



The ALBA Social Report

**ALBA Graduate Business School at
The American College of Greece**
<http://www.alba.edu.gr>

2012-2013-2014



PRME Principles for Responsible
Management Education

« Η προκοπή σας και η μάθησή σας
να μην γίνει σκεπάρνι μόνο δια το άτομό σας,
αλλά να κοιτάζει το καλό της κοινότητας,
και μέσα εις το καλό αυτό ευρίσκεται και το δικό σας.»

Απόσπασμα από το λόγο του Στρατηγού Θ. Κολοκοτρώνη στην Πνύκα, 7 Οκτωβρίου 1838
Εφημερίδα Αιών, 13 Νοεμβρίου 1838

“Your prosperity and learning should not be tools used solely for your personal benefit.
You should use these tools to look after the public good
and within this [public] good you will find your own prosperity”

Extract from the speech of General Th. Kolokotronis at Pnyka on 7 October 1838
Published by ‘Aion’ Newspaper on 13 November 1838

Table of Contents

1	Welcome Address.....	5
2	Letter From The Dean.....	7
3	The ALBA C.E.RE.S. Pillars and Activities.....	8
4	Commitment through Participations, Memberships and Co-operation	10
5	Commitment through Reporting.....	10
6	Key Developments, Academic Year 2013-2014.....	11
7	Adherence and Support to the United Nations Principles	13
7.1	The United Nations Principles For Responsible Management Education: The Six (6) Principles.....	14
7.2	The United Nations Global Compact (UNGC) Academic Participation: The Five (5) Areas	15
7.3	The United Nations Global Compact (UNGC): The Ten (10) Principles	16
8	Concluding Remarks and Plans for the Future	17
9	References.....	18

LIST OF TABLES

Table 1: The ALBA C.E.RE.S.: Overview of Pillars and Activities	9
Table 2: The ALBA C.E.RE.S. Pillars, Activities and Developments, 2013-2014	11
Table 3: UN PRME Principles and ALBA Activities	14
Table 4: UN Global Compact Academic Participation Action Areas and ALBA Activities	15
Table 5: UN Global Compact Principles and ALBA Activities	16

1 WELCOME ADDRESS

We would like to welcome you to the Third Social Report of ALBA Graduate Business School at The American College of Greece. This report refers to activities and developments that took place during part of 2012, 2013 and 2014 and summarizes the many strategic developments and activities that have taken place during these two years.

This report is different in structure and layout than our previous reports, due to changes that have taken place in the organization of the School, as well as in the organization and implementation of Social Responsibility activities. Many of these changes were initiated in 2011, which was a landmark year at ALBA's history, as it was the year when the School officially entered into a strategic alliance with the American College of Greece (ACG). Some of these developments and relevant plans were discussed in our previous Social Report. The cooperation enables ALBA to continue with its activities, being at the same time an independent and autonomous entity operating within the context of a broader non-state, not-for-profit educational institution with a very long history at Greece.

ALBA Graduate Business School initially formalized its Social Responsibility activities through the formation of the *Social Responsibility Committee* in 2009, expressing this way our belief that academic institutions play a key role in enriching, promoting and supporting business ethics, social responsibility and sustainability. Given the ALBA Social Responsibility scope, activities and plans since then, we decided in 2013 to establish the **ALBA Center for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.)**. This has been one of the key developments in the strategic planning and implementation of ALBA's Social Responsibility activities.

What needs to be emphasized is that all of the developments and activities are underlined by the key values of the School (phronesis, integrity, creativity, innovation), and aim to serve the School's vision of a more prosperous society for all parties involved, for a business world thriving with activity, innovation and sustainability, for leaders who inspire, aspire and enact.

Our mission is to educate the visionary leaders of tomorrow, hence our academic environment is one caring for and interacting with all stakeholders, nurturing socially responsible leaders and managers, who will be the agents of change for a society where human rights are respected, labor is honored, the environment is protected and corruption is nonexistent.

The rest of this report outlines our rationale, key activities, and plans for the future. We hope that the establishment of C.E.RE.S. will help us further support and promote social responsibility, relevant research and education, the values of the UN PRME and the values of the UN Global Compact.

We would like to thank all our stakeholders, as well as all ALBA employees who have contributed to the enrichment and development of the School's Social Responsibility activities, and who have contributed

to the preparation and publication of this Social Report. We hope that this second social responsibility report meets its aim of transparency and forms the basis for further dialogue with our stakeholders.

The Social Responsibility Committee:

Dr. Yiota Pastra, Assistant Professor in the Practice of Accounting

Ms. Maria Doukaki, Marketing & Communications Director

Ms. Marina Gryllaki, Executive Development Director

Ms. Antonina Kalkavoura, Corporate Affairs Director

Ms. Zoe Kourounakou, Applied Research & International Relations Director

Ms. Stella Mariou, Quality & HR Director

2 LETTER FROM THE DEAN

ALBA has been committed to social responsibility values ever since our establishment in 1992. Aspiring to educate the visionary leaders of tomorrow, who will actively contribute to changing and shaping all of society and the business world, ALBA embraces social responsibility principles and values in its operations. Our academic environment is characterized by a web of values that contribute to the ALBA character and culture, such as phronesis, integrity, creativity and innovation.

Our strategic alliance with the American College of Greece that was officially signed in 2011, increases our web of stakeholders, as well as the opportunities to further expand and promote business ethics, social responsibility and sustainability.

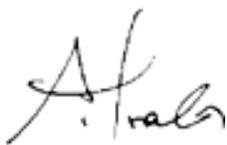
We believe that we can (and should) contribute to social responsibility and sustainability values, activities and awareness by:

- being a catalyst in the understanding and implementation of social responsibility, through
 - knowledge dissemination (education and training),
 - knowledge creation (research) and
 - leading by example (our own culture and practices),
- creating links of cooperation between different social actors.

As with our First and Second Social Reports, the aim of this Third Social Report is twofold: (a) to provide information on our engagement with social responsibility initiatives and activities and (b) to provide an opportunity for further interaction with our stakeholders. Both of these aims are not only served through the report but through the creation of the ALBA Centre for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.). We believe that this center has been and will continue to be an important platform for the organization, support and promotion of social responsibility initiatives and activities, as well as for the interaction of different stakeholders.

Taking the opportunity of the Social Report, I would like to restate

- our support to the United Nations Global Compact
- our support to the United Nations Principles for Responsible Management Education
- our commitment to the principles and values of Social Responsibility and
- our commitment to enhancing work and awareness about Social Responsibility .



Dean Nickolaos G. Travlos,
The Kitty Kyriakopoulos Chair in Finance

3 THE ALBA C.E.RE.S. PILLARS AND ACTIVITIES

The enactment of the ALBA C.E.RE.S. scope of activities can be described through five (5) interrelated pillars. Each pillar represents the key operations of the School and points to our interaction with different groups of stakeholders, both nationally and internationally. The pillars are:

Responsible Education: business ethics, social responsibility and sustainability values, topics and practices form an integral part of our educational programs.

Responsible Research: both academic and applied research address areas relating to business ethics, social responsibility and sustainability issues.

Responsible Culture: provisions through scholarships and open seminars and workshops are available to potential students and other stakeholders.

Responsible Workplace: activities are undertaken for the protection of the environment and for catering for employee needs.

Responsible Employees: ALBA employees are active in social responsibility activities (such as philanthropy), on a voluntary basis. Employee activities are organized by the Good Citizenship Committee that was initially formed in 2004 (visit: <http://alba-goodcitizenship.blogspot.com/> and/or e-mail GoodCitizenship@alba.edu.gr).

This categorization of our activities enables us to:

- describe, explain, communicate and plan our social responsibility and responsiveness,
- follow a parallel structure with the principles we are committed to serve and promote by being signatories and participants of the UN Principles for Responsible Management Education
- place adequate emphasis on our contribution to sustainable development issues and developments through the nature of its activities, namely knowledge dissemination, knowledge creation and leading by example.

Each of the pillars consists of different sets of activities undertaken by the school depicted in the figure that follows.

Figure 1: The ALBA C.E.RE.S. Scope of Activities



Table 1: The ALBA C.E.RE.S.: Overview of Pillars and Activities

Pillars	Components & Activities	Further Details
Responsible Education	• Academic Programs	Ethics & CSR course in Academic Programs
	• Executive Education	<ul style="list-style-type: none"> • Leadership and Corporate Governance Executive Education Programs • Positive Leadership Series • ALBA Educational CSR Partnership Series • Executive Family Project • Postgraduate Diploma in CSR (under development)
Responsible Research	• Academic Research	CSR related academic research and contributions
	• Applied Research	CSR related applied research projects and events
	• Hubs and Centers: AHEAD, C.E.RE.S.	AHEAD: entrepreneurship, start-ups, small business and family business support, coaching and mentoring CERES: CSR memberships, cooperation, events, training, dissemination; research
Responsible Culture (in alphabetical order)	• Academic Environment	<ul style="list-style-type: none"> • Code of Ethics • Scholarships and Financial Aid • Student Involvement (Clubs& Societies)
	• ALBA Library Services	Reading Library for the Public
	• Career & Alumni	Provisions to students and alumni in relation to career development
	• Memberships, Participations & Co-operations (in chronological order)	<ul style="list-style-type: none"> • UN Global Compact & Global Compact Network Hellas (since March 2008) • UN Principles for Responsible Management Education (since December 2009) • The Business in Society Gateway (since spring 2009) • Global Sustain (since 2012) • Hellenic Network for CSR (since 2013) • Centre of Excellence for sustainability, The American College of Greece (since 2013) • Sustainability Centres Community(2014) • AASHE Association for the Achievement of Sustainability in Higher Education (2014)
	• Public Events	<ul style="list-style-type: none"> • CERES Events: The ALBA Social Responsibility Series • Cultural Activities: The ALBA Unusual Series • ALBA Events Engagement: <ul style="list-style-type: none"> ○ ALBA Organized Events ○ Co-organized Events ○ Participation in Events ○ Events Under the Scientific Co-ordination of ALBA
	• Publicity, Dissemination & Communication	<ul style="list-style-type: none"> • Participation in CSR Events • In the Press • Social Media & Website on Social Responsibility
Responsible Workplace	• Safety	
	• Environmental Sustainability	<ul style="list-style-type: none"> • Recycling • The IT Department & Paperless Work
	• Human Resources	<ul style="list-style-type: none"> • Provisions • Events & Seminars
Responsible Employees (Volunteerism)	<ul style="list-style-type: none"> • Community Involvement • Philanthropy 	

4 COMMITMENT THROUGH PARTICIPATIONS, MEMBERSHIPS AND CO-OPERATION

Our commitment to social responsibility is further demonstrated through the **participation, membership and cooperation of the school with key organizations** that promote, enhance and facilitate social responsibility. In particular, ALBA is

- An academic participant of the **United Nations Global Compact (UNGC)** and the **Global Compact Network Hellas**, since March 2008
- The first Greek Business School that has become a participant of the United Nations **Principles for Responsible Management Education (PRME)**, since December 2009
- Listed in the **Business in Society Gateway** Directory, since spring 2009.
- Member of **Global Sustain** (previously EuroCharity), since 2012
- Cooperating with **Hellenic Network for Corporate Social Responsibility** on specific activities outlined in 2013



During 2014, we extended our participations and co-operations by

- Becoming a member of the **Sustainability Centres Community**, a community of Business Schools' Sustainability/Social Responsibility Centres organized and hosted by Ivey Business School
- Becoming a member of the **Association for the Achievement of Sustainability in Higher Education (AASHE)**

5 COMMITMENT THROUGH REPORTING

A fundamental requirement for our continued participation in the UN PRME is the publication of a Social Report. We have published three Social Reports. The Social Reports refer to calendar years. In particular, we have published:

1. The ALBA Social Report 2009
2. The ALBA Social Report 2010-2011-2012
3. The ALBA Social Report 2012-2013-2014

All Social Reports become publicly available by being uploaded on the ALBA website, the UN PRME and the UN GC sites.

Moreover, the ALBA Social Responsibility activities and updates are reported in the ALBA General Assembly report, since 2008.

6 KEY DEVELOPMENTS, ACADEMIC YEAR 2013-2014

The table that follows provides key activities and related metrics when available for the Academic Year 2013-2014. It is to an exhaustive list of the activities and initiatives undertaken. It rather focuses on the most important ones.

The project of identifying, developing and using key performance indicators is work-in-progress.

Table 2: The ALBA C.E.RE.S. Pillars, Activities and Developments, 2013-2014

Pillars	Components & Activities	2013-2014 Developments
Responsible Education	Academic Programs	Inclusion of the Business Ethics and CSR course in new academic programs
	Executive Education	<ul style="list-style-type: none"> • 2013: Continuation of the Positive Leadership Series • 2013: ALBA Educational CSR Partnership Series • 2013: Launch of the Executive Family Project • 2013: Initiation of the design of a Postgraduate Diploma in Corporate Sustainability (Dr. Pastra)
Responsible Research	Applied / Academic	<ul style="list-style-type: none"> • Academic Research on CSR is ongoing. • Applied research includes six (6) new and/or ongoing projects directly related to CSR issues and three (3) public events.
Responsible Culture	Academic Environment	<ul style="list-style-type: none"> • Total amount of scholarships / financial aid we offered during September – December 2013: €395,401.56 and January – June 2014 period: €450,854.34 • In 2013 ALBA in collaboration with Equal Society for the program “Study on Scholarship” offered three (3) full scholarships to young candidates coming from vulnerable social and economic groups. • Via a similar initiative in collaboration with kariera.gr, two more full Scholarships were granted for the MSc in SHRM. • Merit based, named scholarships were also available for members of student organizations like AISEC, EESTEC etc.

Pillars	Components & Activities	2013-2014 Developments
Responsible Culture	Memberships, Participations & Co-operations	<ul style="list-style-type: none"> • Three (3) new memberships and participations (as mentioned earlier in this report) leading to a total of eight memberships and participations with both international and national institutions. • Initiation of discussions for our membership at the Academy of Business in Society (ABIS, former EABIS), a key non-for-profit organization on CSR, established by some of the biggest European Business Schools and Companies, hence a strategic membership and cooperation for ALBA.
	Participation in national and international CSR events	Participation in 10 events, by national and international organisations, including: <ul style="list-style-type: none"> • participation in 4 Global Sustain events • participation & presentation in Boussias' conference on The Power of Purpose • 2014 participation in the Sustainability Centres Community, Ivey Business School Workshop, co-organised with and hosted by Harvard Business School (Boston) • 2014 participation in the Ashoka event at the American College of Greece
	Public Events	CERES Events: <ul style="list-style-type: none"> • 2013 Launch of the ALBA Social Responsibility Series and organized the first event. • 2013 Organized a CSR event for member-companies of Global Sustain (former Eurocharity): M2M meeting • 2014 Organized and run an awareness / training session on sustainable development for journalists
		Cultural Activities: The ALBA Unusual Series: launch and two (2) events
		ALBA Events Engagement (numbers are approximate): <ul style="list-style-type: none"> • ALBA Organized Events: 14 & Reflections on the State of the Greek Economy Series: 9 • Co-organized Events: 10 • Participation in Events: 45 • Events Under the Scientific Co-ordination of ALBA: 15
Publicity, Dissemination & Communication	In the Press & Participations: 3 CSR articles and 3 CSR presentations	
Responsible Workplace	Environmental Sustainability	Recycling: ongoing (batteries, paper, can, glass)
		The IT Department & Paperless Work (ongoing)

Pillars	Components & Activities	2013-2014 Developments
Responsible Workplace	Human Resources	Provisions: ongoing, including private health insurance, private pension scheme, additional paid holidays, employee scholarships,
		Employees' training and awareness sessions: three (3) one dedicated to Sustainable Development and Corporate Sustainability. The training is provided by ALBA Faculty members, on a pro-bono basis.
Responsible Employees (Volunteerism)		The ALBA employees' volunteerism and philanthropy is on-going throughout the year. During 2013-2014 we contributed to eight (8) families and provided ongoing support and goods to the Social Dispensary (solidarity initiative) at Elliniko and to ACG Cares. The provisions provided to families and/or organizations are always in kind.

7 ADHERENCE AND SUPPORT TO THE UNITED NATIONS PRINCIPLES

The purpose of this section is to bridge the United Nations Principles with the ALBA Social Responsibility activities. To achieve this purpose the section refers to three groups of United Nations Principles, namely the Principles for Responsible Management Education, the United Nations Global Compact Areas of Academic Participation and the United Nations Global Compact Principles. Each of the three subsections that follow addresses each of the three groups of principles. The principles are stated and an indication of that part of the report referring to those principles is indicated.

7.1 The United Nations Principles For Responsible Management Education: The Six (6) Principles

ALBA has been supporting and acting on all six (6) principles. Plans for the future make sure that further activities will be undertaken by the school.

Table 3: UN PRME Principles and ALBA Activities

	Principles:		Report Page No.
		As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement of the following Principles and their application, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:	5-7
1	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.	8-12
2	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.	8-12
3	Method	We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.	8-12
4	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.	8-12
5	Partnership	We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.	8-12
6	Dialogue	We will facilitate and support dialogue and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.	8-12
		We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.	5-7

7.2 The United Nations Global Compact (UNGC) Academic Participation: The Five (5) Areas

ALBA has been active in most of the five areas. Further activities have been planned for the future, in order to further enhance our Academic Participation.

Table 4: UN Global Compact Academic Participation Action Areas and ALBA Activities

	<i>Five Areas of Action:</i>	<i>Report Page No.</i>
1	Conduct applied research and thought leadership to advance best practices.	8-12
2	Promote the UN Global Compact Ten Principles and educate a variety of audiences about sustainability.	8-12
3	Support UN Global Compact business participants in implementing and reporting on their sustainability efforts.	Indirect support
4	Lend capacity to Global Compact Local Networks and/or the UN Global Compact in New York.	
5	Join the Principles for Responsible Management Education (PRME) for more information.	√

7.3 The United Nations Global Compact (UNGC): The Ten (10) Principles

Although ALBA fully supports, embraces and promotes the ten (10) principles of the United Nations Global Compact, no explicit references or measurement (using the Global Reporting Initiative indices) is undertaken in the context of this report, as the report mainly focuses on the Principles and Areas relevant to non-profit academic institutions.

Table 5: UN Global Compact Principles and ALBA Activities

			<i>Principles:</i>	<i>Declaration</i>
Human Rights	Principle	1	Protection of Human Rights	ALBA Graduate Business School fully adheres to, supports and promotes the ten (10) Principles of the United Nations Global Compact
Human Rights	Principle	2	Complicity in Human Rights Abuses	
Labour	Principle	3	Freedom of Association and Collective Bargaining	
Labour	Principle	4	Forced and Compulsory Labor	
Labour	Principle	5	Child Labour	
Labour	Principle	6	Discrimination	
Environment	Principle	7	Precautionary Approach	
Environment	Principle	8	Environmental Responsibility	
Environment	Principle	9	Environmental Friendly Technologies	
Anti-Corruption	Principle	10	Corruption	

8 CONCLUDING REMARKS AND PLANS FOR THE FUTURE

In concluding our Second Social Report, we would like to restate our commitment to further enhancing our Social Responsibility involvement, as well as our dialogue and engagement with our stakeholders.

Our plans for the future include:

- To further enhance, measure and report the ALBA Business Ethics, Social Responsibility and Sustainability Initiatives, as outlined by our five (5) pillars
- To enhance and promote Business Ethics, Social Responsibility and Sustainability to the Business Community and Society at large, by organizing events and activities
- To further engage with other key stakeholders and key organizations for the enhancement of Business Ethics, Social Responsibility and Sustainability, nationally and internationally
- To provide the platform for the creation and utilization of active, national and international networks of key stakeholders
- To further develop training platforms, educational programs and modules on Business Ethics, Social Responsibility and Sustainability
- To undertake and contribute to theoretical and applied research on Business Ethics, Social Responsibility and Sustainability related topics

These activities will help ALBA enhance its support, promotion and innovation relating to Social Responsibility and serve the United Nations Principles for Responsible Management Education, as well as our academic participation in the United Nations Global Compact.

For further information, please visit our website at <http://www.alba.edu.gr/social/Pages/SocialResponsibility.aspx> and /or e-mail us at SocialResponsibility@alba.edu.gr

9 REFERENCES

ALBA Graduate Business School Website, <http://www.alba.edu.gr>

Sargeant, A. (1999) Marketing Management for Nonprofit Organizations. Oxford: Oxford University Press.

United Nations Global Compact (2007). The Principles for Responsible Management Education. United Nations Global Compact. <http://www.unprme.org/resource-docs/PRME.pdf>

United Nations Global Compact (2008). The Practical Guide to the United Nations Global Compact Communication on Progress (COP): Creating, Sharing and Posting a COP. United Nations Global Compact. http://www.unglobalcompact.org/opencms2/opencms/CommunicatingProgress/cop_guidelines.pdf

United Nations Global Compact, Academic Participation Website. http://www.unglobalcompact.org/HowToParticipate/academic_network/index.html

United Nations Global Compact, Communication on Progress Website. <http://www.unglobalcompact.org/COP/index.html>

United Nations Principles for Responsible Management Education (2008). A Global Initiative – A Global Agenda. United Nations Global Compact. <http://www.unprme.org/resource-docs/PRMEBrochureFINALlowres.pdf>

United Nations Principles for Responsible Management Education, Sharing Information on Progress Website. <http://www.unprme.org/sharing-information-on-progress/index.php>

**For more Information about the
ALBA Social Responsibility Visit:**
<http://www.alba.edu.gr/social/Pages/SocialResponsibility.aspx>
and Contact Us at:
SocialResponsibility@alba.edu.gr
<http://www.alba.edu.gr>

Tel.: +30 210 896 4531-8
Fax: +30 210 896 4737

**Inform Us and Be Informed
about Volunteerism and More:**
E-mail: goodcitizenship@alba.edu.gr
BLOG: <http://alba-goodcitizenship.blogspot.com/>
