UNIBILITY

university
meets
social responsibility

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

Erasmus+

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 UNBILITY-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 UNBILITY-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

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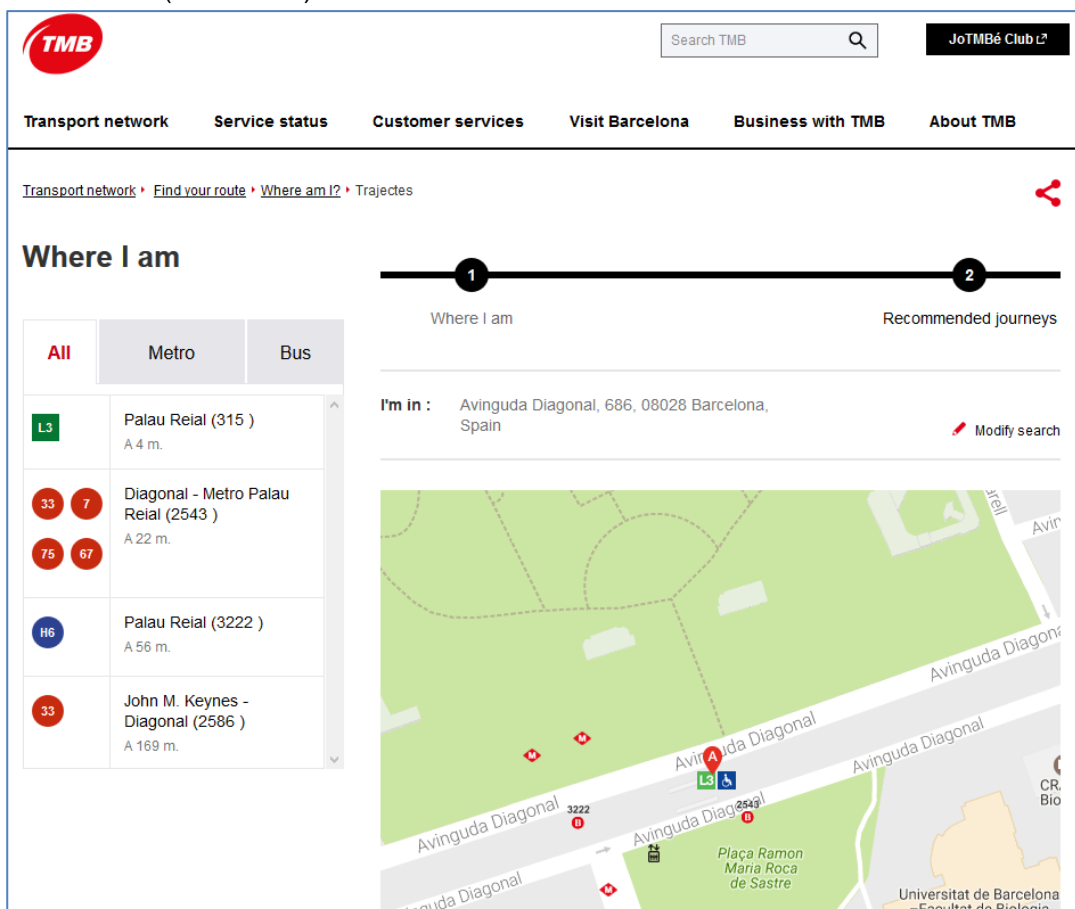
Administrative issues

Venue

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

Please find a map of the campus here:
http://www.ub.edu/economiaempresa/queoferim/en/index/planol.html

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):
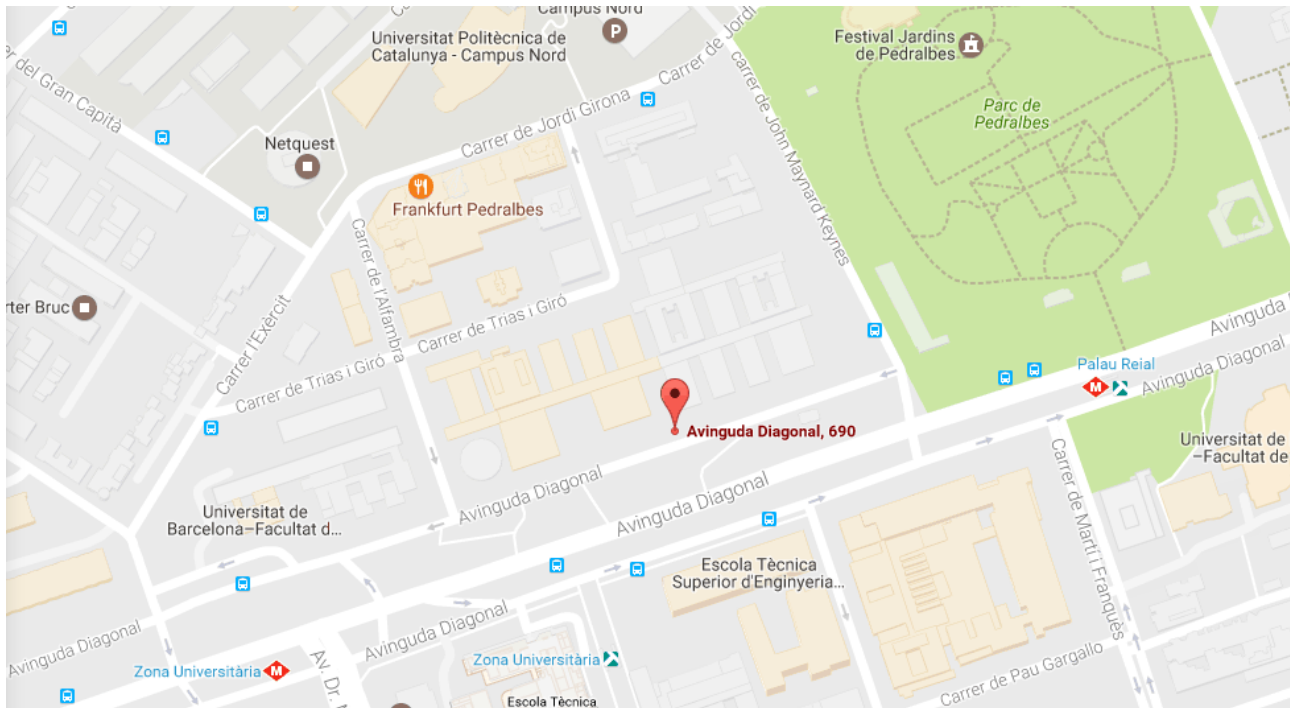
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The Faculty of Economics and Business is within walking distance of Palau Reial Metro and bus stops:

Link to public transport website: http://www.tmb.cat/en/vull-anar

Arriving by plane:

The closest airport for Barcelona is Aeroport de Barcelona - el Prat 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
- 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/
- 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.

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Check this map of Barcelona city public transport: http://www.barcelona-airport.com/TMB-Metro-Map.pdf

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 or Trivago.

Registration

Please use the **registration form** provided online: www.postgraduatecenter.at/unibility

Important dates:

Submission of abstracts	March 10
Notification of acceptance of abstracts	April 15
Conference registrations – opening	April 15
Deadline for registrations Please send your registration form to events@eucen.eu	June 30

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

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Programme 22nd September 2017

09.00 – 09.15 am	**Registration**
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 Univiersiteit Bruseel*
11.00 – 11.20 am	Break
	Parallel Workshops 1 to 3

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11.20 – 12.45 am	Workshop 1 Strategic perspectives on USR *Facilitator: Judith Fritz*	Workshop 2 Reporting and accounting on USR *Facilitator: Jordi Miret*	Workshop 3 Good USR practices I. *Facilitator: Petja Janzekovic*
	Strategic pathway of Lithuanian Universities towards USR *Loreta Tauginiene*	The value of sustainability reporting in higher education *Emilio Martin, Jose Mariano Moneva*	Engineering and Society: embedding active service learning in undergraduate curricula *Laura Fogg-Rogers, Wendy Fowles-Sweet*
	Third Mission at the University of Vienna *Laura Brandt, Barbara Schober, Veronika Somoza, Christiane Spiel*	Measuring the Social Value of the University *Monica Figueras, Silvia Ayuso*	From university-business cooperation to civic engagement *Cristina Poblet Farres, Raquel Villero Pi*
	What is the rationale for successful USR-related projects? Innovative approaches to social responsibility at the University of Geneva *Catherine Ferrier*	Sustainability report of a higher education institution *Xavier Carbonell, Silvia Ayuso*	BU Open Lectures *Tamer Atabarut*
	CommUNIty: Positioning the university at the heart of the community *Victoria Sanderson, Karl Witty, Susan Coan*		UniClub – Accompanying Refugee Minors on their way to university *Karoline Iber, Daniela Marzoch*
12.45 – 1.45 pm	**Lunch Break**		

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

Parallel Workshops 4 to 5

3.10 – 4.15 pm	Workshop 4 USR outside Europe *Facilitator: Isabel Menezes*	Workshop 5 Good USR practices II. *Facilitator: Mark Wallace*
	Strategic Planning – Lessons to Learn from Australia *Daphne Mc Curdy*	UNIBILITY- USR Toolkit of Practices *Petja Janzekovic, Mojca Volk*
	Strategic Planning for Establishing USR – A Case Study *Naser Al-Shayea, Gabriel Dima, Claudio Dondi*	Stakeholder and Change Management of the Strategic Project on Education 2020 *Katharina Salicites, Martin Ebner, Detlef Heck*
	University Social Responsibility: an Iberoamerican approach *Juan Jose Marti Noguera, Adolfo Ignacio Calderon et al.*	A social responsibility project on solutions for gender-based profession perceptions: the TEG Social Engineering Process *Sevgi Kesim Guven, Tamer Atabarut, Aylin Lole*

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	