Corporate Social Responsibility for Higher Education

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Mission and university values

Is to **provide the public (quality)** service of higher education **mainly through:**
- Study
- teaching
- research
- and effective management of knowledge transfer.
The main objectives of the University of Barcelona are

a) the creation, transmission and dissemination of culture and scientific, technical and professional knowledge, as well as the preparation for professional practice.

b) the promotion of critical thinking and a culture of freedom and pluralism, and the transmission of the civic and social values of a democratic society.

c) the enrichment of the intellectual, cultural and scientific heritage of Catalonia, its economic development and social welfare.

d) the dissemination of knowledge and culture through university extension, the provision of services to the university community and society, and lifelong learning.
What?

Research

Transference

Relationship with the environment and institutions

Stakeholder Participation

Implication

Training

And others!!!!
Opportunity for change from Sustainable Development Goals
7 goals
169 targets
Key elements of sustainable development

- Justice (intragenerational justice, intergenerational justice)

- Overall orientation

- Ecological barriers

- Citizen participation

(Rieckmann, 2022).
Some actions of the University of Barcelona
Healthy University

The Healthy University is a transversal project of the University of Barcelona, that aims to play a coordinating role in the healthy activities carried out at the UB.

We also want to promote actions aimed at improving three main areas:

. Physical Health.
. Food health and emotional well-being.

We promote networking internally and also with other universities or institutions.
Example

Encourage the healthy habits of the university community
Sustainable development goals (SDGs): Goal 3. Target 3.8: Achieve universal health coverage, including financial risk protection, access to quality essential health-care services and access to safe, effective, quality and affordable essential medicines and vaccines for all

Actions in progress.
-To carry out a survey of healthy habits in the university community, with the aim of drawing up the UB Health Plan.
Example

Responsible and supportive consumption

Significantly reduce waste generation through prevention, reduction, recycling and reuse activities.

Long-term actions

Work to eradicate the plastic from our lives and our oceans, to improve our lives and those of our planet.
Participation and self-care

To achieve
• Patient involvement
• Patient participation
• Patient experience

It’s necessary

People-centred health research
People-centred collaborative healthcare
Personalize care
Since its creation in 1996, the **Solidarity Foundation** of the University of Barcelona has been working in all those areas in which university can exercise its **responsibility as a social actor**, especially with the most vulnerable sectors of society; both internally (within the university community itself) and externally (in local, national and international contexts).

The UB Solidarity Foundation embraces the Sustainable Development Goals of the United Nations 2030 Agenda and, therefore, works for an inclusive university and society, where truly no one is left behind.
Different actions

Website: https://www.solidaritat.ub.edu/?lang=en
Different programs

- Social and Educational Intervention in Nou Barris and the Besòs Area
- European Observatory on Memories (EUROM)
- Research for Global Citizenship
- Natural Solutions for a Sustainable Development
- Support for Refugees and People from Conflict Areas
- UB Volunteering
Example: Volunteering

• Voluntariat UB (UB Volunteering) is an initiative of the University of Barcelona that encourages **voluntary work by the university community in third sector organisations** with the aim of promoting a university that is more solidary and committed to society.

• The **UB Solidarity Foundation** has been managing Voluntariat UB (UB Volunteering) **since the 2018-2019 academic year**.

• And has launched **its own projects in collaboration with committed teaching and research initiatives of the faculties**: right to Law (dret al Dret), from the Faculty of Law, and Social Policy and University Access (PSAU), from the Faculty of Education.
intellectual disability
disability
vulnerability

Inclusion

Accompaniment

Som referents de jovent tutelat o extutelat

Passegem amb gent amb disCapacitat intel·lectual

Conversem en català per a la inclusió

Leisure and others

Participem en un servei de mainaderia

Celebrem els seus aniversaris

Manxem de colònies i campaments

Education

Ensenyem català i castellà per a la inclusió social

Promovem l'èxit educatiu a Primària i Secundària

Fem suport educatiu a infants i joves en situació vulnerable

teens
elderly people
Action: Support program of the University of Barcelona for refugees and people from conflict areas

Support program of the University of Barcelona for refugees and people from conflict areas

Coordinated by the UB Solidarity Foundation, this program is based on the development of a human rights perspective, with two main fields of action: academic support and social integration (includes the Transition course to university studies, scholarships that cover all tuition fees, accommodation, support for language learning and daily life issues, legal advice and psychological assistance) and networking and cooperation.

See the program’s brochure.
Example: The UB launches a program to support the Ukrainian university community

- Among the main actions are the hiring of Ukrainian lecturers and researchers and the chance to attend a transition course to study university degrees in Spain.

- It will offer 15 places to Ukrainian university students who have applied for or already have the temporary international protection in Spain, or who have an appointment to do so.
The purpose of this Equality Unit is to support and monitor the policies of democracy, justice, equality and solidarity throughout the university community.

The aim of this unit is to make equality between all the people in the university community a reality. The deployment of the III Equality Plan.
### III Equality Plan

- **Axis 1.** Promotion of equality
- **Axis 2.** Participation and balanced representation in the university community and in the organization and management
- **Axis 3.** Equality at work and in academic life
- **Axis 4.** Gender perspective in higher education teaching
- **Axis 5.** Gender perspective in research and transfer and innovation
- **Axis 6.** Policy for the prevention and eradication of sexist violence and sexist attitudes
- **Axis 7.** Diversity and intersectionality with gender
Axis 4. Gender perspective in higher education teaching

Has been done:

- Guide to incorporating the gender perspective in the teaching plans and subjects of the University of Barcelona
- Training
- Workshop
- Conference
Axis 6. Policy for the prevention and eradication of sexist violence and sexist attitudes

Protocol of the University of Barcelona for the prevention, detection and action against situations of sexual or sexual harassment, gender identity and sexual orientation and other sexist or LGBTIQ + phobic behaviors

• Universitat de Barcelona. Fundació Solidaritat UB. https://www.solidaritat.ub.edu/?lang=en

• Universitat de Barcelona. Universitat Saludable. https://www.ub.edu/universitatsaludable/

• Universitat de Barcelona. Unitat d’igualtat. https://www.ub.edu/portal/web/igualtat


• Thanks for your attention