



MARKKULA CENTER FOR APPLIED ETHICS

COMMUNICATION ON ENGAGEMENT (COE) Markkula Center for Applied Ethics at Santa Clara University

Period covered by this Communication on Engagement

From: October of 2016

To: October of 2018

Part I. Statement of Continued Support by the Chief Executive or Equivalent

October 17, 2018

To our stakeholders:

I am pleased to confirm that the Markkula Center for Applied Ethics at Santa Clara University 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.

Our work is entirely complementary and supportive of the UNGC's 10 core principles, addressing the critical issues of human rights, labor policy, environmental protection, and global corruption, among others. Our Center brochure presents the mission and purpose of the Center, as well as a review of the areas of our work. It can be accessed on our website at: <https://www.scu.edu/ethics/about-the-center/overview/>

Our 2017-2018 Annual Report of our Center gives an up-to-date review of our major accomplishments. This can be accessed at: <https://www.scu.edu/ethics/annual/>

We are glad to provide any additional information on our work and provide counsel to others seeking to work in the same field. The Center's website is www.scu.edu/ethics and inquiries can be addressed to ethics@scu.edu.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Don Heider".

Don Heider, PhD
Executive Director

Part II. Description of Actions

Describe below the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested.

- Incorporate the GC principles into internal operations and communicate progress following the COP requirements (required): In 2016, the Center used a checklist provided by the national Standards for Excellence® program to determine if our organization was following best practices and procedures for nonprofits in the areas of mission, strategy, and evaluation; leadership, board, staff, and volunteers; legal compliance and ethics; finance and operations; resource development; and public awareness, engagement, and advocacy. These best practices align with and uphold the 10 Principles and ensure that the Center is promoting the Principles in its internal operations.
- Promote the GC and its principles through one of the following activities
 - Deliver education on topics related to the Global Compact: The Center hosted a variety of programs focused on the ethical impact of AI, which relates to Principles 1, 6, and 9; free speech and civil discourse, which relates to Principles 1, 2, and 6; and workplace diversity, including an event on the importance of women in the peacemaking process, which relates to Principles 1, 2, 5, and 6. The Center has also held several events on environmental responsibility, including student projects on environmental ethics and an event on the ethics of tech addiction, which upholds Principles 7, 8, and 9. Last year, the Center hosted an event on corporate fraud, and our ethics experts continue to do work to bring awareness to anti-corruption through articles on our website and events, relating to Principle 10. The Center also delivers MOOCs on business ethics, voting ethics, and character education around the world. Some of the Center's ethics experts also attended the Business and Human Rights Scholars conference hosted by SCU's Leavey School of Business in September of 2017 on human rights and business. Additionally, one of our Center scholars, Professor Michael Santoro, is the editor of the *Business Human Rights* journal.
 - Conduct applied research and thought leadership in relation to the Global Compact: The Center's Senior Director of Leadership Ethics along with a visiting scholar from Deusto University in Bilbao Spain conducted an in-depth research project in 2017 about an organizational culture framework for businesses to look to when managing and establishing their corporate cultures. The Leadership Ethics program is currently engaging another research project that focuses on leadership beliefs and competencies, with a focus on the current dilemma many in leadership positions face about when to take a personal or organizational stand on social issues.
 - Provide support to UN Global Compact business participants in their own sustainability implementation and disclosure efforts: The Center provides educational and research opportunities with a variety of UNGC business participants, including Cisco Systems and Intel.
- Engage companies in Global Compact-related issues: The above programs, events, and research all engage companies on the issues related to the 10 Global Compact Principles. Additionally, the Center has a business ethics internship program that connects Santa Clara University undergraduate students with experiential learning opportunities in Silicon Valley businesses, which helps to expose students to ethical dilemmas in the workplace. This helps create awareness of human rights in business early in their careers.
- Provide commentary to companies on Communications on Progress: The Markkula Center's Senior Director of Leadership Ethics was a subject matter expert at the Fortune CEO conference in September of 2017 where she engaged with companies on the topic of human rights, sustainability, and anti-corruption in business. Additionally, the UN's Secretary General addressed the event in the evening.
- Build dialogue with companies and NGOs involved in the Global Compact: The Markkula Center's Social Sector Ethics program area delivers ethics and accountability training to nonprofit boards and executives called Standards for Excellence®. The Social Sector Ethics Program

area has also established a learning community of nonprofit and social sector executives to share best practices and ethical challenges facing nonprofits. The Center is also in the beginning stages of partnering with The Miller Center for Social Entrepreneurship, another center of distinction at Santa Clara University, to help deliver effective ethics board training to NGOs and entrepreneurs. Additionally, the Center engages businesses each year through in person training and events, online education, and online resources.

- Examine company performance and rights on sustainability issues: The Markkula Center's Leadership, Business, Tech, and Internet Ethics program area experts write commentary on ethical issues related to company performance and sustainability. Our senior director of leadership ethics attended BSR's October 2017 conference, How Business Leads: The Leading Event for Collaboration and action on Sustainable Business.
- Join and/or support special initiatives and work streams: In 2017, the Markkula Center was selected to join the Partnership on Artificial Intelligence to Benefit People and Society, a consortium of major companies and nonprofits devoted to formulating best practices for the use of AI. The Center's work on AI brings together many of our program areas, from Technology Ethics to Character Education, from Bioethics to Internet, Government, and Business Ethics. The Center is exploring how AI effects criminal sentencing, "smart cities," driverless cars, and online rumors.

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

- Launched a Technology Ethics program
- 121 Organizations collaborated with the Trust Project, a consortium of top news companies developing transparency standards to help readers assess the credibility of journalism
- Trust Project launch at the Newseum in Washington DC
- New online resource for educators: Ethics on Technology Practice: An Online Resource for Ethics Training in Companies
- New Teaching Modules: Introduction to Data Ethics and Introduction to Cybersecurity Ethics
- MOOC—Raising Ethical Children and Teens: The Responsible Online Self
- 136 classrooms around the world used the Center's Software Engineering, Cybersecurity, and Data Ethics online curricula
- 77 corporations were involved in the Business Ethics program
- 76 stories by or quoting Center staff in media from *The Washington Post* to KQED (Bay Area National Public Radio station)
- 21 nonprofit and social sector organizations have attended the Center's nonprofit ethics and accountability training, Standards for Excellence®
- 3,333 people enrolled in Center MOOCs
- 2.2 million people visited the Center's website for resources on ethics
- 2,152 people attended Center events
- In 2017, the Center held 6 programs on the ethical impact of AI and other technologies, 6 programs on diversity and inclusion, and 7 on free speech and civil discourse. Details below.

Center Programs on the Ethical Impact of AI and Other Technologies

Minimizing AI Risks

Wendell Wallach, Scholar at Yale University's Interdisciplinary Center for Bioethics

Informed Consent and Ownership of Human Biological Materials

Radhika Rao, Professor, UC Hastings College of the Law

Habeas Data: Privacy vs. the Rise of Surveillance Tech

Cyrus Farivar, Senior Business Editor, ArsTechnica

Artificial Intelligence: Ethical Challenges and a Fast- Approaching Future
Panel of SCU experts

Online Rumors, Conspiracy Theories, and Disinformation: Informatics and Civil Discourse
Kate Starbird, Department of Human Centered Design & Engineering, University of Washington

The Trust Project: Using Technology to Restore Faith in News
Panel, The Tech Museum of Innovation, San Jose

Content Moderation and Removal at Scale Conference with the High-Tech Law Institute at SCU

Center Programs on Diversity: Workplace Diversity Dialogues

The Science of Diversity and Inclusion Initiatives: Sparking Transformative Solutions
Jeff Flory and Kara Helander, Founders, SODI

Talking in the Workplace
Panel on microaggressions, Islamophobia, and freedom of speech in professional settings

How Women Influence Peace Negotiations and Politics Globally
Mary Ann Peters, CEO, The Carter Center

How Diversity Serves Good Governance
Michelle Edkins, Managing Director, BlackRock

A CEO's Approach: Leveraging Agile Methodology to Manage Diversity & Inclusion
Jessie Woolley-Wilson, CEO, DreamBox

Roundtable of leading Silicon Valley Businesses and Experts on Diversity and Inclusion

Programs on Free Speech, Civil Discourse, and Dialogue

Free Speech on Campus
Erwin Chemerinsky, Dean, Berkeley Law

Conversation in the Jesuit Tradition: Reflections for a Time of Broken Discourse
Mark Ravizza, S.J., Associate Professor, SCU Philosophy Department

Free Speech at Santa Clara University: Should the Campus Policy Change?
Lawrence Nelson, Associate Professor, SCU Philosophy Department

Free Speech and the University Under Assault
Nicholas Dirks, Former UC Berkeley Chancellor

Bridging the Political Divide: Listening to Trump's America
Joe Simitian, Santa Clara County Supervisor

Ethics Standards and the President
Richard Painter, Former Chief White House Ethics Lawyer

Listening to the Stories We Don't Know: The Power of Dialogue About Race
Beverly Daniel Tatum, Former President, Spellman College