

SUSTAINABILITY REPORT

2019/2020



TABLE OF CONTENTS

1. INTRODUCTION

P. 2

2. UPF-BSM

P. 3

3. GOVERNANCE

P. 17

4. ECONOMIC COMMITMENT

P. 18

5. ENVIRONMENTAL COMMITMENT

P. 19

6. SOCIAL COMMITMENT

p. 22

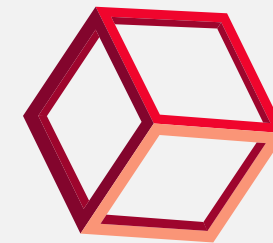
7. SUMMARY

P. 28

MESSAGE FROM THE GENERAL DIRECTOR



José Manuel Martínez-Sierra,
General Director of UPF Barcelona
School of Management



We live in an age of unprecedented change marked by the confluence of four major crises that have called into question the *status quo* of our society: health, climate, economics, and politics.

In this context, the companies become a very important asset and must be collectively and socially aware to learn change. To make this possible, the people who work and run companies must have, at their disposal, training based on values such as transparency, social responsibility, gender equality and equal opportunities, and sustainability.

The UPF Barcelona School of Management wishes to contribute to defining and setting the direction of society so that these challenges become opportunities for improvement and positive impact. Academic institutions need to promote an education that generates a new way of leading based on cooperation, collaboration, and connectivity, creating a positive impact on society.

During the last academic year, UPF-BSM has made a great effort to adapt to the situation caused by the COVID-19 pandemic without forgetting about continuous improvement and its economic and social commitment.

We have also launched several initiatives born of the school's social, environmental, and sustainability commitments. A good example is the creation of the Mercadona Chair in Circular Economy, the Triodos Chair in Sustainable Finance, and the Agbar Chair in Institutional Communication of the Sustainable Development Goals.

These chairs show that the business fabric of our ecosystem trusts in the excellence of our research and investigation, and has further pledged its commitment to us in areas such as tailor-made training and professional internships. Proof of this is the Excellence in Practice Award with which the European Foundation for Management Development (EFMD) has recognized the case study carried out by UPF-BSM in collaboration with CaixaBank.

I would also like to highlight the involvement of our alumni network in initiatives with a social and environmental impact such as the Women's Network and the Sustainability Network, where teachers and school management staff also collaborate.

I highlight here only some of the milestones achieved among many. This sustainability report for 2019–2020, prepared according to the standards of the Global Reporting Initiative (GRI), includes all the actions carried out in sustainability, and explains how our strategy and the way we work are guided by the 17 Sustainable Development Goals. We know that only in this way can we achieve our purpose of adding value, innovating, and transforming society from our commitment to culture and planetary well-being.

1. INTRODUCTION

This sustainability report of the UPF Barcelona School of Management is inspired by the university standards of the Global Reporting Initiative (GRI). The standard is a reference mark proposed by the European Union in the area of disclosure of non-financial information.

The report includes UPF-BSM's commitment to social responsibility, accountability, and transparency.

Furthermore, it reflects the impact that the University has on its environment, both internal and external, and both near and far, following protocols that will guarantee the reliability of the information collected.

It reports on the various issues related to sustainability, in accordance with its own structure, aligned with the GRI.

This being the first report, there are no re-expressions of information, nor changes with respect to previous reports. At the same time, **it introduces a relationship between the different contents of the GRI adaptation reported and the Sustainable Development Goals (SDGs) and their targets.**

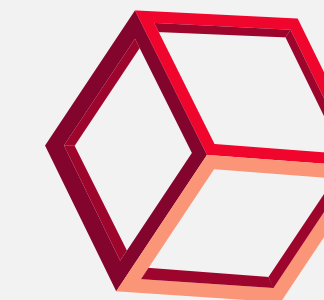


2. UPF-BSM

In 1993, from the joint collaboration between **Pompeu Fabra University (UPF)** and a group of important companies, the Fundació Institut d'Educació Continua was born. Its aim was to strengthen the link between university and companies and to provide professional postgraduate education in the areas of expertise of the University:

- Social Sciences and Humanities
- Health and Life Sciences
- Technologies and Sciences of Information and Communication

The Foundation has its own legal personality and enjoys full legal capacity and acts for the granting of its charter of foundation in public deed and registration in the Register of Foundations of the Generalitat de Catalunya. The Foundation is governed by the declarations contained in the founding charter, by the legal provisions that apply to it, by those established in these statutes, and by the agreements adopted by the Board of Trustees in the exercise of its functions.



MISSION

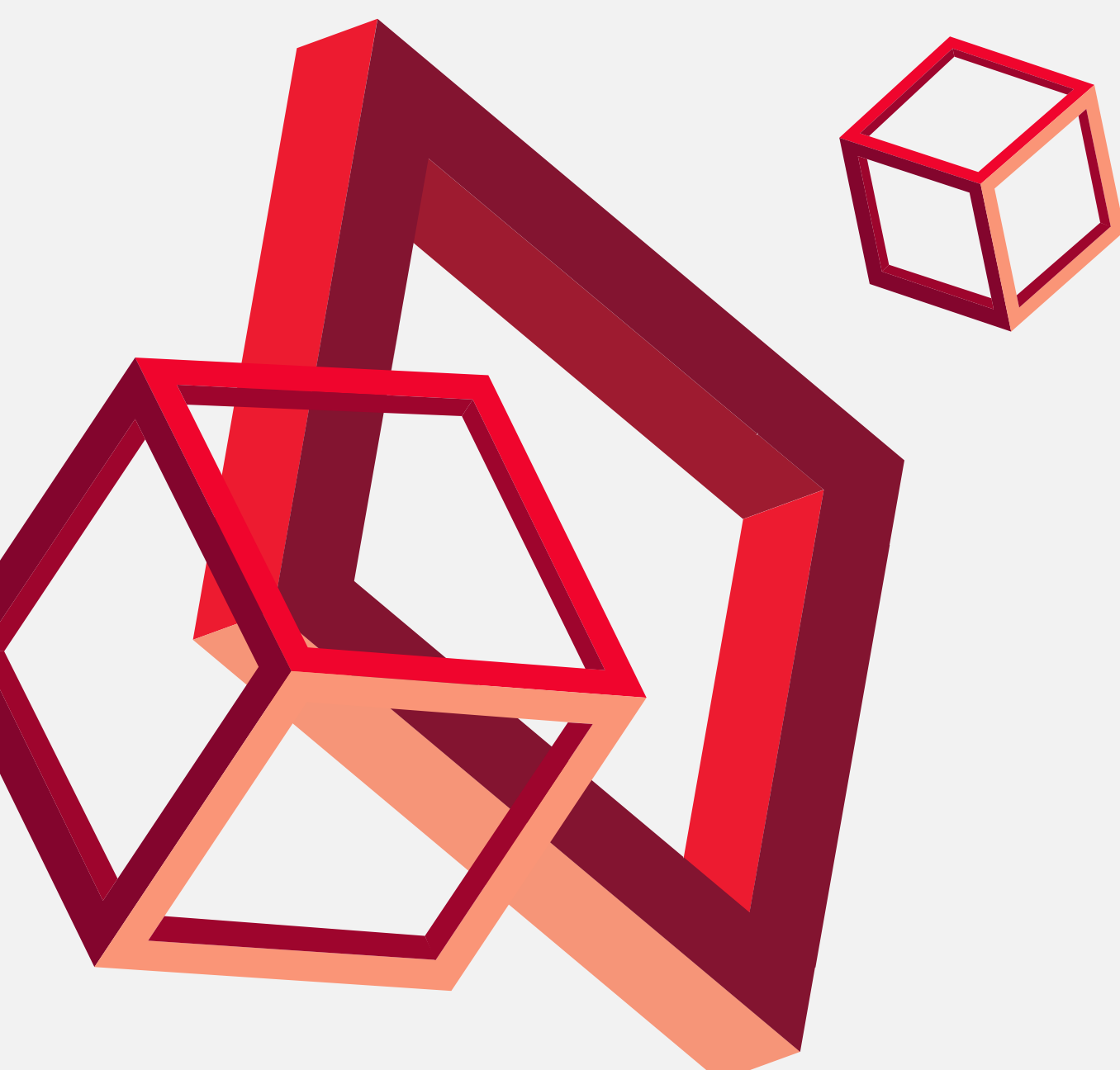
UPF-BSM is aligned with UPF's strategy and has the following mission:

To prepare leaders with a global vision in a research-based context, capable of managing companies, institutions, and projects; promoting innovation, social transformation, commitment to culture, and planetary well-being.

The School wants to have an impact on society by adding value through a managerial concept that prioritizes elements such as **innovation and transformation, technological humanism, cultural intervention, ethical responsibility, and planetary well-being**. The proposed mission aims to ensure that both organizations and UPF-BSM students progress satisfactorily and assume a leadership role in their field. In addition, the UPF-BSM wants to be present in the media due to its transformative role and contribute to the consolidation of its position of excellence in national and international rankings.

ACCREDITED QUALITY

UPF Barcelona School of Management is the management school of Pompeu Fabra University, one of the best universities in the world according to the main international rankings. UPF-BSM has also set out on the path to obtain the main international accreditations that ratify our school's quality and allow us to appear in international rankings. We have already achieved our first accomplishments.



UPF IN RANKINGS

Times Higher
Education, 2020

1st

Spanish university

in Economics
and Business

1st Spanish university
13th European university
46th university in the world

1st

1st Spanish university since 2013

U-Ranking (Fundación BBVA and Ivie, 2020)

10th

Best university in the world

among those under 50 years old

Times Higher Education ranking

of young universities (2020)

143rd

among the 150 best in the world

Times Higher Education (2020)

INTERNATIONAL REACH

UPF-BSM’s international expansion is growing and diversifying in terms of both its activity and alliances and the number of countries with which it collaborates.



International Advisory Council (IAC). Made up of renowned academics and professionals in various countries that offer the school guidance and strengthen its international reputation.



Paolo Bocardelli
Dean - Luiss Business School (Italy)

Vincenzo Esposito Vinzi
Dean-President of ESSEC Business School – Eutopia (France)

Anna Gener
CEO of Savills Aguirre Newman (Spain) and UPF alumnus)

Andreu Mas Colell
Emeritus Professor of Economics at UPF, president of BIST and former Catalan Government Minister of the Economy

Janicke (Lilletvedt) Rasmussen
Dean of MSc. BI Norwegian Business School (Norway)

Oriol Segarra
CEO of Laboratorios Uriach (Spain) and UPF-BSM alumnus)

Tarek Sultan
CEO of Agility (USA)

Bruno van Pottelsberghe
Lecturer at ULB (CIVIS), general secretary and founder of the QTEM network, former dean of Solvay Brussels School of Economics and Management – ULB (CIVIS)

41

17

13

9

agreements with universities in 26 countries

International networks

Dual degrees taught with 8 universities:

- Tecnológico de Monterrey (Mexico)
- ESAN (Peru)
- Torcuato di Tella (Italy)
- EAFIT (Colombia)
- Washington University St. Louis (United States)
- Universitat d’Andorra (Andorra)
- EBS Universität für Wirtschaft und Recht (Germany)
- HSE University St. Petersburg (Russia)

Study trips

UPF-BSM’s accreditations and recognitions



2019

We obtained the declaration of eligibility for AMBA (Association of MBAs) in London.



2020

We obtained **EOCCS** accreditation (Online Course Certification System) from EFMD (European Foundation for Management and Development) in Brussels.

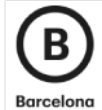


We obtained institutional accreditation from **AQU** (Agency for Quality in the Catalan University System) and recognition of all of the official university qualifications we teach.



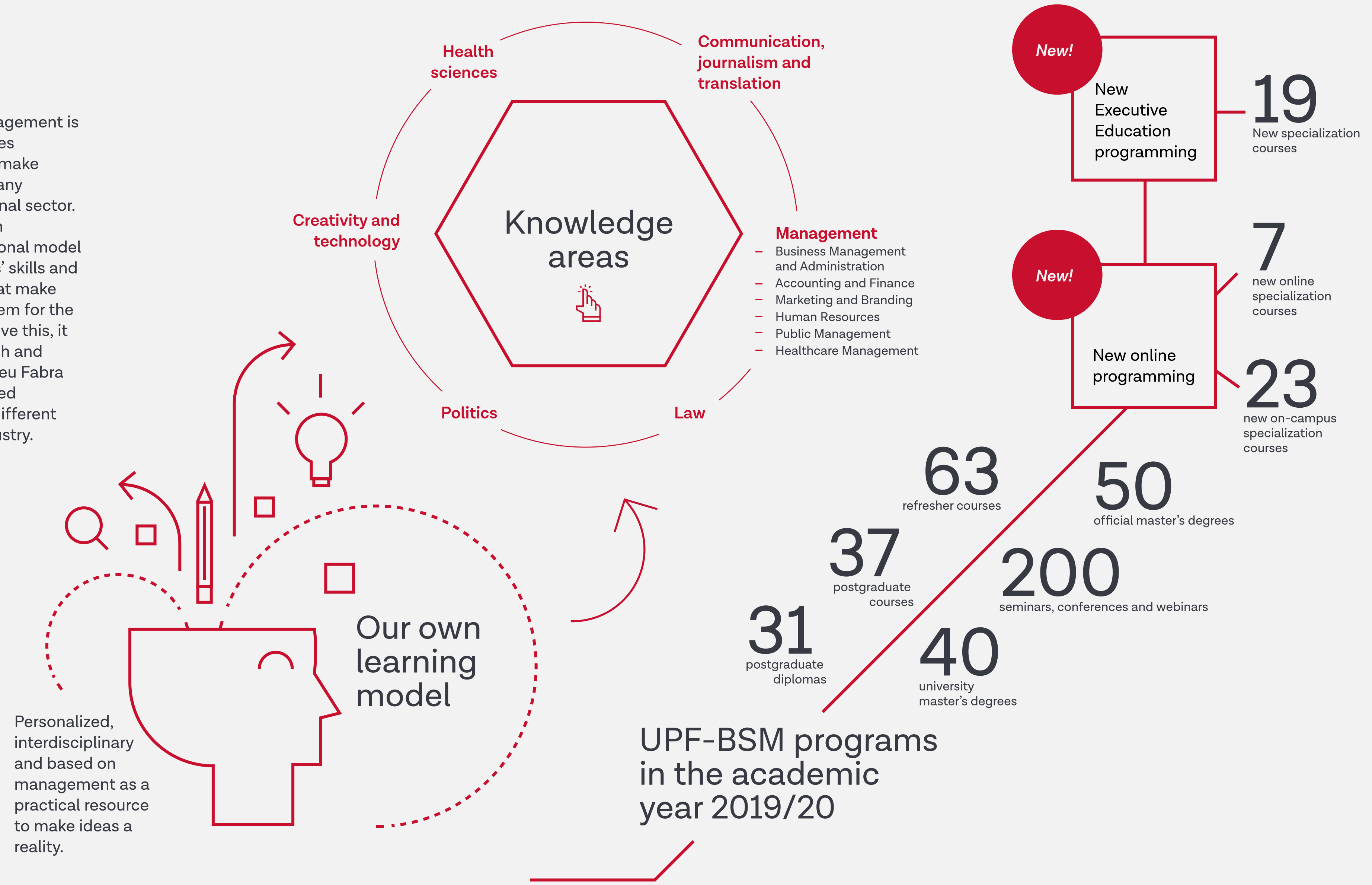
We obtained the declaration of eligibility from **EQUIS** (European Quality Improvement System) in Brussels.

International Networks



TEACHING

UPF Barcelona School of Management is a management school that sees management as the ability to make ideas and projects a reality in any knowledge area and professional sector. Beyond the knowledge in each speciality, UPF-BSM's educational model also works to expand students' skills and competencies, the aspects that make them different and prepare them for the working environment. To achieve this, it has a team devoted to research and academic excellence at Pompeu Fabra University with highly-respected professional careers in many different sectors of the market and industry.



STUDENTS

Students
in open
programming

(master's degrees,
postgraduate diplomas
and postgraduate courses)

1 473

students in
on-campus/blended
programs

385

students in
online programs

58%

Men

Gender

42%

Women

Place of origin

565

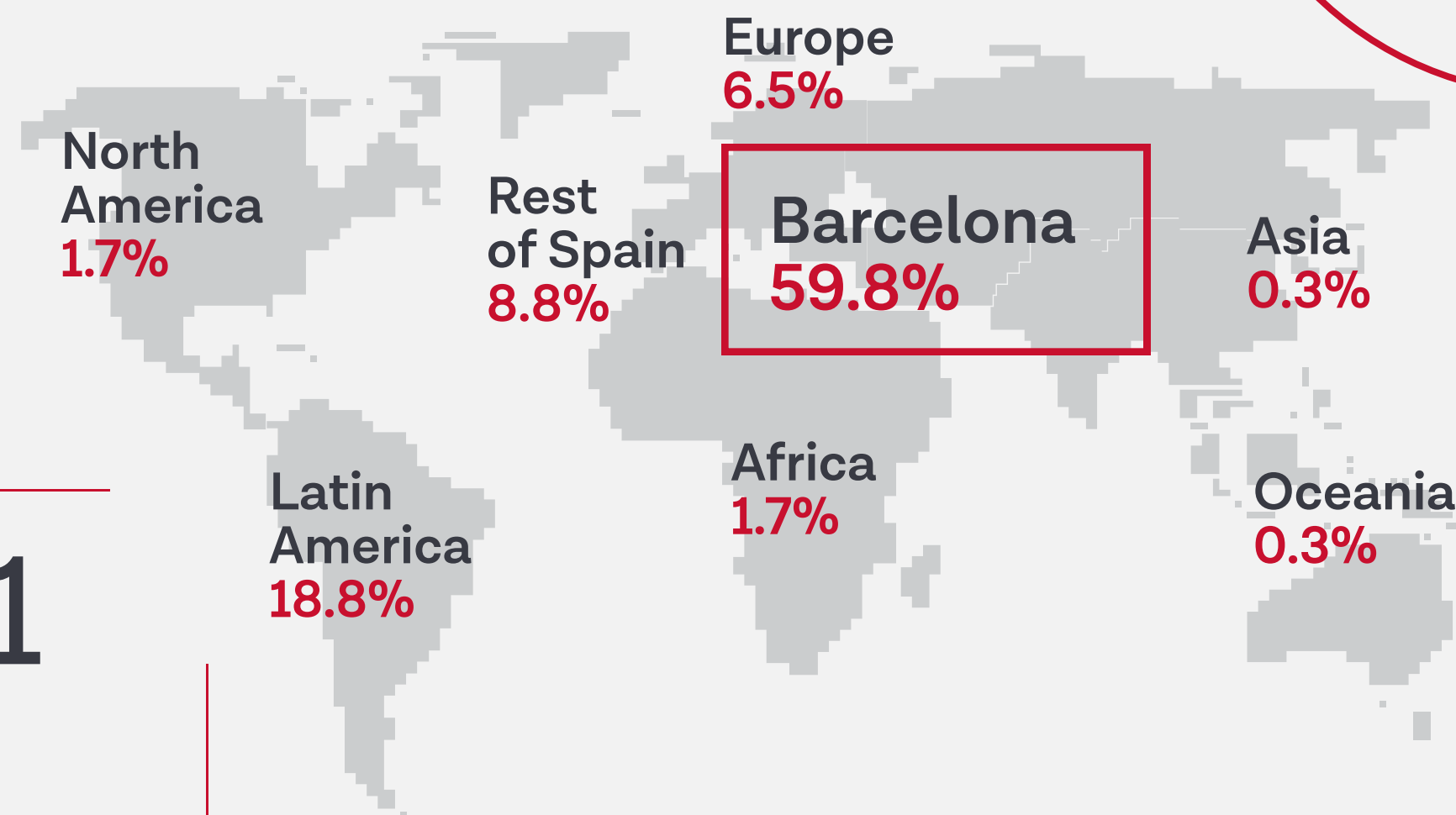
international
students

Average
years of
experience

6.21

Labour
market
entry index

79%



Student
satisfaction

Students who recommend
our master's degrees and
postgraduate courses

92%

+2%

increase

Scholarships and Grants

Talent Scholarships
Students who demonstrate
talent and motivation

**Partner talent
scholarships**
For partner
university students.

UPF-BSM scholarships
For Pompeu Fabra
University students.

New!

RESEARCH AND KNOWLEDGE TRANSFER

Research is one of the pillars that leads us towards improvement and innovation. It increases knowledge and is the basis for taking decisions about how to improve real-life situations. Based on this, we are committed to transfer, disseminate and aid the practical application of all academic knowledge in order to create value for companies and society.

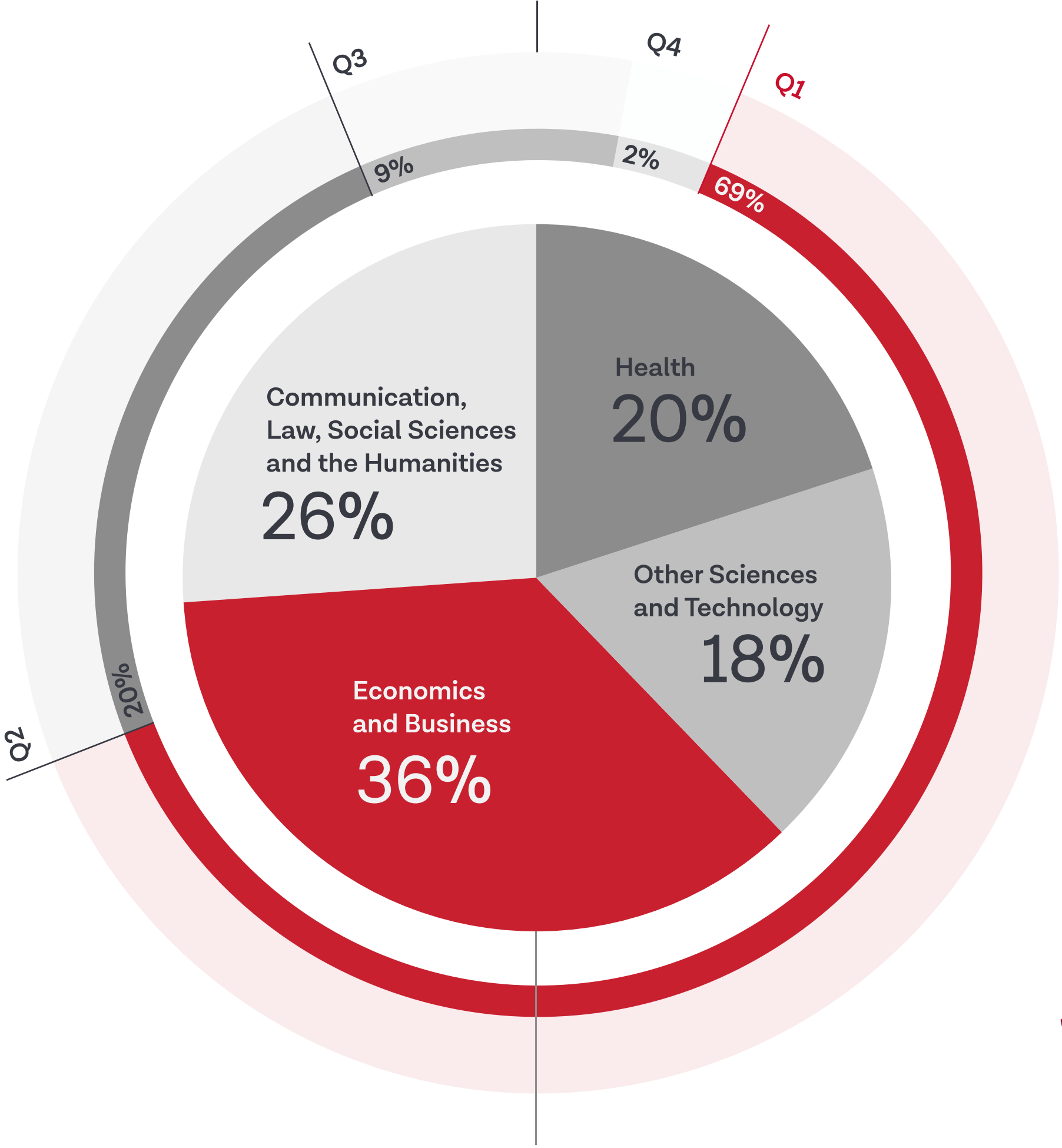
Research
94
articles

Case study repository
39%
case studies published

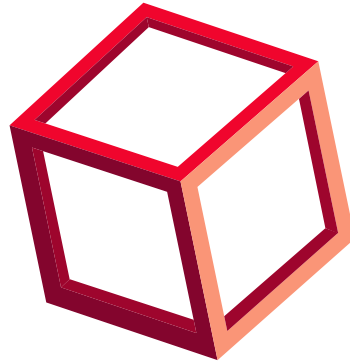


New!

SCOPUS IMPACT INDICES



RESEARCH PUBLICATIONS BY AREA



KNOWLEDGE TRANSFER

PUBLICATIONS AND OTHER KNOWLEDGE TRANSFER ACTIVITIES

Articles in academic journals	94
Articles in professional journals	30
Case studies	43
Interviews (radio, TV and press)	56
Books and chapters in books	13
Organising events and scientific/professional/company events	24
Participation in councils, boards, etc.	47
Presentations at scientific/professional events (congresses, seminars and conferences)	34
Videos	65
Other publications (studies, technical reports, etc.)	24
Articles published on UPF-BSM's website	147
Institutional newsletters	25
Patrimonia, a video blog on finance	18

COMPANY-FUNDED CHAIRS

Chair	Knowledge area	Year
Catalana Occidente	How insurance is evolving to meet society's needs	2018
Economics, Business and Thought	Mediterranean Arc Euroregion:	2019
Izertis	Blockchain technology and other DLT	2019
SDG Group	The data economy	2020
Mercadona	Circular economy. Food and agriculture industry, distribution and its environmental dimension	2020
GlaxoSmithKline	Health economics	2020

SUSTAINABILITY OBSERVATORY

New!

THE CENTRE

The Observatory is a **centre dedicated to study, reflection and knowledge transfer** in the field of the sustainability of the business sector. It embraces three dimensions:

- Economic sustainability: Encouraging prosperous business models.
- Social sustainability: providing wellbeing to people.
- Environmental sustainability: Respecting the planet.

MISSION

To be a **bridge between academic knowledge and business concerns** regarding sustainability within the framework of Corporate Social Responsibility.

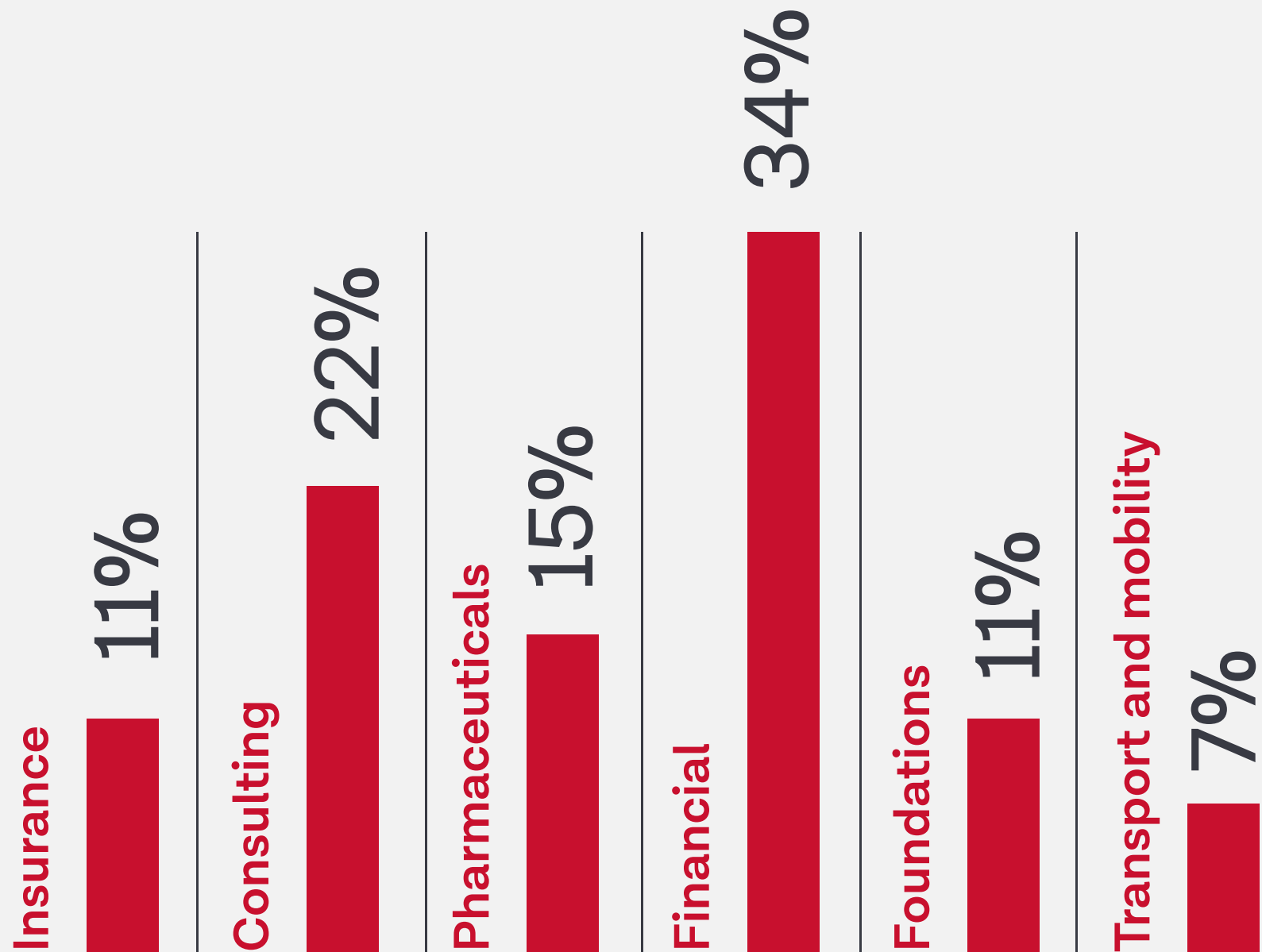
OBJECTIVES

- **To have a proactive applied-research body** based on the principles of pluralism, autonomy and critical capacity.
- **To develop projects** that introduce reason into public debate and encourage action by public and private institutions.
- **To systematically spread knowledge** through activities and publications.

BUSINESS

UPF Barcelona School of Management is an active part of the business and institutional ecosystem in Barcelona and works shoulder to shoulder with companies, cooperating in various ways: tailored programs, generating practical case studies, solving challenges, sectoral debates, congresses, etc. In recent years, we have increased our relations and collaboration with companies and organizations because we have realised that large corporations do not only need professionals with up-to-date skills. They also need the support of the educational world as a channel to achieve fluidity, ease and adaptability to innovation and the changes necessary to tackle the needs of a changing world.

DISTRIBUTION OF COMPANIES BY SECTOR



Training for companies

42 404

participants enrolled
in tailored programs

27

companies have trusted
UPF-BSM training programs

81%

have continued
training at UPF-BSM
this year

30

different
specialization
programs

15

years training CaixaBank's
talent pool and 10 ten years
training the Big Four's

18 385

people enrolled in the ongoing training
program in banking and finance (training
recognized by the Spanish Securities and
Exchange Commission)

‘TOP 7’

training in new professional trends: intracultural
intelligence, innovation and creativity, knowledge
transfer and biomedical technology, employee
experience, ethics applied to management, data as a
strategic element

6

years developing
and managing
Volkswagen Group
España's Corporate
University

20%

programs recognized by an
external body (Spanish
Securities and Exchange
Commission, Bank of Spain,
Official Register of Accounts
Auditors, ICS)

COMMITMENT AND EXPERIENCE

CAREERS

500

partner companies

750

job and internship offers

610

people engaged
in professional
internships

357

people given
personal advice

45

networking
activities

87%

students who have jobs
at the end of their
postgraduate training

Facilities for use by companies

- An auditorium with capacity for more than 200 people
- Spaces adapted to people with reduced mobility
- More than 40 classrooms
- Equipped meeting rooms
- Live streaming service, recording, translation and interpreting
- Terraces and catering service

Some Partner companies

ABERTIS
ALMIRALL
ACCENTURE
ARMAND BASI
AUTORITAT PORTUÀRIA
DE BARCELONA
BAKER & MCKENZIE
BANC SABADELL
BAYER
BBVA
BOEHRINGER INGELHEIM
CAIXABANK
CAMBRA DE COMERÇ
CAPGEMINI
CATALANA
OCCIDENT
CONSORCI LA ZONA
FRANCA
CREDIFIMO
CUATRECASAS
DANONE
DELOITTE, S.L.
ERNST & YOUNG
EVERIS
FERROCARRILS DE
LA GENERALITAT

FUNDACIÓ CATALUNYA -
LA PEDRERA
FUTBOL CLUB
BARCELONA
F2I2
GARRIGUES
GESIURIS
GRAN THORTON
GRIFOLS
INSTITUT CATALÀ DEL
SÒL
IZERTIS
KPMG
NATURGY
NESTLE
NOVARTIS
NUEVO MICRO BANK
PENSUM
PwC
RTVE
SEA
SEGUROS BILBAO
SDG GROUP
VIDACAIXA
VIFOR PHARMA
VOLKSWAGEN GED

RELATIONS AND SOCIAL FOOTPRINT

Institutional relations allow us to generate synergies between all of the school’s stakeholders: UPF itself, the Board of Trustees, students, alumni, faculty, companies, institutions and society in general. The school promotes a suitable environment for all of the stakeholders to relate and interact with one another and create value together.

Institutional collaborations

+10
new institutional
collaborations

- **Barcelona City Council**
International webinar on the future challenges for Barcelona
- **CATSalut**
Webinar on innovation and citizenship
- **EdTech**
Venue for the conference on technology and education, Mobile Week
- **Consorci ZF**
Partner of BNEW conferences
- **IBM**
Partner of alumni conferences



New!

CULTURE

The birth of Micromegas
A space for culture, philosophy and reflection. Since 8 November 2019, articles have been published on art, politics, philosophy and economics, among others, reviewed by the editorial committee made up of members of UPF and UPF-BSM.

>1 500 | **32** | **18**
visitors | days | authors

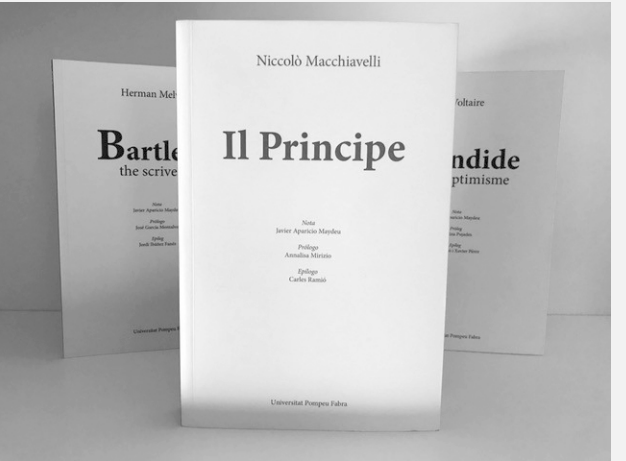
#LlegirEmServeix campaign A virtual stand on St George’s Day in which management staff and faculty from UPF-BSM recommended books. It was displayed on social networks until 23 July, Alternative Book and Rose Day. The campaign ended with the publication of audiovisual capsules with the assistance of four local bookshops, which also gave us their recommendations.

Publication of “3r clàssic bilingüe”
Il Principe by Machiavelli
translated
by **Helena Puigdomènech**
It was presented at the Christmas Event where, together with La Factoria+ (UPF), we showed an audiovisual Christmas carol of our own creation, in four languages, based on Machiavelli’s famous letter.

Exhibition: “Bauhaus, the crucible of modernity”
with our own curator and in collaboration with **Fundación Mies van der Rohe** and **Raimon Portell**.
Traveling exhibition. In the UPF-BSM hall until September 2020.



9 | **6**
panels | postcards



ALUMNI NETWORK

Knowledge

We aid continuous learning by ex-alumni through *#RethinkingManagement*, an annual program of sessions that brings them the latest trends and driving forces behind changes in contemporary society.

Community

We connect with ex-alumni through an extensive multidisciplinary talent ecosystem through the Alumni portal, social networks, conferences and networking activities.

Transformation

We strengthen and promote the role of alumni as agents of change with an impact on people, organizations and society.



WHO WE ARE

UPF Barcelona School of Management is governed by a Board of Trustees, a Governing Council and a Council of Studies. The board of trustees is presided over by the vice-chancellor of Pompeu Fabra University and is made up of UPF and an important set of companies and institutions that directly appoint the people that represent them. The school has a mixed management committee made up of academics and managers of various professional areas.

Teaching and research staff

Lecturers / 118



90 | 28 | **83%**
lecturers with a PhD

Management and administration Staff

Employees / 116

40 | 76 | **72%**
with university or higher education

42.59 | 9.41
average age | years of seniority

Action concerning the pandemic

New!

- Creation of the health and safety committee and the new COVID-19 measures protocol.
- Implementation of teleworking for management staff and faculty through secure remote connections and cloud-based productivity tools.
- Holding online classes through videoconferencing systems integrated into the online education platform.
- Holding blended classes (with on-campus and remote participants), speeding up the project to create new blended classrooms in which the physically-present and remote participants have a shared, immersive experience.

GOVERNING BODIES

Chairperson

Rector of POMPEU FABRA UNIVERSITY,
Prof. Oriol Amat Salas

Vice-chairpersons

FERROCARRILS DE LA GENERALITAT DE CATALUNYA, Manager of Organization and People, Ms Juliana Vilert Barnet
POMPEU FABRA UNIVERSITY, Deputy vice-rector, Prof. Pelegrí Viader Canals

Members

ABACUS, SCCL, Managing Director, Mr Miquel Àngel Oliva
ABERTIS INFRAESTRUCTURAS, S.A., Director of Institutional Relations, Mr Josep Maria Mirmi
ARMAND BASI, S.L., President, Ms Nuria Basi
AUTORITAT PORTUÀRIA DE BARCELONA, Deputy Manager of Organization and Internal Resources, Ms Catalina Grimalt Falcó
BANCO BILBAO VIZCAYA ARGENTARIA, S.A., Director of Talent and Culture Catalonia, Mr Miguel Ángel Carrasco
BAYER HISPANIA, S.L., Medical Director, Mr Guido Senatore
CAMBRA DE COMERÇ, INDÚSTRIA I NAVEGACIÓ DE BARCELONA, Member of the Executive Committee, Ms Montserrat Soler Prat
CAPGEMINI ESPAÑA, S.L., Chief Operating Officer (COO), Mr Sergio Vernis
DELOITTE, S.L., Human Resources Director, Ms Maite Poyos Peralta
ERNST & YOUNG, S.L., Audit Services Partner, Ms Rosalía Soler Villa

FERROCARRILS DE LA GENERALITAT DE CATALUNYA, Manager of Organization and People, Ms Juliana Vilert
FUNDACIÓN CUATRECASAS, Partner, Mr Jorge Arqués Picañol
FUNDACIÓN GARRIGUES, Partner, Ms Miriam Barrera Ubieto
FUNDACIÓN NATURGY, Managing Director, Ms M^a Eugènia Coronado
INCASOL, Chair of the Innovation, Knowledge and Documentation Board, Mr Pere Serra Amengual
INTERNATIONAL BUSINESS MACHINES, S.A., Regional Director of Catalonia, Aragon and Balearic Islands, Mr Marc Estapé Solernou
KPMG AUDITORES, S.L., Partner, Mr Alejandro Núñez Pérez
PENGUIN RANDOM HOUSE GRUPO EDITORIAL, S.A.U., Director of HR and Editorial Services, Ms Marta Grau Massip
PRICEWATERHOUSE COOPERS AUDITORES, S.L., Partner, Mr Joaquín Ortiz
SANOFI-AVENTIS, S.A., Head of Public Affairs, Ms Arantxa Catalán Ramos
TELEFONICA DE ESPAÑA, S.A., Director of Digital Services and Public Sector in Catalonia, Mr Bruno Vilarasau
POMPEU FABRA UNIVERSITY:
Professor of Law & Philosophy, Prof. Josep Joan Moreso Mateos
Commissioner for UPF Group Strategy, Prof. Carles Ramió Matas
Manager, Mr Jaume Badia Pujol
Chair of the Pompeu Fabra University Board of Trustees, Ms Montserrat Vendrell Rius
Vice-rector. Teaching Projects, Prof. Cristina Gelpí Arroyo
Vice-rector. Social Engagement and Equality Projects, Prof. Mònica Figueras Maz

Governing Council

Chair of the Board of the Foundation, Rector of POMPEU FABRA UNIVERSITY, Prof. Oriol Amat Salas

Vice-chairpersons

Vice-chair of the Board of the Foundation, FERROCARRILS DE LA GENERALITAT DE CATALUNYA, Corporate Social Manager, Ms Juliana Vilert Barnet
Deputy vice-rector, POMPEU FABRA UNIVERSITY, Prof. Pelegrí Viader Canals

Members

ARMAND BASI, S.L., President, Ms Nuria Basi
FUNDACIÓN CUATRECASAS, Partner, Mr Jorge Arqués Picañol
FUNDACIÓN GARRIGUES, Partner, Miriam Barrera Ubieto
PRICEWATERHOUSE COOPERS AUDITORES, S.L., Partner, Mr Joaquín Ortiz

Academic Council

Chaiperson

PROF JOSÉ M. MARTÍNEZ-SIERRA, general director of the UPF Barcelona School of Management and Jean Monnet ad Personam Chair in EU Law and Government

Members

MR JORGE ARQUÉS PICAÑOL, Partner, Cuatrecasas, Gonçalves Pereira

PROF. DAVID SANCHO ROYO, Full University Professor in the Department of Political and Social Sciences, Pompeu Fabra University
PROF. DIDAC PUJOL, Full Professor in the Translation and Language Sciences Department, Pompeu Fabra University
PROF. ANNA MARIA CABALLE MARTORELL, Adjunct Lecturer in the Department of Law, Pompeu Fabra University
PROF. JOSE FERNANDEZ CAVIA, Head of the Department of Communication, Pompeu Fabra University
PROF. MIRCEA EPURE, Deputy Director of the Department of Economics and Business
MR JOSEP GARRIGA PAITUVÍ, business consultant and representative of Telefónica on the Board of the Institute of Continuing Education Foundation of Pompeu Fabra University (1997-2004)
MR DOMINGO JAUMEANDREU ROS, Founder and CEO, Jaumandreu.net
PROF. ENRIC PEIG OLIVÉ, Associate Professor in the Department of Information and Communications Technologies, Pompeu Fabra University
MR JOSEP REIXACH TURON, business consultant and representative of BBVA on the Board of the Institute of Continuing Education Foundation of Pompeu Fabra University (1999-2009)
MR PEDRO PABLO RODES ROCA, lawyer
PROF. HELÈNE RUFAT PERELLÓ, Full University Professor in the Humanities Department, Pompeu Fabra University
MR MIQUEL TEIXIDOR CASTEY Founder and CEO, Genaker

OUR VALUES

Beyond the production and transmission of knowledge, we want to associate our identity with a set of essential values that must allow us to improve as people and consolidate ourselves as a differentiated community in the context of postgraduate training institutions, which are increasingly globalized.

Transformation

We have a creative and transformative vision with critical thinking and considering international best practices.

Impact

We want to generate knowledge and economic and social impact.

Continuous improvement and rigour

We have a vocation for excellence in teaching, impactful research, knowledge transfer.

Ethics

We act with foundations based on social responsibility, sustainability, diversity, humanism, and culture.

The inspiring
ethical principles
of UPF-BSM life are:

HONESTY

RESPONSABILITY

RESPECT

GENDER
EQUALITY

PRIVACY AND
CONFIDENTIALITY

INTEGRITY

ACADEMIC
FREEDOM

HUMAN
WELL-BEING

3. GOVERNANCE

UPF-BSM works taking into account the identification of the mission, vision or purpose and the values. One of the key values is social commitment, that is, everything we do makes sense if it takes into account the principles of responsible management, sustainability, respect for diversity, and globality and locality at the same time.



A **Code of Ethics** has been developed.

Communication and participation channels have been defined **with the different interest groups**.

- **Students:** focus groups, quarterly surveys, intranet, email with program managers, and use of corporate social networks.
- **Staff Members:** a suggestion box is made available on the intranet, the information of the organization is collected in a weekly newsletter (Breus) in a participatory way with the aim of publicizing the different activities that are undertaken in each area of the organization, a quarterly meeting is held with the General Management and all the staff members, weekly meetings with the General Management and the Management Committee, and group meetings of staff members with General Management throughout the year.
- **Academic Staff:** weekly meetings are held with the Academic Management Committee, and quarterly meetings with all faculty and the Dean's Office.
- **Board of Trustees:** two annual meetings are held to communicate the status of the accounts, and the strategy and activities carried out by the organization.
- **Governing Council:** six meetings a year are held, and the activities and strategic decisions made throughout the year are discussed.
- **Company Committee:** a quarterly meeting is held and occasionally, an extraordinary meeting is held if necessary.
- **Health and Safety Committee:** a quarterly meeting is held.
- **Gender Equality Committee:** a quarterly meeting is held.

The culture of **Corporate Compliance** has been incorporated to avoid risks and generate legal security.

- A risk map has been drawn up.
- A crime prevention program has been developed.
- A compliance officer intern has been designated.
- A Compliance Commission of the Institut d'Educació Contínua (IDEC) has been appointed.

Work is being done to ensure **transparency of information** with all stakeholders.

- An annual report, which includes a section on social footprint and economic results, is published.
- We publish the indicators that we present to the University Quality Agency and that reflect the organization's commitment to quality in processes, and administrative and academic management of the institution.
- We publish the results of the financial audit that ensures compliance with accounting regulations.
- A code of conduct has been drafted for temporary financial investments.
- New Sustainability Report is in process.
- The following plans and protocols have been drawn up:
 - Prevention and resolution of conflicts in the field of workplace harassment
 - Labour Risk Prevention Plan
 - Gender Equality Plan

We have adhered to the **PRME (Principles for Responsible Management Education)**, which determines six basic principles: purpose, values, method, research, partnership, and dialogue.

4. ECONOMIC COMMITMENT

Year 2019-2020

UPF-BSM is committed to managing financial resources efficiently and transparently.

UPF-BSM has external audits, such as that of the University Quality Agency, and the financial audit.

It also has strategic, operational, financial, and compliance risk control measures.



The direct, indirect, and induced economic impact of the UPF-Barcelona School of Management in its region of impact, **Catalonia**, is estimated to be:

| €85 million

For the 2019-2020 academic year, the contribution of student internships to the Catalan economy is valued at:

| €12.5 million

Gross income	18 694 644
Scholarships	318 555
Net income	18 376 089
Staff costs	-8 309 072
Overheads	-9 231 302
EBITDA	835 715
Amortization and provisions	-870 262
Operating profit/loss	-34 547
Financial profit/loss	177 278
Profit for the financial year (euros)	142 731

Furthermore, to achieve high levels of productivity, efficiency, and comfort for all staff members, UPF-BSM invests in computer applications, infrastructures, and equipment, including:

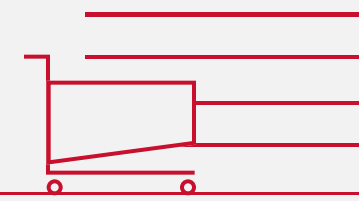
	2019	2020	2021	Total
Computer applications	148 732.28	286 042.60	80 915.44	515 690.32
Infrastructures	292 777.99	71 307.90	19 912.42	383 998.31
Audiovisual equipment	186 277.53	746 507.58	5 518.92	938 304.03
Computer equipment	40 306.30	56 194.59	21 206.74	117 707.63
Computer installations	64 579.44	219 961.64		284 541.08
Safety Installations	55 523.73	308 671.05	18 323.42	382 518.20
Furniture	73 602.86	428 049.90	2 038.61	503 691.37
Total	861 800.13	2.116 735.26	147 915.55	3 126 450.94

(euros)

5. ENVIRONMENTAL COMMITMENT

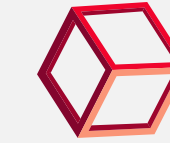


UPF-BSM's commitment to the environment is demonstrated by different strategies in the following areas:



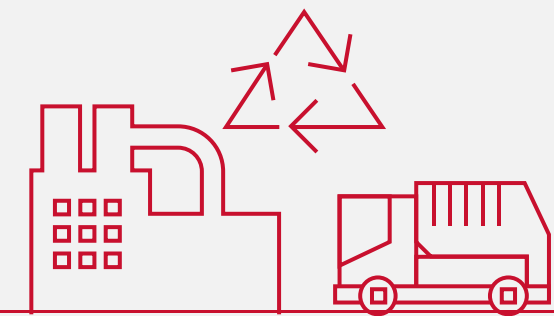
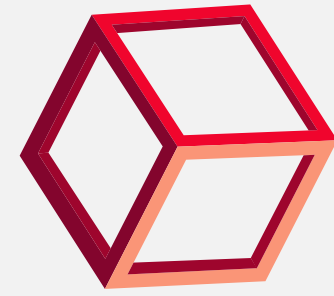
Responsible consumption

- New responsible purchasing protocol, based on the principles, values, ethics, and transparency that guide the life and activity of UPF-BSM.
- We ensure that our suppliers comply with eco-friendly regulations, which optimize natural resources and do everything possible to reduce the environmental impact of their actions.
- We prioritize supply using the KM-0 philosophy: **93.4%** of expenditure is made nationally, of which **89.64%** is made to local suppliers, an amount of €8.9 million.



Use of energy

- The school's energy consumption in 2019 was **596,501 Kw/year**, **8.61%** less than the previous year.
- All fluorescent lamps have been replaced by LED lamps, which translates to an **energy saving of 60%**.
- The electricity we consume is provided by a supplier who guarantees that **100% of the energy is green**.
- Within the organization there are protocols for the total or 50% of the lighting in common spaces with different criteria such as time, natural light, and the type of activity developed in the space.
- 99% of the lights in the toilets of our facilities are controlled with presence sensors, avoiding unnecessary expense caused by the user.
- We have installed a new air conditioning control with a more exhaustive monitoring of spatial temperatures, a more versatile automatic shut-off, and programmable start.



Waste management

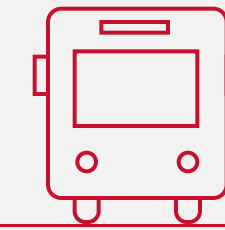
- **Paper:** 99% of the paper we discard is recycled.
- **Containers and water bottles:** 60% of the water bottles we discard are recycled.
- **Work:** 99% of the waste from work is recycled in a sorting container.
- Suppression of individual and classroom bins.
- Creation of **recycling centres** on all floors of the two buildings.
- **Centralization** of waste.
- The cafeteria uses **biodegradable glasses**.

Use of materials

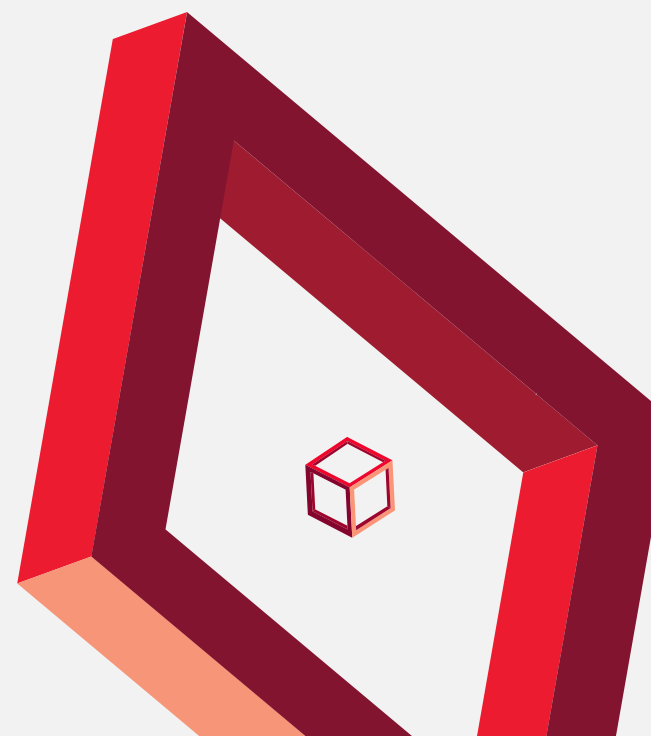


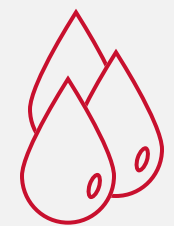
- Decreased printing and replacement of white paper with recycled paper.
- No class notes are printed.
- We have 18 sorting and recycling bin units.
- With our paper saving policy we reduce paper printing by up to 73%.

Promotion of public transport and sustainable mobility



- UPF-BSM has promoted measures for sustainable mobility: the use of public transport for work trips is encouraged.
- A **bicycle rack** has been fitted.





Volume and consumption of water

- **Water consumption** in 2019 was 2561 m³/year. It has been reduced by 12% over the previous year.
- **12 water fountains** have been installed throughout the building.
- **200 reusable bottles** have been distributed among staff members and faculty. With this action we prevented the consumption of 25,372 bottles of water (data 2018).
- All toilets have water expenditure control. The taps have timers, and the toilets have presence detectors as well as a double discharge system, all of it focused on minimizing the expenditure of water in the usual daily use of this equipment.

Academic activities

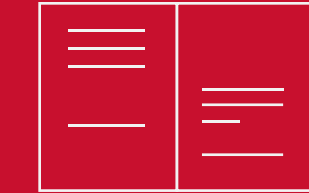
Lines of research

We work with research projects aligned with our values, such as the line of research in **Ethics, CSR, Sustainability, and Gender**. Four main labs and charis are currently doing research in these lines:

- **Lab in Sustainability**
- **Lab in Leadership in Business**
- **Lab in Innovation**
- **Chair in Circular Economy**

A new postgraduate degree in Social Corporate Responsibility was launched with 15 participants
A new Executive Course on Circular Economy has been offered to professionals

Programs



BSM inside

We offer transversal training for all UPF-BSM students, with the aim of developing a set of key skills that complement the training of the programs and build a comprehensive and distinctive professional profile of the UPF-BSM. We define three areas of knowledge:

- **Communication**
- **Planetary Well-being and Humanities**
- **Entrepreneurship and Innovation**

6. SOCIAL COMMITMENT

At UPF-BSM we are committed to people, not only promoting safe and healthy work environments but also reducing inequalities in the social environment.



TFM Awards in the category “Best Ethics, Social Responsibility and/or Planetary Well-being Project”

Ex aequo awardees



**“Non-Financial
Information Report 2020.
Incasòl”**
by Javier Casanova,
Sandra Costa, and Alfons
Rossell, students of the
Postgraduate Course in
Social Responsibility
Management.

**"Marketing Plan for
Sonrisas de Bombay"**
made by María José
Almeida Ayala, student
of the Master's Degree
in Marketing.

**"Paris Agreement:
Importance for the
Energy Industry and the
International Economy"**
by Ángela María Acosta
Reina, student of the
Master's Degree in
International Business.

Code of ethics and Corporate Compliance

- Preparation of a reference guide for the policy and the values identified by the organization, the commitments to its stakeholders, and the control of their fulfilment, which represents the frame of reference of the social responsibility.
- Opening of a communication channel to receive complaints and suggestions.
- we follow a culture of CC to avoid risks and generate legal security, so we have created the CC comission of the IDEC Foundation.

Non-discrimination and equal opportunities

- Gender Equality Plan is being revised and updated
- We have a protocol for the prevention and approach to harassment at work, and any form of discrimination at work.
- We follow an equality plan that guarantees opportunities between men and women, and we have an equality committee that ensures equal opportunities.
- We have defined a Language Policy manual that aims to eliminate sexist components from all documents.
- For a number of years, the school has been complying with the Law on the Social Integration of the Disabled (LISMI), which requires a minimum of 2% of the staff to be disabled.

Award for good work-life balance practices, awarded by Barcelona City Council (2018)



Accessibility

- The UPF-BSM spaces are completely adapted to guarantee universal accessibility.
- The elevators are equipped with Braille.
- Risk alarms are adapted with light signals for people with hearing impairment.
- The amount invested to adapt the building was €786,857.
- Inclusive learning: We have adapted the curriculum of the programs according to the special needs of students with some type of disability.
- There is constant communication with disabled students (and their families) to be able to provide them with the necessary resources in each situation.

Corporate volunteering

We support the blood donation campaign carried out by the Generalitat de Catalunya; we promote the initiative with the management staff members and professors, and we provide spaces for its collection.



Staff members policy

- The policy for staff members includes:
 - Workplace harassment protocol.
 - Staff evaluation, promotion, and recognition procedures.
 - Staff recruitment and selection procedure.
 - Staff training and development process.
 - Flexible Remuneration and Social Benefits Policy.
 - Salary supplement during sick leave so that the staff members do not see their income reduced.
 - We have six representatives on a formal occupational health and safety committee.
- We perform annual medical check-ups.
- We have invested €46,000 in training for School staff.

Work life balance and flexible working hours

- We continue to expand the policy of flexible working hours and increasing the number of people who work part-time or with reduced working hours.
- We have participated in round tables and presentations of the NUST Network (New Social Uses of Time), with contributions on flexi-time policies.

Free uses of premises

Within the framework of responsible engagement actions, the UPF Barcelona School of Management establishes agreements for collaboration with social entities and associations. These two past academic courses the schools' facilities have been offered free of charge to NGOs and foundations such as:

- Catalan Association of Public Management
- Association against Anorexia and Bulimia
- Barcelona Down
- Humanistic Dialogues UPF 2019
- Catalan Down Syndrome Foundation



Academic activities

Student Awards

Currently, we offer awards to master's and postgraduate students for their best projects in the following areas:

- Research
- Knowledge transfer
- Multidisciplinary
- Gender
- Culture
- Innovative business initiative
- Business cases (UPF-BSM)
- 2021 (Social Impact Alumni Awards)

Grants and scholarships

In the last seven years, we have allocated more than a million euros to promote the talent of our students.

In the 2018-19 academic year, 65 students from the UPF Barcelona School of Management were awarded the Talent Scholarship, which analyses and recognizes the skills of students pursuing a master's degree with us. **The scholarship pays between 25% and 50% of the tuition fee for the chosen master's degree and can be extended by 25% if the candidate has financial difficulties.**

This year the institution has allocated more than **180,000 euros** to sponsor the Talent Scholarships.

Social Internships

Students contribute in social activities such as short missions or internships in NGOs and social organizations applying their knowledge to creating business plans, market studies and field projects.

- Project elaborated by the students and the NGO "Save the children" to provide indicators to assess a model of care for children victim of sexual abuse in Catalonia.

Challenges with a social aim and linked to the health sector

- 2017: **Fundació Oncològica de Catalunya:** with the aim of generating more value for the society as a whole, ensuring a sustainable business model within the field of oncological innovation.
- 2018: **Hospital Sant Joan de Déu:** with the aim of devising an effective plan for the dissemination and fundraising for the construction of the SJD Pediatric Cancer Centre in Barcelona, the largest paediatric cancer hospital in Europe.
- 2019: **Fundació Josep Carreras:** with the aim of increasing the fundraising and knowledge of the Foundation among the younger public who do not know so much about the figure of Josep Carreras.
- 2020: **Dinners that matter:** with the aim of designing a structure for the entity, which organizes solidarity dinners and raises money for various causes and foundations, in order to scale the project to other cities.

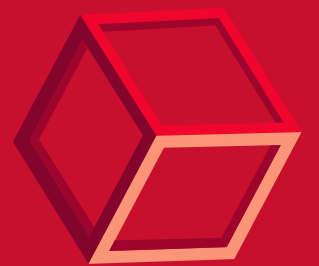
Knowledge dissemination

We promote the dissemination of knowledge to a wide audience, organizing conferences, master classes, open days, and webinars, among which we highlight the Gutenberg Campus, the LINK conference, the Edita Forum, the Sports Conference, the Labyrinth Festival, and the #RethinkingManagement cycle.

Culture Program

Culture and the humanities are embedded into the student's educational experience. We offer different activities such as:

- Publication of classical literature: exclusive editions published by UPF BSM every year, first one "Bartleby, the Writer" by Herman Melville, in 2020 "The Tempest" by William Shakespeare.
- Series of talks and debates are offered around topics on culture and humanities.



Partnerships

PRME principles

The School participates in organizations / movements promoting CSR and Sustainable Development such as: PRME and Global Compact.

We adhere to the principles for responsible management education (PRME) set out in the United Nations Sustainable Development Goals (SDG), which commit us to incorporating the values of global responsibility into our activities, and the development of responsible professionals.

Barcelona global

UPF-BSM is a member of Barcelona Global, a private, independent, and non-profit association made up of 752 professionals and 208 companies, research centres, entrepreneurs, business schools, universities, and cultural institutions, who want to make Barcelona one of the best cities in the world in terms of innovation, talent, and economic activity.

Local partnerships

UPF-BSM engages with professional associations and public institutions such as Barcelona City Council, Catalan Autonomous Government, Spanish Government, Catalan Quality Agency of Universities among others.

International organisations

The School is an active member of well-known international associations or networks such as EFMD, AACSB, Association of MBAs, CLADEA, RECLA, EUCEN. The School is the only member institution from Spain in the QTEM international network.

The integrated social value of UPF-BSM

See the complete study [here](#)



During the 2019–2020 academic year, UPF-BSM generated an integrated social value of approximately

| €39 556 004
million

The value generated by the academic activity or specific social value, calculates the value that the organization generates to each group of stakeholders: in the case of UPF-BSM this is 38.2 million euros.

The areas that provide the most social value are those related to the activity of academic training and access to the labour market, through internships, and the advice given by the school’s professional careers service. The value of the UPF brand in terms of quality and excellence also generates a high social value for the different interest groups of the school. Other highlights include scholarships, grants, and other discounts given to students and school staff for the realization of training programs, and personalized training for companies and entities.

The economic impact or social economic value (SEV) allows us to calculate the impact that the economic activity of the organization has for the set of people of a certain territory. The result of the SEV is 13.2 million euros. The School generates a direct impact of economic activity of 11.9 million euros, and an indirect impact through its activity with its suppliers of 1.3 million euros. In addition, 5.1 million were also returned to the Public Administrations in the form of tax payments and Social Security contributions.

Descripción	Economic return Public Administrations (R)	Social economic value (SEV)	Specific social value (SSV)	Consolidated social value
Direct impact of economic activity	3 297 717	11 907 736		11 907 736
Indirect impact of suppliers (exploitation and investment)	1 805 103	1 320 625		1 320 625
Specific social value			38 245 379	38 245 379
Value doubled in SEV and SSV				-11 907 736
Integrated social value	5 102 820	13 228 361	38 245 379	39 556 004

(euros)

7.

SUMMARY

The following table summarizes the indicators used to cover relevant economic, environmental, and social issues in line with the Global Reporting Initiative (GRI) standards. Page numbers refer to the parts of the document that contain the most significant indicator information.

GRI	Section	Page
Universal standards (100) Profile of the university		
102-1	Name of the university	UPF-BSM1
102-2	Services provided by the university	UPF-BSM
102-3	Location of the university	UPF-BSM
102-4	Countries where the university develops its functions	UPF-BSM
102-5	Legal regime of the university	UPF-BSM
102-6	Areas of knowledge and types of students	UPF-BSM
102-7	Size of the university	UPF-BSM
102-8	Information about the workforce and other workers	UPF-BSM
102-12	Principles and initiatives subscribed by the university	Our values, solidary internships
102-13	Affiliation to associations and organizations	Solidary internships
102	New content 1 – University infrastructure	Social Commitment: solidarity
102	New content 2 – Quality	UPF-BSM
102	New content 3 – Internationalization of the university	UPF-BSM
102	New content 4 – Ownership of the university	UPF-BSM
Strategy		
TO BE ADDED: 102-14 Declaration of the rector and the Social Council		Introduction
Ethics and Integrity		
102-16	University values, principles, standards, and codes of conduct	Our values; social commitment: code of ethics and corporate compliance
Governance		
Group. 102-18, 102-19 and 102-20 University governance structure and executive responsibility for economic, environmental, and social issues		Governance
102-22	Composition of governing bodies	UPF-BSM (Who we are)



GRI	Section	Page
Participation of the interest groups		
Group. 102- 40 , 102- 42 , 102- 43 and 102- 44 Stakeholders	Governance	1
Practices for preparing social responsibility reports		
102- 46 Definition of the contents of the sustainability report and the coverage of the topic	Introduction	
102- 48 Re-expressions of information	Introduction	
102- 50 Period covered by the sustainability report	Front cover	
102- 51 Date of last sustainability report	Introduction	
102- 52 Reporting Cycle	Annual	
102- 53 Contact point at the university	Final Page	
102- 54 Declaration of the preparation of the report in accordance with GRI standards	Final Page	
102- 55 GRI Content Index	Summary	
102- 56 External Verification	Final Page	
ECONOMIC STANDARDS (200)		
201 Performance and direct economic impacts		
Group. 201- 1 and 201- 4 Monetary flows and direct economic impacts	Economic commitment	
203 Indirect economic impacts		
Group. 203- 1 and 203- 2 Indirect economic impacts of infrastructure investments, changes in infrastructure location, and other indirect economic impacts	Economic commitment; he integrated social value of UPF-BSM	
204 Acquisition Practices		
204- 1 Proportion of expenditure made to local suppliers	Environmental commitment: responsible consumption	

GRI	Section	Page
ENVIRONMENTAL STANDARDS (300)		
301 Materials		
301- 1 Paper Consumption by Weight or Volume	Environmental commitment: use of materials	1
302 Energy		
302- 1 Energy consumption	Environmental commitment: energy use	
302- 4 Reduction of energy consumption	Environmental commitment: energy use	
303 Water		
303-3 Recycled and reused water	Environmental commitment: volume and water consumption	
303 New content 1 – Water consumption	Environmental commitment: volume and water consumption	
305 Emissions		
305- 1 Direct GHG emissions (scope 1)	Environmental commitment: energy use	
306 Effluents and wastes		
306- 2 Waste by type and method of disposal	Environmental commitment: waste management	
309 Actions to reduce the environmental impact of the university		
309 New content 1 – Actions to reduce the impact of mobility on the university	Environmental commitment: promotion of transportation and sustainable mobility	
309 New content 2 – Other actions to reduce the environmental impact	Environmental commitment	

GRI	Section	Page
SOCIAL STANDARDS (400)		
402 New content 1 – Suitability of the relationship of jobs to the reality of the university	Social commitment: code of ethics and corporate compliance; management staff policy	1
402 New content 3 – Achieving a good work climate	Social commitment: conciliation and flexible working hours	
402 New content 4 – Work-life balance policies	Social commitment: management staff policy	
403/416 Health and safety at the university		
403 / 416-1 Staff representatives on formal health and safety committees	Social commitment: staff members policy	
404 Staff training and education		
404-1 Average hours and economic cost of training per year per staff	Social commitment: staff members policy	
404-3 Performance and Professional Development Assessment	Social commitment: staff members policy	
405 Diversity and equal opportunities		
405-1 Diversity in governing bodies and staff	UPF-BSM	
405 New Content 1 – Price of studies, scholarships, and other inclusion measures	Social commitment: Scholarships and grants	
405 New content 2 – Staff and students with disabilities, specific educational needs, and high abilities	Social commitment: Accessibility	
405 New content 3 – Students who need adjustments in teaching	Social commitment: Accessibility	

GRI	Section	Page
406 Non discrimination		1
406 New content 1 – Protocols and/or units against discrimination	Social commitment: Non-discrimination and equal opportunities	
413 University environment		
Group. 413-1 and 413-2 Impact of the university on the immediate environment	Social commitment: the integrated social value of UPF-BSM	
413 New content 3 – University services for the use of all citizens	Environmental commitment: free use of premises	
414/308 Social and environmental assessment of suppliers		
Group. 414 / 308-1 and 414 / 308-2 Suppliers and new suppliers evaluated in accordance with social and/or environmental criteria	Environmental commitment: responsible consumption	



The UPF-Barcelona School of Management would like to know your opinion regarding our Sustainability plan. If you have comments, doubts, or wish to get involved in our sustainability actions, do not hesitate to contact us:

Contact details:



Note:

This report has not been externally verified, as it is based on the GRI adaptation. It has been reviewed and approved by academics experts in ERS reporting as a project for social, environmental, and equality commitment.



