



# INFORME DE RENDICION DE CUENTAS DE ESIC A LOS OBJETIVOS DE DESARROLLO SOSTENIBLE 2019

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# INTRODUCCIÓN

El objetivo de este informe es dar respuesta a la rendición de cuentas de ESIC en el ejercicio 2017-18 a los ODS en los que opera. De forma concreta, este documento hace referencia al ODS 17, Alianzas para lograr los objetivos. Se reporta información desde las diferentes áreas de ESIC y se anexan documentos que justifican los datos referenciados.

## 17. ALIANZAS PARA LOGRAR LOS OBJETIVOS

### **Relaciones con ONGs, Gobierno Regional y Nacional.**

1. ¿Su universidad tiene una participación directa en el desarrollo de políticas de los ODS del gobierno nacional o se aporta información sobre ellos?

Sí,

2. ¿Su universidad inicia y participa en un diálogo intersectorial sobre los ODS, por ejemplo, Conferencias de gobierno / ONG?

Si

3. ¿Participa su universidad en la colaboración internacional en la recopilación o medición de datos para los ODS?

Memoria Anual

Si

4. ¿Su universidad, a través de la colaboración e investigación internacional, revisa enfoques comparativos y desarrolla mejores prácticas internacionales para abordar los ODS?

Si

5. ¿Su universidad colabora con ONG para abordar los ODS a través de:

- programas de voluntariado estudiantil
- programas de investigación
- desarrollo de recursos educativos

Si

#### Reporte de Sostenibilidad

**Indique para qué SDG (s) su universidad publica un informe de sostenibilidad como parte del informe anual general de la universidad.**

SDG3: Buena Salud y Bienestar

SDG4: Educación de calidad

SDG5: Igualdad de género

ODS8: Trabajo decente y crecimiento económico

SDG9: Industria, Innovación e Infraestructura

SDG10: reducidas desigualdades

SDG11: Ciudades y comunidades sostenibles

SDG12: Consumo y Producción Responsables

SDG13: Acción por el clima

ODS16: Paz, Justicia e Instituciones Fuertes

**Indique para qué SDG (s) su universidad publica un informe de sostenibilidad como un informe separado**

SDG3: Buena Salud y Bienestar

SDG4: Educación de calidad

SDG5: Igualdad de género

ODS8: Trabajo decente y crecimiento económico

SDG9: Industria, Innovación e Infraestructura

SDG10: reducidas desigualdades

SDG11: Ciudades y comunidades sostenibles

SDG12: Consumo y Producción Responsables

SDG13: Acción por el clima

ODS16: Paz, Justicia e Instituciones Fuertes

**Indique para qué datos de los SDS se publican en un formato abierto**

SDG3: Buena Salud y Bienestar

SDG4: Educación de calidad

SDG5: Igualdad de género

ODS8: Trabajo decente y crecimiento económico

SDG9: Industria, Innovación e Infraestructura

SDG10: reducidas desigualdades  
SDG11: Ciudades y comunidades sostenibles  
SDG12: Consumo y Producción Responsables  
SDG13: Acción por el clima  
ODS16: Paz, Justicia e Instituciones Fuertes

## ANEXOS

**Does your university as a body have direct involvement in, or input into, national government SDG policy development - including identifying problems and challenges, developing policies and strategies, modelling likely futures with and without interventions, monitoring and reporting on interventions, and enabling adaptive management?**

**Every year the School publishes its Annual Report (see the link: Memoria Anual 2017) following the standards of the Global Compact, which sets out the ten principles in the field of human rights, work, the environment and the fight against corruption.**

The **Annual Report by ESIC** is now an institutional reference document for interest groups, and it contains the most complete data on its management in 2017, with special emphasis on the following aspects, among others: the structure of the School, its different management areas, its campus, its mission, its educational portfolio, its position in national and international rankings, national and international associations that it belongs to, its international division, its business ties and its data within the field of research, as well as a broad list of the services which it offers.

**This annual report supplies information on compliance with the 10 Principles of the World Compact that are based on United Nations declarations.**

**ESIC also publishes its PRME Corporate Responsibility Report every year (see link: Memoria de Responsabilidad Social PRME 2018) following the 6 principles of the PRME, with the aim of transforming business and management education and creating responsible leaders for the future.**

At the same time, ESIC Business & Marketing School, from the moment it signed the **Principles for Responsible Management Education (PRME)** on 25 November 2010, has responded to the biannual Sharing Information on Progress (SIP) report. The mission of the PRME is to inspire and promote responsible management education, research and leadership thinking worldwide.

The School is an academic institution that is committed to its mission and values. It therefore drives the ethical values and corporate responsibility of companies

through its Corporate Responsibility Project, developing programs which aim to achieve this goal in four fields: academic, social, business and research.

### **Does your university as a body initiate and participate in cross-sector dialogue about the SDGs, e.g. conferences involving government/NGOs?**

ESIC organises and participates in many workdays and studies in connection with SDGs. Some recent examples are shown below:

- ESIC participates in the corporate responsibility and inclusion of diversity workday organised by Bequal:  
<https://www.esic.edu/news/esic-participa-en-la-jornada-de-responsabilidad-social-e-inclusion-diversidad-organizada-por-bequal/?s=22&pag=1>
- Final II edition of the 5 cultures story competition:  
<https://www.esic.edu/news/final-ii-edicion-concurso-relatos-5-culturas/?s=22&pag=1>
- Foundations, a good end requires the best means:  
[https://www.abc.es/economia/abci-fundaciones-buen-necesita-mejores-medios-201802040242\\_noticia.html](https://www.abc.es/economia/abci-fundaciones-buen-necesita-mejores-medios-201802040242_noticia.html)
- When reputation, CR and communication are fundamental for companies:  
<https://www.nobbot.com/media/reputacion-rsc-comunicacion-esic/>
- CR is profitable for companies, according to the experts:  
<https://valenciaplaza.com/la-rsc-es-rentable-para-las-empresas-segun-expertos>
- The Online Aragón Prizes show that the digital sector is in good health:  
<https://www.heraldo.es/noticias/aragon/2018/07/20/los-premios-aragon-red-muestran-que-sector-digital-goza-buena-salud-1258366-300.html>
- CR.- this is the Sustainable Brands Madrid 2018 program:  
<https://diarioresponsable.com/noticias/26839-rse-este-es-el-programa-de-sustainable-brands-madrid-2018>
- CR.- 'Responsabilidad Social Corporativa: Teoría y práctica', de Fernando Navarro García, a recent publication in ESIC Editorial:  
<https://www.eleconomista.es/mercados-cotizaciones/noticias/359511/02/08/RSC-Responsabilidad-Social-Corporativa-Teoria-y-practica-de-Fernando-Navarro-Garcia-novedad-de-ESIC-Editorial.html>
- The NGO Crecer con Futuro holds the II Support Race:  
<https://www.informaria.com/ong-crecer-con-futuro-celebra-ii-carrera-solidaria/>

**All of the projects in which ESIC takes part participate in an intersector dialogue on the ODS, and this can be seen in the PRME Report. See Principles 4, 5 and 6:**



## Does your university as a body participate in international collaboration on gathering or measuring data for the SDGs?

ESIC collaborates with Associations and Institutions both nationally and internationally. We report and support the initiative projects of the following associations, in areas of SDGs:

Acronym	Nationals	Acronym	Internationals
adigital	Asociación Española de Economía Digital	AACSB	The Association to Advance Collegiate Schools of Business
AEA	Asociación española de anunciantes	AAPBS	Association of Asia-Pacific Business Schools
AEAGCP	Asociación española de agencias de comunicación publicitaria	AEAGCP	Asociación española de agencias de comunicación publicitaria
AED	Asociación Española de Directivos	CEEMAN	Central and East European Management Development Association
AEDRH	Asociación Española de Directores de Recursos Humanos	CLADEA	Consejo Latinoamericano de Escuelas de Administración
AEEDE	Asociación Española de Escuelas de Dirección de Empresas	EFMD	European Foundation for Management Development
AEERC	Asociación Española de Expertos de Relación con Clientes	EMBA Council	Executive MBA Council
AEMARK	Asociación Española de Marketing Académico y Profesional	EQUAA	Educatio Quality Accreditation Agency
AJE	Asociación Jóvenes Empresarios	FEDMA	Federation of European Direct & Interactive Marketing
AMETIC	Asociación de Empresas de Electrónica, Tecnologías de la Información,		

	Telecomunicaciones y Contenidos Digitales	Global Compact	Naciones Unidas
APD	Asociación del Progreso para la Dirección	MBA CSEA	MBA Career Services & Employer Alliance
ASLAN	Asociación de proveedores de sistemas de red, internet y telecomunicaciones	HEA	Higher Education Academy
CDCe	Club de Dirigentes de Comercio Electrónico	PEEAC	Pan European Education and Accreditation Committee
CEDE	Confederación Española de Directivos y Ejecutivos	PRME	Principles for Responsible Management Education
CEG	Club Excelencia en Gestión	UNICON	Executive Education Consortium
CEIM	Confederación Empresarial de Madrid		
CEOE	Confederación Española de Organizaciones Empresariales		
CIONET	Asociación de CIOS		
DIRCOM	Asociación de Directivos de Comunicación		
DIRYGE	Directivos y gerentes		
INCIBE	Instituto Nacional de Ciberseguridad		
MKT	Asociación de marketing de España		
SIC	Seguridad en informática y comunicaciones		
	Red Pacto Mundial España		
	UNIVERSIA España		
	Charter de la Diversidad en España		
	Fundación Bequal		



	Asociación de Marketing de España
	Club de Marketing del Mediterráneo

**Does your university as a body, through international collaboration and research, review comparative approaches and develop international best practice on tackling the SDGs?**

Some of international projects in which members of the ESIC teaching staff have taken part to support international collaboration and research by reviewing comparative approaches and developing best international practices to tackle SDGs are listed below:

- Hoffman Center for Business and Ethics of Bentley University, Boston. Participation in research projects since 2017.
- Attending and presenting a paper in the 78th Annual Meeting of the Academy of Management August 10-14, 2018 | Chicago, Illinois, USA  
See the website: <https://connect.aom.org/aom2018/home>

See here, section D page 254  
[http://delivery.sheridan.com/downloads/DE/AOM/AOM\\_2018\\_Annual\\_Meeting\\_Program.pdf](http://delivery.sheridan.com/downloads/DE/AOM/AOM_2018_Annual_Meeting_Program.pdf)

**344** : (IAM, IM, AAM, AFAM) **Social and Environmental Challenges Facing Chinese Multinationals Investing in Latin America**  
12:30pm - 2:30pm Hyatt Regency Chicago: Soldier Field  
Tweet this session: #AOM2018 344  
**Chairs:** Gaston Fornes, U. of Bristol; Alvaro Mendez, ESIC Business & Marketing School  
**Discussants:** Belén López Vázquez, ESIC Business & Marketing School; Abel Monfort, ESIC Business & Marketing School; Francisco Javier Forcadell, URJC  
**Participants:** Tony Koo, -; Tanguy Jacopin, ESIC Business & Marketing School

- See here, page 293  
[http://delivery.sheridan.com/downloads/DE/AOM/AOM\\_2018\\_Annual\\_Meeting\\_Program.pdf](http://delivery.sheridan.com/downloads/DE/AOM/AOM_2018_Annual_Meeting_Program.pdf)

702 → 🗨️📄: (DISC Paper Session) - (SIM) CSR in Different Contexts

2:15pm - 3:45pm Marriott Chicago Downtown - Magnificent Mile: McHenry

Tweet this session: #AOM2018 702

Chair: Nahyun Oh, U. of Missouri

🗨️→ 🗨️ CSR and S&E engagement in emerging economies.

Analysis of a case study based in China | **Gaston Fomes**, U. of Bristol; **Belén López Vázquez**, ESIC Business & Marketing School; **Javier Blanch**, ESIC Business School

→ Bridging Institutional Logics and Postcolonial

Approaches: Case of CSR in India | **Nimruji**

**Jammulamadaka**, Indian Institute of Management Visakhapatnam

- Participation in the EBEN social network (European Business Ethics Network)

<http://www.eben-net.org/>

### Does your university as a body collaborate with NGOs to tackle the SDGs through:

- student volunteering programmes
- research programmes
- development of educational resources

#### Social Area

- ORBAYU: Development Micro credits

Our own social project

ESIC promotes its own social project with actions that aim to provide Third World aid:

The Orbayu Project is a non-profit foundation from the Congregation of Priests of the Sacred Heart of Jesus, owners of ESIC, whose purpose is to provide micro credits in the Third World through its website. ESIC and AVIVA also participate in the foundation.



#### Relevant figures for Orbayu 2017

Micro-credits	47.534
	€
Development Aid	13.925
	€

- MÁS ESIC

#### Ethics Forum: Business & society

To the above we must add the promotion of Volunteering, aimed at students, alumni and teaching and administration staff, to experience being a volunteer in developing countries or in their surrounding area.

Among the activities carried out at national level are:

- Marketing and Communication Consultancy Project for the Recal Foundation, the Adela Association and the Spanish Meningitis Association.
- "Operation Kilo." Collection of large quantities of food to be donated to the Madrid Food Bank.
- Operation Toy "One person, one gift, one smile" in collaboration with the "Christmas Smiles Association".
- II Charity Market MásESIC. Event that donates the money raised to social development projects at national level or in developing countries.
- Residential Care Facilities. Students and teachers help to support dependent persons. Cottolengo.
- Blood Donation Day, with the collaboration of students, teachers and ESIC staff from both Madrid and Valencia Campuses (2 days a year).
- International Volunteering in Quito and Bahía de Caráquez [Ecuador]; and Nkongsamba and Ndongue [Cameroon]; Angola and Mozambique.
- Weekly volunteering in San Juan de Dios, Fundación Instituto San José, with the children in the special education unit.
- Weekly volunteering in Asociación Parkinson Madrid, to take care of people suffering from this chronic disease.
- Weekly volunteering in Luz Casanova Foundation, to look after people in risk of social exclusion, as well as helping domestic gender-based violence victims.
- Weekend volunteering at the Ande Foundation, promoting leisure and free time activities with people with intellectual disabilities.
- Volunteering at the San Isidro Home, stimulating companionship activities, leisure and free time activities with people suffering from social exclusion.
- Weekly volunteering in collaboration with the Recal Foundation, supporting the social integration of people affected by addiction to substances or behaviours through computer courses.
- Volunteering in MásESIC networks. Channeling and dissemination of the actions carried out by the volunteering and social action department of Esic, promoting initiatives from entities with which we collaborate or which require our collaboration.

- Negotiations with associations, foundations, ESIC-Alumni, Professional Outings and Entrepreneurship in the search for collaboration agreements with such entities to favour projects in which former students participate, curricular internships for ESIC students or the promotion of social entrepreneurship.

Relevant figures for MÁS ESIC 2017

Personnel involved in the Projects



Students	68
National	60
International	8
Teaching and Administrative Staff	18

- ESIC CREA

Award Concession

Our goal in 2016-2017 has been to develop a communication campaign for the Luz Casanova Foundation, whose objectives are to:

- To design different pieces of communication to make society in general more aware of the negative consequences of Cyberbullying.
- Tell the victims that there is a way out. "You get over Cyberbullying".
- Raise awareness of other forms of harassment that leave no trace.



Relevant figures MÁS ESIC 2017

Participants (Students, Teaching Staff, Coordinators) 132

Budget €1,000

- Research Area

ESIC wants to promote research on social responsibility and, to that end, has created different lines of work that support this. ESIC's Research Management team, in conjunction with ESIC's Publishing House, manage research teams whose results are published through books and scientific periodicals both nationally and internationally.

Social Research Data 2016/2017

### RESEARCH PROJECTS

Determining success factors of businesses coming from national and international business incubators”

- Integrated Marketing in NGOs
- Centre of Innovation and Application of Ethics Project CIAE: Centre of Innovation and Application of Ethics
- Aster Awards for Research

### BOOKS

- Participative management
- Guns or butter?
- The magic of planning
- Negotiating
- Non-consumer person
- Analysis of the creation of value. A skills approach.
- Relational analysis of variables regarding university programs.
- Research cases. Corporate practice.
- Political communication in the Spanish transition: from advertising to marketing.
- Creating the ideal manager.
- Educational marketing. Customer acquisition and loyalty.
- Knowledge management.
- Fundamentals of financial management.
- The 100 Leadership Mistakes.
- How to approach change. What moves you.

Budget: 47.620 €

### **Academic Area**

- SUSTAINABLE LEADERSHIP

## ESIC 2018

The Social Responsibility Project, in its academic sphere, aims to educate people committed to society that maintain their ethical values during any kind of decision-making process. ESIC wants to encourage professionals towards an international market that follows responsible leadership.

In this respect, among the academic Programmes offered by ESIC, the following can be found:

- For Undergraduates, “Business Ethics” is a compulsory subject in all courses offered by the School.
- In the Postgraduate area, “Sustainable Leadership” and “Business, sustainability and environment ethics.”
- In Executive Education, “Social Responsibility Management Programme”.

Among the annual conferences and seminars given by ESIC are, in addition, themes related to ethics applied to specific business life situations.

To this end, the Social Thinking Centre organizes, as a complement to the academic Business Ethics Programmes, conferences and seminars that are open to students, teaching staff and interested members of the general public dealing with subjects related to the topic and in which specialized speakers and lecturers participate. In addition, the Centre publishes, through the ESIC Publishing House, books of speeches and papers on the subjects of ethics, social thinking and related materials.

**See more in ESME's PRME Social Responsibility Report:**

<https://www.esic.edu/pdf/esic-prme-2018.pdf>