



A School with a View

IEDC-Bled School of Management, Bled, Slovenia

Communications on Progress 2008

Message by the IEDC President



Since its inception, IEDC-Bled School of Management has been putting a very strong emphasis on developing business leaders that are not only concerned with the 'how' of business, but also with the 'why' – in other words, managers who see business as a noble profession that brings significant benefit to the world. Eighteen years ago, we were one of the very first schools in the world to introduce Business Ethics & Corporate Governance as a required course of our MBA curriculum, and integrated this issue into all programs. Furthermore, issues relevant to the role of business in society were visibly present in the number of courses, most notably, accounting, finance, operations, and leadership.

In the recent years, it became apparent that one course is not enough, as the fundamental nature of value creation through business is shifting, and social and environmental issues are no longer just a nice or morally right thing to do – an act of charity – but much more so, a very significant business threat that can be turned into an opportunity, and ultimately, strategic business advantage. With this realization, IEDC hired a full time foreign professor specializing in sustainability as business advantage, and introduced a second required course in this domain, Business in Society: Sustainability for Competitive Advantage. Similar courses are present in other programs of IEDC.

Furthermore, IEDC decided that changing management curriculum is one of many things we can do as a change maker in the region, and in 2007 initiated establishment of the Slovenian chapter of the United Nations Global Compact. Currently, the Slovenian chapter has 45 member organizations that meet regularly and share best practices in creating win-win for business and society, and in 2008 our work was recognized by the UK royal family, whereby Her Majesty Queen Elizabeth II, and His Royal Highness, The Duke of Edinburgh, visited the conference titled "Sustainable Development for National Competitiveness" organized by the United Nations Global Compact Slovenia, while UK Secretary of State for Foreign & Commonwealth Affairs, Mr David Miliband, delivered a speech to participants.

IEDC has also become one of the core contributors of the development of global Principles of Responsible Management Education (PRME) – a UN initiative, where our president, Prof Danica Purg served as a part of the team developing the principles. IEDC became one of the first signatories of the Principles, and as a founder and headquarter of the Central and East European Management Development Association (CEEMAN), an association of 170+ business schools from 42 countries, IEDC created a call for CEEMAN member organizations to sign the PRME. Furthermore, responsible management education was encouraged by introducing new criteria into

the CEEMAN accreditation scheme, whereby schools have to showcase introduction of social and environmental issues into their business curriculum in order to be accredited by CEEMAN. As a result, out of first 100 business schools that signed these Principles, 20 organizations came from CEEMAN – a very proud achievement for IEDC as a change agent in the region.

IEDC-Bled School of Management is proud of its 2008 achievements as a member of the United Nations Global Compact and a leader of the Slovenian chapter of UNGC, and remains deeply committed to the mission and principles of the United Nations Global Compact with a hope of creating a better world through the practices of social justice, environmental sustainability, and transparency.

Prof. Danica Purg,
President, IEDC-Bled School of Management
President, United Nations Global Compact Slovenia

Actions and Outcomes

IEDC-Bled School of Management is proud to report the following actions taken and results achieved in an effort to promote the principles of the United Nations Global Compact:

Principle 1. Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2. Make sure that they are not complicit in human rights abuses

IEDC-Bled School of Management makes a significant effort to promote consideration for human rights throughout its activities, most notably, by introducing in-depth discussions and case analysis of business practices in support human rights protection throughout its management curriculum. In 2008, such cases were used in courses on strategy, business ethics, business-in-society, and leadership.

Throughout its operations, IEDC supports and protects human rights of all engaged parties, including employees, customers, suppliers and partners.

Principle 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

IEDC promotes freedom of choice among its employees and customers, and allows full freedom to join any associations or interest groups, including trade unions. The School encourages active discussion of benefits of labor rights throughout its courses, forums, and other educational activities.

Principle 4. The elimination of all forms of forced and compulsory labor

Principle 5. The effective abolition of child labor

IEDC-Bled School of Management does not employ children, and makes all efforts to exclude potential cases of child labor or any other forms of forces of compulsory labor throughout its supply chain or other forms of collaboration.



Founding meeting of UN Global Compact Slovenia, June 7, 2007, IEDC-Bled School of Management



The UN Global Compact Slovenia – Bled Forum on Europe Networking Event featured Jerome C. Glenn, Director of the Millennium Project from Washington, DC, March 6, 2008, IEDC- Bled School of Management



Networking event "Becoming Sustainable: 'Green' Operations as a Source of Strategic Advantage", June 5, 2008, IEDC-Bled School of Management

Principle 6. The elimination of discrimination in respect of employment and occupation

IEDC makes a significant effort to promote diversity in business throughout its operations and within its management curriculum. Issues of diversity and elimination of any forms of discriminations are discussed in depths in a number of courses, while diversity is positioned as a significant benefit to business and encouraged to be promoted and addressed strategically. In its operations, IEDC promotes respect for all employees regardless of gender, age, religious affiliation, sexual orientation, or any other dimensions.

Principle 7. Businesses should support a precautionary approach to environmental challenges

Principle 8. Undertake initiatives to promote greater environmental responsibility

Principle 9. Encourage the development and diffusion of environmentally friendly technologies

IEDC-Bled School of Management has placed environmental sustainability at the core of values, operations, and strategic decision making.

At the level of curriculum, the School has introduced a full required course on sustainability in all longer programs such as MBA studies, General Management Programs, Young managers School and in in-company programs. The course is dedicated to introduction of advanced technologies and approaches to environmental responsibility in business, and assists participants in developing practical skills required for environmental innovation.

At the level of IEDC operations, the School has created a staff-led Green Team, which works on ongoing basis leading audits and change initiatives in such areas as: recycling – how can IEDC do a good job with recycling, reduction – what materials/waste can be reduced/taken out of operations without impact on quality, energy – where can we save energy, corporate gifts – can we have gifts that are environmentally friendly, marketing – what options do we have with marketing that are better for the world, transportation – anything we can do to reduce CO2 impact of all IEDC-related transportation, water – how is our water use and what can we do to reduce negative impact on water



IEDC-Bled School of Management and the UN Global Compact Slovenia organized a conference on sustainable development, 22 October, 2008, Lipica, Slovenia



Her Majesty Queen Elizabeth II, and His Royal Highness, The Duke of Edinburgh during their visit of the IEDC- UN Global Compact Slovenia conference on sustainable development, 22 October, 2008, Lipica, Slovenia



IEDC-Bled School of Management and the UN Global Compact Slovenia organized a conference on sustainable development, October 22, 2008, Lipica, Slovenia

(including use of green cleaning materials), and beyond.

In 2008, IEDC has finished construction of a new building, Center for Innovative Learning, and has used a number of green building techniques aimed at improving environmental performance of the building. In particular, the building has energy efficient equipment installed for heating, cooling and lighting, uses a green roof for a portion of the construction, uses motion detection for water consumption, and beyond.

Principle 10. Businesses should work against corruption in all its forms, including extortion and bribery

IEDC-Bled School of Management does not accept bribery as an approach throughout its local and regional operations, and does not allow accepting and offering of bribes by its staff.



IEDC-Bled School of Management and the UN Global Compact Slovenia was present at the conference on Social Responsibility and Business Strategy, December 17, 2008, Zagreb