



KOZMINSKI UNIVERSITY

**COMMUNICATION ON ENGAGEMENT REPORT
KOZMINSKI UNIVERSITY
2016 - 2018**

**KOZMINSKI UNIVERSITY
WARSAW, POLAND
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1. Statement of Renewed Commitment

Kozminski University continues to support 10 principles of the UN Global Compact and the objectives of the UN Principles for Responsible Management Education. We expressed our commitment to UN Global Compact principles on May 24th, 2007 and to PRME on April 1st, 2008 as the first university from the region of Central and Eastern Europe. Now we have many followers in CEE region.

Kozminski University (KU) has been, since its inception in 1993, a pioneer in the field of non-public higher education. Today it is one of the best private university in Europe according to most recent publications including Financial Times global rankings and KU "Triple Crown" accreditations (AMBA, AACSB, EQUIS). The Six Principles of PRME are providing an engagement framework for Kozminski University to embed responsibility and sustainability in education, research and campus practices through a process of continuous improvement.

As the community of Kozminski University we are leveraging our entrepreneurial flair, our corporate relations, our research potential and our internationalization to make a difference in business, law and society. We strive for the highest quality education in the fields of responsible business. The positive response to the challenges of SDGs is the most constructive stand that we can take - being a regional centre of excellence in business education and management research - and one that also may equip us best to deal with further challenges that the future may bring. For us UNGC principles and PRME are not a general declaration of a moral nature but a holistic vision for the management education based on corporate sustainability as the foundation of a new business paradigm, in the frame of deep strategic orientation toward Sustainable Development Goals (SDGs).

Professor Boleslaw Rok, PhD

Rector's Proxy for Responsible Management Education
Academic Director of Corporate Responsibility Executive Programme
Kozminski University



2. Kozminski University – overview

Kozminski University (KU) is a non-public and independent non-profit higher education institution with full academic rights located in Warsaw, Poland. Kozminski University offers recognized graduate and undergraduate programmes BBA, MA, MBA, and doctoral studies (PhD) in business management and finance, economics and law. It was established in 1993 as one of the first non-public higher education institution after political and socio-economic transition in 1989.

Since 1998, KU has consistently been ranked as the best private business school in Poland's annual listings of the best private schools of management. Kozminski University's continuous self-improvements and its striving for internationalisation have been rewarded by three prestigious accreditations: EQUIS, AACSB and AMBA. KU is the only one business school from Central and Eastern Europe that hold the 'Triple Crown' – EQUIS, AACSB and AMBA. It is the only AACSB-accredited institution in Poland.

On top of that, KU was also accredited by the Central and East European Management Development Association (CEEMAN) in 2001 and passed the reaccreditation procedure in 2007 and 2013. Kozminski University is part of well know network Academy of Business in Society (ABIS) from 2005, and part of PRME community from 2008.

The high quality of education offered by KU is also demonstrated by the position of the university in rankings published by the Financial Times since 2009. In the "Financial Times Global Masters in Finance" 2010 – 2018 Kozminski University has 17th place in the ranking of 50 best Master Programs in Finance in the world. In the "Financial Times Global Masters in Management" 2009 – 2016 Kozminski University has 20th place in the ranking of 100 best Master Programs in Management in the world. In the "Financial Times European Business School Ranking" 2009 – 2018 KU has 64th place among the best European Business Schools. And finally, in the "Financial Times EMBA Ranking" 2009 – 2017 KU has 68th place among the best Executive MBA programs in the world.

Kozminski University mission

Kozminski University is aware that its role is not only to lead Central and Eastern Europe in academia, but also to help in bridging the gap between Eastern and Western academia and serve as a platform for international integration and transformation in international education standards and research. Our focus on management excellence, coupled with an interdisciplinary background education, is a unique component in both the domestic and international markets.

The vision of Kozminski University is to become a leading business school with a broad profiled centre of excellence in research and education. A "broad profile" concept signifies that while business and management remains the school's focus, KU approaches these studies from an interdisciplinary perspective that includes business law, social sciences, and economics. KU is an active member of the Polish community but is also a full-fledged international institution. KU



has a great deal to offer the international academic community including promoting the many successes of Polish transformation and its location in the heart of Europe.

Combining practice with theory, we conduct research, which in the opinion of the academic community contributes to the body of science both in Poland and internationally. An emphasis on ethics as legitimate dimensions of everyday business reality is placed not only in our curricula but as a cornerstone of the KU culture. The importance of ethical issues is acknowledged both in the KU policy towards faculty employment and development and in academic research topics and projects. We believe that business schools contribute to communities fundamentally through the education of leaders who are responsible to their environments and are willing to engage in public affairs.

Another element of Kozminski University's profile is emphasis on a continuous dialogue between academia and practitioners. KU is dedicated to maintaining strong ties with the business world. We were pioneers in introducing professional education and offered the first MBA programmes in Poland after 1989.

Close contacts with the business world are achieved through several initiatives, including the International Corporate Advisory Board, the Centre of Excellence, the Career Centre Development and Alumni Relations Office and prominent practitioners among faculty members. These connections allow KU to 'read the market' while maintaining a constant challenge for teaching faculty by providing the opportunity to improve their teaching skills via face-to-face meetings with practitioners, one of most demanding customer segments in the market.

Values of Kozminski University

Personal integrity and self-development. We see ourselves as a large community of faculty, staff, students and other stakeholders. We are convinced that the ethical conduct of our school depends on moral standards and we strive to achieve excellence.

Democracy and market economy. Since our inception, we have been firmly committed to the promotion of democratic values and a market economy in Poland, in the region and elsewhere.

Freedom, equality and mutual respect. KU expects all students and employees to conduct themselves with dignity and show respect for others. Students of all origins, ethnic backgrounds, genders, religions or politics are treated equally and respectfully.

Operational excellence and highest professional standards. We believe we should teach our students and set an example of operational excellence whilst achieving the highest standards in research, education and all our activities.

Honesty. KU pays special attention to two dishonest practices: plagiarism and cheating on examinations. These issues are treated especially seriously as they undermine confidence in our standards and values as well as they damage the reputation of our School and are unfair towards fellow students.



Openness to intercultural dialog, diversity and freedom of speech. We are dedicated to achieving our common goals as a non-partisan, pluralistic and open community. We are open to non-mainstream research, outside opinions and original viewpoints if they are rooted in scientific evidence. Our multinational faculty is encouraged to keep their eyes open and avoid intellectual fashion and the idolatry of science.

Social responsibility. Our focus on internationalisation does not lead us to forget about the local community of Warsaw and its environs. Our goal is the education of leaders who are responsible to their environment, sensitive to change, and are willing to engage in public affairs for the benefit of local society, business, country and the international community.

Entrepreneurial spirit. We teach and promote entrepreneurship among our members and in our community.

3. Our Principles of Responsible Management Education

PRME-related activities at Kozminski University can be presented according to three core areas: *Education* (related to PRME principles 1, 2 & 3), *Research* (related to PRME principle 4), and *Participation* (related to PRME principles 5 & 6). We wish to report especially on a few concrete activities and achievements in the period of September 2016 - August 2018.

EDUCATION

Principle 1. Purpose: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Principle 2. Values: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Principle 3. Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Kozminski University understands its role in educating responsible business leaders of the future, especially as the most internationalized school in Poland with students from more than 60 countries. Main goal is the education of leaders who are responsible to their environment, sensitive to change, and are willing to engage in public affairs for the benefit of society, business, their country and the international community.

Kozminski University is involved in education for sustainability through its Entrepreneurship and Ethics in Business Chair, newly created in 2017. The following basic courses, conducted in Polish



or in English, are offered for full-time and part-time educational programmes at the BA, MSc, and PhD level: Business Ethics and CSR in Management, Business Ethics and CSR in Finance, Ethics in Public Administration, Ethical Issues in Finance and Accounting, Ethics and Law, Sustainability Management, Innovation for Sustainability Entrepreneurship, CSR and Social Entrepreneurship.

Students are trained in ethical leadership, responsible management approach based on ISO26000, corporate social innovation, sustainable entrepreneurship, compliance and non-financial reporting, inclusive business models and UN Sustainable Development Goals. The aim is to provide an in-depth understanding of the role of business in society, now and in the future; to recognize that business conduct is constrained not only by its economic environment, but by the environmental, social, and governance performance.

The postgraduate programme on CSR at Kozminski University is the most recognized in Poland from 2009. It is the first in Central and Eastern Europe special postgraduate executive programme for CSR managers, successfully created in partnership with Deloitte. The 184 hours programme provides a strategic, hands-on approach to SDGs in the strategic management and allows participants to tailor frameworks to their own companies, combining lectures, cases and workshops with leading academics from Kozminski University, consultants, CSR managers from leading companies and guest speakers. Almost 250 managers were trained during nine editions; the tenth one is on the way.

CSR postgraduate studies on SDGs are a form of professional studies aimed at preparing graduates for the best performance of a specific function within the company. People who undertake postgraduate studies in corporate responsibility intend primarily to apply for one of four positions: ethics officer, compliance manager, social responsibility manager, and sustainable development manager. The last two editions are fully devoted to the integration of SDGs in the strategic approach in companies operating in the Polish market, including sustainable start-ups.

Additional postgraduate programme is the one on compliance and ethics. It is well positioned on the educational market after five editions. The aim of this programme is to create a network of informed practitioners in the field of compliance policy for both companies and public institutions, to encourage the culture of speaking up.

The newest programme prepared recently is "Circular economy in the corporate policy" in partnerships with the main players on circular economy from business and government. We strongly believe that circularity is the most important aspect of sustainability management.

Two semester post-graduate study in the field of corporate responsibility, compliance or circular economy is a novelty on the CEE market. It can be assumed that the preparation of a curriculum that would meet market expectations as well as expectations of potential students is a major challenge in the Polish context. Our curriculum is aimed at supplementing knowledge in the scope of shaping a strategy of sustainable business.



RESEARCH

Principle 4. Research: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Operating in different research and educational projects and working with managers in Poland and in the region, Kozminski University is recognized by the country's academia and business as well as by international scholars, practitioners, and organizations.

Kozminski University is actively involved in the research area of responsible entrepreneurship, corporate social responsibility, compliance and business ethics, social innovation, collaborative consumption and business models for sustainability through its Positive Entrepreneurship Research Lab, a unit of Department of Entrepreneurship and Ethics in Business.

The Lab is now one of the first change agent in the integration of corporate responsibility and sustainability issues into the knowledge, skills and mind-set of today's and tomorrow's leaders, managers and employees, consumers and other stakeholders. The Lab collaborates on the international level with the Academy of Business in Society (ABIS), International Society of Business, Economics, and Ethics (ISBEE), and UN Global Compact Poland (UNGC).

KU has an experience already in EU-funded projects with participation in several research projects run by big consortia through FP6, FP7 and H2020, connected to sustainability and responsibility issues: „European Platform For Excellence in CSR Research” (CSR PLATFORM); “Understanding and Responding to Societal Demands on Corporate Responsibility” (RESPONSE); "Impact Measurement and Performance Analysis of CSR” (IMPACT), “Sustainable Lifestyles 2.0: End User Integration, Innovation and Entrepreneurship” (EU-InnovatE), “Social Innovation in the Workplace” (WPI). Recently it has been actively applying both as partner institution and a coordinator to the recent calls under Horizon 2020 and local calls.

KU with collaborating European research institutes is investigating social innovation to see what potential it holds for a sustainable economy. Our scientific investigation provides new insights, evidence, tools and models around major concepts of sustainable entrepreneurship, circular business models, the role of end users and entrepreneurs in sustainability innovation processes, the long-term opportunities and obstacles for sustainability innovations to enhance sustainable lifestyles and green economy. In parallel, it will empower policy-makers to become co-creators in advancing sustainability entrepreneurship in Europe.



PARTICIPATION

Principle 5. Partnership: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Principle 6. Dialogue: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

Kozminski University through its Department of Entrepreneurship and Ethics in Business is actively involved in interactions with managers from most successful companies in the field of Corporate Responsibility and Sustainability in Poland and in the CEE region.

Some of the examples are: The Responsible Companies Ranking in Poland (every year from 2007), The Award for the Best CSR Report in Poland, MedKompas Poland - Siemens Integrity Initiative, Verba Veritatis Award for the Best Student's Thesis on Business Ethics, The Advisory Board for UN Global Compact in Poland – with President of Kozminski University prof. A. Kozminski as a Board member and prof. B. Rok as the Head of the Board.

In the frame of UN Global Compact Poland, the special Ethical Standard was prepared. Kozminski University as a first academic member decided to declare its support for the "Minimum Standard in Ethical Program Management". It was confirmed that Kozminski University currently holds "the tools and processes presented in the Minimum Standard, understanding that their existence and application is necessary for an organization to be deemed ethical".

There is a partnership with the public administration – representative for Kozminski University is a member of the Advisory Board on Corporate Responsibility and Sustainable Development at the Prime Minister office. Other initiatives: The Executive Club Responsible Business Award, Institute for Innovative Economy, Ethics Committee in Financial Security Council, etc.

As a new form of our partnership with the public administration "Declaration on Social Responsibility for Universities" was prepared. The Declaration was signed by almost 20 different higher education institutions in Poland and confirmed by the Ministry of Higher Education. In the preamble one can read: "The role of universities, as a place for creating and transferring knowledge, obligates them to consider and apply the principles of social responsibility in all areas of their activity, as well as to promote these principles among their stakeholders. Taking into consideration the future of higher education in Poland, conscious of our role in the realization of the principles of sustainable development, ensuring high quality research and education, and caring for the comprehensive development of the academic community, we commit ourselves to...". Several points were included, on promoting equality, diversity,



tolerance, defending human rights, inclusion of educational programs on such issues as ethics and corporate social responsibility, sustainable development, and social innovation. The main point was on developing inter-institutional, national, and international cooperation, enabling the adaptation and strengthening of the best practices in social responsibility and conducting dialogue with stakeholders on the topic of university policy priorities, and informing on its results.

We are supporting dialogue on corporate responsibility, sustainability and inclusiveness in Poland and in the European Union. Kozminski University collaborates with the International Society for Business, Economics and Ethics (ISBEE), the European Business Ethics Network (EBEN) via Polish Association for Business Ethics (EBEN Poland), and the Academy of Business in Society (ABIS).

In 2015 Kozminski University made a strategic cooperation with the oldest and one of the most prestigious business schools in the world ESCP Europe. As a result, Kozminski University had become its Central Eastern campus among cities such as Paris, London, Madrid, Torino and Berlin. The goal of the alliance is to strengthen the bonds between the organizations and to take advantage of joint projects and ventures. Especially in the cooperation with SustBus Research Center at ESCP Europe "Business and Society – Toward a Sustainable World" new programs will be developed.

We are a founding member of the partnership with United Nations University Institute of Advanced Studies (UNU-IAS) to develop newly created Warsaw Metropolitan Regional Center of Expertise. The Warsaw Metropolitan RCE is a cross sector partnership with several institutions in Warsaw to better recognize environmental, social and economic needs and expectations of the community. It can increase effectiveness of our educational activities in sustainable development area.

Recently, as a part of Principle 6 on dialogue, Kozminski University through its Kozminski Venture Lab has started a structured dialogue among educators in the entrepreneurship field, students with positive impact start-ups, business, and civil society organizations on issues related to SDGs in start-ups. Kozminski Venture Lab is a separate entity of Kozminski University, supporting new and promising socially innovative businesses. In Kozminski Venture Lab we want to exploit already gained experience and the growing potential of entrepreneurial Kozminski community as well as from the outside of our business school. We have created a place which aims to help start-ups that need financial, advisory or mentoring support.

Our offer involves also the possibility of testing the start-up on the community of students and alumni of Kozminski University. It is an innovative incubator in the spirit of PRME. It will be a specially tailored programme created in partnership with a newly created network of innovative start-ups under the title of "Positive Impact Start-ups and Socially Innovative Business Models". Our goal is to introduce global issues from SDGs to the start-up community more effectively through collaborative or peer-to-peer economy approach.



Our objectives for the next 24-month period

PRME became a guiding tool in our programmes and projects. We have recognised that every successful initiative in the field of “Business in Society” should be based on understanding of the real challenges on a market in meeting social and environmental responsibilities.

We started to facilitate a dialogue among academics, business consultants, managers, civil society organisations and journalists on a practical level. PRME encourages our University to start a transition, because we are convinced that concern with social issues and a commitment based on the SDGs will be a defining characteristic in the future.

The main educational goal for Kozminski University will be to implement a specially tailored MA program in sustainable entrepreneurship based on Sustainable Development Goals.

During next two years our ambition will be to become a leader in supporting the positive impact entrepreneurship in CEE and to inspire young people to include SDGs in their entrepreneurial activity, start-ups, social enterprises.

In terms of partnerships, the main objective is to create an active community of sustainability managers, sustainable entrepreneurs and academic professors working together with students in the frame of Agenda 2030.

Warsaw, 28.10.2018