



”Driving forward global Business Education for Sustainable Development”

2010 Eduniversal Annual World Convention

**Prague, Czech Republic
Round Table**

“The role and impact of International Associations on the Sustainable Development of Business Schools”

By CLADEA

Jorge Talavera Executive Director

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2. Current Social Panorama of Latin America
3. Business Schools in Latin America and CSR
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1. CLADEA (Latin American Council of Management Schools)

Established in 1967

- International Association concerned with teaching and research in both business and public administration.
- Has more than 150 affiliated institutions, from Latin America, North America and Europe



- Executives Offices located in Lima Perú at ESAN University.
- Cladea Organization: The Assembly of Members (representatives of B.S. Deans or Directors), the Executive Comitee, President and Executive Director.

1. Cladea Main Objectives and Activities

Provide certification of excellence and potential academic progress of its participating members.

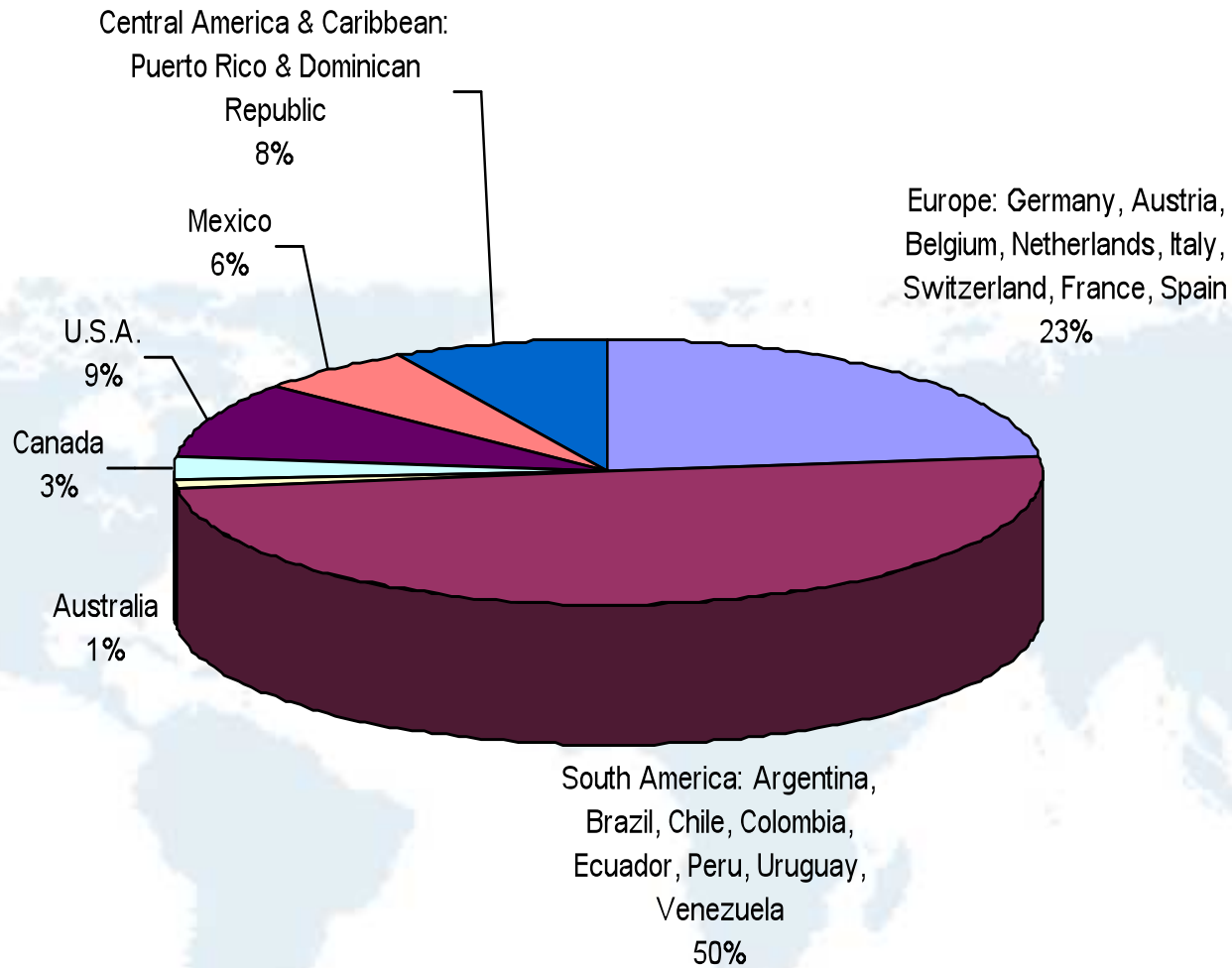
Provides a network for interaction and cooperation among affiliated management schools and institutions at international level,

Promotes research, case development and bibliographical support.

Publishes Leadership magazine and the Journal *Revista Latinoamericana de Administración Academia*

Organizes the annual assembly, conference, seminars

1. CLADEA's Regionals Members



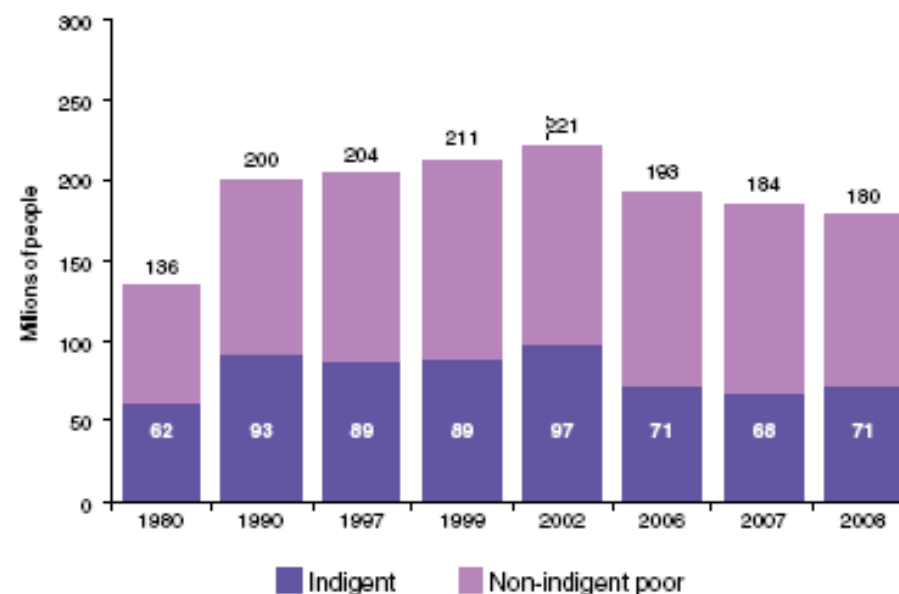
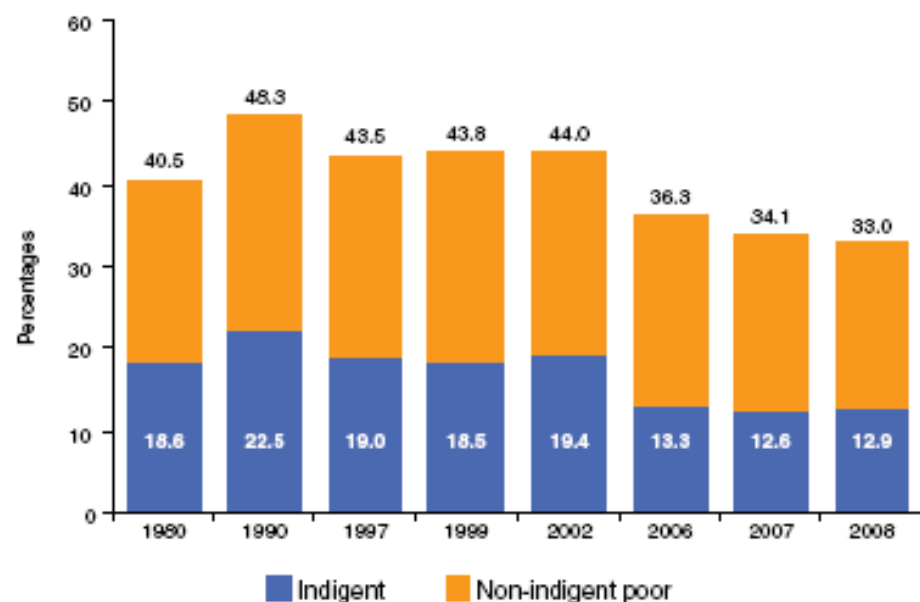
A world map is shown in a light blue, semi-transparent style. The continent of Latin America is highlighted in a darker shade of blue. The map is centered on the Atlantic Ocean. The title text is overlaid on the map.

2. Current Social Panorama of Latin America

2. Social Panorama of Latin America, 2009: *Poverty and indigence in the region*

- Continue 4.1% growth in GDP
- The employment rate increased from 54.8% to 55.1%
- The unemployment dropped from 7.9% to 7.4%.
- Average inflation in 2008 was held to single digits at 8.4%.
- The poverty rate among the region's population was 33.0% in 2008
- These figures show that the rate of poverty reduction slowed, and, in the case of indigence, the trend it had maintained since 2002 actually reversed:

LATIN AMERICA: POVERTY AND INDIGENCE, 1980-2008 ^a
(Percentages and millions of persons)



Source: Economic Commission for Latin America and the Caribbean (ECLAC), on the basis of special tabulations of data from household surveys conducted in the relevant countries.

^a Estimate for 18 countries of the region, plus Haiti. The figures shown above the bars are the percentage and total number of poor persons (indigent plus non-indigent poor).

2...The crisis and its probable impact on poverty

forecast, the likely evolution of indigence and poverty in 2009

“According to the most probable scenario, between 2008 and 2009, the poverty level for the region could climb by about 1.1 percentage points, with a rise in indigence of approximately 0.8 of a percentage point. This translates into an increase of around nine million in the number of poor, of whom over half will be living in extreme Poverty...”

TABLE 1
LATIN AMERICA (18 COUNTRIES): PERSONS LIVING IN POVERTY AND INDIGENCE, AROUND 2002 AND 2007, AND 2008
(Percentages)

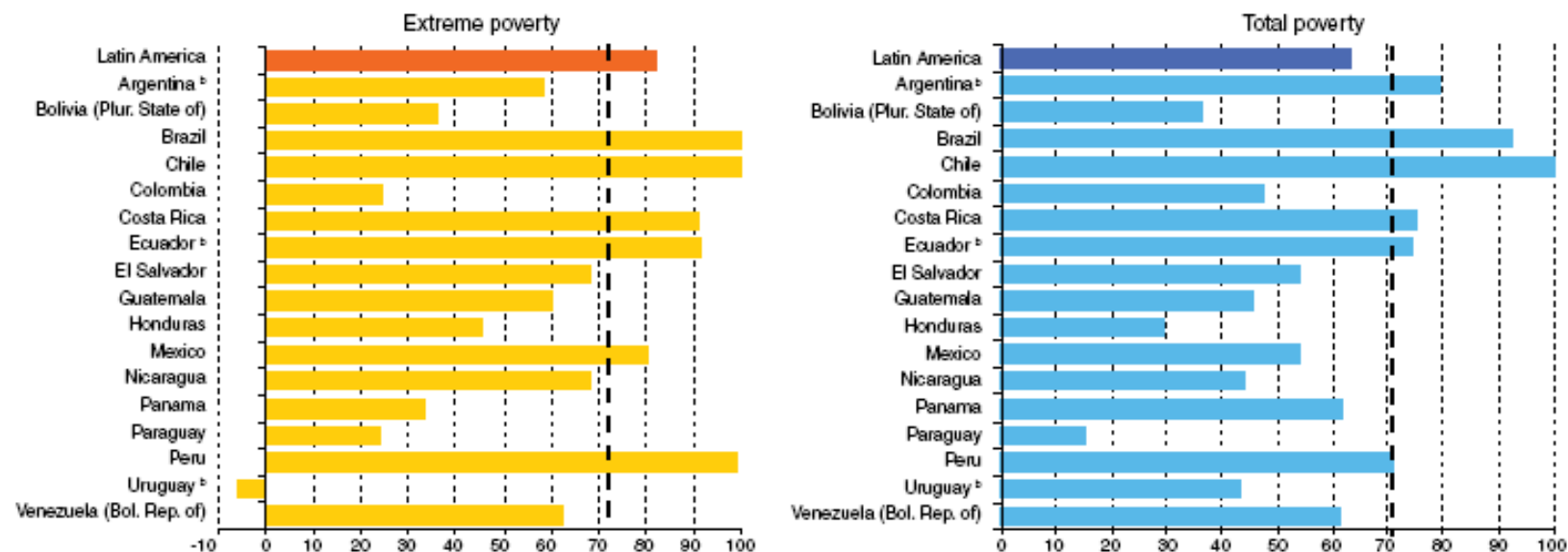
Country	Around 2002			Around 2007			2008		
	Year	Poverty	Indigence	Year	Poverty	Indigence	Year	Poverty	Indigence
Argentina ^a	2002	45.4	20.9	2006	21.0	7.2
Bolivia (Plurinational State of)	2002	62.4	37.1	2007	54.0	31.2
Brazil	2001	37.5	13.2	2007	30.0	8.5	2008	25.8	7.3
Chile	2000	20.2	5.6	2006	13.7	3.2
Colombia ^b	2002	51.5	24.8	2005	46.8	20.2	2008	42.8	22.9
Costa Rica	2002	20.3	8.2	2007	18.6	5.3	2008	16.4	5.5
Ecuador ^a	2002	49.0	19.4	2007	38.8	12.4	2008	39.0	14.2
El Salvador	2001	48.9	22.1	2004	47.5	19.0
Dominican Republic	2002	47.1	20.7	2007	44.5	21.0	2008	44.3	22.6
Guatemala	2002	60.2	30.9	2006	54.8	29.1
Honduras	2002	77.3	54.4	2007	68.9	45.6
Mexico	2002	39.4	12.6	2006	31.7	8.7	2008	34.8	11.2
Nicaragua	2001	69.4	42.5	2005	61.9	31.9
Panama	2002	36.9	18.6	2007	29.0	12.0	2008	27.7	13.5
Paraguay	2001	61.0	33.2	2007	60.5	31.6	2008	58.2	30.8
Peru ^c	2001	54.7	24.4	2007	39.3	13.7	2008	36.2	12.6
Uruguay ^a	2002	15.4	2.5	2007	18.1	3.1	2008	14.0	3.5
Venezuela (Bolivarian Republic of)	2002	48.6	22.2	2007	28.5	8.5	2008	27.6	9.9

Source: Economic Commission for Latin America and the Caribbean (ECLAC), on the basis of special tabulations of data from household surveys conducted in the relevant countries.

^a Urban areas.

^b The data for 2008 came from a new household survey, which was applied with the earlier series by the National Administrative Department of Statistics (DANE) and the National Planning Department (DNP) of Colombia. Since ECLAC has yet to complete internal processing of the new data, the figures for 2008 have been estimated in a preliminary manner.

LATIN AMERICA (17 COUNTRIES): PROGRESS TOWARDS REDUCING EXTREME POVERTY AND TOTAL POVERTY, BETWEEN 1990 AND 2008 ^a
(Percentages)



Source: Economic Commission for Latin America and the Caribbean (ECLAC), on the basis of special tabulations of household surveys conducted in the respective countries.

^a The amount of progress made (expressed as a percentage) is calculated by dividing the percentage-point reduction (or increase) in indigence registered during the period by one half of the indigence rate for 1990. The dotted line represents the amount of progress expected by 2008 (72%). The figures reflect a projection for 2008 in the case of countries whose most recent survey data are prior to that year.

^b Urban areas.



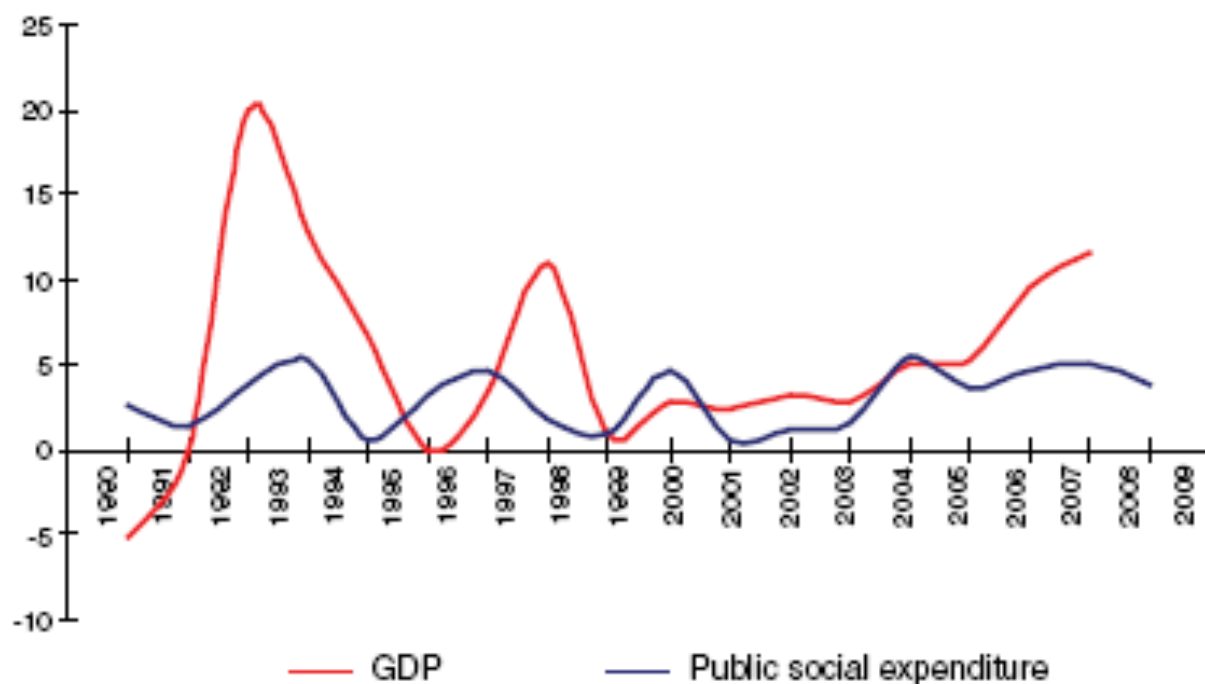
2...Public social spending has been markedly procyclical in the region

Expenditures freezing or shrinking in times of crisis.

This reflects the budget constraints of the least developed countries that have less capacity to implement countercyclical measures during economic downturns.

In the last decade, these are also the countries that have most notably increased the priority awarded to this aspect of macroeconomic policy.

**LATIN AMERICA AND THE CARIBBEAN (21 COUNTRIES):
ANNUAL VARIATION IN PUBLIC SOCIAL SPENDING
AND GROSS DOMESTIC PRODUCT ^a**
(Percentages)



Source: Economic Commission for Latin America and the Caribbean (ECLAC) on the basis of information from the Commission's social expenditure database.

^a Weighted average of the countries.

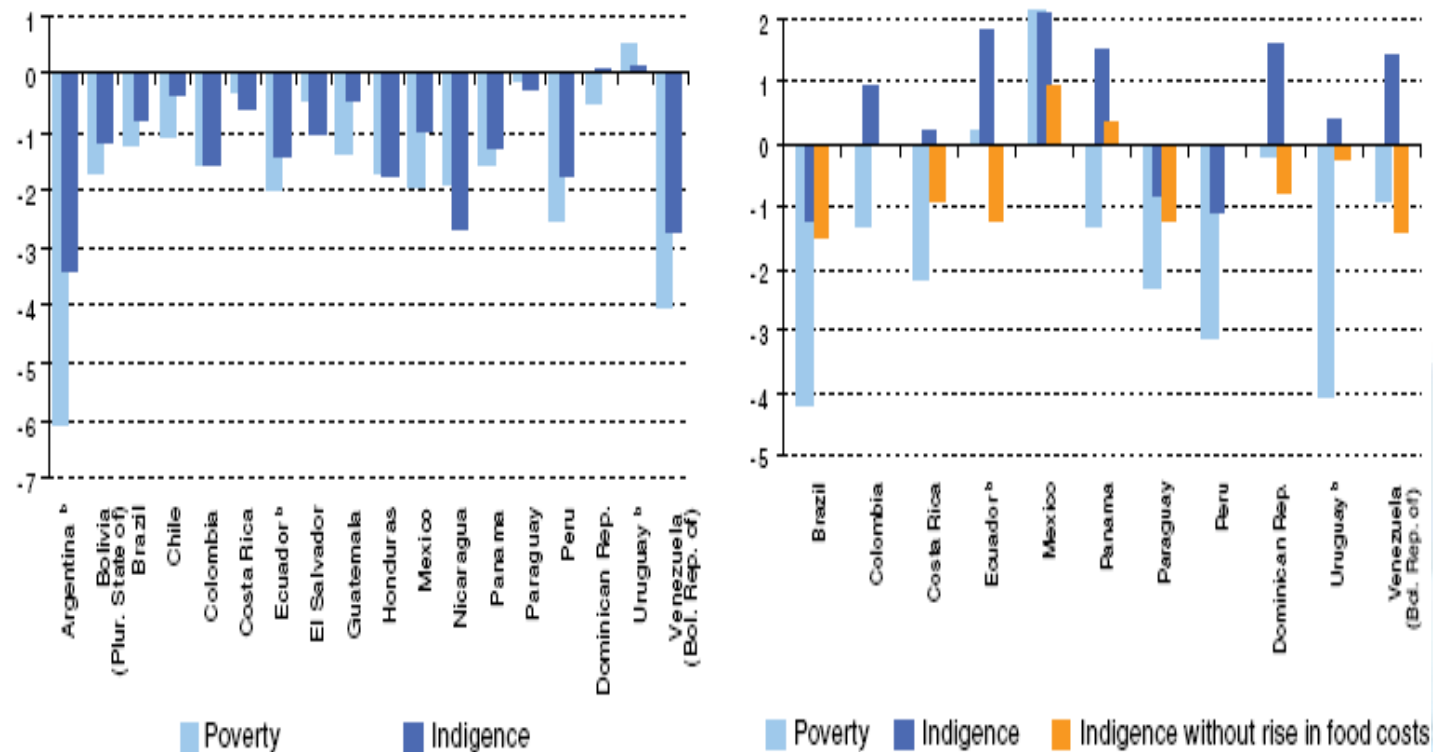
2...poverty scenarios vary widely from country to country

New data available for 2008 reflect advances in reducing poverty compared with 2007.

In Brazil, Peru and Uruguay (data for urban areas), the poverty rate fell by at least three percentage points.

Only in Mexico did the situation worsen, as the poverty rate rose by 3.1 percentage points between 2006 and 2008.

Figure 1.2
LATIN AMERICA (18 COUNTRIES): ANNUAL CHANGE IN POVERTY AND INDIGENCE RATES, 2002-2007 AND 2007-2008^a
(Percentage points)



Source: Economic Commission for Latin America and the Caribbean (ECLAC), on the basis of special tabulations of household surveys conducted in the respective countries.
^a Variations reflect rate changes in percentage points, divided by the number of years in the period. ^a The survey year used differs from country to country. The period 2002 refers to the recently available survey between 2000 and 2002, and 2007, to the most recently available survey between 2004 and 2007; the period 2008 refers exclusive to data from that year



3. Business Schools in Latin America and CSR -
CLADEA Survey

Aims of the study

- Cladea has run a new research among their members in the region to know the commitment, activities and programs of their schools to incorporate the social and environment dimension in their MBA programs.

In this survey deans and directors of CSR research centers and BS from the region have been asked the following:

- Name of the SR courses offered in the MBA programs (and length)
- Which one of the following stakeholders are more focused to the students management training?
- Does the school have an ethical code?
- Does the school promote research and publication of the faculty members in Sustainable Development and CSR issues?
- Number of publications in the university.
- Perception of development of the school in Sustainable Development
- To what extent SR is important to the faculty?.
- Is your institution a signatory of Prime?

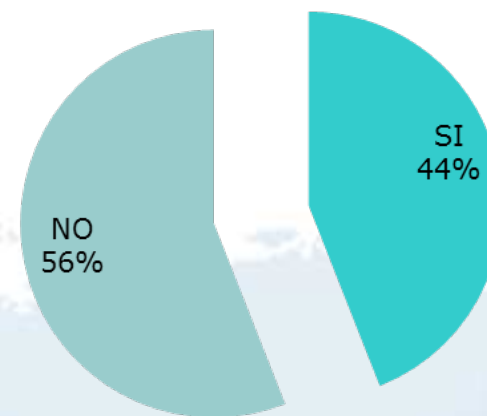
■ Results



Cursos que se ofrecen:

RSE en la currícula del MBA

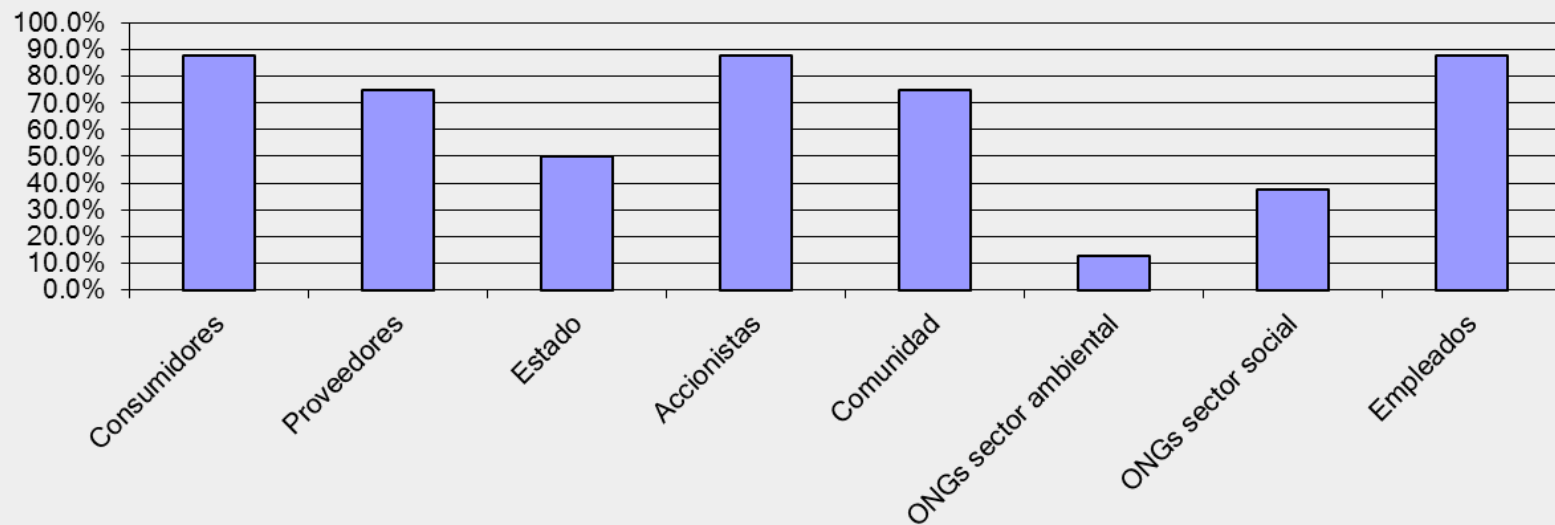
Nombre de los cursos	Duración de los cursos
Ética y responsabilidad social / responsabilidad social corporativa	20 a 30 horas
Busines Ethics	20 a 30 horas
Green marketing / reponsabilidad social ambiental / desarrollo sostenible	20 a 30 horas
Informes y auditoria de responsabilidad social	10 a 20 horas



Base de datos: Decanos de Escuelas de Negocio: 17

LATINOAMERICA

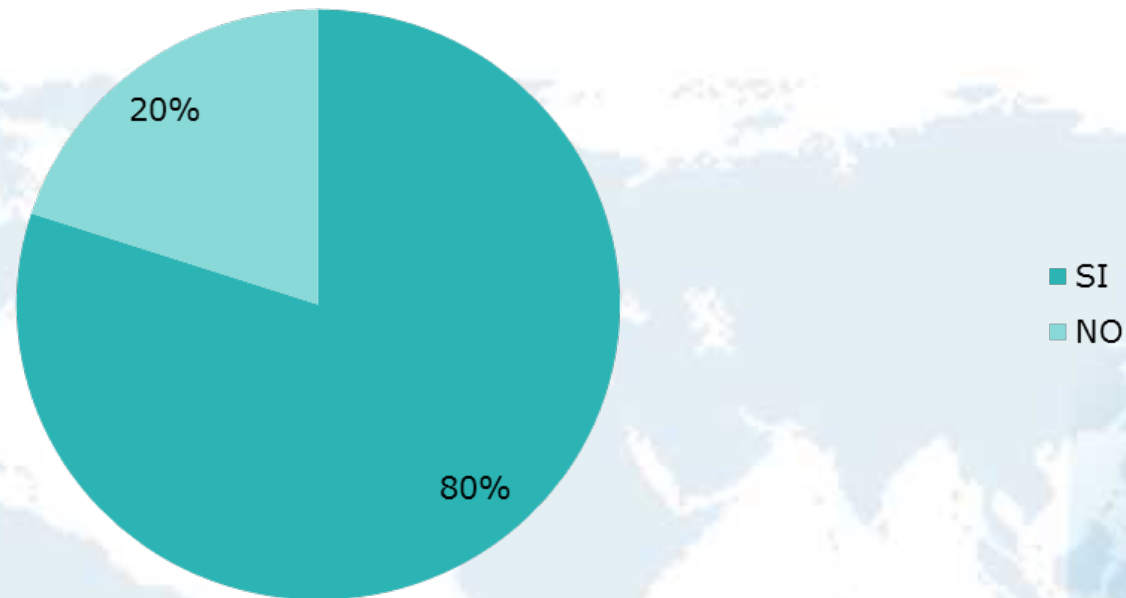
¿Con cuál o cuáles de los siguientes grupos de interés, se pone más énfasis en la preparación del alumno para realizar una adecuada gestión?



Base de datos: Decanos de Escuelas de Negocio: 17

LATINOAMERICA

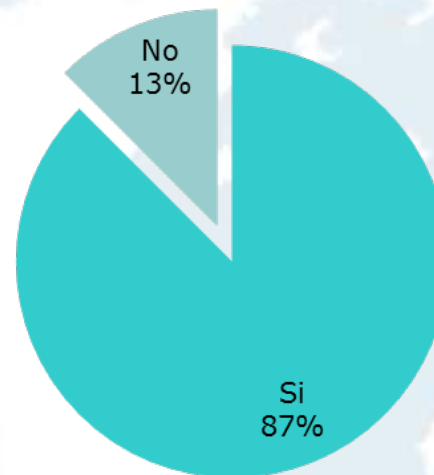
¿Tiene código de ética?



Base de datos: Decanos de Escuelas
de Negocio: 17

LATINOAMERICA

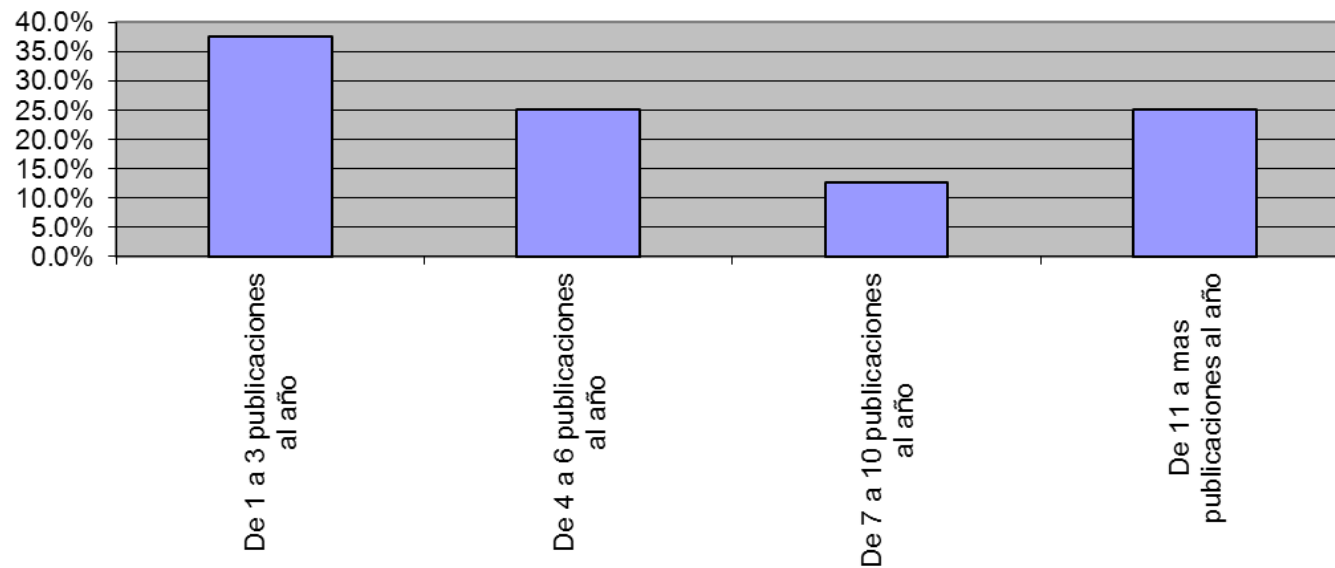
La universidad promueve la investigación y publicación de los profesores en los temas de responsabilidad social y desarrollo sostenible



Base de datos: Decanos de Escuelas de Negocio: 17

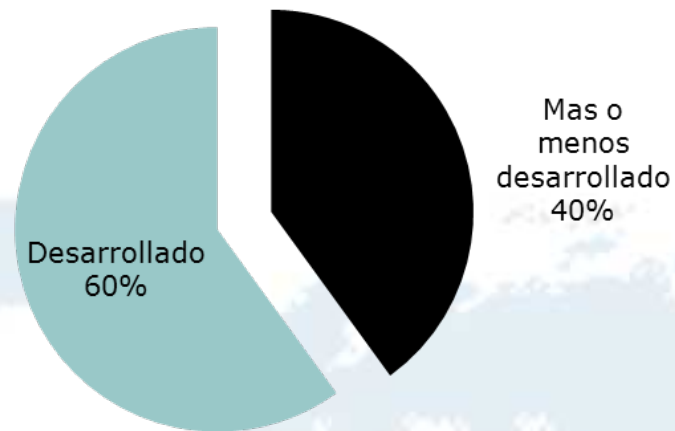
LATINOAMERICA

¿Cuántas publicaciones tiene la Universidad?



Base de datos: Decanos de Escuelas de Negocio: 17

Grado en que se percibe el desarrollo de su Escuela de Negocio en Desarrollo Sostenible



Siendo:

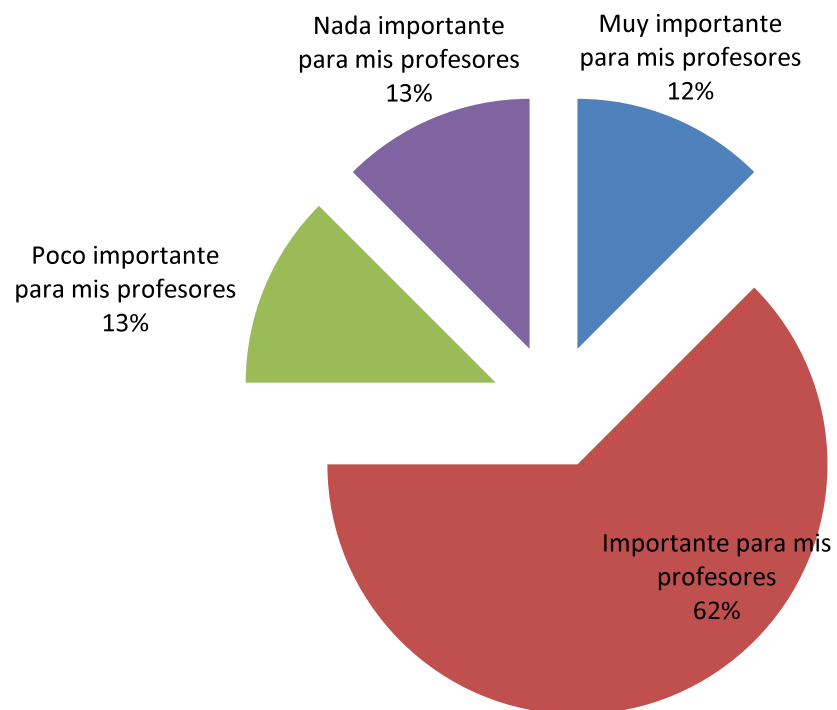
1 = No se encuentra desarrollado

6 = Excelentemente desarrollado

Base de datos: Decanos de Escuelas
de Negocio: 17

LATINOAMERICA

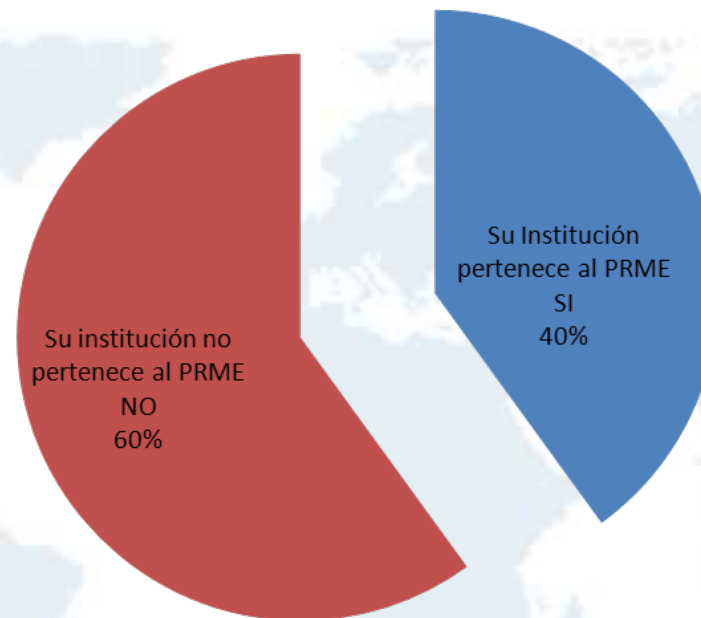
En que medida el tema de Desarrollo Sostenible es importante para sus profesores



Base de datos: Decanos de Escuelas de Negocio: 17

LATINOAMERICA

Su Institución está adherida al PRME? (Principles for de Naciones Unidas)



Base de datos: Decanos de Escuelas
de Negocio: 17

Remarks

- There are few specific courses with the whole content to ethics and CSR.
- It is observed at BS in the region that the efforts to incorporate CSR are isolated, because this topic is included just as a chapter into the core courses of Business.

4. Remarks

- Latin American universities, and moreover, business schools have the great responsibility to become the drivers of the development of nations; in that sense, they would have to assume the challenge of adopting the Social Responsibility philosophy in a professional and ethical way. They will also need to match their pace with that of developing countries, which already have a great advance in this area.

Remarks

In this sense is important to take action in three aspects:

- ❑ Academic Aspect: Evaluating the curricula and the content of the courses , with the goal to offer a vanguardist formation in SR
- ❑ Research Aspect: Priorizing the topic of SR
- ❑ Institutional Aspect: Incorporating the philosophy of SR in the management of the BS, that implies a commitment of the whole team work through a SR behaviour translated in complete action of ethics and SR with the different interest groups in the BS.

Remarks

- Cladea as signatories of Prme of United Nations are aligning efforts to provide support to the schools.
- Latin American business schools face a great challenge in the future to help their graduates achieve a solid education in Social Responsibility, enabling them to become the drivers of the organization's management development in a sustainable and beneficial way for all.
- Hence, we consider that it is important for business schools to take action upon two aspects: the academic and the institutional ones.
- BS in L.A have a big challenge to the future in order to contribute to their alumni have a solid training in SR.



- THANK YOU.....

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