



## The ALBA Social Report

**ALBA Graduate Business School,  
The American College of Greece  
<http://www.alba.acg.edu>**

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**2015-2016-2017**



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« Η προκοπή σας και η μάθησή σας  
να μην γίνει σκεπάρνι μόνο δια το άτομό σας,  
αλλά να κοιτάζει το καλό της κοινότητας,  
και μέσα εις το καλό αυτό ευρίσκεται και το δικό σας.»

Απόσπασμα από το λόγο του Στρατηγού Θ. Κολοκοτρώνη στην Πνύκα, 7 Οκτωβρίου 1838  
Εφημερίδα Αιών, 13 Νοεμβρίου 1838

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“Your prosperity and learning should not be tools used solely for your personal benefit.  
You should use these tools to look after the public good  
and within this [public] good you will find your own prosperity”

Extract from the speech of General Th. Kolokotronis at Pnyka on 7 October 1838  
Published by ‘Aion’ Newspaper on 13 November 1838

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***This report is dedicated to the memory of our beloved colleague  
Dr. Yiota Pastra, who initiated and worked hard  
for all ALBA CSR initiatives and is no longer with us.  
She will always be remembered for her dedication and passion  
to responsible education and social giving...***

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## 1 WELCOME ADDRESS

We would like to welcome you to the Fourth Social Report of ALBA Graduate Business School at The American College of Greece. This report refers to the main activities and developments that took place during 2015, 2016 and 2017. It is different in structure and layout than our previous reports, due to changes that have taken place in the organization of the School, as well as in the organization and implementation of Social Responsibility activities. Many of these changes were initiated in 2011, which was a landmark year at ALBA's history, as it was the year when the School officially entered into a strategic alliance with the American College of Greece (ACG). Some of these developments and relevant plans were discussed in our previous Social Report. The cooperation enables ALBA to continue with its activities, being at the same time an independent and semi-autonomous entity operating within the context of a broader non-state, not-for-profit educational institution with a very long history at Greece.

In 2009, ALBA Graduate Business School formalized its Social Responsibility activities through the formation of a Social Responsibility Committee. In 2013, based on ALBA Social Responsibility scope, activities and plans, we decided to establish the ALBA Center for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S). Gradually, C.E.RE.S activities expanded to actions on sustainability and sustainable development.

Since January 2015, in the framework of the strategic alliance of ALBA Graduate Business School with the American College of Greece (ACG), two members of the C.E.RE.S Committee have also participated in the [ACG Committee for Sustainable Development \(CSD\)](#). This committee aims at coordinating and monitoring strategic decisions and plans related to ACG sustainable development practices for all ACG divisions ie. Pierce, Deree and ALBA. The committee which meets on a regular basis, comprises of representatives from all three ACG divisions. Fellow faculty, administration or staff members and students participate as resource persons at select meetings, as needed.

What needs to be emphasized is that all of the developments and activities are underlined by the key values of the School (phronesis, integrity, creativity, innovation), and aim to serve the School's vision of a more prosperous society for all parties involved, for a business world thriving with activity, innovation and sustainability, for leaders who inspire, aspire and enact.

Our mission is to educate the visionary leaders of tomorrow, hence our academic environment is one caring for and interacting with all stakeholders, nurturing socially responsible leaders and managers, who will be the agents of change for a society where human rights are respected, labor is honored, the environment is protected and corruption is nonexistent.

The rest of this report outlines our rationale, key activities, and plans for the future. We hope that our initiatives both through C.E.RE.S and CSD committees, will help us further support and promote sustainability and social responsibility, relevant research and education, the values of the UN PRME and the values of the UN Global Compact.

We would like to thank all our stakeholders, as well as all those who have contributed to the enrichment and development of the School's Social Responsibility activities, and who have contributed to the preparation and publication of this Social Report. We hope that this social responsibility report meets its aim of transparency and forms the basis for further dialogue with our stakeholders.

The ALBA Social Responsibility Committee:

Ms. Maria Doukaki, Marketing & Communications Director

Ms. Marina Gryllaki, Executive Development Director

Ms. Antonina Kalkavoura, Corporate Affairs Director

Ms. Zoe Kourounakou, International Relations Director

Ms. Stella Mariou, Quality & Accreditations Director

## 2 LETTER FROM THE DEAN

ALBA has been committed to social responsibility values ever since our establishment in 1992. Aspiring to educate the visionary leaders of tomorrow, who will actively contribute to changing and shaping all of society and the business world, ALBA embraces social responsibility principles and values in its operations. Our academic environment is characterized by a set of values that contribute to the ALBA character and culture, such as phronesis, integrity, creativity and innovation.

Our strategic alliance with the American College of Greece that was officially signed in 2011, increases our network of stakeholders, as well as the opportunities to further expand and promote business ethics, social responsibility and social and environmental sustainability. We believe that we can (and should) contribute to social responsibility and sustainability values, activities and awareness by:

- being a catalyst in the understanding and implementation of social responsibility, through
  - knowledge dissemination (education and training),
  - knowledge creation (research) and
  - leading by example (our own culture and practices),
- creating links of cooperation between different social actors.

As with our previous Social Reports, the aim of this Social Report is twofold: (a) to provide information on our engagement with social responsibility initiatives and activities and (b) to provide an opportunity for further interaction with our stakeholders. Both of these aims are not only served through the report but through the creation of the ALBA Centre for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.). We believe that this center has been and will continue to be an important platform for the organization, support and promotion of social responsibility initiatives and activities, as well as for the interaction of different stakeholders.

Taking the opportunity of the Social Report, I would like to restate

- our support to the United Nations Global Compact
- our support to the United Nations Principles for Responsible Management Education
- our commitment to the principles and values of Social Responsibility and
- our commitment to enhancing work and awareness about Social Responsibility .

Prof. Konstantinos Axaroglou  
Dean



### 3 THE ALBA C.E.RE.S. PILLARS AND ACTIVITIES

The enactment of the ALBA C.E.RE.S. scope of activities can be described through five (5) interrelated pillars. Each pillar represents the key operations of the School and points to our interaction with different groups of stakeholders, both nationally and internationally. The pillars are:

**Figure 1: The ALBA C.E.RE.S. Scope of Activities**

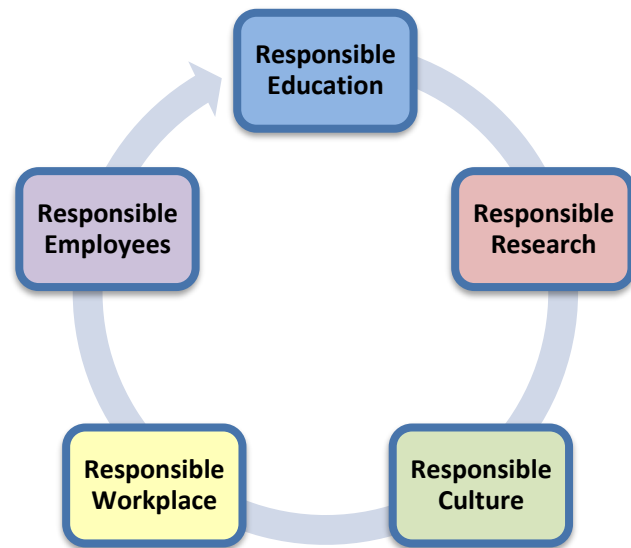
**Responsible Education:** business ethics, social responsibility and sustainability values, topics and practices form an integral part of our educational programs.

**Responsible Research:** both academic and applied research address areas relating to business ethics, social responsibility and sustainability issues.

**Responsible Culture:** provisions through scholarships and open seminars and workshops are available to potential students and other stakeholders.

**Responsible Workplace:** activities are undertaken for the protection of the environment and for catering for employee needs.

**Responsible Employees:** ALBA employees are active in social responsibility activities (such as philanthropy), on a voluntary basis. Employee activities are organized by the Good Citizenship Committee that was initially formed in 2004.



This categorization of our activities enables us to:

- describe, explain, communicate and plan our social responsibility and responsiveness,
- follow a parallel structure with the principles we are committed to serve and promote by being signatories and participants of the UN Principles for Responsible Management Education
- place adequate emphasis on our contribution to sustainable development issues and developments through the nature of its activities, namely knowledge dissemination, knowledge creation and leading by example.

Each of the pillars consists of different sets of activities undertaken by the school depicted in the figure that follows.



Table 1: The ALBA C.E.RE.S.: Overview of Pillars and Activities

Pillars	Components & Activities	Further Details
Responsible Education	• Academic Programs	Sustainability / Ethics & CSR courses in Academic Programs
	• Executive Education	<ul style="list-style-type: none"> <li>• Positive Leadership Series</li> <li>• ALBA Educational CSR Partnership Series</li> <li>• Executive Family Project</li> </ul>
Responsible Research	• Academic Research	CSR related academic research and contributions
	• Applied Research	CSR related applied research projects and events
	• Hubs and Centres: AHEAD, C.E.RE.S.	AHEAD: entrepreneurship, start-ups, small business and family business support, coaching and mentoring CERES: CSR memberships, cooperation, events, training, dissemination; research
Responsible Culture (in alphabetical order)	• Academic Environment	<ul style="list-style-type: none"> <li>• Code of Ethics</li> <li>• Scholarships and Financial Aid</li> </ul>
	• ALBA Library Services	Reading Library for the Public
	• Career & Alumni	Provisions to students and alumni in relation to career development
	• Memberships, Participations & Co-operations (in chronological order)	<ul style="list-style-type: none"> <li>• UN Global Compact &amp; Global Compact Network Hellas (since March 2008)</li> <li>• UN Principles for Responsible Management Education (since December 2009)</li> <li>• The Business in Society Gateway (since spring 2009)</li> <li>• Global Sustain (since 2012)</li> <li>• Hellenic Network for CSR (since 2013)</li> <li>• ACG Committee for Sustainable Development, The American College of Greece (since 2015)</li> <li>• Sustainability Centres Community(2014)</li> </ul>
	• Public Events	<ul style="list-style-type: none"> <li>• ALBA Events Engagement: <ul style="list-style-type: none"> <li>○ ALBA Organized Events</li> <li>○ Co-organized Events</li> <li>○ Participation in Events</li> <li>○ Events Under the Scientific Co-ordination of ALBA</li> </ul> </li> </ul>
	• Publicity, Dissemination & Communication	<ul style="list-style-type: none"> <li>• Participation in CSR Events</li> <li>• In the Press</li> <li>• Social Media &amp; Website on Social Responsibility</li> </ul>
Responsible Workplace	• Safety	
	• Environmental Sustainability	<ul style="list-style-type: none"> <li>• Recycling</li> <li>• The IT Department &amp; Paperless Work</li> </ul>
	• Human Resources	<ul style="list-style-type: none"> <li>• Provisions</li> <li>• Events &amp; Seminars</li> </ul>
Responsible Employees (Volunteerism)	<ul style="list-style-type: none"> <li>• Community Involvement</li> <li>• Philanthropy</li> </ul>	<ul style="list-style-type: none"> <li>• Cooperation with NGOs</li> <li>• Good Citizenship initiatives</li> </ul>

#### 4 COMMITMENT THROUGH PARTICIPATIONS, MEMBERSHIPS AND CO-OPERATION

Our commitment to social responsibility is further demonstrated through the **participation, membership and cooperation of the school with key organizations** that promote, enhance and facilitate social responsibility. In particular, ALBA is

- An academic participant of the **United Nations Global Compact (UNGC)** and the **Global Compact Network Hellas**, since March 2008
- The first Greek Business School that has become a participant of the United Nations **Principles for Responsible Management Education (PRME)**, since December 2009
- Listed in the **Business in Society Gateway** Directory, since spring 2009.
- Member of **Global Sustain** (previously EuroCharity), since 2012
- Cooperating with **Hellenic Network for Corporate Social Responsibility** on specific activities outlined in 2013



During 2014, we extended our participations and co-operations by becoming a member of the **Sustainability Centres Community**, a community of Business Schools' Sustainability/Social Responsibility Centres organized and hosted by Ivey Business School

#### 5 COMMITMENT THROUGH REPORTING

A fundamental requirement for our continued participation in the UN PRME is the publication of a Social Report. We have published three Social Reports. The Social Reports refer to calendar years. In particular, we have published:

1. The ALBA Social Report 2009
2. The ALBA Social Report 2010-2011-2012
3. The ALBA Social Report 2012-2013-2014
4. The ALBA Social Report 2015-2016-2017

All Social Reports become publicly available by being uploaded on the ALBA website, the UN PRME and the UN GC sites.

Moreover, the ALBA Social Responsibility activities and updates are reported in the ALBA General Assembly report, since 2008.

## 6 KEY DEVELOPMENTS, YEARS 2015-2016-2017

The table that follows provides key activities and related metrics when available for the Years 2015-2017. It is not to an exhaustive list of the activities and initiatives undertaken. It rather focuses on the most important ones.

The project of identifying, developing and using key performance indicators is work-in-progress.

**Table 2: The ALBA C.E.RE.S. Pillars, Activities and Developments, 2015-2016-2017**

Pillars	Components & Activities	Developments (2015-2016-2017)
Responsible Education	Academic Programs	<ul style="list-style-type: none"> <li>• The course “Business Ethics &amp; Corporate Social Responsibility” is a core course in the majority of ALBA programs.</li> <li>• The Executive MBA also includes a course on “Sustainability” taught by Dr. George Serafeim (Dr. Serafeim is the Jakurski Family Associate Professor of Business Administration at Harvard Business School) and a course on “The Ethical Organization”.</li> <li>• The MSc in Tourism includes the core course «Sustainability in Tourism».</li> <li>• ALBA Graduate Business School has been invited to be an “Incentive Provider” of the “Green Award” initiative. The Green Award Foundation is an independent quality assurance organization that certifies shipping companies and vessels that go beyond the industry standards in terms of safety, quality and the environmental performance. Companies which support this initiative receive a 10% scholarship for their executives interested in participating in our MBA in Shipping program. It’s worth noticing that ALBA is the <b>first Academic Institution to be named a Green Award Incentive Provider</b> (<a href="http://www.greenaward.org/greenaward/679-green-award-welcomes-alba-graduate-business-school-deree-american-college-of-greece.html">http://www.greenaward.org/greenaward/679-green-award-welcomes-alba-graduate-business-school-deree-american-college-of-greece.html</a>).</li> <li>• In 2016 the Team Building/Orientation event for the ALBA MBA and the MBA in Shipping students was set upon a different approach, which allowed them to bond and at the same time offer to others. ALBA’s wish was to celebrate the efforts of Medecins Sans Frontiers (MSF) in Greece and offer them a party lunch created with care by some of the brightest MBA students in the country. MSF members shared with our students invaluable experiences from their difficult everyday life, while the students cooked and served a delicious meal to guests, as a minimal token of gratitude for their tremendous work. The event brought together members from all parts of the MSF teams, administrators, medical staff and technicians. Through this act, and according to its values, ALBA wanted to</li> </ul>

Pillars	Components & Activities	Developments (2015-2016-2017)
		<p>infuse the values of social contribution, volunteering and well as appreciation.</p> <ul style="list-style-type: none"> <li>The 2017 team building was organized in cooperation with <b>ActionAid Hellas</b> and it was a great opportunity to instill the sense of responsibility to our new students. We invited ActionAid and their facilitators to play with our students the ‘Greatest Game Against Poverty, a game designed by ActionAid Hellas and inspired by the board game "Snake &amp; Ladder". It was a very powerful experience which triggered stimuli, emotions and deeper thoughts. By the end of the game our new students were overwhelmed and at the same time impressed by the amazing work of ActionAid (<a href="http://www.Alba.acg.edu/about-Alba/news-and-events/news/mba-induction-day-2017/">http://www.Alba.acg.edu/about-Alba/news-and-events/news/mba-induction-day-2017/</a>).</li> <li>As from 2016 we tried to attract FCP (Field Consulting Projects) proposals from non-governmental organizations, so as to expose our students to their philosophy, activities and concerns. We received two proposals (one from ActionAid and one from K.E.Θ.E.A, Therapy Center for Dependent Individuals), the second of which was implemented by an MBA student team.</li> </ul>
	<b>Executive Education</b>	<p>ALBA’s Executive Development department offered a seminar in «Digital Marketing» addressed in NGO executives, in cooperation with Socialab. The seminar had a duration of 16 hours, was free of charge and was attended by 34 executives from the following NGOs in Greece:</p> <ul style="list-style-type: none"> <li>Boroume Saving Food - Saving Lives</li> <li>WWF GREECE</li> <li>Bodossaki Foundation</li> <li>Médecins Sans Frontières Greece</li> <li>United Nations High Commissioner for Refugees – UNHCR</li> <li>ActionAid Hellas</li> <li>Volunteer4Greece</li> <li>Morfotiko Culture Club</li> <li>Therapy Center For Dependent Individuals (KETHEA)</li> </ul> <p>Continuation of Positive Leadership Series Continuation of ALBA Educational CSR Partnership Series Continuation of Executive Family Project</p> <p>Organization of one-day event: ALBA CSR Executive Development Initiatives:</p> <p>- “360 Trust Conference: Tracing and Renewing the Cycle of Trust», with the purpose of sharing and exchanging knowledge in matters concerning Confidence in Organization and Society. After ALBA’s</p>

Pillars	Components & Activities	Developments (2015-2016-2017)
		<p>encouragement, instead of participation fee, the participants gave donations to the following NGOs that were represented at the event: Omada Aigaiou, Medecins Sans Frontiers &amp; ActionAid</p> <p>During 2015, ALBA's executive development department donated meals from its seminars to the NGO "Boroume", as a result more than 110 meals were provided to homeless people.</p>
Responsible Research	Applied / Academic	<p><u>Academic Research:</u> Release of six new international publications during 2016-2017 in high-profile academic journals.</p> <p><u>Applied Research:</u> Applied research consists of six new and ongoing projects regarding CSR and one public event.</p> <p>During 2017 in particular, ALBA's Applied Research &amp; Innovation department initiated two new research projects:</p> <p>a) «FABUSS» - Family BUiness Successful Succession. This project aims at the development of educational tools for improving the key competences needed for family business professionals, in order to ensure a successful succession between generations.</p> <p>β) «Countering Islamophobia Through the Development of Best Practice». The aim of this project is the development of an educational toolkit at European level, against Islamophobia.</p> <p>Moreover, ALBA continues to run the annual survey "Recruitment Confidence Index" which maps the trends of the Greek labor market. This survey is ran exclusively by ALBA's means and its results are published in Greek media and presented at a special event of ALBA.</p>
Responsible Culture	Scholarships/ Financial Aid	<ul style="list-style-type: none"> <li>• Total amount of scholarships / financial aid we offered during 2015: €1,005,000</li> <li>• Total amount of scholarships / financial aid we offered during 2016: €1,186,567</li> <li>• Total amount of scholarships / financial aid we offered during 2017: €1,051,183</li> </ul>
	Public Events/Seminars	<p>In 2015 an interactive workshop with the title: "Social Responsibility: Generosity vs authenticity" was organized, where HR professionals exchanged views and experiences for the development of volunteerism at the Greek companies. The workshop was organized in the context of the yearly event of Recruitment Confidence Index.</p>

Pillars	Components & Activities	Developments (2015-2016-2017)
Responsible Culture		<p>In 2016 the ALBA Hub for Entrepreneurship and Development delivered several open and free entrepreneurship workshops relevant to different population groups. Highlights include:</p> <ul style="list-style-type: none"> <li>• Two 5 week long Entrepreneurship workshops in Athens for entry level entrepreneurs. These workshops are built around 10 classes that reflect all necessary elements to analyze and test a business idea. 50 participants took part in these workshops.</li> <li>• A full day workshop on entrepreneurship for 29 High School students in Heraklion, Crete. The workshop hosted 6 teams from local schools and their professors, and was organized in cooperation with the Heraklion Chamber of Commerce and Industry. The students identified an entrepreneurial idea in the morning and presented to a panel of judges a plan in the afternoon.</li> <li>• A three day workshop for 25 aspiring and active entrepreneurs in Heraklion, Crete. Participants registered for an intensive business modelling workshop that aimed at team work, networking and experiential learning. The workshop focused on idea validation and product market fit with intensive customer discovery actions.</li> <li>• Two evening sessions for Family Business members for more than 120 participants, focusing on how families can combine tradition with innovation to increase their business' competitiveness. The sessions dealt with the specific market sectors of wine making and publishing.</li> </ul> <p>In the framework of the Recruitment Confidence Index annual survey from the Applied Research Dept., an open event was organized on "Brain Drain: Talent Management, Talent Retention". Many HR executives had the chance to be exposed in ways to retain their and to better motivate their company's employees.</p> <p>In 2017, AHEAD - The ALBA Hub for Entrepreneurship and Development organized, without participation fee, the following events:</p> <ul style="list-style-type: none"> <li>• Two workshops for new entrepreneurs, where the participants had the opportunity to get trained in solutions for analyzing and building a business idea. These workshops took place in Athens with 45 participants.</li> <li>• One workshop for 27 high-school students, in Heraklion, Crete, under the auspices of the Commercial and Industrial Chamber of Crete. In this workshop, groups of students tried to structure and present a business idea in front of an evaluation committee.</li> </ul>

Pillars	Components & Activities	Developments (2015-2016-2017)
	<p><b>NGO Hosting and Social Contributions</b></p>	<ul style="list-style-type: none"> <li>• ALBA offered its premises and helped in promoting three bazars from the NGOs “The Child’s Smile” (September and December 2016) and “Ergastiri” (September 2016).</li> <li>• In September 2016, in parallel with the above bazars, an open event was organized <b>“Multiple Intelligence – A valuable tool for children, parents and educators”</b>. <b>Dr. Alexandros Pantazidis</b>, Biologist at Leontio High School, presented the multiple ways of learning for children.</li> <li>• “Boroume” is an NGO with the goal to reduce food waste and to increase food donations to charities and their beneficiaries using the easiest, fastest and most immediate way. At ALBA we make sure to cooperate with “Boroume” to collect the food left- if any- from our open events, conferences and Executive Seminars. It is a priority for us and we are very happy and honored to help them achieve their mission, fighting food waste. We also make sure to cooperate with catering companies that also work alongside with “Boroume”</li> <li>• Ms. Maria Moragianis, ALBA Career &amp; Alumni Office Director, is a volunteer mentor for Aelia, offering career consulting to young professionals. Aelia (<a href="#">ΑΕΛΙΑ-Επλήσια ΗΩΣ</a>) is a not for profit organization that provides career support to young professionals living on the Greek islands.</li> <li>• Students of MSc in Tourism Management collected money during their Christmas party. Money were used to buy food for the day center for refugee families Caritas.</li> <li>• In 2017, ALBA hosted in its premises actions and meetings with NGOs such as: volunteer meetings of the NGO “Make a Wish”, interviews and info-sessions of Medecins sans Frontiers, a three-day experiential seminar by AMAKA and Mercy Corps in the context of art therapy program Art Emergency and the seminar / ideathon of the global volunteering community <i>συνπραξίς</i>.</li> <li>• ALBA provided at the entrance of its building a donation box on behalf of Medecins sans Frontiers until February 2017.</li> <li>• After the initiative of the Professor Evi Baralou, ALBA collected clothing and sanitary items for the NGO KARITAS (Program for Refugees in Athens).</li> <li>• Offering of baby food/napkins and medicine to the Metropolitan Community Clinic at Helliniko.</li> </ul>
<p><b>Responsible Workplace</b></p>	<p><b>Environmental Sustainability</b></p>	<p>Recycling: ongoing (batteries, paper, can, glass, toner)</p> <p>The IT Department &amp; Paperless Work (ongoing)</p>

Pillars	Components & Activities	Developments (2015-2016-2017)
Responsible Workplace	Human Resources	Provisions: ongoing, including private health insurance, additional paid holidays, employee scholarships, continuous development and training of the staff
Responsible Employees	Volunteerism	The ALBA employees' volunteerism and philanthropy is on-going throughout the year through the GoodCitizenship Committee. This initiative started in 2004 and has been running regularly with recurring activities. Each year, we are offering basic goods to almost ten (10) families, and provide ongoing support and goods to various Social Solidarity Initiatives/Organizations, such as Medecins sans Frontiers. The provisions provided to families and/or organizations are always in kind and the Committee is responsible for delivering them to the relevant NGOs.

Furthermore, the Alba Graduate Business School and The American College of Greece have fully embraced the vision of a sustainable learning community, which is based on collaboration, integration and interconnectedness within the Colleges, and between the Colleges and the local community.

In recognition of the sustainability practices implemented during the last two academic years (2016-2017), ACG (Deree College & Alba Graduate Business School) has been just awarded with the **STARS SILVER Rating** from the "Association for the Advancement of Sustainability in Higher Education" (**AASHE**). STARS is a voluntary, self-reporting framework designed for colleges and universities worldwide, in order for them to measure their sustainability performance, in the areas of **Education, Research, Operations, Environment, Planning, Administration, as well as Community Engagement**.

The first ACG STARS report was submitted in December 2015 and resulted in a Bronze Rating. Since then, a lot has been accomplished. Just to name a few important developments, ACG: a) monitored and inventoried Green House Gas emissions for the first time, b) enhanced the sustainability dimension of offered courses' learning outcomes, c) established the position of Sustainability Manager, d) revised its purchasing policy to address environmental and social concerns and e) extended its social impact through a variety of socially responsible initiatives.

The positive result reflects a collective effort and implementation of best practices by all ACG schools. The commitment, engagement and contribution of all key stakeholders -students, faculty, staff, administrators and business partners- has been essential.

## 7 ADHERENCE AND SUPPORT TO THE UNITED NATIONS PRINCIPLES

The purpose of this section is to bridge the United Nations Principles with the ALBA Social Responsibility activities. To achieve this purpose the section refers to three groups of United Nations Principles, namely the Principles for Responsible Management Education, the United Nations Global Compact Areas of Academic Participation and the United Nations Global Compact Principles. Each of the three subsections that follow addresses each of the three groups of principles. The principles are stated and an indication of that part of the report referring to those principles is indicated.



## 7.1 The United Nations Principles For Responsible Management Education: The Six (6) Principles

ALBA has been supporting and acting on all six (6) principles. Plans for the future make sure that further activities will be undertaken by the school.

**Table 3: UN PRME Principles and ALBA Activities**

	<b>Principles:</b>		<b>Report Page No.</b>
		As institutions of higher learning involved in the education of current and future managers we are voluntarily committed to engaging in a continuous process of improvement of the following Principles and their application, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions:	5-7
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.	8-16
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.	8-16
3	Method	We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.	8-16
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.	8-16
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.	8-16
6	Dialogue	We will facilitate and support dialogue 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.	8-16
		We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.	5-7

## 7.2 The United Nations Global Compact (UNGC) Academic Participation: The Five (5) Areas

ALBA has been active in most of the five areas. Further activities have been planned for the future, in order to further enhance our Academic Participation.

**Table 4: UN Global Compact Academic Participation Action Areas and ALBA Activities**

	<b><i>Five Areas of Action:</i></b>	<b><i>Report Page No.</i></b>
1	Conduct applied research and thought leadership to advance best practices.	8-16
2	Promote the UN Global Compact <a href="#">Ten Principles</a> and educate a variety of audiences about sustainability.	8-16
3	Support UN Global Compact business participants in implementing and reporting on their sustainability efforts.	Indirect support
4	Lend capacity to <a href="#">Global Compact Local Networks</a> and/or the UN Global Compact in New York.	
5	Join the <a href="#">Principles for Responsible Management Education (PRME)</a> for more information.	√

### 7.3 The United Nations Global Compact (UNGC): The Ten (10) Principles

Although ALBA fully supports, embraces and promotes the ten (10) principles of the United Nations Global Compact, no explicit references or measurement (using the Global Reporting Initiative indices) is undertaken in the context of this report, as the report mainly focuses on the Principles and Areas relevant to non-profit academic institutions.

**Table 5: UN Global Compact Principles and ALBA Activities**

			<b><i>Principles:</i></b>	<b><i>Declaration</i></b>
Human Rights	Principle	1	Protection of Human Rights	ALBA Graduate Business School, The American College of Greece, fully adheres to, supports and promotes the ten (10) Principles of the United Nations Global Compact
Human Rights	Principle	2	Complicity in Human Rights Abuses	
Labour	Principle	3	Freedom of Association and Collective Bargaining	
Labour	Principle	4	Forced and Compulsory Labor	
Labour	Principle	5	Child Labour	
Labour	Principle	6	Discrimination	
Environment	Principle	7	Precautionary Approach	
Environment	Principle	8	Environmental Responsibility	
Environment	Principle	9	Environmental Friendly Technologies	
Anti-Corruption	Principle	10	Corruption	

## 8 CONCLUDING REMARKS AND PLANS FOR THE FUTURE

In concluding our Fourth Social Report, we would like to restate our commitment to further enhancing our Social Responsibility involvement, as well as our dialogue and engagement with our stakeholders.

Our plans for the future include:

- To further enhance, measure and report the ALBA Business Ethics, Social Responsibility and Sustainability Initiatives, as outlined by our five (5) pillars
- To enhance and promote Business Ethics, Social Responsibility and Sustainability to the Business Community and Society at large, by organizing events and activities
- To further engage with other key stakeholders and key organizations for the enhancement of Business Ethics, Social Responsibility and Sustainability, nationally and internationally
- To provide the platform for the creation and utilization of active, national and international networks of key stakeholders
- To further develop training platforms, educational programs and modules on Business Ethics, Social Responsibility and Sustainability
- To undertake and contribute to theoretical and applied research on Business Ethics, Social Responsibility and Sustainability related topics

These activities will help ALBA enhance its support, promotion and innovation relating to Social Responsibility and serve the United Nations Principles for Responsible Management Education, as well as our academic participation in the United Nations Global Compact.

For further information, please visit our website at <http://www.alba.acg.edu/about-alba/sustainability-social-responsibility/> and /or e-mail us at [SocialResponsibility@alba.acg.edu](mailto:SocialResponsibility@alba.acg.edu)

## 9 REFERENCES

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**For more Information about the  
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