Social Responsibility and the Management of Higher Education Institutions

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Jaana Puukka
Education Management and Infrastructure Division
IMHE
• The first CSR report of Turku University of Applied Sciences won national recognition in the Finnish Competition for Environmental and CSR Reporting as the best public sector report in 2004.

• The report, which was the first of its kind produced by a HEI, followed the Global Reporting Initiative (GRI) Guidelines. http://www.globalreporting.org
Contents

• What is CSR all about? What are its drivers?

• What does CSR mean in business and in higher education scene?

• CSR - what does it take and what does it give?

• Case Turku University of Applied Sciences

• Spreading the good word
Stronger Focus on Socially Responsible Behaviour

... WHY?
Take One Example...

...Computers for Example...
140 Million Computers Are Manufactured Every Year.... Mostly in Developing Countries

...What Are the Conditions?
Conditions in Electronics Factories

Cafod report:

Dire working conditions in computer production. Clean up your computer.

In peak season 15-16 h work days

Cramped dormitories in the factory site.

Permission to leave the factory premises only 3 days a week.

To earn the minimum wage, illegal amounts of overtime is necessary.

The low wages reduced by the need to pay back the debt to labour agencies who charge a fee to place workers in jobs.

Unhealthy working conditions.

Physical and psychological pressure
CSR - The Drivers

- increased demands among stakeholders for corporate sustainability
- need for transparency, dialogue and systematic assessment of economic, social and environmental performance and reporting the findings
Rule 1

- CSR is based on national and international legislation, recommendations and standards.
- BUT, a socially responsible organisation goes beyond the compliance with the Law.
Rule 2

- The field and the nature of operations influence the contents of CSR:

- Each organisation must assess what CSR means in its own case and how it is able to address the demands and expectations of its key stakeholders.
Rule 3: Triple Bottom Line

“Companies should drive for progress on three bottom lines: the economic, the social and the environmental.”

Elkington 2001

Fit for purpose
Fit for people
Fit for planet
Triple Bottom Line

Social

Quality of Life

Economic

Environmental
Economic performance
- profitability, competitiveness, efficiency
- meeting the profit expectations of shareholders
- bringing economic wellbeing into society

Environmental performance
- protecting and saving natural resources
- reducing climate change
- securing biodiversity
- life cycle of products and value chain

Social performance
- wellbeing and knowhow of staff
- product safety, consumer protection
- good practices in business networks and in society
- sponsorship

company’s responsible behaviour
Common Sense Reality
OR
Complete Smokescreen Response?
CSR: Does it Work? Kesko as a pioneer

- the first environmental policy 11/1990
- the second environmental policy 5/1996
- Environmental system ISO 14 001 since 1997
- the first environmental report in spring 1998
- HR ethical guidelines 1999/2001
- Social standard SA 8000 in spring 1999
- the first CSR report (GRI) in spring 2001
- Number 1 in Dow Jones Group European sustainability index (commodities and services) 2.9.2004
CSR in a HEI

...What Does It Mean?
CSR in a HEI:
Turku University of Applied Sciences

Economic performance
- efficiency in degree production
- regional employment of graduates
- meeting the expectations of stakeholders
- bringing economic wellbeing into society

Environmental performance
- protecting and saving natural resources
- positive environmental impacts i.e. educating environmentally conscious graduates, promoting sustainable development within and outside HEI

Social performance
- wellbeing and knowhow and ownership of students and staff
- QA
- good practices in stakeholder cooperation

HEI’s responsible behaviour
CSR is Encapsulated in the Third Role of HEIs

...Societal Service, Regional Engagement and Stakeholder Management..

It Also Takes into Regard Institutional Capacity Building
CSR in a HEI

...What Does It Take?
Challenges

- A shift from short-term to long-term planning
- A need to engage with a wide range of stakeholders
- Establishment of efficient management information systems
- Systematic assessment of economic, environmental and social performance and reporting of findings
CSR in a HEI

...What Does It Give?
Benefits

- CSR brings ethics to the development of working life
- CSR facilitates continuous improvement of HEI’s external impact and internal capacity, performance, management
- CSR helps in risk management
- CSR gives a balanced report of HEI’s economic, environmental and social performance and the impacts of its operations
- CSR improves stakeholder management
- CSR can be used for attracting highly skilled, high value labour and best students
Social Responsibility

...Spreading the Good Word...
Spreading the SR thinking

- SR is brought into institutional management: Students’ welfare, staff wellbeing
- SR elements incorporated into study programmes
- Regional, national and international educational cooperation projects: Euro FM Nordplus intensive course April 2006 in Turku; Asia Link Project Corporate Responsibility in Business Education in Europe and Asia etc.
- R&D with SR focus: CSR in Facility Management (Turku UAS, Helsinki University of Technology, Turku School of Economics and Business Admin, Salford University...)
- Centre of Continuing Education and student’s work-based learning projects and theses spreading SR to working life (e.g. SME key applications, CSR reporting for Turku Student Village Foundation)
Learn more

• Global Reporting Initiative. Sustainability Reporting Guidelines. www.globalreporting.org

• CSR Europe www.csreurope.org

• The Global Compact www.unglobalcompact.org

• EU action for CSR http://europa.eu.int/com/enterprise/csr


Thank you

For more info contact

jaana.puukka@oecd.org

lauri.luoto@turkuamk.fi