

PRME Report No. 1: March 2013



Principles of Responsible Management

Communication on progress report to the PRME Secretariat

1. Renewal of the commitment to PRME, signed by the highest executive of the organization;



To:
PRME Steering Committee
c/o Jonas Haertle, Head PRME Secretariat at United Nations Global Compact
Office
801 2nd Avenue, 2nd Floor
New York, New York 10017

11th., March, 2013

Renewal of commitment to the Principles for Responsible Management Education

As an institution of higher education involved in the development of current and future managers **University of Portsmouth Business School** is pleased to renew its commitment to progressing the implementation of the Principles for Responsible Management Education, focusing on those that are most relevant to the vision and mission of the University, and of the Business School.

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

Yours sincerely,

A handwritten signature in blue ink that reads "John Craven".

John Craven
Vice-Chancellor

University of Portsmouth Business School

Sharing Information on Progress (SIP) Report

Introduction

The University of Portsmouth Business School (PBS), is a vibrant and successful business school located in Southern England. We offer a full range of degree programmes across business, management, law and leadership, and in a number of delivery modes. Our educational offering is underpinned by innovative and relevant research and recognised and accredited by many professional institutions.

Many of our academic staff combine excellence in research and scholarship with considerable business and consultancy experience. Through their teaching, we offer you the opportunity to experience the latest academic thinking combined with practical real-life learning.

We are strongly committed to developing individuals who can operate in the increasingly complex world of business, where boundaries across organisational functions, and across geographical and cultural settings, have become fluid and dynamic.

Professor Gioia Pescetto

Dean



Chartered
Management
Institute



Overview

The University of Portsmouth Business School (UPBS) applied and was accepted into the UN Global Compact - Principles for Responsible Management Education (PRME) initiative in February/March of 2011.

(UPBS) fully supports the view expressed by PRME that – ‘within the current academic environment, corporate responsibility and sustainability had entered but had not yet become embedded in the mainstream of business-related education.’ As a result, it was also recognised that PRME was a – ‘timely call for business schools and universities worldwide to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new business challenges and opportunities’.

At the time of joining, UPBS identified that it would endeavour to make progress in the following areas:

Curriculum, Programme and Unit (Module) Delivery

- The realignment of the curriculum at both the undergraduate and post-graduate level. This would provide the opportunity to review the extent that themes such as – Corporate Social Responsibility (CSR), Ethics, and Sustainability- were embedded within the curriculum and how their inclusion might be progressed.

Community Engagement

- Encouraging both staff and students to utilise their skills and learn from the experience of working on projects within the community, undertaken both within the curriculum and through extra-curricula.
- This would also be achieved through our continued membership of Business in the Community (BitC) enabling UPBS students and staff to engage with community based projects and in some cases working alongside fellow business and corporate members of BitC Organisations.
- Utilising ‘work based learning’, ‘service learning’ and volunteering opportunities as an educational event for students and staff, putting PRME principles into action.

Research, Knowledge Services and Business Engagement

- Commence the process of embedding the PRME principles in UPBS Research Centres, groups and processes for supporting research activity within taught programmes.
- Continue developments in the area of knowledge sharing and exchange with organisations and their leaders in business, public service and third sectors.

- PRME principles and themes represented within the PBS Annual Research Conference.

Own systems and processes

- To lead by example.

This report provides evidence that good progress has been made with regard to many of the goals that UPBS set itself, for this, its first reporting period. In fact, in a number of cases the UPBS has gone beyond what it hoped to achieved.

With respect to the PRME principles that UPBS can take this opportunity to report on the following:

Principles 1, 2 & 3

UPBS has prepared its new Faculty Strategy for the period 2012 - 2017, and the associated action plan for 2012-2014. This has provided the chance for UPBS to embed and make more explicit its commitment to PRME.

The updated vision for UPBS for the period 2012-17 states:

Our Vision for the Faculty:

'To be an innovative, influential and highly regarded multi-disciplinary business school, with significant international standing as a leading centre for higher education. We value and are committed to the creation, application and diffusion of knowledge to the benefit of individuals, society and the economy'.

This vision will enable UPBS to build upon initiatives undertaken during this first reporting period, where, for example, as one of the five faculties of the University of Portsmouth, it established the University of Portsmouth Environmental Network (UPEN), which was formed to engage with the external community at local, regional, national and international levels.



UPEN will:

- Promote and facilitate excellence in environment-related learning and teaching and research and knowledge transfer, across all areas of the University.

- Strengthen environment-related collaborations within the University community and help to develop new links between academics, businesses and communities at local, national and international levels.
- Support efforts to improve the environmental performance of the University.

UPEN at a glance:

Over 40% of our students are studying for degrees which could directly contribute to the environmental challenges that lie ahead.

University of Portsmouth Business School, with respect to its curriculum, developed and updated 48 modules or units on the themes of Corporate Social Responsibility, Ethics, Environmental Issues and Sustainability, delivered across all levels of the undergraduate and post graduate curriculum, during this first reporting period.

From this foundation, UPBS now looks to the future with respect to PRME ensuring commitment within its new education strategy:

PBS Education Strategy 2012 – 2017

Vision for the University's Education Strategy 2012 - 2017

To provide an excellent, inspiring and challenging educational experience underpinned by research, scholarship and professional and ethical practice, through which our students will be able to achieve personal, academic and career success.

- 1 We will provide an educational experience underpinned by research, scholarship, and professional and ethical practice that inspires, engages and challenges students to promote success in an inclusive and supportive environment.***

This Faculty will make a particular contribution to this aim by:

- (a) Reviewing and refining the course portfolio with a view to increasing student choice, promoting development of the attributes of the Portsmouth Graduate, as identified in the [Curriculum Framework 2012](#).
- (b) Maintaining and improving currency and distinctiveness of the curriculum, including further internationalisation of the curriculum and enhancing the promotion of opportunities for obtaining an international experience.
- (c) Further aligning the School's curriculum with UN Global Compact - PRME ([Principles of Responsible Management Education](#), key elements being Corporate Social Responsibility (CSR), Ethics and Sustainability).

Within UPBS, PRME principles are recognised as enhancing the employability of our students. As a starting point, the important subject of ethics, is incorporated into the employability element of the Education Strategy and also into the Employability Strategy itself.

2 Through and beyond the curriculum, we will enable students to develop skills and gain experience which will prepare them for success in the graduate global labour market.

This Faculty will make a particular contribution to this aim by:

- a) Further developing a range of simulation activities and centres to enhance employability.
- b) Embedding the School's Employability & Enterprise Strategy (4Es4 Impact -Enterprise, Entrepreneurship, Ethics and Employability) within the curriculum.

The new Faculty Strategy for 2012-17 has been translated into the first action plan for the period 2012-2014.

PBS Education Action Plan 2012-14 (extract)

• Objective	• Actions	• Lead	• Success Target
Align the PBS curriculum with Un Global Compact - PRME (Principles of Responsible Management Education, www.unprme.org/), key elements being CSR, Ethics and Sustainability.	<ul style="list-style-type: none"> • Appoint academic at PL grade to co-ordinate and lead work across PBS. • Audit current levels of alignment to PRME indicators, raise awareness and embed sustainability in the curriculum. • Identify staff development needs for embedding themes into subject disciplines and units. 	<ul style="list-style-type: none"> • Dean • CSR & Sustainability Coordinator • CSR&SC 	<ul style="list-style-type: none"> • Appointment made • Embed Level 4: 13/14; 5: 14/15; 6: 15/16 • Staff development plan

As part of the PBS Business Sustainability in the Curriculum Project, an increasing number of guest speakers are visiting UPBS to give talks, and one of the most recent, within this first reporting period was as follows:

"Is Business Strategy Fit for Purpose in the 21st Century?"

presented by: Michael Townsend

Michael Townsend is a Sustainable Business consultant of [Earthshine Solutions](#).

In addition to the activities of course realignment, unit/module update and production of the new faculty strategies and action plan. UPBS, has taken the lead within UPEN to validate a cross-faculty post-graduate Masters programme, with the first intake being (September 2013):

MSc Sustainable Environmental Management

The course reflects the needs of contemporary environmental and resource management, and has a multidisciplinary focus, drawing on the considerable research and consultancy experience of staff from across the University (most notably the Business School and Faculty of Science). This course offers a blended active learning experience that advances applied cognitive and professional skills alongside knowledge acquisition, meaning that you will develop a range of knowledge, skills and professional competencies.

It is a major innovation that the programme calls upon the knowledge, skills and expertise from across the University, while the course is managed by the Business School.

Principle 4

It is recognised that UPBS must, for the benefit of the student population, seek to encourage research by all and, moreover, research that infuses and motivates teaching. UPBS has historically been one of the top producers of widely used academic textbooks, an output of which we are proud

Enhanced dissemination of our research output is an integral part of our strategy over the next five years. UPBS's growing reputation in research terms, not only sees us leading or collaborating upon a number of important National and International research projects, but also sees us attract a growing number of visiting researchers for short-term collaborations.

One of the existing UPBS research centres contributing to high class research and disseminating research linked to key areas within PRME is:

Centre for the Economics and Management of Aquatic Resources (CEMARE)

This is a specialised research centre within Economics. Originally established in the 1960s, it now caters for a range of specialism within the broad area of the management of aquatic resources. The Centre has active collaborative links at national and international level with a wide range of government, inter-government and non-governmental agencies.

The last UK wide Research Assessment Exercise (RAE 2008), rated CEMARE as 'of world class standard' with evidence of world-leading esteem in consultancy.

Further information:

<http://www.port.ac.uk/research/cemare/researchandconsultancy/>

Current projects:

<http://www.port.ac.uk/research/cemare/researchandconsultancy/currentprojects/>

Publications:

<http://www.port.ac.uk/research/cemare/publications/>

The range of recent research undertaken by staff within UPBS, including that ,most relevant to PRME can be found at:

(for July 2012)

<http://www.port.ac.uk/departments/faculties/portsmouthbusinessschool/research/businessservicesandresearchnewsletters/files/filetodownload,158189,en.pdf>

(for March 2012)

<http://www.port.ac.uk/research/pbsmeansbusiness/businessservices&researchnewsletters/Files/filetodownload,153394,en.pdf>

(for November 2011)

<http://www.port.ac.uk/departments/faculties/portsmouthbusinessschool/research/businessservicesandresearchnewsletters/filetodownload,145786,en.pdf>

Principle 5

UPBS continues to strengthen its links with communities and businesses that shares its values. This can be observed in UPBS work with Business in the Community, for which a range of illustrations follow:



University of Portsmouth Business School at Charles Dickens Junior School, (where half of the pupils are entitled to free school meals, which is above average and the proportion with special educational needs and/or disabilities, including those with statements of special educational needs, is also above average).

Through the theme of cross-cultural awareness and with the guidance of an academic, international students enabled the school pupils to raise their awareness and understanding of the diverse range of cultures that exist within the City and University community.

http://www.bitc.org.uk/south_east/case_studies/se_school_activity.html

Another example:

As part of the Business in the Community's - 'Responsible Business Awards', which showcases the best of responsible business in action. They are the UK's most influential, independent, peer assessed corporate responsibility awards and are widely acknowledged as one of the most respected endorsements of responsible business.

The 2012 South East Local Community Impact Award was sponsored by the University of Portsmouth Business School.

**The 2012 South East
Local Community Impact Award went to:**



Warings Respect for Community

The Dean of the UPBS, Prof. Gioia Pescetto presented the award



In addition, UPBS staff and students participated in:



Give & Gain Day, (the UK's only national day of employee volunteering).

Give and Gain Day, organised by Business in the Community, is sponsored by Lloyds Banking Group plc, and gives employees from across the world the chance to be volunteers in the community and for companies to fulfil their CSR commitment.

In 2012 Give & Gain Day took place on Friday, 18th, May. Lloyds Banking Group and Eversheds sponsored the day with communications support provided by BT.

Across the South East region 573 employees took part in Give & Gain Day activity and internationally 18,571 employees took part across 24 countries.

The project for the Portsmouth Community focused on - Charles Dickens Junior School, a school set in one of the most deprived areas of Portsmouth. The pupils were encouraged to bring their favourite athletes to life by making their faces out of recyclable materials. As well as getting creative, the pupils were taught the importance of recycling by employees from Portsmouth Business School, part of the University of Portsmouth, and telecommunications firm Arqiva.

The event was reported in the [local newspaper](#) .

The range of activities and approaches that UPBS engaged with the community expanded over the period of this first report. Such activities are seen as cultivating the responsible managers of the future.

The School of Law, within UPBS, has been involved in a number of community projects, including school's outreach, including the Lord Mayor's Project – Positively Portsmouth, involving year 9 pupils participating in a mock trial in the School of Law's Mock Court room facility. The School of Law has also undertaken a range of 'Clinical Legal Education' (CLE) projects, each involving UPBS students, learning through working in the community and providing support for members of the public. These include working alongside a wide range of agencies such as:

- British Red Cross – students train as caseworkers and support those who are seeking asylum, working alongside solicitors, the passport office and various benefits agencies.
- Trading Standards – students work alongside TS officers advising the local community of topical issues e.g. door step selling.
- Portsmouth Mediation Service – students have the opportunity to work with members of the local community providing a mediation service, for example intervening in neighbour disputes.

In the current academic year, appertaining to this first report, there are 27 final level Accounting & Finance students carrying out projects with a wide variety of local charity clients, including well known names such as the Rowans Hospice. The students involved in this as an extra-curricula activity.

The University of Portsmouth Business School also encourages students to gain valuable learning experiences through the incorporation of community engagement opportunities into the curriculum, e.g. approx 180 Final Level undergraduate students studying the Business Enterprise unit, are working in groups, undertaking consultancy projects for businesses, social enterprises and charities. There are approximately thirteen projects being undertaken for social enterprises and charities, amongst which include:

- Music Fusion - Students have worked on projects initiated by the founder of Music Fusion to apply their business knowledge to the complexities of this social enterprise.
- Hospital 'League of Friends' – Students have used their organisational, presentation and management skills to convert business thinking to the benefit of this charity through researching the opportunity to establish its first high street shop.
- Motiv8 – Student groups have worked with this charity supporting a development project which aims to deliver opportunity to youth in the local area.

Amongst the current cohort of Level 5 (2nd. Year) Accounting & Finance students there are nine training to be debt advisers. Along with students from the School of Law they will be part of the team that forms the University of Portsmouth Debt Clinic, providing an important contribution to the local community.

Principle 6

UPBS has facilitated and supported the dialogue and debate amongst stake holders, on critical issues related to global social responsibility and sustainability.

One example of this is the work of UPEN as illustrated below:

The University of Portsmouth Environment Network (UPEN) hosted the inaugural Future Solent workshop 2012 - [view outputs](#)



This free event took place in response to the [report](#) approved by Partnership for Urban South Hampshire (PUSH) and the Solent Local Economic Partnership (LEP). The report sets out a proposed way forward to support the development of a Solent Low Carbon Economy.

It is recognised that there is already significant activity relating to a Solent Low Carbon Economy across the region. With this proposed way forward there is now an opportunity to coordinate these actions, identify gaps and move forward with a shared purpose.

This event facilitated interaction and helped to establish a firm foundation as a precursor to a successful future.

[Principal outputs](#) of the event included:

- Identification of activities / individuals / organisations from across the region that should play a part in the Solent Low Carbon Economy
- Space to network with a diverse range of regional professionals. Identification of areas of synergy and opportunity.
- Thought provoking business-led presentations that facilitated productive discussions.

[Event Programme Presenters and Biographies:](#)

<http://www.port.ac.uk/aboutus/environment/upen/futuresolent/programme/>



This included the development of Resources for Schools & Colleges

Key Objectives for the next 18 month period

- To further enhance the UPBS curriculum by the role out and embedding of the PRME Principles within the curriculum.
- To enrich the student experience by providing them with opportunities to engage in work based learning, service learning opportunities and extra-curricula activity that supports their understanding of CSR, Ethics and Sustainability issues.
- To encourage the dissemination of PRME related research within the curriculum, within the academic community and within the communities at large (business and social).
- To utilise opportunities to forge networks and collaborative partnerships to develop and promote PRME principles and initiatives, e.g. the development of the PRME UK & Ireland Chapter – (looking to establish itself in 2013), which has the potential to provide a strong support mechanism for members.

Sustainability on Campus



UPBS, as part of the University of Portsmouth has made good progress in term of leading by example as the following illustrates:

UPEN at a glance:

UoP came 16th= out of 145 institutions in 2012, in the People and Planet University [Green League](#), thanks to the hard work of the Energy and Environment Team, supported through our network of [Green Champions](#), under the banner of [Green Portsmouth](#)

The UPBS has recently implemented a new system of providing one recycling bin per 10 desk-based members of staff in open plan offices, and there are also recycling bins outside most lecture rooms, and beside photocopiers and printers.

There are 'switch off' stickers throughout the building enforced with regular emails on saving energy.

In addition:

UPEN at a glance:

A new ethical investment policy has been launched by the University of Portsmouth. Wherever possible, University funds will be invested according to the latest ethical investment principles.

Green Impact Students' Unions

The Green Impact Students' Union programme is an accreditation scheme for environmental good-practice in students' unions.

After achieving a silver award and seeking reaccreditation in December 2011, UPSU has now attained a gold award.

For more background information on Green Impact Students' Unions, please visit:

www.nus.org.uk/greenimpactunions