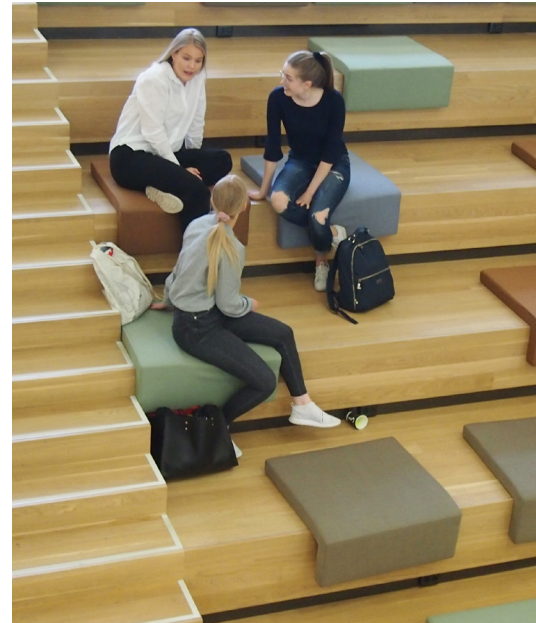


PRME Sharing Information on Progress Report 2021



A word 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 first 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. In 2022-23, 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.

Hanna-Leena Pesonen
Dean of JSBE



JSBE has been accredited by:



JSBE is committed to the following networks and initiatives:



JSBE at the University of Jyväskylä

Jyväskylä University School of Business and Economics (JSBE) in Central Finland is a full-service international business school accredited by AACSB, AMBA, and BGA, offering Bachelor's, Master's, Doctoral, and executive MBA degrees in business and economics. Around 100 faculty and staff members, including more than 20 professors, work at JSBE serving 1.500 students. According to its mission, JSBE Supports Competitive, Digital, and Sustainable Transformation in Business and Economy.

JSBE is a vital part of an internationally renowned research university noted through its history for advancement of Finnish high-quality and innovative education. University of Jyväskylä is a university with societal impact and it aims to be a global leader in the study of learning, wellbeing, and basic natural phenomena, reshaping competence to build a sustainable society. JSBE shares the values of the University – Openness, Trust, Quality, and Integrity – which follow and nurture ethical values and promote sustainability regarding economic, social, and ecological development. Reflecting the University's strategy, Sustainable Business and Economy is a strategic focus at JSBE.

JSBE is one of the six faculties of University of Jyväskylä. In the last years, common interests with other faculties have emerged in the area of sustainability, health economics and sports management, digital business and economy, and economics of education and human capital. In the field of economics, the Ministry of Education has granted JSBE national level responsibility for research in Economics of Education in cooperation with the Finnish Institute for Educational Research housed at our University.

The roots of sustainable business education and research at JSBE can be traced back to the 1980s, when a group of researchers started to work together on themes around the role of business in society, focusing especially on business ethics and stakeholder management. Since then, sustainable business has grown into a leading focus area of JSBE's mission and a strong connecting theme in research and education. It is fair to say that JSBE has been one of the global pioneers in sustainability education among business schools. In 2001-12, JSBE was repeatedly recognized in the Aspen Institute's Beyond Grey Pinstripes survey, where it was positioned among the top "Global 100" business schools and recognized as truly cutting-edge, leading the way in integrating issues of social and environmental stewardship into business school curricula and research. Since 1995, JSBE has offered an international Master's Degree Programme in Corporate Environmental Management, and since 1996, published Electronic Journal of Business Ethics and Organization Studies.

“ **Mission**
Supporting Competitive, Digital, and Sustainable Transformation in Business and Economy

“ **Values**
**JSBE is committed to the core values of the University:
openness, trust, quality, and integrity**

1. Principles 1 and 2: Purpose and Values



“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.”



“We will incorporate into our academic activities, curricula, and organisational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.”

University of Jyväskylä strategy for 2020-2030 “Wisdom and wellbeing for us all” has a strong focus on responsibility and sustainability. The University’s vision is “to be a global leader in the study of learning, wellbeing and basic natural phenomena, reshaping competence to build a sustainable society”. The University commits to the United Nations Sustainable Development Goals and aims to be carbon neutral at latest by 2030. Organizational practices on sustainability are described in more detail in Chapter 5 of this report.

As described above, JSBE’s strategy is built on the University’s strategy and is strongly focused on sustainability. This has also been noted externally: in 2020, an evaluation of the Finnish business schools conducted by the Finnish Education Evaluation Centre noted JSBE as an example of distinct profiling in sustainability.

Sustainable and responsible business are in the core of both JSBE’s current activities as well as our future vision. We aim to be an internationally renowned business school acknowledged for supporting competitive, digital, and sustainable transformation in business and economy. Currently, education on responsible business is a part of all business students’ Bachelor’s degrees and it is recommended for all other students in JSBE. We have two international Master’s degree programmes dedicated to responsible and sustainable business. JSBE curricula has been reviewed in the light of UN Sustainable Development Goals and currently more than 33% of our courses are related to the UN SDGs.

In the Positive Impact Rating 2021, JSBE was among the best business schools rated by our business students in the second highest category (4/5) of all schools. Positive Impact Rating is a student-based rating measuring the social impact of business schools. It focuses on positive impact both internal and external to the school.

Future steps for 2022-2023

Preparations for the curricula 2024-2027 started in 2021 and will continue over the next two year period. In the guidelines given by the University for the curricula reform, responsible expertise is an expected outcome of all degrees granted by the University of Jyväskylä. Students are expected to graduate with understanding of social and environmental sustainability and responsible action related to their field of study. The course Introduction to Planetary Well-being (1 ECTS) will be included in all Bachelor's degree programmes. Further, field-specific courses on sustainability and responsibility can be offered.

Target 1: The themes of sustainable development and responsibility will be incorporated into the learning objectives of all JSBE degree programmes.

Measure/Means of verification: descriptions of degree programmes' competency goals and learning objectives

Target 2: JSBE maintains its good position in the Positive Impact Rating the coming years.

Measure/Means of verification: Positive Impact Rating



2. Principle 3: Method



“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

In the curriculum of JSBE, sustainability has been considered in various ways. High-quality education with impact combining sustainability skills is one of the educational objectives of JSBE’s strategy. Sustainability is integrated to our degrees on multiple levels.

Degree Programmes Specialised in Sustainability

Since 1995 and as the first business school in Scandinavia, we have offered specialized Master’s and Doctoral programmes in Corporate Environmental Management, which train sustainability specialists for both private and public sectors. The BGA accreditation report in 2020 mentions Corporate Environmental Management as a flagship programme of JSBE sustainability education reflecting its sustainability values and strength in sustainability work. In September 2021, another sustainability related programme, Master’s programme in Responsible Management and Business of Sport, was launched at JSBE in cooperation with Faculty of Sports of the University.

Introducing Responsible Business to business students

The course Introduction to Responsible Business, which is compulsory to all Bachelor level business students and open to students from other faculties and students doing studies through Open University, offers basic knowledge about sustainability issues to future leaders.

Integrating Sustainability into courses across JSBE curriculum

Sustainability topics have been integrated into several courses in all disciplines of JSBE to ensure that sustainability is not just a specialty area of a small expert group. When renewing the curricula of all JSBE degree programmes for academic years 2020-2024, a description of sustainability content was added to all relevant courses. This will help our students to recognize links to sustainability in the curriculum and the courses they attend to. Currently, over 30% of our courses at all levels, from Bachelor’s to Master’s, Doctoral and Executive MBA studies, include sustainability content.

JSBE has been accredited by AACSB and BGA which both support JSBE’s ambition to be a global leader in the field of sustainable business. The AACSB Assurance of Learning process has been tailored to measure students’ learning on responsible business on programme level and provides information for JSBE management. According to the 2020-2021 Assurance of Learning reports, JSBE’s degrees create strong competencies in responsible management and leadership.

Future steps for 2022-2023

Strengthening JSBE's expertise and profile in the field of sustainable and responsible business is continued. The work is based on the strategies of the University and JSBE, the guidelines set for the curricula reform for 2024-2027 as well as JSBE's strong academic and professional track record in the field of sustainability and responsibility. Expertise of our own faculty and staff as well as stakeholders such as alumni are a key resource in this process.

Target 3: The new international Master's Degree Programme in Responsible Management and Business of Sport (RESPO) launched in 2021 becomes a flagship programme in the field of responsible management. Unique to University of Jyväskylä, RESPO attracts a high quality international student body.

Measure/means of verification: admissions and enrollment data

Target 4: The emphasis on sustainability and responsible business will be even larger in JSBE's new curriculum for the academic years 2024-2027. The UN Sustainable Development Goals will be incorporated in a larger share of courses taught at JSBE and a course on responsible business will be made a compulsory part of all Bachelor's and Master's degrees taught at JSBE.

Measure/means of verification: percentage of courses with reference to the UN SDGs; share of degrees with a compulsory course on responsible business

Target 5: JSBE is an active partner contributing to the University's interdisciplinary sustainability research community 'Resource Wisdom' promoting planetary well-being. The research community prepares to launch a joint interdisciplinary degree programme.

Measure/means of verification: Degree programme launched.

Target 6: JSBE has been part of planning a shared course on sustainability management together with other business schools who are members of the Globally Responsible Leadership Initiative. JSBE will take part in the course "Globally Responsible Leadership for Sustainable Transformation" during 2022 or 2023.

Measure/means of verification: The course has been implemented.

3. Principle 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.”

JSBE is an institutional partner of Responsible Research in Business & Management (RRBM) to advance and promote responsible research in business and management for a better world. Large part of our faculty’s research is dedicated to sustainability issues, and five of our nine research groups, which all have both national and international cooperation networks, focus on different aspects of responsibility: Culture and Diversity in Organizations and Management; Organizational Ethics, Leadership and Human Resources Management; Responsible Management, Learning, Digitalization and Strategy; Strategy and Entrepreneurship; and Sustainable Business.

University’s Research and Innovation Services support JSBE’s researchers in identifying and describing how their projects relate to and promote SDGs. In 2016-2020, 40,6% of JSBE’s publications are related to sustainability. Sustainability themes most often discussed in our research are good health and well-being, affordable and clean energy, decent work and economic growth, and responsible production and consumption.

Promoting open science and sharing of research data is one of the research objectives in JSBE’s strategy. In 2020 76% of our publications published were open access.

JSBE Focus Areas

1) Policy-Relevant Economics and Competitiveness of Economy

JSBE is among the most important Economics and Strategy units in Finnish business schools. In economics, JSBE aims to further improve its position in the international scientific field. In doctoral training economics has close collaboration with the Helsinki Graduate School of Economics. In strategy, JSBE collaborates closely with Aalto University. In the study of policy-relevant economics and competitiveness, JSBE focuses on human capital especially in the field of education, health and labour as well as competitiveness of economy, more precisely strategic behaviour of firms, institutions and functioning of product and labour and financial markets. These focus areas enhance our understanding of the behaviour of individuals and firms as well as the challenges of international finance in global economies. Ministry of Education has granted JSBE together with the Finnish Institute for Educational Research housed at the University national level responsibility for research in economics of education. This responsibility further strengthens our research area in labour and education economics and policy.

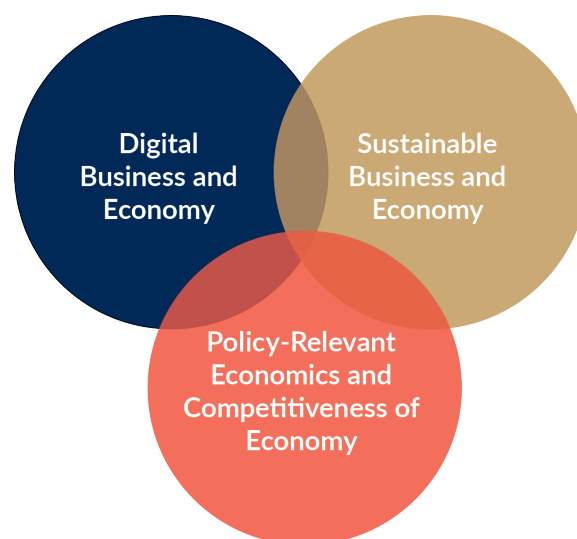
2) Digital Business and Economy

Digitalization is transforming businesses, economics and societies at large. JSBE applies an interdisciplinary approach to investigate the implications of digital transformation for businesses, NGOs and public sector organizations as well as their customers and stakeholders.

JSBE's research focuses on digital business and communication, digital public relations and mobile banking. Further, JSBE has been a pioneer in research on digital marketing in business-to-business markets and built its reputation as an internationally acknowledged leader on the topic. JSBE's International Master's Degree Programme in Digital Marketing and Corporate Communication is the first of its kind in Finland, and one of the most popular international programmes of the University, attracting a high quality international applicants annually.

3) Sustainable Business and Economy

Reflecting the University's strategy, Sustainable business and economy is a strategic focus area both at the University and JSBE. The roots of sustainable business at JSBE can be traced back to the 1980s, when a group of researchers started to work together on themes around the role of business in society, especially business ethics and stakeholder management. Since then, sustainable business has grown into a leading focus area of JSBE's mission and a strong connecting theme in our research and education. It is fair to say that we have been one of the global pioneers among business schools in research and education in sustainable business. In 2001-12, we were repeatedly recognized in the Aspen Institute's Beyond Grey Pinstripes survey, where we were positioned among the top "Global 100" business schools and recognized as truly cutting-edge, leading the way in integrating issues of social and environmental stewardship into business school curricula and research. We have been offering an international Master's Degree Programme in Corporate Environmental Management since 1995. Since 1996, we publish Electronic Journal of Business Ethics and Organization Studies. We are also one of the founding partners contributing to the University's research community on Resource Wisdom.



Focus Areas of Research

Future steps for 2022-2023

In JSBE's strategy 2021-24, we are committed to further strengthen the position of JSBE's focus areas in international research community. We support our faculty to produce high-quality research published in established peer-reviewed academic outlets. The University and JSBE also promote open science and sharing of research data.

Target 7: JSBE will restructure its research groups strengthening the connection of the groups to our three focus areas. This restructuring will also emphasize the important role of sustainable business and economy as our leading focus area.

Measure/means of verification: JSBE's research groups focused on sustainable business and economy

Target 8: JSBE faculty publish and share their research findings in sustainable business and economy in established academic outlets.

Measure/means of verification: Peer-reviewed publications in sustainable business and economy, Publications in UN SDG topics.

Target 9: JSBE will continue promoting open science and sharing of research data.

Measure/means of verification: Openness rate of publications



4. Principles 5 & 6: Partnerships and Dialogue



“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.”



“We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”

JSBE and its faculty are active in many networks promoting responsible business, e.g. Aspen Institute, EASAC Energy Steering Panel, European Business Ethics Network (EBEN), Finnish Chamber of Commerce Responsibility Committee and Globally Responsible Leadership Initiative (GRLI).

JSBE is also a founding member of Finnish Business and Society (FIBS), which is the leading non-profit corporate responsibility network in Finland promoting financially, socially, and ecologically sustainable business by supporting their members' responsibility strategy and initiatives. JSBE's faculty have many expert positions in business and other organizations supporting sustainable transformation.

JSBE's faculty is actively involved in developing sustainability of business schools and business education in Finland and abroad, e.g. through UNIFI, GRLI, AMBA & BGA. Earlier this year, a report of international Climate Change Survey looking at the current state and future outlook of world-leading business schools in regard to incorporating climate change in business education and research was published as collaboration of AMBA & BGA and JSBE.

JSBE faculty hold several significant positions in boards, committees etc. across the private and public sectors. These positions showcase both engagement and policy influencing which lead to societal impact of JSBE faculty. A non-exhaustive overview of the faculty's engagement is presented in the following table:

Universities, Research Institutes, and Science Advisory Bodies	EASAC Energy Steering Panel European Union's 1+ Million Genomes Initiative GODESS Research Institute of Gender, Organization, Diversity, Equality and Social Sustainability IZA Institute of Labour Economics The Finnish Labour Institute for Economic Research The Research Institute of the Finnish Economy Universities Finland (UNIFI) Steering Group for Sustainability
International networks	European Business Ethic Network (EBEN) Globally Responsible Leadership Initiative (GRLI) OECD Working Party on Industrial Analysis
Governmental bodies	Council of Regulatory Impact Analysis of the Finnish Government Economic Policy Council of the Finnish Government Finnish Competition and Consumer Authority National Audit Office of Finland Office of the Prime Minister Parliamentary Supervisory Council of the Bank of Finland Productivity Committee (Ministry of Finance) Research Division on Business Subsidies (The Ministry of Economic Affairs and Employment) Statistics Finland The Social Insurance Institution of Finland The State Pension Fund of Finland
Private sector	Admicom PLC Cooperative Bank of Central Finland Educluster Finnish Chamber of Commerce Responsibility Committee Keskisuomalainen Media Group LocalTapiola Insurance and Investment Group S-Group Central Finland Tekir

The following three examples give insight to the University's and JSBE's activity on promoting sustainability:

UNIFI's Theses on Sustainable Development and Responsibility

UNIFI is the council of rectors of Finnish universities and its task is to promote cooperation between universities and to highlight their shared statements on key issues related to research and education policy. UNIFI also strengthens the role of universities as an important party in discussions in Finnish society. The Chair of UNIFI's Governing Board is the Rector of Jyväskylä University Keijo Hämäläinen and JSBE's Dean Hanna-Leena Pesonen is a member of UNIFI's working group on sustainability and accountability. In November 2020, UNIFI adopted Theses on Sustainable Development and Responsibility.

The theses are 12 in total, and they have been divided under five different themes. In addition to the universities' basic tasks (research, teaching, and societal interaction), the theses cover (campus) activities and the preconditions for the universities' operation more widely. The nature of the preconditions for operation is such that they create the framework for the other theses. JSBE's Dean Hanna-Leena Pesonen's role in drafting the theses has been central.

AMBA & BGA International Climate Change Report 2021

JSBE partnered with AMBA and BGA to produce the International Climate Change Report published in January 2021. The comprehensive study explored the climate change opinions and practices of the world's leading Business School's decision makers and students. The majority of contributors in both categories found Business Schools' role in climate change prevention to be crucial and according to the report a lot of climate change mitigation actions have already been taken.

Research on replacing short-haul flights with land-based transportation modes to reduce greenhouse gas emissions

Senior Lecturer in Corporate Environmental Management Stefan Baumeister has researched the environmental impact of replacing short, domestic flights with train, bus or car rides. He is examining the case of Finland and finds that the short-haul flights are often easily replaceable. The environmental benefits of replacing flights with other modes of transport are substantial but usually the focus of reducing air travel focuses on long-distance flights instead of domestic flights that are easier to replace.

Future steps for 2022-2023

JSBE supports building strong and strategic collaboration networks and encourages our faculty and staff to take up expert positions to share their expertise in a way that creates research based positive societal impact. The value given to the expertise of JSBE faculty validates the relevance of our focus on sustainable and responsible business.

Target 10: JSBE aims to deepen collaboration with partners to disseminate its expertise more widely and increase the impact of JSBE sustainability research.

Measure/Means of verification: List of expert roles and collaboration projects



5. Organizational Sustainability

According to the University of Jyväskylä mission statement “we are a university with societal impact” and the University’s vision “is to be a global leader in the study of learning, wellbeing and basic natural phenomena, reshaping competence to build a sustainable society”. The University’s strategy is implemented through five separate development programmes focusing on research, education, the University community, digitalization and campus development.

The JYUnique Campus development programme emphasizes the responsibility and sustainability aspects of campus development at the University. The campus is developed in accordance with the UN Sustainable Development Goals and the University is committed to being carbon neutral by 2030 which is in line with the Finnish universities’ cooperation organization Unifi’s theses for sustainable development. The campus operates as a living lab for resource-wise solutions and campus development utilizes new information on resource-wise solutions produced by the teaching and research activities.

University of Jyväskylä has implemented the WWF Green Office environmental management system since 2013. The University’s commitment to Green Office includes e.g. objectives to create a zero-waste, car-free campus, and to use only Fair Trade products in its catering. In 2019 the University of Jyväskylä was the first Finnish university to sign the higher education Race to Zero climate letter declaring climate emergency. By signing the letter, the University committed to allocating resources to climate change research and education and to increase knowledge about environment and sustainability on the campus and in the region.

In April 2021 the University published a sustainability report which looks more closely into the University’s impact on climate and biodiversity and describes a path to mitigating and compensating negative impacts. The report was the final report of Sustainability for JYU, a project of JYU Wisdom, the University’s school of resource wisdom. The sustainability report does not only look at the impact of the University campus environment or faculty and staff travel but 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 is unique to the University of Jyväskylä.

