

COMMUNICATION ON ENGAGEMENT
by
IEDC-Bled School of Management

TABLE OF CONTENTS:

1. ABOUT IEDC-BLED SCHOOL OF MANAGEMENT	4
1.1. Mission	4
1.2. Vision	4
1.3. Responsible and creative leadership	4
2. INTEGRATION GLOBAL COMPACT PRINCIPLES IN IEDC-BLED SCHOOL OF MANAGEMENT'S TEACHING AND LEARNING PROCESSES	5
2.1. Actions	5
2.2. Measurement of outcomes	6
3. COMMITMENT TO GLOBAL COMPACT PRINCIPLES WITHIN IEDC COCA-COLA CHAIR OF SUSTAINABLE DEVELOPMENT	9
3.1. Actions	9
3.2. Measurement of outcomes	9
4. ENGAGEMENT IN ADVANCING THE TEN GLOBAL COMPACT PRINCIPLES THOUGH SLOVENIAN CHAPTER OF THE UN GLOBAL COMPACT	13
4.1. Actions	13
4.2. Measurement of outcomes	13
5. ADVANCING AND ELEVATING THE TEN GLOBAL COMPACT PRINCIPLES THOUGH CEEMAN ASSOCIATION	14
5.1. Actions	14
5.2. Measurement of outcomes	15

Statement of IEDC-Bled School of Management's commitment to United Nations Global Compact and its principles

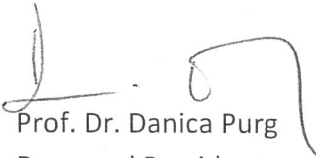
To our stakeholders:

I am pleased to confirm that IEDC-Bled School of Management reaffirms its support to the United Nations Global Compact and its mission of promoting corporate sustainability in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this Communication on Engagement (hereinafter: COE), we describe our actions to continually support the Global Compact and its principles and to engage with the initiative. We also commit to sharing this information with our stakeholders using our primary channels of communication.

COE is divided into five chapters. First chapter provides general information on IEDC-Bled School of Management's mission, vision and highlights "*Responsible and creative leadership*" as the main distinctive feature of IEDC-Bled School of Management. The second chapter presents how Global Compact and its principles are integrated in IEDC-Bled School of Management's teaching and learning processes. Third chapter highlights actions provided by IEDC Coca-Cola Chair of Sustainable Development and fourth chapter deals with actions implemented by Slovenian chapter of the UN Global Compact. Fifth chapter presents actions of CEEMAN Association.

Sincerely yours,


Prof. Dr. Danica Purg
Dean and President

1. ABOUT IEDC-BLED SCHOOL OF MANAGEMENT

1.1. Mission

The mission of IEDC-Bled School of Management (hereafter IEDC) is to attract the most promising and high potential managers, as well as established leaders and offer them world-class development programs and activities in a truly international and creative environment, to inspire them and excite for life-long learning and to prepare them to act and add value as competent, ethical and socially responsible leaders.

1.2. Vision

IEDC's vision is to be:

- centre of excellence in general management and leadership development;
- creative environment for creative leadership;
- one of the best small, but innovative business schools in the world;
- meeting place for leaders, with particular focus on emerging economies.

1.3. Responsible and creative leadership

IEDC is a centre of excellence and a major meeting point for the exchange of ideas and for exploration of best management practices in the Region.

IEDC has been actively developing a creative environment where the art and craft of management and leadership can be optimally taught and learned. The Art Advisory Council assures that the idea of promoting business as an activity based on a broader humanistic texture, like arts and culture, is continuously implemented, giving additional meaning to management and leadership.

2. INTEGRATION GLOBAL COMPACT PRINCIPLES AND SUSTAINABLE DEVELOPMENT GOALS IN IEDC-BLED SCHOOL OF MANAGEMENT'S TEACHING AND LEARNING PROCESSES

2.1. Actions

Recognizing the growing importance of sustainable development for business leaders, IEDC continues to promote the concept by integrating sustainability as a required course in its curriculum, developing innovating teaching tools and cases, and organizing seminars, conferences and networking events for companies and other stakeholders with a specific commitment of supporting the needs of Central and Eastern Europe.

In its curriculum, IEDC 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' of business, inviting practicing decision makers to re-think the role of business in society, and reflect on the nature of fundamental business issues, such as profit and value creation. In its core management curriculum, IEDC uses art in leadership development for heightening managers' ability to reflect, appreciate beauty and harmony, respect multicultural values, and aspire for servant orientation in leadership.

Consistently integrated speakers from non-managerial background, such as politics, culture, history, and science into its educational programs to broaden horizons of modern managers and foster appreciation for broader context business operate within.

In IEDC, Executive MBA study courses in with direct implication of sustainability and corporate responsibility are: Business in Society (5 ECTS), Business Ethics and Corporate Governance (5 ECTS), Leadership (10 ECTS). The PhD Program in Management also offers a course specifically dealing with sustainable development: Business in Society – (5 ECTS); this course provides an in-depth exploration of key questions concerning the relationship between businesses and the societies of which they are a part – including the challenges of climate change and the shift to a low-carbon economy.

Through all that action IEDC supports the UNGC principles and in the past two years has been especially focused on these three SDG's:



2.2. Measurement of outcomes

January 3, 2016

Prof. Danica Purg, President and Dean of IEDC, gives interview on quality of business schools and international accreditations for Financial Times. The year 2016 starts in media with a video interview with Prof. Danica Purg, President and Dean. The main question, posed by led by Della Bradshaw, the FT's Business Education Editor, was: Why are few schools in the former eastern bloc not well known globally? Prof. Purg suggested that despite a lack of Equis accreditation some schools are known for their quality, innovative and integration of sustainability in the curriculum.

The interview is available on FT.com

<http://veeds.com/i/K3rMpp0ISHUzf9-y/business/>

April 2016

In the field of IEDC teaching methods and research, IEDC has received a global recognition. The Academy of Management Review (AMR) published the article authored by the IEDC Dean Prof. Danica Purg and Dr. Ian Sutherland on "Why Art in Management Education? Questioning Meaning". The Academy of Management Review (AMR) is ranked among the top five most influential and frequently cited management and business journals. AMR is a theory development journal that publishes the highest quality conceptual work being done in the field. In this way IEDC confirmed its pioneering role in the field of art and leadership.

April 21, 2016

Prof. Danica Purg was a special guest at the 7th Women Leader Luncheon in Athens. Prof. Purg discussed taking networking to the next level – connecting for success. She challenged the audience to understand that networking is creating a fabric of personal contacts that provide support, feedback, insights, resources and information. Operational networking, personal networking and strategic networking empowers us to achieve both our personal and professional goals.

May 10, 2016

Prof. Danica Purg was elected as a member of the International Advisory Board of the School of Management, Zhejiang University, a leading academic institution focusing on innovation and entrepreneurship in China, led by Dean Prof. Wu Xiaobo.

June 1, 2016

Prof. Danica Purg met with Mrs. Madelein Mkunu, Founder and President of Leading Women of Africa (LWA) to discuss the possible cooperation between IEDC-Bled School of Management and Leading Women of Africa.

August 3, 2016

Recognition of the endeavours in the field of Sustainable Development was the Life Achievement Award in the field of CSR, Sustainability, Ethics and Governance, conferred to Prof. Purg at the occasion of the Third International Conference CSR, Sustainability, Ethics and Governance, hosted by the Cologne Business School, Germany. In their argumentation, the organiser stressed the "visionary work of Prof. Purg in the field of responsible management education in its home institution and around the world".

October 14, 2016

The annual international HR Forum was entitled 'Is Ethics and Sustainability also HR's Job?' Participants from 17 countries concluded that sustainable management and ethics is becoming the new business paradigm. Furthermore, organization's sustainability commitment is an important weapon in the war on talent.

November 24, 2016

Prof. Danica Purg took part as a keynote speaker at the 6th TEGEP Learning and Development Association Conference, taking place on November 23-24, 2016 at the Acibadem University in Istanbul.

January 14, 2017, Gaidar Forum, Moscow

Prof. Danica Purg participated in three panels: *Business Schools in Dynamically Developing Societies: Identification of Management Models and Challenges of Eurasian Integration panel, How to Become Uniting Leaders within Business-State-Society Cooperation and Does the Business Really Need Socially Responsible Managers*".

February 1, 2017

Third face-to-face gathering of **PRME** (*Principles for Responsible Management Education*) **Champions** for the 2016-2017 with Global Forum for Responsible Management Education took place at IEDC. The purpose of the meeting was to take stock of progress at multiple levels, to paint the bigger picture of Champion activities and to initiate preparations for the PRME Global Forum fast approaching in July, in New York. The Champions have shown their engagement in integrating the sustainability, ethics and responsibility in the core of business education", stated Jonas Haertle, head of PRME.

March 20, 2017

IEDC is a partner of the 2016 Golden Thread - project run by a daily newspaper Dnevnik , which has been for eleven years promoting and awarding best employers in Slovenia. It is widely agreed that people are a company's most important asset and a source of competitive advantage. The research behind the project Golden Thread shows and proves why the human resources department must be considered a company's most valuable strategic function.

May 15, 2017

Prof. Danica Purg gave a speech at the international AMBA's 50th Anniversary Global Conference in Dubai, where she participated in the panel, "Women and the MBA", and shared her views on how business schools with a high proportion of female registrants are attracting women to their MBA programs.

June 12, 2017

Prof. Danica Purg received Robert L. Dilworth Award for Outstanding Achievement in the field of Executive Learning. The award has been conferred by The Global Forum on Leadership, Learning and Strategic Change in Poland.

July 19, 2017

Prof. Danica Purg gave a speech at the UN PRME Global Forum in New York and received the award for her pioneering work in establishing the UN PRME initiative.

October 20, 2017

Prof. Danica Purg was recognized by RISEBA University and awarded with a Professor Honoris Causa »for advancement of business and management education in Central and Eastern Europe and other dynamic societies, instilling high educational standards by believing that only the best is good enough; for passionate promotion of responsible leadership, creative approach to education and, through her innovative concept of Art in Leadership inspiring us to base our strategic development on synergies between business and art«.

November 2017, Women Leaders, Agents of Change in Africa conference was organized in Cape Town, on the initiative of IEDC-Bled School of Management and in cooperation with Graduate School of Business, University of Cape Town and the Leading Women of Africa Association. IEDC received a Certificate of appreciation for the invaluable partnership in organizing the conference .

November 16, 2017

Prof. Danica Purg and Dr. Alenka Braček Lalić contributed two chapters in two management books on Entrepreneurship in Central and Eastern Europe and The Future of Management Education. The book on Entrepreneurship in Central and Eastern Europe: Development through Internationalization provides an overview of entrepreneurship in a range of important emerging markets. This book aims to fill the gap in the literature by providing up-to-date data and case based evidence. With coverage of a range of national firms from countries including Belarus, Estonia, Hungary, Poland, Latvia, Lithuania, Serbia, Slovakia, Slovenia and Ukraine, this book will be vital supplementary reading around international entrepreneurship and essential reading for those studying the business environment in this vital emerging market. In the book »The Future of Management Education«, Volume 2:. Prof. Purg and Dr. Braček Lalić wrote a chapter on Higher Education in Management: The Case of Slovenia. The chapter explores the development of management education in Slovenia and it focuses on its supply side and on distinctive features of higher education institutions that provide management education in Slovenia. It also discusses the demand for management education and explains the conditions for academic staff and requirements set by regulatory bodies.

November 28, 2017

IEDC was awarded by Association for Management Consulting at The Chamber of Commerce and Industry of Slovenia for *the development of international management programs with high added value, integrating and transferring management knowledge internationally, important contribution to the affirmation of sustainable, socially responsible and ethical values in the field of management .*

3. COMMITMENT TO GLOBAL COMPACT PRINCIPLES WITHIN COCA-COLA CHAIR OF SUSTAINABLE DEVELOPMENT

3.2. Actions

In 2010, The Coca-Cola Company invested in the Coca-Cola Chair of Sustainable Development at IEDC. Since its establishment, the chair was active in developing a culture of sustainability in Central and Eastern Europe and beyond via research, teaching and outreach efforts, and had a great impact on theory and practice of sustainable development locally, regionally, and internationally. The Coca-Cola Company's investment supports applied research, development of unique teaching materials, and creation of breakthrough global projects aimed at developing management professionals ready to address complex social and environmental pressures facing the world today.

Through the Chair, also CEEMAN International Management Teachers Academy (IMTA) is being supported. IMTA provides a unique opportunity for young faculty to develop their curricula, course design, teaching materials and particularly teaching skills and methods. IMTA Alumni Association consists of close to 570 graduates (30 of them graduated in the field of sustainable development), representing 160 institutions and 49 countries. One of the recent initiatives of the Coca-Cola Chair is publishing an integrated vocabulary for promoting responsible and sustainable business (discussed in detail in the outcome of December 2017, below).

In June 2017, Coca-Cola company informed IEDC that they would extend the 5-year contract to the 6th year thus further supporting activities in the field of research, teaching and promoting the sustainable development.

3.3. Measurement of outcomes

April 15, 2016

The international conference 'Women Leaders - Agents of Change in Europe' was organized in cooperation with IEDC Coca Cola Chair for Sustainable Development and The European Leadership Centre (ELC) and under the patronage of Nova KBM on the occasion of IEDC 30th Anniversary on April 14 and April 15.

The conference was an exchange of experience and efficiently led by Prof. Dr. Mollie Painter-Morland, Nottingham Business School, UK, and the Coca-Cola Chair of Sustainable Development at IEDC.

It gathered 30 eminent speakers with Dr. Susan Madsen, a world-renowned expert in women in leadership from U.S., and over 130 women leaders from 26 countries as participants, including important media representatives, ambassadors and also Slovenian Prime Minister Dr. Miro Cerar.

Sept. 2, 2016

Prof. Danica Purg met Mr. Muhtar Kent, Chairman and Chief Executive Officer, The Coca-Cola Company, and Erhard Busek, Chairman of Institute for the Danube Region and Central Europe, Austria, to discuss the importance of sustainable development in business education. As the mission of business education institutions must go hand in hand with the needs of business itself, IEDC has served as pioneer in developing education of impact for 30 years. Therefore, it was part of the core

belief that IEDC has fully integrated the subject of sustainable development across its entire curriculum, since 2008.

November 11, 2017

The conference “Women Leaders, Agents of Change” in Cape Town – Africa, was organized in partnership between IEDC and its Coca-Cola Chair of Sustainable Development (lead by Prof. Mollie Painter Morland); the Leading Women of Africa Association (LWA), led by Ms. Madelein Mkunu and the Graduate School of Business – University of Cape Town, a place where the development of women’s leadership is central to management education.

December 2017

In the end of 2017 takes place the collaboration of Nottingham University UK and IEDC Bled School of Management of the **Shared Vocabulary project** which was initiated by the Prof. Mollie Painter Morland , and was carried out in 2016 and 2017 within the PRME initiative. The scope of the project deserves a more extensive presentation.

Project background: The Shared Vocabularies project emerged from conversations with corporate practitioners at a UN Global Compact Forum meeting, who expressed concern about the multiplicity of terms associated with values-driven business (e.g.: ethics, integrity, responsibility, sustainability). IEDC in cooperation with Nottingham Business School, and Nottingham Trent University, U.K., hoped to address the problem that diverse vocabularies are used to label business functions responsible for values-driven business (e.g.: ethics, integrity, responsibility, compliance, sustainability), resulting in confusion over their meaning and scope and a lack of cooperation amongst functions.

The project sought to examine how and why differing vocabularies are being used across contexts, and provide insight on how different functions and roles are implemented and integrated within organisations.

Project outcomes:

- Collection of data based upon case interviews with senior Ethics / Compliance. CSR/Sustainability managers. This has involved collaboration with PRME partner universities in the UK; Brazil; India; Austria; China; Malaysia and Slovenia.
- Development of some of this data into teaching cases for use in PRME schools. A project update was also presented at the PRME Champions meeting at the Global Forum in New York in July 2017.
- Paper written and in submission for the publication in *Journal for Business Ethics*.
- In total, 11 interviews transcribed and 14 teaching cases prepared or in development.
- A Corporate booklet is being prepared, containing a series of definitions and best practices, which should be completed by December 2017.

4. ENGAGEMENT IN ADVANCING THE TEN GLOBAL COMPACT PRINCIPLES THROUGH SLOVENIAN CHAPTER OF THE UN GLOBAL COMPACT

4.1. Actions

IEDC continues to promote changes in business philosophy, strategy, and practice, through Slovenian chapter of the United Nations Global Compact (UNGC), the world's largest global corporate responsibility and sustainability initiative. Offering education, support, and networking for better implementation of sustainable business practices, the UN Global Compact Local Network Slovenia provided education and awareness of the strategic value of sustainability in business through various events and conferences. To achieve its goals it partners up with peer organization such as EKVILIB – Institute of social responsibility, human rights and development cooperation; Slovenian Network of Social Responsibility (Mreža za družbeno odgovornost Slovenije); EISEP – European Institute of Compliance and Ethics; IEDC Coca-Cola Chair of Sustainable Development; and UMANOTERA – Slovenian foundation of Sustainable Development.

4.2. Measurement of outcomes

IEDC supports the events, annual conferences organized by UN Global Network Slovenia by contributing the place, equipment and employees who help to run UNGC LN Slovenia.

June 8, 2016,

UNGC Slovenija and its partner Ekvilib Institute held, at IEDC, a conference on *Trends in Corporate Social Responsibility*. Over 80 participants from business and institutions gathered for the talks and workshops by Prof. Mollie Painter-Morland (Head of Coca-Cola Chair of sustainable development at IEDC) and Tomás Sercovich (Director of External Relations at Forética, Spain). The two experts delivered on the questions of how to encourage positive/ethical habits while dis-incentivizing unethical and unsustainable ones and what is the correlation between Sustainable Development Goals and business and how the former can contribute to the latter.

October 4, 2016

UNGC Slovenija and its partner EISEP held a second *Conference for Compliance and Ethics*. This was an educational event where participants gained new knowledge on: challenges of the corporate governance practices in Slovenia and their future development; how to assess compliance management system effectiveness; supply chain compliance and ethics risks; information protection in the light of compliance risks; how to integrate ethics into everyday business practices and act preventively; risk identification and assessment in the supply chain. The event was attended by 72 participants.

March 2017

The management of UNGC Slovenija met with the representatives of the Slovenian government to preliminary convene on the cooperation in the governmental Agenda 2030 for sustainable development and the preparation of the development strategy of Slovenia.

In 2017, UNGC Slovenija enlarged its membership by seven new corporate members: Združenje delodajalcev Slovenija, Droga Kolinska, LTH Casting, Deželna Banka Slovenija, Interenergo, Philip Morris and Odvetniška pisarna Jadek & Pensa d.o.o.

May 30, 2017

UNGC Slovenija and its partner EKVILIB organized the conference 'Digitalization and Social Responsibility', with two main focuses; transformation from classical to digital business models, and responsible communication in social media. Opportunities and challenges of the digital implementation in organizations were discussed.

October 3, 2017

UNGC Slovenija and its partner EISEP organised the third *Conference for Compliance and Ethics*, with a particular focus on: *how to manage compliance in view of new EU regulations, the impact of the new EU General Data Protection Regulation on business practices and how to conduct a self-assessment of compliance and ethics program*. The conference was attended by some 90 participants.

5. ADVANCING AND ELEVATING THE TEN PRINCIPLES THROUGH CEEMAN ASSOCIATION

5.1. Actions

CEEMAN supports PRME through its IQA-International Quality Accreditation, which places specific emphasis on responsible management education, through faculty development activities (special track on Business in Society and a session on social responsibility of faculty at IMTA - International Management Teachers Academy) and in CEEMAN Champion Awards (special category on responsible management education), as well as regular publication of PRME-related information on CEEMAN website, social media and other channels.

CEEMAN has also supported the establishment of PRME regional chapter for Central and Eastern Europe (CEE), which held its first meeting on 18-19 April 2016 at RISEBA University in Riga. During the meeting, 56 delegates from 19 PRME signatory business schools across CEE came together to agree on a Constitution and Steering Committee, and to discuss ideas on the roles, activities, and events for the new PRME Chapter. The second meeting of the CEE Chapter was hosted by CEEMAN alongside the 24th CEEMAN Annual Conference in Tallinn in September 2016. The conference topic was Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies, and the conference provided an opportunity to discuss latest trends, key issues, opportunities and challenges in the areas of entrepreneurship, innovations, and sustainability and see how business/management education can better support these processes to foster more effective entrepreneurship development around the world.

5.2. Measurement of outcomes

October 26, 2016

CEEMAN has received approval for “Skilled Business Leaders for Skilled Europe” project funded by the Erasmus+ Program of the European Union (KA2 Strategic Partnerships) for preparation of cross-country report based on the findings of CEEMAN-led research on Management Development Needs in Dynamic Societies, development of guidelines for higher education institutions curricula, teaching materials and tools, and related education and dissemination events.

January 19-20, 2017

CEEMAN research group representatives gathered in Bled and discuss preliminary findings of transnational research project titled: Management and Leadership Development Needs in Dynamically Changing Society.

Sept. 20-22, 2017

25th CEEMAN Annual Conference: “Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies”, took place in China. The conference topic was Rethinking Entrepreneurship: Challenges for Management Education in Rising Economies gave an opportunity to discuss latest trends, key issues, opportunities and challenges in the areas of entrepreneurship, innovations, and sustainability and see how business/management education can better support these processes to foster more effective entrepreneurship development around the world.

Besides keynote addresses, presentations and highly interactive roundtables with speakers and participants, the conference included company visits and meetings with entrepreneurs in Hangzhou.