

GLOBAL COMPACT COMMUNICATION ON ENGAGEMENT (COE)

STEINBEIS UNIVERSITY BERLIN – INSTITUTE CORPORATE RESPONSIBILITY MANAGEMENT

January 2012 – December 2015

To our stakeholders:

I am pleased to confirm that Institute Corporate Responsibility Management (ICRM) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in black ink, reading "Dr. Felicitas Mocny". The signature is written in a cursive, flowing style.

Dr. Felicitas Mocny
Director ICRM

About ICRM

The Institute Corporate Responsibility Management (ICRM) was founded in 2008 at Steinbeis University Berlin as a direct response to the growing demand for consistent and systematic executive education and research in the fields of Corporate Responsibility Management, Business Ethics and Sustainability. The Institute furthers the realization of global Responsibility in organizations by choosing Berlin as the new center in thriving Europe and educating future leaders through a teaching and research program that highlights the relevance of Corporate Responsibility in today's business world.

The Institute spent several years researching an adequate curriculum of a executive degree program *Master of Arts in Responsible Management* (MRM). The program is designed to provide students and companies with the knowledge and skills required to operationalize *Responsible Management* principles in various types of organizations and functions.

Our research objectives are based on the assumption that ethical principles are the foundation for Corporate Social Responsibility (CSR) related concepts. ICRM focuses on the fundamental principles behind creating ethical guidelines that can be applied to develop consistent curricula changes. The objective is to establish a general, consensus-enabling basis for debates in order to implement ethical decision making in the field of corporate responsibility.

By developing the Master's Program as a double degree, in conjunction with "traditional" MBA programs, the Institute aspires to facilitate the practice of *Responsible Management* principles in mainstream business. In addition to the current partnerships with universities in England and Austria, the Institute is actively negotiating with several other overseas institutions as well.

ICRM and Global Compact: Description of Related Activities

As *Responsible Management* stands at the core of ICRM's work, the Global Compact principles related to Human Rights, Labor Standards, Environment and Anti-Corruption are well understood by the ICRM team and incorporated in all internal activities of the Institute. The promotion of Global Compact is mainly realized by delivering education and fostering postgraduate research on topics related to Global Compact and its Ten Principles. Additionally, by coaching students and/or companies in implementing projects in the field of *Responsible Management*, ICRM has been contributing to the dissemination of the Ten Principles in practice as well.

The Institute offers the executive degree program *M.A. in Responsible Management* (MRM) since May 2010. MRM was developed to respond to the emerging and imminent need to mainstream Corporate Responsibility, Business Ethics and Leadership within postgraduate business education. The program provides students with background in economy, social sciences and business management with the opportunity to focus on the core concept of responsible business behavior and to specialize in *Responsible Management*.

The Program has welcomed students from over 40 nations and various educational and professional backgrounds. There are currently over 40 students from the private, governmental and non-governmental sectors studying towards the degree whilst working on the *Responsibility Management* related projects inside their companies and organizations.

Besides developing the knowledge and skills of current students, ICRM contributes to the further development of the graduates. Qualified graduates continue research and practical implementations in the field of Responsible Management under Postgraduate Competence Center, which was established at end of 2012 as an important pillar of ICRM's work.

In addition to that, between 2012 and 2014, ICRM has participated in the European Social Fund (ESF) Program led by the German Federal Ministry of Labor and Social Affairs (BMAS). In cooperation with the Association for Industry of Baden-Württemberg (LVI), ICRM has run the project "Implementation of CSR measures in SMEs through Project Competence Concept". The main purpose of the project was to train and coach SMEs in Germany in developing and implementing their own CSR projects.

Main Outcomes

In the framework of the Master's Program *M.A. in Responsible Management*:

- 68 enrolled students between January 2012 – December 2015 who have studied
 - Corporate Ethics Management
 - Environmental Sustainability
 - Corporate Responsibility Management
 - CSR Communication
 - Human Rights
 - Leadership
 - Project Management and Social Entrepreneurship
 - Integrative General Management
 - Supply Chain Sustainability
 - HR Management and Responsibility
 - International Management and Responsibility
 - Legal Environment and Responsibility
- 57 graduates between January 2012 – December 2015 who have conducted conceptual/practical study projects that were implemented in the organizations they work at
- 6 of graduates registered to ICRM Postgraduate Competence Center who continue their academic work in related topics

In the framework of the ESF/BMAS Project:

- 21 SMEs trained and coached in implementing their CSR projects which covered topics such as
 - Implementation of an energy management system according to DIN EN ISO 50001 in existing environmental management processes
 - Development and implementation of a *Responsible Employer* branding strategy to increase employee satisfaction and competitiveness
 - Development and Implementation of Responsible Corporate Governance – Health, Diversity and Integration at the Working Place
 - Design and Implementation of a Sustainable Management Strategy

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