



A School with a View

COMMUNICATION ON ENGAGEMENT
by
IEDC-Bled School of Management



December 2021

Contents

- 1. About IEDC-Bled School of Management..... 4
 - 1.1. Mission 4
 - 1.2. Vision 4
 - 1.3. Commitment to Sustainable and Socially Responsible Practices 4
- 2. Integrating the Global Compact Principles and Sustainable Development Goals in IEDC’s Teaching and Learning Processes 5
 - 2.1. Actions 5
 - 2.2. Measurement of outcomes 6
- 3. Commitment to Global Compact Principles Within the Coca-Cola Chair of Sustainable Development and the World Institute for Sustainability and Ethics in Rising Economies (WISE) 8
 - 3.1. Actions 8
 - 3.2. Measurement of outcomes 9
- 4. Green Initiatives at IEDC..... 10
 - 4.1. Actions 10
 - 4.2. Measurement of outcomes 10

Bled, December 16, 2021

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

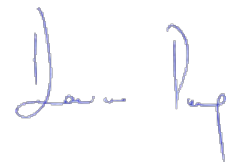
To our stakeholders:

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 four distinct chapters. The 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. The third chapter highlights actions provided by the IEDC Coca-Cola Chair of Sustainable Development and WISE Institute. The final - fourth chapter looks at the ongoing green initiatives at IEDC.

Sincerely yours,



Prof. Dr. Danica Purg
President

1. About IEDC-Bled School of Management

Since its inception the IEDC-Bled School of Management has set out to be a "Centre of Excellence" for executive education and research; to act as a change agent for individuals, organizations, and society at large; to bring innovative ways of thinking and acting to the management community; and to play an important role as a meeting place for various stakeholders. The institution endeavours to provide quality programs, research activities and various actions to attract promising leaders, provide them with world-class management education in a conducive, reflective and challenging environment. It also aims to impact on society at large by inspiring life-long-learning and focus on being responsible change agents for self, organisation and the larger context. It has been lauded internationally for pedagogical innovation and excellence and aims to augment this reputation with confirming, creating and disseminating knowledge in the fields of management and leadership studies.

1.1. Mission

IEDC's mission is to be a "Centre of Excellence" for executive education and research; to act as a change agent for individuals, organizations, and society at large; to innovate in terms of bringing new ways of thinking and acting to the management community; and to play an important role as a meeting place for business, government and NGOs on issues of common concern.

IEDC's mission statement is reviewed in strategy reports from the President to the Supervisory Board. The full April 2020 strategy report is appended to our AMBA 2020 SAR document.

1.2. Vision

- IEDC should remain as one of the leading 10 management development institutions in CEE and SEE but stand out from these in terms of its commitment to innovative approaches to leadership and leadership education, to ethics and sustainability, and to a strong cultural grounding which promotes new thinking at the interface of arts and management.
- IEDC (with IEDC Faculty) should be known to provide global research supported by the latest thinking and best practice perspectives and, in parallel, with high "local" relevance.

1.3. Commitment to Sustainable and Socially Responsible Practices

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 introduced business ethics into its core MBA curriculum three decades ago, well before other regional and international business schools. In 2007, IEDC founded the Slovenian branch of the UN Global Compact to help Slovenian companies realize strategic opportunities offered by sustainable and socially responsible practice and became the first CEE business school to join the UN PRME initiative which promotes integration of sustainable development initiatives in management education, research and leadership globally. In 2010, IEDC launched the IEDC Coca-Cola Chair of Sustainable Development, the first endowed chair for the school.

IEDC supported establishment of the Network for Social Responsibility of Slovenia that serves as the meeting point of companies and other organizations to promote social responsibility, and the EISEP Institute that was founded to develop the fields of corporate compliance and ethics. IEDC established close cooperation with both organizations to develop two of the most important annual regional conferences on CSR, sustainability, ethics and compliance – the Annual Trends in CSR Conference and the annual Bled Compliance and Ethics Conference.

In 2018, IEDC was a founding member of the World Institute of Sustainability and Ethics (WISE) at IEDC, which was established in cooperation of four academic institutions (University of Stellenbosch Business School, School of Management, Zhejiang University, Cologne Business School, and IEDC Faculty of Postgraduate Studies). The main goal of WISE are common research, teaching, and publishing projects in the field of sustainability and ethics. The headquarters for WISE is situated on the IEDC campus.

2. Integrating the Global Compact Principles and Sustainable Development Goals in IEDC'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 four SDG's:



2.2. Measurement of outcomes

January 2020

Together with the German-Slovene Chamber of Commerce, IEDC and WISE supported development of The German Economy Award which now focuses on companies showcasing various sustainability indicators. The award is bestowed to the company with exceptional work in the field of corporate social responsibility; a company which fully implements the sustainable paradigm that largely combines technological opportunities with social and environmental needs, while promoting sustainable business strategies that create value for businesses as well as society. In 2020, a special attention was also given to the COVID-19 response. In a six member jury, WISE had three representatives. The finalists for the 2020 Award were Lumar IG d.o.o., BSH Hišni aparati d.o.o., and Steklarna Hrastnik d.o.o.

September 2020

IEDC and WISE Institute were involved in the development and implementation of the Coca-Cola Forum 20: Climate Action in the New Normal. WISE actively participated in the event by providing a speaker for the expert panel, prof. Lučka Kajfež Bogataj, one of the pioneers in researching the impact of climate change, the recipient of the joint Nobel Peace Prize in 2007 (together with Al Gore) and a member of the UNESCO Expert Group on the Declaration on Ethical Principles in Relation to Climate Change.

The IEDC MBA students, under guidance of WISE institute and the Coca-Cola Chair, also actively participated in the Forum where they provided important feedback at the break-out sessions.

October-November 2020

Drawing from the experience from past years, we have expanded the Annual Conference on Compliance and Ethics which functioned as a national level event to an international two-day conference. The conference was developed in cooperation between WISE and EISEP Institute and has reached important mile stone in becoming the most important regional conference for Compliance professionals.

Due to the epidemic restrictions, the conference was moved online and the format was adjusted according to this. The conference was structured around four individual but complementary online modules covering the following topics:

- Compliance Practices
- Challenges of Business Ethics
- Anti-Corruption and Whistle-Blowers Protection
- Trending International Legislation

Along with invited high-level keynote speakers, the conference had a focus on practically oriented workshops.

November 2020

IEDC and WISE co-organized the annual International Conference on Trends in CSR with the 2020 conference having focus on the new normality of the social and economic system, which is necessary to effectively address global challenges such as global climate change, social dilemmas and the disruptive effects of the Covid-19 pandemic.

The conference was opened by the welcome speeches of Mr. Aleš Kranjc Kušlan, Director of Institute Ekvilib and Prof. Danica Purg, president of IEDC. Conference was organized as a set of dialogues with guests who in their own way as an individual or part of various companies and institutions contribute to a socially responsible world. Due to pandemic related restriction, the conference was held online.

January 2021

Based on new criteria developed for the 2019 Award, IEDC and WISE again participated in the 2020 Germany Economy Award, that is given out by the German Slovenian Chamber of Industry and Commerce AHK. IEDC was represented in the Expert Jury that picks the finalists and the winner and also lead the Keynote Panel at the Award Ceremony. The 2020 Award was given to Lumar, a producer of low energy and passive prefabricated buildings.

June 2021

IEDC and WISE co-organized the annual International Conference on Trends in CSR 2021 focusing on cross-sectoral dialogue and addressing common social and environmental challenges. Returnig from online environment back to the IEDC Campus and Hybrid Envrionsmet, the Conference drew a large crowd of over 120 experts and business practitioners.

To emphasise and enact the cross sectoral dialogue, the invited speakers came from many different sectors, including corporate, government, NGO, academia and even journalists and activists.

October 2021

IEDC and WISE Institute co-organized the annual Bled Compliance and Ethics Conference in collaboration with EISEP institute. After a brief move to an online format, the conference this year returns to the IEDC, welcoming 70 participants at the campus and over 100 joining also online. The conference also grew in size and scope, now extended over two days and welcoming compliance experts and other professionals from all over Europe.

Over the two days, participants had the opportunity of discussing together some of the most current topics and latest developments in the field of business compliance and ethics, risk and governance.

Conference sessions blended different disciplines with help of excellent speakers, long-time professionals and practitioners in compliance, ethics, risk management, law and sustainability.

Among the prevailing topics this year were Human Rights, Environment, Anti-Money Laundering, Whistle-blowers Protection, How to Motivate and Stay Motivated During Difficult Times, Role of Compliance in Context of Sustainability, and quite a few other global trends and current challenges compliance officers might face today and tomorrow.

3. Commitment to Global Compact Principles Within the Coca-Cola Chair of Sustainable Development and the World Institute for Sustainability and Ethics in Rising Economies (WISE)

3.1. 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 over 600 graduates (50 of them graduated in the field of sustainable development), representing 165 institutions and 51 countries. One of the recent outputs of the Coca-Cola Chair is publishing an integrated vocabulary for promoting responsible and sustainable business.

With support of the Coca-Cola Chair, IEDC established the WISE Institute in 2018, also connecting National Institute for Innovation Management at Zhejiang University (China), Cologne Business School (Germany), and University of Stellenbosch Business School (South Africa). The institute connects centres of excellence which address the most relevant business challenges of today from a truly global perspective by bridging local entrepreneurship with global thought leadership. WISE aims to serve professionals in the field of sustainable business (encompassing business ethics, CSR and sustainability) within rising economies through practice relevant research, education and networks. The goal is to develop an ongoing research and educational agenda to drive integrated sustainability and to facilitate the implementation of best practices within rising economies.

3.2. Measurement of outcomes

Publications

There are currently several works in progress by the Coca-Cola Chair and by researchers working at individual WISE centers of excellence as well as coordinated research publications. Until now, WISE has published the following publications:

- Schmidpeter, R., Capaldi, N., Idowu, S.O., Lotter, A. International Dimensions of Sustainable Management: Latest Perspectives from Corporate Governance, Responsible Finance and CSR. 347 pages. Springer International Publishing, 2019.
- Mitra, N., Schmidpeter, R. Corporate Social Responsibility in Rising Economies: Fundamentals, Approaches and Case Studies. Springer International Publishing, 2020.

Research and Development Projects

In order to assure finance for its research and development projects, WISE and the Coca-Cola Chair WISE look for opportunities with various European and other international research funding sources. Over past two years, IEDC was through them involved in the following projects related to sustainability:

■ ISSUE

In 2019, IEDC and CBS (WISE Centre of Excellence from Germany) started with an international project sponsored by the Erasmus+ grant. The ISSUE project aimed to develop various educational tools based on principles and goals of sustainable development. CBS and IEDC were project partners together with 6 other European research and educational institutions. As part of the initiative, partners have developed valuable tools such as:

- The Integrated Reporting Manual for HEIs,
- A three-part Methodology Handbook with examples of best sustainable practices from companies and HEIs, Research and Teaching Case Study Collection on Sustainability,
- Sustainability Summer-School for MBA students,
- A digital online learning program on the SDGs.

And interesting tool developed under the project was also the Green Office Toolbox which supports HEIs in shifting to more green operations and practices, including reduction of waste and emissions. With COP26 recommitting to the 1.5 -degree Celsius goal, this particular initiative will be further developed in order to help HEIs reduce their carbon footprints. Part of this initiative from the side of IEDC can be found in the final chapter.

■ EQUAL4EUROPE

In January 2020, WISE center at IEDC kicked-off a high-level research project on gender equality funded through the H2020 mechanism. In the Equal4Europe project IEDC partners up with several of Europe's most distinguished business schools. After the initial meeting at ESADE Business School in Barcelona in January 2020, the project had to rely exclusively on online tools for communication and research work, but the initial reports on the status of gender equality in participating institutions were already finalized in spring 2021. Within the project, IEDC is focused on assurance of gender equality in and with support of leadership positions. After the analysis of existing situation at the participating institutions and a round of detailed interviews with the leadership of these institutions, individualized Gender Equality Plans for all participating institutions are now being developed, including educational contents to support it.

4. Green Initiatives at IEDC

4.1. Actions

IEDC has a strong track record of environmental initiatives. In 2015, IEDC organized and hosted a regional conference: Water: Human Right, Responsibility and Opportunity, attracting 140 guests and several distinguished keynote speakers. A year later Slovenia became one of the first countries in the world to put the right to drinking water into its constitution.

Since 2016, IEDC completely stopped using bottled water. Drinking fountains were installed on the campus and glass cups are available at the school's two bar areas as well as in front of all classrooms whenever big events are happening. Each MBA student gets a glass bottle for water with their name engraved on it. The table below shows the direct impacts that we have achieved with these initiatives.

With most of its printing done in-house, IEDC uses about 1,2 tons of paper annually for printing. Since 2017, IEDC exclusively uses only recycled paper. With an estimate of 37% of Co2 savings from recycled paper as compared to virgin paper, IEDC has managed to save close to 3,4 tons of CO2 emissions if we estimate a 2.5 tons of CO2 emission per ton of virgin paper produced.

At the end of 2018, IEDC started an initiative to encourage the reduction of paper use and energy consumption. In 2019, we reduced paper use by 0.36 tons – equivalent of 0.8 tons of carbon footprint reduction. Energy consumption was also reduced by 5%. As face to face events were canceled or moved online and work was organized from home in 2020 due to the COVID-19 pandemic, measurements for 2020 are not included.

4.2. Measurement of outcomes

	2016	2017	2018	2019	2020	Total
Bottles saved	10.354	10.472	9.993	10.273	/	41.093
CO2 Footprint reduction (t)	0,9	0,9	0,8	0,9	/	3,4
Equivalent in distance travelled by car (km)	5.115	5.174	4.937	5.075	/	20.302

	2016	2017	2018	2019	2020	Total
Paper per year (t)	1,2	1,2	1,2	0,84	/	4,43
CO2 Footprint reduction (t)		1,13	1,13	0,79	/	3,04
Equivalent in distance travelled by car (km)	0	6.702	6.702	4.690	/	18.089