



PRME Principles for Responsible Management Education



PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

Sharing Information on Progress Report
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Krakow University
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Management Education

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**Message from KUE Rector,
Assoc. Prof.
STANISŁAW MAZUR,
dr habil.**



The new reality of a complex, fast-changing world filled with immense challenges at the global level, calls for a major mindset change. Such a task is best achieved through the education system, where institutions at all levels shape the competences and outlook of national populations. Yet, in fast-paced times, it is the higher education sector that can best respond to the challenge of providing new knowledge and skills – universities are not just educators, they are generators of new knowledge through fundamental research, innovations, partnerships with industry and business or engagement with stakeholders of all levels. Through the education process, universities pass on the knowledge they generate. Through cooperation, networking, and publications, they share new knowledge with other institutions. Simultaneously, universities themselves are challenged – to quickly incorporate new knowledge into their curricula, to embrace new knowledge in their operations, and to assure the dispersal of this new knowledge to the external environment and surrounding communities. Universities must also challenge their staff so that teachers, researchers, administrators, and managers embrace the challenges of our reality and that they strive to develop and implement effective solutions for the institution, locality, nation, and globe. Contributing to issues of sustainability and social responsibility in all these spheres is of vital importance today.

At Krakow University of Economics, we are constantly striving for the synergy of high-quality research, providing modern and advanced education, and to assure our meaningful impact on the external environment, becoming an example of a modern university in the domestic and foreign dimension. Krakow University of Economics is focused on sustainable development, nurturing tolerance, openness, diversity, and a culture of innovation.

“Bold leadership and innovative thinking are needed to achieve Sustainable Development Goals”, said UN Secretary-General Antonio Guterres. With this in mind, we have joined the international platform designed to raise the profile of sustainable development and education for responsible leaders of the future. In 2020, the Krakow University of Economics joined the UN PRME initiative, thus joining the elite group of universities operating in the spirit of sustainable development.

To survive in the long term, every institution must ponder its own development. Universities are not exempt from this rule. This is especially true for institutions in vibrant, complex, and fast-changing environments. Critical, self-aware, and in-depth analysis must lead to a plan and, in 2021, Krakow University of Economics adopted a new strategy. The strategic priorities and vectors of the KUE Development Strategy 2021-24 are designed to improve the quality of our education, enhance awareness of the university community in the fields of sustainable development and social responsibility, support scientific research in this area, as well as organize numerous initiatives generating a positive social and environmental impact.

However, we will not achieve sustainable development without a commitment to the 17 UN Sustainable Development Goals. I know that the implementation of our goals will not be possible without solidarity and cooperation with many entities – not only within our University but also through intensive national and international cooperation. However, I am convinced that by working together we will assure great changes.



**Message from Vice-Rector
for Projects and Cooperation,
Assoc. Prof.
PIOTR BUŁA,
dr habil. dr h.c.**



The goal of sustainability education is to build a more just and sustainable world. In December 2020, the Krakow University of Economics was admitted to the prestigious UN initiative – PRME (Principles for Responsible Management Education), which initiated changes at the University. They aim to adapt teaching methods and content to the rapidly changing world. The development of student competences for the sustainable development of business, the economy and the entire society become our challenge.

The Krakow University of Economics has joined the implementation of 17 UN Sustainable Development Goals. Many organizations from the university's environment support us with their knowledge and experience in our pursuit of sustainability. We organize numerous educational projects for our employees, students, doctoral students, participants of postgraduate and MBA studies as well as for local communities. Their aiming to create stronger social ties and give a sense of co-responsibility for the campus, the city, the community, and the natural environment. Social responsibility and sustainability have become an integral part of curricula, research and organizational practices. We facilitate and support dialogue between lecturers, students, business entities, governments, local governments, consumers, media, non-governmental organizations and other stakeholders of our University.

Alongside joining PRME, we began multidimensional work on reporting in the field of responsible managerial education. In addition, we co-create the PRME Chapter Poland, which undertakes activities related to the popularization of this initiative and SDGs in Poland. We actively participate in conferences and events on social responsibility and sustainable development, organized by domestic and foreign entities.

We are extremely proud that our University, looking to the future, undertakes the implementation of such a key initiative as implementing the 17 UN Sustainable Development Goals. The academic community has repeatedly proved that it can do great, even impossible things. We believe that also this time we will achieve the goals set before us. Through our daily activities, scientific research and publications, teaching, implemented projects, as well as cooperation in the social and economic environment, we will deliver measurable results.

We are an institution with global aspirations, which at the same time joins in the development of the city and the region, as the closest social environment for which we feel jointly responsible.



**Message from Vice-Rector
for Science,
Full Prof.
PAWEŁ LULA**



With the organizational changes that we initiated in late 2020, sustainability and social responsibility became embedded in University operations and KUE development strategy for 2021-24. This framework document provides a range of development priorities and directions that are aimed at enhancing the position of Krakow University of Economics on the national and international arenas, in the disciplines that are the areas of our research, publications, and scientific cooperation.

Across its long history, Krakow University of Economics was always known for the quality of its educational offer – the successes of tens of thousands of its graduates are testimonies to the knowledge and skills offered by KUE. The University has always been a location for advanced scientific research. What started in 1925 as the Higher Trade College, is now an “economic” (specialized) university, a status granted in 2007 as the culmination of decades of research, education, and community engagement that were recognized by national educational authorities. KUE conducts research, teaches, and is evaluated in five disciplines: Economics and Finance, Management and Quality Sciences, Politics and Administration Sciences, Legal Sciences, and Socio-Economic Geography and Spatial Development, and is considering increasing the number of disciplines.

The newest national Research Assessment Exercise 2017-2021 that we present in this PRME Report has confirmed our university status in all disciplines that KUE specializes in. With it come many research opportunities but also

responsibilities. These institutional results were achieved by hundreds of devoted KUE academics, most on teaching-and-research positions, whom we proudly support with a range of systems, organizational units, and funding methods, giving them the freedom to pursue research in areas of their interest. Part of the Exercise’s assessment criteria focused on our linkages with the external environment, confirming our engagement in all things local, regional, national, and international.

There is a notable presence of projects and topics centered on sustainability (in political, economic, and technological dimensions), social responsibility, and ethics at KUE. We monitor the presence of these important topics in staff publications with a bespoke software solution. Some of our units pursue advanced research in highly specialized areas of global importance and the number and significance of publications in leading journals is expressed by bibliometric measures. However, we always look to the future – to greater scientific challenges, bigger cooperation, and more impactful research outputs. In this journey we are not alone – stakeholder engagement, involvement of our staff in external activities, cooperation with young and mature alumni, and listening to the global discourses in academia, government and society all provide us with guidance regarding where KUE’s input and impact may be greatest. Part of this impact will be in the areas of global importance: sustainability and social responsibility.



**Message from Vice-Rector
for Education and Students,
Assoc. Prof.
KAROLINA KLECHA-TYLEC,
dr habil.**



Since the foundation of our University in 1925, Krakow University of Economics has annually educated thousands of specialists in a wide range of economic and social science disciplines, providing them with knowledge and skills at the undergraduate, postgraduate and doctoral levels. We then watched our alumni succeed in entrepreneurship and private business, managerial careers for SMEs and national and international corporations, local and regional governments, NGOs, national-level governance and in politics. Many of our alumni never lost contact with their Alma Mater and we strove to involve them in KUE operations or incorporate their feedback into continuous enhancements of the educational process. All our graduates, each in a different manner, through their work, careers, and lives, contribute to the development of our country – in economic, political, governmental, and social ways. And, with the steady increase of international students, KUE now works to support the development of other nations.

Throughout our development, we have increasingly embraced issues of ethics, social responsibility, and sustainability. From the first subjects developed by passionate lecturers, initial research by individual staff members, advice from business and industry and increasingly notable international discourse, our focus grew, as did our efforts. Over the years, our curricula evolved greatly, adjusting their content to the expectations of the

social, business, and economic environment. Now more than ever we feel the necessity to pay increasing attention to the natural environment, resources and circularity topics. Sustainability in its multitude of dimensions became one of our priorities, especially within the education field. We believe that our students and graduates constitute the future of our country, region, and the world. They are the future leaders who will have a great impact, and therefore it is our duty to educate them in the spirit of responsibility for future generations.

Today, as this PRME report shows, Krakow University of Economics in the teaching activities that I oversee is a dedicated provider of sustainability and social responsibility knowledge and skills, which are present in dozens of subjects and a wide range of institutional activities. Our pool of devoted, teacher-researchers knowledgeable in these topics continues to grow as does our involvement with the wider community and diverse stakeholders. In the near future, we hope to become an institution recognized for its national and international efforts in the shaping of sustainable and socially responsible mindsets and behaviors.



About Krakow University of Economics



Founded in 1925, Krakow University of Economics is a public (state-owned) university, specializing and classified in the fields of economics and social sciences. Krakow University of Economics is registered with the Polish Ministry of Education and Science and is accredited by the Polish Accreditation Committee as well as a range of international organizations.

The University is active in five major scientific disciplines (following the division of the Polish Ministry of Education and Science):

- ⦿ Economics and Finance
- ⦿ Management and Quality Sciences
- ⦿ Politics and Administration Sciences
- ⦿ Legal Sciences
- ⦿ Socio-Economic Geography and Spatial Development

KUE has its own degree-awarding powers, granted through the Polish higher education law to an institution with “university” status – it can create degrees within its assigned spheres of research specialization (5 scientific disciplines). Currently, KUE offers nearly 40 degrees at first and second cycles, with 80 specializations. KUE degrees are full EU-type degrees: “Licencjat” (Bachelor, EU first cycle), “Magister” (Master, EU second cycle) and “Doktor” (PhD, EU third cycle). The University has doctorate-awarding committees in 5 disciplines and 3 committees at the habilitation level. Degree programs are operated by Institutes, whose profile corresponds with the profile and intended learning outcomes (ILOs) of the degree. Postgraduate programs of a professional nature (including MBAs) are in their majority delivered by the Cracow School of Business, with some programs

operated within Institutes due to partnership arrangements (e.g.: with the ACCA, CFA, Polish Financial Supervisory Authority).

Krakow University of Economics employs 1375 staff and annually educates approx. 14 000 students on full-time (weekday) and part-time (weekend) modes. KUE has a wide range of postgraduate programs (professional managerial education) and offers international MBA education with a range of advanced and specialized MBAs.

KUE is structured around three major Divisions:

- ⦿ Academic, under the Vice Rector for Education and Students
- ⦿ Research and learning resources, under the Vice Rector for Research
- ⦿ Projects and Cooperation, under the Vice Rector for Projects and Cooperation

Additionally, an administrative section operates under the Rector.

Academically, the University is divided into:

1. Colleges, in the division of the Vice Rector for Education and Students:

- ⦿ College of Economics, Finance, and Law:
 - Institute of Economics
 - Institute of Finance
 - Institute of Quantitative Methods in Social Sciences
 - Institute of Law
- ⦿ College of Management and Quality Sciences:
 - Institute of Quality Sciences and Product Management
 - Institute of Management
 - Institute of Computer Science, Accounting and Controlling

- ⦿ College of Economy and Public Administration:
 - Institute of Spatial Management and Urban Studies
 - Institute of Political Science, Sociology, and Philosophy
 - Institute of Public Policy and Administration

2. Doctoral School in the division of the Vice Rector for Research.

3. Schools, in the division of the Vice Rector for Projects and Cooperation:

- ⦿ Cracow School of Business (postgraduate and MBA programs)
- ⦿ Malopolska School of Public Administration (training and consulting)

Research Excellence

2017–2021 saw a national Research Assessment Exercise, in which the Ministry of Education & Science evaluated the HEIs in terms of:

- ⦿ Quality of research outputs (publications and journals having a specific value assigned and summary results compared) – worth 70%
- ⦿ Value of Research and R&D funding obtained – worth 10%
- ⦿ Impact on the external environment (society and economy) – worth 20%

KUE submitted all its assigned categories for evaluation. With results announced in the middle of 2022, thanks to the intense efforts of KUE staff, the University obtained a „B+” rating in 4 disciplines and “A” in Politics and Administration Sciences. Such results entail:

- ⦿ Belonging to a group of “academic” universities
- ⦿ Right of conducting studies in a given discipline or a leading discipline in a specific field of study, level and profile without the need to apply for the consent of the Minister
- ⦿ Confirmation of learning outcomes
- ⦿ Right to confer academic degrees: doctorate and habilitation
- ⦿ Operating a doctoral school (in assigned disciplines)
- ⦿ Submitting candidates to the national Council of Scientific Excellence
- ⦿ Submitting candidates to the national Science Evaluation Committee
- ⦿ Conducting own diploma nostrification proceedings
- ⦿ Obtaining funding – the scientific category is a component of the algorithm determining the amount of subsidy for the maintenance and development of teaching and research potential
- ⦿ Right to join the “Regional Initiative of Excellence” competition

The next Exercise will encompass 2022–25 and will take place in 2026.





Interesting KUE facts:

- ⦿ Uninterrupted provision of education since its foundation in 1925 in the same central location of Krakow, southern Poland
- ⦿ KUE campus is an enclosed green space in Krakow center, with the main building of a registered historical nature
- ⦿ Over 5,000 graduates enter the labor market every year from the entire range of degrees and programs
- ⦿ Over 12,000 students and 900 postgraduate students, and almost 340 MBA participants study currently at KUE
- ⦿ The 1375 strong academic staff body at the Krakow University of Economics is made up of 558 research and teaching staff members, 181 teaching staff members, and 7 research staff members, as well as 629 administrative and support staff members
- ⦿ Out of 157 senior academic staff 76 are women
- ⦿ Over 190 disabled students and 36 staff are part of the KUE community, supported by a dedicated Office for People with Disabilities (OPD)
- ⦿ A “parent room” is available for students and staff with small children
- ⦿ The campus is focused on pedestrian traffic, with limited vehicle access
- ⦿ Lifelong learning is assured through “Children’s University”, Cracow School of Business (a postgraduate professional education provider) and the “Third Age University” for seniors

Change of name in English

During the July 2022 session of the University Senate, KUE senators approved changing the English-lingual name (Cracow University of Economics) with which the University had been positioning itself in the global arena for nearly 2 decades, to Krakow University of Economics (KUE). Using “Krakow” departs from the historic roots of the city’s name (“Cracovia”, in English: “Cracow”) used previously by the University, bringing it close to the modern Polish name of “Kraków”, with which the city and its institutions are recognized today. The change in the English-lingual name is intended to support the repositioning

of the University and support the internationalization efforts undertaken by its staff and organizational units, as well as to fit the official name used by the city.

Krakow University of Economics external evaluation

1. National accreditations

Academic external review in the Polish system is provided by the Polish Accreditation Committee (PAC), which checks the quality of education on a regular basis. Each year a number of institutions and degrees are nominated for review, and the Committee then publishes its findings. For KUE, all of its long-standing degrees have been checked in recent years and many have undergone this procedure more than once (under the current name or a previous version of the degree) – in the PAC database, 48 evaluations of degree programs are listed for KUE between 2004 and 2022.

2. International and national certifications

Various degrees also undergo external review by partner institutions that are involved in the construction and delivery of programs as well as specific forms of certification. This involves institutions such as:

- ⦿ ACCA (Association of Chartered and Certified Accountants)
- ⦿ CIMA (Chartered Institute of Management Accountants)
- ⦿ CFA Society Poland
- ⦿ Polish National Bank
- ⦿ Polish Banking Supervisory Committee
- ⦿ CEPI (European Association of Real Estate Professionals)
- ⦿ IPMA (International Project Management Association)
- ⦿ Examination Board for Candidates for Statutory Auditors



3. International accreditations

A certain number of international accreditations have already been awarded to KUE:

- ⦿ EAQUALS (Language Center)
- ⦿ EAPPAA (Economy and Public Administration degree)
- ⦿ EPAS EFMD (Executive MBA program)
- ⦿ NECHE (as a foreign campus of Clark University, a partner in degree delivery)

4. Recognition of research excellence

The Research Assessment Exercise of 2017–2021 was a clear and external confirmation of the quality focus and effective management of KUE research activities by University staff under the leadership of the Vice Rector for Research, College Deans and Directors of Institutes. KUE staff undertaking research are actively engaged in teaching on KUE degrees as part of their teaching-and-research contracts.

Such a result is also supported by dedicated KUE resources and systems:

- ⦿ HR Excellence in Research (European Charter for Researchers) enacted at KUE
- ⦿ KUE Research Excellence Fund



5. Rankings

For many years KUE participates in:

- ⦿ National ranking on universities and programs by Polish Perspektywy magazine
- ⦿ National MBA ranking by Perspektywy magazine

Recently, the University began to participate in international rankings:

- ⦿ In 2022, the Executive MBA program took part in QS Executive MBA, submitting data in the European category and the Global category.
- ⦿ In 2023, KUE will feature in the Times Higher Education Impact ranking (data submitted in 2022 for 2021).





PRINCIPLE 1 – PURPOSE

“

***Rerum cognoscere
causas et valorem***

01



Krakow University of Economics is a modern university with traditions dating back to 1925. The University is one of the largest scientific and research centers with an economic profile in Poland and one of the largest universities in Europe dedicated to economic sciences.

The motto of the University, adopted in 1925, is the maxim: Rerum cognoscere causas et valorem – To learn the causes and values of things. This includes offering universal education and combining professional knowledge with general methodological and theoretical knowledge.

KUE vision

In 2024, the Krakow University of Economics will be:

- ⦿ a place of leading interdisciplinary research, where teaching and research methods provide a reference point for researchers at home and abroad
- ⦿ a strong, modern, and significant teaching center
- ⦿ a leading university in Central and Eastern Europe, successfully matching strong academic and research centers on the global level
- ⦿ an institution that supports the economic, social, and cultural development of Krakow, Malopolska and Poland, which at the same time matters on a European scale

KUE mission

Krakow University of Economics strives for the synergy of high-quality research activities, modern education of students, doctoral students and postgraduate participants and for real impact on the external environment, becoming an example of a modern university in the domestic and foreign dimension. The University is focused on sustainable development, nurturing tolerance, openness, diversity, and a culture of innovation.

KUE strategic objective

The strategic objective of the Krakow University of Economics is to systematically strengthen the academic status of the University, which provides high-quality education and to achieve a significant position in Poland and abroad.





PRINCIPLE 2 – VALUES

02





When entering the Principles of Responsible Management Education initiative, KUE decided to incorporate the United Nations Sustainable Development Goals. Beforehand, the University was already quite active in diverse initiatives relating to academic social responsibility and sustainability. This continuous engagement is reflected in KUE research areas, curricula, organizational practices, initiatives, and projects as well as external accreditation efforts.

Krakow University of Economics values are reflected in a range of activities undertaken in the reporting period.

Social and Environmental Development Unit

An expression of the growing importance of social responsibility at the University is the establishment on October 1st, 2020, of the Social and Environmental Development Unit. Its main task is to systematize activities in the field of social responsibility undertaken for years at the university. The Unit is responsible for initiating, supporting, organizing, mapping, as well as communicating socially responsible activities. Unit operations center on openness to the entire University community, to ideas, needs and expectations regarding the functioning of KUE.

The Social and Environmental Development Unit is responsible for shaping and implementing tasks within the framework of the University's social responsibility.

The Unit is responsible for:

- ⦿ participation in the development of the University Strategy for **Social Responsibility and Sustainability** and the action plan related to its implementation
- ⦿ creating and realizing plans for the implementation of **pro-ecological solutions on the campus and in the University buildings**, including green university solutions
- ⦿ **representing the University** in external initiatives and organizations active in the areas of sustainability and social responsibility
- ⦿ cooperation with the United Nations through participation in the Global Compact and Principles for Responsible Management Education initiatives
- ⦿ co-creation of the University's social responsibility website
- ⦿ creating a database of socially responsible activities of the University and its ongoing updating and promotion
- ⦿ **consulting and monitoring** the University's communication strategy with its stakeholders
- ⦿ **coordinating and organizing events** (meetings, discussion panels, conferences) related to the subject of social responsibility, ecology, sustainable development, and SDGs in cooperation with other units of the University
- ⦿ cooperation with the Office for Persons with Disabilities in the field of increasing accessibility for people with disabilities
- ⦿ co-organizing the **"Responsible KUE"** program



Gender equality plan

The KUE Gender Equality Plan states that the high level of respect for every human being is supported by the high culture of community members and a well-functioning organizational structure, which allow not only the formal and legal, but also real possibility of independent development. This high level of respect should therefore be part of the organizational culture of each institution, reflected in the enacted norms and value system.

Therefore, the University strategy for 2021-2024 announced the intention to make KUE "a community, based on cooperation and solidarity, always ready to help in crisis situations and listening carefully to criticism and calls for improvement". The key factor in the implementation of this plan is the initiation of specific actions aimed at popularizing tolerance, openness, and diversity, which is manifested by the Gender Equality Plan for the University of Economics in Krakow adopted in 2022.

Rector's Plenipotentiary for Equal Treatment and the Rector's Commission for Equal Treatment

The Rector of the Krakow University of Economics – Prof. Stanisław Mazur – appointed the Rector's Plenipotentiary for Equal Treatment. At the same time, a special Anti-Discrimination Procedure was introduced at KUE, and the Rector's Commission for Equal Treatment was established, which includes academic, teaching, and administrative staff and a representative of the Student Parliament.

Diversity charter in practice

The Krakow University of Economics was the second university in Poland to sign the Diversity Charter. This stems from our belief that Diversity is a fundamental value of modern society. Equal opportunity policies and diversity management bring tangible benefits and influence the growth and innovation of organizations. Each signatory of the Charter is obliged (also pursuant to Article 18(3a)(1) of the Polish Labor Code) to permanently eliminate all forms of discrimination from its operations.

Office for Persons with Disabilities

Since October 2008, KUE has had an Office for Persons with Disabilities (OPD), working to make the University more accessible. Its mission is to provide assistance and support to students and staff with disabilities, both in matters related to education and to integration into the academic community. The OPD assists with adapting educational processes to the needs of students with different types of disabilities, by determining appropriate forms of assistance (e.g.: specially prepared materials in an electronic format), extending the time and changing the form of tests and exams to a suitable one. The legal basis for these activities is Resolution No. R- 0201-38/2016 of the KUE Rector on the support provided to undergraduates and PhD students with disabilities.

The OPD is also active within the following areas:

- ① organization of specialized swimming pool activities, together with the KUE Academic Sports Union disabled persons division and the "Second Side of Sport" Association
- ① cooperation with the Main Library within the scope of facilities for students and employees with disabilities using the library and adapting materials for their use

- ⦿ cooperation with and co-organization of the GAP Symposium together with students with disabilities
- ⦿ close cooperation with the KUE Disabled Students Association
- ⦿ implementation and coordination of a unique system of certification of disability-friendly departments
- ⦿ cooperation within the scope of new investments for the campus and adaptation of existing buildings for the needs of people with disabilities
- ⦿ participation in “KUE Accessible to Everyone” project, co-financed by the European Union under the European Social Fund, Operational Program Knowledge Education Development

KUE OPD also cooperates with the business sector within the scope of consulting and training on accessibility in the workplace.

The OPD staff play an active role in the Commission for Equalizing Educational Opportunities at KRASP in terms of linking the new higher education law from 2018 and support for students with disabilities. The good practices within the scope of supporting students with disabilities in higher education institutions project, which the OPD staff are continually working on and developing, is one of the Commission’s achievements. Employees of KUE OPD are involved as experts in various public consultations such as “The County Action Program for People with Disabilities for 2019–2022” or the work of the national Parliamentary Committee on Individuals with Visual Impairments.

The Office also organizes sports events, integration and adaptation camps, and Kraków Integration Days (KID), as well as co-edits the Kraków Students with Disabilities Magazine. During the KID, INTEGRALIA prizes are awarded to persons or university units that actively support activities for students with disabilities. The Krakow Integration Days are about integration and improving disability awareness among the academic community. Eight Krakow universities, which signed the Agreement of October 27th, 2010, represented

by their OPDs cooperate each year in organizing the event. Apart from KUE – the main coordinator of the project – participants include: Jagiellonian University, AGH Technical University, Krakow Polytechnic, Pedagogical University, Pontifical University, University of Agriculture. Kraków Town Hall is also a member.

Psychological Support Center

The Psychological Support Center (PSC) was established in 2009. It is based on cooperation between the Offices for Persons with Disabilities of Krakow universities in terms of psychological services and resource sharing access to psychologists, rooms and training plans. KUE OPD coordinates the project.

Within the scope of psychological support, students can count on:

- ⦿ **psychologist consultations** – when support is needed, but it is not clear what form of help to seek
- ⦿ **psychological support** – systematic meetings with a psychologist aimed at changing and helping to solve problems
- ⦿ **crisis intervention** – when something difficult happens unexpectedly at the University
- ⦿ **training** on mental disorders and illnesses
- ⦿ **personal development workshops** – group meetings aimed at developing key competences of the participants

The PSC makes the following available to KUE teaching and administrative staff:

- ⦿ training encompassing disability issues and mental illness
- ⦿ individual consultations on student-related matters





KUE Accessible to Everyone

The Social and Environmental Development Unit actively cooperates with the Office for Persons with Disabilities in the implementation of the “KUE Accessible to Everyone” project, whose main goal is to support organizational and infrastructural changes, as well as to raise the awareness and competences of university staff related to disabilities, through the implementation of activities aimed at increasing accessibility at the Krakow University of Economics and attention paid to the needs of people with disabilities.

The project is co-financed by the European Union under the European Social Fund, Operational Program Knowledge Education Development, “KUE Accessible to Everyone” POWR.03.05.00-00-A065/20. The following activities are carried out within the project:

- ⦿ **adapting** the university infrastructure to the needs of people with disabilities
- ⦿ **renovation** of rooms for OPD and creation of a typhloinformatics workshop
- ⦿ **purchase and installation** of induction loops in 3 classrooms
- ⦿ **assembly** of a new elevator in the Ustronie pavilion
- ⦿ **renovation** of the entrance and toilets in in one building
- ⦿ **creating an evacuation system** for people with disabilities and the purchase of evacuation wheelchairs
- ⦿ **creating a voice navigation system** and a **virtual walk** around the campus
- ⦿ research activities of the think-tank
- ⦿ **educational** and **training** activities aimed at employees
- ⦿ expansion of the **Psychological Support Center**
- ⦿ **creating strategic** documents regarding the University social responsibility
- ⦿ creating a new, accessible BON website

Green university

The latest and the most comprehensive document to date, relating to eco-friendly campus goals, is the Green KUE document published in 2020, which aims to highlight some of the key environmental protection and sustainable resource management issues at the University. The main initiatives include:

1. **Campus as a place friendly to students and staff** – the University is not only a space to study and work in, but also to rest and engage in social activity, which should contribute to a greater sense of community.
2. **Renovation and adaptation of university buildings** to face new challenges can and should take environmental objectives into account. This will be achieved, inter alia, through the implementation of systems for producing electricity and heat from renewable energy sources.
3. **Implementation of a recycling program**, as essential for responsible waste management.
4. **Protection of valuable natural green areas on the campus**, which should go hand in hand with adding vegetation that absorbs air pollution and stems temperature increases across the city.
5. **Creation of an administrative** unit to support environmental projects, particularly student projects. This will increase the University’s impact on educating young people in a spirit of citizenship and social responsibility.

Since 2020 changes to the campus have been made. It is now greener, bike friendly, provides free drinking water, recycling bins were installed, and sports facilities were renovated. KUE also plans to create a Professor Garden instead of a parking lot.



SUSTAINABLE DEVELOPMENT GOALS

Anti-mobbing and anti-discrimination procedures

Over the reporting period, the University has implemented and updated a range of its policies:

- ⦿ University Statute, which recognizes the need for assuring non-discrimination, a priority supported by Polish labor law
- ⦿ A dedicated anti-discrimination policy
- ⦿ Policy on outsourcing and subcontracting services defines and protects the rights of external workers
- ⦿ Remuneration regulations protect pay scale equity
- ⦿ The Gender Equality Plan assures pay scale gender equity
- ⦿ University Code of Ethics regulates issues of bribery, corruption



Realization of the Goals of the Krakow University of Economics in support of UN's 17 Sustainable Development Goals in 2021

In 2021 KUE has prepared and published the first version of the Goals of the Krakow University of Economics in support of UN's 17 Sustainable Development Goals. The adopted document stands testament to KUE's readiness to act for the common good, environmental protection as well as social equality and diversity. It defines long-term actions which we have agreed upon. 2020 – 2022 were very active years for the implementation of SDG initiatives.

At the end of 2020 the Social and Environmental Development Unit was created, to support university transformation towards sustainability. In 2021 the Unit was highly active in the

areas of social and environmental activities, policy creation and approval, education of staff and students, research and connecting different stakeholders, to make KUE more sustainable. As a result, the pursuit of sustainability at KUE is accelerating. It will not be possible to attain these goals without solidarity and cooperation with numerous entities – not only within the scope of the University but also as part of intensive regional, national, and international cooperation. Many individual staff members and organizational units at the University voluntarily undertake initiatives to build good interpersonal relations, protect the environment, support local projects, help the needy, promote good business practices, or shape responsible citizenship among students. Numerous initiatives regarding work culture, community involvement, natural environment, business education and collaboration with stakeholders were undertaken. SDGs-related topics were identified and/or added to our research and teaching. KUE faculty, staff and students worked jointly to make the university more responsible, sustainable, inclusive, and available.

The University is proud to report on the following SDGs:



SDG 3: **Ensure healthy lives and promote well-being for all at all ages.**

3.1 Increase accessibility to psychological consultations for members of staff, graduate and undergraduate students

- › Psychological aid at KUE was reorganized within the Office for People with Disabilities and in 2021 a new Psychological Support Center was established. Since then, the offer of psychological consultations and support for those in duress has been evolving, and the Center started offering support in English and Russian. The Center has also prepared a series of workshops for faculty and students regarding mental health issues.

3.2 Maintain co-financing for sports activities and passes

- › KUE supported financially a range of sporting disciplines, in which KUE staff and students took part within and outside the University. External grants for sports activities were also obtained.
- › Despite pandemic limitations of varied severity and duration, access to KUE sports facilities was assured throughout the difficult period. All sports clubs and units functioned, and their members practiced, and several teams took top places at the national level in competitions within the Polish Academic Sports Union.
- › All sports events organized at KUE remain not ticketed – event access is free to all visitors.

3.3 Expand and modernize the University's sports infrastructure

- › In 2021 the University invested in modernization of sports facilities and the KUE Forum was opened (a 5 million PLN investment) – a multifunctional sports field supporting not only the development of physical culture but also – through the possibility of organizing meetings and concerts – activities integrating the entire KUE Community

3.4 Provide a wider choice of healthy meals, as well as increase availability of vegan and vegetarian meals at food establishments and vending machines throughout the campus

- › In 2021 research was conducted on the availability of healthy meals in the student's canteen and in restaurants and cafes residing on campus. A questionnaire regarding this matter was also sent to students. Based on that research, an official document with recommendations was presented to all vendors and restaurant owners present on campus.

3.5 Further first aid knowledge

- › First aid workshops are conducted regularly and available to all staff members.
- › KUE's Health & Safety Team conducted over 100 workshops for staff in onsite or online mode. 8 major workshops were dedicated to first aid.
- › 3250 students took part in dedicated workshops, in onsite or online mode. Utilizing its Moodle platform, KUE provides Health & Safety and first aid information to incoming students. The course provided information about OHS, fire safety, first aid, all contextualized around the KUE campus and facilities. Students were also provided with a range of legal data and documentation.

3.6 Conduct a health and healthy eating educational campaign

- › In 2021 a campaign on healthy eating and health was conducted among KUE staff members and students. It was promoted via university social media and official mailing.





SDG4:
Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

4.1 Further development for staff members in the form of training sessions, conferences, workshops, seminars, and courses

- › Every year, a set of faculty and staff training is available. This training evolves around the topics of modern ways of teaching, using online tools and applications, mental health, diversity and equality, language training, sports classes etc. The program develops yearly, adding new trainings, workshops, and seminar topics.

4.2 Establish preferential terms for staff members to undertake postgraduate programs

- › Cracow School of Business, the postgraduate arm of the University, provides discounts of 10% to all KUE staff when undertaking postgraduate programs.
- › The Doctoral School on its part-time program provides KUE staff with full coverage of tuition, supervision and formal procedures.

4.3 Expand opportunities for staff members to take up foreign language courses

- › The KUE Language Center continuously offers a range of foreign languages and, backed by the KUE Foundation, staff development opportunities in languages are available.

4.4 Expand the internship program.

- › Every year, all Bachelor degree students and some Master degree students undertake internships/work placements as part of their educational curricula. With the increase in

the number of degrees, the percentage of all KUE students undertaking internships will continue to rise, backed by enhanced annual intakes.

4.5 Develop degree programs designed in cooperation with the business world

- › Since 2020, the Social and Environmental Development Unit has regularly reviewed the presence of sustainability information and SDGs in the content of subjects and degree programs with the use of a custom software solution.
- › In 2021 a Global Business Services degree programme was established in cooperation with corporations residing in Krakow.

4.6 Increase the number of hours within the scope of educational programs assigned to practical work

- › The structure of degree programs, approved by Institute Councils increasingly focuses on the provision of practical classes and a move away from excessive lecture hours – students gain skills and experiences via seminars, laboratories, and practicums that are embedded into the degree curricula. On many KUE degrees, the percentage of practical hours is systematically being enhanced beyond 40% of total contact hours (e.g.: Marketing & Market Communication, Management, Modern Business Management).

4.7 Expand apprenticeship and internship opportunities within the scope of the University's cooperation with public and business institutions

- › Most students who undertook internships in the reported period did so in companies and institutions with which KUE has developed a linkage, either in the form of internships contracts or wider cooperation arrangements, such as participation in stakeholder councils at Department, Institute or College level, graduate employment, or R&D cooperation. Many organizations are sourced by KUE staff, keen to develop university-industry or university-government linkages for teaching, research, and consulting.



4.8 Add weight to the importance assigned to the skills of the future and skills helpful on the job market in the educational process

- › The evaluation of degree Intended Learning Outcomes (regulated through the official Polish Qualifications Framework) is an ongoing process – ILOs are defined during degree design and analyzed during degree redevelopment. Stakeholders are also consulted regarding their (external) perception of the desired future graduate knowledge and skills profile. With the development of IT systems, ILO-subject matrixes were developed, and the realization of ILOs is monitored through subject-specific reporting. The ILO monitoring system will be enhanced, in terms of the scope of generated data and the level of analysis, as further developments are planned.

4.9 Support the activities of academic and student clubs within the scope of access to University resources

- › Through the Council of Science Clubs, the number of clubs at KUE reached 40. Detailed procedures were developed for Club initiation, foundation, operations and closure. The Council assists in building memberships, access to KUE facilities, budgeting and expenditures, reporting and PR of Club activities. The Council itself, as an overarching body, undertakes a range of activities aimed at promoting student research, sharing best practices, organizing and attending conferences and seeks partnerships with the business and governmental communities.

4.10 Increase sustainable development awareness within the Krakow University of Economics community (through didactic content, seminars, conferences, etc.)

- › A research was conducted on the presence of topics related to SDGs, sustainability, ethics, social responsibility, circular economy, and environmental issues in the syllabi of all subjects offered at the university. Also, the database of all faculty-published research was examined to investigate their relations to SDGs. Both analyses will be conducted

annually. Additionally, there are numerous events related to sustainability organized at KUE (seminars, discussion panels, conferences, workshops).

4.11 Establish a database of University initiatives for sustainable development

- › Establishing a digital database of KUE initiatives for sustainable development was approved and has been under development by KUE IT staff.



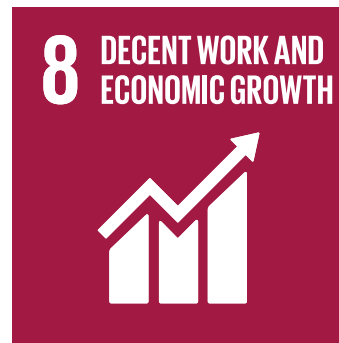
SDG5: Achieve gender equality and empower all women and girls.

5.1 Carry out an analysis of the share of managerial and academic positions held by women

- › Since 2021, a yearly analysis of data supporting Gender Equality Plan is conducted at KUE. All levels and types of positions are analyzed.

5.2 Foster the objectives of the Diversity Charter with particular emphasis on gender equality

- › In 2021 work on the KUE Gender Equality Plan started. A carefully chosen team started the internal analysis of gender equality at KUE. The KUE GEP was published in 2022.



SDG 8:
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

8.1 Identify the needs of staff members, graduate, and undergraduate students with disabilities within the scope of their place of work or study

- › In 2021, the members of the “KUE Available to Everyone” project conducted an in-depth analysis among students and employees with disabilities. As a result, a report was published on KUE architectural and educational availability, and the scope of support that KUE provides to students with disabilities.

8.2 Promote the principles set forth in the code of ethics

- › Regularly, principles of the code of ethics are revised and promoted.

8.3 Promote the University Social Responsibility Declaration signed by the Krakow University of Economics

- › KUE representatives regularly participate in all local and national initiatives gathering socially responsible universities and universities that signed the University Social Responsibility Declaration.

8.4 Further the University’s commitment to green public procurement and purchase of fair-trade products

- › In 2021, there were consultations organized to discuss the possibility of implementing green public procurement and fair-trade products at KUE.



SDG 9:
Build resilient infrastructure, promote sustainable industrialization, and foster innovation.

9.1 Increase R&D infrastructure investments (including laboratories)

- › Since 2020 over 3.8 million PLN were spent on library resources, and the building of the KUE Main Library was renovated (part of a 17.5 million PLN renovation effort). To this, over the period of the pandemic, 2 million PLN were spent on new ICT for staff.

9.2 Support and expand R&D works

- › 2021 was the final year of the national Research Assessment Exercise, where all universities submitted their research outcomes, funding indicators, links with industry and society in order to receive a “category”, that would then define the funding for the next 4-year period. Institutional resources and efforts were focused on the Exercise, with notable increases in research and related outputs, culminating in the awarding to KUE the category of “B+” in 4 disciplines and “A” in one discipline, confirming KUEs status and its degree-awarding powers.

9.3 Support innovation and entrepreneurship amongst the University’s community

- › In 2021, to foster cooperation with industry, KUE formed a dedicated, special purpose company. The entity’s mission is to build relations between the internal environment of the Krakow University of Economics and the economic environment, and to gain the position of a recognizable broker of innovative technologies on the local, national and European market. The company is also expected to act as an incubator for new ideas by staff and students, leading to the emergence of spin-offs and spin-outs.



9.4 Install drinking water fountains on the campus

- › Consultations on the regulations and possibilities of installing fresh drinking water fountains with “Krakow Water” started in 2021. Krakow Water conducted tests of water in all buildings and together with KUE experts – the placement of the fountains was chosen. The fountains were assembled in 2022.

9.5 Expand solutions for recycling, upcycling, closing the loop and minimizing waste

- › Recycling bins were installed in all buildings on all floors and outdoors. Additionally, bins for used batteries were installed by every concierge in every building. In cooperation with the city, a special Eco-Box was installed – a recycling bin for small electronic equipment and small electric appliances.

9.6 Expand the „Plastic free rectorate” project

- › Single-use plastic bottles and dining accessories were replaced by reusable glass and metal.



SDG 10: Reduce inequality within and among countries.

10.1 Increase the number of international students from developing countries

- › Despite the pandemic lockdowns, the number of international students at the University in 2021 stood at 633 and 806 in 2022, with most of them coming from developing countries. With the shift to online education, these students did not lose-out on their education and continued to study either from within Poland or, if caught

by the lockdowns, from abroad. The University continued to develop its international offer, with a range of English lingual degrees at undergraduate and postgraduate levels and enrolled international students for both the degrees in English and, when the knowledge of Polish was confirmed, for Polish-lingual programs (in this case, the students usually have a background of the Polish diaspora).

10.2. Establish academic links with institutions in developing countries, supporting them through mobility of staff and students, partnerships.

- › Furthering its desire to partner with institutions in developing countries and emerging economies, KUE continues to seek out foreign institutions interested in mobility (staff and students), joint programs, research, and funding cooperation. With the end of the pandemic in sight, efforts were enhanced at finding new partners and through its international units, KUE began working with potential new partners in Ukraine, Kazakhstan, Nigeria, Rwanda, Vietnam, Colombia. Simultaneously, opportunities to partner with institutions from strong economies also emerged, primarily from France and China, creating opportunities for establishing complex multilateral partnerships in the near future.

10.3 Be increasingly open to students with disabilities

- › The Office for People with Disabilities, continues to develop its offer of support, providing a wide range of support services, including enrolment, study, examinations, accommodation, counselling, organizing events for the University community as well as participating in external events.

10.4 Develop system of support for disabled staff and students.

- › Yearly, the Office for People with Disabilities receives state funding and grants, which provides major resources for all Office activities, including reorganization of the Psychological Support Center, enhancing the support program of assistants for disabled students, undertaking trips (including participation in sporting events) and trainings.



10.5 Develop equality policies and monitoring systems, centered on human resource excellence

- › On the 6th of April 2021, the HR Excellence strategy was enacted, and a Steering Committee was formed for its implementation. The strategy contributed to the high marks awarded in the Research Assessment Exercise.



SDG 11:
Make cities and human settlements inclusive, safe, resilient and sustainable.

11.1 Support arts and heritage activities of the city, region, country.

- › The Art at KUE project was initiated as an ongoing activity by the University. As part of the project, numerous performances, concerts, exhibitions, debates, lectures and expert panels will be organized.
- › Within the framework of the Open Eyes Economy Summit, an art festival was started, which incorporates issues important to the Open Eyes Economy movement. During 6 weeks of events, visitors could enjoy galleries, shows, art auctions, discussion panels, conferences, film shows and meetings with artists.

11.2 Provide access to educational resources for people who are not KUE students and for local communities.

- › KUE annually organizes events in the arts, which are open to the public.
- › The Main Library offers access to the public and, through KUEs membership of the Krakow University Consortium, access is possible to all member organizations across the city of Krakow.

- › The Third Age University is a project providing mature students with learning opportunities in a wide range of topics within KUE competences, such as economics, management, policymaking, and sustainability.
- › KUE operates its Children University, aimed at educating children in a range of topics and societal postures, including responsible citizenship.

11.3. Support sustainability projects by local communities, city authorities, regional governments.

- › Contributing to local initiatives is part of KUEs responsibility towards the community. One multi-year effort is the bicycle commuting project, where KUE staff switch their travel habits to bicycle transport to and from work. Also, pedestrian access is prioritized on the KUE campus.
- › The Department of Spatial Development and Urban Studies (consisting of 3 departments and two degree programs) is devoted to planning and cooperates with local authorities regarding city planning and development.
- › The Malopolska School of Public Administration (MSAP) is engaged in research and consulting for local authorities, including topics of planning and development.



SDG 12:
Ensure sustainable consumption and production patterns.

12.1 Establish paper, light bulb and toner consumption indicators within the scope of given units

- › A program of efficient use of paper, light bulbs, and toners was created.



12.2 More efficient use of water and electricity

- › A program of efficient use of water and electricity was created, together with investment plans.

12.3 Increase investment in renewable energy sources

- › Consultations on renewable energy resources is being conducted (with representatives of the city, producers of technologies, and NGOs).

12.4 Decrease CO₂ emissions, smaller carbon footprint

- › The works on calculating and reducing KUE carbon footprint have started.



SDG 13: **Take urgent action to combat climate change and its impacts.**

13.1 More green areas within the Krakow University of Economics campus

- › The green areas at KUE campus are constantly evolving. More green fields are prepared, and new greenery is being continuously planted. Plans to reduce parking spaces and create a "Professor Garden" were commissioned to an architect.

13.2 More educational efforts to further climate change knowledge and awareness

- › KUE actively participates in PRME and Global Compact Poland's efforts to climate change education involvement. KUE representatives are taking an active part in round table talks and report writing of both organizations.



SDG 16: **Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.**

16.1 Increase the role of stakeholders (internal and external) in university operations

- › Stakeholders are given access to university operations through a range of collegiate bodies:
 - KUE Senate, which includes representatives of all employee categories (administrative, academic, research, management) and students;
 - KUE Student Parliament, that provides self-governance for the student body, and which participates through representatives in the functioning of many university bodies;
 - KUE Board of Trustees, through which representatives of external stakeholders contribute to university operations. The present Board was formed in March 2021 for the first time and will function until September 2024.
- › At lower levels of the University, stakeholders have been engaged through College Councils, where education programs are evaluated and discussed, graduate profiles formed, cooperation with employers fostered, together with the transfer of knowledge between academic and the business/governmental community.

16.2 Support institutional development at local, city, regional and national levels

- › The KUE Center for Public Policy conducts research, consulting, and contributes to the development of public policies at all levels. A major theme of research in 2020 and 2021 was the impact of the pandemic, the development of cities and the impact of renewable technologies.

- › Through the Department of Knowledge Transfer and Projects, KUE provides expert knowledge to government units.

16.3 Support strengthening of government, policymakers, lawmaker through cooperation and outreach

- › Since 1995 the GAP Symposium operates as a public debate platform between academia, government at various levels, wide range of stakeholders. In 2021 and 2022, the symposiums focused on topics of policies towards seniors, people with disabilities, and the economic impact of the pandemic.
- › Since 2015, the Open Eyes Economy Summit (OEES) provides a platform for discussions about modern economic and political issues at local, national and international levels. Topics include democracy, demography, economics and business operations, multigenerational and multicultural issues in organizations.

16.4 Collaborate with government on important issues

- › The Malopolska School of Public Administration is a unit dedicated to research, projects, consulting focused on Administration and governance at local, regional, national levels. An example is the research on the Quick Reaction Instrument, from which a series of publications emerged in 2021-22.
- › The College of Economy and Public Administration, through its institutes and departments, is actively involved in research with governmental partners at all levels. A notable proportion of Faculty have government experience and continue to support government activities at various levels.
- › Prof. Majchrowski, the President of Krakow joined the KUE Board of Trustees in 2021 as a member, strengthening the linkages between city authorities and KUE activities.

16.5. Contribute to the development of highly skilled governmental human resources

- › Various organizational units of the University (including Malopolska School of Public Administration and Krakow School of Business KUE Institutes) offer a wide range of trainings, postgraduate and MBA programs for policymakers and lawmakers (such as MBA in Community Management). The 2020-21 pandemic complexities did not prevent the offering of programs, as KUE units operated on fully online or mixed modes of instruction, depending on the situation and governmental decrees.
- › The conferences and symposia organized by KUE, all involved government representatives, policymakers as speakers, and were open to attendees from all levels of government and policymaking. The online format, dominant in 2020-22, only helped to enhance the number and geographical location of participants.



SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development.

17.1 Promote and initiate intersectoral cooperation

- › Since 1995 the GAP Symposium operates as a public debate platform between academia, government at various levels, and a wide range of stakeholders. In 2021, the 52nd Symposium focused on topics of policies towards seniors and the economic impact of the pandemic.
- › Since 2015, the Open Eyes Economy Summit (OEES), provides a platform for discussions about modern economic and political issues at local, national and international levels. In 2021, the 6th Summit provided an international venue for discussing issues of democracy,





demography, economics and business operations, multigenerational and multicultural issues in organizations.

- › Since 2005, the International MBA Congress brings together representatives of business with government policymakers and researchers, providing a venue for discussing issues important to the locality, nation and the world. In 2021, the 17th Congress focused on issues of resilience, sustainability in times of crisis and development-focused future orientation were discussed by business leaders, researchers and politicians.

17.2 Develop national and international cooperation within the scope of science, technology, and innovation

- › Cooperation with partners, both domestic and foreign, plays an important role in the development of the University. It has an impact on the improvement and modernization of didactics, as well as on increasing the research potential. The Krakow University of Economics actively cooperates with about 200 international centers.





**PRINCIPLE 3
– METHOD**

03



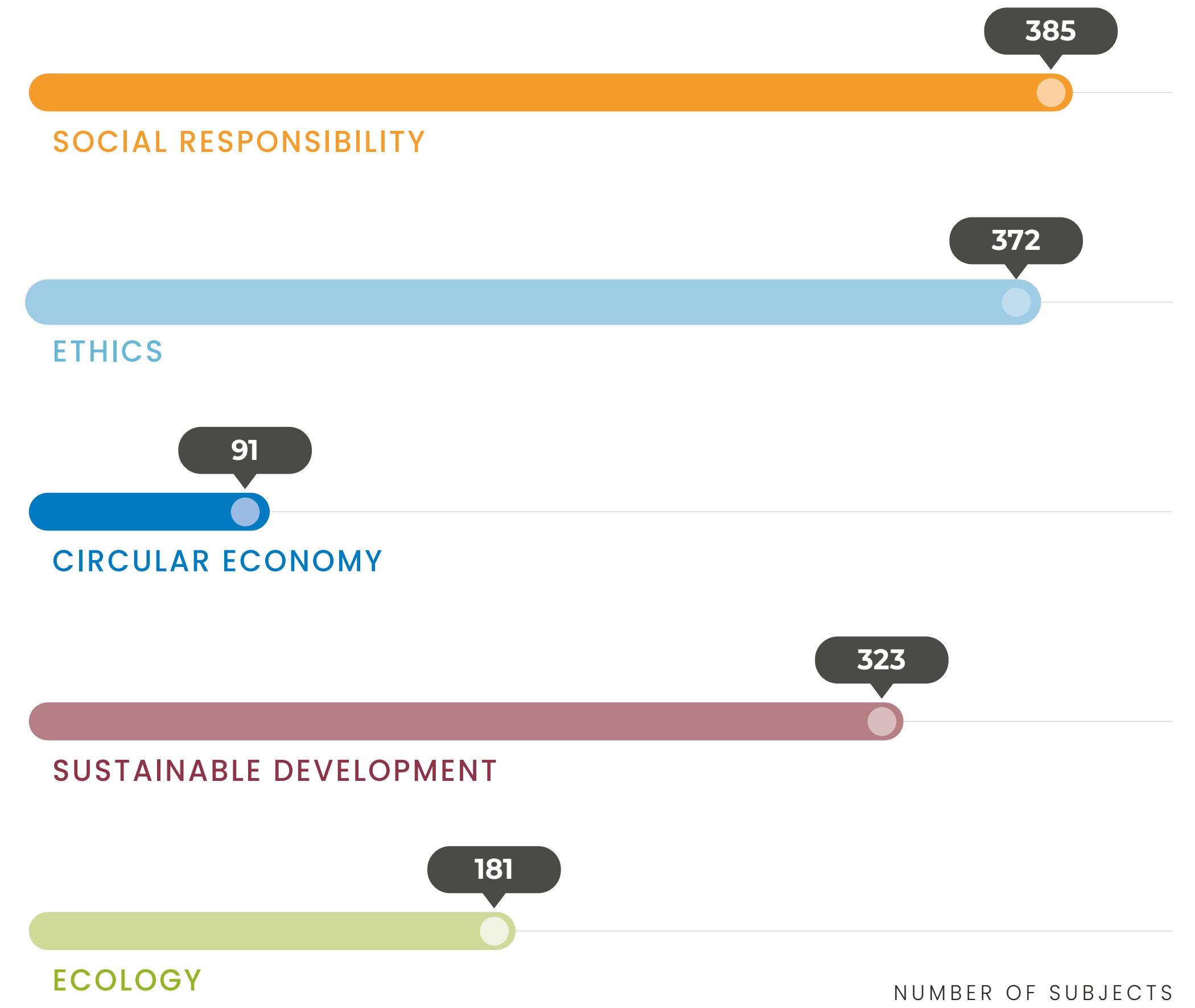


FIRST-CYCLE UNDERGRADUATE PROGRAMS – KUE OFFERS 30 MAJORS AT THE LEVEL OF BACHELOR OR BACHELOR OF ENGINEERING, AMONG WHICH THE RESEARCH IDENTIFIED 611 SUBJECTS, WHOSE CONTENT INCLUDED TOPICS OF SUSTAINABILITY AND ETHICAL ISSUES.

The degree programs that included the most subjects are:

- > Administration
- > Investment-Economic Advisory – dual studies
- > Finance and Accounting
- > Global Business Services
- > Economy and Public Administration
- > Innovation in Business
- > Product Quality Engineering
- > International Logistics
- > Modern Business Management
- > International Relations

TOPICS WITHIN SUBJECTS DELIVERED ON FIRST-CYCLE PROGRAMS



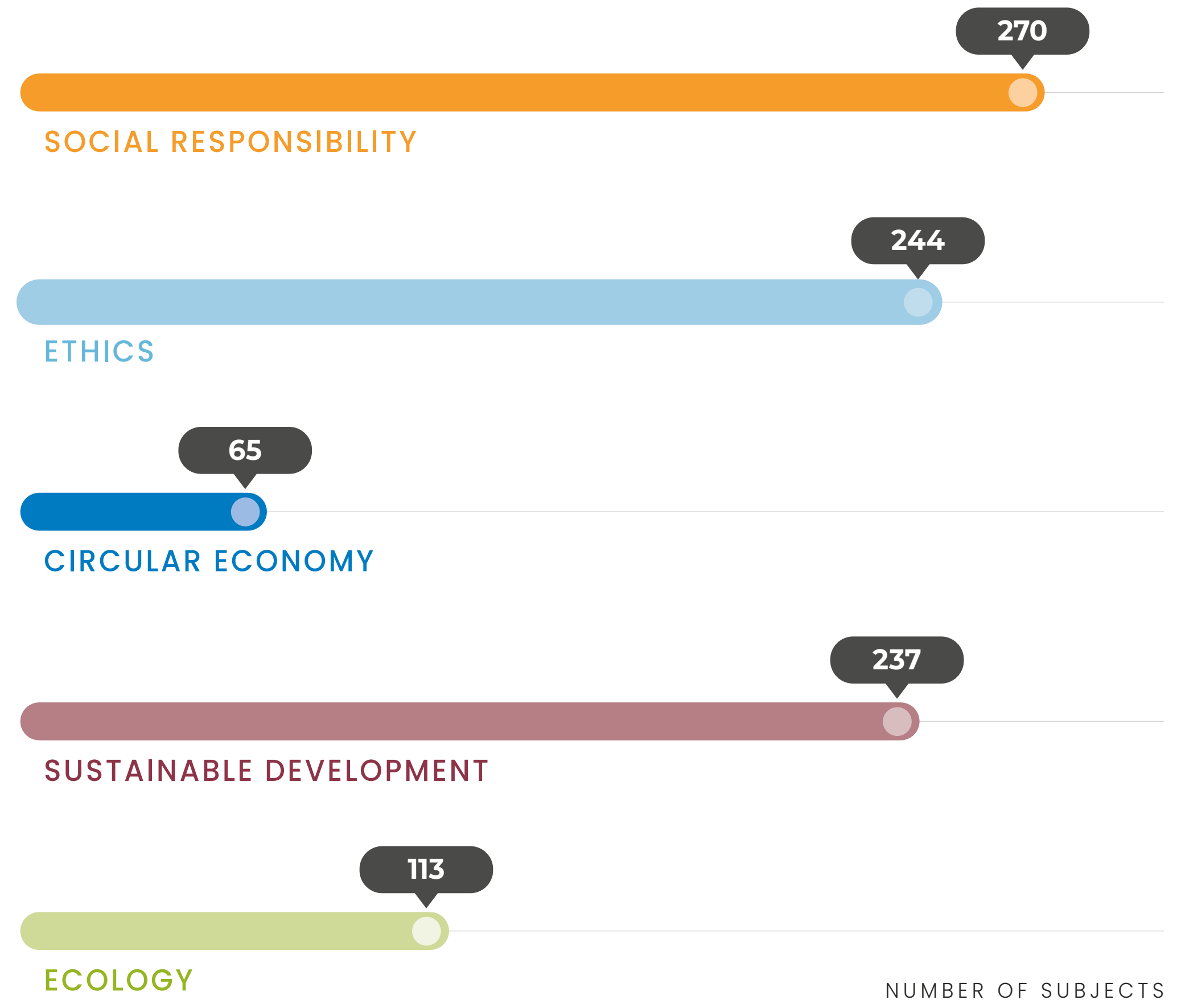


SECOND-CYCLE POSTGRADUATE PROGRAMS – KUE OFFERS 34 MAJORS AT THE MASTER LEVEL, AMONG WHICH THE RESEARCH IDENTIFIED 421 SUBJECTS WHOSE CONTENT INCLUDED TOPICS OF SUSTAINABILITY AND ETHICAL ISSUES.

The degree programs that included the most subjects are:

- > Administration
- > Finance and Accounting
- > Innovations in Business
- > Product Quality Engineering
- > International Economic Relations
- > Economics
- > Economy and Public Administration
- > Organization and Management – managerial studies
- > Management
- > Tax Advisory

TOPICS WITHIN SUBJECTS DELIVERED ON SECOND-CYCLE PROGRAMS



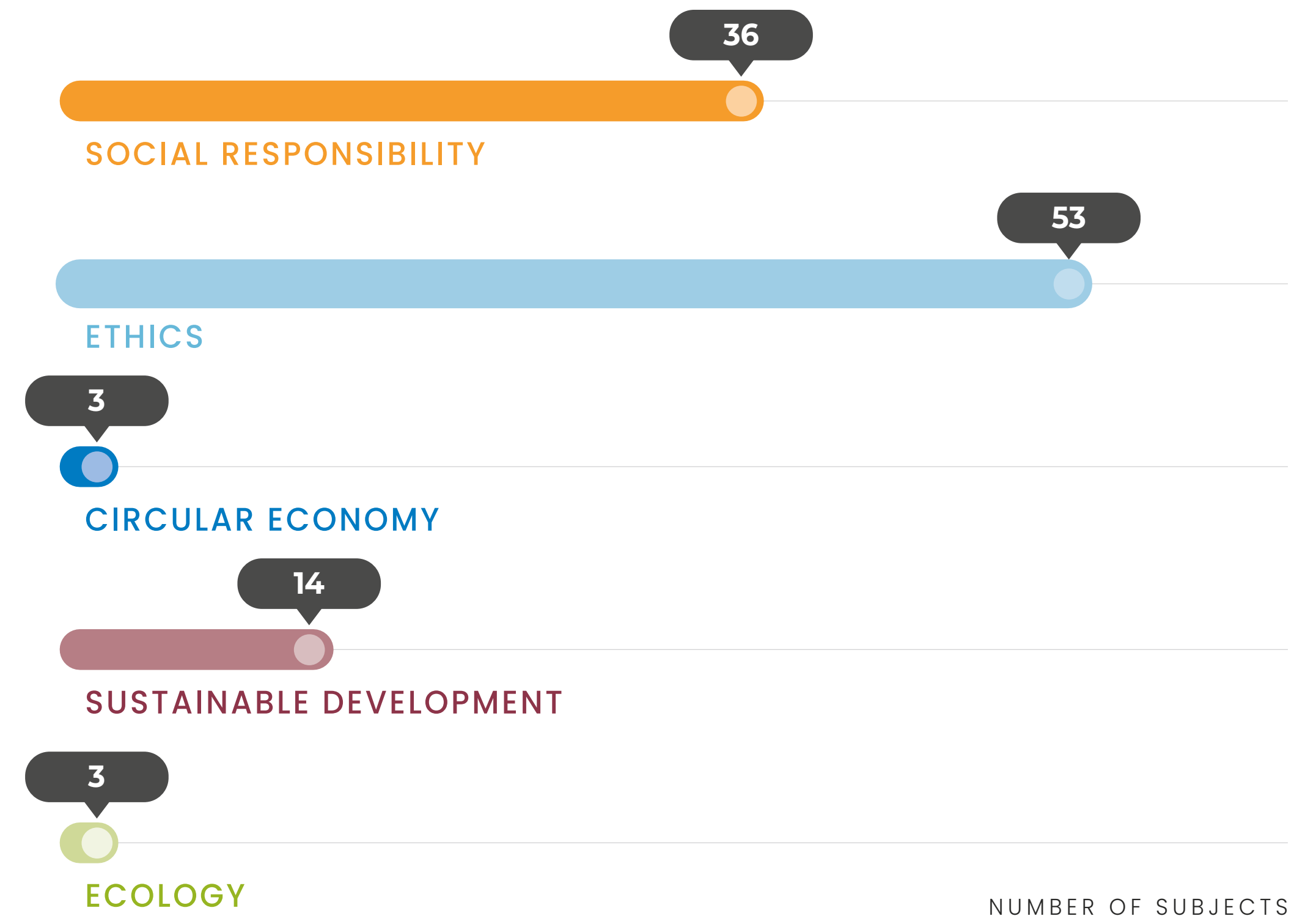


LONG-CYCLE (UNITARY) PROGRAMS – KUE OFFERS ONLY ONE MAJOR OF THIS TYPE – LAW, WHICH GIVES A UNIQUE OPPORTUNITY TO SHOW THE SPECIFIC SUBJECTS, WHICH MENTION THE GREATEST NUMBER OF THE RESEARCHED TOPICS. THE RESEARCH IDENTIFIED 58 SUBJECTS.

Within the Law degree, subjects, which covered the most topics were:

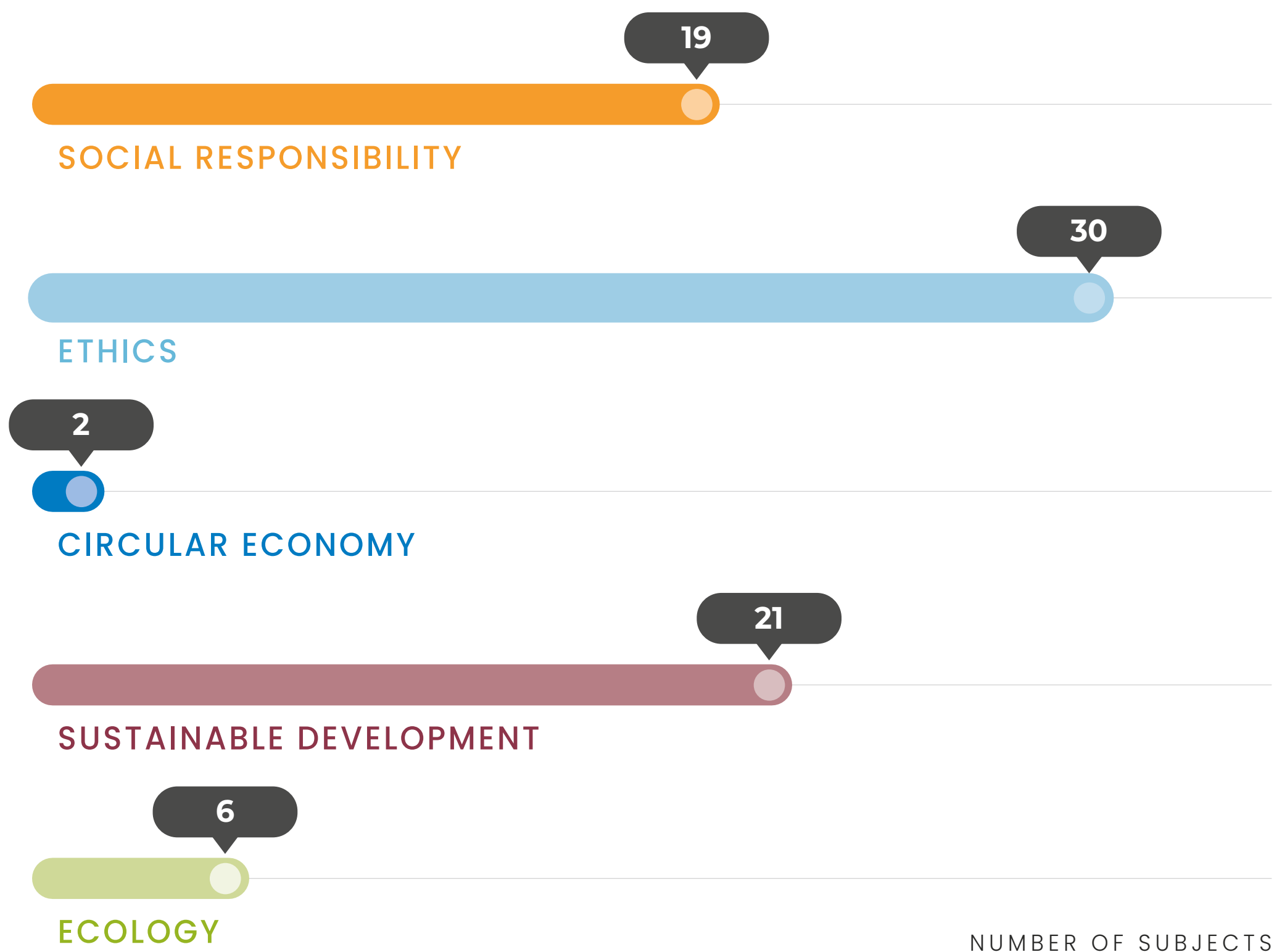
- > Protection of human rights
- > Basics of law
- > Economic analysis of law
- > European legal, economic and social doctrines
- > History of the state and law
- > Possessory and petitory protection in practice
- > Environmental protection - private law aspects
- > Public procurement law in the practice of local government units
- > Artificial intelligence in the theory and practice of law
- > Modern legal systems

TOPICS WITHIN SUBJECTS DELIVERED ON THE LONG-CYCLE PROGRAM



THIRD-CYCLE DOCTORAL PROGRAMS – ON THE FIVE DOCTORAL PROGRAMS OFFERED WITHIN THE DOCTORAL SCHOOL, RESEARCH IDENTIFIED 34 SUBJECTS.

TOPICS WITHIN SUBJECTS DELIVERED ON THIRD-CYCLE PROGRAMS



Institutional initiatives promoting sustainability and social responsibility

Within and around KUE exist various entities and initiatives dedicated to education in the spirit of sustainability and social responsibility.

Student Scientific Clubs

The KUE Council of Scientific Clubs brings together over 40 scientific clubs organizing students within the university. The Club community has over 1200 members, involved annually in more than 80 projects on various topics. However, Scientific Clubs are not only an opportunity for scientific development, but also for personal development. Taking this into account, the Council strives to foster various opportunities by conducting soft skills trainings, workshops to acquire new skills, discussion panels to broaden the worldview and face views different from theirs. As a community of young scientists, they are involved in many scientific and popular science projects. The Clubs organize nationwide conferences, science festivals, Oxford debates, rector’s lectures, engage in scientific research and publish monographs. As future practitioners, they are open to cooperation with business, organizing many events and visiting the headquarters of companies and organizations. The Clubs operate in the spirit of sustainable development, promoting and exploring this idea.

KUE Foundation

The Krakow University of Economics Foundation was established in 2004. Its primary objective is to conduct socially useful activities in the sphere of public tasks for the benefit of the academic community and, in particular, of the Krakow University of Economics.



The idea to establish the Foundation arose out of the need to carry out tasks for the academic community that cannot be carried out in full by the University, e.g.: cooperation with the business environment or entrepreneurship incubation. The KUE Foundation operations cover a wide range of activities: from promotional and cultural undertakings to supporting the most talented and needy students, organizing voluntary work, publishing and catering efforts, arranging car parking, and organizing conferences. The KUE Foundation also engages in various educational initiatives and independently implements science and business projects. It also targets businesses with a high material potential on the one hand and those with many needs and problems that require solutions on the other. Above all, its activities are based on cooperation, co-creation of value and resource sharing. Sustainable development understood in this way, implemented through synergies, promotes the achievement and enhancement of common values.

The KUE Foundation adheres to the idea of Corporate Social Responsibility and willingly includes undertakings for the benefit of the local community or the development of eco-friendly attitudes in its activities.

The first project to be carried out in accordance with CSR assumptions entailed a series of Live for Life charity concerts for the benefit of members of KUE staff in a difficult financial and health situation. Since 2018 the Foundation participates in the “zaczytani.org” (“the readers”) project that centers on collecting using books and sending them to those in need. In 2020 the KUE Foundation supported a project called The Gift in the Institute of Finance initiated by people from KUE Institute of Finance. The purpose was a donation for needy people and their families connected with the Institute. In 2021 the KUE Foundation, on the initiative of the Rector Prof. Stanisław Mazur, donated to Sandra, a relative of a university employee. Since 2022 the KUE Foundation supports actions helping refugees from Ukraine, by organizing donations and financing nutrition, medicine, clothes, and necessary services.

GAP Foundation

The Economy and Public Administration Foundation (GAP Foundation) is an example of a non-governmental organization external to KUE, whose activities increase the University’s social responsibility potential. The GAP Foundation was established (its founders are mostly KUE staff members) with the aim of supporting the student community in active research and scientific activities, developing entrepreneurship, tourism and sports, as well as cultural and artistic undertakings. That is why the activities of the Foundation focus primarily on supporting young, talented people in their scientific and intellectual development and shaping their skills and positive attitudes to life.

Over the years of activity, the mission of the Foundation has evolved into: developing the economy of values and disseminating solutions based on it in activities and public debate. The GAP Foundation focuses on:

1. Creating the foundations for and education towards the economy of values through the creation of the OEES HUB think-tank, publishing and expert activities.
2. Organizing international, national and local events aimed at disseminating knowledge and promoting the economy of values.
3. Supporting the development of non-governmental organizations and small and medium-sized enterprises from Krakow and Malopolska through consulting, training and networking activities.
4. Activation of young people and seniors in terms of their civic involvement.
5. Supporting students and academic staff of the Krakow University of Economics through activation and integration activities.

The most important activities of the Foundation and the GAP Art Agency (a social enterprise separate from the GAP Foundation, employing many KUE graduates) include:

- ⦿ organization (together with KUE) of the Open Eyes Economy Summit international congress (free participation for KUE staff and students; involvement of students in organizational works)
- ⦿ organization (together with KUE) of the Modern Economy and Public Administration scientific symposium addressed to KUE staff and students (the symposium is environmentally friendly and accessible for people with disabilities; students are involved in content specific and organizational work)
- ⦿ cooperation in the implementation of educational projects addressed to students of primary and secondary schools in Malopolska (a cycle of “Responsible University” projects)
- ⦿ complementing the teaching curriculum by offering KUE students:
 - work-placements and internships (the Foundation, together with the College of Economy and Public Administration, runs the GAP Internship Program involving the largest Polish employers who enable the most outstanding students to take part in paid internships)
 - participation in implementation projects
 - participation in documentary film production
- ⦿ employment for KUE students and graduates (several dozen people in total)
- ⦿ organization of the annual promotion ceremony for GAP graduates, during which the prestigious Professor Jerzy Indraszkiewicz Award is presented to the best GAP College graduate
- ⦿ preparing the concept and running the GAP Gallery located within KUE, where works of contemporary Polish painters and sculptors are exhibited

Furthermore, the Foundation, in close cooperation with the GAP student community – the GAP Student Club, the GAP Staff and the GAP Tourist Club, works for the integration and

development of the student community. It is also involved in the organization of Oxford debates, student conferences, the annual carnival ball (GAP Ball), the GAP Run, and GAP Club Evenings.

Cracow School of Business

Cracow School of Business KUE is a specialized unit providing educational services since 1991. The School offers over 90 post-graduate programs and MBA programs: Executive MBA, International MBA, and MBA CSB + Master, as well as managerial programs dedicated to companies. In all MBA programs there are subjects regarding sustainability.

Cracow School of Business is engaged in providing help to those who need it. The International MBA Congress organized annually by CSB includes a Gala Dinner with a charity auction. The funds raised are geared towards the needy in the local community, local hospitals and NGOs.

In May 2022 the School was able to hold the Congress live (and not online as in 2021 due to Covid pandemic). This year we all (staff, faculty, alumni, and students) joined KUE efforts to collect funds for the Children’s Hospital in Krakow. They were able to collect art and other items, which were auctioned during the Gala. The Gala Dinner started with the presentation of a movie created by School’s staff and the doctors of the Children’s Hospital. A record sum of funds was raised for the Children’s Hospital which treated many Ukrainian refugee children.

Past beneficiaries of the Congress initiative included the following Charity organizations:

- ⦿ Foundation of the University Children’s Hospital in Krakow “For Healthy Children”
- ⦿ Friends of Children Society

- ☉ PMI Poland Association for the funding of the Kids Camp projects
- ☉ Beautiful Angels Association
- ☉ Well of Hope Foundation

CSB is aware that its students, who hold managerial positions, make strategic decisions in their companies, and thus have a significant impact on the business environment, the community and society at large, hence a great deal of emphasis is placed on shaping program participants pro-social mindset. It is one of the first business schools to monitor sustainability impact of its alumni.

This type of research signals CSB commitment to growing proactive behaviors of student and alumni body towards sustainability issues and provides the School with actual outcomes in this regard. In the recent 2022 alumni survey a strong majority of alumni declare having a significant impact on sustainability within their organizations. Each CSB MBA program has its own Code of Conduct which regulates program requirements, student obligations and expected student behavior. The Academic Integrity Policy prohibits actions like academic dishonesty and plagiarism.

Student Parliament

The Parliament is a student self-government body whose task is to represent the interests of all students before the University Authorities. The Student Parliament also shapes student lives by supporting the scientific, cultural and sports movements.

Parliament representatives occupy seats in the Senate, institute and Senate committees and teams, as well as in the Councils of Institutes. The Parliament supports the work of all student organizations, co-decides on the distribution of funds from the financial aid fund for individual benefits and about its regulations. Parliament representatives are

also members of the KUE scholarship committee and work on assuring the basic rights of students, increasing the quality of education and making studies more attractive.

Student Parliament project activity starts in September with the Freshers Fair, a training and integration trip for new students. In October, the Parliament meets them again at the Training for the first year. At the same time Planner is also developed – a free academic calendar published for several years in a circulation of several thousand copies. In the winter semester, the Parliament also implements several other projects: Ideal Class President – training for people who perform the function of the senior; KUE Mentors, rewarding the best lecturers; Transeconomics, enabling a semester exchange with to another Polish university; Survey, the opportunity to express student opinions regarding the classes in which they participate by filling out online questionnaires. The Parliament also coordinates the Economic Knowledge Test. The summer semester begins with Economic Bridges – a student exchange under which students can go for four days to another economic university in Poland. Soon after, the Parliament invites students to participate in the KUE Struggle, which is part of the KUE “Juwenalia” annual student culture celebration.

Independent Student Association

The Independent Student Association (ISA) at KUE is one of the most active organizations of this type in Poland. Through organizing various events, they integrate the student community of the Krakow University of Economics, enable the development of pro-social attitudes, and shape a positive attitude towards the world around us. Twice a year ISA organizes the Vampire Fest, which is addressed to KUE students and employees, as well as the local community. The main objective of the Vampire Fest is to collect as much blood as possible, which can then be used to save lives, and to promote free blood donations and pro-social attitudes. ISA also organizes KUE Students for Animals project – a charity event organized on the KUE campus twice a year. Pet food, necessary accessories and

money for big and small animals are collected to help abandoned dogs, cats, and even endangered tigers. Such events show that KUE students are not indifferent to the suffering of our four-legged friends.

KUE by a hair's breadth project is aimed to collect hair to make wigs for children with cancer. During the event's final, the KUE campus is transformed into a huge hairdressing salon, and professional hairdressers invited for the event conjure real metamorphoses of the participants. Donors also receive small gifts. The event was held for the first time in 2017 and is organized yearly. The Independent Student Association works with the WeGirls Friendship Foundation.

ISA KUE also organizes Beana Camp, a week-long trip for the KUE freshers to help them find their feet at KUE. The participants spend a week at a holiday resort and have an opportunity to get to know each other and to hear about the ins and outs of studying at our university from members of the Independent Students Association.

Another project is "KUE Independent Student Association for Children", which aims to collect toys for children in Kraków hospitals or children's homes. The organizers then spend time with the children, playing and singing, thus motivating them further to fight the disease and improve their lives, and inspiring them to keep going. Often the event is also accompanied by a fundraiser for a children's foundation. The project shows student goodwill and presents the University social responsibility. The event has been held regularly for the last 9 years.

AIESEC

AIESEC is the world's largest independent youth-led organization operating in 122 countries at local, national and global levels. AIESEC in Krakow is one of the largest branches in Poland. At present, the members of the organization are almost 100 young people who want to improve their skills, take advantage of new opportunities, and support the development of

others. AIESEC KUE organizes a project called "World's largest lesson". The lesson entails an hour-long workshop organized by volunteers (AIESEC members and partners), which focuses on Sustainable Development Goals. Volunteers are divided into groups led by leaders, where they develop a plan for workshops held during the AIESEC National Conference, according to previously received guidelines. The project aims to raise awareness among primary school children (7-14-year-olds) about their role as global citizens by understanding what Sustainable Development Goals are and how young people can support them in their everyday lives.

Global Volunteer is an intercultural volunteering experience that enables organizations to work with young people from all over the world on projects to solve cultural, economic, social, and environmental problems in today's world.

Erasmus student network

Erasmus Student Network (ESN) is a non-profit international student organization. ESN KUE organizes a MENTOR program, aimed at helping incoming Erasmus students to find their feet in Poland. Each international student is assigned a Mentor (Buddy) who is there to help them. Cooperation delivers mutual benefits: arriving Erasmus Mentees receive a lot of support in finding one's way around the Polish and Kraków reality and bureaucracy, while the Mentor has an opportunity to polish their foreign languages, make friends and gain valuable points to help them apply for exchanges.

ESN also organizes Country Meetings – a project that aims to share knowledge about other cultures and foster an attitude of mutual tolerance among both Polish and foreign students. During meetings, foreign students studying at KUE talk about their home countries, their culture, traditions and associated interesting facts. During such a presentation, one can listen to regional music, learn traditional dances, discover the local alphabet, and sample local delicacies.



Ad Meritum Association

The Ad Meritum Association was founded in 2005 by KUE students. Since its inception, the Association's mission has been to develop student skills within the scope of management, teamwork and skills useful on the labor market, as well as to pursue activities aimed at integrating International Management Department students.

The Association hosts a variety of events unique to the University. The annual International Management Symposium is one such event, where students have an opportunity to attend training courses with practitioners from various companies as well as classes conducted in a different form than those held at the University daily. The association regularly organizes training courses for students. Those include MS Excel courses – an essential tool for working in an office – as well as audit and logistics-related courses. An important part of the Association's calendar is the trip for first-year students, during which they have an opportunity to find out more about the Association and its activities. Students also receive practical advice – as to what awaits them in the coming years at the university.

On top of its own projects, the Association supports the Student Social Responsibility project organized by the International Management Department, whose aim is to involve students in extracurricular activities, to show that it is important to help others and how it helps to develop people's sensitivity and skills. Its beneficiaries are children from the Friend of Children Association. Thanks to numerous mini educational programs, profiled classes, games and activities, students show children that it is worth being sensitive to the needs of others, developing yourself and pursuing your dreams. They also encourage children, often from poor or difficult homes, to continue their education.

EDUCATIONAL PROJECTS FOR THE SOCIAL ENVIRONMENT

“Eyes Wide Open”

was implemented as part of the POWER program – Priority III, Higher education for economy and development in 2019-2021. The aim of the project was to develop the university's offer in the implementation of its third mission, through programs implemented in cooperation with NGOs contributing to the improvement of competences of people participating in higher education, corresponding to the needs of the economy, labor market and society. The project served 120 participants – children aged 9-12 from Krakow and the surrounding area, who raised their competences in the field of civic education. KUE was the leader of the project.

Malopolska! Bet on education

is a series of projects implemented as part of the public tasks for the Malopolska Region in the area of science, higher education, education and upbringing in the years 2021-2022. KUE is the leading partner, while the operator is the GAP Foundation.



The pilot project “Responsible University”

was to stimulate cooperation between academia and schools, NGOs and residents, in order to improve the educational opportunities of children and young people from the region. The project involved students of primary schools in Malopolska and their teachers. KUE students and academic teachers were involved. Project was implemented in September–December 2021

- ④ **The “Responsible University – Development–Competences–Relations”** project was a continuation of the “Responsible University” Pilot Program with the financial support of the Malopolska Region. Its main idea was to stimulate cooperation between the academic community and schools, educational institutions, NGOs and residents in order to improve the educational opportunities of children and youth from the entire region of Malopolska. The target group were primary and secondary school students (30 people), teachers (24 people), indirectly: people and institutions from the education sector. Implementation period June–December 2022
- ④ **The project “School Innovation and Entrepreneurship Clubs”** whose aim was to deepen the universal, personal, and social competences of students, improve the techniques of acquiring knowledge and skills and increase student participation in educational activities conducted outside the classroom, as well as support schools in improving innovative methods of working with young people. The project is addressed to primary or secondary schools in Malopolska: 8 teams formed by 12 students. Implementation period September–December 2022.

Malopolska Education Cloud

In realizing its education mission, KUE provides an innovative proposal for sharing knowledge and bringing scientific achievements of universities closer to pupils in Malopolska using information and telecommunication technologies (ICT). The aim of the project is to improve pupils’ key competences and to develop appropriate attitudes enabling them to continue learning at the next educational level, as well as to improve ICT skills among teachers.

The Malopolska Education Cloud project is the result of partnership and cooperation between the Malopolska Region, leading regional universities and the authorities running secondary schools (technical secondary schools and high schools). The Krakow School of Business (KSB) coordinates the project at KUE. Classes have been taught continuously since 2014 by KUE academic staff.

The project is unique on a European scale. Thanks to the program, modern multimedia laboratories equipped with interactive whiteboards, mobile sets, Wi-fi and videoconferencing facilities are being built in Malopolska secondary schools, technical secondary schools, libraries, and Malopolska Teacher Training Centers located across the region.

Participants can talk to staff and students representing individual institutes, departments, student organizations or other University bodies. It is also an opportunity to participate in interesting lectures, workshops or scientific debates. An Open Day provides a chance of acquiring information on a wide range of study abroad opportunities, postgraduate studies, and scholarships as well as career building. Tours of the Campus, organized by the KUE Student Council, are an integral part of the event, enabling participants to get to know the didactic and scientific facilities of the University before committing to studying there. Over the past years, ever more high school graduates from all over Poland have been attending the Open Day, with the number rising from 1,000 to almost 3,000. The event enjoys the honorary patronage of the Malopolska Education Curator.



Children's University

Since 2011, KUE has been organizing classes for children aged between 6 and 12 as part of the KUE Children's University. Its mission is to stimulate children's interest in economic, social, civil, and psychological issues, to shape civil attitudes, and to create opportunities for worthwhile leisure time.

The Children's University provides a space where lecturers convey socially relevant content to children in an attractive way. Classes are conducted in the form of lectures, workshops, and sports training sessions. The subjects span economic, financial, social, citizenship, psychological and philosophical issues as well as marketing, communication, urban planning, and environmental issues. Sporting activities in the form of tennis also take place there.

There are 12 meetings during an academic year: 22 lectures, about 40 workshops and 10 tennis practice sessions (several groups take part in each practice). Since its inception, more than 600 children have already received graduation diplomas from the Children's University.

Youth University of Economics

The project pursues a mission of deepening knowledge and developing skills and social competence related to the current challenges in the labor market, the economy and society, among primary and secondary school students in selected Malopolska districts. Students from Miechów, Proszowice, Kraków, Myślenice, Limanowa and Bochnia districts, selected due to the relatively high unemployment rate among young people (over 25%) are involved in the project.

The assumed effect of the training is a reduction of the competence gap and improvement of the professional mobility of young people, fuller utilization of KUE's potential, and improvement

in interpersonal communication, as well as enabling the target group from local communities to become acquainted with the academic environment.

The Youth University of Economics project shapes the following skills:

- ① communication (cooperation in a group; clear communication of thoughts; establishing and maintaining contact with other people)
- ① personal (logical thinking and factual analysis; searching for and analyzing information and drawing conclusions; readiness to learn new things; creativity and innovation)
- ① professional (planning and punctual completion of tasks; working on a project; flexible response to change; independent decision-making; entrepreneurship and initiative)

University of the Third Age

Since October 1st, 2010, Krakow University of Economics has been operating a University of the Third Age (UTA) intended for people over 55 years of age, who feel the need for further intellectual development and wish to broaden their knowledge and interests, especially in the field of economic and social issues.

The UTA was established by a resolution of KUE Senate in December 2009 and, after a period of pilot lectures held from March to June 2010, has assumed its present form of systematic educational activity since the 2010/2011 academic year. From the very beginning, the UTA has delivered education at a very high level – the best, experienced academic teachers from KUE, as well as outstanding specialists from other universities, managers, well-known journalists, and doctors are invited to give lectures. The UTA offers its students not only weekly lectures, but also two-hour classes in foreign languages and one-hour long physical activities at the swimming pool, gym, or fitness room. Computer courses are also held for those interested.



Patronage classes

In September 2018, KUE in agreement with the National Education Commission Secondary School No. 10 in Kraków, has launched a didactic project to be implemented over two years for one class, where extended mathematics, geography and English are taught – it is known as the Class under the Patronage of the Krakow University of Economics. As part of the project, lecturers from the University spend 60 hours per school year teaching a given class.

In 2016, an agreement was signed with the B. Nowodworski High School No. 1 in Kraków, on the basis of which, one of the classes was covered by patronage of KUE College of Economy and Public Administration. Pupils in this class were offered a dedicated didactic program “Fundamentals of Public Sector Economics”, comprising 120 hours of classes delivered over two years during weekly meetings between academics and secondary school pupils.

“Partner school” project

It is an initiative under which cooperation with secondary schools from the Malopolska Region and neighboring provinces is actively pursued. The following are proposed in terms of cooperation with schools:

- ⦿ presentations of the University’s didactic curriculum to students interested in studying at KUE
- ⦿ provision of promotional materials to schools
- ⦿ enabling school pupils to take part in lectures and practical classes held at KUE

Universities to Schools – about finances from the National Bank of Poland

The project was implemented by KUE’s Malopolska School of Public Administration together with the National Bank of Poland as part of the economic education program in 2021-2022. The project included the preparation and conduct of classes for students at secondary schools located in the Malopolska Region in the field of entrepreneurship and fundamentals of economics. The aim of the project was to raise the level of knowledge and skills of young people related to running a household budget and conscious use of banking services, to bring practical knowledge about setting up a business and startups, and thus acquire practical skills in shaping their own career path and professional development.

The project was focused on:

- ⦿ Familiarizing young people with the issues of broadly understood entrepreneurship
- ⦿ Providing young people with knowledge about setting up and running their own business, identifying their preparation for such activity
- ⦿ Encouraging personal development and being a creative person, and through participation in various forms of education and gaining specialist knowledge – improve their qualifications and ultimately acquire the competences necessary on the market.
- ⦿ Promoting entrepreneurial attitudes among young people
- ⦿ Assuring participant understanding of the nature of foreign capital and the situation when it can be used in private life and in the company
- ⦿ Developing abilities to rationally assess the cost and compare different credit products

- ④ Understanding the idea of insurance and developing the skills of their proper application
- ④ Increasing participant awareness of economic concepts and phenomena such as inflation, deposit guarantee or public debt
- ④ Increasing knowledge of the fundamentals of economic and financial stability
- ④ Improving teamwork and problem-solving skills

Education fairs in Poland

Krakow University of Economics values direct contact with prospective candidates. That is why representatives of the University regularly take part in education fairs throughout Poland. This is a very effective formula for meeting many young people and providing them with comprehensive knowledge not only about the University's degree programs, but also about the conditions for studying, the possibility of travelling abroad, and the involvement in the activities of student clubs and organizations. The University is often represented at fairs by KUE students, which allows future applicants to obtain knowledge directly from those already studying. The Promotion Team representing the University, takes part in numerous regional and national fairs – the Perspektywy Education Showroom or the Podkarpackie Education Fair, which are held in the capital city as well as larger urban and regional centers (Kraków, Rzeszów, Lublin, Łódź, Kielce, Jarosław, and Tarnów).





PRINCIPLE 4 – RESEARCH

04



The pursuit of research excellence is the most important determinant of the scientific development of the Krakow University of Economics. The actions taken in this respect are intended to guarantee the researchers and doctoral students the appropriate conditions for conducting research and to create opportunities for conducting research and publishing it in reputable journals and publishing houses. In order to be able to do so, research programs must be undertaken. The University pays great attention to include the topics related to UN SDGs in its research and therefore has its place in creating new knowledge in this field.

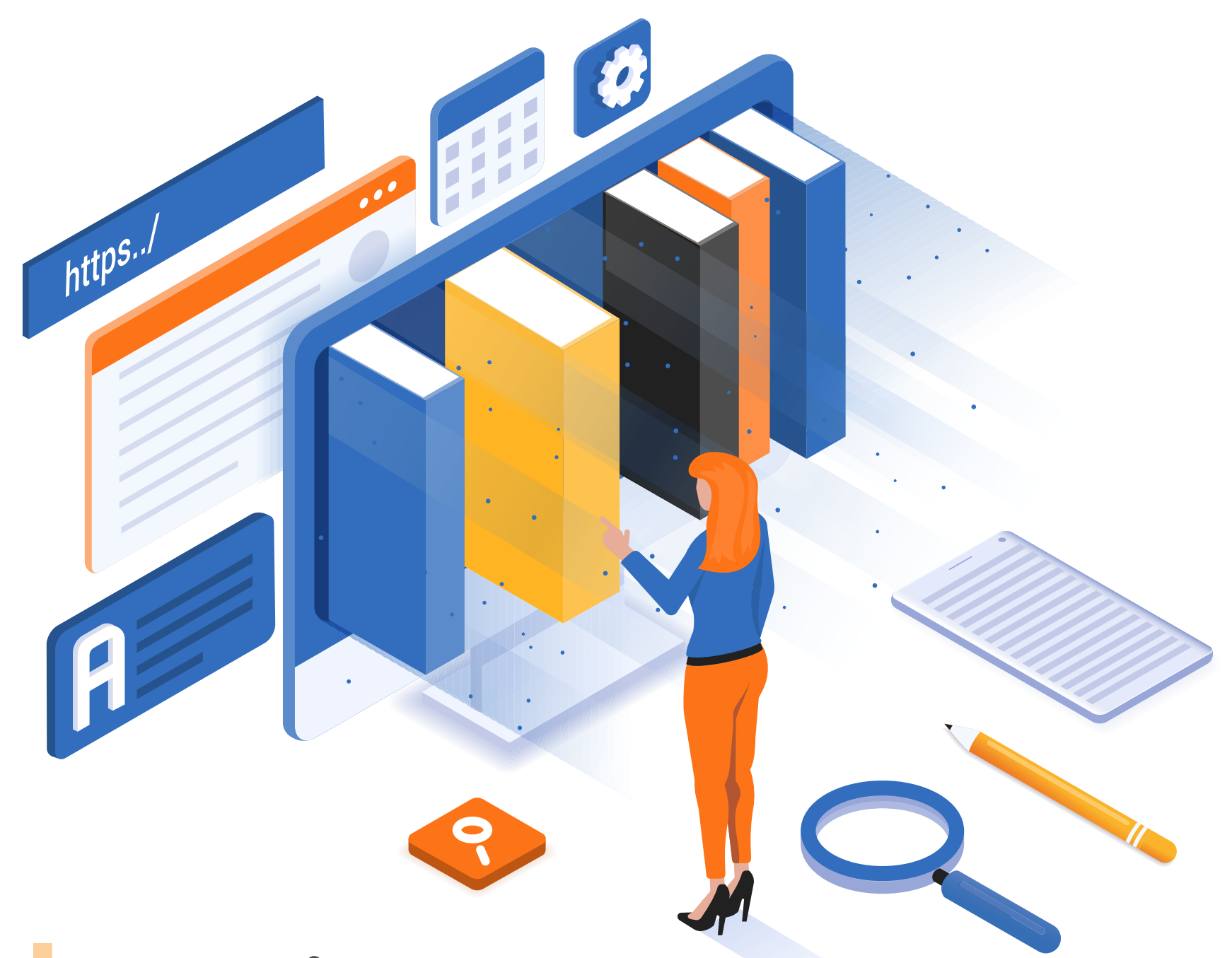
KUE publications on sustainability and social responsibility

The articles, books and book chapters published in the years 2020 – 2022 by KUE researchers were investigated to check whether they discuss issues related to UN Sustainable Development Goals. The conducted research searched for SDG-related topics within titles, keywords and abstracts in the following 3 categories:

- › SDG as a keyword in general
- › Specific keywords related to individual SDGs (a list of 915 keywords in total relating to 17 SDGs was used). This list was provided by EFMD during their training “Mainstreaming the SDGs in business education” in March 2022
- › MISC – a special category of keywords related to more than one SDG (for example sustainable, recycling, responsibility, resilient, pollution etc.)

11 795

times KUE authors used SDG-related keywords in the years 2020 - 2022



4077 in 2020

4879 in 2021

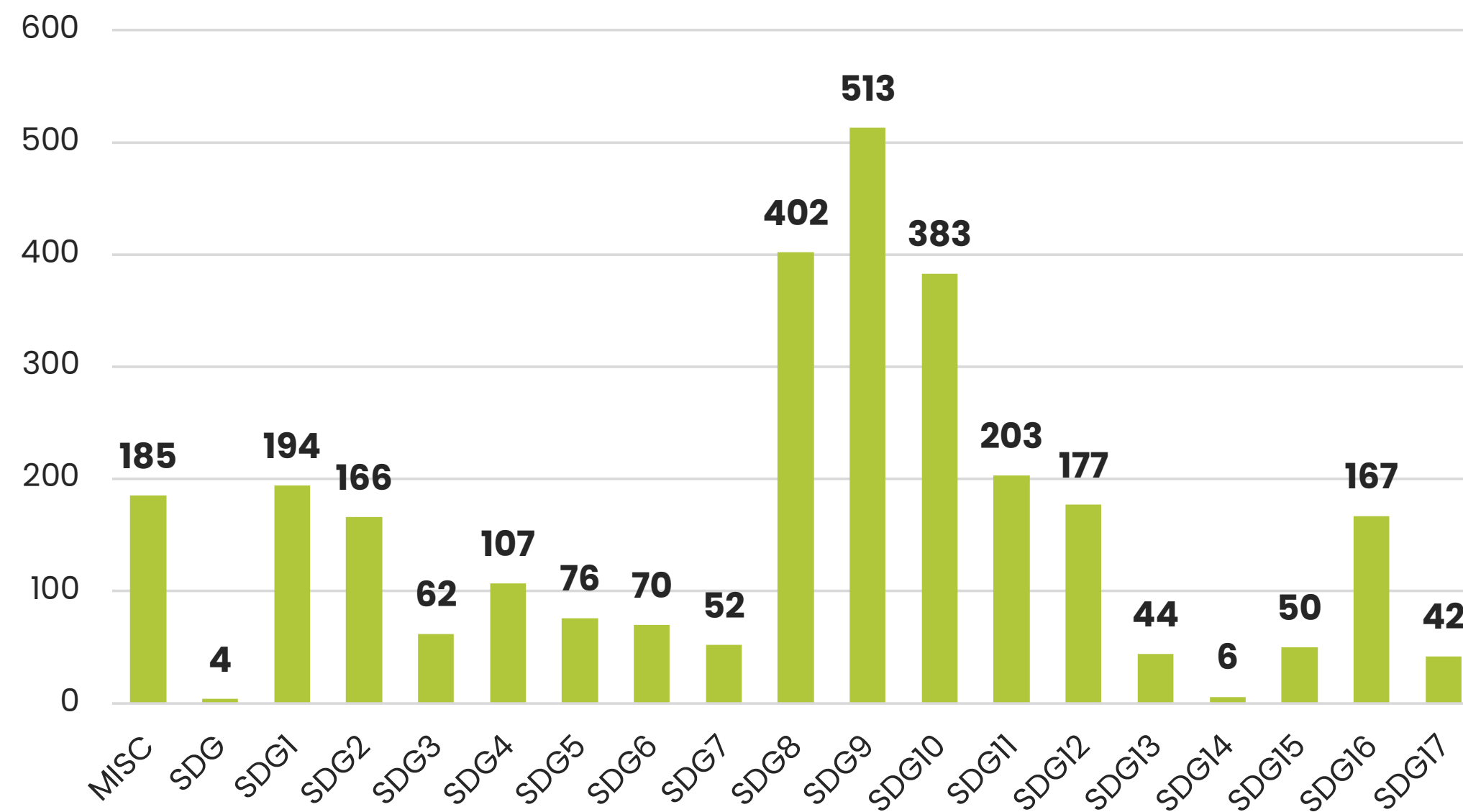
2839 in 2022



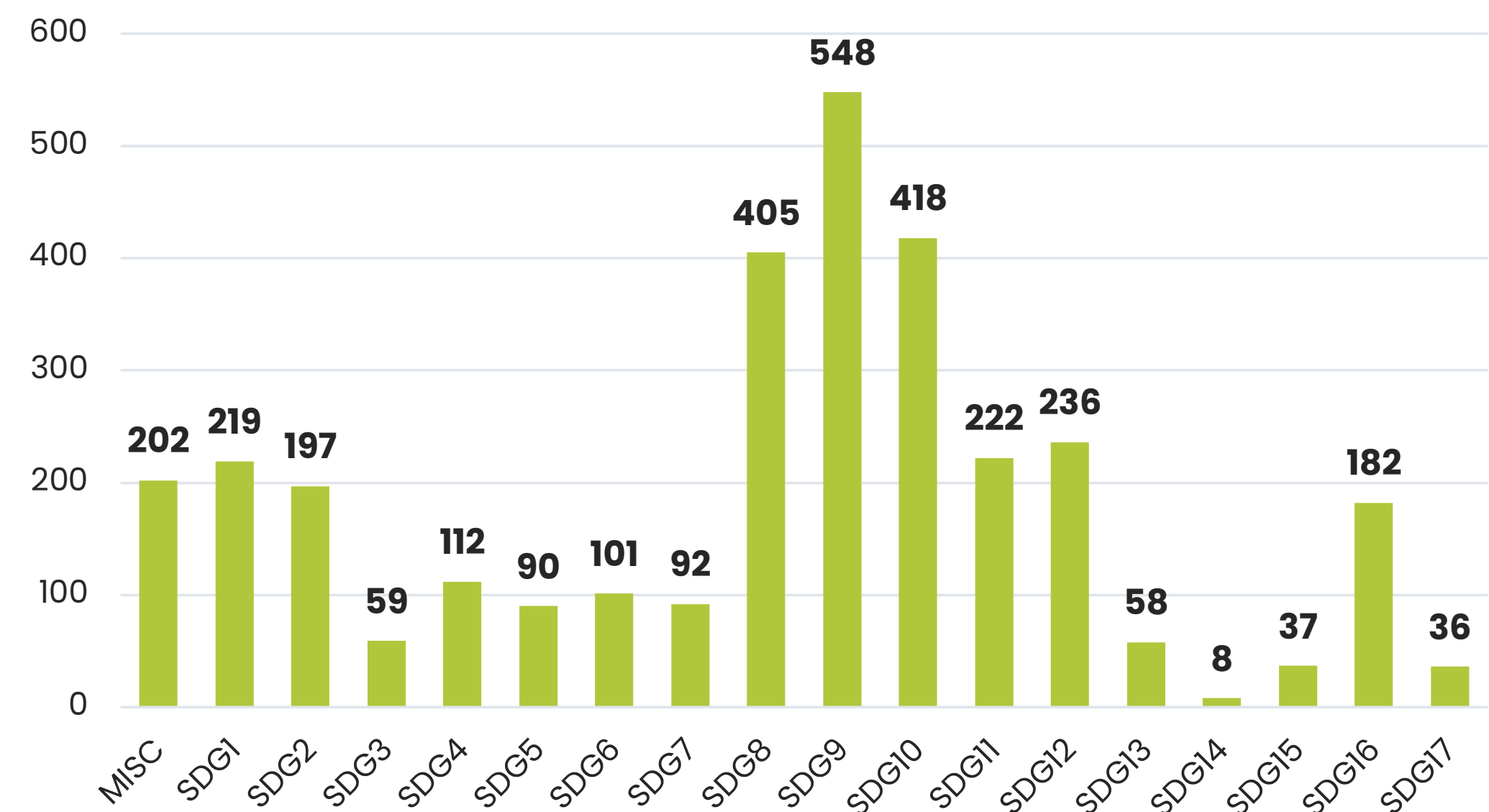


The following graphs show the number of keywords used in the aforementioned categories shown separately per each year.

NUMBER OF KEYWORD OCCURANCES IN ARTICLES, BOOKS AND BOOK CHAPTERS IN 2020

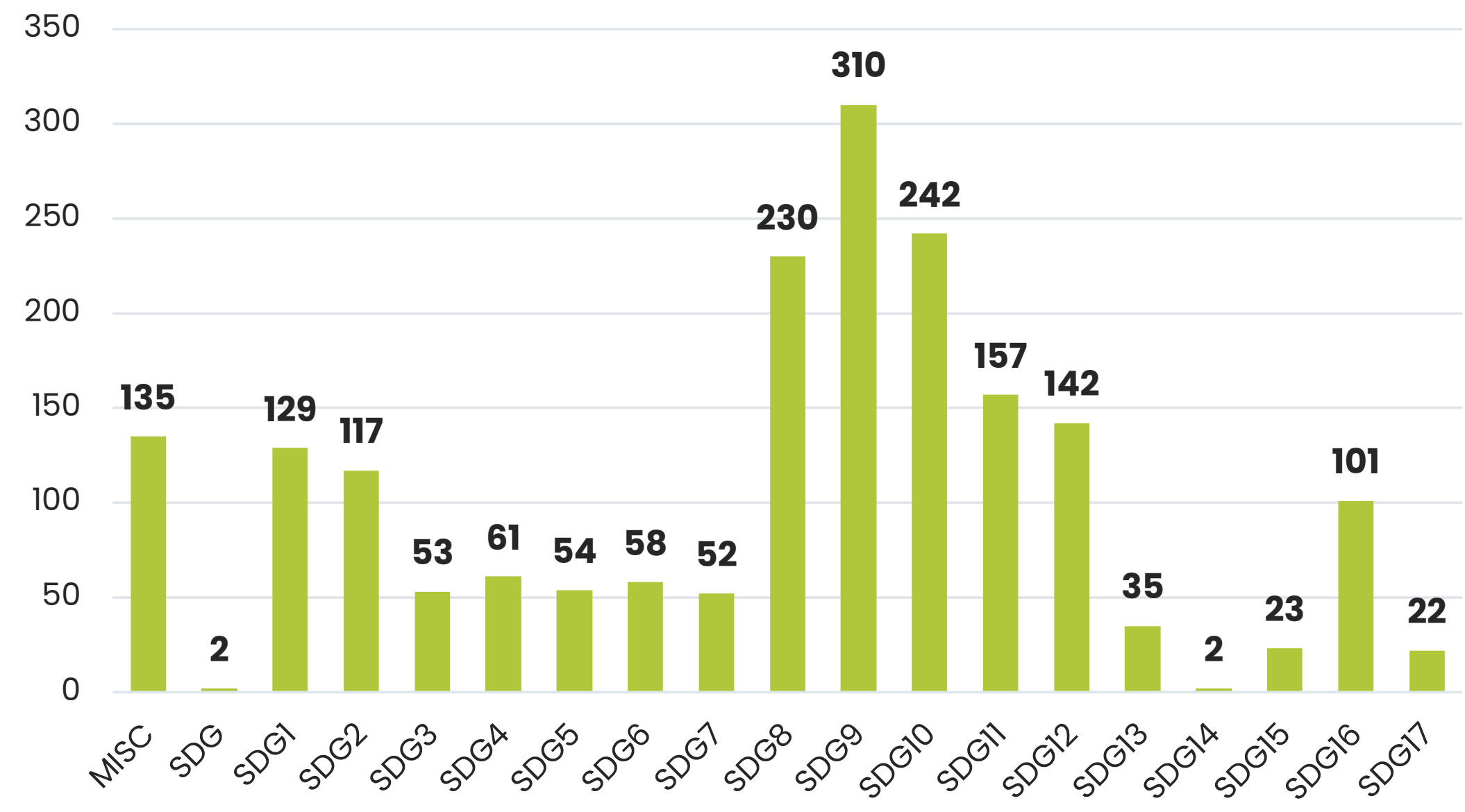


NUMBER OF KEYWORD OCCURANCES IN ARTICLES, BOOKS AND BOOK CHAPTERS IN 2021





NUMBER OF KEYWORD OCCURANCES IN ARTICLES, BOOKS AND BOOK CHAPTERS IN 2022





KUE research and semi-research projects

Krakow University of Economics is very active in conducting research on social responsibility, sustainability, social issues, circular economy, and many other topics in the pursuit of the Sustainable Development Goals. Numerous projects were conducted in years 2020–2022. In the research recruitment policy, KUE gives equal gender chances, and therefore numerous project managers are women.

In the below table, key research has been selected to illustrate the various research engagement of KUE employees.

FINANCING INSTITUTION	KUE ROLE (PARTNER/LEADER)	PROJECT NAME	PROJECT ACTIVITY
Erasmus + KA2 European Commission	Partner	Digi4Teach – Challenges and practices of teaching economic disciplines in era of digitalization	2020-2022
Erasmus + KA2, European Commission	Leader	ESMERALD	2021-2023
ERASMUS+ – KA220-HED, European Commission	Partner	MINTE – Migrants' integration through education	2022-2025
Erasmus+ KA2 Capacity Building in Higher Education, European Commission	Partner	STEP UP – Strengthening innovative social entrepreneurship practices for disruptive business settings in Thailand and Myanmar – STEP UP	2020-2023
Erasmus+ KA2 Capacity Building in Higher Education, European Commission	Partner	INSPIRE – Introducing Social Entrepreneurship in Indonesian Higher Education	2017-2020



FINANCING INSTITUTION	KUE ROLE (PARTNER/LEADER)	PROJECT NAME	PROJECT ACTIVITY
Erasmus+ KA2 Knowledge Alliances, European Commission	Partner	CORSHIP – Corporate Edupreneurship Mutually Benefitting Start-ups, Universities and Corporates across Europe	2019-2021
Erasmus+ KA2 Strategic Partnerships, European Commission	Partner	ARDENT – Advancing Rural Development through Entrepreneurship Education for Adults	2019-2022
Erasmus+ Programme KA2 COOPERATIONPARTNERSHIP PROJECT, European Commission	Partner	VILESA -Development of a Virtual Learning Space as a Tool for Developing Students' Critical Thinking, Communication, Collaboration and Creativity Skills in the Context of COVID'19 n° 2021-1-LT-01-KA220-HED-000023551	2021-2024
Erasmus+ Programme Key Action 2, European Commission	Partner	WICT- Introduction of joint short-cycle ICT courses for better employability of students and graduates	2022-2024
European Programme for Employment and Social Innovation, European Commission	Partner	Posting.Stat Enhancing the collection and analysis of national data on intra-EU posting.	2021-2022
Norwegian Funds	Leader	Adapting ICT curricula to labor market expectations	2022-2023
HORIZON-MSCA-2021-SE-01, European Commission	Partner	ODDEA – Overcoming Digital Divide in Europe and Southeast Asia	2022-2026



FINANCING INSTITUTION	KUE ROLE (PARTNER/LEADER)	PROJECT NAME	PROJECT ACTIVITY
Horizont 2020, European Commission	Partner	FUME – Future Migration Scenarios for Europe	2019-2022
Interreg Central Europe – Call 3	leader	Transnational Action to advance Skills and competences for Community engagement and social Migrant Entrepreneurship initiatives in the Central Europe	2019-2021
European Commission	Partner	Carpathian Gates: Between Ropa and Zborov – protection and development of common cultural heritage on the Polish-Slovak border	2019-2022
European Commission	Leader	Developing Innovative Sustainable Cooperation Opportunities	2022-2024
European Commission / Foundation for the Development of the Education System	Leader	Teaching Digital Entrepreneurship	2020-2023
Ministry of Education and Science	Leader	Masters of Teaching	2018-2022
Ministry of Education and Science	Partner	Innovativeness Incubator 4.0	2020-2022
Ministry of Education and Science	Leader	Eagle (Leaders) School	2019-2022



FINANCING INSTITUTION	KUE ROLE (PARTNER/LEADER)	PROJECT NAME	PROJECT ACTIVITY
Ministry of Education and Science	Leader	Masters of Teaching	2019-2022
Ministry of Education and Science	Leader	Socio-economic consequences of the fourth industrial revolution	2019-2023
Ministry of Education and Science	Leader	Commoning of goods and production of common goods in the contemporary economy	2020-2021
Ministry of Education and Science	Leader	University Academic Excellence	2022-2023
Ministry of technology, Employment and Development	Leader	Quick Reaction Instrument III	2021-2022
National Agency for Academic Exchange	Leader	Improving the organizational potential of the CUE through the implementation of a new quality of service for miracle workers	2021-2023
The National Centre for Research and Development	Leader	Academy of creativity – idea, potential, entrepreneur	2019-2022
The National Centre for Research and Development	Partner	Development of microbiologically active, user-friendly and environmentally friendly materials for light industry	2020-2022
The National Centre for Research and Development	Leader	KUE Accessible to Everyone	2020-2023



FINANCING INSTITUTION	KUE ROLE (PARTNER/LEADER)	PROJECT NAME	PROJECT ACTIVITY
The National Centre for Research and Development	Leader	KUE Integrated Development Plan	2019-2023
The National Centre for Research and Development	Leader	Youth University of Economics	2018-2022
The National Centre for Research and Development	Partner	Reform of the system of financial support for students	2019-2021
The National Centre for Research and Development	Partner	Development of a system of measurement indicators to assess progress in the transition towards a circular economy and the impact of the circular economy on socio-economic development at the mesoeconomic (regions) and macroeconomic (national economy) levels	2019-2021
Polish National Bank	Leader	Universities to schools – about finances from the NBP. 2nd edition	2021-2022
Telewizja Polsat S.A.	Leader	Evolution of the national energy system towards zero-emission – comparative study and proposals for solutions	2021-2022
Malopolska Region Marshall's Office	Partner	Malopolska Educational Cloud – a new teaching model	2016-2023
US AID	Partner	Decentralization Offering Better Results and Efficiency (DOBRE)	2016-2022



**PRINCIPLE 5
– PARTNERSHIP**

05





The essence of KUE activity is to serve the development of society and economy in the local, regional, national and international dimensions. Building strong and lasting relationships with external partners is the foundation for the development of research and teaching activities, as well as building the University's position. Cooperation with both domestic and foreign partners plays an important role in KUE's development and impacts the improvement and modernization of academic teaching, as well as increases the research potential. The Krakow University of Economics cooperates with 230 universities from 55 countries.

This cooperation takes the form of inter-institutional agreements, agreements under the Erasmus+ KA103 and Erasmus+ KA107 programs, the CEEPUS network. Cooperation involves not only universities, but also numerous international or national organizations, as well as with NGOs and KUE's extremely important stakeholder – the city of Krakow, and other universities located in the city. For an economic university, cooperation with business is extremely important, which not only enhances KUE's reputation, but also assures additional value from a teaching and scientific point of view. It is also an opportunity to obtain additional sources of financing.

Certainly, it is important to strengthen ongoing cooperation projects with various external stakeholders, through the implementation of activities within the Children's University, the

University of the Third Age, patronage classes and partnerships with non-governmental organizations and business environment institutions, which not only affect KUE's impact on social and economic development, but also constitute an excellent base for strengthening the position of the University. KUE also has a coherent strategy for the development of relations with the alumni community to integrate the University's activities with the potential of its graduates in improving the quality of education and supporting the University's brand. In 2022 the Office for Alumni Relations was formed to facilitate building long-term and in-depth relationships with recent graduates and those already in employment for decades.

Partnerships with stakeholders

At the institutional level, stakeholders are involved through the Board of Trustees, which brings together senior representatives of the external environment – business, industry, government, NGOs.

Stakeholders contribute to academic operations through Business Councils being created at the College level (e.g.: the College of Management and Quality Sciences has formed a Council in 2021). The main tasks of such Councils are:

- ② Expressing opinions on the competences expected on the labour market of graduates of education
- ② Giving opinions on the desired profile of studies, learning outcomes and study programmes for fields of study conducted at the College
- ② Facilitating cooperation with regional employers
- ② Supporting the development and promotion of the achievements of the College and the University
- ② Supporting the transfer of knowledge between the College and business practice.



Councils are an important form of cooperation with the external environment, and Institutes (units forming each College) are also establishing them (e.g.: the Institute of Finance Business Council). More specialised Councils are being established at lower levels, such as the Board of Marketing Directors working with the Department of Marketing (a unit within the Institute of Management).

PRME

On December 21, 2020, the Cracow University of Economics was admitted to the prestigious UN initiative – PRME (Principles for Responsible Management Education). Along with joining PRME, multidimensional work on reporting in the field of responsible managerial education began.

In addition, we co-create a very active PRME Chapter Poland, under which activities related to the popularization of the initiative and SDGs in Poland are undertaken. Dr Monika Sady is the Plenipotentiary of PRME Chapter Poland for Sustainability Mindset, which strengthens the relationship between the University and PRME.

Global Compact

KUE started active cooperation with the United Nations Global Compact Network Poland and the United Nations Association Poland. KUE cooperates in the works of the Round Table for Climate Education in Poland, Green Film Festival, as well as in the development of new subjects at KUE related to sustainability and green finance. UNGC Poland is also the patron of Sustainability Days initiative that is organized at the KUE campus.

Responsible KUE reporting

Activities in the field of KUE social responsibility result from undertaking formal and informal activities that go beyond the statutory tasks of the University. These activities contribute to greater comfort of work and study, as well as better cooperation with the environment. As a result, the university becomes a place and an idea of responsibility that can be a model for other organizations.

In 2020 the KUE Social Responsibility Report “In Search of University Excellence” was published, summarizing socially responsible initiatives undertaken at the University. The report defines KUE’s social responsibility as its voluntary acceptance of social obligations that go beyond the obligations arising from the law and greater openness to all internal and external stakeholders, as well as the natural environment in order to better shape the civic attitude of students and increase the impact of the university on the and nature of social development.

The report can be found here:

<https://odpowiedzialny.uek.krakow.pl/strategia/2020/09/09/raport-spolecznej-odpowiedzialnosci-uek/>

HR Excellence in Research Charter

KUE has signed the HR Excellence in Research Charter. This is a recognition of active engagement, awarded by the European Commission to institutions that successfully implement the Human Resources Strategy for Researchers. The strategy is based on 40 principles contained in the European Charter for Researchers and the Code of Conduct for the Recruitment of Researchers.



University Social Responsibility Declaration

The Declaration was signed in 2017 by 23 Polish universities. Krakow University of Economics was one of the signatories. In September 2019, 60 more universities added their signatures. The Declaration is the result of works by the CSR Education and Popularization Working Group, a sub-group of the Sustainable Development and Corporate Social Responsibility Team, itself being an auxiliary body of the then Minister of Development and Finance. The Declaration comprises 12 points, which refer to principles and set forth commitments that are a prerequisite for university social responsibility.

Magna Charta Universitatum

The Charter represents the common heritage of European universities. The preamble presents the essence of universities. It talks about the future of humanity, which, according to the authors, depends on cultural, scientific, and technical development, resulting from the activities of universities. The transfer of knowledge to young students of science has been defined as service to society, and the very content of the knowledge transferred should lead to respect for the harmony of the natural environment and life prevailing in it. The Charter sets out four basic principles that should unite European universities:

- ⦿ The first principle is that universities are autonomous institutions with two tasks – conducting research and education, while creating and supporting culture. The essence of fulfilling the basic tasks of the university is independence from all political influences as well as economic conditions.
- ⦿ The second principle is the inseparability of research and education, which is necessary to meet the demands of society and necessary to keep pace with scientific progress.

- ⦿ The third principle speaks of the freedom of research as the foundation of universities, where researchers independently decide on the directions of their considerations, without succumbing to external pressures.
- ⦿ The fourth principle requires the university to consolidate the European humanist tradition. It states that the university should take care of the creation of universal knowledge, exist beyond geographical and political boundaries, considering the knowledge and interaction of many cultures.

Diversity Charter

On 22 May 2019, the Krakow University of Economics became the second university in Poland to sign the Diversity Charter. The Diversity Charter, coordinated by the Responsible Business Forum, is a European initiative to promote and encourage equal opportunity policies and diversity management in the workplace.

KUE's signing of the Charter reaffirms its commitment to discrimination prohibition in the workplace and actions to create and promote diversity. It expresses willingness to involve all employees, partners and the social environment in these activities.

Through the implementation of this tool, KUE promotes social cohesion and equality. The Polish Diversity Charter is part of the EU Platform of Diversity Charters at the European Commission Directorate-General for Justice, which provides an opportunity for regular meetings to share knowledge and experience and good practices of organizations in all countries where Diversity Charters are in place. KUE is engaged in activities that promote equal opportunities. Signing the Charter entails the University regularly monitoring its equal opportunity and diversity management policies. Reports within this scope are prepared for the Diversity Charter coordinator – the Responsible Business Forum. On the day the Diversity Charter was signed, a replica of the Fearless Girl sculpture was unveiled at KUE.

Forum of Engaged Universities

Krakow University of Economics is a member of the Forum of Engaged Universities, which provides a platform for strengthening social and community involvement.

Tasks of the Forum of Engaged Universities:

- ⦿ undertaking research
- ⦿ promoting and implementing the concept of responsible research and innovation
- ⦿ building awareness about the social involvement of the university through scientific, educational, training programs, etc.
- ⦿ strengthening new agreements between universities and social and economic partners
- ⦿ promoting debate at the university level on the creation and implementation of new forms of innovation
- ⦿ developing activities to increase and strengthen citizens' trust in universities



Responsible KUE

Universities are one of the key institutions responsible for shaping society in its various aspects. Apart from the main task of the University, which is education, an equally important duty is its broadly understood social involvement, which is why the Krakow University of Economics has started the implementation of the Responsible KUE Project. In this way, we realize the third mission of the University – believing that thanks to this we educate not only specialists in specific scientific fields, but also citizens who create reality, aware of their impact on the environment, sensitive to the beauty of art and the surrounding world, but above all – to the fate of other people. Responsible KUE is a project under which the following areas are implemented:

- ⦿ **KUE Helps** – aimed to strengthen social sensitivity and sense of responsibility, as well as to create a platform for the exchange of knowledge and experience with external entities socially and charitably. This project is concentrated purely on social impact on the local communities.
- ⦿ **KUE Art** – creates attitudes based on dialogue, responsibility, trust, creativity, and sensitivity to art, as well as assistance in increasing the tourist attractiveness and cultural offer of Krakow and Malopolska. In the realization of the project, KUE cooperates with all arts universities in Krakow (Academy of Fine Arts, Academy of Theatrical Arts, Krzysztof Penderecki Academy of Music in Kraków).
- ⦿ **KUE Eco** – shapes ecological awareness and new habits by popularizing and implementing pro-ecological solutions among members of the University Community, thanks to which it has a direct impact on sustainable development.
- ⦿ **KUE Civic Activity** – realizing the so-called third mission of the University, i.e.: participation in social development and creating an economy based on knowledge and innovation.



PRINCIPLE 6 – DIALOGUE

06

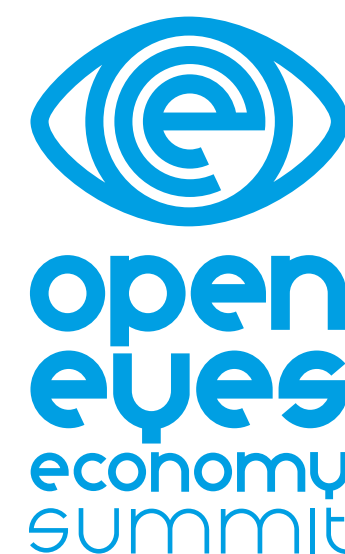




The essence of university activity is to serve the development of society and the economy in the local, regional, national and international dimension. Building strong and lasting relationships with external partners is the foundation for the development of a platform of knowledge exchange. KUE strives to initiate, facilitate, and support dialogue among all stakeholder groups relating to critical issues of social responsibility and sustainability. KUE organizes seminars, discussion panels, conferences, debates, and many other activities on local, regional, national, and international level. The initiatives presented in this report are only a fraction of all the organized events.

Open Eyes Economy

The Open Eyes Economy is an intellectual and social movement that has created one of the most innovative and creative congresses in Poland. Its aim is to promote and implement a new, open-minded view of economics – to inspire action and invent alternative ways of understanding value-based economy.



The Open Eyes Economy Summit (OEEES) is an international social value economy summit that has been held once a year since 2016, in autumn, at the ICE Krakow Congress Center. It is an example of a joint venture between the KUE and an external partner (the GAP Foundation), which includes debates on a new economic model, social responsibility, the future of the free market, democracy, innovation and ecology. It seeks solutions aimed at the responsible design of social and economic future. The congress is a summary of the year-long accompanying events, which take the form of workshops, debates, seminars, and conferences, bringing together scientists, entrepreneurs, politicians, social activists, students and journalists.

The Open Eyes Economy Summit in numbers:

- › 2020 (in hybrid mode): 3000 participants, 160 speakers
- › 2021 (in hybrid mode): 5200 participants, 250 speakers
- › 2022 (in hybrid mode): 5300 participants, 280 speakers

KUE Equal treatment policy and Gender Equality Plan and the experiences of other Krakow universities

On 4 November 2022, the KUE Equal Treatment Commission and the KUE Student Parliament organized the first meeting of the series “Equal treatment policy in KUE”. The meeting consisted of 2 parts. In the first part, the KUE Gender Equality Plan and the stages of its development were discussed, in the second part a discussion panel entitled “From the experience of Krakow universities” was held, in which representatives of AGH Technical University, Jagiellonian University and University of Agriculture in Krakow took part.



Debate series “Let’s talk about Krakow”

As part of the KUE Responsible Program, together with the student Club Pod Jaszczurami and the Institute of Art in Krakow, a series of debates are being carried out: Let’s talk about Krakow. The host of the series is KUE Rector, Prof. Stanisław Mazur. From October to the end of December 2022, 3 debates were organized:

- › “Inflation – nice bad beginnings, but the end...”
- › “Does it have to be cold in winter?”
- › “Krakow hospices in a difficult situation”

Debate series “Rethinking Krakow and Malopolska. Outlook 2030”

Krakow University of Economics initiated a series of debates “Rethinking Krakow and Malopolska. Outlook 2030”. The discussions evolved around issues such as:

- › Health service (“Can the inhabitants of Krakow and Malopolska feel safe?”)
- › International business in Krakow (“What is the future of the European capital of modern business services?”)
- › Labor market (“Dying, emerging professions”)
- › City management (“City and region in the (post)pandemic era – from diagnosis to solutions”)

Debate series “Malopolska Region – Community of Opportunities”

The initiator of this series was the Rector of the Krakow University of Economics – Prof. Stanisław Mazur. The project was implemented with the financial support of the Malopolska regional government. Debates focused on:

- › “Does Krakow have a chance to join the group of 15-minute cities”
- › “Local market vs globalizing tourism”
- › “Is it possible to succeed in a “medium” city?”

International MBA Congress

The International MBA Congress, organized by the Cracow School of Business since 2004, is an event addressed to the top-level management – students, graduates, management, and faculty of specific MBA programs in Poland as well as future participants of MBA programs. Its main idea is to integrate different circles of people whose career paths relate to MBA studies. It is also an opportunity for an extraordinary meeting of the worlds of science and business.

The International MBA Congress is an effort to build an active platform for cooperating, exchanging experiences, broadening knowledge and horizons of management. The content-related aspect of the event is extremely important, as it is realized through an appropriate selection of topics in particular panels and through an invitation of the specialists in both the scientific and business fields. Participants in discussion panels share their experiences and learn how experts from the world of science and business deal with similar problems.



Besides exploring theoretical and practical issues of management, pursuing the MBA studies can be characterized by the possibility of integrating the managerial environment. Interpersonal contacts constitute an important element of success in business, hence apart from lectures, discussion panels and study visits in the largest companies of the Malopolska Region, the participants meet at the gala ceremony combined with a charity auction. On the last day of the Congress there is a golf event for the Cup of the Director of CSB KUE.

Sustainability Days

2022 saw the first edition of the Sustainability Days project, which was implemented as part of the KUE Responsible Ecology program. The initiative promotes knowledge and opportunities to engage individuals in making the world more sustainable. The project is also a space for developing common solutions, inspirations, as well as building social and ecological awareness. Activities as part of the Sustainability Days lasted throughout June 2022 on the KUE campus and included four main thematic areas: sustainable production and consumption, sustainable city, sustainable campus, and exclusion, equality, diversity. This event allowed to connect various stakeholders involved in the idea of sustainable development.

Among the events, there were numerous discussion panels devoted to the issues of cities, municipal companies, fair trade, as well as social exclusion and inequality in the context of women. There were also workshops devoted to diversity in the organization and its essence in everyday work. During the poster session, innovative ideas of students on how to make our campus more sustainable were presented, and later students took part in a field game on the KUE campus, which allowed to test knowledge about the Sustainable Development Goals. The game was organized by the United Nations Association Poland.

There was also a workshop on planting herbs, and each of the workshop participants returned home with their own crop, which they will continue to care for on their own. There was also a joint planting of greenery on the campus.

During the whole event, people's responsibility for the local community was expressed in a practical way – across June, a collection of food took place for the Lighthouse Association, which supports the needy from Krakow. As part of the Sustainability Days project, the KUE Sharebox online initiative was also launched, which invites the University community to exchange things that are still of good quality and can get a second life.

GAP Symposium

Scientific symposia from the series "Contemporary Economy and Public Administration" are away conferences organized since 1995 addressed to KUE students and staff, during which discussions on topics related to the economy, administration, culture, and society are conducted outside the walls of the University. In 2021, the 52nd Symposium focused on topics of policies towards seniors and the economic impact of the pandemic. The 2022 53rd Symposium, coming back in physical format after covid virtualization, looked at intergenerational solidarity in economic development, disabilities, and the role of innovative enterprises.

The possibility of free interaction with the main actors of social, political and economic life in Poland makes the GAP Symposia an attractive, unprecedented on a national scale, form of education that complements the traditional education system.

REV 4.0 Project seminar series

The development of the Fourth Industrial Revolution, and in particular its consequences, bring about the most important contemporary challenges for the scientific world. In recent years we have observed a growing impact of new technologies on the social and economic system. The dynamics of the changes taking place and their significance led to the forging of the term Industry 4.0 in 2011 and, consequently, the Fourth Industrial Revolution.

Within the project REV 4.0 Project – “Socio-economic Consequences of the Fourth Industrial Revolution” financed by the Ministry of Education and Science within “Regional Initiative of Excellence” Program, seminars are being organized (among other activities). Among them, some of the activities are open to public, and these are:

- › “Academic campuses during the fourth industrial revolution”
- › “The model of remote work and weak social ties – new challenges for management practice and theory”
- › “New technologies and changes in the labor market”
- › “Competences of the future in times of revolution 4.0”
- › “Managerial competences in times of pandemic”
- › “The Labor Market ahead”
- › “Digital transformation of work: trends, forecasts, data”
- › “The future of management. Post-pandemic challenges”
- › “Experience with visual coaching formats on competencies related to project management and leadership”
- › “Digital maturity of Polish enterprises”
- › “Industry 4.0 and people with disabilities”

Anti-discrimination workshops

Welcome Center KUE is a new unit at the University, which delivers professional service and help to foreign students, especially to the newly-enrolled and to candidates, but also international guests and doctoral students.

The main idea of the project is to enhance the access to information for the international community coming to KUE and to shape the attitudes of openness and tolerance throughout the academic environment.

The Welcome Center is responsible for providing the necessary information on the structure of the University, its administrative procedures, and competences of individual University units. Additionally, it can help to learn about the educational offer, KUE infrastructure, and share information in foreign languages about Krakow and Poland. Welcome Center has also initiated a series of anti-discrimination workshops for KUE students, staff and lecturers. Therefore, it opened an official dialogue on cooperation, diversity and inclusion.





**HUMANITARIAN AID
– KUE RESPONSES
TO AN UNEXPECTED
CRISIS**





The war affected the University, as Krakow became one of the main hubs for refugee relocation or residence, overwhelming the housing market, including hostels and dormitories. KUE involved itself extensively in the support efforts with a range of activities including:

- ⦿ Offering of dormitory spaces
- ⦿ Offering material and financial assistance
- ⦿ Offering Polish language classes
- ⦿ Providing legal assistance
- ⦿ Enrolment of refugees seeking degree education (new entrants or advanced entry)
- ⦿ Support of partner faculty arriving in Poland or remaining in Ukraine

Additionally, the University experienced notable setbacks, in:

- ⦿ Eastern European partnerships and projects
- ⦿ Recruitment from Eastern Europe
- ⦿ Departure of students and staff back to Ukraine

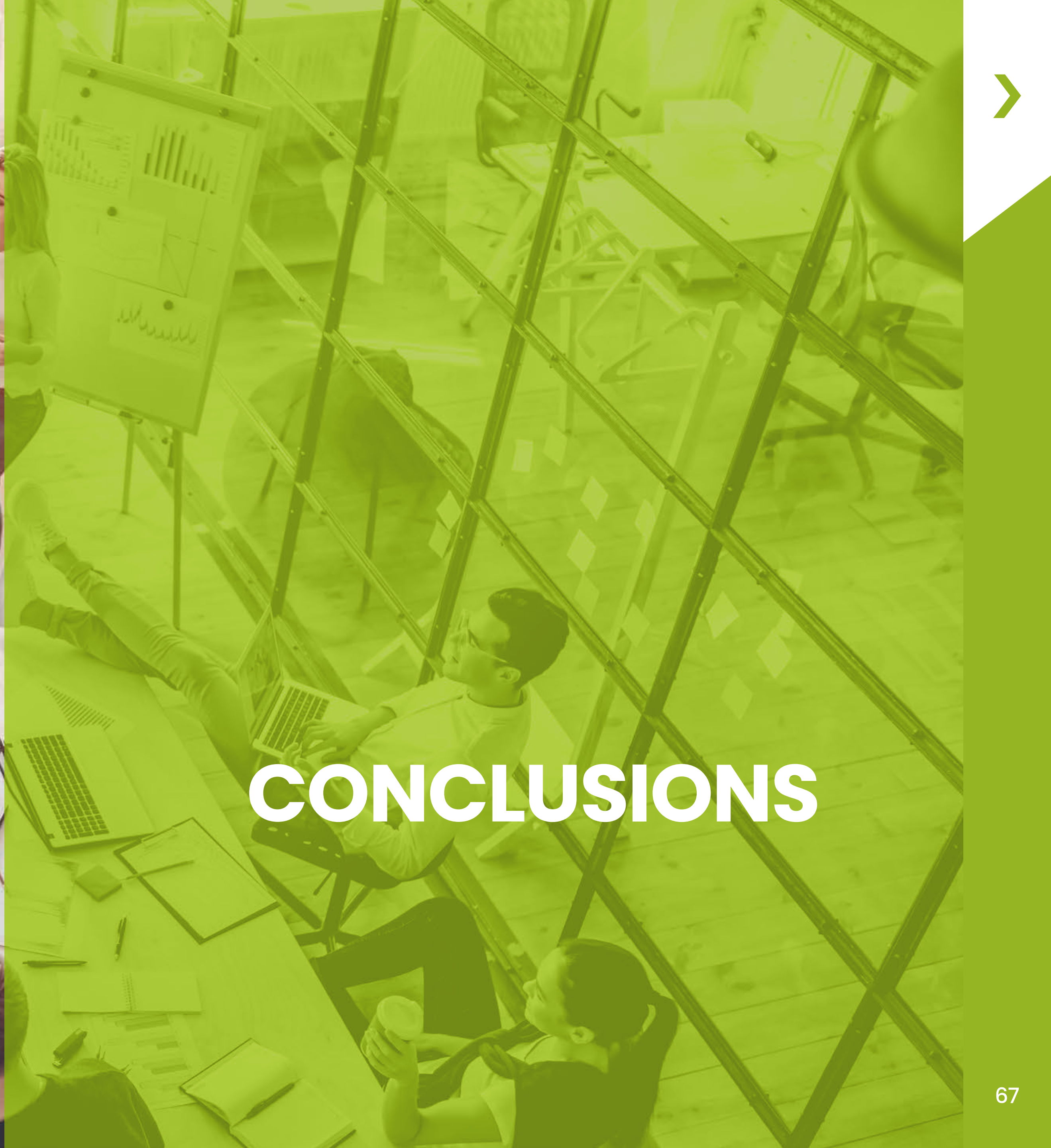


The macroeconomic effect of the conflict has impacted the University budget – as a state entity, the university receives funds, in the majority, from the state budget, while operational costs are defined by the market.

Since the first day a special email address started operating, the University has received numerous requests for help, often dramatic, requiring immediate action. Many refugees also came to the campus, as it is located right next to the main railway station. The provided help focused on:

- ⦿ A special website addressing the aid provided by KUE to Ukrainian citizens was created (in Polish, Ukrainian, and English).
- ⦿ Financial assistance was provided to students and employees from Ukraine who are temporarily in a difficult life situation and may apply for financial aid from the Material Assistance Fund for Students.
- ⦿ Material assistance: It was crucial that the help provided was well thought out and solved real problems. Therefore, one of the first KUE activities was to join the campaign conducted by the City of Krakow, and later KUE conducted its own collections as well. KUE encouraged all employees, students, and friends of the University to join the campaign. The collection included: thermal blankets, sleeping bags, sleeping mats (with plastic covering), mattresses, clothes, raincoats, hygiene products, body cleansers, toothpaste, toothbrushes, hairbrushes, underwear for women, underwear for men, underwear for children, sanitary napkins, diapers for children, diapers for adults, paper towels, microfiber towels, sets of reusable kitchen utensils: deep dishes, spoons, forks, knives, cups, antiseptic/spirit, reusable masks. Food: water, quick-cooking foods, energy bars, dried fruit, nuts, canned foods, pasta, instant cereal, matches, batteries, lighters, candles, medical kits.
- ⦿ Housing assistance: KUE offered free accommodation at university dormitories and helped to find even more accommodation places through its network of contacts.

- ⦿ Fundraising: KUE has launched a fundraising campaign on an online fundraising portal.
- ⦿ Organizational help for CUE students from Ukraine (in the learning process):
 - a semester or annual leave from classes
 - a semester or annual leave from classes with the possibility of taking a verification of the acquired learning outcomes specified in the study program
 - a short-term leave of absence from classes
 - permission to take classes on an individual basis
 - permission to extend the grading period and take the test or exam at a later date (following KUE study regulations)
 - extension of the deadline for paying the tuition fee
 - participation in international students' exchange for students from Ukrainian universities
 - facilitated recruitment for the academic year 2022/2023
- ⦿ Psychological support – The events we observe in Ukraine bring everyone a lot of negative emotions and fear. Therefore, KUE offers the possibility of using the help of a university psychologist. Consultations are available in Polish, English and Russian.
- ⦿ In March 2022, KUE started enrolling for free courses in the basics of the Polish language for refugees from Ukraine. Classes are conducted in a stationary form on the KUE Campus and cover 30 teaching hours.
- ⦿ Legal assistance: The KUE Information Point for Refugees from Ukraine operates on the KUE campus. It is open from Monday to Friday, from 9.00 am to 3.00 pm in the building of the KUE Main Library. It provides information on the possibility of obtaining humanitarian aid, as well as free legal advice on the legalization of stay in Poland, setting up a business, notarial acts, labor law, civil, administrative, criminal, family and tax law.
- ⦿ Volunteer database: KUE organized a volunteer database, where any student or employee could sign in. The volunteers helped in all activities provided by the University.
- ⦿ Visit of children from Ukraine at the KUE Campus: On March 10, 2022, KUE hosted children from Ukraine with their parents. The meeting began with a walk around the campus of the University, which was coordinated by students from the Student Parliament of KUE. Then a meeting with the KUE Rector was organized, followed by workshops for children, sports activities and a movie theatre for the smallest children.
- ⦿ Internship program for students: The Krakow University of Economics has initiated a special internship program for students from Ukraine. After consultations with representatives of global companies and enterprises based in Krakow, an agreement was reached under which the internship program was launched. The proposal of the KUE Rector met with a great response from entrepreneurs thanks to whose involvement over 100 internship places were organized.
- ⦿ Krakow Center for Ukrainian Information: As a result of the cooperation of the Cracow University of Economics with the City Hall, the Foundation for Economy and Public Administration, MOWES KOM, MOWES MZ and the GAP Artistic Agency, the Krakow Ukrainian Information Center project was created. It is an initiative of Krakow's academic circles, in the *pro publico bono* formula, whose task is to support the municipality of Krakow, especially in solving both short- and long-term problems that are associated with the increased influx of refugees from Ukraine to Polish.



CONCLUSIONS



In the past two years KUE has actively participated in reaching the UN Sustainable Development Goals and the fulfillment of PRME Principles. With the new leadership team that was voted into office in September 2020, topics of sustainability and social responsibility were given a more visible place in KUE operations and development.

To support the implementation of the KUE Development Strategy 2021-24 notable resources were assigned to the realization of each strategic goal (not only financial but also organizational and personnel). Sustainability and social responsibility became embedded in the operations of major KEU divisions – cooperation, research, academic programs – as well as within the administrative and technical units.

KUE actively engages stakeholders at all levels of its functioning. Boards and Councils, organized at the senior management levels, at College, Institute and Department levels all foster strong linkages with the external environment – alumni, local community, local and regional governments, NGOs, SMEs, corporations from Poland and abroad. University outreach through a wide range of initiatives brings closer and enhances the impact that stakeholders have on KUE activities and development strategy.

KUE research performance is continuously improving, as illustrated by the outcomes of the national Research Assessment Exercise, which surveyed the research outcomes of our staff for 2017–2021. Part of the assessment was KUEs cooperation with the external environment, an area that will also provide more and greater opportunities for future linkages. Devoted teams work on topics of sustainability and social responsibility, or their work includes these issues, and we monitor the realization of SGDs and core issues through our dedicated tracking

system. Since the majority of KUE academic staff are on teaching-and-research contracts, their scientific work is quickly incorporated into the knowledge and skills being passed in classes to KUE students.

For the next reporting period, Krakow University of Economics will:

- 🕒 Develop its Sustainability and Social Responsibility Strategy
- 🕒 Enhance the analytical system monitoring SDGs in research outputs
- 🕒 Enhance the SDG, sustainability and social responsibility components of the University Strategy
- 🕒 Work to enhance the number of degree programs and subjects that contain sustainability and social responsibility related topics
- 🕒 Enhance the culture of sustainability and social responsibility in all divisions and levels of the University, foster student focus on these vital topics
- 🕒 Further grow the role of stakeholders in University operations, widening their range to assure more far reaching conclusions to be drawn
- 🕒 Continue developing its outreach activities

We would like to take this opportunity to invite all PRME member institutions to cooperate with Krakow University of Economics on developing the academic culture focused on sustainability, social responsibility, SDG monitoring and reporting. We are open to all ideas and proposals, keen to contribute our capabilities and resources to building a better, more just and sustainable world for the next generations.

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Social and Environmental Development Unit



PRME Principles for Responsible
Management Education

an initiative of the 

Krakow University
of Economics, Poland
Krakow, 2022

