

PRiME

*an initiative of the
United Nations Global Compact*

EAE Business
School

2024 Sharing Information on Progress (SIP) Report

EAE Business School

August 2024

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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

EAE Business School demonstrates its commitment to PRME's Principles through the following letter from senior leadership.



PRME Board
c/o PRME Secretariat
United Nations Global Compact Office
685 3rd Avenue, 12th Floor
New York, New York 10017

July, 24th 2024

Adoption of the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers, EAE Business School is committed to implementing the Principles for Responsible Management Education—starting with those that are more relevant to our capacities and mission, report on progress to all our stakeholders, and exchange effective practices related to these Principles with other academic institutions.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.

We encourage other academic institutions and associations to adopt and support these Principles.

Dr. José Luis Fernández Martínez
General Director
EAE Business School - Barcelona



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Institutional Mission, Vision, and Strategy

The following outlines EAE Business School's institutional mission, vision, and strategic approach to responsible management education.

Mission, Vision, Strategy or Purpose

EAE is an international business school part of Planeta Formación y Universidades. It is an institution that sees innovation as the response to the need for people and companies to constantly update themselves in a changing world. More than just a business school, EAE is a global ecosystem of professionals and entrepreneurs who promote sustainable employability in society through education, research and knowledge.

Relevant Stakeholders

Students, Faculty, Staff & Companies

Purpose

Driving constant and sustainable positive change through education, knowledge and research.

[Supporting Links](#)

EAE_Mission, vision, values & strategy

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Values

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

RME Leadership Accountability

At EAE Business School, accountability for responsible management education is structured as follows:

Yes, but the role is formalized elsewhere within the PRME signatory's organization (e.g., center/institute leader, faculty/staff member), but not in senior leadership team

EAE Sustainability plan

Promote positive, constant and sustainable change through training, knowledge and research

At EAE Business School, we have decided to distance ourselves from large projects that aspire to drive immediate systemic change because we believe it is more consistent with our purpose and performance orientation in sustainable terms to strive to enhance the profound transformation initiated by the people that form part of our School.

This is a challenge that has driven us to get to know ourselves better and question ourselves more, as well as leading us to build more solid relationships in terms of collaboration and communication.

The first year of the implementation of EAE's Sustainability Plan has shown us the power of focusing the momentum of our community and the talent that grows at EAE towards the goal of positive impact.

In line with this vision, this year, we have renewed our commitment to the United Nations' PRME (Principles for Responsible Management Education), thereby publicly pledging to uphold the principles of sustainable education.

Organizational Structure for RME

The following organizational entities at EAE Business School are responsible for RME:

- ❖ Research-Focused Entity
- ❖ Teaching-Focused Entity
- ❖ Community Engagement Entity



Teach

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

RME Elements in Degree Programs

EAE Business School integrates responsible management education into its degree programs through 2 different approaches:

Course-Level RME Learning Goals

Guest Speakers and Showcase Events

Examples of guest speakers and showcase events

Workshop on Sustainable Development Goals dirigido a todo el claustro docente

Date

July, 2024 - July, 2024

Location

EAE Business School Barcelona

Speakers

Mariuxy Jaramillo

Workshop on Sustainable Development Goals

Formación claustro_ODS

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Research

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

RME Elements in Research

EAE Business School incorporates responsible management education into its research endeavors through 2 different methods:

Regular Research Seminars

Examples of responsibility-related regular research seminars

EAE Research Institute for Business Trends offers Research, Innovation and Business Trends Research

Date

November, 2024 - November, 2024

Location

EAE Business School Barcelona

Speakers

Varios

[Supporting Links](#)

Annual Congress: Conference on Business and Reputation Management

Programa_1st Annual Conference of the EAE
Research Institute for Business Trends

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Research Conferences

Examples of responsibility-related regular research seminars

EAE Research Institute for Business Trends offers Research, Innovation and Business Trends Research

Date

November, 2024 - November, 2024

Location

EAE Business School Barcelona

Speakers

Varios

[Supporting Links](#)

Annual Congress: Conference on Business and Reputation Management

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Partner

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

Partnership Approaches for RME

EAE Business School partners with external stakeholders to advance responsible management education through 1 different approach:

Collaborative Change Action

Observatorio de la Empleabilidad con DCH

El barómetro permite dar respuesta a algunas preguntas básicas en torno a la gestión del talento y permitirá reorientar el recorrido de los profesionales de la gestión de personas, facilitar una reflexión sobre los aspectos críticos de su actividad y en última instancia mejorar la toma estratégica de decisiones.

El Tour LATAM en Colombia y Perú tuvo como marco la presentación del Observatorio de la Empleabilidad con DCH a cargo de Carina Mellit, Directora del Search Research Center (SRC) de EAE Business School. En Bogotá y Lima, Carina Mellit compartió conclusiones relevantes del estudio como las claves para fidelizar a los empleados, el rol de la Generación Z en el mercado laboral y los retos de las empresas al momento de retener talento. Los encuentros que se tuvieron reunieron a partners empresariales, partners académicos y también fue la ocasión perfecta para realizar dos encuentros presenciales con antiguos alumnos de EAE Business School Barcelona en Bogotá y Lima.



Practice

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

RME Policy Implementation

EAE Business School has implemented 1 policy to support its commitment to responsible management education:

No, but RME is stimulated organically rather than through policies (a narrative explaining why will be prompted with this option)

People Impulse

This encompasses everything built through the positive drive of the people who form part of the EAE community and who represent the school's DNA when dealing with all its stakeholders. It concerns everything that is built from the positive drive of the people who are part of the EAE community and who represent the institution's DNA for all its stakeholders and is related to SDG 8 (Decent work and economic growth).

Creation of the EAE community

A large part of our work on this plan involves actions for and by members of the community at EAE Business School, who help build the School day after day. In line with our spirit, we have made progress in building and optimizing new communication channels for our community, as well as organizing initiatives to boost its wellbeing.

Building a people-oriented corporate culture is essential to ensure that EAE Business School remains relevant over time as an employer brand, as an institution and as a business. The initiatives carried out in 2023 have shown us the importance of the constant involvement of the school's leadership in a people-oriented approach.

In 2024, internal communications with all staff have continued and the Annual Meeting has been held for the second year, a day to share objectives among the entire EAE community, as well as team building.

Institutional Aspiration Targets

EAE Business School has set aspiration targets in 2 different areas:

- ❖ Student EDI Targets
- ❖ Employee 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, EAE Business School operates with the following approach:

Full Transparency Disclosure

EAE Sustainability Plan

Author

EAE Sustainability Plan

Published Date

November, 2023

Degree Of Recognition

National & International

Media Name

EAE website

Media Type

Executive Summary

Duration

21 pages

[Supporting Links](#)

EAE_PRME_CAST_B7_Digital

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<https://www.eae.es/>