>
<td>2 Values</td>
<td>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.</td>
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<td>3 Method</td>
<td>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</td>
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<tr>
<td>4 Research</td>
<td>We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations on the creation of sustainable social, environmental and economic value.</td>
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<tr>
<td>5 Partnership</td>
<td>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 for meeting these challenges.</td>
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<tr>
<td>6 Dialogue</td>
<td>We will facilitate and support dialogue and debate among educators, business, government, consumers, the media, civil society organizations and other interested groups and stakeholders on critical issues relating to global social responsibility and sustainability.</td>
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2.2 IDEC-Universitat Pompeu Fabra, brief overview

It is clear to modern and socially advanced societies that an individual's educational process does not end with the awarding of a university degree. The world is moving forward rapidly and it does so at that breakneck speed which is a sign of progress in all scientific and technological fields. For this reason, in order to guarantee the success of future challenges, it is essential for students to continue their education throughout the course of their professional lives.

Set up in 1993, IDEC is the tool implemented by the Pompeu Fabra University (UPF) to develop continuing education and training for professionals in close collaboration with the world of business. With the perspective gained by years of existence and activity under the premises of quality and academic excellence, IDEC has more than consolidated its prestige by offering master’s and postgraduate programmes which are completely adapted to the educational needs of the business and professional worlds. At the same time, IDEC provides graduates and UPF alumni with a natural continuation of their university studies, as well as with the recycling necessary in the development of their professional lives.

In the coming years, IDEC will collaborate even further with businesses and institutions, promoting e-learning programmes, extending its international scope -especially in Mediterranean and Latin America- and maintaining its academic excellence, so as to continue playing a leading role in the task of educating the professionals required by society.

As part of the new scenario created by the European Space for Higher Education, IDEC's programmes offer professional development and specialization at any stage of an individual's professional career, in order to continue the training acquired at university. Becoming familiar with the business context, incorporating efficient techniques and getting to grips with market reality are all challenges faced by today's professionals and by IDEC. Therefore, its programmes are designed to achieve professional growth from a global perspective.

The practical orientation of all the programmes and the exchange of opinions help participants to learn from experience. Leading companies in each sector and public authorities collaborate in many of the programmes in order to strengthen this link with the business world. IDEC offers subjects ranging from management, economy and finance to communication and more creative and technological areas. The Council of
Studies, which is made up of qualified professors from the university and recognized representatives from the world of business, carries out assessments and evaluations to guarantee quality and **suitability to the needs of companies and society**.

One of the major projects the UPF will face during the coming month is the start-up of its school of management, the Barcelona School of Management (BSM), based on the IDEC offer in the business knowledge area, with the following mission statement: “At BSM we provide rigorous first-hand scientific knowledge, channelling ideas from the core research fields of economics, psychology and computer science to business management. Our goal is to have quality students that will integrate this knowledge into their life experiences, enabling them to think about problems in new ways, produce innovative solutions, and transform business and society for the better.”

### 2.3 Major achievements in the last 18 months

According to the type of activity, we have grouped the achievements in the last 18 months into the following categories:

#### 2.3.1 Commitment to the PRME

In 2008 IDEC-Universitat Pompeu Fabra expressed its commitment by signing for the PRME.

#### 2.3.2 Curriculum activities

Several activities have been developed during this period, including Executive Education courses, events and changes in curricula:

**(a) MBA full-time editions 6 and 7: electives and core courses**

  - to highlight the temptations intrinsic in the business world at home and abroad;
  - to measure the economic, political, social and personal impact of poor business leadership;
  - to recognize that ethical practice is essential to a well-organized market (whether of the developed or the developing world) and to business and the economy generally;
- to consider how as managers, entrepreneurs, investors and citizens we might strive to improve practices in national and international business.

- Sustainable development as Competitive Advantage. 20h. Elective. Dr Etzion, IESE Business School. November 2008. Objectives:
  - Design for the environment: eco-efficiency; industrial ecology; life-cycle analysis; bio-mimicry; product-service systems.
  - Markets: fair trade; progressive financing and investing; the “Base of the Pyramid”.
  - Performance: environmental management systems; transparency and sustainability metrics; social and environmental reporting.
  - Partnerships: stakeholder relationships.
  - Business/government/NGO collaborations.

- Strategic Corporate Sustainability. 20h. Elective. Ravi Fernando. November 2009. Objectives:
  - Becoming sensitized to the new paradigm of responsible business practices by understanding the global space for ethically branded goods and services.
  - Real-life examples of brand creation and management that underline the concepts of economic, environmental and social sustainability.

- The role of Business in War and Peace. Viola Bölscher. 8 hours. November 2009. Objectives:
  - Examining both the relationship between economic factors and violent conflict, and how wars influence economic and business structures.
  - Learning that business sector can develop critical peace-building strategies that can prevent future conflict.

- Eco Design. Ignasi Cubina. 20h. November 2009. Objectives:
  - Learning what it means to design future products and services for sustainability.
  - Understanding the economical impact that green design has on business.
  - “Cradle to Cradle” design, using recyclable resources, creating systems that are not only efficient but also waste free.

- Risk Management: A view from BASF. Günter Grimm. 8 hours. November 2009. Objectives:
- Learning how multi-national company addresses risk management in business.
- Integrated planning and controlling of company decisions by assessing their possible economic, ecological and social consequences.

(b) Executive Education courses

Our Executive Education business line is intended to reach medium-high level managers from companies and institutions. The programmes are designed in a short focused format, with the focus on sharing experiences.

- Business of Climate Change: Towards a Decarbonizing Future. Esteve Corbera and various speakers. 32 h. November 2009. Objectives:
  - Exploring specific tools for carbon accounting and management and their application in different organizations.
  - Understanding the climate change problem and its relationship with the current energy system.
  - Distilling important implications for the future of business.

- Environmental Responsibility and Environmental Risk Analysis Programme. José Luis Canga Cabañes. In collaboration with Prysma. 24 h. November 2009. Objectives:
  - The obligations arising from the implementation of Law 26/2007 on environmental liability and its rules, from a highly practical and business perspective.
  - How to prepare for compliance with the law.
  - How to conduct an environmental risk analysis.
  - Ways to manage and reduce environmental risks.
  - Methodologies for conducting a financial evaluation of environmental damage.


(c) Special events & guest speakers

IDEC annually stages various events according to its academic calendar. In these events, guest speakers from all over the world are invited to share experiences with our participants.

**Alumni continuity programme**

Conferences and round tables organized by the AA, with the support of the Career Services, which focus on various topics of the day in different areas of knowledge of interest to all IDEC participants and alumni.

- "Make the poor economic climate your best opportunity for investment" Speaker: Mr Salvatore La Porta, Business Director at Fibanc-Mediolanum. March 2010.
- "The socially responsible company", by Mr Enric Ezquerra, CEO of Condis Supermarkets and Ms Rosa Masriera, Director of new projects at the Multiple Sclerosis Foundation. January 2010.
- "The art of reconciling work and family life" Mr Jaume Lladó, Director of CHRIS ALIGNMENT and Ms Mar Hormigo, Director of Human Resources at Laboratoris Uriach. June 2008.

**2.3.3 Partnerships**

- Prysma and AENOR: See above.

**2.3.4 Research activities**

Pompeu Fabra University carries out intensive research activity in the areas listed in the PRME.

**(a) Research papers**

- Intergenerational justice when future worlds are uncertain by Humberto Llavador, John E. Roemer and Joaquim Silvestre (October 2009)

- Generating Brand Equity through Corporate Social Responsibility to Key Stakeholders, by Anna Torres, Tammo H. A. Bijmolt and Josep A. Tribó (February 2010) Workshop on Industrial Organization: Markets and Society, Barcelona (Spain) 10/03/2009 - 10/03/2009.
(b) Conferences

- LLAVADOR, Humberto; ROEMER, John; SILVESTRE, Joaquim. A Dynamic Analysis of Human Welfare in a Warming Planet.

(c) Projects


(d) Research articles


(e) Book chapters


(f) Observatories

- Observatorio de Relaciones con Latinoamérica (ORLA) is a research centre affiliated to the Universitat Pompeu Fabra (UPF). It delivers different services such as CSR conferences. See http://orla.upf.edu/blog.

2.3.5 Dialogue

- Global Justice academic year at UPF: The 2008-2009 UPF academic year was dedicated to Global Justice, the ideal world where all people have a real and effective opportunity to have a dignified life.

2.3.6 Internal projects

As an organization, we also are committed internally to the PRME principles. Some of our projects during 2009 and 2010 are:

- CSR project: Paper recycling, printing reduction, computer recycling, energy saving.
- Developing our own code of conduct: Approach to preventing sexual harassment protocol.
3. Future perspectives

In the next period we will continue developing Executive Education programmes, changes in curricula and activities that will reinforce our commitment to PRME. The UPF will deliver research in these areas as well. The set-up of the Barcelona School of Management will be a key step to aligning the academic body more closely to these principles, with the school of management dean as a key facilitator in this process.

4. Support that may be of help from other PRME signatories or from the PRME Steering Committee

Sharing information about documents developed by the different partners regarding PRME best practices.

Providing contact with key speakers that could participate in our programmes or events, taking advantage of their trips to our country.