### The 6 Principles

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<th><strong>The 6 PRINCIPLES</strong></th>
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<td><strong>PURPOSE:</strong> 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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01 PURPOSE

PORTO BUSINESS SCHOOL

You can make a Dream Come True / Giving Friday

In 2012, upon Christmas time, Porto Business School decided to challenge its whole community to take part in an unusual and socially impactful initiative named “You Can Make a Dream Come True!”

The local branch of the “Society of Saint Vincent de Paul” was the right partner to help gather nearly 300 “dreams” or “wishes” from extremely poor and disadvantaged people. The “dreams” were of various types, ranging from small toys for children, to basic needs such as food or clothes, to more specific (even dramatic) necessities such as a medical device or urgent treatment, or even asking for a job!

A physical panel (located at the school lobby) and an online platform were created and periodically synchronised, to allow the “dreams” to be consulted and fulfilled by anyone, from anywhere and at any time.

By Christmas, we had already been able to fulfil over 100 dreams, and we decided to keep the initiative running for some extra weeks, with excellent results!

This was a very emotional and moving project, which really inspired our direct and indirect community.

COMILLAS PONTIFICAL UNIVERSITY

Entrepreneurial Unit

The Entrepreneurial Unit at Comillas provides support to students, alumni, teachers, researchers and staff wanting to develop innovative business ideas in any activity area. A network of reputed mentors and online resources are provided to help entrepreneurs in their efforts to make real their ideas. Meetings, awards and specific training enrich the offer addressed to this target. Within this unit, social entrepreneurship has an important role. From here the university supports the national Association of Youth Social Entrepreneurs and has a line of research on Social Entrepreneurship at the Chair in Economic and Business Ethics. Specific workshops on social entrepreneurship are offered as complementary training to students.

02 VALUE

ESIC BUSINESS & MARKETING SCHOOL

Orbayu Foundation

The Business School should act as an example in its Business Management: ORBAYU its own social project, with actions that aim to provide Third World aid.

The Orbayu Project is a non-profit foundation from the Congregation of Priests of the Sacred Heart of Jesus, owners of ESIC, whose purpose is to provide microcredits in emerging markets, Africa and Latinoamerica, through its website. ESIC and AVIVA also participate in the foundation.
ISEAD BUSINESS SCHOOL (SPAIN)

Specific Sessions on Social Entrepreneurship and on Base of the Pyramid
The school held in 2013 specialized sessions on Social Entrepreneurship with experts and practitioners from all over the world to disseminate this way of understanding business development. Focusing on Technology, innovation and social change applied to different sectors such as: education, health, energy, rural development, gender equality and women empowerment. The talks are targeted to general public.

Iberemprende Foundation chose ISEAD as the academic partner in this third book of a collection which aim is to promote topics related to Base of the Pyramid, Inclusive Businesses and Social Entrepreneurship.

The book is the result of different conferences held at ISEAD: "Businesses for the Base of the Pyramid: Social Action and Development Cooperation evolution", "Innovation, Social Entrepreneurship and Inclusive Businesses: Experiences in Latin America", "Promoting private sector as a force of development driver". The program also included a two-days international course on "Opportunities for the majority: Businesses with the Base of the Pyramid.

03 METHOD

DEUSTO BUSINESS SCHOOL

MBA - Service Learning
Service Learning at Deusto is a credit-bearing educational experience that requires participation in an organized service activity that meets identified community needs. It begins with in-class learning sessions to provide students with the necessary background and knowledge to ensure that students do not only learn from this experience but also are able to give something back. Service Learning is an individual project, although in some cases may be carried out by a group of no more than 3 students, depending on each specific project. The aim: THINK-PLAN-DO-OBSERVE.

EADA
Measuring Impact of Teaching Business Ethics and CSR
On diverse programs where EADA Business School is introducing subjects on Business Ethics and CSR through the business case methodology, there have been introduced different indicators to measure the impact of this specific training. This has been a challenge in all programs due to the difficulty of measuring learning intangibles and outcomes so EADA has worked jointly with companies, in order to find the most suitable and adequate indicators.

IESE
Social Entrepreneurship and Social Innovation Platform
The Social Entrepreneurship and Social Innovation Platform is an initiative of the Center for Business in Society of IESE Business School. It seeks to fulfill three main objectives: a) to emphasize the importance of social entrepreneurship and social innovation in the management community, and more broadly, in civil society; b) to facilitate contacts between members of the IESE community (students, executive participants, researchers and professors) and social entrepreneurs interested in launching new social enterprises; c) to support social entrepreneurs who intend to pursue new innovative, high impact projects, transferring capabilities and resources that can help transform great ideas into tangible initiatives.

ISEAD
Social and Economic Entrepreneurship School (Colombia / El Salvador)
Specific MBA programs -different from traditional profile- which aim is local development of student's home area, promoting projects on the University's research lines. Focused on transforming leadership for the benefit of University's areas of influence. New subjects are introduced, such as: CSR, Public-Private alliances, Stakeholders' negotiation and dialogue, International Development Cooperation, Development Action Assessment.

ISEG- LISBOA SCHOOL OF ECONOMICS & MANAGEMENT
UNIVERSIDADE DE LISBOA
Boost Your Talent
The activities at the Boost Your Talent (BYT) - focussed this year in the Environment and the Economy. The activities at the BYT integrate various personal development programmes that are offered during the two study cycles (Bachelors and Masters), comprising workshops that are held every week throughout the Academic Year, which are available to the entire universe of students at ISEG. These activities give equivalence in the form of credits (ECTS), which count towards the final classification. Aims:

a) to enable development and the role that businesses can play in managing the challenges of sustainability (the concept of active citizenship);

b) to teach students to be ethically and socially responsible;

c) to raise awareness in the university community about good practices in the area of ethics, social responsibility and social entrepreneurship.

UNIVERSIDADE DO ALGARVE-ESCOLA SUPERIOR DE GESTÃO, HOTELARIA E TURISMO
Disseminating Ethics in the curricula
ESGHT offers the optional subject of Professional Ethics for 3rd year students of Management, especially aimed at students who wish to take the exam for the Organization of Chartered Accountants, and will also offer for the academic year 2015-16 the optional subject of Ethics, Responsibility and Organizational Sustainability, taught in collaboration with three of his teachers cores: Law Center, Strategic Management Center; Human Resources Center.

04 RESEARCH

DEUSTO BUSINESS SCHOOL
Fostering trending research on Business Ethics
The research on Business Ethics is a key element for Deusto, focusing not only in developing lines of research in this field but also giving them visibility through the participation on the 'Academy of Management' (AOM), an annual congress where the main professors in the area from all over the world participate presenting their research. By sharing results with colleagues on the same area of expertise the AOM sets trends, moving research to specific topics, with high impact on the field of Management and on top JCR.

Deusto participates on these and other specific congresses on
Business Ethics and publishes papers on the topic in this and other top reference journals.

**ESADE**  
Institute of Social Innovation  
The ESADE Institute for Social Innovation's mission is to develop personal and organisational skills within the business community and not-for-profit organisations in order to strengthen their activities and their contribution to a more just and sustainable world. To further its mission, the Institute is involved in research, training and dissemination in several areas, such as: Corporate social responsibility and its relationship with interest groups, leadership and NGO management and the social enterprises.  

ISI's philosophy of building relationships between organisations from different sectors of activity and between companies and NGOs, and the topics we deal with, come from ESADE's commitment to the processes of transformation which are constructing the world.  

It should be highlighted the research in the following areas with some of the projects:  
- Social Impact: Collaboration NGO-Organisations  
  a) Social Leadership Program ESADE-PwC  
  b) NGO and Social Entrepreneurship  
  a) SEKN: Initiatives in the low-income sector  
  b) Momentum Project  
  c) WISE: Women Innovators for Social Business in Europe  
- CSR and Responsible Leadership  
  a) CSR of extractive companies in Africa  
  b) The present and future of CSR  
- Organisations and Sustainability  
  a) EU-Innovate  
  b) Social Innovation Models  
  a) Social Innovation Antenna  
  b) Social Innovation in Latin America”  

**ESIC**  
Aster Awards - Marketing & Values  
ESIC has held the ASTER Awards since 1983, awards that annually recognise individual and company achievements in their professional activities. The juries are made up of relevant people from the worlds of business, academia and politics.  

ESIC communicate to the students the importance of integrating human and social values in the management of the company as a relevant part of the School academic orientation. Aster Award Marketing & Values is an example of social responsibility. Students and teachers in each group select, discuss and choose the marketing activities of companies operating in Spain. An essential part of the process involves classroom discussion of the values and the way they are integrated into the strategy of the company.

**UOC**  
Ehtics Committee in Research  
The UOC Board of Ethics, created by the University’s Governing Council, works on behalf of the academic community and research staff in order to guarantee that people’s dignity is respected in the research projects developed at the University. To do so, the Board has to contribute to the development of quality scientific research that meets the codes of ethics, international agreements and declarations, and legislation in force in this area. The Ethics committee is responsible of Research and Doctoral Committee.  
The Board manages the administrative processes linked to the development of research projects and publication of results. It assesses the different procedures in place, determines whether the assessment is favorable or not, and issues its final resolution. It has to handle enquiries from the university community on ethics-related issues, and produce and publicize information on specific subjects or particularly controversial questions. It is also the body for arbitration when doubts or conflicts arise in terms of the integrity of the research. Similarly, it proposes the minimum contents, methodology and design for training seminars and conferences in this area for the University's research staff.

**IESE**  
International Symposium on Ethics, Business and Society  
Every two years IESE organizes this two-days international Symposium that has already held 18 editions. With different themes in every edition all are related to the research on the ethical dimension of Business and its contribution to Society.  

A collection of selected papers is published in a special issue of the Journal of Business Ethics. Academic quality of papers is a must to achieve acceptance of participation. International reputed experts also take part in the event as guests speakers.

**PORTO BUSINESS SCHOOL**  
Working group “Business + Environment”  
The PBS is boosting the establishment of a global working group among PRME and Global Compact members with the following goals:  
1) Producing strategic recommendations on how to embed environmental sustainability related topics into management education  
2) Compiling a comprehensive, knowledgeable and summarised “B&E” guide tailored for management students and business leaders  
3) Applied research & case studies on “Putting the environment in the business quation”  
4) Advocating the adoption of environmental standards and certification by businesses in general  
5) Behavioural action through contests at global scale >> changing mindsets to save the Environment (“green awakening”)  
6) Organisation of a series of events on “B&E”

**PARTNERSHIP**

**EADA**  
The value of sharing principles, a study on Social Responsibility impact  
Eada Business School has researched together with other Business Schools how the members of UN Spanish local network are dealing with social responsibility and sustainability issues and the role of Global Compact on the objectives, main activities, and outcomes of social responsibility.  

This is a multistakeholder survey whose results have been already published.
**UOC**

**UNESCO Chair in Education & Technology for Social Change**

The UOC UNESCO Chair in Education and Technology for Social Change (formerly the UOC UNESCO Chair E-Learning) was created in 2002 to promote research, learning, information and documentation activities on the use of ICTs in education. One of the chair's main aims is to promote equal opportunities in terms of access to new technologies in the knowledge society.

The Chair keeps a close eye on world trends in education, appropriate technological resources, open content and the leading experts and institutions in the field. The Chair disseminates the knowledge acquired to the communities of educators and practitioners in related fields, both nationally and globally, paying special attention to disadvantaged and information-needy social groups.

The UNESCO spirit can be seen in all of the Chair's activities, giving voice to institutions and individuals engaged in educational practice and promoting the intensive use of technology for the public benefit and development.

**UNIVERSIDADE DO ALGARVE-ESCOLA SUPERIOR DE GESTÃO, HOTELARIA E TURISMO**

**RS with our community**

ESGHT implements, with the participation of its students, professors and staff, several RS activities with impact on the community and in cooperation with non-profit institutions, such as the Food Bank Against Hunger in the Algarve.

**06 DIALOGUE**

**ESADE**

Red AliaRS-E

It is an informal network, made up of ESADE faculty and PAS, who volunteer their time to promote and support RS-E and to improve sustainability within the institution. It is addressed to anyone in the ESADE community (faculty and PAS) who is interested and willing to do so can join the network. The objective is to drive forward significant change in awareness and behaviour in order to promote the adoption of increasingly sustainable and socially responsible habits and initiatives.

To date it is made up of 136 allies, and four forums have been held with the aim of listening to allies’ needs and expectations, and also to evaluate, provide feedback and celebrate the progress made, and together to decide what projects should be given priority for implementation in the next academic year.

One of the most obvious achievements of RS-ESADE has been the effort made by the whole of ESADE’s internal community in the Green Rules programme, one of the objectives of which is to reduce consumption of paper, water and electricity.

**ISEG- LISBOA SCHOOL OF ECONOMICS & MANAGEMENT**

**UNIVERSIDAD DE LISBOA**

GOEC – the Office for Guidance on Consumer Debt

The Office for Guidance on the Consumer Debt (Gabinete de Orientação ao Endividamento dos Consumidores) is the result of an agreement signed between ISEG and the former Consumers Institute, now the Directorate-General for Consumer Affairs (Direcção-Geral do Consumidor). The mission of this entity is to: a) inform and educate families about personal credit and household budget management; b) assist and advise families about resorting to the use of credit as an option for managing household budgets; c) provide families who approach GOEC with technical, professional and documented support in all matters of family budget management.

Free training and follow-up support is provided to families in all parts of the country. In 2014, 1,400 contacts were made with GOEC, which resulted in approximately 600 cases of support.

**COMILLAS PONTIFICIAL UNIVERSITY**

**Chair in Economic and Business Ethics**

The Chair in Economic and Business Ethics was created in 2002. Since then it has evolved to become a reference for academics and practitioners that see it as an agora, a place for joint reflection and research on the role of business in society.

Three areas of work are developed to achieve the goal of increasing awareness on Business Ethics, CSR and Sustainability which are: a) Research, promoting teams and supporting researchers to conclude research works on the fields on which the Chair is specialized; b) Social Transformation, through seminars, conferences and events which purpose is to disseminate the importance of performing business in a more ethical and fair way; c) Transfer of knowledge, making accessible to academics but also to general public the conclusions of is debates and research works.
The PRME Chapter Iberian (Spain and Portugal) was created during the 1st PRME Chapter Meeting Iberian at ESADE Business School, Madrid, Spain on 10th July, 2014. The initiative in Spain and Portugal has arisen from the meeting of business schools and universities in the region that saw the need to strengthen the participation of signatories of PRME at the regional level—to enhance individual and collective work, fostering the adoption of the Principles of PRME in the region, which promote peer learning, dissemination of good practices, experiences and lessons learned—and to create a space for dialogue among the signatories of PRME in Spain and Portugal, who are invited to join this emerging Chapter of PRME in the region.

Participating members group
Enric Serradell López-UOC
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Belén López Vázquez-ESIC
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