

# 2024 Sharing Information on Progress **(SIP) Report**

Jyväskylä University School of  
Business and Economics

## Table of Contents

|                     |    |
|---------------------|----|
| 1. About PRME ..... | 3  |
| 2. About SDGs ..... | 5  |
| 3. Purpose .....    | 6  |
| 4. Values .....     | 9  |
| 5. Teach .....      | 11 |
| 6. Research .....   | 13 |
| 7. Partner .....    | 16 |
| 8. Practice .....   | 18 |
| 9. Share .....      | 24 |

## About the Principles for Responsible Management Education (PRME)

The Principles for Responsible Management Education (PRME) is a United Nations-supported initiative founded in 2007 that aims to raise the profile of sustainability in their classrooms through Seven Principles focused on serving society and safeguarding our planet.

PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs) and aligning academic institutions with the work of the UN Global Compact. Driven by its mission to transform management education, PRME equips today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 800 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.



“*The PRME initiative was launched to nurture responsible leaders of the future. Never has this task been more important. Bold leadership and innovative thinking are needed to achieve the Sustainable Development Goals (SDGs).*

**Antonio Guterres**

Secretary-General (2017 - Present)

United Nations

”

## Principles of PRME



### Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.



### Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.



### Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.



### Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.



### Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



### Practice

We adopt responsible and accountable management principles in our own governance and operations.



### Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.

## The Sustainable Development Goals (SDGs)

In September 2015, all 193 Member States of the United Nations adopted a plan for achieving a better future for all – laying out a path over the next 15 years to end extreme poverty, fight inequality and injustice, and protect our planet. At the heart of Agenda 2030 are 17 Sustainable Development Goals (SDGs) and 169 related targets that address the most important economic, social, environmental and governance challenges of our time. The SDGs clearly define the world we want – applying to all nations and leaving no one behind. Successful implementation of the SDGs will require all players to champion this agenda; the role of higher education is critical to this.





# Purpose

We advance responsible management education to foster inclusive prosperity in a world of thriving ecosystems.

## Letter of Commitment

Jyväskylä University School of Business and Economics demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



## **PRME Sharing Information on Progress Report Letter from the Dean**

Jyväskylä University School of Business and Economics (JSBE) has a long history in promoting sustainability. It is fair to say that we have been one of the pioneers in sustainability education among business schools. Sustainable business has grown into a leading focus area of JSBE's mission and a strong connecting theme in our research and education.

In this PRME SIP Report, we highlight efforts taken to promote business sustainability in all areas of our work: research, education, our own operations, and impact and collaboration.

In the spirit of our mission, JSBE is committed to continue the long-standing work in support of sustainable transformation in business and economy. JSBE aims to further strengthen the sustainability content of studies and looks forward to deepening collaboration with partners to disseminate its expertise more widely and increase the impact of JSBE sustainability research.

Work also continues at JSBE to improve sustainability of our own operations and the campus implementing our WWF Green Office environmental management system. The University, as the first Finnish university, has signed the higher education Race to Zero climate letter and declared climate emergency, and is aiming for carbon neutrality by 2030. The University is also committed to reduce its biodiversity impact following the No Net Loss principle.

In Jyväskylä, June 26<sup>th</sup> 2024

*Hanna-Leena Pesonen*

Dean

Jyväskylä University School of Business and Economics





# Values

We place organizational responsibility and accountability to society and the planet at the core of what we do.

## **RME Leadership Accountability**

At Jyväskylä University School of Business and Economics, accountability for responsible management education is structured as follows:

Formalized Senior Leadership Role

## **Organizational Structure for RME**

The following organizational entities at Jyväskylä University School of Business and Economics are responsible for RME:

- ❖ Three degree programs specialised in RME, all disciplines, the JSBE Research Committee and JSBE Education Committee.



# Teach

We transform our learning environments by integrating responsible management concepts and practices into our curriculum and pedagogy.

## RME Elements in Degree Programs

Jyväskylä University School of Business and Economics integrates responsible management education into its degree programs through 4 different approaches:

Guest Speakers and Showcase Events

Professor-Discretionary Course Topics

Course-Level RME Learning Goals

Program-Level RME Integration

### **Description of degree programs with RME in the program-level learning goals and assessment rubrics**

To describe the RME content in the RESPO programme

#### **Description**

The RESPO programme offers courses in three different areas:

- 1) objectives and operations of management and business of sport.
- 2) potentials and challenges of sport in the global context.
- 3) principles of responsible and ethical thinking of the sport organisations.

The programme incorporates an extensive research component through the Master's thesis and related courses.

#### **Learning goals**

As a RESPO graduate you will master in identifying the core areas and objectives of management and business of sport. You are able to make sense of logics of diverse sport organizations and you will have a theoretical understanding to support your thoughts. You are able to apply principles of responsible and ethical thinking in the sport context. As a graduate you are used to utilize academic knowledge and analytical tools to support your decision-making and argument your views. After completing the programme you thrive to work in multicultural, diverse and interdisciplinary teams with high respect on ethical behavior and enhancing sustainability.



# Research

We study people, organizations, institutions, and the state of the world to inspire responsible management and education practice.

## RME Elements in Research

Jyväskylä University School of Business and Economics incorporates responsible management education into its research endeavors through 5 different methods:

### Research Conferences

#### **Summer seminar of Finnish Economists**

Summer Seminar of Finnish Economists is an annual academic conference organized by JSBE. Responsibility-related topics and societal impact are regularly discussed.

##### **Date**

June, 2024 - June, 2024

##### **Location**

JSBE campus

##### **Speakers**

Mika Haapanen, Petri Böckerman, Bhavesh Sarna, Milla Sarja, Sirpa Kortelainen, Atalay Yavan

##### [Supporting Links](#)

Summer Seminar of Finnish Economists is a long-standing academic conference on economics and business studies. It was organized for the 40th time in 2024.

### PhD-Level RME Courses

#### Required Research Reporting

#### Dedicated Research Funding

#### **Research project with societal impact**

This narrative describes a research project with societal impact, funded by the Strategic Research Council.

##### **Biodiversity Respectful Leadership (BIODIFUL)**

The BIODIFUL project aims to facilitate the transformation towards biodiversity-respectful activity via individual (consumer-level), organizational (business-level), and societal (institutional-level) leadership. Biodiversity-respectful leadership is studied in two systems: food and nature-based recreation, both connected to human, economic, social, and planetary wellbeing. BIODIFUL seeks to engage societal actors in an inspiring transformation journey for mainstreaming biodiversity awareness across society. Societal outcomes include a biodiversity-respectful leadership framework, toolkit, and transformation pathways for

(in)formal leaders in business and society. During the first year (2022), BIODIFUL consortium produced a shared understanding of the concepts of “biodiversity”, “biodiversity loss” and “leadership”. BIODIFUL researchers published various articles aimed at the wider audience (including, e.g. MustRead Academia article and articles in Finnish newspapers) and emphasizing matters requiring research and attention (e.g. via policy briefs on halting biodiversity loss, e.g. Wisdom Letters 1/2023). BIODIFUL arranged two biodiversity events in collaboration with its stakeholders. The interdisciplinary BIODIFUL consortium combines natural and human sciences: biodiversity research, sustainability science, management and leadership, future studies, marketing and consumer behavior, and food science across four Finnish universities/research institutes. JSBE has received funding of 960,733 euros from the Strategic Research Council at the Research Council of Finland for six years in 2021-27. JSBE's Principal Investigator is Professor Outi Uusitalo (Marketing), and Work Package Leader Associate Professor Tiina Onkila (Corporate Environmental Management).



# Partner

We engage people from business, government, civil society, and academia to advance responsible and accountable management education and practice.



## Partnership Approaches for RME

Jyväskylä University School of Business and Economics partners with external stakeholders to advance responsible management education through 5 different approaches:

Knowledge Translation and Dissemination

External Community Dialogue

Collaborative Change Action

Formalized Partnership Governance

Collaborative Problem Solving



# Practice

We adopt responsible and accountable management principles in our own governance and operations.

## RME Policy Implementation

Jyväskylä University School of Business and Economics has implemented 6 policies to support its commitment to responsible management education:

Greenhouse gas emissions

### **JYU Environmental programme**

The roadmap to planetary well-being, approved by the University Board of the University of Jyväskylä 10.6.2022 as an environmental programme, guides the operations of the University of Jyväskylä. A separate action plan has been approved by the Rector to implement the roadmap, but is in Finnish only.

#### **Scope**

University of jyvaskylä

#### **Enforcement Date**

September, 2023

#### **Number Of Pages**

18

#### **Publisher**

University of Jyväskylä

#### **Media**

<https://www.jyu.fi/fi/media/10224>

FINAL JYU sustainability report 2022

View document  Download document 

Water

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FINAL JYU sustainability report 2022

[View document](#) [Download document](#)

Buildings/real estate

**JYU Campus development programme**

JYU Campus development programme for 2019-2030

**Scope**

University of Jyväskylä

**Enforcement Date**

January, 2019

**Number Of Pages**

5

**Publisher**

University of Jyväskylä

**Media**

Website

campus-development-programme

[View document](#) [Download document](#)

Travel

Employee equity, diversity, inclusion

## JYU Equality plan 2024

Equality plan for 2024 for the University of Jyväskylä

### Scope

University of Jyväskylä

### Enforcement Date

January, 2024

### Number Of Pages

8


### Publisher

University of Jyväskylä

### Media

Website

JYU Equality Plan 2024

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## JYU Accessibility plan 2023-2024

The Accessibility plan of the University of Jyväskylä for 2023-2024

### Scope

University of Jyväskylä

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January, 2023

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30

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University of Jyväskylä

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## Institutional Aspiration Targets

Jyväskylä University School of Business and Economics has set aspiration targets in 6 different areas:

- ❖ GHG Emission Targets
- ❖ Water Conservation Targets
- ❖ Building and Real Estate Targets
- ❖ Travel Reduction Targets
- ❖ Employee EDI Targets
- ❖ Student EDI Targets



# Share

We share our successes and failures with each other to enable our collective learning and best live our common values and purpose.





## Performance Disclosure and Transparency

Regarding transparency in RME performance disclosure, Jyväskylä University School of Business and Economics operates with the following approach:

### Full Transparency Disclosure

#### Website of disclosure of performance

University's annual Sustainability Report looks into the University's impact on climate and biodiversity and describes a path to mitigating and compensating negative impacts. The sustainability report does not only report the impact of the University campus environment or faculty and staff travel, but also makes an ambitious analysis of the University's procurement and investments which are found to cause the largest emissions. Both the emissions analysis of the University's investments as well as the organizational level biodiversity impact assessment are unique to the University of Jyväskylä. Carbon and biodiversity footprints are assessed and reported annually.

#### Author

JY

#### Published Date

November, 2023

#### Degree Of Recognition

International

#### Media Name

SUSTAINABILITY REPORT

#### Media Type

Report

#### Duration

23 pages

FINAL JYU sustainability report 2022

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SIGNATORY

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