



**University-Business Forum**  
**“New paths for collaboration between the University and Society  
through University Social Responsibility”**

*José Luis López de Silanes,  
Executive Chairman of the CLH Group and Chairman of the Social  
Board of the University of La Rioja*

***Brno, 2-3 February 2010***

# The direction of knowledge

What do citizens know about  
university work?



What does the university know about  
the world around it?

# Awareness of the world around us

- The priority of any company is to know its customers well.
- The most successful companies are the ones that have known how to respond to their customers' needs in the right way.
- These days companies also want to know about the needs of all their interest groups.



iPod



# Transforming the University

- The knowledge triangle: education, research and innovation.
- Important challenges and new opportunities.
- Greater competition between universities.
- Commitment to society and development of innovation, as a motor for economic and social growth.
- Culture of excellence in each of its areas of activity.
- Right of the various interest groups to participate.



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# Improving governance systems

- Reinforcing the role of the Social Boards.
- Developing governance bodies and functions in the university system.
- Equipping the University with accountability systems.
- Promoting the social responsibility model.



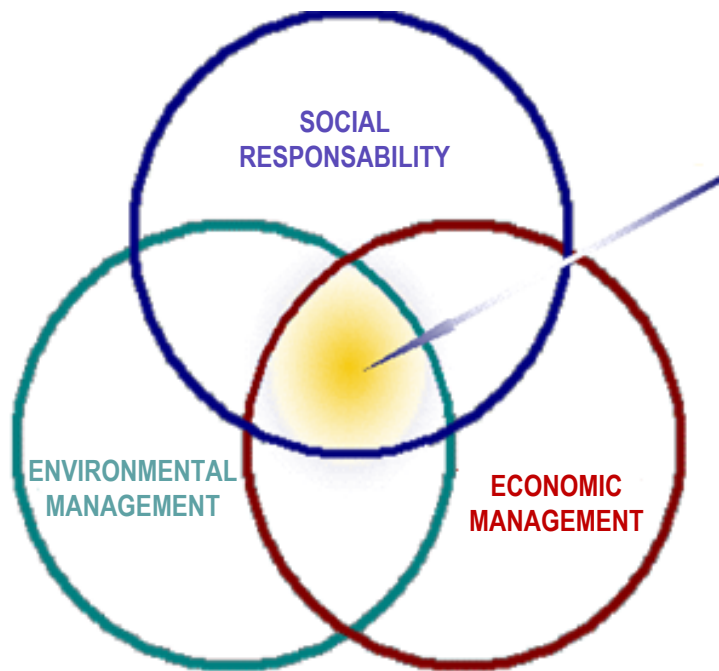
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# Corporate Social Responsibility

- **Corporate Social Responsibility is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.**



**SUSTAINABLE  
MANAGEMENT**

# Introduction of the Social Responsibility model in the University

- Identification of interest groups and the challenges of the University in its responsible commitment.
- Identification of the principal attributes of the university.
- Preparation and validation of the proposal for Mission, Vision and Values and the Code of Conduct.
- Preparation of a Social Responsibility Outline Plan aligned with the Strategic Plan, and creation of a Social Responsibility Committee.
- Writing up and publication of a periodic Social Responsibility Report.



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# Benefits of introducing the Social Responsibility model into the University

- A positive step forward because this is a systematic model that makes it possible to manage the action of the university in its environment.
- Important social repercussions as an exemplifying role for the rest of society.

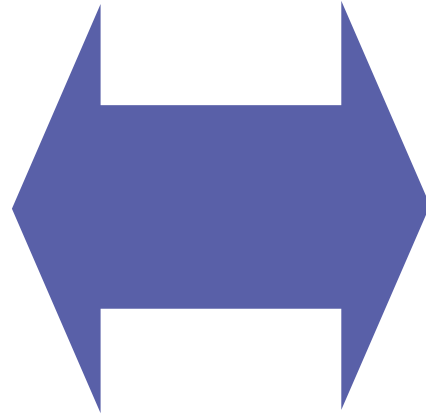


# University Strategy 2015

- **University Strategy 2015 is a project undertaken by the Spanish Ministry of Education for promoting greater commitment by the university system to the social challenges and economic changes of our society.**
- **The aim is for the Spanish university system to continue moving towards excellence and to place our best universities among the best in Europe by 2015.**
- **This strategy is based on a far-reaching social and political pact for education made between the administrations and the various social and economic agents, and includes social responsibility as one more mission for the University.**



# A better knowledge of the world around us





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