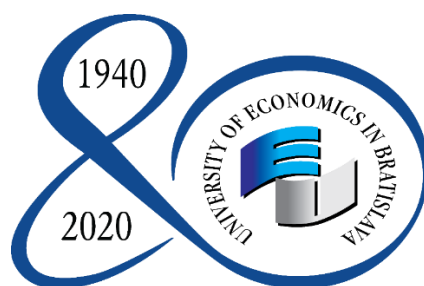


**UNIVERSITY OF ECONOMICS IN BRATISLAVA**



# **COMMUNICATION ON ENGAGEMENT**



**31/03/2020**

# COMMUNICATION ON ENGAGEMENT

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*Part I. Statement of Continued Support by the Chief Executive*

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# **STATEMENT OF CONTINUED SUPPORT BY THE CHIEF EXECUTIVE**

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*March 10th, 2020  
Bratislava*

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

*I am pleased to confirm that our University of Economics in Bratislava [UEB] reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor, 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,*

*prof. Ing. Ferdinand Daňo, PhD.  
Rector  
University of Economics in Bratislava*

# DESCRIPTION OF ACTIONS

## *Part II. Description of Actions*



### 1) GENERAL INFORMATION



*University of Economics in Bratislava*

- Seat in the Slovak Republic (the member state of the EU and Eurozone)
- Public University
- Focused on Economy, Entrepreneurship and Management
- <https://euba.sk>



- No. of faculties: 7
- No. of students: 7 418
- No. of study programs: 61
- No. of employees: 792
- No. of teachers: 548
- No. of graduates: 107 219

UEB is focused on the management of all types, sizes of companies, their affiliation to industries and the economy of the Slovak Republic, the EU and the world economy. It provides all types of university studies, at three levels - bachelor's, engineering and doctoral.

The main mission of the university is to provide higher education that contributes to developing a person's character in harmony, gaining wisdom, supporting goodness and creativity in a man. It is aimed to extend knowledge by creative scientific research in the field of economics and business management and thus contribute to the development of knowledgeable society. Through these activities, UEB contributes not only to the formation of the personality of an erudite expert for business practice, national economy practice, but also to its moral credibility and, in parallel, to the goal-oriented sustainable development of the university.

Through above-standard activities in the field of CSR and sustainable development, UEB ensures, supports and develops university-wide events where it is a natural leader among competing universities in Slovakia and V4, generated from the essence of economic identity and business management and responsible entrepreneurship (e.g. Diversity Charter Coordinator, BLF membership, but also one-off activities, e.g. the Sustainability Festival, the volunteer activity Our City, ...)



**Structure of the UEB:**



**Dominant focusing on quality and excellence:**

Our strategic goal is to profile the university at the international level as an institution that meets international standards in all areas of its activities.

We focus on continuous quality improvement in science and education through membership in AACSB International - The Association to Advance Collegiate Schools of Business (AACSB), where UEB applies for institutional international accreditation:



**International dimension of our education system:**

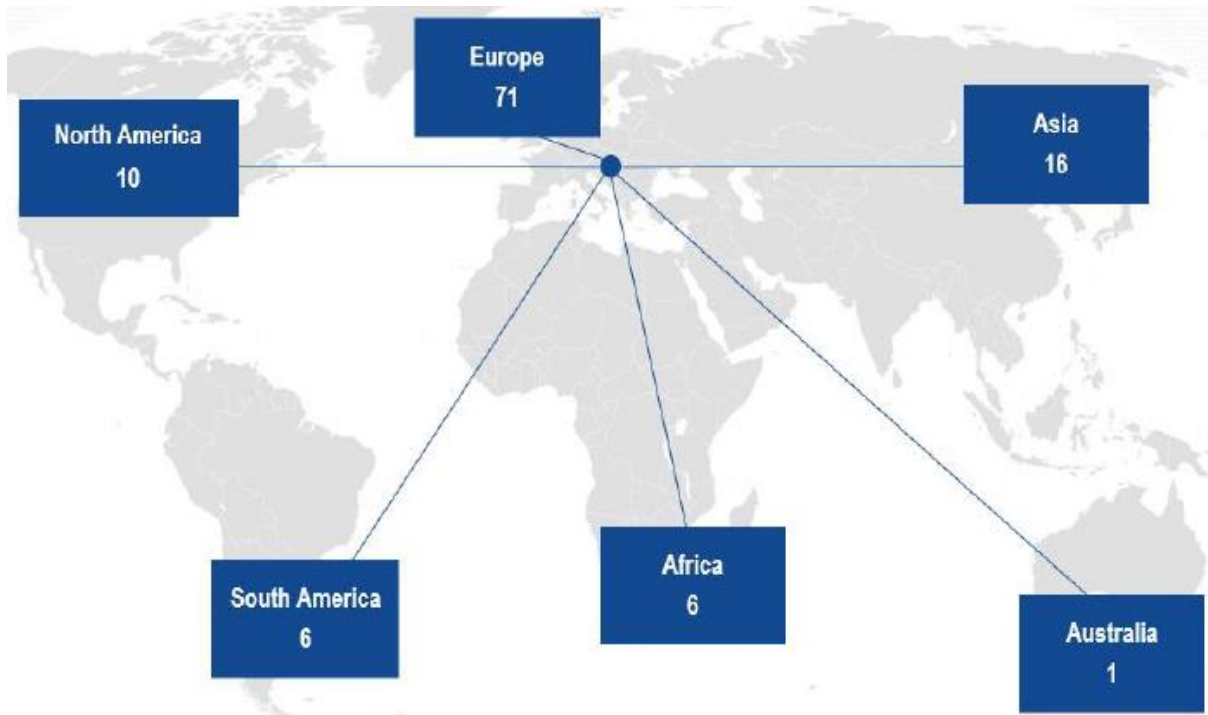
- More than 150 professional subjects in English, German and French
- 61 study programs in Slovak language and foreign languages
- 7 international double and joint study programs with 8 partner universities in 7 countries in Europe and Asia



- Study programs in a foreign language:

LANGUAGE	STUDY PROGRAM
English	* Business Economics and Management / bachelor degree – double diploma with Ningbo University in China
	* General Management / double diploma with University of Strasbourg, France, Ningbo University v China & VŠE Praha, ČR
	* International Finance / double diploma with NIDA Bangkok, Thailand, Nottingham Trent University, UK
	* Global Finance / double diploma with NIDA Bangkok, Thailand
French	* Economic Diplomacy / double diploma with University of Latvia in Riga, Latvia
French	* Management de la vente / double diploma with Université de Lorraine, France
German	* International Finance Management / double diploma with M. Luther University v Halle, SRN

▪ Bilateral cooperation:



▪ Erasmus + partner universities:





## 2) POTENTIAL OF THE UEB FOR ITS QUALITY ETHICAL CONDUCT AND ITS SUCCESSFUL SUSTAINABLE DEVELOPMENT



*Attributes of institutionalization of ethics into internal organization of the UEB:*



**CORE SDGS:**



**CODE OF ETHICS & ETHICS COMMITTEE:**

<https://euba.sk/univerzita/eticky-kodex>



**MAIN TOPICS OF THE CSR:**

We have been strategically developing long-term CSR topics (from the aspect of its three pillars) in the area of:

- scientific research,
- pedagogical,
- popularization-dissemination,
- inter-organizational relations.

We deal with all CSR topics with the dominant aspect of cross-sectionality, integrity and synergistic effect of relevant attributes determining CSR.



*Attributes of external acceptance of ethics conduct of the UEB:*



**MEMBERSHIPS IN CREDIBLE ASSOCIATIONS/ INITIATIVES:**

Membership and primarily active cooperation in Slovak and international associations / initiatives dealing with ethical, social or environmental issues:

- UN Global Compact
- Slovak Diversity Charter
- BLF - Business Leader Forum
- RI4SK – National working group for ethics and integrity in research
- EUA - European University Association
- EDAMBA - European Doctoral Programs Association in Management and Business Administration
- ERSA- European Regional Science Association
- CIDD- Consortium of International Double Degrees
- SUERF - European Money and Finance Forum
- EFMD- European Foundation for Management Development
- AACSB - The Association to Advance Collegiate Schools of Business
- HERMES Higher Education and Research in Management of European Universities
- Magna Charta Universitatum

Membership and cooperation in the above-mentioned associations / initiatives supposes, in its essence, relations based on the principle of goal-oriented, educational and sustainable development as well as ethics, especially equality, justice, inclusion, tolerance, diversity and respect for human dignity. In the short term, UEB employees and students carry out their scientific research and publication activities within the association in project teams (domestic and foreign), which is generated by the conditions of the European Commission's strategy, principled with integrated ethical standards.



**AWARDS:**

Ombudsman Award in 2016 for active participation in the educational and support program: "You too have a chance" of the Center for Research in Ethnicity and Culture (CVEK), thanks to which Roma students have the opportunity to obtain a quality education.

It is very difficult for a public university to be a full participant in an available credible competition focused on the complexity of CSR or at least one of the pillars of CSR.

Membership in renowned organizations / associations focused on CSR and SD is also a valuable award for UEB:UN Global Compact

- Slovak Diversity Charter
- BLF - Business Leader Forum
- RI4SK





### *Ethics behavior according to stakeholder groups:*

The characteristics of UEB's responsible behavior are based on the principles of an approved and functioning code of ethics (<https://euba.sk/univerzita/eticky-kodex>), therefore we will focus only on the key attributes of the status quo of UEB's relationship with individual stakeholders:

#### **EMPLOYEES**

- the responsible relationship of UEB to its employees and other categories of human capital is based on mutually beneficial use of their expertise and creative potential with adequate evaluation, fairness, correctness, objectivity of evaluation of results in pedagogical, scientific research, publishing and creative-sustainable activities,
- the motivating system of support for employees and other categories of human capital is based on the nature of the current Collective Agreement, with characteristic elements of support and development of the employee's versatile personality (pedagogical and non-pedagogical employees) in terms of expertise and human dignity in labor relations with UEB,
- the direction of sustainable development of UEB contained in the Collective Agreement is goal-oriented to ensure the humanization of working conditions and, above all, a fair balance of work and outside-the-work (social and family) activities of each employee.



#### **STUDENTS**

- active teaching and support of education of students in the field of responsible behavior, responsible and sustainable consumption - specifically by teaching subjects in I., II. and III. degree of study either in specific subjects focused on ethics, sustainable development and responsible behavior, e.g.: Business Ethics, Ethics in Accounting, Corporate Social Responsibility, Corporate Responsibility in the Practice, etc. or in cross-sectional subjects where an integral part of the thematically oriented content is an identically contained dimension of responsible behavior, e.g. Consumer protection, Business management, Marketing, Sales strategy, Construction business, Business controlling, Management, etc.,
- a comprehensive approach to the subject of responsible behavior in the educational process is conceptually implemented in the assignment, solution and processing of partial and final works (focused on various topics and areas of responsible business - philanthropy, social entrepreneurship, consumer protection, environmental behavior that must meet immanent principle of practical implementation and authenticity with the required dimension of economics and ethics),
- the educational process in economics and business management with an integral dimension of ethics allows creative and effective approach to the most complicated challenges of current economic development, which gives wide opportunities in selecting and solving current problems in responsible business and sustainable development (TUR), for example: socially responsible investment, strategic management of companies based on the objectives of AGENDA 2030, management of company value through indices of sustainable development and responsible business, etc.,



- an ongoing process of international accreditation AACSB generates a goal-oriented system of participation in volunteer activities, e.g.: Sustainability Festival, SVCĎ, Innovative trends in cooperatives in the Slovak Republic, etc., in order to intensify practical cooperation of students with business practice within entities with a declared concept of responsible business.
- a sophisticated system approach implemented into different groups of students with specific needs focused on individual communication and adequate assistance according to handicap, but above all with the aim of equal inclusion, education and achieving a comparable level with standard students,
- the setting up of the scholarship system and its daily implementation has a highly stimulating character, it tries to respect social conditions, individual performances (also in aggregate) and individual personal interest in the principles of objectivity, justice, honesty, empathy, social assistance and transparency,
- the system of support for problem-free study by UEB is supported in terms of university services (accommodation, meals, literature, etc.) and implemented on similar principles as the implementation of the scholarship system (for domestic and foreign students),
- the system of education outside the standardized educational process (I., II. And III. Level of study) has long been implemented by UEB within the BBS, with the focus attributes of pro-social behavior, inclusion, diversity, respect for human dignity, objectivity, justice and transparency. It is mainly about participation in courses focused on CSR and TUR, e.g. Implementation of the principles of social and solidarity economy aimed at supporting the sustainable development of the Slovak economy, consumer protection (within continuous education), etc., another group consists of courses that integrally include CSR and sustainable development, e.g. Professional minimum for experts, Specialized modular training for inspectors, etc.



## SUPPLIERS

- the implementation of UEB's relations with the supplier takes place within standard and project activities and is coordinated by an internal entity, designated by law – a responsible department for public procurement, whose competencies, links and processes in relation to faculties and other organizational parts of UEB are regulated by the Internal Directive number 2/2019 on public procurement in the conditions of UEB,
- the above-mentioned directive, the daily implementation of which at UEB is precisely defined by a regular system of business-obligation relations that unquestionably integrates the ethical principles of relations (monetary and non-monetary), which are in commercial companies established by a code of ethics for responsible relations with suppliers,
- a typical attribute of public procurement at UEB (including UEB) is the principle of compliance with the ethical minimum, i.e. highly standardized legislation codified on the basis of the rules of objectivity, transparency, equal opportunities, fairness, honesty, justice and accountability,
- as it is a highly credible research educational institution, the degree of implementation of this legislation (ethical minimum) acquires the character of goal-oriented ethical behavior of the particularly incorporated responsible behavior of UEB in practice,
- practical implementation of public procurement rules in everyday life of the university is considered to be a part of the educational and dissemination activities of individual members of the UEB.

## COMMUNITY



- being open to the UEB community is visibly identifiable within the humanization of the educational process, which means that students with various specific needs have a high chance of education because of the inclusion and support of diversity,
- a system of sophisticated cooperation with the local community and the nearest location of the university is an additional part of high-quality accredited study programs at UEB focused on micro- and macroeconomics, as evidenced by the high involvement of students in volunteering activities of various kinds, e.g. Our city, fund raisers to support shelters, buying toys before Christmas, help in organizing various events (Sustainability Festival), cleaning the campus of the University of Economics, blood donation, etc.,
- professional and social relations focused on the practical implementation of CSR and TUR in business practice (various types of companies), are developed by UEB within the BLF Memorandum with UEB and the Diversity Charter, mainly on the basis of direct research (including education) focused on these areas and its implementation in mainly successful companies, with the effect of mutually beneficial development of effective sustainable relationships between the theory and common practice.
- As a part of other external activities, UEB has a relevant active participation in the Via Bona committees, in the PS RI4SK working group, which is preparing the National Declaration on Strengthening Research Integrity in Slovakia and adequate involvement in the UN Global Compact.

## ENVIRONMENT

- Manifestation of a positive attitude towards the environment is expressed in everyday life at UEB by careful behavior towards available resources (of material and financial nature) with the aim to use recycling efficiently and with the parameter of permanent optimization of their use.



## FOUNDER

- the position of a public university established in accordance with the provisions of § 2 Sec. 2 part a) of the Act on Higher Education generates fundamentally different conditions for the functioning of everyday relations with the shareholder's (owner's) resources, as the legislation implies (ethical minimum) economical management of the founder's public resources and delegation of the authority of the founder – The Ministry of Education, Science, Research and Sport of the Slovak Republic,
- these general principles of public resources management at a public university are in case of UEB even more integrated into the normal functioning of the university as it is a specific economy of a corporation operating under the principle of public resources with an effort to maximally respect the high ethical minimum stipulated by the Act on Universities implemented on the basis of economic efficiency of an entity which in everyday practice deals with educational, scientific, research and dissemination-popularization activities,
- The principles of good and effective behavior of a corporation at UEB are contained in the Long-term plan for the development of UEB for the period 2019-2023 with a perspective to 2027 and the current UEB Code of Ethics based on it. This represents, in case of an institution practicing responsible behavior towards the public resources, a high-quality and stable foundation for Corporate Governance practice.





# MEASUREMENT OF OUTCOMES

## Part III. Measurement of Outcomes



### 1) REASONS AND MOTIVATION TO BE THE ACTIVE, FULL-FEATURED MEMBER OF THE UN GLOBAL COMPACT:

UEB continuously implements all its activities (more or less measurable) developing creative full membership in the UN Global Compact, with the intention to:

- I. Ensure natural behavior of the organization - not only to teach about ethics but also how to be ethical in the daily practice of the organization.
- II. Deepen cooperation with organizations who behave and think in the similar way (as in the family), especially in critical situations (as in the challenging present).
- III. Public declaration and dissemination of ethical behavior that creates a creative moral commitment - awareness of the consequences of any behavioral activity.
- IV. Motivation for students - after graduation and employment / own business to develop ethical behavior / ethical business wherever I go.



### 2) THE MOST SUCCESSFUL ACTIVITIES ACCORDING TO THE STAKEHOLDER GROUPS:



*UEB - the active member of the Slovakia Diversity Charter:*



Every activity carried out at UEB has genetically encoded parameter of diversity and inclusion.

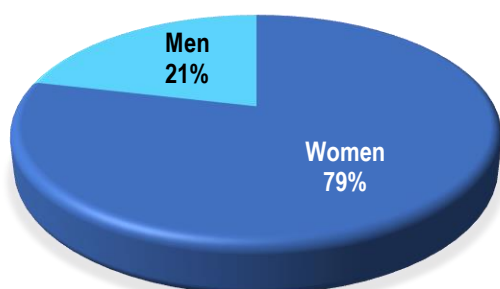
It can also be declared by the following structure:

% of women in the No. of employees: 78.66%

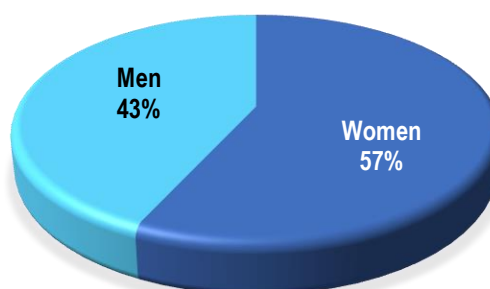
% of women in the management of the organization: 56.85%



▪ % of women in the No. of employees:



▪ % of women in the management of UEB:



### Students mobility:

Applied ethical principles: equality, diversity and non-discrimination are also declared by the activities in the field of diversity. Overview of the total number of students sent abroad and admitted in Slovakia:

Year	2014	2015	2016	2017	2018	2019
Outcoming students	468	515	297	292	320	293
Incoming students	408	440	399	342	337	287

Of the total number of students sent to study abroad, 64% are women and 36% are men. Of the total number of students admitted, 57% are women and 43% are men, from 32 countries.



### Cooperation with the practice:

As an expert university, UEB has a huge potential for cooperation with various entities from practice (primarily depending on the quality and responsible behavior of the company / institution): companies, institutions / organizations of state and public administration and NGOs. Based on this, we have been implementing a wide range of educational and training activities:

- consulting projects, e.g. International Business Consulting Program
- summer schools, e.g. Doing Business in Central Europe
- winter schools, e.g. International Strategic Management
- educational accredited courses: courses by one company, e.g. Corporate Managerial Accounting with ESET; subjects with one topic held by several companies, e.g. Corporate Social Responsibility with BLF enterprises
- competitions, e.g. Sustainability Festival



- workshops
- excursions



**Project cooperation:**

Researchers at UEB work on many prestigious international research projects, both foreign and domestic, such as:

- H2020 Electromobility in urban transport: multidimensional innovation (socio-economic and environmental effects) / eMobility (2017 - 2020)
- H2020 Environmental Diplomacy and Geopolitics / EDGE (2016 – 2019)
- H2020 European Policy Development in Support of Equality in Health / EURO-HEALTHY (2015 - 2017)
- APVV
- VEGA
- KEGA



**Community activities:**

**UNIVERSITY OF THIRD AGE**

- Leisure attractive hobby education for seniors
- Economy for everyone
- Self-manager - personal and family finances
- International tourism and the client
- Spa and wellness
- PLUS - Petržalka Summer University of Seniors



**CHILDREN 'S ECONOMIC UNIVERSITY**

- Leisure holiday education for juniors
- in Slovak language,
- In English
- Attractive experiential form with topics of economics and management
- Theoretical education and practical training



**TRAINING OF THE PROFESSIONAL PUBLIC (lifelong learning):**

- Accredited specialized modular training for inspectors:
- Educational program "TOP management of self-government"
- Accredited continuing education for teachers in regional education
- Tailored educational activities





The positive attitude of students and staff to volunteer and donor activities for the benefit of the community is also evidenced by the data: investments in the community in the amount of 86,355 euros and the number of volunteers 18.3%.

For example, a very interesting and socially beneficial event was the volunteer event of 17 teachers and students within the event "Our City 2019":



*People who work mentally have to rest during physical work (that's what my dad used to say). And when you add a pleasant day with colleagues, the feeling of a job well done is doubled.*

Zuzka, from Rector's office



#### Supportive activities for environment:



#### UEB DEVELOPS SEVERAL STRATEGIC PROCESSES IN OPERATIONAL AND ECOLOGICAL ACTIVITIES IN SUPPORT OF ENVIRONMENT:

- Optimizing material consumption, especially paper and toners
- Support for the improvement of the waste recycling system
- Priority reduction of plastics
- Several ongoing reconstruction projects, especially the reconstruction of heat management - a decrease in heat consumption by about 0.4%
- graduates plant trees instead of writing names on the sidewalk - 9pcs
- Students planted 100 seedlings for the next green wall



## Diversity and inclusion of Roma citizens – an example of the effective education system:

### LONG-TERM FOCUS ON THE MAJORITY GROUP OF SOCIALLY DISADVANTAGED CITIZENS OF SLOVAKIA:

1. Study support program for Roma students.
2. Teachers and other staff who pay attention specially to Roma students (Rector's Award).
3. Education through successful external managers from practice with excellent experience with Roma fellow citizens as employees (on many subjects), including excursions.
4. Festivals - e.g. LINGVAFEST with a Roma section sponsored by: Abel Ravasz (Government Plenipotentiary for Roma Communities).
5. Presentations of successful Roma entrepreneurs, e.g. within the conference Current Problems of the Business Sphere.
6. Employment of Roma fellow citizens at UEB.
7. Ombudsman Award for work with Roma students.



### 3) SUSTAINABLE DEVELOPMENT GOALS FOR YEAR 2020:

The objectives of CSR at UEB for 2019/20 are based on the UEB Activity Plan in 2020 in the field of sustainable development and responsible behavior (published on the website: <https://euba.sk/univerzita/plan-udrzatelneho-rozvoja>) and they respect the target oriented behavior of UEB with a dominant parameter of ethical behavior towards each group of stakeholders, for the benefit of the social good of UEB and cooperating stakeholders:





## RESPONSIBILITY TO STUDENTS

- Dominant focus on sustainable development and ethical behavior within the taught accredited subjects in German and English, in which domestic and foreign teachers will participate. The student structure will also be designed from domestic and foreign students (especially ERASMUS and bilateral contracts). It will concern subjects that are specifically focused on sustainable development and ethical behavior or. partially deal with one attribute / aspect within the subject matter, eg: Business Ethics, Corporate Social Responsibility, Corporate Responsibility in the Practice, Business Administration, Marketing, Construction Business, Corporate Controlling, Management, etc.
- In addition, UEB will provide goal-oriented thematic education in the framework of lifelong learning realized by the Bratislava Business School. Each course contains the principles of sustainable development, e.g. accredited training programs for TOP management and controllers of self-government, online training program focused on new trends in environmental and social entrepreneurship, Professional minimum for experts, etc.,
- extensive international scientific research - specifically focused (e.g. project H2020 GA # 692413 EDGE, project H2020 GA # 822806 MAGYC, KEGA No. 002EU-4/2019 Integration and systematization of results, scientific research activities in the field of consumer protection, with primary focus on food safety, in order to model adequate consumer behavior, VEGA No. 1/0447/19 Economic consequences of non-compliance with the principles of safety and health at work for companies in the Slovak Republic, etc.) and integrally (all projects) for sustainable development and responsible behavior (e.g. within H2020 ERA Greta, etc.)
- involving students, especially PhD. students, in research initiatives and solving tasks within multidisciplinary scientific-research platforms of a national and transnational nature,
- broad support for student diversity - resulting from the implementation of the Diversity Charter,
- popularization-dissemination activities focused on students (e.g. Sustainability Festival 2020, ŠVČ 2020, Innovative trends in cooperatives in the Slovak Republic, etc.).



## RESPONSIBILITY TO EMPLOYEES

- broad support for employee diversity - resulting from the implementation of the Diversity Charter, with a special focus on disadvantaged employees,
- implementation of the principles of ethical conduct towards all UEB employees on the basis of the current Collective Agreement,
- above-standard ethical behavior towards UEB employees will be implemented e.g. in the areas of: a) holiday allowance of their choice (excluding contracting partners) b) employees with no spouse with children under 10 years of age, in addition to regular leave, time off without wage compensation at their request for further care for children during school holidays in the length of 5 days c) a children's sports camp for the children of employees,

## RESPONSIBILITY TO COMMUNITY

- broad support for the diversity of cooperating community entities - resulting from the Diversity Charter, with a special focus on disadvantaged community groups,
- organization, "leadership" and active participation of UEB in "OUR CITY 2020"
- voluntary activity to improve the environment directly on the premises of UEB,
- practicing a positive philanthropic relationship between UEB and the community in traditional events carried out in cooperation with UEB, e.g. (a) blood donation; (b) the pre-Christmas clothing collection; c) Unibeh UEB 2020, etc.,
- active participation in joint activities of UEB and BLF, e.g. participation in the VIA BONA 2020 competition, CEE CSR Summit 2020, implementation of joint workshops and presentation of a practical focus on current topics, etc.,
- students and staff will participate in UEB's activities resulting from the membership in associations promoting sustainable development and responsible behavior (UN Global Compact, EUA, EFMD, AACSB International, CIDD, etc.),
- Entering into a Memorandum of cooperation between UEB and 4 other responsible companies outside the BLF, namely: Slovnaft, a.s.; Slovalco, a.s.; Lyra Chocolate, s.r.o. and COOP Jednota Slovakia,
- active cooperation with business practice supporting sustainable development and responsible behavior (Slovak Association of Small Businesses, Association of the Automotive Industry, Employers' Associations, Slovak Chamber of Commerce and Industry, support for family business, etc.) cooperation with local governments supporting sustainable ethical behavior (Association of Chief City Inspectors) and municipalities of the Slovak Republic, the City of Bratislava, Petržalka .....



## RESPONSIBILITY TO ENVIRONMENT

- also in 2020, UEB plans to implement several ongoing reconstructions, such as:
  - reconstruction of the central heat management, the aim of which is to increase the energy efficiency of heat production and distribution in the UEB heat management. As part of the reconstruction, the central obsolete boiler room will be replaced by three separate gas boiler rooms. This will shorten the route of heat and hot water distribution,
  - replacement of selected windows in UEB buildings (increase of quality of life in the mentioned premises, but also cost savings in heat production approx. 30%),
  - reconstruction and cultivation of the areas for rest, equipment for students' work with ICT resources,
- optimization of material consumption at university workplaces, e.g. paper, toner ...
- support for the improvement of the waste recycling system within the university, in the form of special waste bins
- involvement of research teams of faculties and universities in environmental research related to the dominant sector of car production with the issue of waste recycling, especially from the automotive industry.