



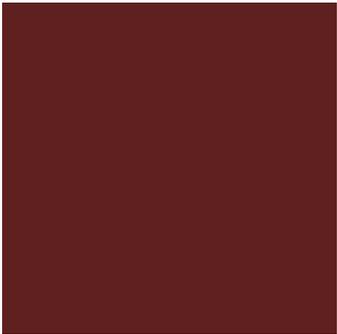
HAAGA-HELIA
University of Applied Sciences



PRME

Sharing Information on Progress: United Nations Principles for Responsible Management Education
Progress Report | November 2014.

President's message



HAAGA-HELIA University of Applied Sciences was the first university of applied sciences in Finland to sign the Principles of Responsible Management Education roughly four years ago. Today, I am proud to present already our second progress report, demonstrating the journey we are on in fulfilling this commitment.

In the past few years, we have seen study after study demonstrating changes in consumer behavior and preferences especially for the millennial generation and the generation X. Topping every list is the importance of transparency, honesty, engagement and trust. In business terms, these translate into genuine and strategy-aligned sustainability initiatives. Corporate responsibility window-dressing will no longer suffice and will be quickly pointed out and ridiculed in social media. However, building such genuine initiatives that create simultaneous value for the company, the society and even the environment is no small task. This is where we see the value of living and incorporating the PRME values come into play.

We are nurturing the next generation of business professionals and instilling in them the ideas of responsible business so that they in turn can do their part to minimize negative impacts and to generate as much positive impact through business as possible. The PRME principles align nicely with our ethical principles of fairness, respect, responsibility, openness and community; and seem like a logical practical implementation of these.

We are seeing some major changes going into the new action and reporting period. Our business programs, which represent our largest student numbers, are going through a major transformation in the curriculum to better reflect changing professional demands. At the same time, I will be stepping down as the President opening the door to new leadership yet to be announced. Although these changes are substantial, I am confident that our commitment to responsible and inclusive business will carry on also in the future.

We strongly believe that the adoption of the PRME mindset is creating a competitive advantage for us, separating us from other universities. It will also help us in attracting the best talent to further reinforce our team of committed professionals.

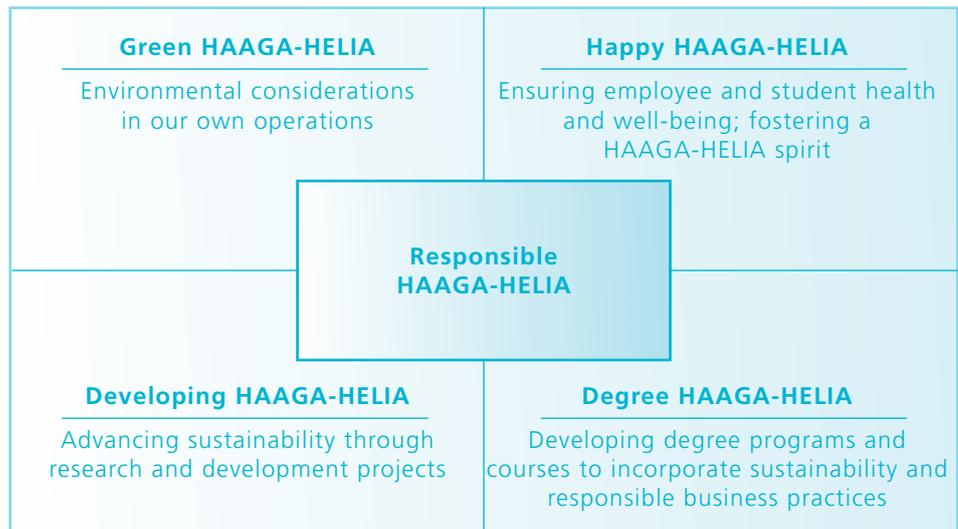
Ritva Laakso-Mannila
President



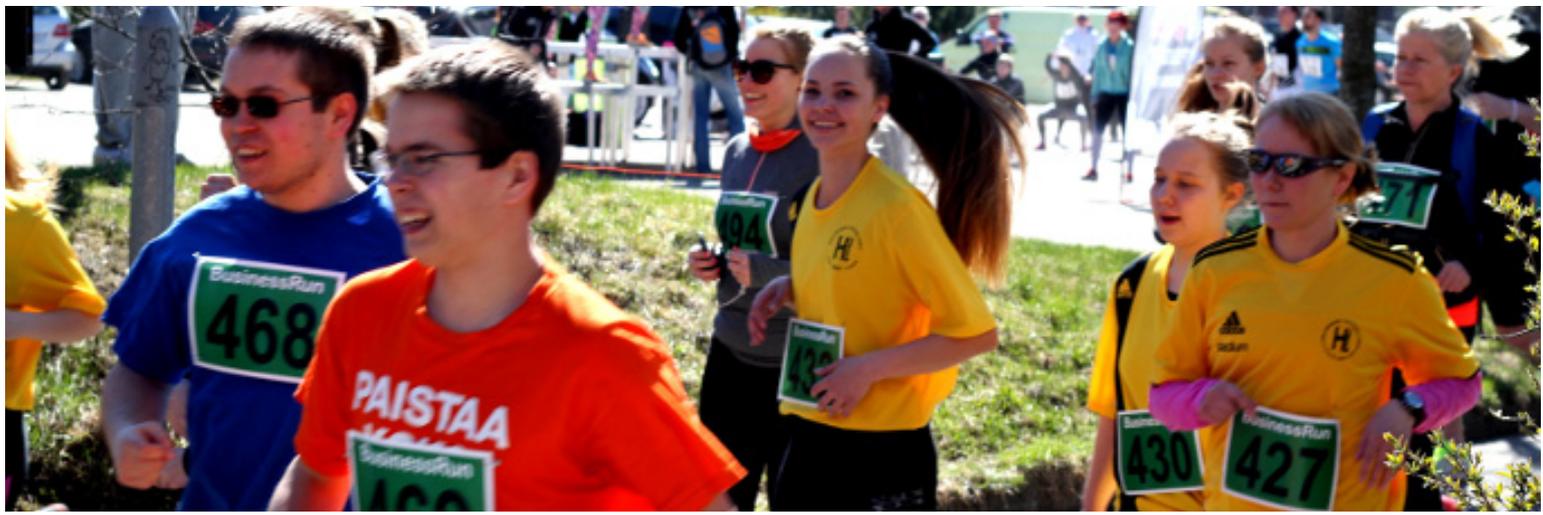
Principle 1 | Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

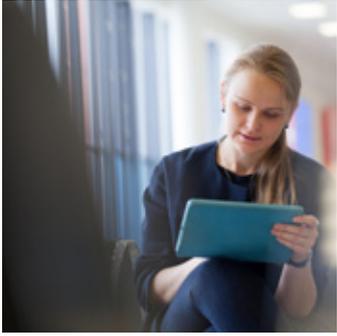
Our work in this area is covered under the umbrella of Responsible HAAGA-HELIA. It has four parts; Happy HH ensures the well-being of staff and students, Green HH advances sustainable practices throughout all our campuses, Degree HH ensures that sustainability and PRME principles are integrated into all degree programs and Developing HH aims at integrating sustainability into the school's RDI activities. These areas, together with our School's mission and values, provide the background and common denominator for all our activities in the CSR arena. Our progress and the concrete steps we have taken towards our PRME and CSR goals are described separately for each principle.

We have developed our internal practices to also reflect our commitment to sustainability. All of our six campus sites either have an environmental management system in place or are in the process of creating one. In four cases we have worked together with the World Wildlife Fund WWF to create a management system suitable for our needs. We are also steadily increasing the amount of information we publish on sustainability in our annual report.









Principle 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.

One of the biggest advancements in this area; and a sign of our continued commitment to responsibility is the signing of the Finnish Diversity Charter through which HAAGA-HELIA became the first University of Applied Sciences to evolve into a “discrimination-free zone”. In practice this means that we are committed to developing our leadership, management and processes paying attention to diversity and non-discrimination. More specifically, we aim to offer equal opportunities, recognize, utilize and promote individual capabilities and needs, lead personnel and students in a non-discriminatory way and to openly communicate our goals and progress. It’s probably a good idea to keep the charter in mind in your own work and also when planning personal development or preparing for development discussions for example.

Since the last report, our BA specialization in Corporate Responsibility, the only one offered in a university of applied sciences in Finland, has received annual enrollments in the region of 60-80 students. We have also delivered the specialization further, making it available nationally through the Virtual University dashboard as an online study. Our further intention is to make this package

also available for our partner universities abroad. We have also been broadening the scope of the studies to include sustainable investments as well.

One of our recent new developments has been to introduce a volunteer course for students. Currently, our BA students can enroll in a three credit course, which can be completely accomplished through an equivalent amount of volunteer work. Our students have been able to choose the volunteering target themselves after consultation with the school. So far we haven’t seen too many students taking this option; we’re in the tens, but we’d like to see this figure grow significantly within the coming few years.

Our students proactively demonstrate their values, and our values, through voluntary school-related activities also outside of the official curriculum. One great example of this is the annual charity calendar published by our Sports management students. The proceeds of the calendar have been directed to local charities working with youths and with the elderly.



Principles 3 and 5

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

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.

We like to combine our efforts towards principles 3 and 5 since for us, they really go hand-in-hand. HAAGA-HELIA stresses a very practical approach throughout the students' studies. All our educational frameworks have a close affiliation to current business practices and aim to provide a fruitful engagement with practice and the business community. HAAGA-HELIA makes extensive efforts towards serving the business community. This happens on a day-to-day basis through courses integrated with corporate projects. This cooperation gives our students valuable insights into the real world of corporate responsibility, and on the other hand, benefits business leaders with the latest trends and novel ideas.

HAAGA-HELIA stresses a very practical approach throughout the students' studies. All our educational frameworks have a close affiliation to current business practices and aim to provide a fruitful engagement with practice and the business community. In our CSR curriculum, students undertake a challenging management project in which they develop a real-life business situation while reflecting on the theory learnt in class. In most cases, students work with the same company throughout their CSR specialization studies to enable a real in-depth understanding of the CSR challenges the company is facing and cooperation that also bears substantial benefit for the businesses involved.

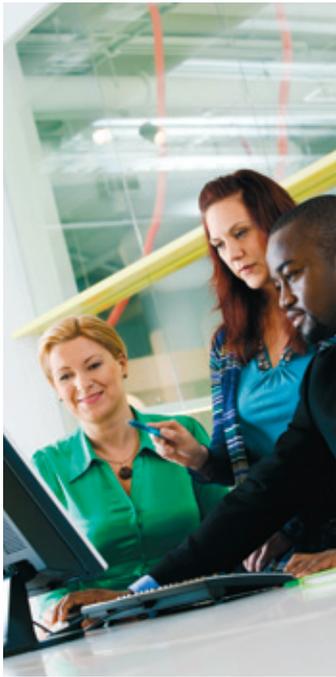
We are currently rethinking our entire curriculum, a major overhaul, which should be ready and in action by 2016. In this revision, corporate responsibility and responsible business practices has been singled out as an important competence criteria. According to this, we are committed to making sure that all students have a basic under-

standing and appreciation of the role of responsibility in creating successful business practices.

HAAGA-HELIA has taken part for three consecutive years in the CSR Report of the Year competition in Finland by sending a group of students to form a part of the student jury for the competition. This competition and the "jury duty" is an excellent learning experience for the students while at the same time provides useful opportunities for networking and further learning through cooperation with other institutes of higher learning. Not only have our students gained wonderful insights through this, but they have also been able to secure thesis and entry-level jobs.

Another wonderful example of students engaged in real-life problem based learning is a full-blown communications campaign that our students built and implemented from start to finish for the Helsinki Area Metropolitan Reuse Centre. The campaign was called "Me Yhdessä", freely translated as "We together" and it was run with posters, online and actively through social media, especially twitter and facebook. The aim of the campaign is to encourage companies to use the services provided through the Reuse Centre through the use of stories and examples of such cooperation.

HAAGA-HELIA has been co-hosting the Rotary Youth Leadership Academy yearly with the local rotary club in our campus area. The learning session has focused on corporate responsibility and sustainability in the Baltic Sea region. Not only has this been an excellent learning opportunity for our students, it is also a practical example of new styles of learning as well as dialogue between students, academia and the business community.



Principles 4 and 6



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.

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



Research and dialogue are intertwined in our approach. All our research initiatives involve local businesses and an element of publicity through dissemination and other dialogue efforts.

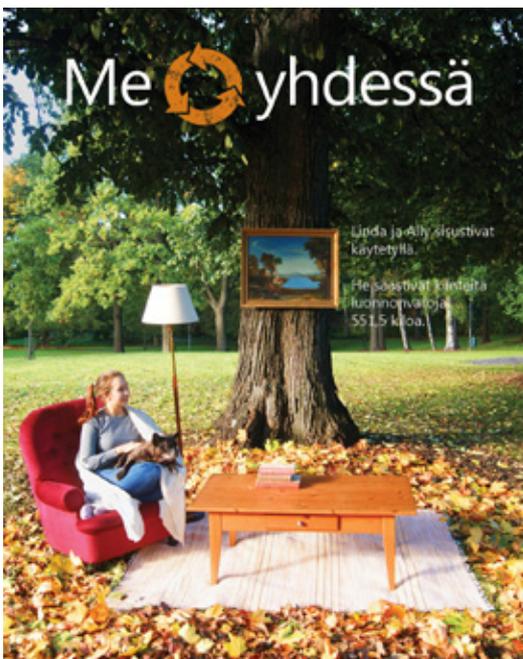
Many of our research projects have a sustainability dimension to them, which is ensured by having strategic fit as one of the key selection criteria for research initiatives; and having sustainability in our strategy. Our research has a clear emphasis on applied empirical research, which has a close connection to our role as a university of applied sciences.

This reporting period drew an end to the three-year Eco-SUP-Ports -project, a joint initiative between five different European universities investigating the sustainability challenges and drivers faced by companies operating in port environments. Annually five to ten students take part in the project, including a two-week intensive period, this year in Istanbul. The project has given our students an excellent understanding of international ports and the related challenges as well as providing a truly multinational learning environment. We have also developed clear tools through the project that help SMEs develop their approach to responsibility further.

Another major research and development effort has been the Wasted –project, through which we have developed an eight-module training package for waste management trainers together with

our project partners. As part of the project, selected parts of the training product were tested on two different training sessions in Ho Chi Minh and Hanoi in Vietnam in October 2014. The results of the training sessions were encouraging, both in highlighting the awareness and enthusiasm of the local professional to develop waste management and in paving the way for further development and sales of the training package. The initial training session was also visited by the Minister of Economic Affairs Jan Vapaavuori.

A fun way to demonstrate our commitment to doing together, dialogue and involvement is our involvement in the “Saa Syödä”, freely translated as “License to Eat” happening. The main idea behind this day was to highlight the issue of food waste to the greater public and it was organized together with various stakeholders. The event lived in social media actively before and after the main event held in a central location in central Helsinki. Our students prepared over 5.000 vegetarian lunches to the first passers-by to highlight the financial and environmental importance of avoiding food waste.





Looking ahead

The Principles for Responsible Management Education, through its six specific principles, have provided a structured framework with which we can analyse and develop our own approach towards sustainability. This has helped us step up and integrate our efforts in both teaching and research. They have also enabled us to develop our own practices to serve as an example of the values and attitudes we wish to convey and instill in our students.

While we feel we have accomplished a great deal, we understand that this is only the beginning of a long and interesting journey, which we can't wait to discover more of.

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