Programme

1st European USR-Conference

(Draft v.4: April 13, 2017)

»University Meets Social Responsibility«

Friday, 22nd September, 2017
University of Barcelona, Spain

Information via www.postgraduatecenter.at/unibility
Conference Topic

Universities in Europe seem to become more and more sensitive to and aware of the importance of the social dimension of their teaching and their research, and many are currently developing strategies and actions to make this a priority, not only in policy terms, but also in daily practice of staff and students. University's Social Responsibility (USR) is discussed under different headings such as social responsibility, social dimension, third mission, university-business cooperation, civic engagement, technology transfer, and many more. Each university his challenged to define their areas and focus of USR and its (yearly) focus, as USR is considered a broad topic (“puzzle”). Many activities contribute to reaching the overarching objective of socially responsible action towards stakeholders. Nevertheless, universities must avoid falling into the trap of turning social responsibility into another standardized policy they have to follow, and which is measured, audited and controlled according to specific requirements. The key aspect of USR is the awareness of the impact that research and teaching have, and the desire to have as much of a positive impact on stakeholders as possible.

Focal points of the conference:

1. Topic: Strategic Planning

- How do universities raise awareness within their higher education institutions for USR (faculty level, student level, teachers' level, within leadership etc.)?
- How can universities build capacities for USR within the university? (internal trainings, material, resource planning, departments, etc.)
- Which strategies and action plans are in place for USR? Which strategies are implemented to actively reduce barriers for USR within the university?
- How do universities identify relevant focus points for USR-purposes within the university (relevant activities, transferable research, governance processes, transfer action plans, documentation processes, etc.)?
- How can societal requirements from the multi-stakeholder environment from outside the university be determined and analysed for USR? (needs analysis, the role of transfer offices, formats of cooperation etc.) How do universities conduct stakeholder consultations? In which forms are stakeholders involved in university research?
- How do universities identify success factors and indicators for USR?

2. Topic: Good Practices

- Public and social engagement as examples for social responsibility
- Knowledge transfer: Communicating research to the wider general public
- Cooperating with industry partners
- Transfer offices and examples for responsible science
Who we are

The UNIBILITY-Project and wider USR-Network

The UNIBILITY-project (2015-2017), coordinated by the University of Vienna (Austria), is one of the pioneer projects in Europe for active social responsibility. It is co-funded by the Erasmus+ Programme (Strategic Partnerships, Key Action 2), Grant Agreement No.: 2015-1-AT01_K203-005033.

Within the UNIBILITY-project a focus was put on the relationship of universities and the local community, regional stakeholders, civic engagement and other activities relating to external university contexts (social dimension).

We are a partnership of six universities from Austria, Spain, Romania, Slovenia, Ireland, and Portugal, and one European network (www.eucen.eu). We have already developed the following material:

- UNIBILITY Reader (11 texts about CSR and USR, in EN)
- UNIBILITY Toolkit of Practices (20 good practices, in EN, DE, RO, ES, PT)
- UNIBILITY Training Material on USR (in 19 sessions, in EN, DE, RO, ES, PT)

Project website: www.postgraduatecenter.at/unibility

Programme Committee

Alina Borcos, Gabriel Dima, Jenny Gilbert, Isabel Gomes, Petja Janzekovic, Jordi Miret, Katharina Resch, Dario Unterdorfer, Isabel Vidal, Mojca Volk, Mark Wallace
Administrative issues

Venue
Aula Magna – Faculty of Economics and Business
University of Barcelona
Avinguda Diagonal, 690
Barcelona, SPAIN

Please find a map of the campus here:

How to reach the venue

The metro station of Palau Reial (L3) http://www.metrobarcelona.es/en/lines/line-3.html is the best metro station to arrive to the Faculty of Economics and Business. Several bus lines also stop at Palau Reial (see below):
The Faculty of Economics and Business is within walking distance of Palau Reial Metro and bus stops:

[Map of University of Barcelona area]


**Arriving by plane:**

The closest airport for Barcelona is Aeroport de Barcelona - el Prat [http://www.barcelona-airport.com/](http://www.barcelona-airport.com/). There are several options to get to the city:

- **Metro Underground** connects both terminals of the Airport with Barcelona underground network since February 2016. The line is called L9 Sud. There are stops at T1 (inside the building) and T2 (outside the building, next to train station), in both cases follow the signs. The L9 Sud runs directly from Barcelona Airport to Zona Universitaria. You can walk from Zona Universitaria to the Faculty of Economics and Business or you can take there the L3 and after only one stop you will arrive to Palau Reial: [http://www.tmb.cat/en/l9-sud](http://www.tmb.cat/en/l9-sud)

- **Aero Bus** is the fastest way to reach Barcelona city Centre with public transport. There are two lines that connect T1 and T2 with Plaça Catalunya. The price per single ticket: 5,90EUR. The stops are Plaça de Catalunya, Sepúlveda-Urgell, Plaça d'Espanya and Airport T1 and T2: [http://www.aerobusbcn.com/en/](http://www.aerobusbcn.com/en/)

- **Train R2 Nord** from T2 to the city centre stops at Estacio de Sants, Passeig de Gràcia and El Clot. The entrance to the train station is in T2B. Follow the signs for RENFE. If you are arriving or departing from T1 you will not be able to walk to or from the train station. It is necessary to catch one of the free shuttle buses that run between the train station and T1.

**Accommodation**
There are local festivities in Barcelona on September 23, so hotels may fill up quickly. We suggest booking your accommodation well ahead to avoid problems.

We suggest using [Booking.com](http://www.booking.com) or [Trivago](http://www.trivago.com).

**Registration**
Please use the [registration form](http://www.postgraduatecenter.at/unibility) provided online: [www.postgraduatecenter.at/unibility](http://www.postgraduatecenter.at/unibility)

**Important dates:**

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<tr>
<td>Submission of abstracts</td>
<td>March 10</td>
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<tr>
<td>Notification of acceptance of abstracts</td>
<td>April 15</td>
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<tr>
<td>Conference registrations – opening</td>
<td>April 15</td>
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<tr>
<td>Deadline for registrations</td>
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<td>Please send your registration form to</td>
<td>June 30</td>
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<td><a href="mailto:events@eucen.eu">events@eucen.eu</a></td>
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**Fees**
The Conference is funded within the Erasmus+ programme and is free of charge for participants – there is no conference fee. Participants are invited for lunch. Participants are expected to pay for their own accommodation and flight tickets – please contact your local university for assistance, if needed.

**Contact us**

**Coordinator of the UNIBILITY project**  
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University of Vienna  
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**Local Host**  
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Programme 22\textsuperscript{nd} September 2017

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<tr>
<td>09.00  – 09.15 am</td>
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| 09.15  – 09.45 am | Welcome  
Ramon Alemany, University of Barcelona, Dean Business and Economics Faculty |
|        | Introduction to University’s Social Responsibility – USR               |
|        | Katharina Resch, University of Vienna, UNIBILITY project coordinator   |
| 09.45  – 11.00 am | Key Note Session 1  
Facilitator: Katharina Resch, University of Vienna |
|        | Towards a Socially Responsible University – balancing the Global with the Local  
Josep Vilalta, GUNI Network |
|        | ENRRICH for more responsible and responsive graduates & students       |
|        | Jozefien de Marree, Vrije Universiteit Brussel                         |
| 11.00  – 11.20 am | Break                                                                   |
|        | Parallel Workshops 1 to 3                                              |
## Workshop 1
**Strategic perspectives on USR**
*Facilitator: Judith Fritz*
- Strategic pathway of Lithuanian Universities towards USR
  *Loreta Tauginiene*
- Third Mission at the University of Vienna
  *Laura Brandt, Barbara Schober, Veronika Somoza, Christiane Spiel*
- What is the rationale for successful USR-related projects? Innovative approaches to social responsibility at the University of Geneva
  *Catherine Ferrier*
- CommUNItly: Positioning the university at the heart of the community
  *Victoria Sanderson, Karl Witty, Susan Coan*

## Workshop 2
**Reporting and accounting on USR**
*Facilitator: Jordi Miret*
- The value of sustainability reporting in higher education
  *Emilio Martin, Jose Mariano Moneva*
- Measuring the Social Value of the University
  *Monica Figueras, Silvia Ayuso*
- Sustainability report of a higher education institution
  *Xavier Carbonell, Silvia Ayuso*

## Workshop 3
**Good USR practices I.**
*Facilitator: Petja Janzekovic*
- Engineering and Society: embedding active service learning in undergraduate curricula
  *Laura Fogg-Rogers, Wendy Fowles-Sweet*
- From university-business cooperation to civic engagement
  *Cristina Poblet Farres, Raquel Villero Pi*
- BU Open Lectures
  *Tamer Atabarut*
- UniClub – Accompanying Refugee Minors on their way to university
  *Karoline Iber, Daniela Marzoch*

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### Lunch Break

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### 1.45 – 2.45 pm

#### Key Note Session 2
*Facilitator: Gabriel Dima, University Politehnica Bucharest*

**UNIBILITY Guidelines for universities to engage in social responsibility**
*Mark Wallace & Maria Slowey, Dublin City University*

**Campus Engage Ireland: Collaboration, Community, Capacity**
*Bernie Quillinan & Rhonda Wynne, University of Limerick & University College Dublin*
2.45 – 3.10 pm

Break

3.10 – 4.15 pm

**Parallel Workshops 4 to 5**

**Workshop 4**

USR outside Europe  
*Facilitator: Isabel Menezes*

Strategic Planning – Lessons to Learn from Australia  
*Daphne Mc Curdy*

Strategic Planning for Establishing USR – A Case Study  
*Naser Al-Shayea, Gabriel Dima, Claudio Dondi*

University Social Responsibility: an Iberoamerican approach  
*Juan Jose Marti Noguera, Adolfo Ignacio Calderon et al.*

**Workshop 5**

Good USR practices II.  
*Facilitator: Mark Wallace*

UNIBILITY- USR Toolkit of Practices  
*Petja Janzekovic, Mojca Volk*

Stakeholder and Change Management of the Strategic Project on Education 2020  
*Katharina Salicites, Martin Ebner, Detlef Heck*

4.15 – 4.45 pm

**Final plenary session – USR strategic management perspective**  
*Facilitator: Katharina Resch, University of Vienna, UNIBILITY project coordinator*

Maria Slowey, Dublin City University  
Isabel Vidal, University of Barcelona  
Carme Royo, Executive Director EUCEN  
Josep Vilalta, Executive Director GUNI Network; Executive Secretary of ACUP – the Catalan Association of Public Universities

4.45 pm end