



I INTERNATIONAL MEETING ON SOCIAL RESPONSIBILITY OF UNIVERSITIES

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MEETING VENUE:

University of Cádiz.
Faculty of Philosophy and Letters.

DATE OF THE MEETING:

14th and 15th of November, 2013

ORGANIZED BY:

Social Councils Conference of the Spanish Public Universities
Forum of Social Councils of Andalusian Public Universities
University of Cádiz (SRU Project Working Group)
University of Granada (SRU Project Working Group)

MOTIVATION:

The new way of understanding business management and its exercise involving the CSR has attracted the interest of various organizations and institutions both at a national, EU and international level. These have gradually begun issuing different statements, communications and documents that are creating a frame of reference in order to understand the concept and content of CSR and why and what it should encourage in companies. While some of these tools are focused globally on CSR, others, however, cover details related to employment, human and environmental rights, among others. Thus a regulatory framework has been created, which the business' organizations have been voluntarily subscribing.

Moreover, in the context of higher education, a progressive increase has occurred in recent years the number of statements and / or declarations which address the matter of the Social Responsibility of the University, both within the national context and internationally, yet it has been later and less renowned. Events such as the financial scandals that have taken place in recent decades, and the current economic and financial crisis justify the need for an economic model of sustainable growth, capable of creating wealth, generating more and better jobs as well as encouraging ethical and social values. In this context, the university plays a key role as the organization responsible for training future professionals and sharing and transmitting knowledge to society.

Universities have a key role both in the impact that the incorporation of Corporate Social Responsibility has in the design of its educational offer and research, as well as by incorporating it into its mission, vision and strategy. Under this perspective, the education and management for sustainable development in universities is not only a statement of good intentions, but the beginning of a long process that involves a social, philosophical, political and epistemological change of the entire university community. The development of the Social Responsibility of the University practices involves

reformulating traditional methods of university management, where satisfying the various social agents goes on to become one of the key issues for the long term success of the university.

In line with the above, this Conference succeeds the I Latin-American Conference on the Social Responsibility of the University which took place in Úbeda on the 23rd of October, 2008, organized by the UNED and MAPFRE, as well as the II Conference on the Social Responsibility of the University, which took place at the Jaume I University the 24th and 25th, 2010 and the III Conference which took place at the University of Zaragoza in 2011, on the 24th and 25th of May.

CONFERENCE OBJECTIVES:

- Making a diagnosis of the current situation in which the University is at an international level, based on the analysis of the changes that are taking place in their background context.
- Debating the implications of SR and the role that should play the University before it.
- Defining how a project should be RSU and the convenient methodology to implement it, with particular reference to the mechanisms of information and communication of CSR such as sustainability reporting.
- Creating a network of university professors in Spain, Europe and Latin America interested and committed to the SR which becomes a permanent enrichment platform for ideas both to improve the internal functioning of the universities and to convey to society and the business community SR related values .

AIMED AT:

- University professors interested in analyzing the challenges that the University has outlined in the current context.
- Heads of University and Administration governing bodies looking for a diagnosis to help them design a strategy to optimize the performance of their organizations. It is also aimed at their communication managers.
- Professionals who want to deepen the debate about the connections between universities, business and society.
- Students with an interest in the Corporate Social Responsibility model and its application in the university setting and background.
- Representatives of other Interest Groups which are part of the University: Companies, Management, the Media and Society in general.
- Researchers from the scope of the various areas of RSU.

ORGANIZING COMMITTEE:

SOCIAL COUNCILS CONFERENCE OF THE SPANISH PUBLIC UNIVERSITIES

- Joaquín Moya-Angeler Cabrera. Chairman of the Conference of the Social Councils Conference of Spanish Universities.
- Julio Revilla Saavedra. Chairman of the Committee on Relations with Society, of the Social Councils Conference for Spanish Universities.
- 2 Presidents of Social Councils at the proposal of the Social Councils Conference of Spanish Universities.
- Miguel Angel Acosta. Secretary of the Social Councils Conference of Spanish Universities.

FORUM OF SOCIAL COUNCILS OF ANDALUSIAN PUBLIC UNIVERSITIES

- Gregorio Vicente Jiménez López. Chairman of the Forum of Social Councils of Andalusian Public Universities.
- Ana Alonso. Chairman of the Social Council of the University of Cadiz.
- Virtudes Molina. Minister-Secretary of the Social Council of the University of Granada.
- Melchor Guzmán Guerrero, Secretary/Coordinator of the Research Group of the Forum of Social Councils for Andalusian Public Universities
- Carlos Gentil. Secretary of the Social Council of the University of Cádiz.

UNIVERSITY OF CÁDIZ

- Larrán Jorge, Manuel (Tenured Professor - Project Director).
- Calzado Cejas, Yolanda (University Associate Professor).
- Márquez Moreno, Cristina (University Associate Professor).
- Muriel de los Reyes, M^a José (University Associate Professor).
- García Borbolla, Amalia (Lecturer).
- Herrera Madueño, Jesús (Lecturer).
- Andrades Peña, Javier (Research Fellow).
- Martínez Martínez, Domingo (Research Fellow).
- Lechuga Sancho, María Paula (Research Fellow).

UNIVERSIDAD DE GRANADA

- López Hernández, A. (Tenured Professor - Project Director).

- Rodríguez Bolivia, Manuel Pedro (University Associate Professor).
- Garde, Raquel (substitute lecturer).

SCIENTIFIC COMMITTEE:

- Larrán Jorge, Manuel (University of Cádiz, Spain).
- De la Cuesta, Marta (National University of Distance Education, UNED, Spain).
- Fernández, Ángeles (University of Jaume I, Spain).
- Muñoz, María Jesús (University of Jaume I, Spain).
- López Hernández, Antonio (University of Granada, Spain).
- Moneva, José Mariano (University of Zaragoza, Spain).
- Rodríguez, José Miguel (University of Valladolid, Spain).
- Christopher Cowton (University of Huddersfield; Business Ethics: A European Review Editor).

AGENDA (DRAFT):

Although the speakers are still to be announced and confirmed, the agenda will be structured as follows:

FIRST DAY:

➤ **INAUGURATION:**

Rector of the University of Cadiz, President of the CRUE, representatives of the Junta de Andalucía and the Ministry of Education, Chair of the Social Council of the UCA.

- INAUGURATION CONFERENCE
- ROUNDTABLE ON SOCIAL RESPONSIBILITY OF UNIVERSITIES AS CENTRAL AXIS OF SOCIALCOUNCIL PERFORMANCE
- ROUNDTABLE ON UNIVERSITY GOVERNANCE AND SOCIAL RESPONSIBILITY

SECOND DAY:

- ROUNDTABLE ON THE CURRENT SITUATION OF THE RSU IN EUROPE
- ROUNDTABLE ON THE STATUS (STATE OF THE ART) OF SOCIAL RESPONSIBILITY IN LATIN AMERICA

- PARALLEL SESSIONS: BEST PRACTICES IN DIFFERENT SRU AREAS (REPORTS, EQUALITY, COOPERATION, VOLUNTEERISM, GOOD GOVERNANCE, CODE OF CONDUCT, ENVIRONMENTAL SUSTAINABILITY, EDUCATION VALUES, ETC.).

- **CLOSURE AND CONCLUSIONS:**

President and / or Counselor of the Junta de Andalucía

Secretary General of Universities the Junta de Andalucía.

Rector and President of the Social Council