

# Ethics, Responsibility and Sustainability (ERS)



**DEAKIN**  
BUSINESS  
SCHOOL



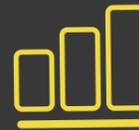
# UN Principles for Responsible Management Education

The following six principles address what we aim to instil in all facets of our teaching, research and partnerships.



## 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 an inclusive and sustainable global economy.



## 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.



## Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.



## 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.



## Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.



## Dialogue

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

# Deakin's global responsibility

Recognising the world's social, economic and environmental challenges, Deakin strongly supports the United Nations Sustainable Development Goals (SDGs) and its agenda for the achievement of sustainable development by 2030.

The SDGs are the guiding framework for implementing the UN Principles for Responsible Management Education (PRME).

These goals are vital for sustainable development in an increasingly turbulent and inter-connected world and they recognise the responsibilities of educators to assist in facilitating sustainable development.

Deakin University is a member of the United Nations Global Compact (UNGC) and Deakin Business School (DBS) is a member of the Globally Responsible Leadership Initiative (GRLI).

Deakin was one of the first universities in the world to produce an annual sustainability report in accordance with the GRLI G4 Guidelines, achieving recognition in the 2015 Australasian Reporting Awards and a finalist ranking in the 2017 awards.

Deakin is also a founding partner of the Victorian State Government TAKE2 program which supports the transition to net zero emissions across the state by 2050.



### Deakin Business School (DBS) ERS vision

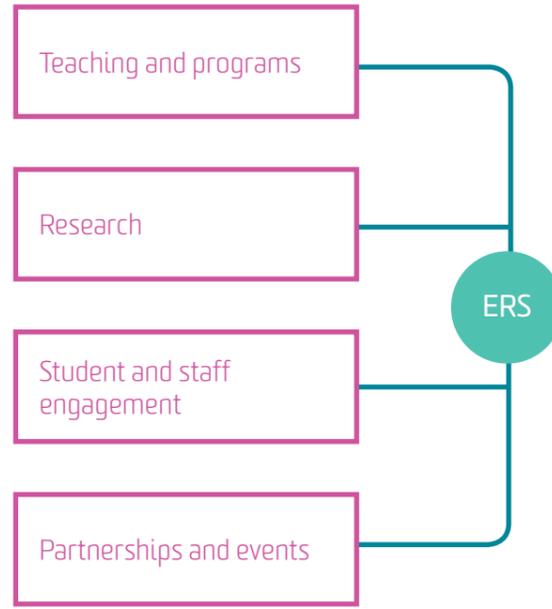
We aim to develop a sustainable, inclusive and ethical culture that ensures prosperity, creates societal benefit and minimises environmental impact.

### ERS strategy

Facilitated by the UN SDG Agenda, our ERS strategy builds on DBS strategic plan (2015-2018) and aligns with LIVE The Future Agenda 2020. Our ERS strategy aims to embed sustainability across our teaching, research, partnerships and student and staff engagement activities to ensure a safer and brighter future for all.

We promote our ERS vision through:

- innovative, socially responsible, borderless and outcomes focused education
- contemporary research that impacts our communities
- student and staff engagement and
- partnerships to support, recognise and embed the UN SDGs across all our activities, thought and action leadership.



### PRME and SDGs underpin our ERS strategy

DBS has a long-standing commitment to the UN's Global Compact and Principles for Responsible Management Education (PRME).

Since 2011, we've been part of a global network that's adopting an ingrained and transparent approach to sustainability by focusing on 'what matters most' across social, environmental and economic performances.

We've made significant changes across all our course offerings, research and partnerships to embed the principles of sustainability, ethics and social responsibility.

We produce bi-annual sustainability reports with the most recent outlining our six principles of responsible management education – purpose, values, method, research, partnership, dialogue – and providing evidence of our achievements.

**Identified as a PRME Champion (2018-2019), DBS is one of two business schools in Australia – and one of 39 worldwide – to receive recognition for its commitment to including 17 SDGs in research, programs and partnerships.**

We are also actively engaged in the PRME Champions' flagship project, mainstreaming the SDGs in PRME and have a dedicated staff team that is driving our commitment for the two-year cycle.



Sustainability is fundamentally about doing the right thing and it's what our students, our staff, our partners and our communities expect of us.

Professor Jane den Hollander AO  
Vice-Chancellor, Deakin University

## Our teaching and programs

By undertaking an extensive mapping exercise across the core courses in all our programs, we have taken a systematic approach to embed SDGs into the core curriculum.

Since 2015, DBS has completed a range of strategic projects in relation to the integration of ERS across our curricula. These include: evidence of students achievement of graduate learning outcomes (GLO), 'global citizenship'; and desk-audits and surveys from 150 core units of our largest undergraduate and postgraduate courses, Bachelor of Commerce (BCom) and Master of Business Administration (MBA), to map the extent of ERS integration in these courses. Based on this, we identified sustainability integration as an area to improve further in our programs.

**2016-17:** DBS developed a conceptual framework to map sustainability integration at three levels of engagement focusing on 'knowing, doing and being'. We worked collaboratively to avoid repetition across core units and ensure appropriate scaffolding of ERS issues in development and assessment across the whole program. Our 159 core unit chairs reflected upon the potential for integrating discussions about SDGs in their individual units. More than two thirds of the respondents provided examples of how they engage students with one or more SDGs in their units and identified tangible strategies for strengthening the integration of ERS and SDGs.

**2018-19:** Our focus has been on integrating SDGs more explicitly in the curriculum and strengthening the nexus between sustainability, capability and employability skills.

# Our research

DBS has an ambitious research agenda pursued through its research centres building on interdisciplinary work, international research collaborations and a deep appreciation of global social responsibility.

Our research undertaken within the centres has brought together distinctive expertise across business ERS practices, developing research partnerships with Department of Foreign Affairs and Trade (DFAT), Institute of Public Accountants (IPA), KPMG, Australian Red Cross, Volunteering Victoria and Institute of Public Administration Australia (IPAA).

Our research is supported by the Business and Law Development Network (BuiLD) which fosters internal and external research networks and provides professional development events and training.

Currently, DBS has five research centres that work on issues that specifically focus on advancing ERS and all centres have been mapped against the SDGs.

## Centre for Sustainable and Responsible Organisations (CSaRO)

CSaRO brings together researchers from a variety of disciplines to better understand and promote long-term sustainable and responsible organisational behaviour. It incorporates research on social inclusion, peace, and economic and environmental sustainability that align with multiple SDGs.

Our research has created long-term collaborative connections and partnerships with industry, government and community including Volunteering Victoria, Islamic Museum of Australia, Red Cross, Australian Bureau of Statistics, and the DFAT.

**SDGs:** 

## Centre for Integrated Reporting (IR)

As international momentum builds for companies to adopt IR, DBS has recently established the Centre for Integrated Reporting. Given the expertise of staff in this area, DBS is well placed to become a thought leader in the area of IR by developing opportunities for research collaborations in the coming years.

## Centre for Employee and Consumer Wellbeing (CECW)

CECW's research incorporates leading researchers from the areas of organisational behaviour, organisational psychology, employee wellbeing, consumer advocacy, health promotion and social marketing. Its research is focused on three key areas:

- the health of employees and the environments in which they work,
- decision-making in relation to consumer policy and protection, and
- consumer behaviour and health promotion.

Research conducted through the centre has resulted in changes to Australian Consumer Law that better protects the financial wellbeing of consumers.

**SDGs:** 

## The IPA-Deakin SME Research Centre

In partnership with the Institute of Public Accountants (IPA), this centre conducts multidisciplinary research on small and medium size private businesses (SME) and not-for-profit (NFP) enterprises that have direct impact on national policy.

The scope of activities includes providing issues briefings, policy papers and academic research with SME and NFP focus in areas such as sustainability, governance, small business regulation, self-managed superannuation funds and financial services.

**SDGs:** 

## Centre for Energy, the Environment and Natural Disasters (CEEND)

CEEND provides high-quality, interdisciplinary research and policy input on energy, environmental and natural disasters-related issues.

We work together and in close partnership with government and industry to deliver independent, academically rigorous and impactful research to facilitate emerging policy debates. We are actively engaged in research projects and outputs that push academic boundaries and offer pathways to sustainable and evidence-based policies.

**SDGs:** 

Our focus on ERS in research is evidenced by representation in the top three ERS-focused journals, *Journal of Business Ethics*, *Business and Society* and *Business Ethics Quarterly* - all A-ranked journals. Over the past five years, DBS researchers have published more than 30 articles in the *Journal of Business Ethics*. Our staff are also section editors and members of its editorial review board.



# Student and staff engagement

We understand that building awareness is critical for engaging our staff and students with sustainability. Some of our awareness-building initiatives include:

- creation of Faculty PRME website [blogs.deakin.edu.au/prme/deakin-news](https://blogs.deakin.edu.au/prme/deakin-news)
- dissemination of SDGs posters and displays in all the departments of DBS
- development of public commitments to integrate SDGs across curricula, research and leadership
- making operational issues sustainable, purchase of reusable drinking cups for all faculty staff
- running of SDG competition amongst students by encouraging them to submit their SDG idea
- creation of Faculty ERS website [deakin.edu.au/ers](https://deakin.edu.au/ers)
- submission of third biannual Sharing of Information (SIP) Report
- capacity-building sessions with our staff to help improve the awareness, understanding and embedding of ERS and SDGs in programs such as the Bachelor of Commerce, Bachelor of Property and Real Estate, and the Graduate Certificate in Property and Real Estate.

## Hallmarks: Global Citizenship excellence in Business Administration

Introduced in 2016, this Hallmark enables Deakin students to stand out from others and position themselves with global credentials. The program affirms the achievement of students who have demonstrated outstanding global citizenship in a business management context.

## Green Gown Awards Australasia

DBS is a proud winner of the Green Gown Awards, 2018, a leading award scheme dedicated to recognising and celebrating exceptional growth of sustainable practices and values within tertiary institutes Australasia-wide. DBS has won this award under the Learning, Teaching and Skills category and stands alongside a total of 19 institutes representing over 750,000 students and 80,000 staff.

Now in its ninth year running, the Green Gown Awards is the first and only scheme of its kind and has been well established as the most prestigious recognition for all institutes across Australasia.

## Community based volunteering (MWL201)

This work integrated learning program offers students a hands-on approach to learning by taking on an unpaid placement in a not-for-profit, community organisation. Students can choose to volunteer locally at a nearby hospital or travel overseas to somewhere like Kathmandu to work with the Tilganga Eye Centre. Through a reflective learning experience, these programs aim to develop citizenship, general employability skills and graduate attributes of our students to make them responsible citizens and future leaders capable of appreciating their impact on their role in society.

With the number of students participating doubling over the past five years, this is a growing contribution to the sustainability of the local community.

## Deakin Bowater Business Challenge (DBBC)

Through this challenge, students engage with external stakeholders and develop innovative strategies to address an authentic, real-world challenge focused on entrepreneurship, innovation, and sustainability. Now in its 10th year, DBBC offers students the opportunity to develop their problem-solving skills, graduate employability and industry networks with a real-world business challenge focusing on sustainability.

## SDG competition for students

Law student Enza Cassetta's winning idea to help improve blood donation rates in Australia is linked to one of the United Nations' 17 SDG goals.

Enza's idea outlined the promotion and participation of blood drive competitions across Deakin's faculties and campuses that could also possibly lead to inter-varsity competitions.

Dr Fara Azmat says Enza's proposal helps raise students awareness about the importance of SDGs and global challenges. 'It also helps them be better informed and equipped to advance the SDG agenda, not only as student, but also beyond that in their workplaces. More importantly it raises awareness that everyone – including government, business and not-for-profit sectors – all need to and can contribute to advance the SDGs.'





DBS offers Global Citizenship Volunteering projects that are designed to introduce students to new people and places, expand their understanding of different cultures throughout the world and engage with unique communities.

## Our partnerships and events



We aim to align our thought and action leadership with the SDGs. They serve as a platform to share good practices and discuss the opportunities and challenges of integrating SDGs across curricula and research. Working collaboratively, we also host and provide leadership of key events including the regional PRME (Aus/NZ chapter) and SDG colloquium.

### 5th Regional PRME meeting

In December 2017, the Regional Principles for Responsible Management Education (PRME) meeting was hosted by DBS and attended by 14 higher education institutes from across Australia and New Zealand and included 40 participants. A major highlight was a high-profile panel discussion featuring members from the public, private, and not-for-profit sector who shared their achievements and collectively discussed the challenges involved in advancing the SDG agenda. Adopting the theme 'IMEA' – Inspire, Motivate, Engage and Act – participants set goals to ensure a greater impact in future sustainability. DBS will also cohost the PRME champions meeting with Latrobe University in 2019.

### Whitehorse Tertiary Business Skills Program

The Whitehorse Tertiary Business Skills Program is a partnership between the Faculty of Business and Law and the City of Whitehorse to integrate business students with the local community via internships with businesses within the Whitehorse municipality. Now in its tenth year running, the program has seen over 200 students from a diverse range of backgrounds gain hands-on business experience to supplement their degrees.

### Small Business White Paper Launch

IPA-Deakin SME Research Centre launched the Small Business White Paper Version 2 in September 2018, in partnership and consultation with IPA.

### Sustainable Development Goals Colloquium

In December 2017, the Centre for Sustainable and Responsible Organizations (CSaRO) held a colloquium on the opportunities and challenges of integrating SDGs across research and curriculum. The event was attended by 30 academics and private sector representatives, including members from Monash, Latrobe and Charles Darwin University; University of Sydney; Melbourne Water, and the PRME Secretariat. The colloquium was well-received by attendees and will lead to a special issue of *Social Business* to be published in 2019.

### Volunteering seminar: how friendly is your workplace?

CSaRO hosted a successful volunteering event with Volunteering Victoria in 2017. The purpose of this workshop was to explore issues of corporate volunteering and the role of leadership in driving corporate volunteering efforts. The Faculty of Business and Law now has an annual faculty volunteering day for its staff.

### Exploring SDG influence in the Victorian public sector

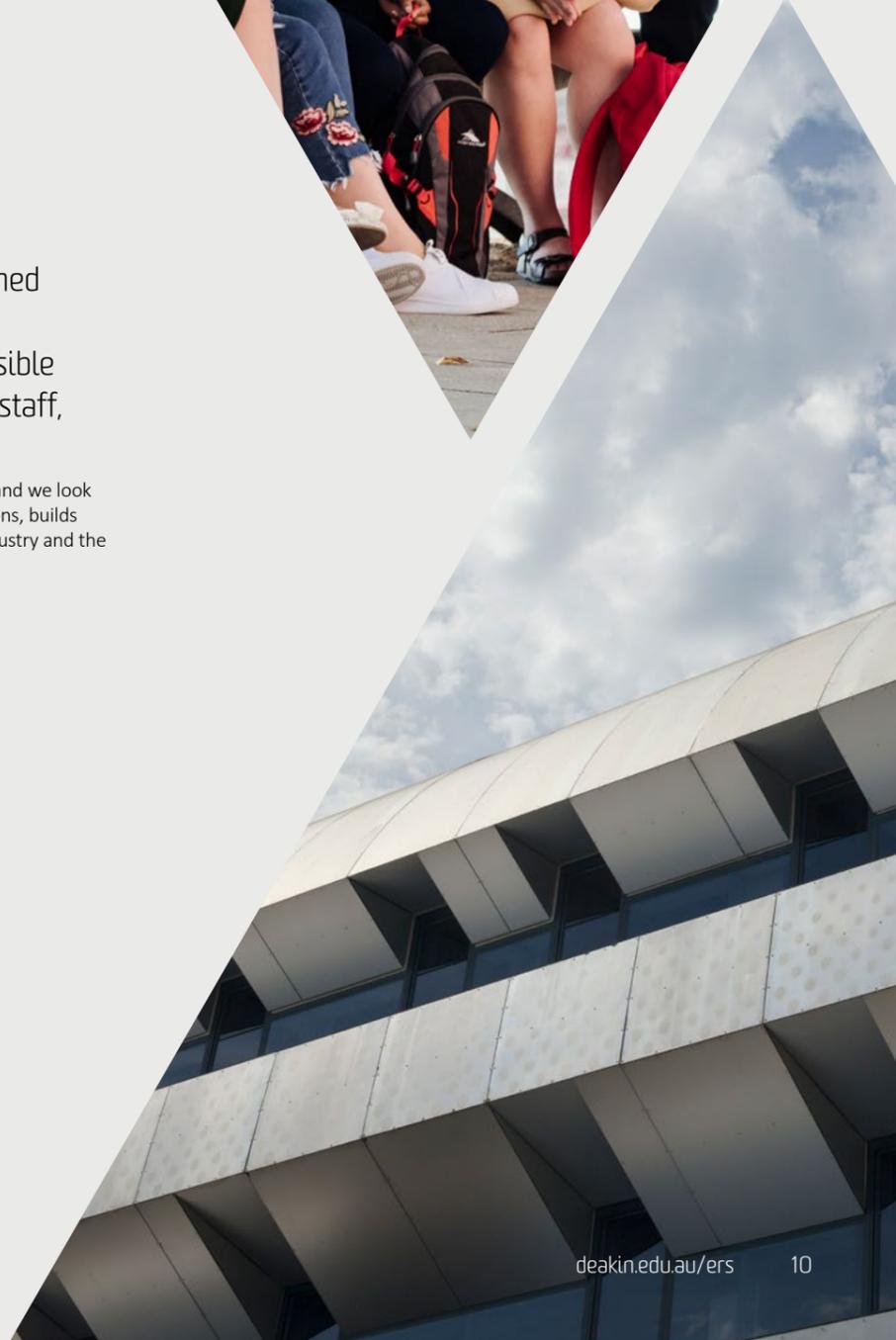
CSaRO and Institute of Public Administration Australia (IPAA) jointly held successful YIPAA Annual Address on SDGs and the Victorian Public Sector on Tuesday 3 July 2018 at Deakin Downtown. Over 90 attendees were addressed by a panel of leaders who worked across environment, social, and economic policy areas. They discussed how SDGs will influence young professionals working in the public sector ([deakin.edu.au/csaro](http://deakin.edu.au/csaro)).



## Our future

Our goals are strategically aligned with Deakin's mission to make ethical, sustainable and responsible considerations essential for its staff, students and stakeholders.

However, these goals cannot be achieved alone and we look forward to a future that expands our collaborations, builds enthusiasm in our communities, engages the industry and the government, and embeds action in our work.



# Connect with us

 [facebook.com/DeakinBusinessSchool](https://facebook.com/DeakinBusinessSchool)

 [twitter.com/DeakinBusiness](https://twitter.com/DeakinBusiness)

 [linkedin.com/company/deakin-business-school](https://linkedin.com/company/deakin-business-school)

[deakin.edu.au/ers](https://deakin.edu.au/ers)

Published by Deakin University in November 2018. While the information published in this brochure was accurate at the time of publication, Deakin University reserves the right to alter, amend or delete details of course offerings and other information published here. For the most up-to-date information, please view our website at [deakin.edu.au](https://deakin.edu.au).

Deakin University CRICOS Provider Code: 00113B

