



PARTNER WITH BUSINESS SCHOOLS TO ADVANCE SUSTAINABILITY

IDEAS TO INSPIRE ACTION

PRiME Principles for Responsible
Management Education

 UN GLOBAL COMPACT
Global Compact
LEAD



INFLUENCE

PARTNER'S SUSTAINABILITY APPROACH

Partner to influence each other's approaches towards sustainability integration and action

Partners: Fordham University's Gabelli School of Business and BMW

Project: Urban Mobility and Electric Vehicles

Overview: In 2014, BMW was invited to present their electric cars and share the background story of their development to Fordham's Sustainable Business Foundations course. Additional synergies were quickly apparent, with BMW interested in collaborating for both marketing purposes and to gain access to novel expertise. To push electric vehicle (EV) adoption, BMW leverages fresh perspectives from students in New York City on how their i3/i8 series cars can contribute to sustainable urban mobility.

Results: This is a unique opportunity for both partners, as the academic learning opportunities are vastly enhanced by real world sustainability challenges. Students appreciate the potential impact of their work, and BMW appreciates the opportunity to understand the views of the youth market and of potential customers of all ages who identify themselves with the lifestyle of millennials. The partnership has resulted in a course redesign and the setup of a co-curricular practicum. In the co-curricular Social Innovation Practicum, impact research projects are targeting questions around NYC commuting patterns and real estate development limitations.

“ Our students may never own a car and are talking instead about group shares of cars – entirely different models for ownership. These are issues that other generations might not see, but to these 20+ and 30+ year-olds, they're front and centre for those living in cities like New York. This is what BMW is interested in.

Carey Weiss, Sustainability Initiatives Coordinator,
Fordham University Schools of Business



COLLABORATE

TO SCALE UP SUSTAINABILITY INITIATIVES

Partner to convene and engage stakeholders to better mobilize and scale sustainability efforts

Partners: University of Technology Sydney Business School, Munich Re, United Nations, World Bank, Insurance Council of Australia, Insurance Australia Group, and TAL

Project: Insurers' Role in Sustainable Growth

Overview: Executive MBA candidates at the University of Technology Sydney Business School in Australia have been undertaking a study in collaboration with the world's leading insurers that aims to ensure risks, such as climate change, human rights abuses, and corruption, are considered in big infrastructure projects. The project, “Insurers' Role in Sustainable Growth,” surveys how insurers integrate environmental, social, and governance (ESG) risks into their agreements.

Results: Preliminary research by the team suggests big differences in how ESG factors are considered in various types of projects in different countries. The results are feeding into a project involving the United Nations, the World Bank, and Munich Re (the world's largest reinsurer) looking at how the insurance industry can strengthen its contribution to sustainable development. They are also informing the development of ESG guiding principles for surety bond underwriting, the providers of which are in a position to influence how ESG risks are addressed in big projects.

Partners: American University in Cairo, International Finance Corporation, the Egyptian Corporate Responsibility Centre – UNDP Project, OECD MENA Women's Business Forum, the American Chamber of Commerce, and the Women and Memory Forum

Project: Women on Boards

Overview: The Women on Boards programme at the American University in Cairo (AUC) aims to improve the gender balance of corporate boards in Egypt and the wider Middle East and North Africa region by qualifying women to be appointed to corporate boards, developing a plan for engaging boards on the topic, informing male board members of the importance of gender equality issues, and advocating for policy and legislative changes that institutionalize gender diversity on corporate boards.

Results: So far, 13 women have gone through the Women on Boards training and certification programme, and AUC is also working closely with their partners on this project to incentivize the participation of women on their boards. Currently, AUC is looking to work with other schools and businesses around the world to expand the programme to new regions.



TRAIN

FUTURE LEADERS ON SUSTAINABILITY

Partner to prepare current and future employees to leverage sustainability knowledge and skills in any job



RESEARCH

INNOVATIVE SUSTAINABILITY SOLUTIONS

Partner to further develop interdisciplinary knowledge and best practice in sustainability

Partners: University of Guelph College of Business + Economics and College of Engineering and Reid's Heritage Homes

Project: Net Zero Home Construction

Overview: Reid's Heritage Homes, one of Ontario's leading homebuilders, is exploring how to create net zero homes geared to the mainstream public and partnered with the University of Guelph for project support. Reid's Heritage Homes provides the University with access to their data on sustainable building, which in turn gives the company access to leading experts in applicable fields, who provide tailored analysis to questions of interest to Reid's Heritage Homes. The company, apart from collecting and preparing the data for the school, meets regularly with the students as guest speakers as well as giving tours of their projects.

Results: Reid's Heritage Homes understands that educating tomorrow's real estate industry leaders – as well as homebuyers – will improve their industry, and understands that much still needs to be learned through rigorous research regarding the business side of sustainable housing. One current research study involves examining the role of real estate agents in the energy efficient home sales process.

IDEAS FOR PARTNERSHIPS

- Translating the SDGs for Business
 - » Identify industry-specific business opportunities related to each SDG
 - » Provide guidance on setting SDG-related goals and measuring progress/impact
 - » Mobilize new segments of society (youth, etc.) to embrace & spread the SDG message
- Integrating sustainability within organizations by function
- Partnering to address burgeoning refugee crisis
 - » Provide effective training/education to incoming refugees to ensure productive contribution to host country
 - » Prepare refugees for return to rebuild home country
- Identifying and developing sustainability competency profiles for students/prospective hires
- Co-creating online courses for internal training of managers and/or co-branding MOOCs (massive open online courses) on sustainability topics



CONSULT

ON EXISTING SUSTAINABILITY CHALLENGES

Partner to co-create innovative solutions to current challenges and identify future business opportunities around sustainability

Partners: INCAE Business School, Sustainable Markets Intelligence Centre, and Nestlé Nespresso

Project: Nespresso Sustainability MBA Challenge

Overview: Nestlé Nespresso has worked with the Sustainable Markets Intelligence Centre based at INCAE Business School in Costa Rica since 2008 to better understand the economic, social, and environmental situation facing the smallholder farmers, who supply nearly all of Nespresso's coffee. Extensive research conducted by INCAE looked at more than 1000 farms, which led to an array of new programmes at Nespresso to improve the livelihoods of smallholder coffee farmers. Further, INCAE and Nespresso have tapped into the global MBA student community for novel solutions through an annual case competition. Since 2013, Nespresso has identified key business challenges faced in their supply chain, focused on developing its Creating Shared Value Strategy. Teams of MBA students from 80+ schools around the world have generated solutions to a range of topics, such as securing the long-term sustainable future of coffee supply in Colombia, and proposing an integrated end-to-end greenhouse gas strategy in Nespresso's coffee supply chain.

Results: The 2015 challenge asked, “How should Nespresso capitalize on the opportunities of the circular economy to build a premium proposition for aspirational consumers?” The winning team, from Stockholm School of Economics, proposed a detailed strategy, which focused on incentivizing capsule recycling and making it even more convenient for consumers, with a plan to launch the strategy first in Brazil.

“ The MBA Challenge is a great opportunity to enlist the next generation of business leaders to develop and share their ideas to see how they can complement our thinking, particularly in terms of engagement of consumers in the circular economy.

Jean-Marc Duvoisin, CEO, Nestlé Nespresso



NEXT STEPS: FINDING AN ACADEMIC PARTNER



To connect bilaterally with an academic partner in your field or region or to engage more broadly with a PRME workstream, contact

PRMESecretariat@unglobalcompact.org

ABOUT PRME

Principles for Responsible Management Education (PRME) is a sister initiative of the UN Global Compact. The Six Principles of PRME are based on internationally-accepted values and provide an engagement framework for higher education institutions to embed responsibility and sustainability in education, research, and campus practices through a process of continuous improvement.

PRME is multi-stakeholder platform with a dynamic network of local and global learning communities, including Regional Chapters and thematic working groups, which collaborate with Global Compact issue areas and Local Networks on projects and events. The PRME Champions leadership group, modelled after Global Compact LEAD, partners with key stakeholders, such as business, for thought and action leadership on responsible management education.

www.unprme.org

PRME Principles for Responsible Management Education



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ABOUT GLOBAL COMPACT LEAD

Global Compact LEAD is an exclusive platform designed to engage the most committed companies within the United Nations Global Compact to lead the way to a new era of sustainability. With participation from sustainability leaders from all regions and sectors, LEAD brings a wealth of expertise to the challenge of achieving higher levels of corporate sustainability performance.

www.unglobalcompact.org/take-action/leadership/gc-lead



This is a joint project of PRME Champions and Global Compact LEAD. Content is excerpted from

a more extensive toolkit that provides inspiration for exploring new partnerships and is available for download at

**[www.unprme.org/
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bschoolpartnerships.pdf](http://www.unprme.org/resource-docs/business-bschoolpartnerships.pdf)**