

# AGENDA SETTING REPORTING FOR UNIVERSITIES

Sustainability reporting is not only relevant to companies. As educators of future managers, universities hold a great responsibility in ensuring transparency and accountability towards their stakeholders. Copenhagen Business School's (CBS) second report on the United Nations (UN) Principles for Responsible Management Education (PRME) summarises CBS' achievements in 2010-2011 and our future objectives for remaining a leading business school in responsible management education

## **The context is important for our achievements**

The first part of the report 'Our Contribution to Society' introduces the reader to CBS and the context of the report. As a Scandinavian business school with a long tradition of responsible management activities CBS enjoys essential support from faculty and students and is able to create the necessary conditions for achieving our ambitious objectives.

## **Involvement of whole CBS – thoroughness and transparency**

All 15 departments at CBS along with Campus Service and various student organisations have been consulted, which means that the report trustfully covers all relevant activities ranging from a 20% reduction in CO<sub>2</sub> emission on the CBS campus to the extensive work of, together with students and teachers, to identify needs for development of the curriculum to contain more responsible management content.

## **Stakeholder engagement**

It is our ambition to give credit to all the people and organisations that contribute and support the responsible management agenda at CBS – both internal and external – by mentioning them in the report.

The wide engagement of external stakeholders is furthermore demonstrated with letters from among others the former CEO of Novo Nordisk and Special Advisor to the UN Global Compact Mads Øvlisen and Minister of Science, Innovation and Higher Education Morten Østergaard who explicitly state their support of responsible management education as an ideal framework to meet future challenges of business schools and educators of future leaders.

## **The report has sharpened our focus**

Generating this report has enabled valuable critical discussions on the topic of responsible management and its role at CBS. In relation, the process of being forced to explicitly formulate clear and measurable objectives has sharpened our focus. Furthermore, collecting data, on for instance the number of research projects related to responsible management or the number of electives with content on responsible management, has proven to be very useful in monitoring CBS activities. Since CBS became a PRME signatory in 2008 the project has grown rapidly, and in many directions. Now we have a clearer direction of our activities.

## **Consistency**

Consistency and easy compression of the report is achieved by structuring the report based on the six principles of responsible management education. The six principles also comprised the structure of the 2010 report, which enables easy comparison of our activities from the 2010 report to the 2012 report.

In addition, the report is a valuable tool to thank all persons and organisations that have actively contributed to responsible management education at CBS.