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Embracing EU corporate social  
responsibility: challenges and  
opportunities of business-society bonds  
transformation in Ukraine



101094100 — EECORE — ERASMUS-JMO-2022-HEI-  
TCH-RSCH-UA-IBA  
<https://eecore.snau.edu.ua/>

*СЕРТИФІКАТНИЙ НАВЧАЛЬНИЙ КУРС*

# КОРПОРАТИВНА СОЦІАЛЬНА ВІДПОВІДАЛЬНІСТЬ/ ВІДПОВІДАЛЬНА ДІЛОВА ПОВЕДІНКА та СОЦІАЛЬНЕ ПІДПРИЄМНИЦТВО 2023



**SNAU**  
University that  
studies life

**Тема.** Звітність університетів зі  
сталого розвитку та соціальної  
відповідальності

**Інна ХОВРАК**

<https://eecore.snau.edu.ua/komanda-proiektu/inna-hovrak/>



30.05.2023

14.00 EEST

УВАГА! ВЕДЕТЬСЯ ПРЯМА ТРАНСЛЯЦІЯ ТА ЗАПИС ЗАХОДУ НА **YOUTUBE**



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## Трансформація місії та особливості становлення соціальної відповідальності університетів

- 1. Взаємозв'язок комунікаційних стратегій та звітів університетів**
- 2. Ключові аспекти звітності університетів зі сталого розвитку та соціальної відповідальності**
- 3. Аналіз кейсів університетів зі звітності**



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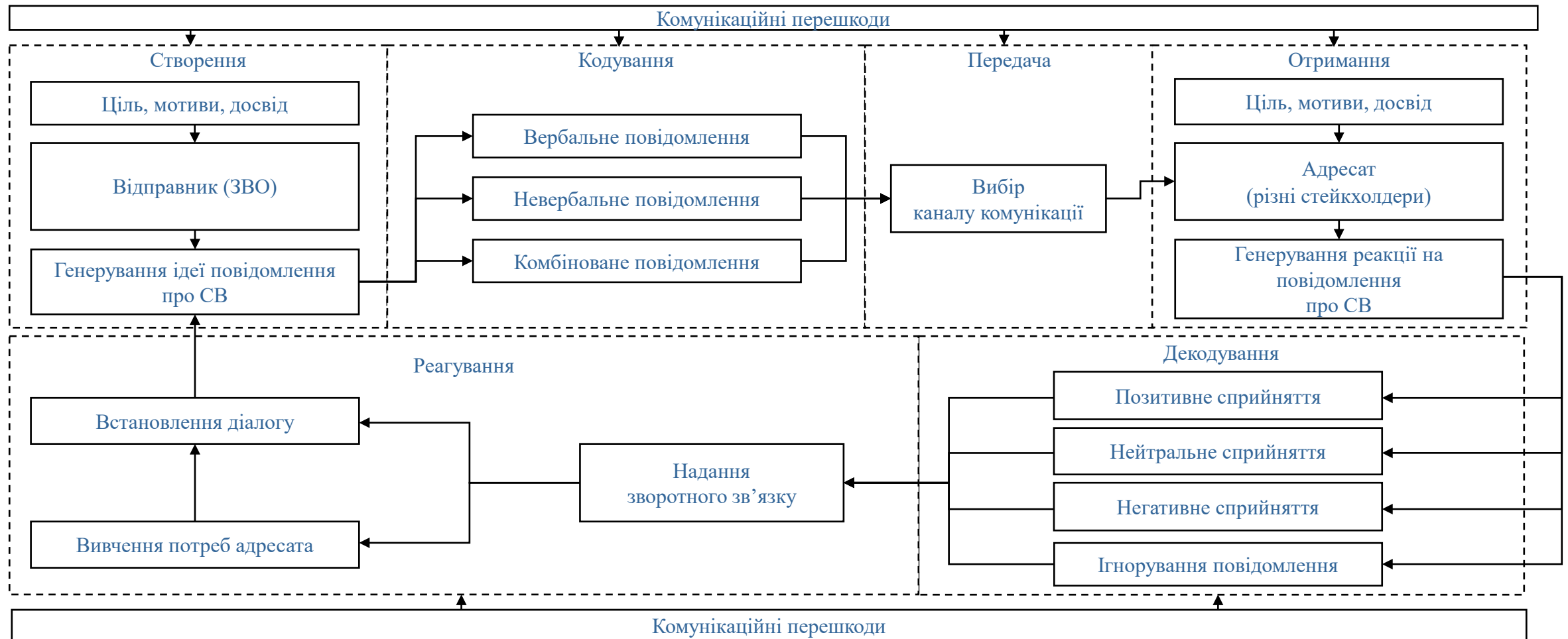


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# 1. Взаємозв'язок комунікаційних стратегій та звітів університетів



### Алгоритм організації комунікаційного процесу зі стейкхолдерами



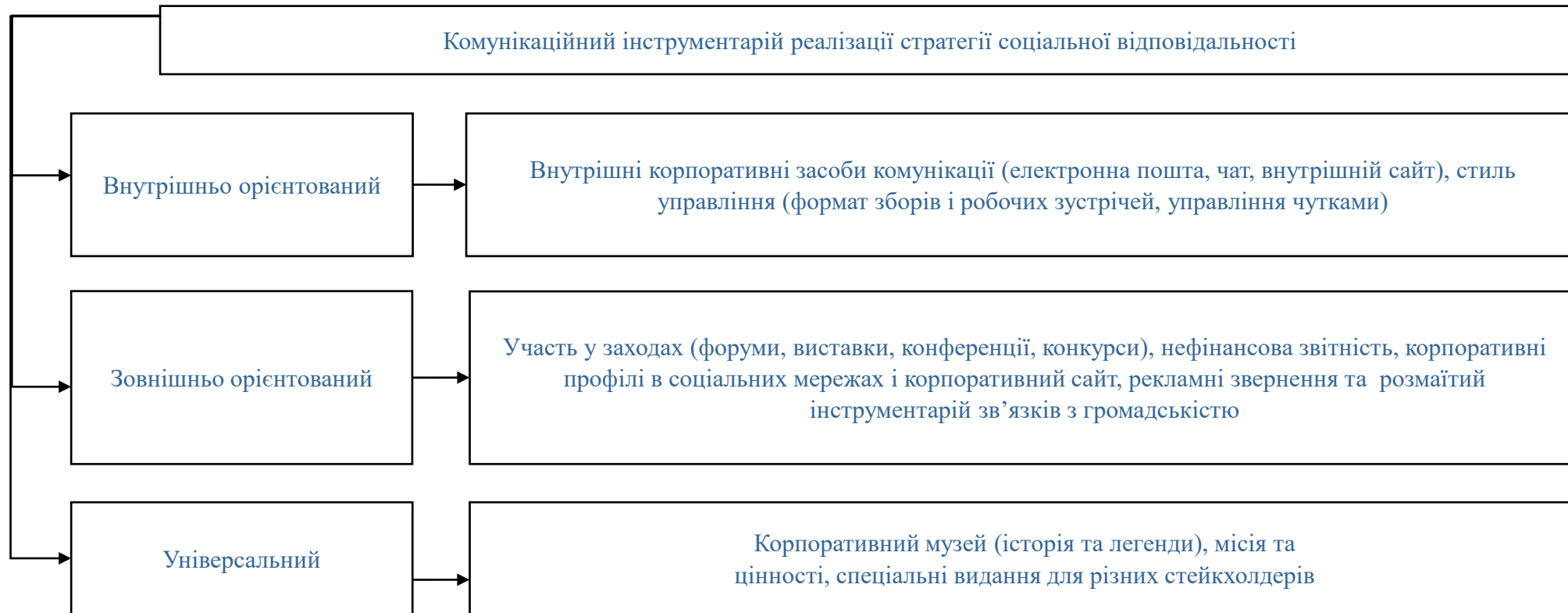


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▪ **Комунікаційний інструментарій реалізації стратегії соціальної відповідальності**



Source:

<http://surl.li/hhytm>

© Inna Khovrak, 2023

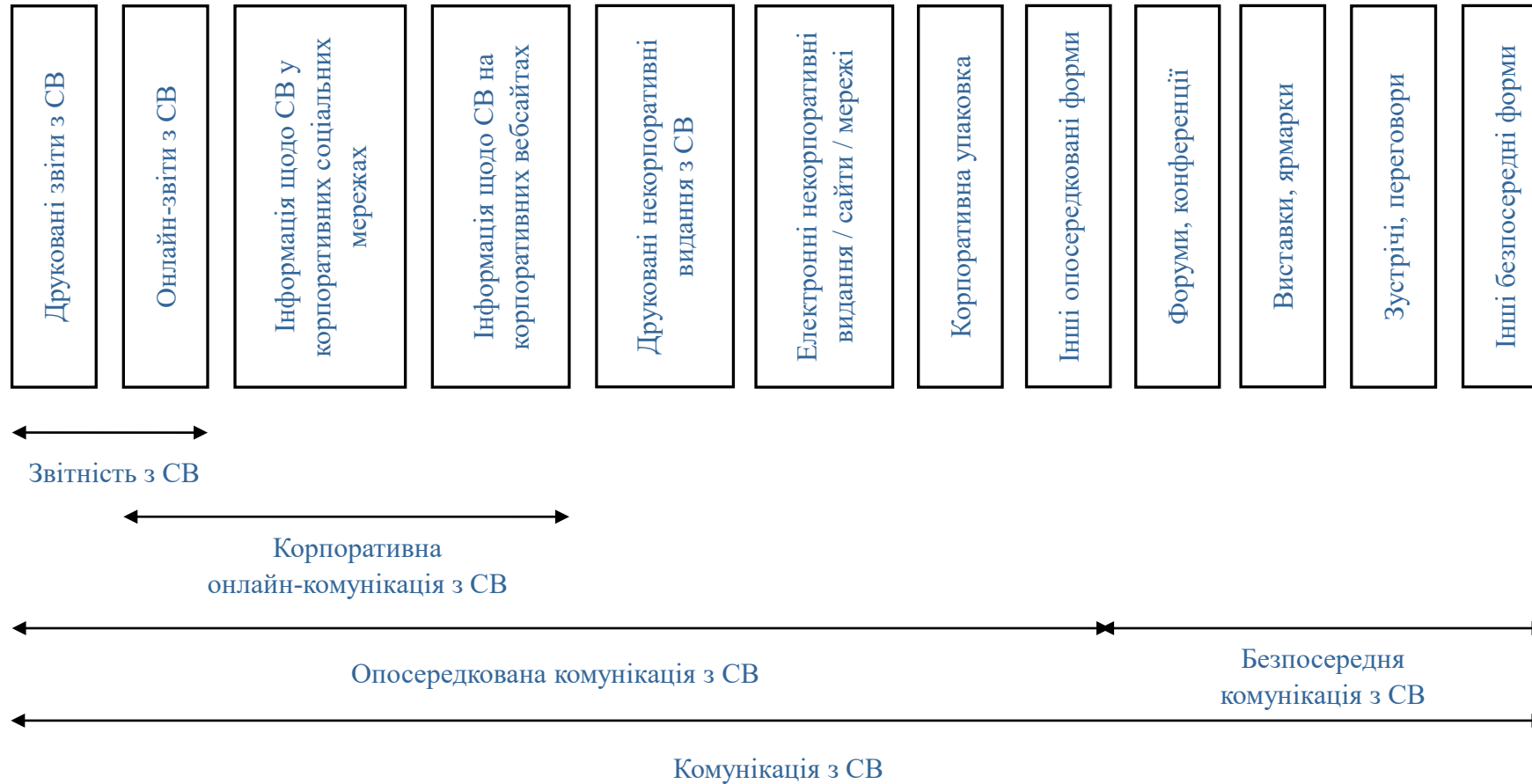


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■ **Форми комунікацій у процесі реалізації стратегії соціальної відповідальності**



Source:

<http://surl.li/hhytm>

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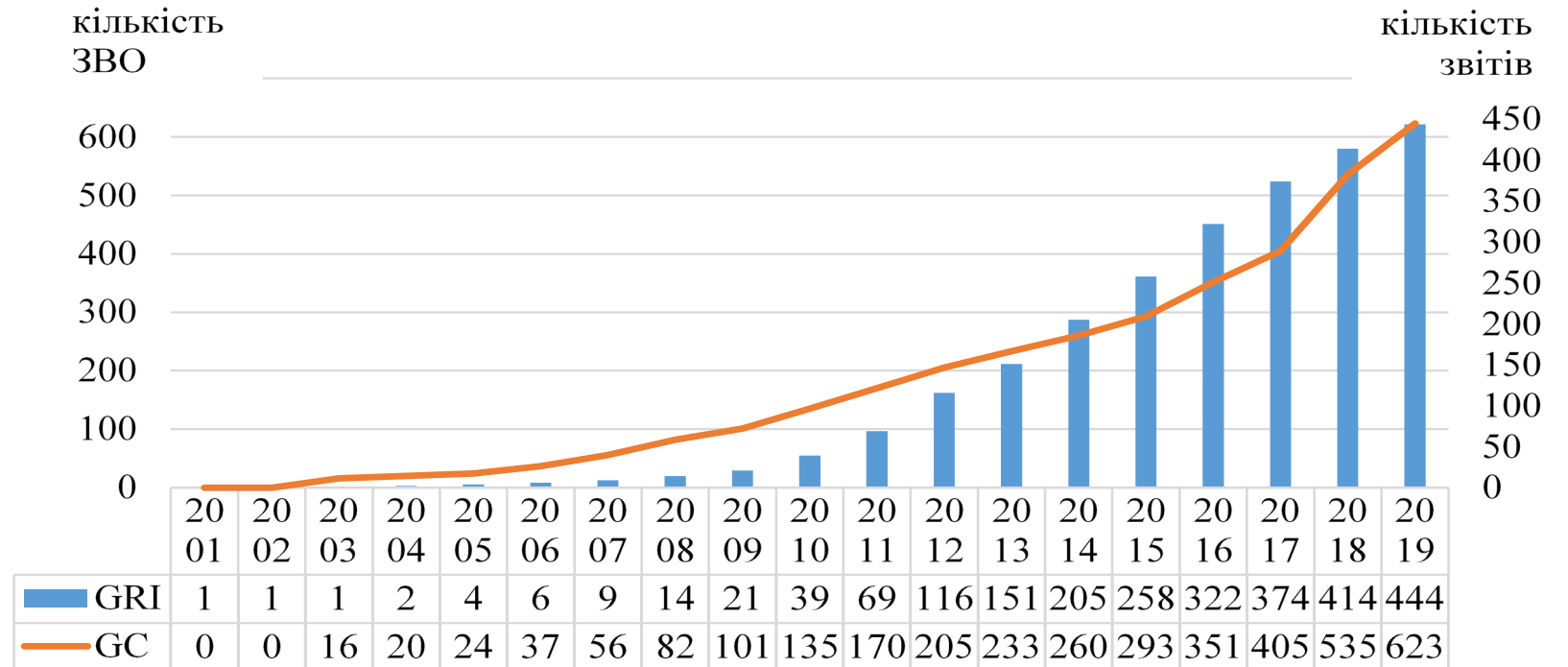


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Динаміка активності  
закладів вищої освіти (ЗВО)  
у сфері соціальної звітності





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Регіональний розподіл  
комунікаційної  
активності закладів  
вищої освіти щодо  
формування звітів за  
стандартами GRI

Регіон	Країна	Кількість звітів	Кількість ЗВО	Країна	Кількість звітів	Кількість ЗВО
Африка	Єгипет	0	1	Південно Африканська Республіка	12	2
	Нігерія	2	1			
	Всього	14	4			
Азія	Тайвань	11	7	Індонезія	0	1
	Філіппіни	5	2	Японія	2	1
	Туреччина	2	2	Гонг Конг	2	1
	Сінгапур	3	1	Корея	1	1
	Всього	26	16			
Європа	Австрія	16	5	Великобританія	7	5
	Бельгія	8	3	Італія	10	5
	Швейцарія	17	6	Нідерланди	3	1
	Німеччина	10	5	Польща	1	1
	Іспанія	51	13	Португалія	5	1
	Фінляндія	17	4	РФ	2	3
	Франція	1	1	Швеція	4	2
	Всього	152	55			
Латинська Америка	Бразилія	36	7	Еквадор	0	1
	Чилі	22	6	Аргентина	2	2
	Колумбія	25	11	Перу	4	3
	Мексика	8	5			
	Всього	97	35			
Північна Америка	США	100	30	Канада	11	4
	Всього	111	34			
Океанія 44	Австралія	37	10	Нова Зеландія	7	1
	Всього	44	11			
Світ		444	155			





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## **2. Ключові аспекти звітності університетів зі сталого розвитку та соціальної відповідальності**



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Чи потрібна звітність про сталий  
розвиток?



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- ❖ Візія та стратегія
- ❖ Побудова довіри та прозорості із стейкхолдерами
- ❖ Збільшення залученості, задоволеності та лояльності співробітників, здобувачів вищої освіти та інших стейкхолдерів
- ❖ Залучення капіталу та інвестицій
- ❖ Покращення репутації та конкурентних переваг
- ❖ Підтримка прийняття рішень
- ❖ Краще розуміння можливостей і ризиків
- ❖ Вимірювання впливу для підвищення ефективності



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## Frameworks and Standards

(GRI)	Global Reporting Initiative
(SASB)	Sustainability Accounting Standards Board
(EU CSRD) ESRS	EU Sustainability Reporting Standards
(UNFSS)	United Nations Forum on Sustainability Standards
(IIRC)	International Integrated Reporting Council
(TCFD)	Task Force on Climate-related Financial Disclosures
ISSB (IFRS)	International Sustainability Standard Board
(CDP)	formerly the Carbon Disclosure Project
(B CORP)	Certified B Corps
(ISO 14001)	ISO Guidance on Social Responsibility
(SDGS)	United Nations Sustainable Development Goals



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## Sustainable Readiness Level - SRL



SRL 9  
The sustainability strategy contributes to competitiveness and revenue growth and makes a proven contribution to relevant parts of the UN's sustainable development goals

SRL 8  
The business model and operations are fine-tuned based on monitoring and evaluation using sustainability metrics in order to prepare for scaling/growth

SRL 7  
Monitoring, reporting and communication on sustainability outcomes and impact are implemented

SRL 6  
Sustainability is rooted in the entire team and is ingrained into the entire business

SRL 5  
Sustainability is set in the business model and is tested/validated against potential customers/users

SRL 4  
Business concept with embedded sustainability hypothesis is tested/validated against potential customers/users

SRL 3  
A first description of value creation and the need for sustainability to be integrated into the business idea / business model

SRL 2  
Some awareness of how sustainability affects the planned business

SRL 1  
None or very low awareness of how sustainability affects the planned business

[kthinnovationreadinesslevel.com](http://kthinnovationreadinesslevel.com)

The Sustainability Readiness Level is created by VINNNOVA, SISP, Innovatum Science Park, LEAD, Dalarna Science Park, Movexum, Chalmers Ventures, and KTH Innovation





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## Tips on Choosing your Framework

- 1 Know Your Organisation
- 2 Know Whom You are Reporting to
- 3 Know Regulatory Requirements
- 4 Know Industry Best Practices



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# Integrating Sustainability into Goals

- 1 Education of the leadership team and workforce
- 2 Define what sustainability means for every area of the university and to identify its benefits
- 3 Identify issues that have the biggest impact and are most relevant to stakeholders and to the university
- 4 Make sustainability part of your mission
- 5 Define key performance indicators / Integration with procurement / Report progress
- 6 Build a community
- 7 Embrace social marketing
- 8 Accept imperfection
- 9 Think outside the box



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## Ways to integrate sustainability into everyday life

### ACTION 1

Reduce The Amount Of Paper That  
Business Uses / Reduce Packaging

### ACTION 2

Install Solar Panels To Power  
Business

### ACTION 3

Encourage An Active Lifestyle  
Among Employees

### ACTION 4

Partner With Nonprofit  
Organizations

### ACTION 5

Encourage Volunteerism

### ACTION 6

Rethink Your Supply Chain





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# Challenges when Adopting Frameworks

1

Variety of standards / Rapidly changing landscape

2

Data inaccuracy / Collecting, managing and using data

3

Greenwashing / A Shift in Culture

4

Translating the sustainability strategy into the organization's ecosystem

5

Transparency to push toward accountability

6

Walking the Talk Instead of Just Talking



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## Checklist for Effective Reports

- Who is the stakeholder audience of your disclosures? What stakeholder groups should be informed?
- What do you want your audience(s) to understand about your efforts and performance?
- Should your report be structured around one or more standards? If so, which one(s)?
- What are your data management and governance processes for collecting data? Where does it live in your organization today? How are you accessing it? Make sure to map out all your data sources.
- Who is reviewing and approving the data going into your report? What is your review process to receive sign-off from corporate communications, finance, legal, compliance, and other relevant internal departments? How will you track all that?
- Do we need external, third-party assurance of our report? Who will conduct the assurance review?
- What creative resources do you need (design, data visualization, editing, etc.)?
- Which corporate communication channels will be used for the release? Are there any dedicated website, press, social media, and/or internal communication campaigns to share the results?
- What are the relevant risks and regulatory considerations around your reporting disclosure?
- Where will your report methodology, inputs, and underlying data be archived?
- How do we improve and make better progress toward our targets next year?



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### **3. Аналіз кейсів університетів зі звітності**

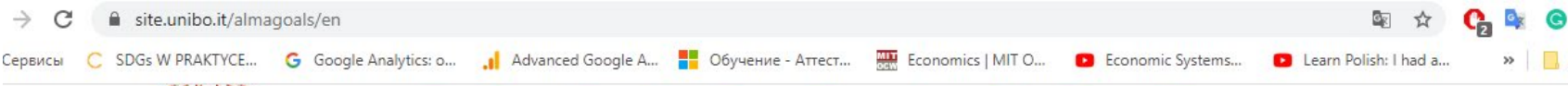


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## UNIVERSITY OF BOLOGNA:



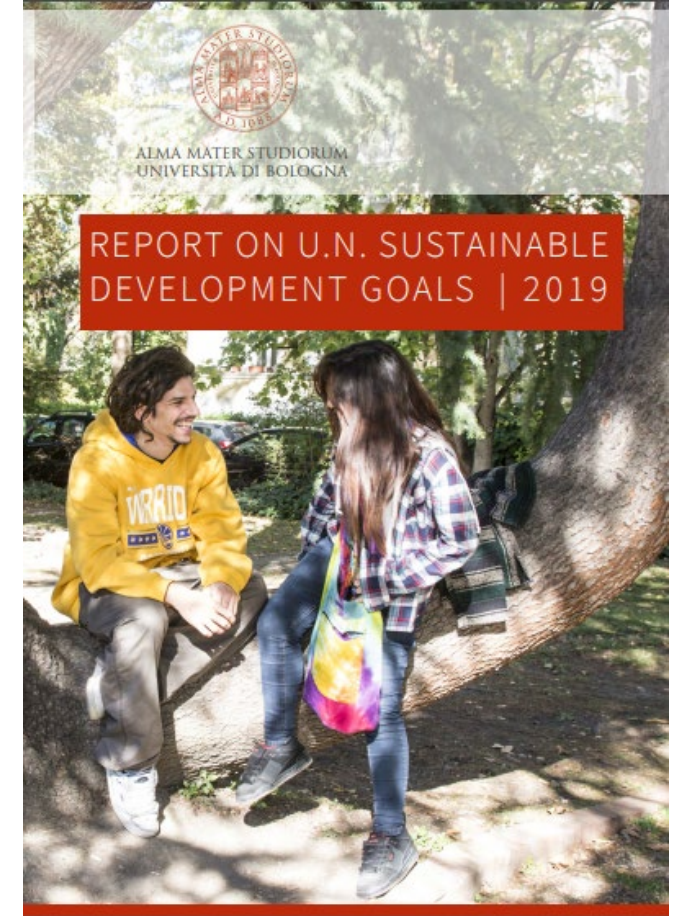
ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

# ALMAGOALS

The University of Bologna for the U.N. Sustainable Development Goals

# SUSTAINABLE DEVELOPMENT GOALS

- HOME
- ABOUT
- GOALS ▾
- DIMENSIONS ▾
- REPORTING
- MOOC
- DIALOGUES
- #WEALMAGOALS



Source: <https://site.unibo.it/almagoals/en>



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ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
U.N. SDGS HIGHLIGHTS



INSTITUTION

UNIBO OPEN KNOWLEDGE (BOOK)

**Unibo Open Knowledge (BOOK)** is an initiative of University of Bologna designed to develop and deliver MOOCs (Massive Open Online Courses). All courses are open to the general public and a specific certification is provided to every learner who complete a course.

The course Higher Education for Sustainable Development Goal introduces the concept of Sustainable Development and the recent debate and policies promoted at the global level to face urgent environmental and societal challenges.

UNIBOCULTURA

Every year, the Alma Mater organizes several cultural events intersecting all its fields of study: literature, art, philosophy, science, digital technology, law and medicine. UniboCultura events bring these diverse subject areas together around current issues and topics. In 2019, particularly:

- **LA FORZA DELLE LETTERE:** from 1 February to 13 March 2019 - 6 meetings
- **LEOPARDI ALLO SPECCHIO:** from 1 to 12 April - 7 meetings
- **IO SONO/IO NON SONO:** since March a series of meetings representing different aspects of the discussion around identity
- **CAMMINARE NEI LUOGHI DEL SAPERE:** Guided tours to the Palazzina della Viola, Palazzo Poggj, Palazzo Marscotti Brazzetti, Palazzo Herculani primavera 9 Sundays from February to May/ Autumn 10 Sundays from October to December - total participants about 2.000 people

- **ZAMBÈ "VERSO LA LUNA":** the summer review takes its title from the anniversary of the trip to the moon - from 18 June to 19 July - 13 meetings
- **INNOVATING THE FUTURE, SINCE 1088:** The photographic exhibition "Innovating the future, since 1088", set up by the University of Bologna with the collaboration of the Unibo Historical Archive. Through the streets of Bologna, the history of the Alma Mater and its illustrious figures will be retraced, alongside those of today's students. In this flow of past and present, the University presents itself highlighting its ability, since 1088, to innovate, through its students and its people: the Alma Mater was born by students for students and, still today, tenaciously pursues the path of innovation.

GREEN OFFICE (GOAL)

The **Green Offices of the Alma Mater (GOAL)** are a project with the aim of strengthening the relationship between the components of the University Community (students, staff and teachers) and promoting planning on sustainability issues. GOALS represent a community action and involve young people in building the future of the University and in defining sustainability strategies and policies.

The synergy between the various actors involved allows to concretize the enthusiasm and ideas coming from all the University Community, through the implementation of projects and initiatives related to the various sustainability issues.

DEPARTMENTS OF EXCELLENCE

14 of our 32 Departments were selected by the MIUR (Ministry of Education, University and Research) as **Departments of Excellence**. This initiative gives the recognition to 180 Italian

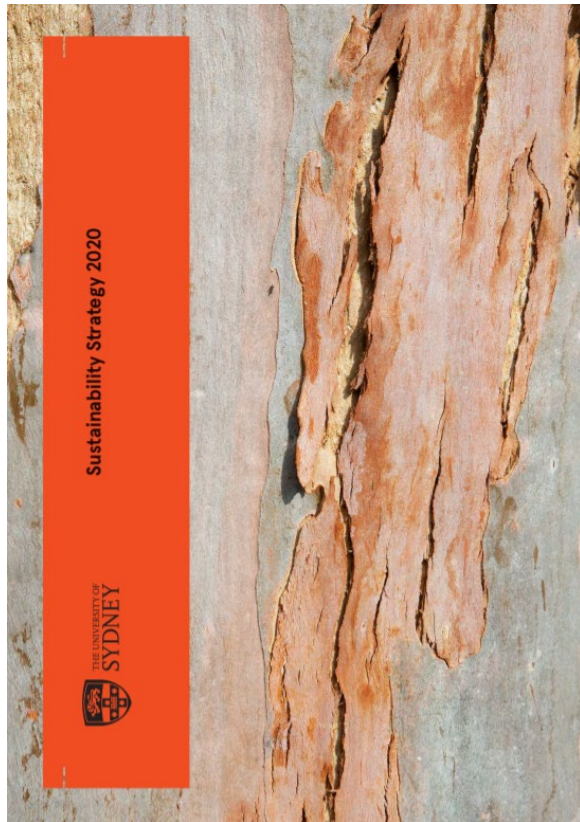
Universities Departments for the quality of the research and the quality of the development project.



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THE UNIVERSITY OF  
SYDNEY

**University of Sydney**

Sustainable Development Goals Update



<https://www.sydney.edu.au/about-us/vision-and-values/sustainability.html>



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**Pillar 1**

**Enriching lives  
through research and  
education**

The University will be a place that drives social and environmental change and where sustainability is integrated into our campus life by implementing world-leading research and education in our everyday lives on campus.

**Pillar 2**

**Enabling resilient  
places and a  
responsible footprint**

We acknowledge our significant impact on the Country where our campuses reside, and accept the moral and social obligation to leave a responsible footprint where we tread.

**Pillar 3**

**Empowering good  
governance and  
coordination**

Lessons from our peers show that institutional support for sustainability is crucial. An enduring commitment to incorporating sustainability through our research, education and operations to enact change will be critical to its success.

**Foundation: Caring for Country**

Caring for Country underpins this strategy, framing our intent and actions. Our work to become a more sustainable university must observe multiple knowledge systems – including those of our First Nations communities – that will continue to build long-term sustainability.

sydney.edu.au

Establish our campuses as  
**sustainability living labs**



Foreground **Indigenous  
knowledges and histories**  
in all of our sustainability work



Sustainability Strategy 2020

Have no more than  
**10% of staff and 5% of  
students** travel to campus by  
private motor vehicle



Source **100%**  
of electricity from  
renewable sources



The University of Sydney

Become '**single-use  
plastic free**' campuses



Reduce potable water use  
by **30% per person**



Send **zero waste**  
to landfill



Expand our  
**multidisciplinary  
sustainability  
education** offerings



<https://www.sydney.edu.au/about-us/vision-and-values/sustainability.html>



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## UNIVERSITY OF OXFORD:

UNIVERSITY OF OXFORD

ADMISSIONS RESEARCH NEWS & EVENTS ABOUT

Staff Gateway Oxford Students Alumni Login

# Sustainability

WHAT WE DO OUR PRIORITIES TAKE PART LINK UP AND LEARN NEWS, EVENTS & CAMPAIGNS WHO WE ARE

## Environmental Sustainability Strategy

Approved by Council in March 2021, Oxford University's Environmental Sustainability strategy sets two ambitious targets: to achieve net zero carbon and to achieve biodiversity net gain, both by 2035

[FIND OUT MORE >](#)



### Environmental Sustainability Strategy



<https://sustainability.admin.ox.ac.uk/our-priorities>





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## UNIVERSITY OF OXFORD:



### Research

Committed to increasing our groundbreaking environmental sustainability research, innovation and engagement.



### Curriculum

Opportunities to study environmental sustainability, either within or outside the examined curriculum.



### Carbon emissions from University buildings

Reduction in carbon emissions from our buildings to a minimum.



### Biodiversity

Protecting and enhancing biodiversity on the University's estate.



### Local travel

Reducing our local transport emissions.



### Sustainable food

Reducing the carbon emissions and biodiversity impact of our food.



### Waste management

Reducing the amount of waste we create, and reusing and recycling as much as possible.



### Sustainable purchasing

By making informed purchasing decisions we can have a positive impact on the environment.



### International travel

Reducing and offsetting emissions from University business and student flights.



### Investments

Becoming part of the solution to climate change and biodiversity loss as an investor.



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## UNIVERSITY OF CAMBRIDGE:

UNIVERSITY OF CAMBRIDGE

Study at Cambridge About the University Research at Cambridge Quick links Search

THE CAMBRIDGE *green* CHALLENGE Sustainability

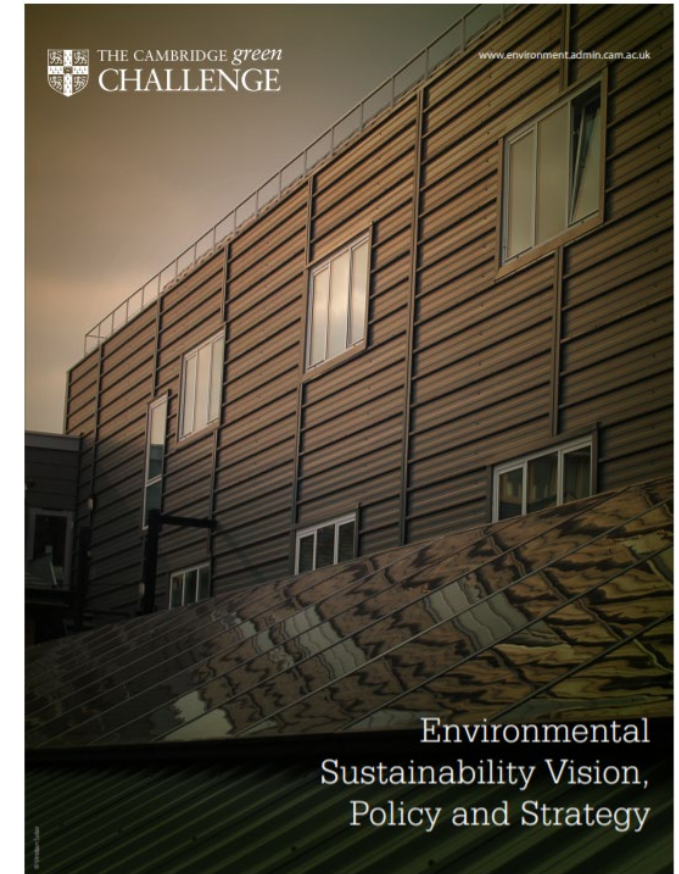
Home About us Areas of action Get involved Policy & progress News Resource bank Events Contact us

PERSONALISED TRAVEL ADVICE  
*for University staff*

Let us find the commute that works best for you 3 of 3

Events

- 28 SEP Dr Bike - West Cambridge
- 30 SEP Dr Bike - CBC
- 26 OCT Dr Bike - CBC
- 28 OCT Dr Bike - Sidgwick
- 16 NOV Litter pick - Sidgwick and West Cambridge Sites
- 25 NOV Dr Bike - West Cambridge
- 30 Dr Bike - Clinical School



<https://www.environment.admin.cam.ac.uk/>



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## UNIVERSITY OF CAMBRIDGE:



### Carbon

- Carbon Reduction Strategy
- Electricity Devolution Programme
- Resources



### Recycling and waste

- A-Z Guide
- Reduce, re-use, recycle
- WEEE (Waste Electrical and Electronic Equipment) procedure



### Travel

- Cycle to Work Scheme
- Discounts and opportunities
- Travel Plan



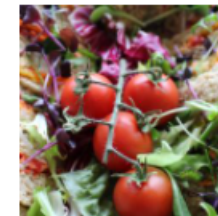
### Green procurement

- Purchasing guidance
- What is 'green' procurement?
- Whole life costing



### Water

- Cambridge's consumption
- Reducing water wastage
- Top tips



### Sustainable Food

- Sustainable food policy
- How to get involved



### Biodiversity & ecosystems

- Rural estate
- Ecological Advisory Panel



### Buildings and grounds

- Biodiversity
- Low-carbon technology
- Sustainable construction



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## IMPERIAL COLLEGE LONDON:

Imperial College London  **Coronavirus (COVID-19) updates: Safety information for academic year 2021-22**  
*Latest information for current students, staff, offer holders and applicants* **Imperial ALERT**

Study Research & Innovation Be Inspired About

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### Sustainability

Sustainable Imperial Global Development Hub Imperial and Climate Change Sustainability news



<https://www.imperial.ac.uk/sustainability/>



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## IMPERIAL COLLEGE LONDON:

Sustainable Imperial

About the Strategy | Resource management | Academic excellence | Engagement | Sustainability staff | Get involved

# SUSTAINABLE IMPERIAL

We are committed to making our campuses as sustainable as possible

## Sustainable Imperial

About the Strategy | Resource management

### Resource management

- Energy use
- Waste management
- Water management
- Sustainable procurement
- Sustainable construction and refurbishment
- Catering
- Biodiversity and ecosystems
- Travel
- Governance and management

<https://www.imperial.ac.uk/sustainability/>



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## ETH ZURICH:

ETH Zurich has a living commitment to sustainable development in its four core areas of activity – Research, Teaching, Campus, and Dialogue with Society.

Bild: ETH Zürich / Gian  
Marco Castelberg



<https://ethz.ch/en/the-eth-zurich/sustainability.html>





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## ETH ZURICH:

### General sustainability courses (selected)

[ETH Week \(HS\)](#)

[PRISMA Capstone \(HS\)](#)

[Sustainable Development - Bridging Art and Science \(HS\)](#)

[Sustainability Assessment \(HS\)](#)

[Research Ethics \(HS\)](#)

[The Sustainable Development Goals in Context \(FS\)](#)

[ETH Sustainability Summer School \(FS\)](#)

[Summer School ETH Singapore Month - Post-Pandemic Future \(FS\)](#)

[Transdisciplinary Case Study \(FS\)](#)

[Complexity and Global Systems Science \(FS\)](#)

### Courses by SDG (selected)



[Entwicklungsökonomie \(FS\)](#)

[Contemporary Development Debate – Fighting Extreme Poverty in the 21st Century \(FS\)](#)



[Innovation in Smart Farming \(HS\)](#)

[Tropical Cropping Systems, Soils and Livelihoods \(HS\)](#)

[Introduction to Nutritional Science \(HS\)](#)

[History of Food and Agriculture \(FS\)](#)

[Sustainable Agroecosystems I \(FS\)](#)



[Introduction to Health Economics and Policy \(HS\)](#)

[Digital Health Project \(HS\)](#)

[Public Health Concepts \(HS\)](#)

[Gesundheitsaspekte der internationalen Zusammenarbeit\\* \(HS\)](#)

[The Role of Food and Nutrition for Disease Prevention \(FS\)](#)



[Coaching Students \(HS\)](#)

[VET between Poverty Alleviation and Economic Development\\* \(FS\)](#)

<https://ethz.ch/en/the-eth-zurich/sustainability.html>



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# SWISS FEDERAL INSTITUTE OF TECHNOLOGY IN LAUSANNE:



- About
- Education
- Research
- Innovation
- Schools
- Campus
- Coronavirus Info
- Q

FR EN

Browse > About > Sustainability

- Presentation
- Presidency
- Vice Presidencies
- News & Media
- Associated campuses
- Working at EPFL
- Recruiting EPFL talents
- Equality & Diversity
- Respect
- Sustainability**
  - About us
  - In Campus Operations
  - Through teaching



## Sustainability

Thanks to its interdisciplinary team, EPFL Sustainability supports and encourages EPFL's key stakeholders to make the critical transition towards sustainability within their own entities. EPFL Sustainability strives to turn the campus into a living lab and responsible community, in particular by fostering and supporting student involvement.

<https://www.epfl.ch/about/sustainability/>





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## SWISS FEDERAL INSTITUTE OF TECHNOLOGY IN LAUSANNE:



### About us

Team, publications, partners, labels and awards



### Sustainability on EPFL campuses

The activities of EPFL Sustainability within operations



### A dense and dynamic network

Communities and initiatives supported by the Sustainability Unit



### Sustainability through education

Infusing sustainability throughout the curriculum



### International Sustainable Campus Network (ISCN)

Exchanging globally with universities committed to the environment

<https://www.epfl.ch/about/sustainability/>