



Report on Progress: 2014/2015

A report by the

Lviv Business School of Ukrainian Catholic University

"Principles for Responsible Management Education"

*Growing Companies
by Growing People*



**LETTER OF RENEWED
COMMITMENT**

Dear PRME Directorate and members of the PRME Secretariat

Lviv Business School of Ukrainian Catholic University is delighted to take this opportunity to express our renewed commitment to the Principles for Responsible Management Education. We are proud to be a signatory to PRME, and look forward to continuing to work with fellow members as we collectively strive to develop the next generation of globally responsible leaders.

The period 2014-2015 has seen extensive evolution and progressive change for the Lviv Business School and it has supported a range of developments that impact on the issues and principles of responsible and sustainable management education.

As a signatory to the principles, we believe that the values of social responsibility and sustainability are important in all areas of the Lviv Business School's activities.

Yours faithfully



Sophia Opatska

CEO of Lviv Business School of UCU

Principles of Responsible Management Education (PRME) Report

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.

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.

Principle 3

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

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.

Principle 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.

Principle 6

Dialogue: We will facilitate and support dialog 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.

During reporting period LvBS has held a number of events and activities centered on CSR and value based business:

Business Credo

Lviv Business School and the Ukrainian Catholic University continue to organize a meetings with all different leaders on the base of a unique platform the Discussion club "**Business Credo**". Participation in meetings of the Discussion club "Business Credo" is an opportunity for owners and senior managers to communicate in the format of "business talk" with leading thinkers and opinion leaders in the Ukrainian and international environment. The meetings with the discussion club "Business Credo" constitute the opportunity for owners and top managers to communicate in the "business talk" format with the top thinkers and leaders of social opinion of the Ukrainian and international environment.

We had the following famous people as guests of the Discussion club "Business Credo":

Bishop **Borys Gudziak**, the President of the Ukrainian Catholic University, and **Valeryi Pekar**, founder and director of Euroindex;

Myroslav Marynovych, human rights activist;

Yevhen Sverstyuk, a prominent Ukrainian publicist and literary critic, one of the intellectual leaders and active participants in the national democratic movement, member of the initiative group "December 1," and a former political prisoner;

Lubomyr (Husar), Cardinal of the Catholic Church, His Beatitude

The Lviv Business School of UCU asked businesspeople why they went to Maidan

"The revolution must live not only on Maidan, but in all of us – to the last official or judge who takes a bribe," said Tatiana Martyniuk, owner of the advertising agency TRETOSHE, a graduate of the Key Executive MBA program.

From the very first day she was on EuroMaidan in Lviv. On December 1 she went to Kyiv.

"Then there were plans to do something more drastic, to walk to Mezhyhirya, not only rally on Maidan. I really want businesses to work according to European laws, and not according to the 'rules of the criminal,'" says Tatiana.

In Lviv, together with the graduates and participants of LvBS programs we supported the students when they took to the streets and began to prepare for further strikes. I am very grateful to everyone who responded promptly to the needs that arose. I helped the stage director in Lviv, selected the videonews, and launched them on the screen.

In Kyiv on Maidan I volunteered wherever I could and was ready to do whatever was needed: I wanted to give the country all I had to wipe away the tears and ease the pain of those who on that terrible night of November 30 were near the column on Maidan. I returned to Maidan the morning after that terrible night, when thousands of troops of the Interior Ministry and the “Berkut” cracked down on the peaceful civilians. Then I was ready to do anything, go anywhere, so that those who experienced that terrible night could sleep and rest. That day I stood for 20 hours manning a field kitchen: I poured tea, coffee, made sandwiches, organized supplies, looked for volunteers, handed out flyers. I was most impressed by how, having not slept for two days, my energy only increased.

My story from EuroMaidan. In the line for tea, a disabled boy noticed that I was holding my back, which was hurting from fatigue. He pulled a capsicum plaster out of his backpack and gave me it me. Another girl who I asked where I could find the nearest pharmacy so that I could buy rubber gloves for the kitchen literally took me there by the hand and bought all the necessary things, though it was not urgent. Everyone wanted to help somehow, everyone those days sympathized with those around. On Maidan there was a unity among the people that I had never seen before.

“Maidan is not a matter of one day. No one will do it in our place,” Mykhailo Yusyp, co-owner and regional director of the jewelry company Adamas, participant of the Key Executive MBA program.

He took to the streets after students were beaten up on the night of November 30. Mykhailo traveled three times to EuroMaidan – spending a few days there then returning for a day or two to Lviv and then back to Kyiv.

I went to Maidan, because I believe that something needs to change in Ukraine. We are going nowhere, and the cynicism of the authorities has gone too far, and so we must oppose the current government. Courts, schools, universities, medicine – in Ukraine nothing functions properly. My resentment accumulated gradually, but when I saw the students and the crackdown near the column, my friends and I decided to go. When my friends and I are on Maidan in Kyiv we go to the coordination center and do whatever needs to be done. In particular, we stood on the barricades on the night of December 11 on Instytutska Street.

My story from EuroMaidan. We stood on Khreschatyk along with the guys from the Interior Ministry and talked. Many are aware of what sort of government we have, but they say they cannot do anything about it, “Whoever is elected as president of Ukraine we guard because we serve the state,” said the troops. Many believe that it is wrong, they condemn the actions of the Berkut on the night of the dispersal, but most don’t understand our vision.

“If the people had rights and freedoms in Ukraine, they would not have gone to Maidan, but would have changed the situation through the legislative process,” Oleh Pankiv, Project Manager at the company Eleks, participant of the MSc in Technology Management. He first went to Maidan after students were beaten up on the night of November 29 to 30. The next time he went was after the attempt to disperse Maidan on the night of December 11. He spends a few days on Maidan, a few at work. If he sees that the number people are decreasing, he calls his colleagues and they go to Kyiv.

I was the coordinator of a group of 10 people from Lviv and the first day after the dispersal we guarded the car (made a human chain around it) from where public figures and politicians were speaking on Maidan. When the stage was erected, we guarded it from the other side. We also worked the night shifts on the barricades. I also volunteered at the International Infocenter tent.

My story from EuroMaidan. A foreign journalist came to the International Infocenter tent. He was a bit tipsy and had forgotten the name of his hostel and the street on which it was located. He only remembered that the name of the street ended with “koho” and that the hostel was near the Kyiv City State Administration building. We walked toward the Kyiv City Council, then I asked my new friend on which website he reserved the hostel. He remembered, and it turned out that in this area there was only one hostel on a street whose name ended with “oho.” The foreigner was very grateful that after an hour and a half of searching together we finally helped him get home.

LvBS Annual National Conference Intro 2015

Lviv Business School of the Ukrainian Catholic University (UCU) held the **6th Annual Conference Intro**. This year we will look into the future and discuss the key trends that already dominate the global agenda. Usually we do not plan based on a long-term vision. As a rule we look to the near future of 5, 10 or 15 years max. During the *Intro Conference*, we want to engage the participants in a discussion of the long-term trends that will define the development of various industries.

Futurists predict an exciting future for all of us with technologies creating incredible opportunities to enhance the quality of life. For example, Thomas Frey, a prominent futurist and Executive Director of the Da Vinci Institute, is convinced that in the future our life will change beyond recognition. Modern metropolises will transform into 'smart cities', while convergence and integration will outweigh self-containment.

The conference will embrace the following key focus areas:

- **Trends in the financial and banking sectors:** key changes in the global financial market. New methods and ways of financing
- **Human capital development:** opportunities created by modern educational offers and implications for the labor market
- **Medicine of the future:** how will a personalized approach to treatment and diagnosis influence our quality of life and life expectancy? Genetic research, cloning, designer drugs: is there an ethical boundary that science should not cross?
- **Urban planning/ smart cities:** how should cities respond to the current challenges, population growth, the need for continuous improvement of services? How to collect and analyze data while always asking ourselves who we do it for and what effect we want to achieve?
- **Sustainable energy development:** what technical, social and economic innovations can provide for sustainable energy development?
- **Cultural trends:** how can culture shape a new generation and what should it be like?

Reflexio

Reflexio: Christmas Mystery is an invitation to discard what is urgent in order to reflect on what is important. We offer this program to help you immerse in the mystery of Christmas. To feel the creaking snow, the blazing Christmas fire, hear the Christmas carols, smell the fragrant Christmas tree... to think what the Christmas star means to us and how we celebrate our Christmas miracle.

This is a unique program, which is created at the intersection of business, philosophy, and the humanities. The uniqueness of this program is in the experience of outstanding emotions, impressions, thoughts, and conclusions. Every time we create an atmosphere and fill the program in way so that the participants will experience ordinary things in an extraordinary way. The unchangeable pillar of the program is the venue – the monastery. The silence of a monastery helps every participant to reflect on issues of morality, values, responsibility, and trust.

Good Governance



At the end of February 2014, we started thinking how our University could respond to the events in Ukraine. We realized that we lacked a school like Harvard Kennedy School and that we were in need of people capable of shaping public policy in this country. That's how the *Good Governance* program originated. It is essential for us to create a community of people that share similar values and that can stay in touch and support one another. The aim of the program is to equip its participants with a wide range of knowledge and skills that will be relevant to public

servants in the near future.

The program embraced three training modules and offered such courses as "Lustration", "Advocacy and Lobbying", "Institutional Organization of Public Authority", "Collaborative Governance", "Local and Regional Finance", as well as the following decision-making topics: "Leadership and Authority", "Change Management", "Negotiations" and "Adult Learning". The final assignment within the program was to develop an anti-corruption project. The participants analyzed the applicable legal framework, explored the causes and consequences of corrupt behavior in public administration and put forward a specific action plan to combat this phenomenon.

The project "School for Responsible Citizens"

The project aims to create a platform for discussing challenges in the fight against corruption. During project implementation (September 2014 – July 2015), we held the All-Ukrainian Anti-Corruption Forum and Hackathon where we described practical models of how to combat corruption at the local level. We also presented our insights and results in six Ukrainian cities involving professional experts as well as proactive people who are willing to implement the much-needed changes in their communities.

The project was implemented by LvBS with the support of the U.S. Embassy in Ukraine. Anti-Corruption Forum at Lviv Business School

Nearly 200 participants from all over Ukraine took part in the Anti-Corruption Forum and Hackathon as part of the School for Responsible Citizens. For three days, experts, community leaders, civil servants, and entrepreneurs discussed methods of combating corruption in Ukraine and came up with specific models of behaviors for ordinary citizens: how they should act when they are asked for a bribe.

PROJECT "SCHOOL FOR RESPONSIBLE CITIZENS"

Anti-Corruption Forum and Hackathon

