



**KOÇ
UNIVERSITY**

PRME

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

■ SIP REPORT KOÇ UNIVERSITY

RENEWAL OF OUR COMMITMENT TO THE PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

Koç University (henceforth, KU) signed the United Nations Global Compact at a ceremony in November 2007, in the presence of the previous Secretary-General of the United Nations, Kofi Annan. KU is a signatory of the UN Global Compact Principles for Responsible Management Education (PRME). Our objective was to advance the agenda of the Global Compact at the local and global levels and to play an important role in shaping future business leaders and educating them on the importance of responsible citizenship. The many initiatives taken since then and the strong embeddedness of these principles across academic programs are reflections of this commitment.

Whereas previous reports elaborated on the embeddedness of responsible management, ethics, and sustainability in our diverse curricula, in this SIP report we emphasize and illustrate the increased importance of social impact in our institution. This is reflected in our renewed vision and mission statement, in several exemplars of social impact projects promoted and conducted at Koç University, and in recent initiatives of the Koç University Social Impact Forum.

Hereby, Koç University renews its commitment to the UN Global Compact's Principles for Responsible Management Education.

Prof. Dr. Ali Çarkoğlu

Dean, College of Administrative Sciences and Economics

OVERVIEW MAJOR ACHIEVEMENTS IN RELATION TO THE IMPLEMENTATION OF THE SIX PRINCIPLES

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 an inclusive and sustainable global economy.

Principle 2 | 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.

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

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.

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.

Principle 6 | Dialogue: We will facilitate and support dialog 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.

1. Introduction

The principles of purpose and values are best reflected in our mission, board composition, key teaching objectives, and environmental consciousness. It is also reflected in the societal benefits we provide as a foundation university by sponsoring students through scholarships. As pointed out in a previous SIP Report, our Anatolian scholarship program targets successful students from under-developed cities in Turkey. This program has been a great success and has expanded considerably. We have also emphasized that an important milestone in our efforts to advance the agenda of the Global Compact has been the creation of the Koç University Social Impact Forum (KUSIF). With this forum, KU seeks to create social impact by fostering social innovation through education, research, and collaboration. Further, we have reported on the principles regarding the educational approach, and how we expand the course offerings in the domain of corporate social responsibility at KU (“ethical reasoning” being one of the seven knowledge areas of the liberal arts core program). These efforts are ongoing and we have introduced a new undergraduate course in Fall 2015, MGMT 360 Introduction to Social Entrepreneurship (developed in collaboration with KUSIF). In the current SIP report, we emphasize recent initiatives at KU to also realize our commitment to two other PRIME principles: 5 (Partnership) and 6 (Dialogue). We first draw attention to our new vision and mission statement. Then we give examples of recent projects with social impact, followed by recent initiatives by KUSIF. We end with a look forward.

2. New Vision

Over the past two years, we have reformulated the vision of the College of Administrative Sciences and Economics (CASE), incorporating essential elements of PRIME. We emphasize local and global societal benefits, social progress, ethics, social inclusion, and democracy. The new vision is as follows:

The vision of CASE is to provide a world-class education, achieve academic excellence in research, and benefit society locally and globally. Our graduates take leadership in economic and social progress as critical thinkers and creative individuals. They are dedicated to the highest ethical standards, social inclusion and values of participatory democracy.

3. Projects with Social Impact

Below, we provide several examples of how KU reaches out via projects with social impact. The first two projects below are supported by the Koç University Communications Office. The third one illustrates student involvement and engagement.

✓ Sustainable Living TV Membership

Sustainable Living TV is a platform that gathers NGOs, educational institutions, companies, local authorities, and social initiatives on the same platform to share their best practices about sustainability. Koç University has become a member of this website and now is able to communicate its sustainability efforts through this channel. The platform also offers a great opportunity for Koç University to learn from other community members about their sustainability best practices.

✓ For My Country Project

“For My Country” project is a Koç Holding social responsibility initiative to create a participatory attitude that encourages Koç Holding companies, employees, dealers and suppliers to become involved in solving social problems. “For My Country” project focuses on a particular social need every two years. The theme of the project for 2016-2017 is Social Gender Equality. As a part of this project the Koç University Communications Office has organised “Knowledge Mill Seminars” in collaboration with AÇEV (Mother Child Education Foundation). The aim of these seminars is to increase awareness of Koç University staff, academics and students on gender inequality in our society.

✓ KU Volunteer Educational Projects

Koç University Volunteers is a student club that has been active since 2001 and operates under the University’s Student Activities and Volunteer Projects Office. With more than 400 actively participating volunteers each year, of Business Administration students form a large contingent, the club has developed, among other, projects that relate to social inclusion in education. As a first example, the “No School Without a Library” project conducted by the KU Volunteers Awareness Group raises funds during “Chill Out Festivals” (organized twice a year on campus), to establish libraries and computer rooms for under-resourced schools in Anatolian cities. The club additionally provides school clothing and materials for children in need of support. Every Spring Break holiday, over thirty volunteers travel to a selected school to offer lessons on a variety of subjects to children and provide the resources and work necessary to establish a library at the school. As a second example, the Koç University Society for Education (KET) strives to achieve equal educational opportunities for all children. Every week, 40 KET volunteers tutor primary school children from the region (Sarıyer) on different school subjects. They help these children become confident individuals who are not afraid to think, by providing them with the right tools and opportunities. At the end of each year KET volunteers, together with the children, put on a special show for children’s parents and teachers.

4. Koç University Social Impact Forum: new initiatives 2015-2017

Founded in November 2012, Koç University Social Impact Forum (KUSIF) is the facilitator at KU to integrate sustainability into teaching, research and operation. KUSIF seeks to foster social innovation through education, research and collaboration. Structured to be both a research and a practice centre, KUSIF has a hybrid model. It aims to create social impact by enriching future leaders, academia, and staff with experimental learning, advanced knowledge, and valuable networks. It is "the Social Innovation Catalyzer" for CSOs, business and community to create social impact by helping social organizations tackle current challenges and by engaging businesses more productively with the community through support networks, effective M&E tools, and ongoing development resources.

The aims of KUSIF are to facilitate sustainability initiatives at KU, enhance social innovation, increase the social impact of KU, and measure social impact by developing metrics and evaluation tools. Its activities center around these aims: developing local community engagement programs, finding solutions to sustainability problems through social innovation, creating resource efficiency and social value by measuring

social impact, and ultimately creating sustainable programs and local stakeholder networks to generate social impact through collaborative action.

New initiatives under the umbrella of KUSIF include:

Conferences

- December 2015: 1st Social Impact Conference. One hundred CSOs, social entrepreneurs, funders, monitoring and evaluation specialists, academicians, consultants, from public and private sectors, gathered at Koç University. Topic of discussion was the position and future of social impact measurement in Turkey. A preliminary need analysis was conducted for the establishment and execution of “Turkey’s Social Impact Group” intended to enable consistent and effective social impact measurement throughout Turkey.
- June 2016: 2nd Social Impact Conference. The second conference’s main theme was “Shared Measurement for Social Benefit”. The event consisted of keynote speeches and twelve parallel sit-downs to encourage sharing of insights and experiences.
- April 2017: Social Value Matters Conference (international conference in collaboration with Social Value International, the largest social value network in the world). What needs to happen to amplify stakeholder voices to inspire change and maximize value? This conference featured keynote speakers as well as various workshops and roundtables.

Projects

- May 2016 - August 2018: KUSIF partnered with UniCredit Foundation and Vehbi Koç Foundation to launch the "Change with Business" Social Entrepreneurship Development Program in Turkey, aiming to increase the impact of social entrepreneurs by helping them to achieve sustainability. The two year program addresses obstacles to the development of the social entrepreneurship sector and its embedding in the Turkish social and economic system. The activities will focus on three main areas: (1) Developing knowledge and skills of social entrepreneurs; (2) Supporting the development of financing mechanisms and engaging the financial sector; (3) Supporting the development of a supportive ecosystem for social entrepreneurs.
- August 2015-October 2017: KUSIF partnered with Social Enterprise Network (SEV) from Estonia, Mikado Sustainability Consultancy from Turkey, and Social Value UK from UK Know Your Impact Project to address the needs of young social entrepreneurs who seek to not only create changes in their environments but also track their impact during the course of their social initiatives. The “Know Your Impact” project funded by EU Erasmus+ Strategic Partnerships for Youth Programme was launched in October 2015. Strategic objectives of the project are to: (1) train and coach young social entrepreneurs on social impact measurement, (2) provide young social entrepreneurs with the necessary materials for acquiring know-how in the field, (3) help young social entrepreneurs to get recognition for their social enterprises in the long-term, (4) strengthen the now globally recognized offer of social entrepreneurship as a sustainable and reliable model to solve social problems, (5) increase public support through making visible the efforts of competent social entrepreneurs who set goals and follow-up to measure their impact.
- December 2016- April 2018: KUSIF became partner with Mikado Sustainable Development Consultancy and Ashoka Turkey to launch the “Investment Readiness for Social Entrepreneurs” Program in Turkey. 17 social enterprises are accepted to the program. The program is designed as a 7 months certificate program and 3 months intense mentorship. This program is financed by the EU Program for Employment and Social Inclusion.
- March 2017- March 2018: KUSIF launched a “Social Impact Management for NGOs” Program with the support of the Open Society Foundation in Turkey. The program aims to increase the knowledge and skills on social impact management among Turkish NGOs. 10 NGOs are accepted to the program and they will be participating in the enhanced trainings and coaching on social impact management.

Publications

Below are examples of KUSIF publications (guides, research reports in the field of social impact management and social entrepreneurship):

- KUSIF 4 Steps: Social Impact Measurement
- Shared Measurement Approach for NGOs working with women
- Social Entrepreneurship in Turkey: From the Perspective of Koç University Students
- Social Impact Measurement for Funders
- Need Analysis Report on Social Entrepreneurs in Turkey and Estonia
- Impact Thinking Framework for Social Entrepreneurs
- Social Finance Framework for Turkey (in process)

To illustrate, in December 2015, a book entitled “Social Entrepreneurship in Turkey: From the Perspective of Koç University Students” was published. The aim of the book is to provide a different perspective for students and academics interested in social entrepreneurship and for social entrepreneurs, to make a contribution to increase the legitimacy and recognition of social entrepreneurship, and to motivate students who wish to be active in this field. The lecturer and KUSIF Researcher, Dr. Seda Müftügil developed the idea for this book together with her students in the course MGMT 550: Social Entrepreneurship (spring 2015, Koç University Graduate School of Business).

5. *Future plans*

In the coming years, we will continue our entrepreneurial approach and take new initiatives to advance knowledge on social impact and social impact management. To give a few examples:

- We plan to continue and expand several programs in the coming years, such as the Social Impact Management for NGOs Program and the Investment Readiness Program for Social Enterprises in Turkey.
- We will prepare a new project called “Social Entrepreneurship Network in Turkey”, for which we have already organized two workshops with the participation of 50 stakeholders in Turkey. The partners of this new project will be Vehbi Koç Foundation, Koç University Social Impact Forum, Ashoka Turkey, and Mikado Sustainable Development Consultancy.
- KUSIF plans to develop new services on social impact for the private sector and develop a business model supporting the social sector with the revenue coming from the private sector.
- KUSIF plans to work more in the refugee sector in Turkey and increase the capacity of NGOs working in the refugee sector on social impact measurement.