Communication on Engagement

UN Global Compact

2020 to 2021

Universidade Europeia

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1 Statement of Continued Support

To our stakeholders:

I am pleased to confirm that Universidade Europeia 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,

Hélia Gonçalves Pereira
Rector of Universidade Europeia

Pathway to Sustainability: An Innovative Academic Model

The mission of Universidade Europeia is to generate and transfer knowledge, through applied research, contributing to progress and putting the university at the forefront of intellectual and technical development.

Through a distinctive academic model, Universidade Europeia promotes in the entire academic community an active citizenship and a driver for sustainable economic and social development. In fact, this model provides learning based on scientific research, guided by ethical principles and social responsibility, regardless of the scientific area.

The Universidade Europeia mission and academic model is aligned with the 17 Sustainable Development Goals and also with the 10 Principles of Global Compact, as is clear both from its academic practices and its long-term strategy.

Figure 1 – Main dimensions UE pathway to sustainability

Regarding the academic model is based on an experiential approach to learning and comprises the following six dimensions:

1) **Integrated Curriculum** - It aims to integrate knowledge and skills allowing an approach beyond the specific curriculum and closer to the professional world. Students work in teams on specific projects, interacting with other agents to have a 360º view: with colleagues from other programs, clients, patients, companies, etc.

2) **Professional Environments** - aims to allow students to practice in professional environments. In this sense, the European University establishes protocols with companies to carry out professional practices and other activities to get closer to the profession. In fact, today's professional practice demands more and more a holistic learning, far from the more traditional "silos" or "sealed" scientific disciplines.

3) **Simulated Environments** - Learning takes place in safe environments that allow close proximity to the real world and confrontation with different levels of complexity. The use of different experiential methodologies such as simulation, problem, project or research-based learning, is differentiating and allows the student to gain confidence and security to a better performance in professional environments.

4) **Multidisciplinary Training** - Multidisciplinary training in different environments enriches the formative experience. It prepares the student for the reality of the professions, where interprofessional collaboration becomes an essential value. Students carry out projects with colleagues from other bachelor's or master's programs. In this way they integrate concepts and learn to work in teams with disciplinary diversity.

5) **Data-driven approach and research-based learning** - Continuous inquiry and critical thinking are present in the Academic Model and seek to develop investigative inquiry in students. This approach fosters evidence-based professional practice and decision making based on valid data. This approach promotes entrepreneurship, innovation and creativity.

6) **Social, Ethical and Environmental Commitment** - Create an excellent academic training to form the best professionals in the respective area of study. It aims to train global and responsible citizens capable of putting into practice the Ten Principles of the United Nations Global Compact that include respect for human rights, labor, environment, and anti-corruption. The academic model promotes education in values with a social, ethical and environmental social, ethical, and environmental commitment.

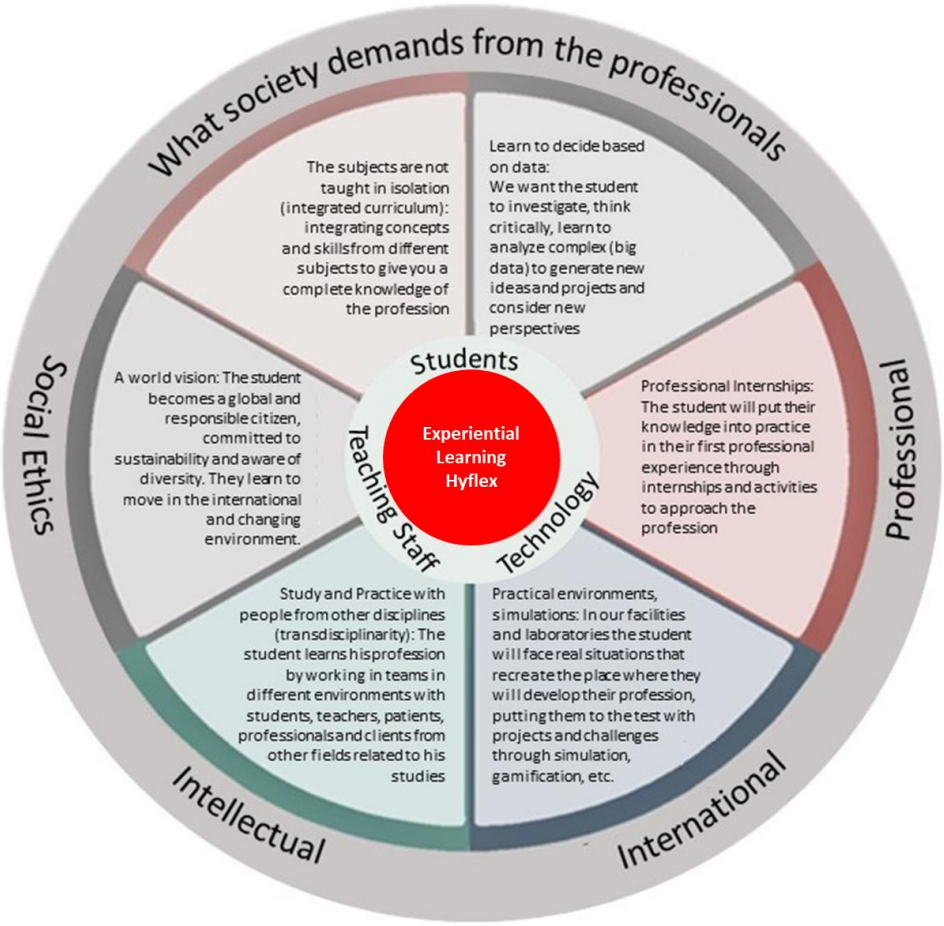


Figure 2. Experiental Learning Hyflex Model

“Experiental Learning HyFlex”

“Learning by doing” assumes that students lead their development through the experience of real and immersive academic contexts.

Collaboration between students allows them to apply their learning outcomes, make decisions and experience its impact.

Technology facilitates a more flexible, autonomous, and personalized academic experience, such in physical classes as in virtual platforms, allowing learning to occur both in campus as in online environment.

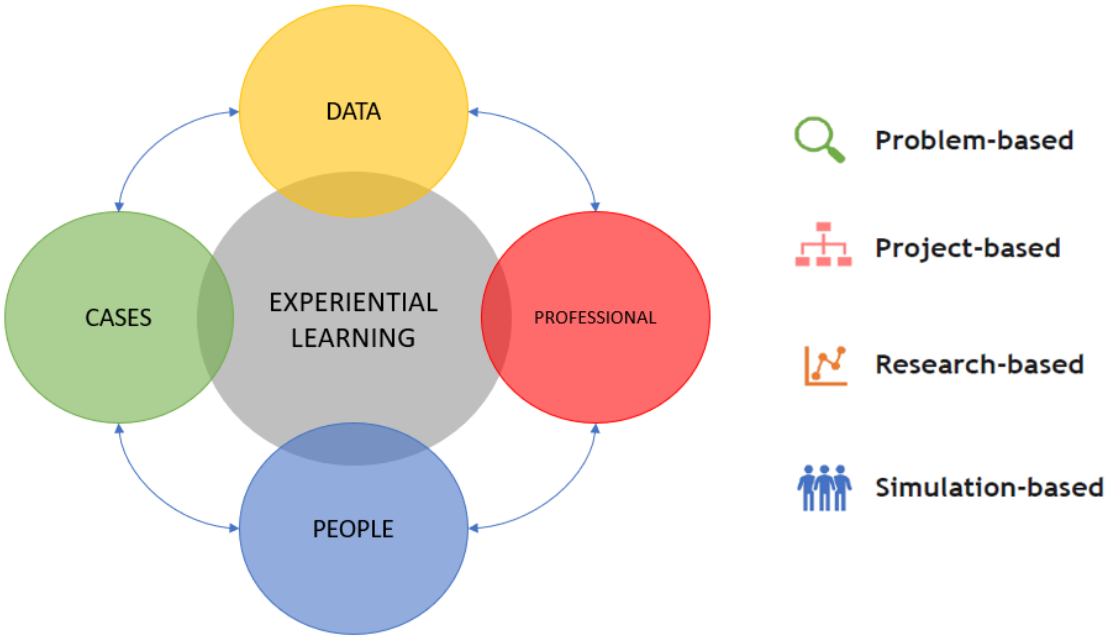


Figure 3. Learning Scenarios

ESG Statement

Universidade Europeia is committed to the ESG approach on how to do business, respecting the priorities in the 3 axes: environmental, social and governance. From an environmental perspective, the university is aware of the consequences of climate change and is concerned to act in a way that does not harm the environment, promoting good environmental practices, also acting to raise the awareness of its entire academic community. In the second axis, Social, the University values the success of its students, because it has the notion that their success is the fulfilment of its mission to positively impact the future. This line also incorporates our concern with other factors of social consideration, such as diversity and gender equality, good integration and interaction with the community and its stakeholders. As for the Governance Model, the University commits to be a centre of knowledge production to support good governance practices, and to promote their dissemination, both to the scientific community and to the community(ies) of practice.

13 AÇÃO CLIMÁTICA
5 IGUALDADE DE GÉNERO
17 PARCERIAS PARA A IMPLEMENTAÇÃO DOS OBJETIVOS
11 CIDADES E COMUNIDADES SUSTENTÁVEIS
10 REDUZIR AS DESIGUALDADES

2 Description of Activities

Our areas of action

Universidade Europeia continuously develops concrete actions, and implements objective policies in its operations, which reflect the University's support for the UN Global Compact and its 10 principles, adding to the 17 UN SDGs.

Action: aimed at actions/projects suggested or developed by the students themselves, of your initiative, supported or welcomed by university. We seek to stimulate student initiative, providing conditions and support them to be young entrepreneurs, especially in the social field and in connection with community

Learning: concerns teaching-learning activities considered in the university school activities. Is aimed at actions that involve students and teachers in the classroom, incorporating sustainability as a relevant theme in the context of the subject being taught.

Research: is aimed at actions involving research work carried out by university faculty staff, or in partnership with other universities, institutions and organizations, in the field of sustainability. As an university, and as a pole of knowledge production, a clear commitment to the study and production of knowledge is essential to our mission, to support the entire community

Experience: seeks that all people on ours campi live experiences that have behind "sustainability orientation". Is aimed that involve all people – students, teachers, staff, community with the scope of making their daily campi experience more sustainable, very focused on the three Rs rule. Small habits, big actions, this is what the Experience line action line is focused on.

In this chapter we describe how the University has been incorporating the 10 principles in its activities, internal policies, research, and teaching over the last two years. Thus, we divide this chapter into four major areas: Human Rights, Labour, Environment and Anticorruption.

Human Rights

Principle 1. Businesses should support and respect the protection of internationally proclaimed human rights;

Principle 2: make sure that they are not complicit in human rights abuses.

Incorporating Human Rights Principles Through Policies and Regulations

Universidade Europeia has a number of policies and regulations that clearly respect human rights and promote diversity and inclusion.

Adoption of the Europa Education Group code of ethics - EUROPA EDUCATION GROUP is a group of higher education entities composed of private universities and private centers of higher education in Spain and Portugal that provides services to more than 20,000 students of various nationalities. The Code of Ethics of EUROPA EDUCATION GROUP establishes the main principles and standards of conduct that should guide the conduct and practices in relation to the functions and actions of all those who are part of the entities of the group. Members of the EUROPA EDUCATION GROUP entities shall carry out their activities and promote, within the scope of their respective roles and responsibilities, based on the following general principles and values: a) freedom, equality and non-discrimination; b) quality and excellence; c) responsibility and commitment to the institution, students and society; and d) responsible values.

Regulations for Students with special needs - Reinforces the principle of equality and non-discrimination by adopting specific measures that promote the integration of people with special education needs

Regulation of the Program "Volunteering" - The "Curricular Volunteering" Program has as its general objective the promotion of volunteering, outside the University, in the social area, as a complement to the scientific and technical training of its students. The Program also has as specific objectives: (a) to promote the training and personal development of students at the

Universidade Europeia; b) To sensitize students to the themes of solidarity, tolerance commitment, justice and social responsibility; c) To provide students with opportunities to develop transversal skills. transversal competences.

Incorporating Human Rights Principles Through Research and Initiatives

Universidade Europeia has developed several research activities and initiatives that incorporate Human Rights principles. In terms of research, in addition to a research center dedicated to data protection, several articles and books have been published as well as some research projects.

Privacy and Data Protection Centre -This research center aims to follow and monitor the implementation of the new regulatory framework for the protection of personal data in the European Union, as well as analyze the development of the subject in other geographical or political spaces, such as the Portuguese-speaking countries, and contribute to the clarification of academia, organizations and society in general. It also aims to develop programs and teach courses on a face-to-face and off-site basis, in collaboration with Portuguese and foreign institutions, in the area of personal data protection and related areas, such as Intellectual Property, Consumer Law, Health Law, Digital Law and Artificial Intelligence.

Initiatives

Volunteer Fair - It is an initiative that takes place annually at the University. Several organizations are invited to present their projects and students and faculty members can interact and become volunteers in these organizations. In the last edition 13 NGOs participated.

Games for Good - This was the first game jam on social responsibility held in Portugal. Participants in this game jam solved challenges posed by NGOs, social solidarity organizations and other public interest and non-profit organizations.

Ethics and Social Responsibility in Sports - In the field of sports science, the University launched a series of initiatives that included Webinars (e.g. Is a sport without ethics possible?), Masterclasses (e.g. Social Responsibility in Sport Setting), and a competition for high school students with the theme: "Innovate for Ethics in Sport: Sexual Violence, Prevent to Protect". In addition to promoting ethics in sport, it was also intended to promote gender equality, inclusion and diversity

Selected Publications:

Publications of tree editions of the Privacy and Data Protection Magazine (https://www.europeia.pt/content/files/pdpm_04_06_03.pdf)

Caldeira, C. (2020) (Coord.). Direito da Sociedade do Conhecimento: Estudos na área do direito (Volume 1). Lisboa: Universidade Europeia (https://bo.europeia.pt/content/files/direito_da_sociedade_do_conhecimento-compactado.pdf)

Caldeira, C. (2021) (Coord.). Direito da Sociedade do Conhecimento: Estudos na área do direito (Volume 2). Lisboa: Universidade Europeia (https://bo.europeia.pt/content/files/direito_sociedade_conhecimento_vol_ii__2021.pdf).

Ferrajão, P. (2021). Worldviews about the self mediate the impact of immature and mature defense styles on posttraumatic symptoms in bereaved parents. *Death Studies*, 1-11.

Ferrajão, P. C., & Elklit, A. (2020). World assumptions and posttraumatic stress in a treatment-seeking sample of survivors of childhood sexual abuse: A longitudinal study. *Psychology of violence*.

Ferrajão, P., & Elklit, A. (2021). Attachment and social support mediate associations between polyvictimization and psychological distress in early Uganda and Kenya adolescents. *Child Abuse & Neglect*, 121, 105271.

Marracho, P., Pereira, A. M. A., da Graça Nery, M. V., Rosado, A. F. B., & de Castro, E. M. R. T. (2021). Is young athletes' bullying behaviour different in team, combat or individual sports?. *Motricidade*, 17, 70-78.

Human Rights Principles and our commitment with SDGs:

Labour

Principle 3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4. The elimination of all forms of forced and compulsory labour;

Principle 5. The effective abolition of child labour; and

Principle 6. The elimination of discrimination in respect of employment and occupation.

Incorporating Labour Principles Through Policies and Regulations

The Universidade Europeia has developed a set of regulations that reinforce its commitment to best labour practices.

Regulation of Performance Appraisal for Faculty Members – Universidade Europeia has the process of performance appraisal of its faculty members as a central reference for the success of its strategic plan for scientific, pedagogical and cultural development plan, since it embodies the quality assurance of the teaching it provides and the learning it promotes. Thus, University formally expresses its permanent commitment to academic excellence, assuming quality assurance in the performance of its functions as an essential value to ensure the credibility of its actions and the trust placed in it by its stakeholders, namely students stakeholders, namely students and their families, political power and society in general.

Regulation on Faculty Careers – The main objective of this regulation is the definition and regulation of external or internal competitions for recruitment or, for promotion of teaching career staff of the University. Is based on national and international best practices

Regulation of the Provision of Services to the Community – The Universidade Europeia may, through its faculty units and research units, develop activities providing services to the community, at the request community, at the request of external public or private entities.

Incorporating Labour Principles Through Research and Initiatives

Over the years, the Universidade Europeia has developed a set of strategic partnerships that reinforce its commitment to the 10 principles of the UN Global Compact. Also in this area, the University has a set of researchers who have produced very relevant work in improving working conditions, even in a pandemic situation, such as the one we experienced in this period under analysis.

KIPT – Collaborative Laboratory for Innovation in Tourism - It is the only collaborative laboratory in the area of tourism in Portugal, and aims to "contribute to improving the social situation of tourism workers, promoting and enhancing the profession in an inclusive, rewarding and conciliatory approach". The approved action plan is developed in three strategic axes: knowledge, employment and sustainable competitiveness. It also includes five crucial development areas: information, training and education, career and skills, certification, quality and sustainability, innovation and entrepreneurship, to address the problems of the sector in general and, in particular, the sector's workforce.

Partnership with IPDAL - Institute for the Promotion of Latin America and the Caribbean - and Embassies of emerging countries in Latin America and the Caribbean. Thinking about the authenticity and tourist potential of the region (still underdeveloped) and considering sustainability as the motto of regional and hotel development (Chile, Colombia, Cuba, Mexico, Paraguay, Peru and Uruguay) – CITS Root 4. Program where projects are developed to promote sustainable development in Latin America, focusing on four areas - economy, education, efficiency, and collaboration, to which private institutions such as the National Geographic Society or MSC Cruises have also joined.

Challenges of Managing People in Remote Working - Within the scope of this theme, we developed two research studies in 2020 and 2021 that involved in total more than 1500 respondents. These reports were shared by the community and discussed in several forums. The results of these studies were presented and discussed in several Webinars (for example, Why is remote work a format of the future?) and Conferences open to the community.

Labour (In)security - This study aimed to assess the perception of job and job security in a scenario of progressively returning to work and life with less physical distance after several months of pandemic and remote work. The results of this study were published in a report and disseminated to the community.

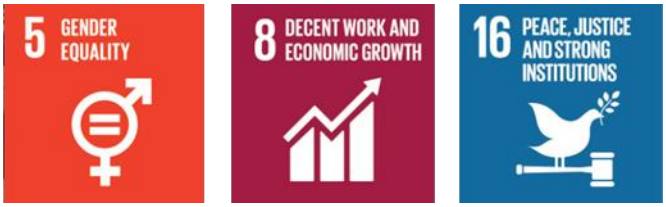
Selected Publications

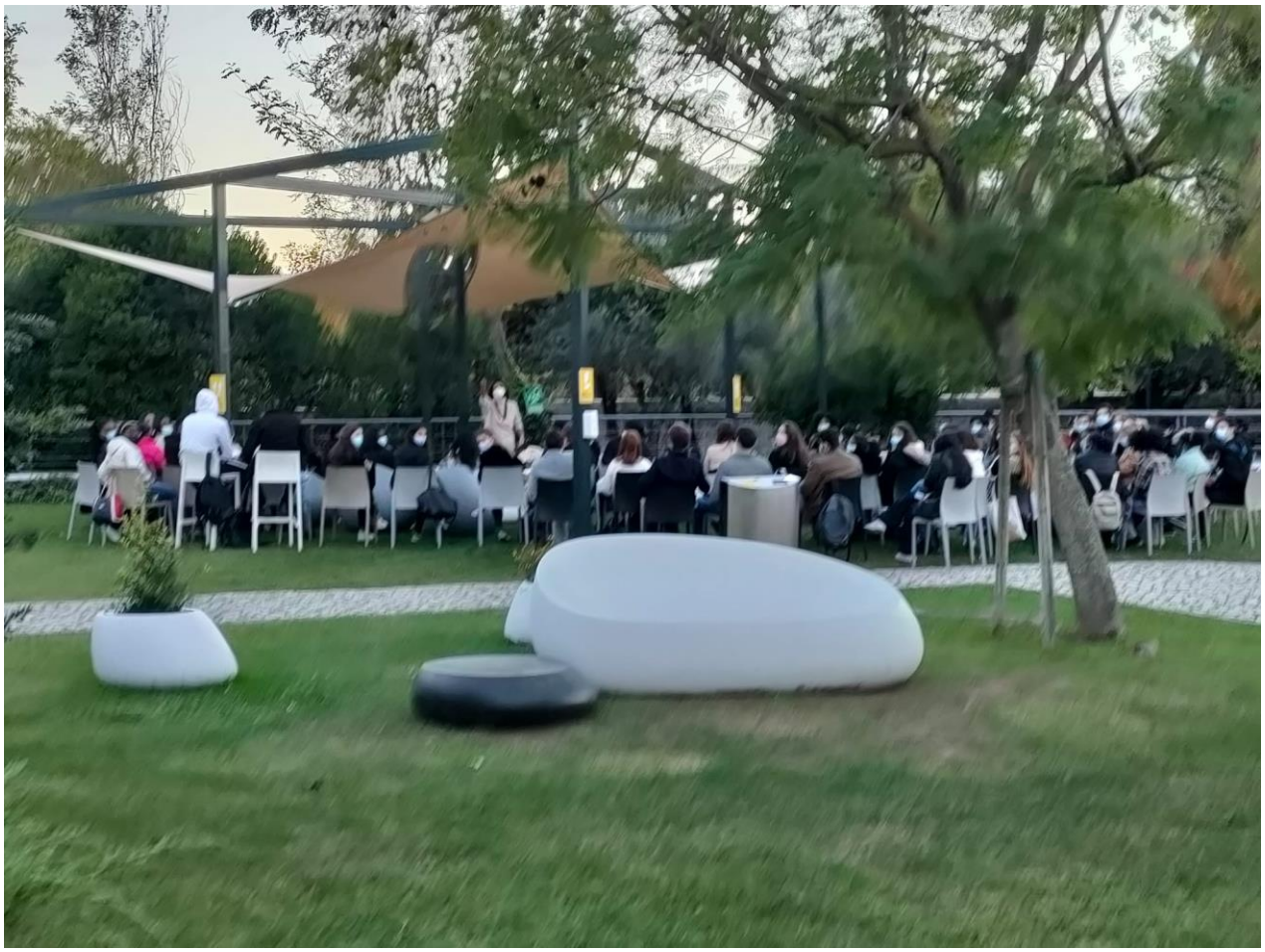
Tomé, E., Gromova, E., & Hatch, A. (2020). Did the Bubble Burst? The Portuguese Economy During COVID-19, Management & Marketing. Challenges for the Knowledge Society, 15(s1), 477-495. doi: https://doi.org/10.2478/mmcks-2020-0028

Chambel, M. J., Carvalho, V. S., Lopes, S., & Cesário, F. (2021). Perceived overqualification and contact center workers' burnout: are motivations mediators?. International Journal of Organizational Analysis.

Catalão, F. P., Cruz, C. O., & Sarmento, J. M. (2020). Public management and cost overruns in public projects. International Public Management Journal, 1-27.

Labour Principles and our commitment with SDGs:





Environmental

Principle 7. Businesses should support a precautionary approach to environmental challenges;

Principle 8. Undertake initiatives to promote greater environmental responsibility; and

Principle 9. Encourage the development and diffusion of environmentally friendly technologies.

Incorporating Environmental Principles into internal operations

In recent years Universidade Europeia has implemented a number of measures to considerably reduce waste and promote recycling. One example of this was the change of all the lights on campus to LED, which has significantly improved energy efficiency. The fact that most rooms on all campuses have large windows allows electricity consumption to be reduced during the day.

One significant change on campus has been the introduction of several water points that have significantly reduced the consumption of plastic bottles. Today there are five water points accessible to all students, faculty and staff.

Academia Gourmet – The Academy is used as a Laboratory essentially for Tourism and Hotel Management undergraduate courses, as well as Master's and Postgraduate courses in the area. In recent years a management system was implemented to reduce waste. Today the data sheets are shared with the laboratory technician in advance, which allows a more effective use of consumables. More environmentally friendly products have also been adopted for the maintenance of the space.

Incorporating Environmental Principles Through Research and Initiatives

Design for Social Innovation and Sustainability - This is a line of research from UNIDCOM that is concerned with the sustainability of economic, environmental and social systems, developing ideas and solutions that promote social value as well as the processes by which they are generated, perceived and maintained. Aiming to develop and firm up effective and meaningful solutions to promote better use of assets and resources, social resilience and well-being in a challenging, complex and changing world, this research spans sectors and fields of action, involving a wide range of organizations and actors. It impacts areas such as cities and population issues, economic empowerment and management, production and market dynamics, environmental sustainability, health and tourism, cultural practices and education, ethics and governance, civil liberties and human rights.

ID:Co.Lab - Collaborative Research Laboratory for Design, Innovation and Sustainable Development - It is a laboratory dedicated to the study of aspects linked to critical thinking

associated with creativity, art and innovation, ethics, sustainable consumption, production management and/or social entrepreneurship, contributing to the circular economy and sustainable changes. Its main concern is to foster sustainability and social entrepreneurship, relying on inter and transdisciplinary practices with human-centered co-creation approaches, aiming to design new sustainable products, services and systems, based on the unique characteristics of the historical and cultural heritage of Portugal

Sustainable Tourism - Several activities and initiatives were developed with the main objective of reflecting on the future of tourism (e.g. conference on "The Future of Tourism") as well as Webinars on Tourism and Sustainability.

Selected Publications

Antão-Geraldes, A. M., & Sheppard, V. A. (2019). Promoting sustainable tourism in rural and natural areas through small business innovation: the case of Atenor village (Northeast, Portugal). *Journal of Ecotourism*, 1-9.

Ferreira, A. M. (2019, June). Sustainable Collaborative Design Practices: Circular Economy and the New Context for a Fashion Designer. In Advances in Social and Occupational Ergonomics : Proceedings of the AHFE 2019 International Conference on Social and

Occupational Ergonomics, July 24-28, 2019, Washington DC, USA (Vol. 970, p. 90). Springer.

Jeffcott, C., Ferreira, A.M. (2021). Characterising Futuring Strategies for Biodiverse Speculative Design and Systems Design. Advances in Intelligent Systems and Computing, 1269 AISC, pp. 277-282

Leite, Â., Ramires, A., Amorim, S., Vidal, D. G., & Dinis, M. A. P. (2020). Psychopathological Symptoms and Loneliness in Adult Internet Users: A Contemporary Public Health Concern. International Journal of Environmental Research and Public Health, 17(3), 856.

Petruzzi, M. A., Marques, C., & Sheppard, V. (2021). TO SHARE OR TO EXCHANGE: An analysis of the sharing economy characteristics of Airbnb and Fairbnb. coop. International Journal of Hospitality Management, 92, 102724.

Petruzzi, M. A., Sheppard, V., & Marques, C. (2019). Positioning Airbnb and Fairbnb in the sharing-exchange continuum. Current Issues in Tourism, 1-4.

Sheppard, V. A., & Fennell, D. A. (2019). Progress in tourism public sector policy: Toward an ethic for non-human animals. Tourism Management, 73, 134-142.

Environmental Principles and our commitment with SDGs:

Anticorruption

Principle 10. Businesses should work against corruption in all its forms, including extortion and bribery.

Incorporating Anticorruption Principles Through Policies and Regulations

The Universidade Europeia fully supports the anti-corruption principles through several policies and regulations of which we highlight the Europa Education Group code of Ethics (already described previously) that was adopted as well as in the General Regulation for the Assessment of Knowledge and Competencies

General Regulation for the Assessment of Knowledge and Competencies - as well as the assessment methodologies, that is, the processes used to evaluate the students' performance levels taking into consideration the characteristics of the study cycle, the nature of the course units, the learning objectives and the corresponding working hours, the teaching and learning methodologies, the syllabus contents and the resources provided to students

Quality Manual - is intended to be not only a useful tool for promoting quality at the European University, but also an effective proof of its commitment to a policy of continuous quality promotion.

Incorporating Anticorruption Principles Through Research and Initiatives

The European University has developed some initiatives in this area

Learn to Help - It is a project that involves the students and the community. Students from the management degree have volunteered to help older members of the local community to file their taxes, working toward greater transparency.

Combating corruption - The group of law professors has been holding some meetings that aim to promote a broad discussion on how we should fight corruption. These meetings are international in nature with the involvement of Brazilian colleagues.

Anti-corruption Principles and our commitment with SDGs:

3. Measurment of Outcomes

In the last two years the Universidade Europeia has made a huge effort to change its practices to bring it more in line with the SDGs and the 10 principles of the UN Global Compact. One example of this was the introduction of an Academic Model that has a "Social, Ethical and Environmental Commitment" dimension. This means that the principles are not dealt with in isolated subjects, but are worked on in an integrated way. This is a significant and very innovative change in the context of national universities. Today we have the academic model implemented in all programs of Universidade Europeia that cover more than 5000 students.

At the research level we have a Sustainability and Social Entrepreneurship line in two research centers in different scientific areas: Design and Business Science. This framework has allowed the development of research projects and relevant publications to increase knowledge in this field.

We have also developed numerous initiatives with the involvement of students and faculty members both in holding conferences, webinars but also fairs and events targeted to specific audiences. The direct work with associations, NGOs has allowed a greater awareness of the issues and a greater awareness of the themes that should deserve our attention as a university.

Despite significant improvements, we still have a way to go when it comes to measuring results. We have to set concrete goals and work to see if we are actually achieving the desired results.

4. Commitment for the future

Regarding the Universidade Europeia commitment to Sustainability, for the future, we will reinforce the actions already presented in the report of activities carried out. We believe it is essential to reinforce these actions, from a perspective of consistency, consolidation and fulfilment of the expectations already created on our stakeholders.

According our "Pathway to sustainability" we plan the following actions, for the next two years (2022-2023):

Learning

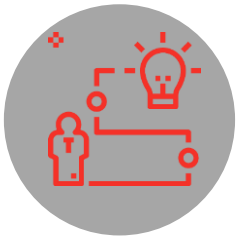
- Develop and provide to market courses specialized in GCN orientations/principles and SDGs (Example: Advanced Program in Sustainability Management; Advanced Program in Ethics and Social Responsibility (2022);
- Support and provide training in sustainability matters to our faculty staff, to promote the incorporation of this issues in their lessons.
- Increase the number of subjects per course, which include topics or teaching activities, related to sustainability issues (at least one per semester, per course);
- Contest **"Brings the SDGs to the classroom"** – Challenge to the students go to the "SDG's exhibition Cubes" and take to the classroom the "SDG Cube" related to the subject taught in that class (goal: promote the reflection about SDG measurements);
- Enlarge and promote students learning experiences like **"Study visits"**, interactions in classroom (physical or virtual) with business players or simulations corelated with sustainable issues;
- To implement the **"Sustainability Mentors"**, an experiential learning experience with sustainability professionals in site;

Research

- Continuous support, develop and provide conditions to our researchers carry out scientific research activities that effectively contribute to the evolution of science.
- Stimulate, host, and actively participate in international research consortia.
- Develop scientific dissemination actions, and transfer of science produced at the university to communities of practice

Action

- Continue to give institutional support and activate de “Students Centres”, by course/area.
- Help students, on their own initiative, to develop activities for human and professional enrichment;
- Stimulate the interaction with community (example volunteering actions);



Experience

- Meet eligibility criteria and obtain two recognitions: Eco-Campus and Eco-School;
- Contest **“Ideas for a better future”**
- Provide impact reduction on consumption (energy and water);
- Increase sustainable waste management;
- Promote and diffuse mobility sustainable practices;
- Promote heathy habits and consumption (food, for example);
- Exhibitions (SDG’s and corelated);
- Be an example for all society, complying, in principle, with all guidelines of the GCN and the SDG’s;
- Initiative **“Bring Sustainability Practices to the University”** - Increase Seminars with organizations recognized by their sustainability (ESG) practices – Business Cases – Example “Sustainable Finances”

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