

ΟΙΚΟΝΟΜΙΚΟ
ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΘΗΝΩΝ



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS

ATHENS
UNIVERSITY OF
ECONOMICS
AND BUSINESS

PROGRESS REPORT 2017
PRINCIPLES FOR RESPONSIBLE
MANAGEMENT EDUCATION

PRME

This is our **Sharing Information on Progress (SIP)**
Report on the Implementation of the **Principles for
Responsible Management Education**

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Message from the Rector

Athens University of Economics and Business (AUEB) will complete one full century of operation in the year 2020. Through the continuous efforts of thousands of members of the University community, it has been recognized as a center of education and scientific excellence, and as a source of intellectual wealth in our country.

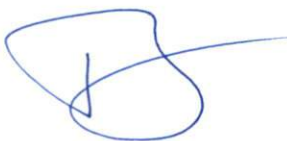
AUEB's academic identity is defined by its three faculties: the School of Economic Sciences, the School of Business and the School of Information Sciences and Technology. AUEB is a leader in these scientific fields and enjoys international recognition in these areas. Its eight Departments hold top positions in the preferences of graduating high school students. AUEB's undergraduate Departments, along with its popular full-time and part-time Postgraduate Programs and its PhD programs, all contribute to AUEB's ranking as one of the world's leading educational institutions.

We at Athens University of Economics and Business are committed to and strive for excellence. Our aim is for our graduates to be distinguished for their high-level scientific education and ethics, for our degrees to be widely recognized in the European and international labor markets, and for the academic environment to be of the highest caliber, demonstrating respect for freedom of thought and speech. It is of the utmost importance to us that the University contributes, through its partnerships, to the development of the economy and to solving social problems.

We believe that our constant efforts to align our processes and programs with PRME further develop our awareness with regard to social responsibility and extend our role in society. Therefore, our commitment to this direction is absolute and unwavering.

The Rector

Professor Emmanouil Giakoumakis



AUEB at a Glance

Athens University of Economics and Business was the first institution of Higher Education to be established in Greece in the fields of Economics and Business Administration. It was founded in 1920 as the Athens School of Commercial Studies; in 1926 it was renamed the Athens School of Economics and Business. Since 1989, it has carried its current name, Athens University of Economics and Business (AUEB).

AUEB has three (3) schools with a total of eight (8) Departments. In each of the Departments there are undergraduate, postgraduate and doctoral programs of study, as well as important research activity. There is a total of thirty-six (36) Postgraduate Programs at AUEB.

The mission of AUEB is the creation and dissemination of knowledge in areas that serve the national and international economy and society, as well as the shaping of responsible citizens capable of creating, contributing and leading in an international environment. Driven by a tradition of innovation, entrepreneurship and extroversion, AUEB provides a high level of research and education, which contribute to the advancement of Greek society and the society of the world at large.

AUEB and PRME

During the recent critical years it has been a requirement and an obligation for Universities to cultivate responsible leadership as well as to design solutions to the complex problems that undermine society, the economy and the environment. Due to the fact that we are guided by the PRME and the Sustainable Development Goals (SDGs), we have recorded all relevant actions that promote Social Responsibility within and outside the University for the last three calendar years. The following sections present these activities for the years 2015, 2016 and 2017.

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.

The mission of Athens University of Economics and Business is to provide high-quality university education and training to its students and to contribute to their education as responsible citizens of high scientific caliber, thus contributing to the development of the country and the progress of Greek society.

Social Responsibility is one of the values of AUEB and it is manifested through its identity, strategy and day-to-day operations. AUEB develops its social strategy under the 17 Goals for Sustainable Development through:

- Its internal regulations, procedures and services
- The content of its curriculum at the undergraduate and postgraduate levels
- Its research activities
- The systematic organization of informative events and conferences, participation in relevant networks and fora and cooperation with organizations that aim to achieve similar goals
- Its Volunteer Program, which enables members of its community – students, teaching and administrative staff – to plan and participate in actions aimed at achieving the 17 UN SDGs.

The full report per goal can be found at: <https://aueb.gr/el/socialresponsibility>.

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.

AUEB's day-to-day operations are based on the following principles:

- Education and higher education as levers of moral, social and economic progress. With the strong belief that education and higher education contribute to the social and economic progress of the country, AUEB prepares responsible citizens and scientists able to respond with scientific, professional and moral adequacy to the complex demands in today's society.
- Ensuring democratic institutions and citizens' rights. The operation of AUEB and the activities of its academic community are governed by the principles of the rule of law and the laws of the State and are exercised with respect for the constitutional rights of the citizen. Discrimination based on race, gender, ideology, religion, social status, appearance or sexual preference is not permitted. In addition, AUEB caters for people with disabilities, both in terms of physical access to the premises of the University and in relation to the educational process.
- Academic freedom in research and teaching, as well as free expression and movement of ideas within the framework set by the Constitution and the laws of the State.
- Meritocracy. Recognition of effort, rewarding high performance, as well as the awarding of titles and the assignment of roles and responsibilities according to the value and suitability of each are a necessary condition for progress and a precondition for the successful completion of AUEB's work.
- Academic ethics and social contribution. All members of the university community promote its values, such as dedication to duty, contribution to the community, selflessness and respect for each person's personality.

The Institutional Values of the University, as were officially adopted by the University, are the following: Excellence, Extroversion, Social Contribution and Innovation. These Values constitute the "compass" for all areas of action of AUEB and are the core of the University's communication strategy.

These principles and values are translated into everyday behaviors and actions that aim to develop students' skills to become the carriers of the value of sustainability for business and society and to strive for a sustainable economy that gives equal opportunities for people,

irrespective of gender, religion, nationality, appearance, sexual preference and other personal and social characteristics.

Principle 3: Method

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

The Departments of AUEB have adapted their curricula to the principles of Corporate Social Responsibility (CSR). Students develop the concept of Responsible Entrepreneurship and are informed about CSR issues constantly. In this way, students are given the necessary incentives to participate in CSR initiatives.

The AUEB Volunteer Program has been established with the participation of its academic community, namely students, teaching and administrative staff. The aim of the Program is to enable members of the University community to experience volunteerism in order to highlight the value of participation and practical contribution to society and the University itself, as well as to sensitize their fellow citizens about important social issues.

In addition, AUEB employs a variety of actions and programs to enhance responsible and sustainable education for its students, such as through the activities of the Unit of Social Entrepreneurship, the Community Team with actions for the Society and the University Community, the Unit for Innovation and Entrepreneurship's training programs in accordance with the values of sustainability and social responsibility. In addition, the University has implemented an extensive scholarship program for economically weak students.

Finally, as an Institution, AUEB carries out actions that create a learning environment where the principles and values of sustainable development are applied. For example, it consistently follows an Environmental Protection and Climate Change Strategy, which includes the import of natural gas, the reduction of electricity consumption, the establishment of Recycling Centers, the provision of access for people with mobility difficulties, and the use of electronic books and electronic course support. Also, AUEB donates worn-out equipment to not-for-profit organizations.

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.

AUEB has a significant number of publications of high quality which relate to Corporate Social Responsibility issues. Also, through the activities of the Athens Center for Entrepreneurship and Innovation (ACEin), an “incubation” center, AUEB supports the further development of research to solve social problems, always in accordance with the principles of sustainability, and offers support to researchers and potential young entrepreneurs in order to help them develop innovative business ideas and bring them to market.

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.

In 2012, AUEB signed a Memorandum of Understanding with the Hellenic Network on Corporate Social Responsibility (CSR Hellas) aiming to cooperate and exchange knowledge and experiences between the business community and the academic community. Within this framework, executives of CSR Hellas provide presentations and seminars to AUEB students and participate in research projects undertaken by faculty members.

Since March 2013, AUEB has participated in the United Nations Global Compact Academic Network and has embraced the principles of the Global Compact. AUEB is also a member of the Global Compact Network Hellas, which promotes the Global Compact initiative.

The United Nations SDGs are supported by the Sustainable Development Solution Network (SDSN) co-ordinated by Columbia University Professor Jeff Sachs. The Network promotes practical problem solving for sustainable development, including the design and implementation of 17 Sustainable Development Goals adopted by the United Nations in 2015. The Greek SDSN has been included in the SDSN network and is hosted by ICRE8, the International Center for Research on the Environment and the Economy, and the Political Economy of Sustainable Development Laboratory (PESD) which is based at the National and Kapodistrian University of Athens. The AUEB Research Laboratory on Socio-Economic and Environmental Sustainability (ReSEES), together with PESD, the ATHENA Research Center,

the International Center for Research on the Environment and the Economy (ICRE8) and the United Nations Sustainable Development Solutions Network, Greece, form a cluster of leading research institutes with a strong commitment to research related to the implementation of SDGs in Greece and abroad. In September 2017, ReSEES was co-organizer of an international conference on SDSN which included renowned speakers from academia, civil society and the business sector.

AUEB participates actively in a variety of actions with bodies that also support the achievement of the Goals such as Impact Hub Athens, National Bank: Entrepreneurship Competitions (Objective 4: Quality Education).

Principle 6: Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

In addition to the actions outlined in Principle 5, AUEB supports dialogue and discussion on Social Responsibility issues in many other ways.

The university newspaper, "AUEB News", is a forum for dialogue between the members of the university community and society, which also discusses the issues of social responsibility and sustainability. The following are some examples of articles which appeared in recent issues: "Taking care of the homeless people - A mobile washing machine in the heart of Athens", "The phenomenon of intimidation in the workplace", "A Socially Responsible University: The only university in Greece with great international certifications in Corporate Social Responsibility", "Expansion of the phenomenon in the years of the crisis and the assessment of the contribution of the Greek economy", "The climate change agreement: an opportunity or a threat to Greece?", "Extreme poverty in Greece: Evolution of the phenomenon during the crisis", "17 World Goals for a Better Common Future: What's Included in Agenda 2030, Committed by 193 UN Member States for Sustainable Development", "Goal to Poverty: A Soccer Match for Solidarity. The first match between the AUEB team and the National Homeless team ended without ... winners or losers".

Also, AUEB has organized and/or participated actively in conferences dealing with Social Responsibility issues, such as: the Energy Conference by the International Energy & Sustainability Club (MBA), the 23rd Annual Conference of the European Association of

Environmental and Resource Economists (EAERE), Business Ethics for Sustainable Economic Development, The Role of the Sustainability Professional in the Current Economic Environment, Challenges & Opportunities.

Finally, AUEB supports the local branch of AIESEC, which enables its students to participate in internships abroad based on the SDG Goals, to participate in relevant information and awareness projects and to develop knowledge and skills that make young people more responsible as professionals and citizens.

AUEB's Goals for the next two years

Principle 1: Purpose

A key objective in relation to Principle 1 is to further involve AUEB students in CSR actions in order to develop skills that will help them form the values of sustainability and equality.

Principle 2: Values

The aim of the next two years is to record in detail the hours devoted in relation to Responsible Management, Sustainability and CSR. In this context, Responsible Management and Sustainability principles will be included in the learning outcomes of courses taught at the undergraduate and postgraduate levels. In addition, AUEB will develop a policy on Equality and Diversity.

Principle 3: Method

AUEB will evaluate the effectiveness of the actions that are already in place and improve them accordingly. The University will organize research seminars on issues related to responsible and sustainable management and CSR, as well as student-led events that will build awareness of various responsible management and sustainability issues.

In addition, AUEB will create a Sustainability Hub to bring together all responsible management, sustainability and CSR initiatives. By linking the efforts made in the field of education and research, AUEB will be able to make the most of its ability to strengthen responsible and sustainable management. The Hub will be the focal point of cooperation among all actors involved in the effective resolution of the major environmental and social problems faced by modern societies.

Principle 4: Research

Based on the existing results, we aim to have results that are just as good in the next two years. AUEB is exploring the possibility of organizing an international conference (every two years) on sustainability issues, CSR and Business Ethics. Finally, we aim to provide open access to educational materials in order to develop the leadership and management skills of individuals actively involved in civil society organizations that pursue an active environmental and social impact.

Principle 5: Partnership

The objective of AUEB for the next two years is to promote more frequent contact of students, especially undergraduates, with the business world with regard to responsible management, sustainability and CSR. We are looking into the establishment of an observatory, in cooperation with other European institutions and bodies, in which exemplary practices of responsible civil society governance will be presented.

Principle 6: Dialogue

AUEB's faculty members already have a very active approach to dialogue on responsible management, sustainability and CSR. It is proposed that an annual Sustainability Forum be organized that will bring together all stakeholders. Finally, we will aim to join two international research networks: Network for Business Sustainability and Alliance for Research in Corporate Sustainability.

To achieve the above targets, which are quite ambitious, we are looking into setting up an institutional Social Responsibility Strategy Committee.

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