



## The Alba Social Report

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

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**2018-2019**



WE SUPPORT

**PRME**

Principles for Responsible  
Management Education

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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 κοινότητος,  
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 fifth Social Report of Alba Graduate Business School, The American College of Greece. This report refers to the main activities and developments that took place during 2018-2019.

In 2009, Alba Graduate Business School (Alba) 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, namely 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.

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:

Dr. Pavlos Vlahos, Associate Professor of Marketing

Ms. Maria Doukaki, Marketing & Communications Director

Ms. Marina Gryllaki, Executive Development Director

Ms. Antonina Kalkavoura, Corporate Affairs Director

Ms. Zoe Kourounakou, International Office Director

Ms. Stella Mariou, Quality & Accreditations Director

Ms. Lila Efstathiadi, Academic Programs 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	Alba Library donations to other Libraries
	• 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>• Network for Business Sustainability (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>
	• Environmental Sustainability	<ul style="list-style-type: none"> <li>• Recycling</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 **Network for Business Sustainability**, 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
5. The Alba Social Report 2018-2019

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 2018-2019

The table that follows provides key activities and related metrics when available for the Years 2018-2019. It is not to an exhaustive list of the activities and initiatives undertaken. It rather focuses on the most important ones.

**Table 2: The Alba C.E.RE.S. Pillars, Activities and Developments, 2018-2019**

Pillars	Components & Activities	Developments 2018-2019
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 the Alba Academic Programs.</li> <li>• The Executive MBA also includes a course on “Sustainability” and a course on “The Ethical Organization”.</li> <li>• The MSc in Tourism includes the core course «Sustainability in Tourism».</li> <li>• To further involve our MBA students with Social Responsibility and Social Entrepreneurship concepts, we have managed to attract proposals from non-governmental organizations (NGOs), which have been structured to business projects in the framework of the capstone course “Field Consulting Project”, offered in the last term of the program.</li> <li>• The team building (induction) events for our MBA and MBA in Shipping programs are organized in cooperation with NGOs in our effort to expose and involve our students to these organizations mission and activities. In 2018, 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</li> </ul>

Pillars	Components & Activities	Developments 2018-2019
		<p>teams, administrators, medical staff and technicians. Through this act, and according to its values, Alba wanted to infuse the values of social contribution, volunteering and well as appreciation.</p> <ul style="list-style-type: none"> <li>In 2019, we transformed our MBA induction event, from a simple team building to an opportunity to give back to society. New class came together to build “soap-boxes” cars. During this truly fun and creative experience, teams were asked to design, build and decorate their car. To continue their journey, the 8 car had to pass the final test, which was a “speed &amp; accuracy race” for all crews. Time, accurate steering, safety, proper construction and “aerodynamic” decoration played an important role in the final test! All 8 cars developed through this initiative, were donated to the SOS Children’s Village at Vari, in the presence of Mr. George Protopapas, General Manager of SOS Children’s Villages who after the race, informed the students on the Organization’s aims and values and wholehearted thanked them for their donation.</li> </ul>
	<p><b>Executive Education</b></p>	<p><b><u>Alba – SEV Learning Series 2019</u></b></p> <p>Alba and <a href="#">SEV (The Hellenic Federation of Enterprises)</a>, join forces with a new learning initiative that aims to add value to the business community and to empower human capital in Greece with cutting -edge knowledge and contemporary competencies in order to effectively lead themselves, their teams and their organizations through contemporary challenges, towards growth.</p> <p>Through a series of executive seminars, sponsored by SEV and addressed exclusively to SEV corporate members, participants will have the opportunity to attend learning sessions that address contemporary trends, priorities and challenges and that blend academic excellence with business relevance.</p> <p>The learning initiatives are designed for executives across seniority levels, functions and industry sectors, with a special focus on the learning needs and aspirations of middle level executives that wish to address their management challenges and leadership transitions in the era of disruption.</p> <p><i>The seminar fees are sponsored by SEV. A nominal registration fee to be covered by participants becomes a donation to specific NGO.</i></p>
<p><b>Responsible Research</b></p>	<p><b>Applied / Academic</b></p>	<p><b><u>Academic Research:</u></b></p> <p><b>a) Publications 2018-2019</b></p> <p>1) Voliotis, S., &amp; <b>Vlachos, P.A.</b>, (2019, Invited) “Corporate social responsibility, causal attributions and country’s legal origin,” In</p>

Pillars	Components & Activities	Developments 2018-2019
		<p>Leonidou, L., Katsikeas, K., Samie, S., &amp; Leonidou, C. (Eds.), <b><u>Socially-responsible international business: Critical issues and the way forward</u></b>, Edward Elgar: UK.</p> <ol style="list-style-type: none"> <li>2) Kassinis, G. I., Kay, A. A., Papagiannakis, G., &amp; Vlachos, P. (2019, July). Corporate Social Hypocrisy and Firm Sales. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 14467). Briarcliff Manor, NY 10510: Academy of Management.</li> <li>3) Kay, A., Charles-Masters, T., <b><u>Vlachos, P.A.</u></b>, Reb, J. (2019, July), Mindfulness Heightens Moral Emotions Yet Lowers Punishment of Corporate Deviance. In Academy of Management Proceedings (Vol. 2019, No. 1, p. 16102). Briarcliff Manor, NY 10510: Academy of Management.</li> <li>4) Tasoulis, K., <b><u>Vlachos, P.A.</u></b>, Kay, A. (2019; June). Who cares about corporate social responsibility? An organizational justice perspective. In European Academy of Management Proceedings.</li> </ol> <p><b><u>Working Papers:</u></b></p> <ol style="list-style-type: none"> <li>1) Bachrach, D.G., <b><u>Vlachos, P.A.</u></b>, Irwin, K., Morgeson, F. Does how firms invest in CSR matter? An attributional model of how job seekers react to configurational variation in CSR. (first two authors equally contributed)</li> <li>2) Avramidis, P., Panagopoulos, N., <b><u>Vlachos, P.A.</u></b> “Investing in Data Privacy? Lay Low and Follow the Crowd (equal contribution)</li> <li>3) Kassinis, G., Kay, A., Papagiannakis, G., <b><u>Vlachos, P.A.</u></b> Can Stigmatized Firms Get Away with Integrity Failures?</li> <li>4) <b><u>Vlachos, P.A.</u></b>, Avramidis, P., Lounsbury, M., Koritos, C., &amp; Petmezas, D. Great expectations: Institutional Logics and the Evaluation of Corporate Social Responsibility.</li> <li>5) Kay, A., Charles, T., <b><u>Vlachos, P.A.</u></b>, Reb, J. A quiet storm: Mindfulness amplifies negative moral emotions yet muffles punitive responses towards corporate deviants.</li> <li>6) <b><u>Vlachos, P.A.</u></b>, Bachrach, D.G., Morgeson, F. A Stage Attributional Model of Employees’ Reactions to CSR events.</li> <li>7) Tasoulis, K., <b><u>Vlachos, P.A.</u></b>, Kay, A., Farndale, E. Who cares about corporate social responsibility? An organizational justice perspective.</li> <li>8) Kassinis, G., Kay, A., Papagiannakis, G., <b><u>Vlachos, P.A.</u></b> Speak softly and carry a big stick: CSR actions speak louder than words? (equal contribution)</li> </ol> <p><b><u>Applied Research:</u></b></p> <p>Applied research consists of new and ongoing projects regarding CSR and sustainability for years 2018-2019 as given below:</p>

Pillars	Components & Activities	Developments 2018-2019
		<p>a) <b>«FABUSS» - Family Business Successful Succession.</b> 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>b) <b>«Countering Islamophobia Through the Development of Best Practice».</b> The aim of this project is the development of an educational toolkit at European level, against Islamophobia.</p> <p>c) <b>The GO Functional Improvement &amp; Tourism (GO FIT)</b> project addresses the gap in learning programs between HEI's exercise and health experts, with both educational and clinical expertise, in collaboration with tourism manager's specialists. So, the GO FIT project is designed to develop a new learning program, a web platform and a multimedia application with transdisciplinary approach for exercise, health and tourism, in order for the experts/educators/trainers to achieve relevant and high quality skills and competences in designing the appropriate program for tourists and helping them to adopt a new healthy lifestyle.</p> <p>d) <b>PAINLESS - Energy-autonomous portable access points for infrastructure-less network.</b> PAINLESS was launched in 2018 with the visionary aim to establish a training and research platform to pioneer green, energy-autonomous portable network nodes which are self-subsistent and limitlessly-scalable, to satisfy future demands with minimal infrastructure. PAINLESS relates to H2020-MSCA with a vision to produce the first generation of experts in a radically new wave of energy autonomous networks that will revolutionize the wireless networking technology landscape and the plethora of associated vertical business sectors.</p> <p>e) The <b>“Reskilling &amp; Upskilling for your Business &amp; your HR Function”</b> survey was conducted by Alba Graduate Business School in 2019, on behalf of Greek People Management Association (GPMA) and with the support of the Association of Chief Executives Officers (EASE). This survey's goal was to map the landscape of the reskilling and upskilling policies and practices used by companies and organizations operating in Greece. The survey was implemented through a tailor made questionnaire addressed to top management executives and HR function professionals.</p> <p>Moreover, Alba continues to run the annual survey <b>“Recruitment Confidence Index”</b> which maps the trends of the Greek labor market. It is estimated that RCI has collected more than 2,000 unique answers during the 11 years of its</p>

Pillars	Components & Activities	Developments 2018-2019
		<p>existence in Greece, involving HR executives from all business sectors either private or public.</p> <p>It also receives important publicity in specialized and general press (political and financial national newspapers, labor market and HR community magazines, websites, etc.). The results are constantly used by national institutions (ministries and general secretariats, research centers, consultants) and international bodies (delegations of international institutions to Greece) for the production of national reports related to the condition of the Greek labor market.</p> <p>Furthermore, the HR executives deeply appreciate their participation at the annual RCI event, where they have the chance to network, exchange opinions on current market trends and be exposed on the most recent research on HR and other issues.</p>
Responsible Culture	Scholarships/ Financial Aid	<ul style="list-style-type: none"> <li>• Total amount of scholarships / financial aid we offered in academic year 2017-2018: €1,117,265</li> <li>• Total amount of scholarships / financial aid we offered in academic year 2018-2019: €1,170,949</li> </ul>
Responsible Culture	Public Events/Seminars	<p><b><i>The Alba Leading Scholars Series Events:</i></b></p> <p>These are open annual events where distinguished Alba professors (either resident and/or visiting faculty) present on current work in progress in various business fields. For the last two years, the following events have taken place:</p> <ul style="list-style-type: none"> <li>• 18.12.2017: Dr. Peter Cappelli from Wharton on “Agile Project Management in the era of the Agile Revolution”</li> <li>• 03.06.2019: Dr. Michael Jacobides from LBS on “Competing in a world of digital ecosystems”</li> </ul> <p>Both events attracted about 80 people each, while their theme was taken from working papers of both professors, which were published a few months later at Harvard Business Review and were sent to those having attended the events. Our audience was the first to hear about the subjects under research.</p> <p><b><i>The SEV Center of Excellence in Creative Leadership</i></b></p> <p>The SEV Center of Excellence in Creative Leadership (SEV CECL) was established in July 2018 at Alba Graduate Business School thanks to the founding donation of <a href="#">SEV (The Hellenic Federation of Enterprises)</a>. Through its world-class research and stimulating dissemination, the SEV CECL aspires to be <b>a force of excellence</b> that will spread the values and practices of creative</p>

Pillars	Components & Activities	Developments 2018-2019
		<p>leadership in the Greek society and the rest of the world. <b>Its mission</b> is to advance the generation and dissemination of cutting-edge knowledge about creative forms of leading in the third and fourth decades of the 21st century. The SEV Center of Excellence holds an annual series of <b>stimulating discussions</b> with distinguished researchers and scholars in order to disseminate to students, executives, and the larger society cutting-edge and management-relevant knowledge about creativity and leadership. During 2019, the following (open to the public) events have taken place in the framework of this center:</p> <ul style="list-style-type: none"> <li>• <b>March 22, 2019, "Creativity and Aesthetics: The Case of Michelin-starred Chefs"</b> by <b>Dr Marc Stierand</b>, Associate Professor of Service Management &amp; Director of the Institute of Business Creativity at Ecole Hôtelière de Lausanne, HESSO/University of Applied Sciences Western Switzerland.</li> <li>• <b>April 12, 2019, Outreach and Creativity: Libraries, Archives, and Museums</b> by <b>Dr. Maria Georgopoulou</b>, Director of the Gennadius Library, American School of Classical Studies at Athens.</li> <li>• <b>May 23, 2019, Prudence and Creativity: An Odd Pair?</b> by <b>Dr Haridimos Tsoukas</b>, The Columbia Ship Management Professor of Strategic Management, Department of Business and Public Administration, University of Cyprus &amp; Distinguished Research Environment Professor of Organization Behavior, Warwick Business School, University of Warwick, UK</li> <li>• <b>September 26, 2019, Strategy in times of digital change: simple rules and impromptu action</b> by <b>Dr. Kyriakos Kyriakopoulos</b>, Professor of Strategy and Marketing, Alba Graduate Business School, The American College of Greece</li> <li>• <b>October 23, 2019, Leading the digital transformation"</b> by <b>Dr. Gianvito Lanzolla</b>, Professor of Strategy, Cass Business School, City, University of London.</li> </ul> <p><b><i>The Alba Hub of Entrepreneurship and Development (AHEAD) initiatives/seminars:</i></b></p> <ul style="list-style-type: none"> <li>• <b>Venture Garden</b></li> </ul> <p>VentureGarden is a free of charge outreach program that supports entrepreneurs through training, mentoring and capacity building. It serves its motto "Helping People Grow Ideas" by building a strong community of participants. VentureGarden offers training for 1.5 months and then mentoring for up to 4 months. It also implements the GreenHouse events in rural areas to address local needs in entrepreneurship training and celebration. In 2018, VentureGarden in Athens delivered two Rounds and supported 50</p>



Pillars	Components & Activities	Developments 2018-2019
		<p>entrepreneurs. It held two three-day GreenHouse events, in Patras and Chalkida, reaching out to 45 participants. In 2019, VentureGarden in Athens delivered two Rounds and welcomed 42 entrepreneurs. VentureGarden expanded also to the city of Heraklion in Crete and delivered one Round with 20 participants. It held two extended five-day GreenHouse events in Sparti and Chios that trained 43 local entrepreneurs, while it held special social entrepreneurship sessions for high school students and hands on workshops for small business owners.</p> <ul style="list-style-type: none"> <li> <b>Craft Your Business</b>            Craft your Business is a project implement by Alba Graduate Business School, The American College of Greece and aims at training and empowering refugee entrepreneurs. It is part of a wider program managed by the International Rescue Committee (IRC) in several countries that focuses on helping refugees earn their own income. It is powered by the Citi Foundation and, therefore, free of charge for the participants. The project started in September 2019 and Alba will offer training and personalized entrepreneurship coaching to 80 entrepreneurs until July 2020. Training consists of 10 sessions (from idea to product). Each participant will receive 3 hours of coaching. Ten participants that will be selected by an independent panel will receive a micro-grant offered by IRC and extended entrepreneurship and technical coaching by Alba.         </li> </ul>
	<b>NGO Hosting and other Social Contributions</b>	<ul style="list-style-type: none"> <li>Alba offered its premises and helped in promoting three bazars from the NGOs “The Child’s Smile”, “Doctors of the world” and “Ergastiri” during 2018-2019.</li> <li>In 2018 Alba hosted some training sessions and an internal workshop of the Médecins Sans Frontières, organized by their Brussels Office.</li> </ul>
<b>Responsible Workplace</b>	<b>Environmental Sustainability</b>	<p>Activities are undertaken for the protection of the environment during the day-to-day operations of the organization (for example, paper, can glass, toner, plastic caps and batteries recycling). Wasted paper ends up to the Municipality of Athens recycling bins for further processing, used toners and batteries are offered to specific organizations, which make sure of recycling them, while the plastic caps are given to another Municipality of west Attica who recycles them and offers wheel chairs to people with special needs.</p> <p>As of January 2018, new recycling and residual waste bins have been placed at the Alba campus at two main meeting points (main building at Xenias Str. and the Sinopsis Str. building). Shortly after, the ACG Waste Reduction &amp; Recycling</p>

Pillars	Components & Activities	Developments 2018-2019
		<p>Campaign was launched, as our Institution is working towards sustainable campus practices and solutions! Limiting waste and fostering reuse are at the core of sustainable practices. The design of the new bins includes informative visual stickers that signal which material goes where.</p>
	<p><b>Human Resources</b></p>	<p>Provisions: ongoing, including private health insurance, additional paid holidays, employee scholarships, continuous development and training of the staff.</p> <p><b><i>Highlights of additional activities for 2018-2019 include also the following:</i></b></p> <p><b>Workshops on Cultural Diversity</b>                      In our increasingly multicultural society, more diversity exists in the student body, staff, and faculty at higher education institutions worldwide. Racism and ethnocentrism shape the experiences of members of the American College of Greece community, particularly those members who are identified as people of color, international students, immigrants, even people with different lifestyles. Engaging one another in conversations about these critical topics is essential in cross-cultural understanding and supporting positive social change.</p> <p>In September 2018, the Institution organized Workshops on Cultural Diversity, addressing staff and faculty of all ACG divisions (Pierce, Deree, Alba). Through this experiential learning process and facilitated group dialogue, we had a deep understanding of how racism and ethnocentrism are learned and maintained. We worked to unearth our own implicit biases, and we explored ways to make the implicit more explicit. We also gained tools, language, and practice, in effectively and compassionately interrupting racial and ethnic micro-aggressions and discrimination when it occurs around us.</p> <p><b>Smoke Free Campus</b>                      Always being an advocate of all things promoting good health and sustainability, ACG launched a smoke-free awareness campaign as of September 1, 2019, reiterating its commitment to staying tobacco free, as provided for in the anti-smoking law in effect since 2009. The awareness campaign is spearheaded by the Office of Public Affairs and the ACG Institute of Public Health (IPH). Professor Panagiotis Behrakis, Director of the <a href="#">Institute of Public Health</a> is also heading the council of experts steering the Greek government’s anti-smoking campaign.</p> <p>The purpose of the campaign is two-fold: to remind all ACG community—from students, to faculty, to staff and employees, to parents, to alumni and guests across all divisions and campuses —to keep our indoor and outdoor areas smoke-free and to convince those engaged in this unhealthy habit to make a fresh start and choose life instead.</p>

Pillars	Components & Activities	Developments 2018-2019
Responsible Employees	Volunteerism	<p>The employees are active in social responsibility activities, in relation to philanthropy, community involvement and environmental protection. Students are informed on all these activities and participate on a voluntary basis. Examples of such activities during 2018-2019, which were also supported by students, are the following:</p> <ul style="list-style-type: none"> <li>• Gathering of medicines for the NGO “Doctors of the World”</li> <li>• Gathering of food and clothes for the refugees</li> <li>• Offering of food to “Boroume”, a non-profit organization whose mission is to reduce food waste and to fight malnutrition in Greece.</li> <li>• Gathering of food and medicines for the Metropolitan Community Clinic of Elliniko area.</li> <li>• Support of families in need through the Athens Municipality Welfare Directorate (Alba Employees only)</li> </ul>

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 (2017-2019), ACG (Deree College & Alba Graduate Business School) has been just awarded with the **STARS GOLD 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.

This distinction is the result of a collective effort, through the support of different ACG departments and colleagues who, through their work and active personal engagement, helped build a strong case. Following US best practices and as also reflected in President Horner’s 2025 vision, ACG has come a long way as an academic institution since the first STARS report was submitted in 2015.

With more than 900 participants in 40 countries, AASHE’s STARS program is the most widely recognized framework in the world for publicly reporting comprehensive information related to a college or university’s sustainability performance. As we stand, ACG is the only academic institution in Greece that submits such a report and one of the two institutions outside the US & Canada to have achieved such a rating.

**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**

	<i>Principles:</i>		<i>Report Page No.</i>
		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:	5-8
1	Purpose	We will develop the capabilities of students to be future generators of sustainable value for business	8-19

		and society at large and to work for an inclusive and sustainable global economy.	
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.	8-19
3	Method	We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.	8-19
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.	8-19
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.	8-19
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.	8-19
		We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.	5-8

## 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**

	<i><b>Five Areas of Action:</b></i>	<i><b>Report Page No.</b></i>
1	Conduct applied research and thought leadership to advance best practices.	8-19

2	Promote the UN Global Compact <a href="#">Ten Principles</a> and educate a variety of audiences about sustainability.	8-19
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>Principles:</b>	<b>Declaration</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 Fifth 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

Alba Graduate Business School Website, <http://www.alba.acg.edu>

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**For more Information about the  
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