

**ΟΙΚΟΝΟΜΙΚΟ  
ΠΑΝΕΠΙΣΤΗΜΙΟ  
ΑΘΗΝΩΝ**



ATHENS UNIVERSITY  
OF ECONOMICS  
AND BUSINESS

**ATHENS UNIVERSITY OF  
ECONOMICS AND BUSINESS**

**UNITED NATIONS GLOBAL COMPACT  
COMMUNICATION ON ENGAGEMENT (COE)  
REPORT 2018**

**July 2018**

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## Rector's Welcome

In 2020 Athens University of Economics and Business completes its first century of life. With the long-standing effort of thousands of members of its community, it has been recognized as a center of education and scientific excellence, as a support and source of spiritual wealth for our country.

Its academic identity is defined by its three Schools: the School of Economics, the School of Business Administration and the School of Science and Information Technology. In these scientific fields it is a leader and it enjoys international recognition. Its eight Departments that occupy the top positions in the candidates' preferences, the popular Postgraduate Full-time and Part-time Programs, as well as its PhD programs, contribute in ranking AUEB as one of the world's leading Institutions.

We strive to be better through a strict commitment to excellence, to have graduates that are distinguished for their high scientific education and ethics, to provide studies that are recognized as top in the European and international job market and to build an academic learning environment of high aesthetics, with respect to freedom of thought and speech. It is of the utmost importance to us that the Institution contributes, through its partnerships, to the development of the economy and to solving the problems of society.

Therefore, the uninterrupted effort of our University to harmonize our processes and programs with the 17 Sustainable Development Goals (SDGs) further strengthens and diffuses the culture of Social Responsibility and extends the role of the University towards the society. Our commitment to this direction is a given and our effort is unceasing.

**The Rector**

**Professor Emmanouil Giakoumakis**

## AUEB's Social Responsibility Strategy

Social Responsibility is one of the core values of AUEB and it is therefore manifested through its Identity, Strategy and day-to-day operation. Adoption of this value aims both at educating and developing responsible scientists, professionals and citizens, who will act and lead according to sustainability and social responsibility, as well as at leading the University as a research and educational Institution that offers added value to the sustainable development of the economy and society in general.

In September 2015, the 193 United Nations Member States adopted a plan to achieve a better future for all, by designing a path for the next 15 years towards eradicating extreme poverty, combating inequality and injustice and protecting the Planet. The Agenda 2030 focuses on the 17 Sustainable Development Goals (SDGs) and 169 specific targets related to them and refers to the most important challenges of our time: economic, social, environmental and governance issues at national and international level.

Below is a summary of AUEB's activities around the 17 Sustainable Development Goals for the calendar years 2016, 2017 and 2018.

### Goal 1: No Poverty

1. **Community volunteering "AUEB Volunteers"**: in partnership with 2 NGOs (Steps, Emfasis Foundation) that fight homelessness and supported people in need through street-work, raising awareness through two football matches and soup-kitchen in the center of the town.
2. **Events**: we organized a Christmas Bazaar and a fundraising event for poor families, as well as homeless people of Athens.
3. **Scholarships**: we provided tuition fee scholarships to poor students of our bachelor and masters programs, through funds that are either provided by the University of managed by us.
4. **Media awareness**: through AUEB's newspaper "OPAnews" as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.

### Goal 2: Zero Hunger

1. **Community volunteering "AUEB Volunteers"**: we acted in partnership with the NGO Boroume, which fights food waste and supported them in their daily operations, as well as in their project that connects local farm producers with organizations and people in need.
2. **Events**: we sent food supply to the NGO "The Child's Smile" (in Greek: To Hamogelo tou paidiou), which covers needs of children and families in need around Greece.

## Goal 3: Good Health and Well-being

### 1. Community volunteering “AUEB Volunteers”:

We acted in partnership with:

- a. MDA, which supports patient of neuromuscular diseases, in several activities, such as the Athens Marathon, a fundraising road-race at Antonis Tritsis Park, their summer bazaar & ladies’ lunch event, a Bike-Show and finally their Christmas Bazaar.
- b. “Positive Voice”, which supports HIV/AIDS patients, to raise awareness to Greek people around HIV, AIDS and other Sexually Transmitted Diseases.
- c. Make-A-Wish, which materializes wishes of children with terminal illnesses, for their Easter bazaar, as well as their annual event “Wish Star”.
- d. Hatzipaterio, which supports children with mental disabilities, in their annual fundraising event
- e. Safe Water Sports in order to educate children around water safety.

### 2. Events:

- a. We organized two 2-day Health Awareness events and several other shorter info-seminars at our premises in order to educate our community on blood donation, bone marrow donation, breast cancer, and HIV/AIDS.
- b. Twice a year we organize Blood Donation at our premises in cooperation with the Children’s Hospital “Panayioti & Aglaia Kyriakou”
- c. We organized a donation of saliva sample event in order for our community members to register themselves at the Bone Marrow donors’ database, in cooperation with “Orama Elpidas” NGO.

**3. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report.

**4. Doctor and Mental Health Advisor:** Since 2001, AUEB offers doctor and mental health advisory services to its members, free of charge.

**5. Media awareness:** through AUEB’s newspaper “OPAnews” as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.

## Goal 4: Quality Education

**1. AUEB’s Mission & Strategic Goals:** According to its Internal Constitution and Regulations, AUEB’s mission is to: (a) produce and disseminate knowledge on the scientific subjects it covers through research and teaching, (b) to provide high-quality university education to its students and to contribute to their education as responsible citizens of high scientific training; (c) to promote science and culture. In addition, AUEB strives for continuous

improvement of its provision of learning through dedicated services as well as continuous training of its management staff and faculty.

## **2. Educational Programs core principles: responsibility and sustainability:**

AUEB Schools have adapted their curricula in order to incorporate the principles of responsible management and sustainability. Students are familiarized with the concept of Responsible Entrepreneurship and Management and are informed about issues of sustainability and corporate social responsibility. In this way, they are given the necessary stimuli that encourage their participation in sustainability initiatives and corporate social responsibility. Apart from the specific courses enriched by the curricula, the teaching staff enriches the content of their courses with invited speakers and case studies. More specifically, for each curriculum (undergraduate, postgraduate) below are listed the courses that refer exclusively to the issues of Responsibility, Sustainability and CSR for the academic years 2016-17 and 2017 -18:

### Undergraduate Study Programs:

- Intercultural Communication & Business Administration
- Cross Cultural Communication
- Public Relations and Business Ethics
- Economics of the Environment and Natural Resources
- Agricultural Economics
- Social Entrepreneurship
- Marketing of Social Enterprises and Non-Profit Organizations
- Corporate Ethics and Responsibility
- Business Ethics

### Postgraduate Study Programs OPA:

- Business Ethics and Corporate Social Responsibility - MSc Human Resource Management (Full-time / Part-time)
- Entrepreneurship and Sustainable Energy - MSc Business Administration with International Orientation (Full-time)
- Business Ethics and Corporate Governance - MSc Business Administration with International Orientation (Full-time / Part-time)
- Economical Management of Energy Resources - MSc Business Administration with International Orientation (Full-time / Part-time)
- Leadership and Responsibility - GPP Public Policy & Administration (Part time)

- Ethics and Corruption in the Public Sector - PMS Public Policy & Administration (Part-time)
- Finance for Cultural Organizations - MSc Cultural Heritage Management (Full-time)
- Innovation and Entrepreneurship - MSc Business Administration with International Orientation (Part-time)
- Development of Business Activity in the Balkans and the Black Sea - MSc Management of Internationally Oriented Entrepreneurship (Full-time)
- E-Commerce & Inter-Operational Networks - MSc Business Administration with International Orientation (Full-time / Part-time)
- Creating & Maintaining Effective Intra-Business Communication - MSc Business Administration with International Orientation (Full-time / Part-time)
- Tourism Marketing and Promotion of Cultural Heritage - Management of Cultural Heritage
- Greek Language & Culture - Postgraduate Program Management of Internationally Oriented Businesses (Full-time)
- Human Resource Management and Labor Relations - MSc in Economics (Part-time)
- Organizational Psychology and Behavior - MSc Human Resource Management (Full-time / Part-time)
- Labor Relations / Negotiations & Labor Law - Postgraduate Studies Human Resource Management (Full-time / Part-time)
- Corporate Responsibility and Sustainability - MSc Marketing & Communication with International Marketing Specialization (Full-time)
- Strategic Restructuring of the Health and Health Care Sector - Postgraduate Program Management of Internationally Oriented Entrepreneurship (Full-time / Part-time)

**3. Entrepreneurship Center:** AUEB's focus on entrepreneurship development is manifested through supporting services, training programs, as well as an ongoing commitment to high quality relevant research. More specifically, the Entrepreneurship and Innovation Unit educates, advises, connects and incubates start-ups through various events and programs, some of which are co-organized with mentors and Greek businesses. In addition, it runs an annual business idea competition with important awards for the winners.

ACEin, Athens Center for Entrepreneurship and Innovation aims to support innovative new entrepreneurship for sustainable growth and jobs. It incubates talented teams with innovative business plans, it provides office space (free of charge) and it supports them in developing an international network of stakeholders, partners and potential donors.

Finally, we organized the Youth Entrepreneurship seminar for high school students, in order to cultivate such culture from an early age. There, pupils had the opportunity to follow courses in a week-long seminar from researchers and professors of our University. In the end

of the week, they have been very well familiarized with the basic concepts of a start up, business modeling and planning, as well key management terminology.

**4. Executive Education Center & E-learning:** The ultimate goal of the Center is provide vocational training and lifelong learning. This objective is fulfilled through the provision of high quality training programs that complement the knowledge, skills and competences acquired through formal education, vocational training and initial vocational training or work experience, thus facilitating integration or reintegration into the labor market, job security and professional and personal development. Many of these programs are also offered in an e-learning mode, thus making knowledge accessible to everyone anywhere.

**5. Research Funding:** through the “Excellence and Extroversion research funding program” we committed approximately 350.000 euros annually in order to support new faculty members and post-doc research to develop high quality research in their fields, thus contributing efficiently to better education and progress of knowledge.

**6. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report. In addition, we have adopted the “Excellence in Teaching” award, which is given annually to the Professor with the best student evaluations as well, as the annual “Researcher’s award”, based on the quality criteria set by the Schools themselves.

**7. Scholarships:** we provided tuition fee scholarships to excellent students of our bachelor and masters programs.

**8. Student Competition “Nikos Analytis”:** through co-organizing with CSR Hellas the nation-wide student competition “Nikos Analytis”, which focuses on SDGs and CSR topics, we helped raise awareness on relevant topics amongst student community.

**9. Community Volunteering “AUEB Volunteers”:** we donated old PCs and equipment to schools around the country, as well as coordinated book donations – through the University’s Library- to schools and libraries around Greece.

**10. Events:** we organized various seminars that complement our students’ learning experience on the following topics: Sustainable Businesses & Start ups, Coding Boot camps, Soft skills development, Social Entrepreneurship and so on.

**11. Media awareness:** through AUEB’s newspaper “OPAnews” as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.



## Goal 5: Gender Equality

**Events:** we organized the following raising awareness events: a. Sex violence interactive workshop in cooperation with the NGO Diotima and b. Career Advancement for Women: Obstacles and Good Case Practices in Greece, in cooperation with the Greek Society of Women Academics.

## Goal 6: Clean Water and Sanitation

No activities recorded for the specific time period.

## Goal 7: Affordable and Clean Energy

**1. Studies:** AUEB's Senate on its 15<sup>th</sup> session (2018) decided to establish the MSc in Law and Economics in Energy Markets, which is managed by the Department of International and European Economic Studies. The Masters program aims at the following fields: a) European and International Energy Economics, b) European and International Energy Law.

**2. Events:** Finally, the International MBA students have formed an Energy & Sustainability Club which organizes events and seminars on the topic, thus significantly raising awareness within the University and in the broader community.

**3. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report. In addition, in 2016 we established a research lab which focuses on Socioeconomic and Environmental Sustainability.

## Goal 8: Decent Work and Economic Growth

**1. Career days:** we organize annually career days for our students and alumni, for developed businesses and start-ups in order to connect talented youth with companies that are interested to hire and provide proper working environment.

**2. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report.

**3. Events:** we organized a workshop, in cooperation with the Criminologists Association around Adult Bullying in Workplace and on the Internet.

**4. Media awareness:** through AUEB's newspaper "OPAnews" as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.

## Goal 9: Industry, Innovation and Infrastructure

**Events:** we organized several workshops and seminars with key partners around the following topics: “17 SDGs: opportunity for business development in the present and future” (MBA International, CSE), “The new type of businessperson”, “Research commercialization” (Israeli Embassy, University of Tel Aviv, ACEin).

## Goal 10: Reduced Inequalities

**1. AUEB’s Internal Constitution:** It has special reference at the disability support department, which offers its services to disabled students and staff, as well as at the student support office, which caters for health care, food and housing, travel facilitation, sport, culture and leisure activities.

**2. Community Volunteering “AUEB Volunteers”:** our students participated as teachers to school pupils from disadvantaged backgrounds, a project that we run in cooperation with the Municipality of Athens and the Archbishop of Athens. In addition, our faculty provided free of charge consulting to struggling SMEs and start-ups, in an attempt to provide solutions mainly caused by the economic crisis. Finally, our community supported NGOs that work with refugees (ReViVe Greece, Refugee Code Week), parolees (Network for Women Parolees) etc.

**3. Events:** we hosted a lecture with an invited speaker from LSE around “Human Rights and the role of the EU in the United Nations” and we organized an art exhibition in cooperation with the School of Fine Arts regarding economic migration.

**4. Media awareness:** through AUEB’s newspaper “OPAnews” as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.

## Goal 11: Sustainable Cities and Communities

**1. Community Volunteering “AUEB Volunteers”:** in cooperation with the NGO Monumenta we work towards urban landscape improvement.

**2. Events:** In cooperation with the Prefecture of Attica, we co organized the 1<sup>st</sup> AUEB-Run, a road race in the largest park of Athens, Areos Park. Approximately 1200 participants ran and in this way communicated the message of creating a better city center for youth, families and businesses, a modern city which helps communities thrive ([www.aueb.gr/oparun](http://www.aueb.gr/oparun)). Finally, in cooperation with the NGO Diazoma we organized a seminar around “Monuments in the center of life, sustainability and development”.

**3. Media awareness: Media awareness:** through AUEB’s newspaper “OPAnews” as well as several press releases we raised awareness on the topic of poverty through interviews, scientific articles written by our faculty members as well as communicated our volunteering, events and scholarships program to our stakeholders.

## Goal 12: Responsible Consumption and Production

No activities recorded for the specific time period.

## Goal 13: Climate Action

**1. Climate Action Strategy:** AUEB's Senate, in recognition of the importance of environmental protection, unanimously voted in June 2008 a strategy entitled "A strategy for the Environment and Climate Change". The main actions to implement this Strategy include: introduction of Natural Gas for AUEB's heating system, reduction of electricity consumption, creation of Recycling Centers, a design for green roofs at AUEB's buildings, a maintenance program for air conditioners and replacement of old appliances and ventilation system control, integration of ecological criteria into the equipment purchases and encouragement of the use of electronic books and finally the adoption of an Environmental Code of Conduct. As an example, AUEB's merchandise store sells items that are all eco-friendly.

**2. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report.

**3. Media awareness:** through AUEB's newspaper "OPAnews" as well as several press releases we raise awareness on the topic of poverty through interviews, scientific articles written by our faculty as well as communicating our volunteering, events and so on.

## Goal 14: Life below Water

**Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report.

## Goal 15: Life on Land

**1. Community Volunteering "AUEB Volunteers":** following the tragic event of floods in Attica in autumn 2017, we gathered basic supplies and food and donated them to the people affected.

**2. Events:** in collaboration with the International Center for Research on the Environment and the Economy (ICRE8), the National and Kapodistrian University of Athens and the ATHENA Research and Innovation Center, we organized the "23rd Annual Conference of the European Union of Economists on the Environment and Natural Resources". The four co-organizers have a strong commitment to research on the environment, climate change, energy, sustainability and innovation.

## Goal 16: Peace and Justice Strong Institutions

**1. AUEB's Core Values:** the activity of each member of the university community is exercised within the framework of the Constitution, the laws governing the operation of the Universities, the provisions of its Statute and the Institution's Rules of Procedure and is based on the following principles and values, based on AUEB's Internal Rules of Operation:

- Focus to the advancement of science and the transfer of knowledge.
- Education and higher education as levers of moral, social and economic progress.
- Safeguarding democratic institutions and citizens' rights. Discrimination based on race, gender, ideology, religion, social status, appearance or sexual preference are not permitted. In addition, the University caters for people with disabilities, both in terms of physical access to the premises of the Foundation and in relation to the educational process.
- Academic freedom in research and teaching, as well as the free expression and movement of ideas.
- Meritocracy.
- Respect for the entity of the University.
- Academic ethics and social contribution.

**2. AUEB's Internal regulations:** The Internal Rules of Procedure of AUEB refer to articles related to justice and strong institutions in several ways such as: Committee on Complaints and Dispute Settlement, Student's ombudsman, qualifications and prerequisites for selection of the faculty members, evaluation of faculty members, Publicity and Transparency, Privacy Issues and so on.

**3. Research:** The relevant publications of the teaching and research staff of AUEB can be found in Annex A of the report. In addition, the MSc in Accounting and Finance participate in the "Anti-Fraud Education Partnership Program", a program which educates students around controlling, prevention and mitigation of fraud.

**4. Events:** AUEB's Library organized a workshop around plagiarism and the MSc in HR a conference around "Business Ethics and Values-Based System as a Priority for Education".

## Goal 17: Partnerships for the Goals

**Partnerships:** we acted in partnership with several organizations and contribute in networks in order to raise awareness around the SDGs, such as CSR Hellas, Principles for Responsible Management Education, Global Sustain etc.

## Annex A

### Research publications

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