

# The ALBA Centre for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.)



## The ALBA C.E.RE.S. Committee:



- Dr. Yiota Pastra, Assistant Professor in the Practice of Accounting
- Ms. Maria Doukaki, Marketing & Communications Director
- Ms. Marina Gryllaki, Executive Development Director
- Ms. Antonina Kalkavoura, Corporate Affairs Director
- Ms. Zoe Kourounakou, Applied Research & International Relations Director
- Ms. Stella Mariou, Quality & HR Director

**PRME** Principles for Responsible  
Management Education



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# The ALBA Philosophy on Business Ethics, Social Responsibility and Sustainability



## ALBA Graduate Business School at the American College of Greece

has a **vision** of a more prosperous society for all stakeholders, 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,** 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.

**We believe that academic institutions play a key role in enriching, promoting and supporting business ethics, social responsibility and sustainability.**

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# The ALBA Center for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.)



## History:

ALBA Graduate Business School initially formalized its Social Responsibility activities through the formation of the ***Social Responsibility Committee in 2009.***

Given the ALBA Social Responsibility scope, activities and plans since then, we decided in **2013** to establish the **ALBA Center for Business Ethics, Social Responsibility and Sustainability (C.E.RE.S.)**.

## Vision:

To be a national and international actor, point of reference and think tank for issues relating to Business Ethics, Social Responsibility and Sustainability.

## Mission:

To engage in activities independently or in cooperation with key stakeholders aiming to enhance knowledge and awareness on relevant topics.

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## The Role of the ALBA C.E.RE.S.

- To further **enhance 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

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# Commitment through Participation, Memberships & Cooperation

**Commitment to Business Ethics, Social Responsibility and Sustainability is demonstrated through Participation, Memberships & Cooperation with key organisations**

International			National	
United Nations Global Compact (GC) (& GC Network Hellas)	United Nations Principles for Responsible Management Education (PRME)	Business in Society Gateway	EuroCharity	Hellenic Network for Corporate Social Responsibility
<a href="http://www.unglobalcompact.org/ParticipantsAndStakeholders/academic_participation.html">http://www.unglobalcompact.org/ParticipantsAndStakeholders/academic_participation.html</a>	<a href="http://www.unprme.org/participants/index.php">http://www.unprme.org/participants/index.php</a>	<a href="http://www.businessinsociety.eu/node/2770">http://www.businessinsociety.eu/node/2770</a>	<a href="http://www.eurocharity.eu/en/member/1121">http://www.eurocharity.eu/en/member/1121</a>	





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# Participation in the UN Principles for Responsible Management Education (PRME)



ALBA became a participant of the  
**United Nations Principles for Responsible Management Education**  
(PRME) in *December 2009*

(<http://www.unprme.org/participants/view-participants.php?partid=2538>)

Our commitment to the UN PRME:

*“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 [PRME] Principles [Purpose, Values, Method, Research, Partnership, Dialogue] and their application, reporting on progress to all our stakeholders and exchanging effective practices with other academic institutions.”*

The continuation of the participation requires the creation and publication of a **Sharing Information on Progress (SIP) Report**  
(Social Report).

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# Participation in the UN Global Compact and Presence at the Business in Society Gateway



- ALBA became an academic participant of the **United Nations Global Compact (UNGC)**, in **March 2008**  
([http://www.unglobalcompact.org/ParticipantsAndStakeholders/academic\\_participation.html](http://www.unglobalcompact.org/ParticipantsAndStakeholders/academic_participation.html))  
and is a member of the **Global Compact Network Hellas** since then  
([http://www.csrhellas.org/portal/index.php?option=ozo\\_content&perform=view&id=1439&Itemid=217&lang=](http://www.csrhellas.org/portal/index.php?option=ozo_content&perform=view&id=1439&Itemid=217&lang=))
- ALBA became listed in the **Business in Society Gateway**  
(a comprehensive online resource centre on business in society issues, developed by the **European Academy of Business in Society – EABIS** with the support of the European Foundation for Management Development - EFMD), in **spring 2009**  
(<http://www.businessinsociety.eu/node/2770>)

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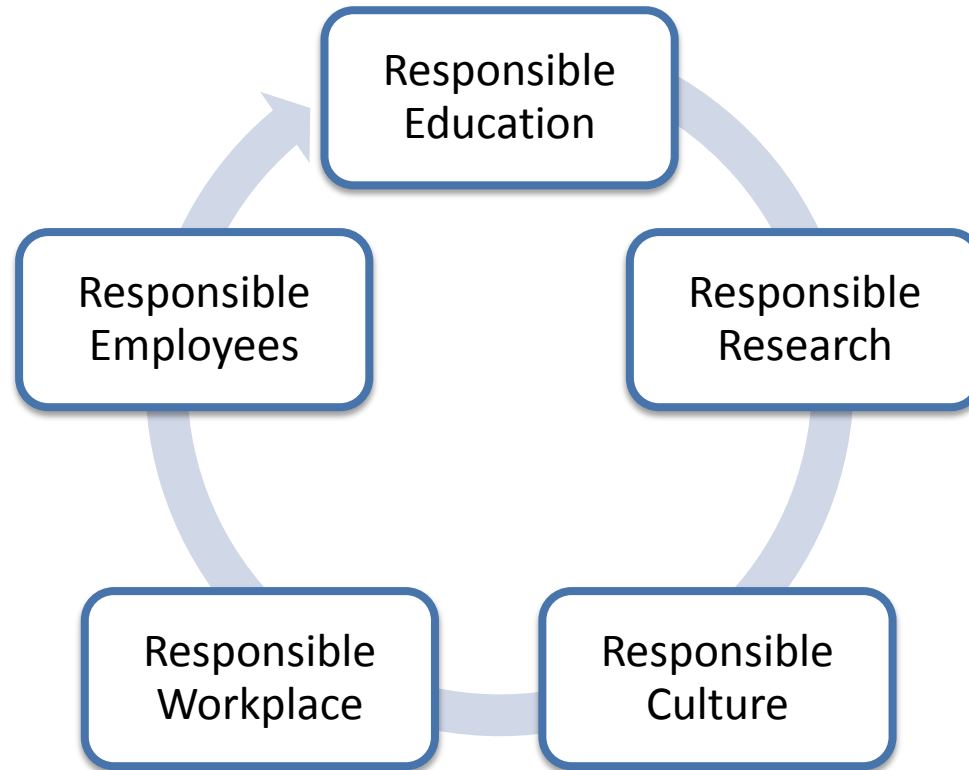




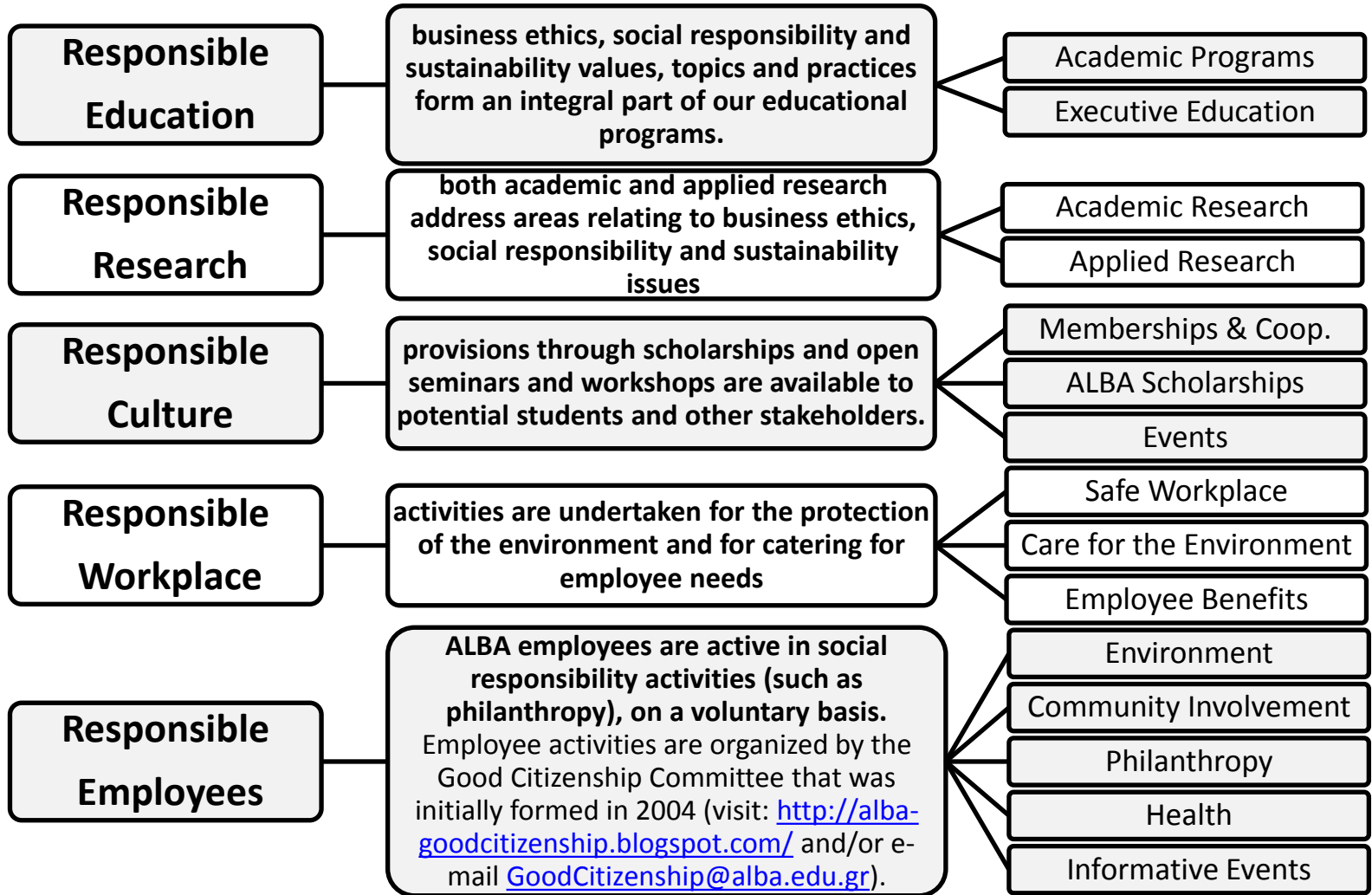
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# The ALBA C.E.RE.S. Pillars

The ALBA C.E.RE.S. scope of activities can be described through five (5) interrelated pillars that categorize and outline the main operations of the school.



# The ALBA C.E.RE.S. Pillars in Detail





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## Responsible Education

- ALBA offers **academic programs and executive development programs**. Business Ethics, social responsibility and sustainability values have been incorporated in both types of programs. The main aspects of the dissemination of knowledge and skills on social responsibility through education include:
  - Inclusion of a core course titled 'Corporate Social Responsibility and Business Ethics' in all of our academic programs.
  - Integration of the concept of Corporate Social Responsibility in individual courses, such as Financial Accounting
  - Provision of courses and seminars on leadership and corporate citizenship as part of Academic Programs and Executive Education program.
  - Construction of knowledge on social responsibility through the dissertation work of students

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# Responsible Research

<b>Academic research</b>	<b>Applied research</b>
Academic research comprises the core of the ALBA faculty research activity aiming at publications in top academic journals. A lot of the ALBA faculty research is directly or indirectly related to social responsibility.	The Applied Research & Innovation Department was established in 1995 and has conducted since then more than 30 research projects. The main objective is to provide the Greek Business community with useful research results that will enable them to improve and prosper
<b>Hubs and Centres</b>	<b>Research Seminars Series</b>
ALBA Graduate Business School has founded the ALBA Hub of Enterprise & Development, AHEAD <a href="http://www.alba.edu.gr/AHEAD">www.alba.edu.gr/AHEAD</a> .	ALBA Research Seminar Series was launched in 2003 with the aim of providing a forum for the dissemination of business related research. The seminars are open to all academics and researchers.





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# Responsible Culture

The ALBA Culture can be described through **our Commitment to:**

- Scholarship and Actionable Knowledge
  - Knowledgeable Action
  - Acting as Catalysts for Change
  - Professionalism
  - A Humanistic Culture
  - Ethical Conduct
  - Making a Contribution to the Community
- **Some of the activities undertaken**, which illustrate our culture and commitments, as well as our interaction with different stakeholders include:
    - Participation, Memberships and Cooperation with Key Stakeholders and Organizations
    - Academic Code of Conduct
    - Scholarships and Financial Aid to Students
    - Public Events
    - Communication

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## Responsible Workplace

- ALBA has made sure for the workplace to be safe and functional for all employees.
- All ALBA employees are considered to be full members of the Library, and they are eligible to use all the available services. These include the lending service and the use of the electronic resources available to them through our internal network or via remote access.
- In addition to the above mentioned policies, ALBA has been supportive to its people in every aspect of their professional and personal life.
- Our care for the Environment is illustrated through our recycling programs throughout our premises, including paper, batteries and aluminum recycling, as well as the recycling of old hardware.



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# Responsible Employees

ALBA’s interest in contributing to societal well-being is also enacted through the initiatives and the voluntary activities of the employees.

Type of Activity	Example of Activity
Environment	Energy Efficiency and Conservation ‘Forest Friendly’ Practices Recycling Efforts ‘Clean Seaside’ initiatives
Community Involvement	School / education programs Partnerships in the Community Local and Global Community Involvement
Philanthropy	Employee Volunteerism Product and Service Donations to Individuals
Health	Blood Donations
Informative Events	Events that raise awareness on social responsibility / good citizenship issues

**E-mail:** [goodcitizenship@alba.edu.gr](mailto:goodcitizenship@alba.edu.gr), **BLOG:** <http://alba-goodcitizenship.blogspot.com/>





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# The ALBA C.E.RE.S. Means of Communication

The main means of Communication of the ALBA C.E.RE.S. Include:

- The ALBA site
- Our participation and information and/or hyperlinks regarding ALBA in the UN GC, UN PRME, BIS Gateway and Eurocharity
- Material uploaded at the ALBA site and the UN PRME, including our Social Reports
- Facebook, LinkedIn and Twitter
- Participation (e.g. presentations) in academic and non-academic conferences
- Organisation of Business Ethics, Social Responsibility and Sustainability Events
- Articles and presence in Greek and International Mass Media

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# Reminder: The UN PRME & GC Principles



at The American College of Greece

<p><b>UN Principles for Responsible Management Education,</b> source: <a href="http://www.unprme.org/the-6-principles/index.php">http://www.unprme.org/the-6-principles/index.php</a></p>
<p>“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”</p>
<p>“Principle 1: Purpose”</p>
<p>“Principle 2: Values”</p>
<p>“Principle 3: Method”</p>
<p>“Principle 4: Research”</p>
<p>“Principle 5: Partnership”</p>
<p>“Principle 6: Dialogue”</p>
<p>“We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.”</p>

<p><b>UN Global Compact Academic Participation</b> Action Areas, source: <a href="http://www.unglobalcompact.org/HowToParticipate/academic_network/index.html">http://www.unglobalcompact.org/HowToParticipate/academic_network/index.html</a></p>
<p>“...Academic institutions are encouraged – but not required - to engage in the Global Compact initiative in one or more of the following ways:”</p>
<p>“1. Education on topics related to the Global Compact”</p>
<p>“2. Applied research and thought leadership in relation to the Global Compact”</p>
<p>“3. Dissemination of the Global Compact principles”</p>
<p>“4. Technical support for Global Compact participants”</p>
<p>“5. Lending capacity to local or regional Global Compact Networks or the Global Compact Office”</p>
<p>Also see: <a href="http://www.unglobalcompact.org/docs/issues_doc/PRME/Practical_Guide_HEI.pdf">http://www.unglobalcompact.org/docs/issues_doc/PRME/Practical_Guide_HEI.pdf</a></p>



For more Information about the  
ALBA Center for Business Ethics, Social Responsibility and Sustainability  
(C.E.R.E.S.) Visit:

<http://www.alba.edu.gr/social/Pages/SocialResponsibility.aspx>

and Contact Us at:

[SocialResponsibility@alba.edu.gr](mailto:SocialResponsibility@alba.edu.gr)



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