



Athens University of Economics and Business (AUEB)

Report for Social Corporate Responsibility

Reporting period: January 2013 – December 2014

February 2015

PRME

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

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Identity

Athens University of Economics and Business (AUEB) was founded in 1920 as the Athens School of Commercial Studies. It was renamed in 1926 Athens School of Economics and Business, a name that was retained until 1989 when it assumed its present name. It is considered one of the most competitive universities, at European level, in the fields of Economics, Business and Information Sciences & Technology.

Nearly a century after its establishment, AUEB continues to transmit knowledge in the scientific fields which it fosters, to promote effective and innovative management practices, and to contribute to the developments in the Greek as well as the international community, through the values of Excellence, Innovation, Social responsibility and Extroversion. The goal of AUEB is not only to provide its students with academic knowledge, but simultaneously to give them the opportunity to develop their personal skills, such as critical thinking and individual initiative. As a result, AUEB's alumni constitute a driving force not only in the Greek but also in the international economy and management.

AUEB is a public University under the supervision of the Hellenic Ministry of Education. Its main decision-making bodies at institutional level are the Rector and the Vice-Rectors, the Senate and the Council.



Rector's Message

Athens University of Economics and Business, as part of its mission, aims to develop socially responsible citizens and professionals.

As a result, our alignment and constant effort to improve towards the adoption of the Principles for Responsible Management Education (PRME) further develop our awareness around Social Responsibility and expand our role in the society.

As a leading Higher Education Institution in Greece, we actively encourage our academic community to support the PRME initiative, as we are fully aware that our practices and code of conduct of our staff exemplify the principles and values that we impart to our students.

THE RECTOR

Professor **KONSTANTINE GATSIOS**

Principle 1: Purpose

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.*

AUEB's mission and values are aligned with the 1st PRME principle, as we perceive our role central in developing responsible citizens and agents of social value in any community they operate in. Our core values are Excellence – Innovation – Extroversion – Social Impact. We have a Code of Ethics and a supervising Committee, which ensures that we operate in an ethical and responsible way towards our students, our stakeholders and the broader community.

Our actions

- We continuously improve our environmental sustainability, as an Institution that is based in the center of the city of Athens and has a significant ecological footprint. Since June 2008 we have adopted a strategy around environmental sustainability and climate change, which we implement through various actions, such as: using natural gas for heating purposes, reducing the usage of electricity in all of our facilities, recycling, purchase of eco-friendly materials for all our needs, extended usage of online materials to decrease paper usage etc.
- We are an Institution that provides equal opportunities to all, irrespective of sex, origin, religious beliefs and economic status. We provide several scholarship opportunities and funding for students with serious economic challenges and we have improved in the field of facilities' accessibility, as in 2013 several improvements have been made in our lecture halls, in order for all of our students with mobility problems to be able to attend their classes.
- We participate in several networks and organizations that promote responsible leadership and management, such as [UN Global Compact](#) and [Global Sustain](#), which is a national think-tank that supports Social Responsibility through diverse actions and initiatives.

As a result, several of our students have initiated their own social innovation initiatives, which are not only internal, such as TEDxAUEB (&TEDxAUEB Women), but also externally in the form of social enterprises.

Principle 2: Values

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.

Throughout our Schools, our students can attend Social Responsibility courses, which are either separate or integrated in the curriculum of the rest of the courses, as a critical learning outcome. A few examples of such courses are: Environmental Economics, Green Supply Chain Management, Public Relations and Business Ethics, Environmental Statistics, Environmental Economics and Valuation of Environmental Goods, Business Ethics and Corporate Governance, Global Sustainability Strategies & Reporting, Leadership and Accountability, Internal Communication and CSR etc.

Principle 3: Method

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

We create the platform and frameworks for our Institution, our Faculty and our students to empower and manifest responsible leadership.

- In March 2013 we founded the "[Network for Social Impact](#)" which aims to support with advice, mentoring and coaching two groups, which are greatly challenged nowadays in Greece: a. youth, pupils in severe economic status and unemployed and b, small and family businesses, which have been severely hit by the economic crisis.
- Our MBA International students & alumni have founded the [Energy & Sustainability Club](#), which raises awareness, mobilizes students and the broader community through workshops, seminars, conferences and short-term field projects.
- Our actions around Entrepreneurship have a clear focus around creating social value, fact which is manifested in all the programs that are ran by diverse Units in AUEB:
 - Our Unit of Innovation and Entrepreneurship supports our students to develop their business idea into a sustainable solution. They have focused extensively on green and social entrepreneurship and they approach the issue through competitions, education, mentoring, start-up career days etc.
 - [Athens Center of Entrepreneurship and innovation](#) – ACEin supports innovative ideas, start-ups and researchers in advancing their business idea. Participants are not only students and researchers from AUEB, but from the city of Athens in general.

- In 2014, we initiated the [Unit of Social Entrepreneurship](#) , which is the first research and academic lab in Greece focusing on social entrepreneurship and aims at developing and supporting an active community of social entrepreneurs, researchers, practitioners and other stakeholders around the topic of social innovation
- Student entrepreneurship club [ThinkBiz](#) – the first in a Greek University – was founded in 2013 and it aims to enhance the entrepreneurial culture amongst students. Some of its activities include mentoring, education, field trips in start-ups etc.
- We partner with several organizations that support social entrepreneurship in Greece, such as [Ashoka](#), [Impact Hub Athens](#) and [aephoria.net](#).
- Student volunteering team “[GET INVOLVED](#)” mobilizes AUEB’s students with events, discussions and volunteering actions, as well as the Social Community in Greece, through creating platforms of interaction between NGOs/volunteer organizations and our students.
- Our University is very active in charity, which are either initiated by our students or other Units within our Community. Some of the examples of our charity activities are to support the NGO “[The Child’s Smile](#)”, giving blood twice a year,
- YES program – Youth Entrepreneurship Summer School (<http://yes.aueb.gr/>) is addressed to high-school pupils, which is a 1-week educational program, ran at our University, with the participation of Faculty, entrepreneurs, students and researchers on the field of (social) entrepreneurship. In addition, they run the “Shadow an Entrepreneur” program, which matches enterprises and pupils, according to their personal interests and passions.
- We co organize a national essay competition around Social Responsibility, called “Nikos Analytis”, on annual basis, which receives very interesting participations from students across the country and raises awareness in the community on critical topics under Responsible Management.

Principle 4: Research

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.*

Our Faculty is very active around the field of Social Responsibility, examining ways in which organizations can create sustainable social, environmental and economic value. Several publications, journals, papers and presentations in scientific conferences and workshops as well as research projects have taken place these past years and is definitely an issue of focus for us all.

Principle 6: Dialogue

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.*

Our Faculty is invited and participates in numerous workshops and conferences around Social Responsibility, which helps to raise awareness on important issues in the field. Some examples of projects and workshops we organized are:

- International Conference under the theme “CRS and Public Policy – Trends, Practices and the Way Ahead” (December 2014)
- “Marketing in Not for Profit Organizations” organized by GetInvolved with the participation of students, NGOs and faculty members. (December 2013)
- International Conference under the theme “Social Solidarity, equality, diversity and Inclusion” (June 2013).
- Conference on “Employment and Career Development for Women in the fields of Economy and Management: Obstacles, Opportunities, Challenges” (December 2013)
- Discussion on “CSR and Business Ethics: the role of Human Resources Management” (April 2014).
- 2 day seminar on Social Entrepreneurship, open to the public (September 2014)
- “Research at AUEB” program for high-school pupils aiming at creating a culture of curiosity and innovation to school students. Approximately 2,000 pupils attended the discussions from 35 schools from around the country.

- Conference on “CSR and Public Policy in Europe and in Greece – Trends, Practices and the Way Ahead” (December 2014).

Our goals for the future

Principle 1

A key objective under Principle # 1 is the further involvement of our students in CSR activities, in order to develop skills that develop the values of sustainability and equality. Students will be involved and participate in the implementation of two programs of Social Responsibility of AUEB, an environmental and a social. The results of these programs will be measured and communicated in order to mobilize and sensitize new students as well.

Principle 2

The aim for the next two years is the detailed recording of hours devoted to each subject in relation to CSR. It is also under discussion to create a separate undergraduate course on CSR and Business Ethics that will be taught across all our Departments in our Business School.

Principle 3

In the next period, AUEB will evaluate with the help of the participants the actions that already take place under this Principle and see whether they achieve the objective: "effective learning experience for responsible leadership." Relevant improvement actions will then be taken forward.

Principle 4

Our Faculty is highly active in the field, with publications and participation in several research programs. Based on the existing results, we aim to have equally good results in the next two years. Currently, it is being looked into to organize an international conference (every two years) on CSR and Business Ethics.

Principle 5

The aim of AUEB for the next two years is a more frequent contact between students, especially undergraduate with the business world around the theme of Social Responsibility. It is under discussions to establish a regular meeting (e.g. two times per

semester, in the form of short lecture and debate) between undergraduate students from all Departments with business representatives who are leaders in CSR in Greece.

Principle 6

Our Faculty has been extremely active in the debate and discussions around CSR. It is under discussions to constitute a CSR Award for SMEs, which will be granted once a year or once in two years, as part of a larger conference we will be organizing around the topic.

To achieve the above, which is quite an ambitious goal, it is foreseen to establish a Committee around Social Responsibility in our University, in order to strategically develop the area.

For more Information about the AUEB SIP Report 2015

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