

SHARING INFORMATION ON PROGRESS



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2018

LETTER FROM THE CHANCELLOR



Jorge Talavera, Ph.D

Since the year 2008, our institution has been a part of the Global Compact, an initiative that enriches educational culture by empowering the development of institutional programs that promote the creation of sustainable activities between the students and the teaching staff.

During the last few years, several companies in our country have been affected by various events related to climate change and social conflicts. In response to this, we have placed greater emphasis on the design of programs that include suitable elements for efficient management in these unexpected or uncertain environments.

Additionally, following the principles of the PRME and considering that organizations improve their overall performance when they incorporate environmental policies in their corporate strategy, we have added the subjects of social responsibility and sustainability to our postgraduate and undergraduate programs alike.

Currently, ESAN University has the best MBA program in Latin America, and for that reason, an increasing number of leaders choose us as their first option to improve their managerial abilities. As a result of having the responsibility for forming the future leaders of the Peruvian and Latin American markets, we reaffirm our commitment to providing an education in values and ethical principles, indispensable for the development of our region.

Regarding the formation of our undergraduate students, in the nine university careers that we offer, we have also introduced courses with a high level of social context and environmental awareness, so that they can add sustainable value in their future professional activity. Additionally, we have launched the career of Engineering in Environmental Management into the market, which seeks to form leading engineers in the management of sustainable development processes, both in productive as well as service operations, with environmental problem-solving abilities.

In 2019, we will continue to reinforce ethical principles and the development of institutional policies and practices, so that this academic institution grows in research that delivers sustainable social, environmental and economic value to Peru.

INTRODUCTION



In 2008 ESAN University joined the Principles of Responsible Management Education (PRME), an initiative that seeks the continuous improvement of institutions that provide management education in order to form business leaders capable of facing the challenges that will arise in business and society during the 21st century. Since then ESAN University has undertaken to adopt these so-called Six Principles and work in the preparation of projects, curriculums, and research under this international framework.

Many of the projects mentioned in this report have been strengthened overtime and creating new initiatives in favor of the development of the students' capacities regarding social and environmental matters.

In Peru, educational institutions play a very important role regarding the creation of social and environmental conscience due to the drastic changes that impact the Peruvian geography as a result of global warming. Furthermore, the need to generate economic development in order to reduce the inequality gaps and, as a result, improve the quality of life of the population is evident.

According to the Human Development Index (HDI), published in 2018 by the United Nations Development Program (UNDP), Peru ranked in 89th place out of 189 countries, with a score of 0.750.

BRIEF INTRODUCTION OF THE INSTITUTION: ACCREDITATIONS AND ASSOCIATES



ESAN (Lima-Peru) was the first post-graduate business administration academic institution in the Spanish speaking world. It was founded on July 25th, 1963 in the framework of an agreement between the United States and Peruvian governments, and its organization and startup was entrusted to Stanford University's Graduate Business School.

Transformed to a university with effect from July 12th, 2003 (under the Law 28021), it now offers a doctoral program, master's in business administration, eleven specialized masters', nine undergraduate pro-

grams, as well as executive specialization programs, research, consultancy, and other academic and professional services.

ESAN University is a private non-profit institution, formed as a private legal entity registered in the Book of Associations of the Register of Legal Entities of Lima, and based in the city of Lima. It enjoys academic, economic, normative and governmental autonomy, and it guarantees the freedom of thought, of teaching, of criticism, and of expression, regardless of race, gender, religious beliefs or political af-

filiation.

ESAN University is governed by its Bylaws, its internal regulations and other Government regulations that are applicable within its own autonomy. ESAN's government corresponds to its organs and authorities, which are the General Assembly, the University Council, the academic chancellor and vice chancellor, the Faculty councils and the deans.

INTERNATIONAL ACCREDITATION

The best business schools in the world are usually certified by very prestigious institutions, which guarantee international standards in their academic programs and in the Institution itself. To obtain these certifications, they must go through a rigorous evaluation process. This certification is delivered for a specific time, which may be five years or more.

The certification granted by the Association to Advance Collegiate Schools of Business (AACSB International), one of the most recognized certifying institutions in the world, certifies the academic quality of the programs of ESAN at an undergraduate and post-graduate level.

Furthermore, the accreditation granted by the Association of Masters in Business Administration (AMBA) is shown as the standard for MBA and DBA programs at a global level and has currently certified this type of programs of the top 2% of business schools in 70 different countries.

Likewise, the accreditation given by EDAMBA (European Doctoral Programs Association in Management and Business Administration), an organization that seeks to improve the quality of doctoral programs worldwide, and create an environment of excellency from a European point of view while encouraging diversity.

Additionally, the accreditation given by ICACIT and ABET, both working in synergy, certifies academic quality, at a global level, for ESAN's engineering programs.

The advantages of obtaining these types of certifications include ensuring a high level of quality in the teaching and development of educational programs, and generating greater opportunities for student exchanges, international agreements and access to research centers, with different certified educational institutions on a global level.

INTERNATIONAL MEMBERSHIP

ESAN is a member of different prestigious international organizations, among which are AACSB EFMD, EUCUNET, NIBES, and PIM. In Latin America, it belongs to the Consejo Latinoamericano de Escuelas de Administración (Latin American Council of Business Schools - CLADEA), an organism that brings together the main business schools of Latin America and of which it is a founding member and, currently, the headquarters of its executive management.

MAIN ACHIEVEMENTS IN RELATION TO THE PRME

Principle 1: Purpose

We will develop students' capacities to be future generators of sustainable value for companies and society in general and to work in an inclusive and sustainable global economy.

The first principle of the PRME contemplates the formation of a professional that is prepared for the challenges presented by climate change and the development of our Peruvian societies. Thus, in recent years, the opening of programs related to an organization's sustainable development, conflict management, and social responsibility projects in the undergraduate curricula, has been increasingly frequent. In this last case, the momentum of the Environmental Engineering career is significant, as it is contributing with a new focus on the resource sector from a sustainable perspective.

Our Mission and Vision statements are aligned with the PRME:

MISSION STATEMENT



ESAN's mission statement is offering a superior humanist, scientific, and business education which contributes to the integral development of each person, society's well-being, and the formation of leaders and responsible professionals; capable of responding adequately to a globalized environment's challenges and demands, and of actively participating in the creation of an equitable and just society, in the framework of the principles of freedom and democracy. We also promote and carry out activities that favor research oriented towards the creation of spaces for intellectual and artistic creations of the university's community, as well as business management.

VISION STATEMENT



Our University's vision is to be a leader institution in the world, recognized internationally for its innovative character taking scientific and applied research as its base, uniting the best students, professors, investigators, and graduates; who, through their own management, direct the actions and changes that our organizations and society need in order to create an environment of well-being and equality.

Our institution promotes the formation of future generators of sustainable value through its different careers and programs.

Undergraduate

It offers the career of Engineering in Environmental Management, which seeks to form a professional individual prepared to apply the modern technological management tools in the planning and sustainable development of programs regarding environmental control, protection, and natural resources.

Our Engineering in Environmental Management graduates will have a solid base in the prevention and control of problems generated by environmental pollution, with a comprehensive focus that understands the conditions of the surroundings for the selection of environmental solutions.

Additionally, they will be prepared to formulate and manage environmental projects at a business and community level, which are economically and socially feasible, responding to the demands of the public and private sectors, in the framework of a rapidly growing country, which urgently requires reaching global environmental standards.

Furthermore, it will promote environmentally friendly businesses and services and the sustainable

exploitation of natural resources.

<https://www.ue.edu.pe/ingenieria-en-gestion-ambiental/perfil-de-carrera>

The students of other undergraduate programs taught by our institution are trained through the curriculum in Social and Environmental Responsibility subjects, such as for example:

Program: Administration and Finances

Course: Corporate Social Responsibility

<https://www.ue.edu.pe/resources/Plan-de-estudios/Administraci%C3%B3n%20Finanzas.pdf>

Program: Corporate Law

Course: Corporate Social Responsibility (for Law students)

<https://www.ue.edu.pe/resources/Plan-de-estudios/Derecho%20corporativo.pdf>

Program: Economy and International Business

Course: Environmental Economy and Natural Resources

<https://www.ue.edu.pe/resources/Plan-de-estudios/Econom%C3%A1%20y%20Negocios%20Internacionales.pdf>

Program: Industrial and Commercial Engineering

Course: Technology in Environmental Engineering

<https://www.ue.edu.pe/resources/>

[Plan-de-estudios/Ingenier%C3%A1%20Industrial%20y%20Comercial.pdf](#)

Program: Consumer Psychology

Course: Economy, Environment and Social Responsibility

<https://www.ue.edu.pe/resources/Plan-de-estudios/Psicolog%C3%A1%20del%20Consumidor.pdf>

Program: Organizational Psychology

Curso: Ecology, Environment and Social Responsibility

<https://www.ue.edu.pe/resources/Plan-de-estudios/Psicolog%C3%A1%20Organizacional.pdf>

In addition, our University Social Responsibility project is promoted as an extracurricular activity, aimed at Undergraduate students. This project currently executes the Social Entrepreneurship Promotion Program, which consists of holding business management workshops for small low income business owners belonging to the Asociación de la Unión Andina de Cementos (UN-ACEM) program (Association of the Andean Union of Cement).

OUTSTANDING UNDERGRADUATE SOCIAL RESPONSIBILITY AND SUSTAINABLE DEVELOPMENT PROGRAMS

I SOCIAL ENTREPRENEURSHIP PROMOTION PROGRAM

Since the year 2010, when the activities of the University Social Responsibility department, RSU (Spanish acronym for University Social Responsibility) began, ESAN University, as a signatory of the PRME, has developed projects for local development in strategic alliance with leading private companies in their work fields, with very satisfactory results, complying with the principle of "Partnering".

ESAN's strategical ally, UNACEM Association, is the Social Responsibility organization of Empresa Extractiva S.A.A., the leading cement company in the national market. Through its association, UNACEM channels, potentiates and manages the projects for the development of the community, in alliance with its strategic allies.

UNACEM S.A. A. (formerly Cementos Lima) has consolidated itself as a company recognized for its socially responsible and good governance practices. Receiving various awards from authoritative organizations in Peru, such as Asociación

Perú 2021.

This program's objective is to contribute to enable low-income entrepreneurs and future entrepreneurs to acquire basic management tools for the satisfactory development of their businesses or future businesses.

The difficulties detected in previous experiences of advising small entrepreneurs include the lack of knowledge to carry out correctly a costing structure, market studies, an adequate dissemination of the benefits of their products and/or services, and a suitable distribution channel administration. The lack of management tools is an obstacle for the development of micro-companies in our country because the entrepreneur is often unaware that the business is not reporting sufficient profits, therefore, resulting in situations in which they are working at a loss.

For this reason, ESAN University intervenes with the startup of the program for the development of

entrepreneurship, through which volunteer groups who develop advisory activities are formed and organized, adapting their knowledge to the reality of the target public.

These groups consist of undergraduate students from the different programs who are under the supervision of professors specialized in the subjects to be treated, who, in turn, provide the necessary preparation. The projects are carried out by the university in an autonomous manner, or in alliance with other prestigious local institutions.

This program's professors' main job for the development of entrepreneurship is to prepare the students, through special courses, seminars and consultancies, to serve as advisors and exponents for small businesses. The entrepreneurial beneficiaries are given the opportunity to improve their knowledge for the administration of their businesses through seminars in management tools.

This program's agenda includes seminars on:

- Marketing and sales.
- Costs structuring and budgets.
- Formalization.
- Personalized advice for outstanding entrepreneurs.
- Business Model Canvas

First edition:

For the first edition 2018 – I, the content was mainly centered in working and developing the Business Model Canvas, through its nine elements: Value Proposition, Client Segments, Key Resources, Key Activities, Key Partners, Distribution Channels, Revenue Streams, Cost Structure, and Customer Relationships. These elements were exposed in practical case studies, which were very close to their businesses' reality, in order to introduce its importance and implementation by entrepreneurs.

During the first semester of 2018, this phase of the seminar was developed for entrepreneurs who have stood out for their punctuality and initiative in the previous phases of the project. Thirty-two entrepreneurs from the total population were selected, who received training in micro-credit topics for entrepreneurs. To facilitate the development of a comprehensive consultancy in the various aspects of the business, they were divided by their respective headings.

It is worth mentioning that a total of 25 students, from every undergrad-

uate program, participated in this phase of the project. Its preparation was responsibility of NAVIA (a consulting agency), founded by ex-students from our institution.

The students served as business consultants, which eased the way for an improvement in everyone's overall business vision. The assigned tasks were related to the Business Model Canvas:

- Value Proposition.
- Key Partners.
- Key Activities.
- Key Resources.
- Customer Relationships.
- Customer Segments.
- Distribution Channels.
- Revenue Streams.
- Cost Structure.

Second edition:

Furthermore, for the 2018 – II semester edition, the content mainly focused in the following subjects: Customer Service, Social Media, and Marketing; nevertheless, several entrepreneurs asked to revise different topics such as costs structure and distribution channels.

Once again, for ease of understanding, they used practical case studies that resemble the entrepreneurs' businesses.

During the second semester of 2018, this phase of the seminar was developed for entrepreneurs who have stood out for their punctuality

and initiative in the previous phases of the project. Thirty-six entrepreneurs from the total population were selected alongside thirty-eight students from ESAN's different programs.

II. SHARED INTERNATIONAL SEMINAR

Since the first semester of 2017, the international seminar is undertaken in the La Sabana University, Bogota (Colombia). It includes the analysis of different debates about ethics, morality in business, especially in Latin America and provided criteria to participating students to identify when a decision jeopardizes ethical principles.

In march 2018, the "Business Ethics International Seminar" was held at the La Sabana University in Colombia; in which fifteen undergraduate ESAN students participated alongside twenty-two Colombian students. The students from both institutions shared experiences in social responsibility activities, debate sessions regarding creativity and sustainable development, social and judicial dimension and judicial sustainability, circular economy, and service leadership.

On the other hand, for the second semester of 2018, the "Responsible, Sustainable, and Inclusive Management in Corporations" International Seminar took place at ESAN's campus in Lima, Peru. This seminar aimed at identifying the impacts generated by organizations and their different activities in order to manage them, measure them and generate value. Furthermore, it had a second objective, to exchange social investment experiences that promote a sustainable

development.

In this case, fourteen undergraduate ESAN students, seven students and one coordinator from La Sabana University partook. These were the same students who participated in the seminar held in Colombia. In the same way, twenty members of the 2018 – I First Edition mentioned beforehand also participated.

This second seminar was carried out through a theoretical – practical workshop, in which the students received definitions and different well – known cases that were to be applied. The topics were: "Creating value for organizations and society," "Measuring sustainability," "Sustainable Value Chain," "Eco – Business," "Social entrepreneurship," and "Negotiation techniques." In the same way, a workshop was held; it was called "Negotiation tools through the strengthening of leadership and self – esteem for the entrepreneur of today" with twenty entrepreneurs of the RSU program "Social Program for Boosting Entrepreneurship." The students had to address the issue from the entrepreneurs' everyday negotiation experiences, always taking into consideration their values and capabilities in the face of any circumstance. It is worth mentioning that, for this workshop, the seminar's participants were tak-

en to Asociación UNACEM to meet the mentioned entrepreneurs.

Postgraduate

Climate change, overpopulation, the loss of biodiversity, pollution, deforestation, poverty, corruption, among other problems have a great social and environmental impact on businesses, which has generated awareness in managers and the new forms of management of companies. Thus, companies need executives who are experts in sustainable development processes. For this reason, ESAN offers programs related to this subject.

The International Diploma in Renewable Energy offers knowledge to work on the evolution of energy through the recognition and solution of environmental preservation and economic problems that appear among the main concerns of society. The objective of the program is to provide concepts and conceptual frameworks that allow students to bring in a series of changes that admit the introduction of new sources of energy and adapt the energy sector.

<https://www.esan.edu.pe/diplomas/energias-renovables/#plataforma-blackboard>

The International Diploma in Environmental Management seeks to

make students comprehensively understand the relationship between the company and the environment and the opportunities and risks related to its management.

The program clarifies the participants about the reality of environmental trends and introduces, from the perspectives of the different stakeholders, the scope of these trends for business development and competitiveness. Within its development, critical and rational thinking is stimulated, distinguishing itself from the logic of “political correctness” sometimes heard in the area.

<https://www.esan.edu.pe/diplomas/gerencia-ambiental/>

The High Specialization Program in Community Relations Development and Management seeks to offer concepts and tools to the participant that will allow the company to develop harmonious relationships with the communities in which they operate, formulating strategies that consider the communities' expectations and welfare and contribute to a sustainable development; leading, this way, to mutual benefit.

<https://www.esan.edu.pe/pae/relaciones-comunitarias/>

The High Specialization Program in Social Responsibility and Sustainability offers its students the knowledge and helps develop the skills required to manage organizations with an orientation towards social

responsibility practices. This allows them to incorporate sustainable development strategies in these organizations whether they are private, public or non-profit.

<https://www.esan.edu.pe/pae/responsabilidad-social-y-sostenibilidad/>

The Ethics and Social Responsibility course is included in our MBA curricular plan. The main objective of the course is to promote a new management that includes not only economic achievements, but also social and environmental accomplishments in order to achieve the company's sustainability and its environment.

<https://www.esan.edu.pe/mba/tiempo-parcial/estructural/>

The master's program in Agribusiness Administration includes the course on Ethics and Social Responsibility in Agribusiness. Furthermore, it also includes the Business Associativity with Social Inclusion course. Due to the direct impact that the field of agriculture has on the communities and the environment, it is very important to consider sustainability within the activities partaken.

<https://www.esan.edu.pe/maestrias/administracion-de-agronegocios/estructural/>

On the other hand, it should also be mentioned that the master's program in Finance and Corporate

Law includes the Government and Corporate Responsibility and the Corporate Ethics courses. Both of these are vital to the program because they instruct students in a strong work ethic that will ensure the welfare of not only the corporation, but all of its stakeholders.

<https://www.esan.edu.pe/maestrias/finanzas-y-derecho-corporativo/estructural/>

Counting on a full, competent, and efficient public administration is a key factor for the development of any country. ESAN's contribution to this area is to offer the Master's Degree in Public Management, which focuses on the issues regarding innovation and improvement of the public sector and has been offered since the year 2016. The program includes modern approaches and provides public officials with a vision and tools for the strengthening of government agencies in order to maximize the benefit to the citizen and society as a whole.

<https://www.esan.edu.pe/maestrias/gestion-publica/estructural/>

It is worth mentioning that the master's program in Organization and People Management also includes the Ethics, Social Responsibility, and Sustainable Development course. It is always important to include these type of courses in our programs because they instruct students in different sustainable ways to conduct business.

<https://www.esan.edu.pe/maestrias/organizacion-y-direccion-de-personas-weekends/estructural/>

In the same way, the master's program in Energy Management includes courses linked to sustainability; this is very important given the relationship between the sector and environmental care, social conflict, and economic growth. The compulsory courses are: Environmental Regulation in the Energy Sector, Corporate Social Responsibility, Communication Strategies, Negotiation and Conflict Management, Energy Sustainability. Moreover, there is also a specialization non – mandatory course: Renewable Energy.

<https://www.esan.edu.pe/maestrias/gestion-de-la-energia/estructural/>

On the other hand, the master's program in Management of Health Services includes the Ethics and Deontology course in Health Services. It is imperative to include these courses in the curricular agenda, especially in those related to the health and well-being of people.

<https://www.esan.edu.pe/maestrias/gerencia-de-servicios-de-salud/estructural/>

Promotion of Inclusion and Respect for Diversity

ESAN has been developing actions in order to be an educational space

to which everyone can access and everyone can learn and grow. In that manner, we have been working in the following:

Different Abilities

We provide diverse pedagogical methods for students with different abilities (for example: exams translated into Braille).

We encourage the recruitment of employees with different abilities, who provide different services to the university's community, by undertaking tasks as administrative assistants through ESAN's different areas, in general services, and teaching. We currently have 16 employees with different abilities who form part of ESAN's human team.

Furthermore, we have worked into improving our infrastructure in order to allow accessibility to every member of our University's community to our campus: ad hoc parking, access ramps, available wheelchairs (when entering our installations), restrooms for people with motor and movement difficulties, elevators with audio aid and buttons with Braille inscriptions.

We are currently evaluating projects that will allow us to provide greater comfort for members of our community with difficulties of displacement, vision, and/or hearing within our campus and classrooms.

Age

With the objective of age not being a limitation for education, ESAN has developed the DPA, Dirección de Profesionalización de Adultos (Direction for Adults' Professionalization), which are undergraduate career programs for working adults.

Geographical Zones

At a postgraduate level, we have programs, such as master's degrees, diplomas, and specializations that are given outside of Lima (considering that Peru has a serious problem of centralization in its capital). This way, different professionals, outside of the capital, located at different geographical areas in the country may access these programs.

Currently, we carry on our programs in the three main regions of the country, and we are located in the main cities, to where our professors and administrative staff travel for classes.

Gender

Currently, we have a parity presence between men and women in our different undergraduate programs. In the case of postgraduate programs, there is a majority of male students.

Students	Undergraduate	Postgraduate
Men	49%	61%
Women	51%	39%



Principle 2: Values

We will incorporate into our academic and curricular activities, the global social responsibility values established in international initiatives as is done by the Global Pact of the United Nations.

Focused on this principle, our institution promotes global social responsibility values through its different programs and other activities, among which are worth mentioning:

The High Specialization Program in Management for Public School Principals,

aims to provide public school principals with the knowledge and tools necessary for effective and efficient management of their educational centers. ESAN, through the Directorate of Management Development Programs, has been providing this program, in collaboration with Peru's Ministry of Education, since 2007. It is worth noting the ad honorem participation of the faculty involved in this program, as well as the degree of influence that this initiative has in the improvement of the management of the educational centers.

<https://www.esan.edu.pe/sala-de-prensa/2019/02/esan-inauguro-xiii-programa-de-alta-especializacion-en-gestion-para-directores-de-colegios/>

IV International Diploma in Communication, Journalism and Society.

This program is part of an inter – institutional agreement between ESAN, through its Directorate of Management Development Programs, and UNESCO, which awarded scholarships to thirty-three journalists and communicators in 2018. This association seeks to contribute to the informative work of the press by updating their knowledge in management, economy, finance, and new technologies, within an ethical framework and commitment to our society.

Reinforcement courses for journalists. As with the programs undertaken, these courses were held to reinforce the informative work of journalists, at no cost:

III Specialization Course for journalists in Economics, Public Management, and Innovation (45).

Social Media strategies for journalists (37).



Principle 3: Method

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

EDUCATIONAL FRAMEWORKS

Undergraduate Programs

We periodically review our programs curricular agenda, according to values transmitted in undergraduate programs and actions following this line.

Postgraduate Programs

Every master's program curricular agenda has been articulated and evaluated considering five learning goals that ensure the development of different abilities and qualities that will allow our graduates to undertake an optimal and adequate professional activity. Out of these Learning Goals, three of them correspond to, specifically, their interaction and coexistence capacities. This allows for our graduates to productively insert themselves in a work team and to fully exercise their civic duty. These three are: Teamwork and Communication Abilities, Leadership, Ethics and Corporate Social Responsibility.

SOCIAL OUTREACH

ESAN University has been promoting and developing projects and activities within its community. Such is the case of ECOESAN, created in 2013, the motto of which is “Live responsibly”. This program is under the direction of the Sustainable Development Committee, which is responsible for unifying efforts in support of environmental and social care.

In order to put the principles promulgated by ESAN into practice, ECOESAN, alongside various of the institution's areas, have carried out the activities mentioned below, regarding social projection and in the environmental area.



Social Project IEP N.º 70052 Ccapi de Los Uros, Puno

In 2014, ECOESAN began the comprehensive support project for education in I.E. N° 70052 Ccapi Los Uros, located on the Negroni Island in Puno, Peru. The initiative arose when members of the Sustainable Development Committee of ECOESAN watched a video that showed the sad reality of Puno: children crossing the cold waters of the Titicaca Lake in makeshift rafts to be able to get to school. After visiting the school and observing that the preschool and primary school children studied in the same classroom with teaching material from 1998, it was decided to direct the efforts of ECOESAN towards improving in some way the quality of life of these schoolchildren.

Currently, thanks to ECOESAN and with the support of other institutions, this educational center has three preschool classrooms, three for primary school, two for secondary school and four boats for the transport of the students to their

campus, where the 110 children attend classes today.

The support of these other institutions came through donations of school supplies, thanks to Faber - Castell; transfer of goods and services of dentistry, haircut and medicines, thanks to the Navy; classroom construction, donation of a large boat for teachers and students thanks to Ricoh; educational kits thanks to the Ministry of Education.

Furthermore, the collection of plastic bottles has also made possible the issuing of backpacks made from PET fiber to these children at the beginning of the school year. The goal is to contribute to this

educational institution through self – sustainable management, which serves as a replicable model in other disadvantaged areas of the country. It is worth mentioning that the secondary school was built on the community's own initiative with ESAN's aid.



Other social contributions

Donation of books of different disciplines to academic institutions, universities, government organisms, public schools in Lima and other provinces.

The monetary donation campaign in favor of the Institution “Clínica San Juan de Dios” for the Fight against Cancer was successfully carried out.

A campaign was carried out to donate Blood to the “Instituto Nacional de Enfermedades Neoplásicas” (National Institute of Neoplastic Diseases - INEN). This campaign was carried out jointly with ALINEN, where, year after year, authorities, students and workers join this important cause.

Furniture, blackboards, bookshelves, tables and chairs, were donated to the I.E.P. César Vallejo in the San Juan de Lurigancho district in Lima for the 2018 school year.

SOLID RESIDUE MANAGEMENT PROGRAM

The solid residue management program consists of a circular economy, creating an ecofriendly culture within ESAN's family and in this manner contribute to the reduction of solid residues for the well-being of the community. At the same time, reclaim these resources in an efficient manner for other noble causes, such as donations, the manufacturing of products based on recycled material, and financing other projects.

The program has allowed for the development of five projects that are currently being successfully executed.

Plastic Bottle Recycling Project

These bottles are used for making ecological products (such as back-packs and ponchos for the cold) that can be donated to educational institutions in Lima or other provinces.

These plastic bottles mainly come from dining halls, high transit areas in the main patio, cafeterias, classrooms, and offices.

They are collected through marked containers called ecological points. Additionally, two containers were produced in the form of a bottle in order to collect the plastic bottles (dimensions: 1.90 m x 80 cm diameter / capacity: 650 L; location: main dining hall and first floor of building D). Also, there is a container made from recycled tetrapak with a 20 gallon (aprox. 75 L)

capacity.

The plastic bottles and other materials that contain PET are sent to a recycling plant that is responsible for converting them into fiber and subsequently manufacturing said products. The company that we work with is GEXIM S.A.C. and its commercial merchandising branch, TuEco S.A.C.

Campaigns carried out thanks to PET recycling:

- First campaign against cold weather (April – June 2014).
- First Christmas in Puno (October – December 2014).
- First school campaign (January – March 2015).
- Second campaign against cold weather (May – July 2015).
- Second Christmas in Puno (October – December 2015).
- Second school campaign

(January – March 2016).

- Third campaign against cold weather (May – July 2016).
- Third Christmas in Puno (October – December 2016).
- Third school campaign (January – March 2017).
- Fourth campaign against cold weather (May – July 2017).
- Fourth Christmas in Puno (October – December 2017).
- Fourth school campaign (January – March 2018).
- Fifth campaign against cold weather (May – July 2018).
- Fifth Christmas in Puno (October – December 2018).



Your Paper Project” at ESAN

In order to avoid the printing of most documents, our institution works with electronic files through digital servers. On the other hand, we use digital channels, such as social media and e-mails, blogs and our web page in order to share information (of our different products and services) with the interested users; by depending on these electronic means, we greatly decrease the use of paper.

The papers that are still used are periodically collected for weighing and delivery to the collection center. For some areas, it is a requirement to shred said documents that are considered confidential before they are delivered for recycling.

The paper generated at ESAN University is sold in order to generate income for ECOESAN's social and environmental campaigns.

In an attempt to reduce the amount of stored paper, the Documentation Center of ESAN (ESAN/Cendoc) has chosen to use a digital thesis repository so that they no longer need to be printed and can be conserved better. Likewise, it has implemented a policy of reduction of subscriptions to printed magazines which can be found in complete text in the databases to which we are subscribed.

Moreover, the continuation of the “Your Paper Project” has been initiated through the Zero Paper Project, which also includes all postgraduate programs and, subsequently, undergraduate programs.

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Moreover, the continuation of the “Your Paper Project” has been initiated through the Zero Paper Project, which also includes all postgraduate programs and, subsequently, undergraduate programs.

Bottle-cap Project

The collection of bottle – caps is carried out through containers located in the most transited areas of ESAN's campus. Also, when the PET bottles are received, the bottle – caps are separated from them.

With these caps, ESAN joins the program «Glass Angels», initiative of the Instituto Nacional de Salud del Niño (National Children's Health Institute) which consists of financing the expenses of patients with epidermolysis bullosa, also known as butterfly children, through the collection of bottle caps that come from participating companies.

SOLID RESIDUE MANAGEMENT PROGRAM

For the year 2018, the university had 4 364 undergraduate students and 10 396 post-graduate students in campus. This increased number of students has generated growth in the campus's infrastructure and, with this, the production of more solid residues. To counteract the negative effects of this situation, a series of activities have been carried out.

- The hill adjacent to the University was reforested and we also coded the life history of each tree that is located inside our installations.
- The Drip Irrigation System was implemented, which enables plants to be nourished correctly, using the appropriate amount of water without wasting it. In this way, 80% more water will be saved compared with conventional or flooding irrigation.
- The “Plant your tree” project was implemented for the purpose of having all the members of the University participate in planting a tree in the area surrounding the installations. More than 4000 types of plants were planted.
- There is an active participation in the campaign “The Hour of the Planet” which consists of turning off the lights of the University at 20:30 hours for one hour.
- Ecological urinals have been implemented in our facilities, as well as a water saving system for the toilets.
- New Air Conditioning and VRV systems were installed, the first use 50% less energy and the latter consume 25% less energy.



Principle 4: Research

We will commit ourselves to conceptual and empirical research that allows us to improve our understanding of the role, the dynamics and the impact of corporations in the creation of social, environmental and economic value in a sustainable manner.

With regard to this principle, the University has formed a Sustainable Development Committee which is responsible for:

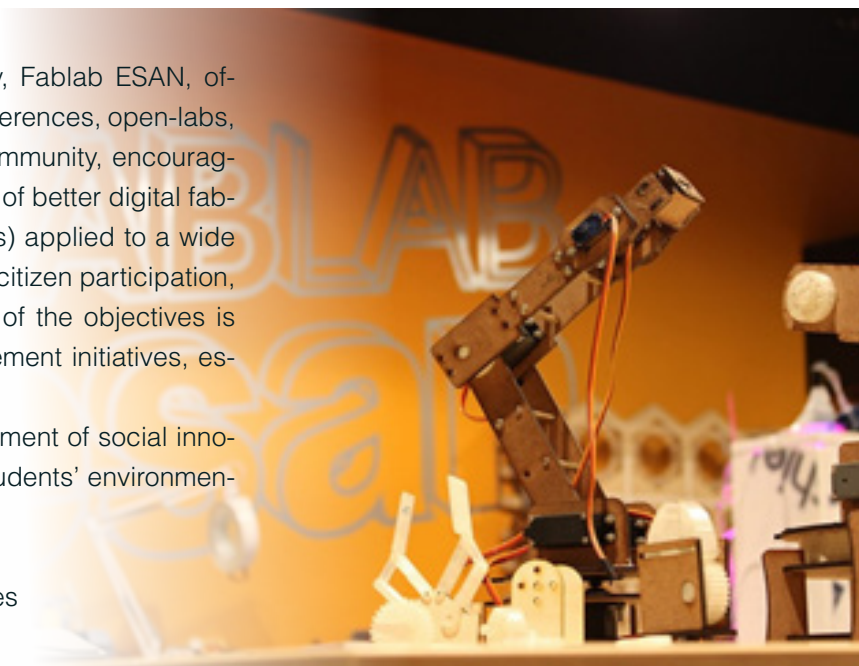
- Creating awareness and stimulating the ESAN community in the issue of sustainable development, promoting research, creativity and innovation for the development of internal social and environmentally responsible projects.
- Contributing to the social, economic and environmental development of our stakeholders.
- Promoting (creating) a culture of sustainability within the organization.

Fab Lab

The Center for Innovation Technology, Fablab ESAN, offers different courses, workshops, conferences, open-labs, conferences, and seminars for our community, encouraging innovation and the comprehension of better digital fabrication practices (and its potentialities) applied to a wide variety of scenarios: from the industry, citizen participation, to academic and governmental. One of the objectives is providing knowledge in order to implement initiatives, especially those in social innovation.

Our Fablab contributes to the development of social innovation, as it serves as an incubator for students' environmental projects.

<https://fablab.esan.edu.pe/index.php/es>



THEORETICAL RESEARCH EXPERIENCES – PRACTICE IN POSTGRADUATE PROGRAMS

In our Ethics and Social Responsibility course (which can be found in different master's programs), students undertake diagnostics about the reality of their employing companies, while applying real world solutions through the given theoretical notions. This way, a double benefit is obtained: spread notions and tools that are conceptually solid into the Corporate Social Responsibility field, which will professionalize the exercise in this scope; and, on the other hand, develop Peruvian casuistry on the situation of Corporate Social Responsibility in the country.

RESEARCH AND PUBLICATIONS

- Saksanian, María Christina. Explicando el comportamiento de consumo eco-sostenible en el hogar mediante la Teoría de la Motivación. Lima: Universidad ESAN, 2018. Tesis Maestría en Investigación en Ciencias de la Administración.
- Huaccho Rojas, Daysi Sabrina. Plan de negocio para la implementación de un servicio de alojamiento ecoturístico y sostenible en la zona norte de Reserva Nacional de Paracas – Perú. Lima: Universidad ESAN, 2018. Tesis Maestría en Administración.
- Ocaña Tamayo, Jesús Rosario. Plan de negocios para una empresa de servicios de consultoría y asesoría ambiental en el Perú. Lima: Universidad ESAN, 2018. Tesis Maestría en Administración.
- Fortunic Hitchcock, Renzo Raúl. Análisis comparativo de los efectos de la legislación tributaria, laboral y ambiental en la competitividad y generación de valor de proyectos mineros en Perú, Chile y México. Lima: Universidad ESAN, 2018. Tesis Maestría en Administración.
- César Saenz. Return on investment in corporate responsibility: measuring the Social, Economic and Environmental Value of sustainable. Lima: Universidad ESAN, 2018.
- Varinia Bustos, Amparo Oliver, Laura Galiana, Patricia Sancho. Propiedades Psicométricas del CEVEA-PEU: Validación en Población Peruana. Lima: Universidad ESAN 2018.
- Varinia Bustos, Amparo Oliver, Laura Galiana, Patricia Sancho, Ana María Descalzo, Elena Terreros. Protectores ante la violencia escolar en contexto dominicano: Un modelo explicativo desde la psicología positiva. Lima: Universidad ESAN, 2018.
- Kety Jáuregui. Educating for Wellbeing: The case of Peru. Lima: Universidad ESAN 2018.
- Edmundo Lizarzaburu, Jesús Del Brio. CSR Actions in companies and perception of their reputation by managers: analysis in the rural area of an emerging country in the banking sector. Lima: Universidad ESAN, 2018.
- Kety Jáuregui, José Ventura, Julián Gallardo. Responsabilidad social y sostenibilidad empresarial: fundamentos, gestión y perspectivas. Lima: Universidad ESAN 2018.
- Kety Jáuregui. Responsabilidad social y sostenibilidad empresarial. Definiciones y conceptos. Lima: Universidad ESAN 2018.
- Kety Jáuregui, Susy Quevedo. Grupos de interés. Enfoques y teorías. Lima: Universidad ESAN 2018.
- Miguel Sandoval, Carlos Cornejo, Crisólogo Cáceres, Kety Jáuregui. Normas y regulaciones de la responsabilidad social y sostenibilidad empresarial. Lima: Universidad ESAN 2018.

- Edmundo Lizarzaburu, Jesús Del Brio. Corporate Social Responsibility and corporate reputation in emerging countries: Analysis of the banking sector. Lima: Universidad ESAN 2018.
- Kety Jáuregui, Daniel Arenas, Matt Murphy. Community influence capacity on firms: Lessons from the Peruvian highlands. Lima: Universidad ESAN 2018.

NOTES IN PRINTED PRESS

- Title: Perú cerró el 2017 dentro de la “zona crítica” del desarrollo sostenible
Media: Diario Gestión
Participant: Federico Dejo Soto, Profesor de ESAN Business School
Date: 19/01/2018
Pages: 10
- Title: Los Favoritos del RSE
Media: Diario El Comercio – Suplemento
Participant: Ketty Jáuregui, Directora de la Maestría en Organización y Dirección de Personas.
Date: 16/04/2018
Pages: 04 – 05
- Title: Desarrollo Sostenible y Economía
Media: Diario La República
Participant: Lydia Arbaiza, Directora de Programas Institucionales.
Date: 20/12/2018
Pages: 07
- Title: Liderazgo y sostenibilidad: Pilares para impulsar el desarrollo de nuestro país
Media: Revista Stakeholders
Participant: Lydia Arbaiza, Directora de Programas Institucionales.
Date: 12/12/2018
Pages: (Web Stakeholders)
- Title: Estilo de vida sostenible en el Perú: ¿Una utopía?
Media: Revista Stakeholders
Participant: Erick Paulet, Jefe de Desarrollo Económico en el Instituto de Desarrollo Económico.
Date: 04/06/2018
Pages: 45
- Title: Responsabilidad Social desde las aulas universitarias
Media: Revista América Economía – Suplemento
Participant: Maritza Arbaiza, Jefe de Ecoesan / Profesor de Esan Business School
Date: 03/08/2018
Pages: 44

ACQUISITIONS FROM THE DOCUMENTATION CENTER (CENDOC) UNTIL 2018

ESAN/Cendoc signed the Environment Complete base (EBSCOhost), from which students will be able to download important texts related to sustainable agriculture, ecology, ecosystems, energy and the related, which signifies a significant database for students in the environment and ecology careers. It contains over 2'400.000 records with over 2.200 national and international titles dating back all the way to 1888 (including 1.350 active fundamental titles) and over 190 monographies. The database also includes the complete text of 920 publications.

Likewise, different books and documents related to social responsibility, sustainable development, business ethics, human resources, etc. have been acquired.

Currently, we possess the following bibliographic material:



Subjects	N.º of Records of books and articles
Social Responsibility	83
Sustainable Development	10
Ethics in the Company	9
Ecology	11
Environmental Management	9
Environmental Protection	14
Environmental Politics	11
Environment	36
Environmental Legislation	11
Effects in the Environment	9
The Greenhouse Effect	5
Environmental Education	4
Environmental Economy	4
Ecosystems	4
Climate Change	2
Natural Disasters	8
Environmental Impact	1
Natural Resources	1

Principle 5: Alliances

We will interact with directors from corporations to expand our knowledge regarding their challenges in the compliance of their social and environmental responsibility and jointly explore effective focuses to face these challenges.

We firmly believe that alliances and agreements help improve the focus of our initiative and often facilitate the execution of projects, with which we obtain better results.

ESAN University has developed professional links with various companies and institutions that allow us to achieve the objectives established with regard to social and environmental responsibility issues:



- With the Ministry of Education's collaboration, we have given scholarships to public school principals so they can participate in the High Specialization Program in Management for School Principals.
- With UNESCO's collaboration, numerous scholarships were given to journalists and communicators so they can participate in the III International Diploma in Communication, Journalism, and Society.
- Alongside the NGO AIDER (Association for Integral Research and Development), ESAN University calculated the carbon footprint of the "International Week" event for the exchange of Carbon Bonds to strengthen the technical capabilities of native communities of Ucayali and give support with the partial management of the Tambopata National Reserve.
- With Wolf Pack Peru, we seek to promote the UN's Sustainable Development Goals through the promotion of new business models with a sustainable approach, such as "Mamaqucha" (Replacement of plastic bags) and "Simple Recicla" (Wood furniture and accessories).

Principle 6: Dialogue

We will facilitate and support dialogue and debate between educators, students, companies, government, consumers, media, civil society organizations and other stakeholders, in addition to the interested parties, regarding critical issues related to global social responsibility and sustainability.

During 2018, ESAN University has participated in and organized events such as discussion groups and conferences together with experts, private companies, and the public sector. This seeks to enrich the perspective of the students, professors, and the community in order to acquire new knowledge of trends and share the achievements of the institution.

In the year 2018, ESAN University made significant contributions to sustainable management in companies and universities in the following activities:

- Forum: Social Projects.

Organizer: Universidad ESAN

Participants: PMI, Eddie Morris (Director of the Master's program in Information Technology Management, Director of the Master's program in Project Management).

- TEDxTukuy 10ma Edición

Organizer: TEDx, Universidad ESAN

Participants: Salvador del Solar (Ex minister of Culture and current President of the Council of Ministers), Rosa Ávalos (Engineer at NASA), Vania Masías (President and founder of Cultural Association D1), Celfia Obregón (Agro Engineer).

Hablaron acerca de la importancia de la lucha contra la corrupción, el valor de nuestra herencia cultural, la innovación y los beneficios de la tecnología para nuestra sociedad.

- Kick Off Meeting PMI – Social Projects Community

Organizer: Universidad ESAN

Participants: PMI, Eddie Morris (Director of the Master's program in Information Technology Management, Director of the Master's program in Project Management).

CHALLENGES AND HOW WE ARE FACING THEM

As an educational institution, we believe in the fundamental role that we fulfill by forming leaders required by society and the market, as well as being an important engine of a megacity like Lima. What ESAN University seeks is to continue obtaining new allies and promoting new policies according to the social and environmental situation. The path of innovation and sustainability go hand in hand. It is the objective of ESAN University that this be projected in the results of our students. The main challenges to be met are:

- To promote the preparation of more research works regarding issues of social entrepreneurship, social responsibility, social projection, and sustainable development. This deepens the interest of students, graduates, and the community in general in the solution of the main problems of our society. Such is the case of the Research Network for Disaster Risk Management, which provides great social value for Peru, and inspires continued works and research that are a considerable contribution to national development.
- To hold more events that involve social, environmental, and social entrepreneurship issues for the purpose of promoting dialogue and enrich experiences.
- To continuously renew our institution's environmental policies to reassert the bases of our future projects without compromising our social and economic aspects.
- Group all of ESAN's efforts related to innovation and sustainability under a single concept and guide them towards a single objective.

