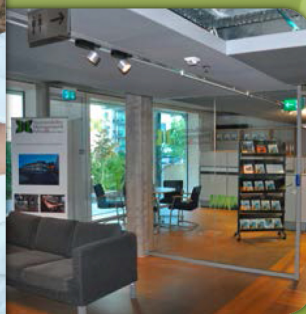


Sustainability  
Management  
School  Switzerland

PRME  
SHARING INFORMATION ON  
PROGRESS (SIP)  
REPORT 2014



SUMAS IS A NEW WAY OF THINKING  
ABOUT BUSINESS

**PRME**

This is our **Sharing Information on Progress (SIP)**  
Report on the Implementation of the **Principles for  
Responsible Management Education**

## TABLE OF CONTENT

TABLE OF CONTENT	2
SUMAS COMMITMENT RENEWAL	3
SUMAS VISION AND VALUES	4
OUR OBJECTIVE	4
VISION	4
VALUES	4
SUMAS MILESTONES	5
SUMAS PROGRAMS	5
SUMAS ACHIEVEMENTS IN THE IMPLEMENTATION OF PRME	6
PRINCIPLE 1 & PRINCIPLE 2	6
PRINCIPLE 3	7
PRINCIPLE 4	8
PRINCIPLE 5	10
PRINCIPLE 6	12
SUMAS OBJECTIVES AND DESIRED SUPPORT	13
SUMAS CONTACT DETAILS	14

## SUMAS COMMITMENT RENEWAL


Sustainability Management School (SUMAS) is filling an important gap that exists today in business schools. There is a divide between business management education and scientific knowledge for sustainable development. We need leaders who are able to integrate economic growth with sustainable development. This starts from their education. The traditional approach is not enough. The leaders of the future have to find creative solutions to complex issues.



This report includes SUMAS' commitment to improve the application of the Principles for Responsible Management Education, presents our progress to all stakeholders and exchange effective practices with other academic institutions.

We understand that our own organizational practices should serve as an example of the values and attitudes we convey to our students.

We encourage other academic institutions, and associations to adopt and support these Principles.

A stylized, handwritten signature in blue ink, reading "Ivana Modena".

Dr. Ivana Modena,  
President & Academic Director of SUMAS

## SUMAS VISION AND VALUES

SUMAS trains the managers of the future by teaching both business-related subjects and sustainability topics at the same time. SUMAS' students are passionate for sustainability management and appreciate the visionary and innovative approach of SUMAS faculty.

### Our Objective

The aim of the Sustainability Management School (SUMAS) is to educate managers that will take responsible decisions in the complex world.

Its purpose is to deliver an innovative academic mix of sound business knowledge and a deep understanding of sustainable development.

### Vision

SUMAS' strong focus on excellence delivers high academic standards for students, offering both theoretical knowledge and the best sustainable management practices. The Sustainability Management School continuously strives to provide the most advanced and intellectually challenging undergraduate, graduate and doctorate programs to produce highly qualified leaders for the future.

To ensure the future success of students, SUMAS provides them with appropriate professional and entrepreneurial skills by networking with corporate partners.

SUMAS also encourages various student initiatives in order to develop their personal skills. The international, multi-cultural learning environment is crucial to enhance students' communication and leadership skills.

### Values

- **Academic Rigor**
- **Integrity**
- **Respect for the Environment**
- **Social Responsibility**
- **Sustainable Living**
- **Celebration of Diversity in all Spheres of Human Life**



## SUMAS MILESTONES

- Established in 2012
- Campus in Gland, Switzerland
- All levels of studies: undergraduate, graduate, doctoral and executive education programs
- Member of ACBSP with Candidacy status
- Member of EFMD
- Member of The R20 Regions of Climate Action
- Member of and The United Nations Global Compact (UNGC) initiative
- SUMAS President and Academic Director Dr. Modena is a member of IUCN Commission on Education and Communication (CEC).
- On June 1<sup>st</sup> 2012 SUMAS President Dr. Ivana Modena signed the Commitment to Sustainable Practices of Higher Education Institutions on the Occasion of the UN Conference on Sustainable Development in Rio de Janeiro, Brazil.
- In past three years SUMAS has joined international educational events and fairs all over the world: in Bolzano, Verona, Milan, Naples, Lisboa, Madrid, Barcelona, Pamplona; the Expo in Macedonia; fairs in Rio de Janeiro and Sao Paolo; ICEF in Moscow, Berlin, Dublin, Sao Paulo; Salon de l'Etudiant and Salon de Formations et des Métiers de l'Environnement in Paris; Getex in Dubai and Expo in Sharjah; Education Abroad fairs in Russia (Moscow, Yekaterinburg, Perm, Kaliningrad) and Ukraine (Kiev); 3rd Global Forum on Responsible Management Education in Rio de Janeiro; etc.



## SUMAS PROGRAMS

Sustainability Management School is a **business school based totally on sustainability**, it offers the following academic programs:

- Bachelor of Business Administration in Sustainability Management
- Bachelor of Business Administration in Finance and Responsible Investment
- Bachelor of Business Administration in Sustainable Tourism and Nature Conservation
- Master of Business Administration (MBA) in Sustainability Management

- Master of Business Administration (MBA) in Finance and Responsible Investment
- Master of Arts in Management in Sustainable Luxury Management
- Master of Arts in Management in Sustainability
- Master of Arts in Management in Sustainable Tourism and Protected Areas
- Online MBA in Sustainability Management
- Training courses for managers
- Doctorate of Business Administration (DBA) in Sustainability Management
- Certificates of Expertise:
  - in Green Economy
  - in Future Urbanism
  - in Natural Resource Management
  - in International Luxury Management

## SUMAS ACHIEVEMENTS IN THE IMPLEMENTATION OF PRME

### Principle 1 & Principle 2

*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 a inclusive and sustainable global economy.*

*Principle 2 | Values: We will incorporate into our academic activities and curricular the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.*

All SUMAS programs were launched over the past three years. The aim of the programs is to offer a predominantly professionally oriented education that addresses sustainability and responsibility challenges facing leaders in today's complex work patterns.

**Innovative subjects focused on sustainability and responsible management** are an integral part of SUMAS curriculum. It includes the following core courses for Graduate students:

- MSM450 – Sustainable Innovation: Energy, Water & Materials

- MSM451 – Operations Management and Supply Chain: Green Production
- MSM453 – Sustainable Consumption and Green Marketing
- MSM452 – Global Business and Biodiversity
- MBA403 – Responsible Management and Corporate Social Responsibility
- MBA407 – Entrepreneurship: Responsible Investment

SUMAS Undergraduate curriculum includes:

- BSUS101 – Fundamentals of Sustainability
- BSUS202 – Natural Resources Management
- BFUN106 – Ethics
- BFUN204 – Biology and Politics of Food
- BFUN302 – Well-being and Healthy Lifestyles
- BSUS203 – Sustainable Consumption: Influencing Consumer Behavior worldwide
- BSUS204 – Food for the future and Biotechnology
- BSU350 – Green Economy
- BSUS250 – Accounting for Sustainability
- ELE1002 – Well-being and Healthy Lifestyles

### Principle 3

*Principle 3 | Method: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.*

SUMAS **classes are paperless** thanks to the use of the latest technology. The teaching is interactive and takes place in small classes with highly qualified academicians or professionals in their field, who have multifaceted expertise in various areas of sustainability. The students, partners, the management team, faculty and staff are all strongly committed to the cause of sustainability and responsible leadership.

In order to enable effective learning experiences in school, **SUMAS E-learning Platform** was created. The E-learning Platform allows the creation and delivery of dynamic online courses and assignments to SUMAS students. The Platform is user friendly and

interactive, complemented by instructor led teaching. In addition, students can collaborate with their peers and consult with faculty and program managers online.

SUMAS curriculum is focused on **projects with the direct contact with companies**. Through establishing direct contact between students and company representatives, SUMAS students are able to gain insights in project management. By working on real world cases students acquire relevant management skills that are highly important for effective business learning experience.

## Principle 4

*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.*

All SUMAS research projects have a focus on sustainable development and responsible management in different areas of expertise:

### 1. Doctorate of Business Administration (DBA) Program

In 2014 SUMAS launched a **Doctorate of Business Administration (DBA) Program with an emphasis in Sustainability Management**. The main focus of research is on the innovative integration of business knowledge with sustainable development issues. Specifically, economic growth, environmental management and social fairness are constituent parts of all DBA projects.

The theoretical philosophy of this DBA Program hinges upon a holistic approach to problem solving and stresses on the development of leadership skills, teamwork and intercultural competence in global work environments as crucial qualities of managerial practice in times of changing organizational settings.

### 2. Students' Research Work

Students of Graduate and Undergraduate programs complete their studies with a final **dissertation** based on empirical research. Purposes of the dissertation is to demonstrate the ability of a student to undertake independent research under guidance, and to

choose the most appropriate research methods that apply to the topic and research questions.

### **3. Responsible Tourism**

In May 2014 SUMAS opened the Sustainable Management & Responsible Tourism Research Centre (SMART). It adheres to, and works within, all the guiding principles of SUMAS, supporting elements of course delivery and developing research in sustainable management themes in SUMAS's course areas.

SMART research seeks to deliver tangible solutions in a fluctuating and stimulating business market environment. SMART endeavors to challenge the tourism and hospitality industry to become more astute and innovative in developing solutions for a sustainable future.

SMART's research profile is targeted at international and community environs, meaning it can provide small-scale management reports and also strategic maxims and improvements for destinations. SMART's research staff has a plethora of experience in both global and local tourism markets. SMART's research is designed to partner industry with academia, welcoming research requests from these areas.

SMART manages consultancy projects, develops economic models, as well as creating industry standards linked to legislation. The green innovative environment of Switzerland is a driver in the development of sustainable policies and SMART is cognizant of environmental transformations and modifications to the tourism market.

### **4. Communication and Advertising**

SUMAS President & Academic Director Dr. Ivana Modena is a Vice Chair of the Advertising Research Temporary Working Group of the European Communication Research and Education Association (ECREA). The Advertising Research Temporary Working Group sets out to strengthen theoretical reasoning, critical reflection and empirical exploration in advertising research as an inherent part of communication and media studies. As a distinct field, advertising research reflects the role and impact of advertising in view of the entirety of media societies and mass communication. In this respect, the Advertising Research Temporary Working Group of ECREA actively

promotes principles of responsible management and supports early career researchers in this field.

## 5. Business Ethics

SUMAS is a part of the “Institute for Fair Business Ethics (IFBE)” Association. The Purpose of it is: to develop and establish a business certification, which must become internationally recognized as a global ethics standard for the enterprises.

### Principle 5

*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.*

In January 2013 SUMAS started to organize a number of **Open Day lectures** where students had the chance to introduce themselves and communicate with experts in the field of Business and Sustainability.

- The guest speaker of the first SUMAS Open Day in January 2013 was former Vice-President of Procter & Gamble Dr. Hans Bender who talked about “Companies and Sustainable growth”.
- In April 2013 SUMAS organized a webinar for prospective students on “Business Ethics” given by Prof. Gaetan Cantale in Italian.
- In February 2014 prospective and current SUMAS students could attend Open Day lectures of Mr. Fabrizio Caprara, President, Saatchi & Saatchi Italy and Mr. Armando Santacesaria, Vice President, Snacks EMEA, The Kellogg’s Company. This was an important opportunity for students and young professionals to acquire the relevant and appropriate knowledge that will give them a head start in today’s business environment.

**“At Kellogg’s we see SUMAS as the best study environment for students interested in an innovative business education that integrates business with sustainable development”.**

**Armando Santacesaria,  
Vice-President Snacks EMEA,  
The Kellogg’s Company**





- In March 2014 SUMAS Open Day guest speaker, Mr. Albin Kälin, CEO and Managing Director of EPEA Switzerland; globally committed to Cradle-to-Cradle projects in all industries in Switzerland and Austria. Mr. Kälin was the first entrepreneur to put the award winning Cradle-to-Cradle vision into action with Climatex textiles, together with EPEA in Hamburg.
- In May 2014 Virginie Helias, The Global Commercial Sustainability Director at Procter & Gamble, gave a one hour speech during SUMAS Open Day. With 26 years of experience at Procter & Gamble in Brand Management and Innovation, Virginie is one of the most renowned marketing leaders at P&G with broad experience across multiple categories and global to local brand management expertise.

**“Virginie Helias is an example of someone who really wants to make a difference on sustainability in the middle of the corporate world where profit and quality are key concepts. While talking about her path to sustainability in P&G, she taught us a very important thing: we are the millennium community, the young and passionate green youth that can make sustainability happen in the future. They need us to innovate towards a sustainable production and economy.”**

**Claudine De Wever, Student, MBA in Sustainability Management**



## Principle 6

*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.*

SUMAS has partners in the private sector, as well as in governmental and non-governmental organizations and agencies. Students enter into an on-going dialogue with business executives during guest lectures and video conferences organized at our campus and in corporations or NGOs. Experiential Summer Camps in the mountain or on the coast help to raise awareness of sustainable life and to learn practical solutions to environmental challenges.

SUMAS campus itself is integrated in a lively community of NGOs and sustainability related businesses. The School is based in the headquarters of the IUCN – the International Union for the Conservation of Nature, the perfect environment to study business and sustainable development.

SUMAS is a **member of The R20 Regions of Climate Action** organization. The R20 is a coalition of partners, founded in 2010 by Governor Arnold Schwarzenegger and other global leaders in cooperation with the United Nation, that work to promote and implement projects that are designed to produce local economic and environmental benefits in the form of reduced energy consumption and greenhouse gas emissions; strong local economies; improved public health; and new green jobs. As a member of The R20, SUMAS initiates project based courses for Graduate students with the possibility to implement the results of students work in practice.

SUMAS implemented a number of **projects in collaboration with the high schools** in different countries:

- In February 2013 an online lecture was given by Dr. Frances Vorhies on "Macroeconomics and The Environment" for The American School in Torreon, Torreon, Mexico.

- In March 2013 an online seminar was organized on "Earth day, you can make the difference" for Eton School, Mexico City, Mexico.
- In June 2013 an online lecture was given by Dr. Frances Vorhies on "Business Case for Biodiversity" for the Cambridge International School, Dubai, UAE.
- In April 2013 and April 2014 distance-learning projects were implemented for Colegio Nueva Granada in Bogota, Colombia. On this initiative the teacher was guided to make the presentation and give an assignment for the students, based on the following case-studies:
  - " FROM THE ROAD TO DISASTER TO THE ROAD OF SOLUTIONS".
  - " SUSTAINABLE CONSUMPTION - How to Apply in Colombia".

Afterwards those assignments were graded and commented by SUMAS professors.

## **SUMAS OBJECTIVES AND DESIRED SUPPORT**

SUMAS' strong focus on excellence delivers high academic standards for students, offering both theoretical knowledge and best sustainable management practices. The Sustainability Management School continuously strives to provide the most advanced and intellectually challenging undergraduate, graduate, doctorate and executive programs to produce highly qualified leaders for the future.

### **The key objectives of Sustainability Management School for the next 24 months are:**

1. Open a second campus with accommodations for students.
2. Implementation of collaborative projects with international organizations

Within the next two years, SUMAS is aiming to develop and implement a number of collaborative projects with intergovernmental and international organizations for mutual benefit through the creation of new knowledge.

3. Improvement of curriculum

All SUMAS programs are regularly reviewed for improvement, over the next two years SUMAS intends to:

- Develop new partnership projects with companies and NGOs for graduate programs, particularly for MA in Management in Sustainable Luxury and MA in Management in Sustainable Tourism and Protected Areas.
  - Open a new Career Counseling center focused on the jobs in sustainability and corporate social responsibility.
4. Launch Executive Short Term Courses in Sustainability Management.

SUMAS has expanded its offer from two initial programs to more than 15 academic programs in the field of sustainability and responsible leadership. In the following two years SUMAS will use this experience to provide tailored group training courses for business executives.

#### **SUMAS Contact Details**

Dr. Ivana Modena

President & Academic Director

imodena@sumas.ch

+41 22 999 03 75

Dr. Svetlana Elinova

Academic Coordinator

selinova@sumas.ch

+41 22 999 03 77

#### **Sustainability Management School**

28 rue Mauverney

1196 Gland, Switzerland