



Business Schools and Business: Creating Sustained Value for People, Society and Planet Earth

Ruben Guevara, Ph.D.

**Director of CENTRUM Cathedra: MBA and DBA Programs,
CENTRUM Católica Graduate Business School**

CENTRUM CATOLICA

- Accredited by AACSB Int'l, EFMD-Equis, and AMBA.
- Triple certification: ISO 9001-2015, ISO 14001-2015, and ISO 26000 (by Lloyds Registrar, London)
- **Founding signatory of the UN Global Compact, and UN PRME.**
- Proactive in global initiatives dealing with globally responsible leadership at BS and Business.

The Global Context

- Sustainable development focus
- Role of corporations
- Role of the market
- Role of government
- Role of Civil society
- Environmental movement
- Social control (social networks)

The UN PRME

- Created in 2007. Recommended by BS and academic institutions at the UN Global Compact. The process was led by the UN Global Compact.
- Presently it has more than 550 signatories.
- There are 32 UN PRME Champions. CENTRUM Católica is one of them.

The Six UN PRME Principles

Principle 1

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

Principle 2

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

Principle 3

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

The Six UN PRME Principles

Principle 4

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

Principle 5

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

Principle 6

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

The UN Global Compact

- The world's largest corporate sustainability initiative.
- Launched 15 years ago by the UN Secretary General
- Presently it has more than 8,500 signatories.

UN Global Compact's Vision and Mission

- **MISSION:** At the UN Global Compact, we believe it's possible to create a sustainable and inclusive global economy that delivers lasting benefits to people, communities and markets.
- **VISION:** To make this happen, the UN Global Compact supports companies to:
 - Do business responsibly by aligning their strategies and operations with [Ten Principles](#) on human rights, labour, environment and anti-corruption; and
 - Take strategic actions to advance [broader societal goals](#), such as the achieving the UN Sustainable Development Goals, with an emphasis on collaboration and innovation.

Ten UN Global Compact Principles

- **Human Rights**

- [Principle 1](#): Businesses should support and respect the protection of internationally proclaimed human rights; and
- [Principle 2](#): make sure that they are not complicit in human rights abuses.

- **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.

- **Environment**

- [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.

- **Anti-Corruption**

- [Principle 10](#): Businesses should work against corruption in all its forms, including extortion and bribery.

CENTRUM Catolica and the UN PRME

- UN PRME Champion (Member Global Steering Committee)
- UN PRME Regional LAC Chapter (founder)
- Member of the UN PRME Transformational Model for BS
- Member of Global Advisory Committee
- Leads Team to document and disseminate best practices at BS
- LEAD initiative proactive participant at the UN Global Compact.

Implications for Business Schools

- Strong global transformational *responsible* leadership
- Expanded Mission: besides teaching, research, and outreach, strong articulation and think tank-like work.
- World class innovation in teaching, research, and outreach: more systemic, human-centered, ethics-based work, seeking to create common goods.
- Change agents: short- and long-term change, long-term strategists; use of TICs
- Global players
- Being the best *for* the world, not the best *in* the world

Ethical Globally Responsible Leadership of BS

Global Ethics and Responsible Leadership

Teaching

Research

Outreach

Think
Tank

Advocacy

Quantitative **Rational Emotional Holistic Systemic Assertive Reflective** Qualitative

Economic - Financial - Social - Environmental

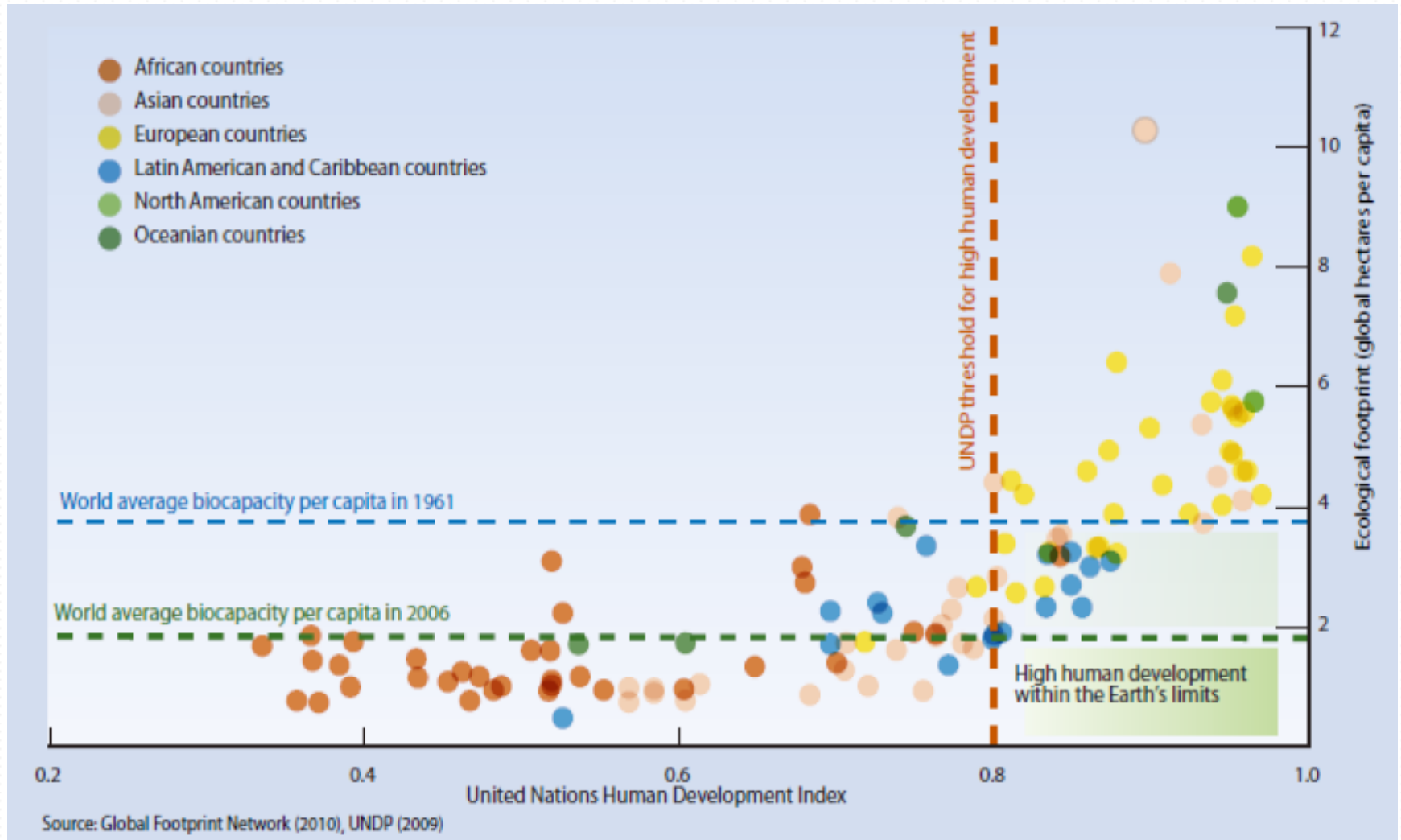
Hard skills Soft skills Critical thinking

Wealth and Well-being Common Goods Society Humanity Planet Earth

Sustainable Development

- Reaffirm our commitment to the role that management and leadership education will play in society toward achieving sustainable development: **Meeting the needs of the present generations without compromising the ability of future generations to meet their own needs.**
- *UN Sustainable Development Goals*

The Target in Sustainable Development



Our small village



Conclusion: This is not what we want



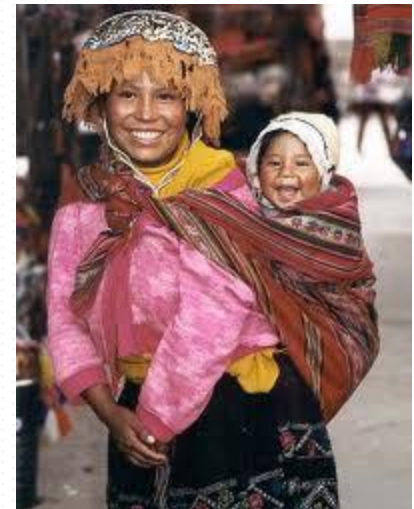
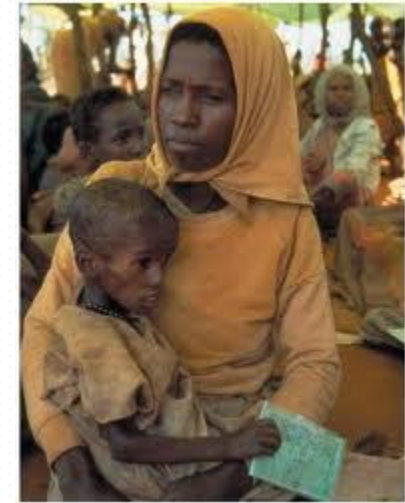
Conclusion: This is not what we want



Conclusion: It is possible !!



Conclusion: It is possible !!



Conclusion: This is what we want



Conclusion: This is what we want



The purpose of the globally responsible Business Schools is to be change agents, and to graduate global leaders who are able to transform the way corporations do business, putting an equal emphasis on the financial, social, and environmental returns, and putting humanity and global ethics at the core of everything they do.



Thank you !

