# **IULM UNIVERSITY** for UN Sustainable Development Goals

SDGs REPORT 2020





- Introduction
- Iulm Commitment
- Iulm Research Centres

### **SECTION 2: IMPACT**

- IULM Sustainable Development Goals • Methodology

# **CONTENTS OF THE REPORT**

### **SECTION 1: UNDERSTANDING**

- Times Higher Education Ranking



# UNDERSTANDING SUSTAINABLE DEVELOPMENT GOALS

### INTRODUCTION →

In September 2015, the governments of the 193 UN member states signed the **2030 Agenda for Sustainable Development**.

Within it, the **17 Sustainable Development Goals (SDGs)** indicate the universal plan of action, suggesting a shared pattern of priorities and goals aimed at fostering peace and prosperity for people and the planet.



# IULM COMMITMENT

**IULM University**, including the entire university community and its stakeholders, is responding to the imperative to achieve a better and more sustainable future for all, as indicated in the University Strategic Plan 2019-2021 "assumes among its objectives also that of fulfilling its responsibilities towards the education of citizens and the sociocultural development of the territory. It intends to pursue this result with a view to cultural democracy that will see the multiplication of opportunities for meeting, comparing and sharing knowledge,addressing the widest possible audience."



### **IULM Research Centres**



IULM University has enhanced its multidisciplinary identity by promoting research capable not only of producing significant results and recognised by the scientific communities of reference, but also of experimenting with innovative forms of synergistic and cooperative language between different areas of knowledge.

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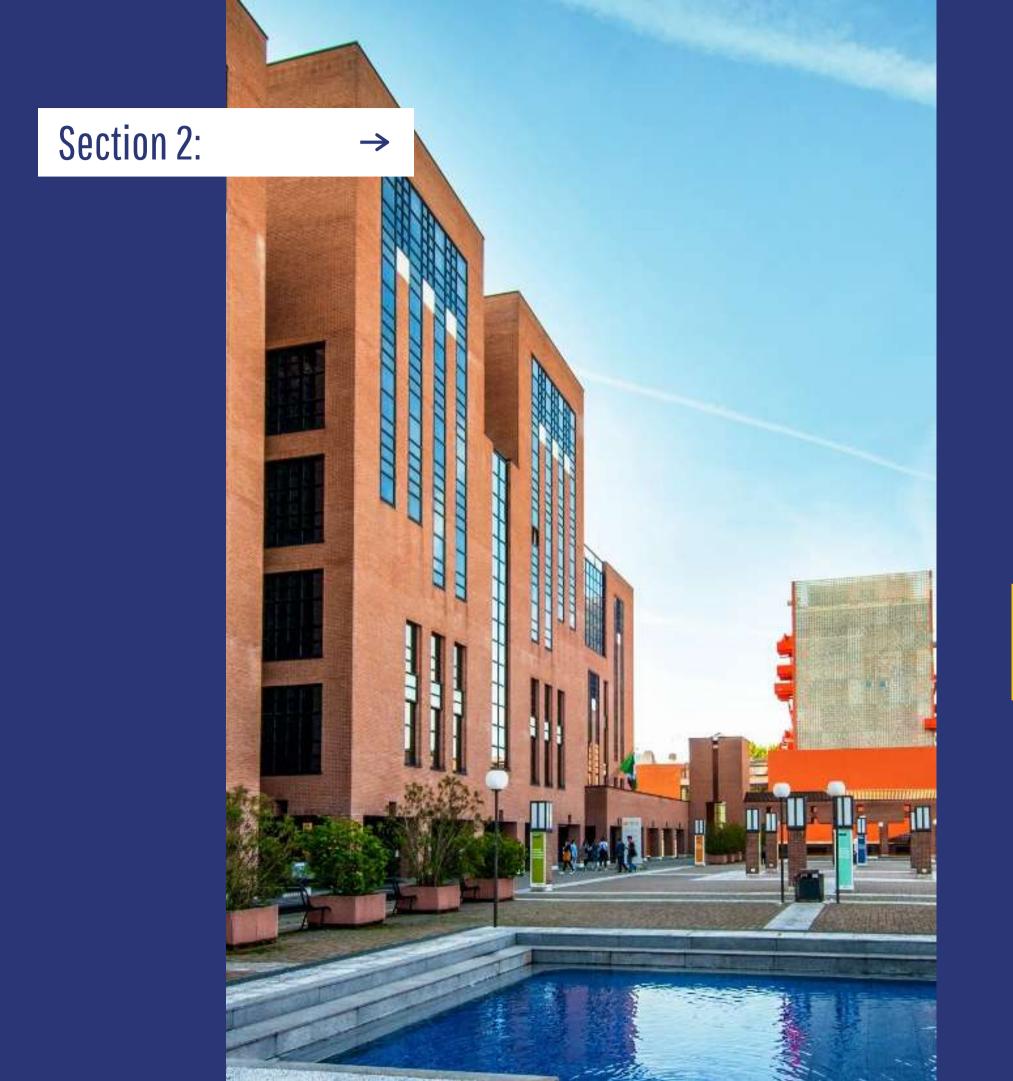
# TIMES HIGHER EDUCATION RANKING

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IULM University is so proud that its effort towards the SDGs have been certified by Times Higher Education.

**THE Impact Rankings** is the only global performance table that assesses universities against the United Nations' Sustainable Development Goals.

IULM University is among the top 300 universities in the world in THE Impact Rankings 2020 rating for SDG no 10 "Reducing Inequalities".



IMPACT

# SUSTAINABLE **DEVELOPMENT GOALS**

### **IULM'S 17 SUSTAINABLE DEVELOPMENT GOALS**

Actions and initiatives IULM is committing towards the UN Agenda 2030

 $\downarrow$ 





# "End poverty in all its forms everywhere"

### SUSTAINABLE DEVELOPMENT GOAL #1:



# IULM

IULM grants a special tuition rate called "Rate 0" to those who fall into the bottom 20% of household income group.

IULM University grants the catering service at a reduced rate at the campus canteen to students enrolled who meet the necessary income requirements (university ISEE). The service includes a complete meal which is made up, according to the universal standards that determine the average requirements of an adult, of a first course, a second course, side dish and bread, or an equivalent meal.

# **LOW-INCOME STUDENT SUPPORT**

**#INSTITUTION** 



### SUSTAINABLE DEVELOPMENT GOAL #2:

"End hunger, achieve food security and improved nutrition and promote sustainable agriculture"



# IULM → FOOD ACADEMY

**IULM FOOD ACADEMY** is a non-profit association whose aim is to promote the culture of healthy and balanced nutrition.

Education on healthy eating and a correct lifestyle, as well as knowledge of the steps in the production chain from raw materials to the product on consumers' tables, the history and origin of food are some of the topics on which IULM FOOD ACADEMY bases its awareness programme through seminars and meetings.

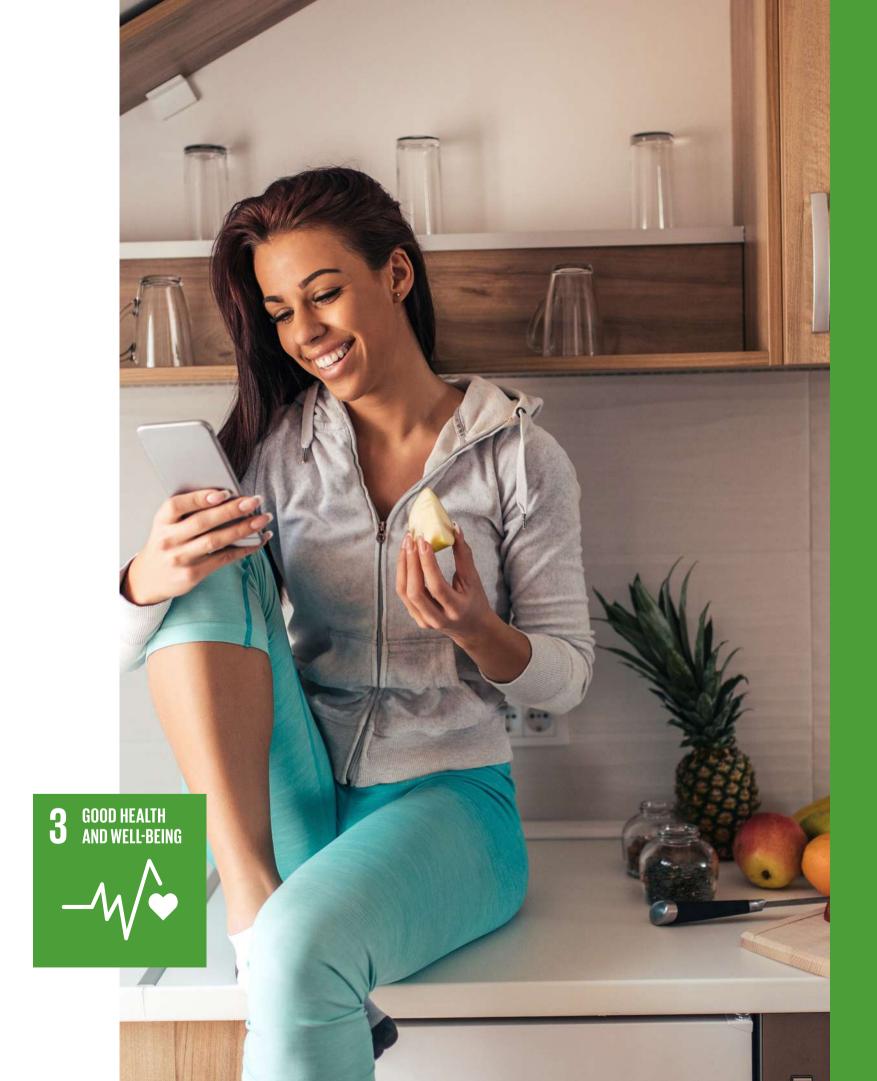


### FAO $\rightarrow$ **COOPERATION AGREEMENT**

In line with IULM University's global awareness-raising policies on food and food security, a **<u>cooperation agreement with FAO</u>** was implemented with the following objectives: development of ad hoc programmes on topics related to the FAO mission; within these programmes, the possibility of collaborating in the design and development of an FAO e-learning platform was foreseen; involvement and direct participation of FAO in research projects related to the themes included in the programme as well as in related thesis projects; organization of dedicated events in partnership.

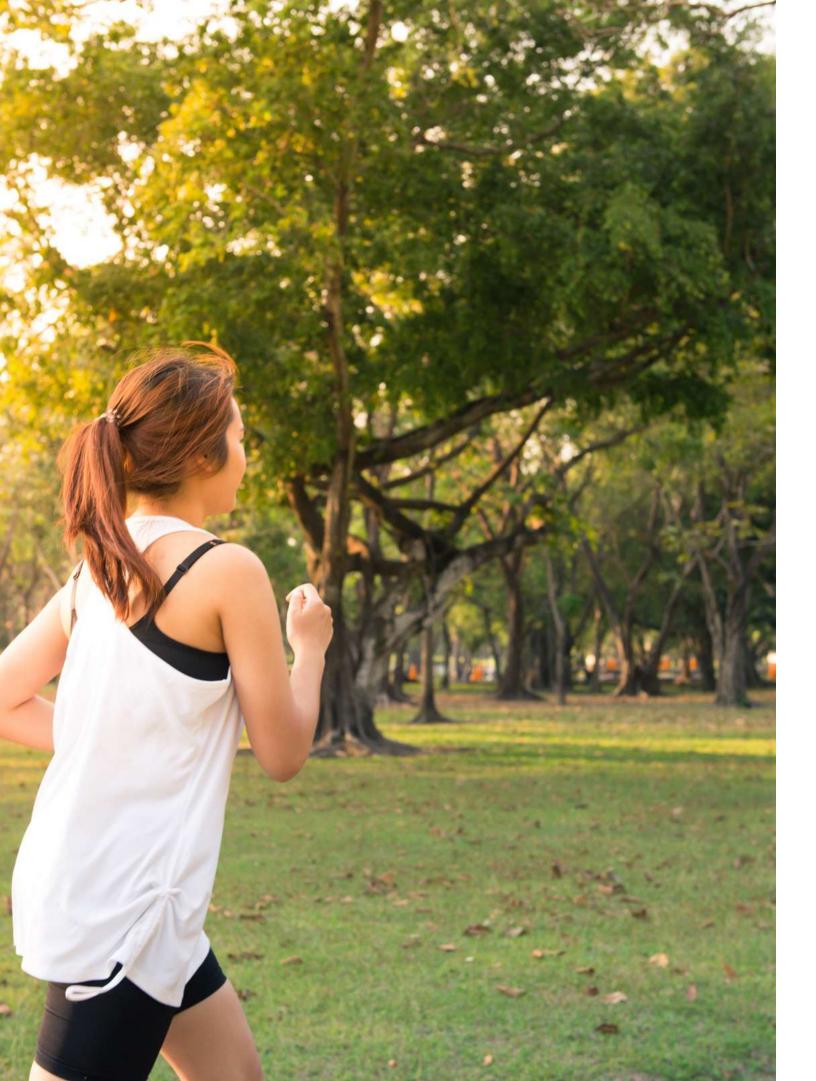
To date, FAO has already collaborated in the implementation of the International Winter School on Food Safety, Sustainable **Development and Behavioural Change**.

**#INITIATIVES** 



### SUSTAINABLE DEVELOPMENT GOAL #3:

"Ensure healthy lives and promote well-being for all at all ages"

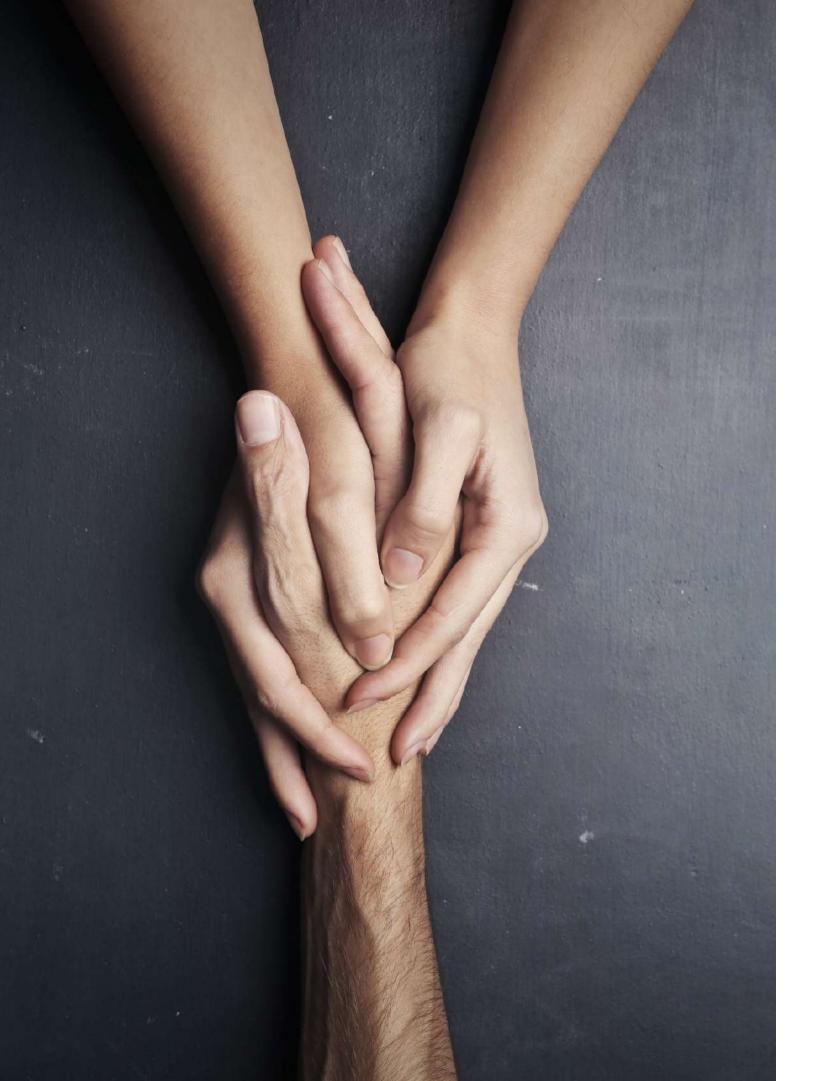


# 

IULM University has taken part at fifth season of **Amazon University Esports** with two IULM teams competing in the tournament.

At a time when sports social distancing has had inevitable consequences on the world of sport and sports competitions, attention and interest in esports is growing considerably, even at university level. It is in fact a fast-growing sector with great potential in terms of research, the market and inter-university competition.

# **AMAZON UNIVERSITY ESPORT**



### EURESIS CENTER FOR DIAGNOSIS, INTERVENTION, DSA RESEARCH

The **Euresis Centre** gathers and develops the experience gained by IULM University in the field of support for students with DSA, who are increasingly numerous in Italian universities. Euresis was set up with the aim of strengthening the link between clinical assessment and the identification of effective learning strategies for each individual.

The Centre offers services and interventions in the diagnostic and educational fields, with a particular focus on adulthood. Reading skills acquire special characteristics in adulthood, requiring specific skills and tools in diagnosis and intervention. Services are offered at special conditions to IULM students. It is possible to enter into agreements with Schools, Universities, Associations and Support Centres to obtain similar benefits.

#TEACHINGANDRESEARCH



# FISU HEALTHY CAMPUS

**FISU Healthy Campus** is an initiative of the International University Sports Federation (FISU) aimed at promoting the wellbeing of student communities and university campuses by promoting initiatives based on the beneficial effect of sport, in the belief, also supported by the **World Health Organisation**, that "being well" is a state of physical, mental and social wellbeing and that universities should promote healthy and sustainable lifestyles.

By joining the "FISU Healthy Campus" project, the university will be assessed according to defined indicators and will obtain a certification and the recognition of the FISU Healthy Campus Label. The analysis according to FISU indicators will allow to compare some activities of the university in the light of international best practices and recommendations, in order to enhance virtuous processes and identify areas for improvement.

IULM is an active and committed participant in this initiative.

#INITIATIVES



### **SUSTAINABLE DEVELOPMENT GOAL #4**:

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

IULM activities are accessible to all, regardless of ethnicity, religion, disability, immigration status or gender, as stated in IULM Statute. 6000  $\rightarrow$ 

number of students remotely connected to clasess

### **KEY FACTS**



number of online classes

- Online Library Catalogue <u>Digger</u>

• Free Public Access to Library

 $\rightarrow$ 

- ESN Erasmus Student Network

- 1st IULM Digital Open Day
- 1st IULM <u>Digital Job Fair</u>
- <u>Lifelong Learning</u>



• <u>Distance Learning</u> available to all students

• Eduroam, free roaming service on campus

• 7 Online <u>Masterclasses</u>, available to all students



# IULM QUALITY PO

<u>**IULM Quality Policy</u>** defines the set of principles that guide the University's action towards quality objectives and outlines the methods adopted to achieve them.</u>

To this end, it relies on a structured and functional system of principles, bodies and actions aimed at pursuing its institutional objectives, paying the utmost attention to the quality of processes and results and to the satisfaction of the needs of all the main stakeholders, first and foremost of course its students.





IFor more than 20 years, IULM University has been cultivating and developing skills in education and research in the field of Retail, with the main contribution of Prof. Pellegrini who, over time, has proposed several successful training projects including the specialised Master's degree course in Marketing Consumption and Communication and the recent Master's degree course in Retail Brand & Customer **Experience Management** designed together with Prof. Massara.

The **Retail Brand Communication Observatory** will therefore undertake a number of other activities including: carrying out one or more annual researches on communication at retail level; coordinating workshops, think tanks and debates on the results obtained; carrying out thematic research projects funded by one or more organisations or companies; carrying out consultancy work commissioned by organisations or companies on topics of competence.





### PUBLIC CON PUBLIC BRA TRANSFORM MONITORIN

<u>This IULM Observatory</u> proposes itself as a permanent point of view on the transformations and perspectives both disciplinary and applicative of public communication.

Thanks to its technical-scientific committees made up of qualified operators and Italian and international professors, it operates in applied research, in the monitoring, in the transformation of didactic-formative functions and in the collaboration in policy formation.



**IULM Flow** is a digital project which brings online the debate on today's major issues, problems, ideas and initiatives of international interest and beyond, overcoming cultural barriers and engaging in dialogue with an audience from the five continents, with the aim of broadening IULM University's community and enabling a mutual exchange of knowledge. It includes Talks, Masterclasses and International Schools, all available online.







### **SUSTAINABLE DEVELOPMENT GOAL #5**

In accordance with the values on which IULM's academic activities and core mission are based, the University is committed to countering all forms of discrimination based on gender identity, ethnicity, nationality, political beliefs, religious beliefs, personal skills, age, sexual orientation and employment status.

"Achieve gender equality and empower all women and girls"



77% of **scholarships** have been awarded to female students



number of first generation young women starting a degree

 $\rightarrow$ 



women's graduation rate

### **TEACHING & RESEARCH**

- 1 international <u>research project</u>

### INSTITUTION

• Iulm Equal Opportunities <u>Policy</u>

 $\rightarrow$ 

- Iulm <u>Code of Ethics</u>

### **INITIATIVES**

- <u>FA-ST</u>, a project promoting female startups
- of women

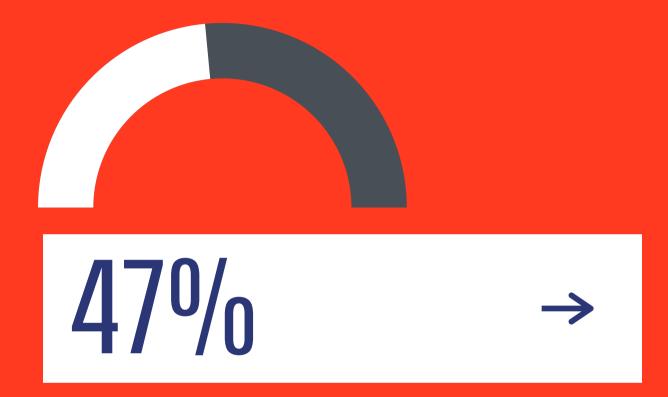


• 5 students' final dissertations on "gender equality" related subjects • 1 <u>cycle of conferences</u> on "gender equality" related subjects

• <u>University Centre for Gender Culture</u>

• <u>Stem in the City</u>, a project for gender equality

• <u>Libera puoi</u>, media campaign against violence and discrimination



Percentage of women part of IULM Faculty, among researchers, associates and full professors



IULM University has the highest proportion of female lecturers and researchers compared to other universities in Milan



# IULM EQUAL → OPPORTUNITIES COMMITTEE

The <u>IULM Equal Opportunities Committee</u> is a high-level university joint body representing teaching staff, technical-administrative staff and the student community, and is aimed at **fighting all forms of discrimination**, promoting and **guaranteeing equal opportunities in the university community** and enhancing the well-being of those who work and study at the University.

The Committee provides support for those who consider themselves to be victims of discrimination or harmful behaviour (art. 2b)

#INSTITUTION



"Ensure availability and sustainable management of water and sanitation for all"

### **SUSTAINABLE DEVELOPMENT GOAL #6**:

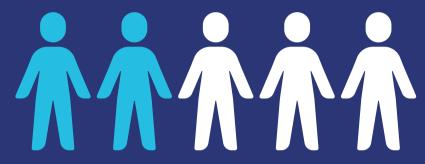
# 

Number of **major initiatives** taken by IULM to promote water availability, including:

- distribution of aluminium flasks to all students;
- installing dispensers of cups and mugs made of biodegradable and compostable materials;
- setting up free drinking water dispensers;



water" subjects

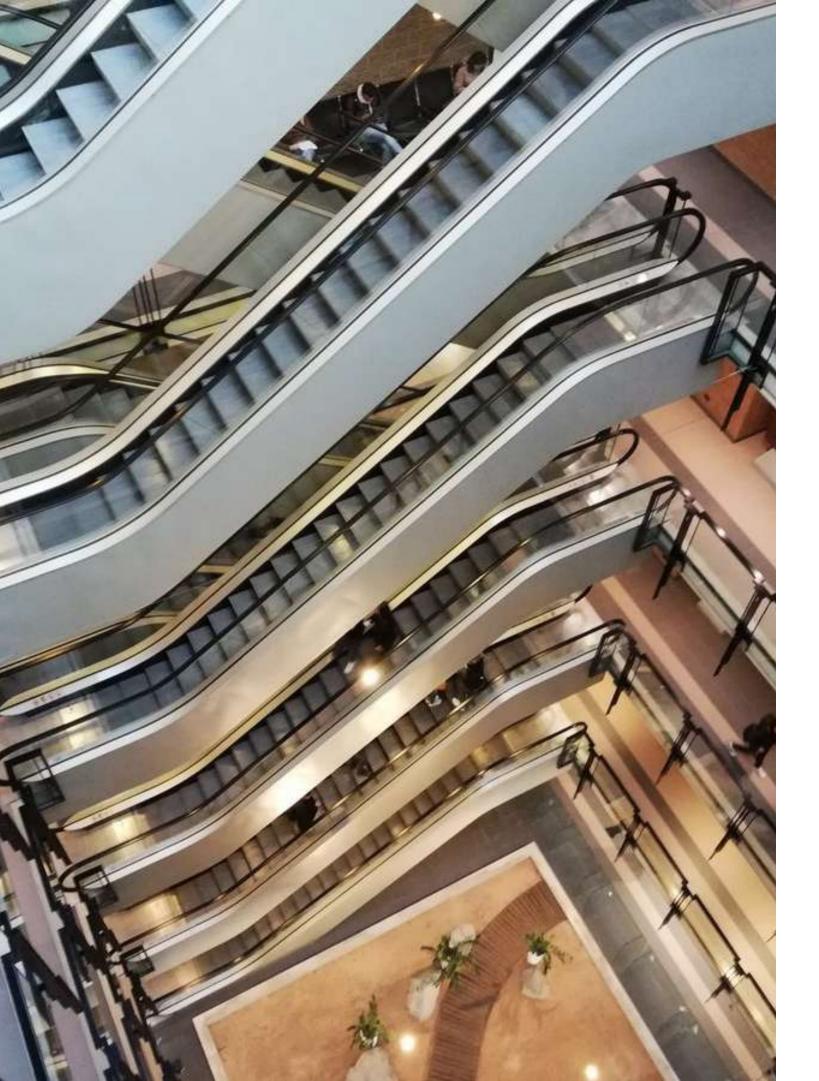


Number of students' final dissertations on "clean



"Ensure access to affordable, reliable, sustainable and modern energy for all"

**SUSTAINABLE DEVELOPMENT GOAL #7:** 



### IULM ENERGY MEASURES

Since sustainable development depends on economic development and climate, Goal 7 aims at a significant increase in the share of renewable energy in overall energy and a doubling of the overall rate of energy efficiency improvement. Another goal is to promote research in renewable energy as well as investment in clean energy infrastructure and technologies.

With this in mind, IULM has implemented a series of strategic measures aimed at improving energy efficiency and consequently saving energy within all its buildings.



### SUSTAINABLE DEVELOPMENT GOAL #8:

"Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all"



# CENTRE FOR EMPLOYEE -> **RELATIONS & COMMUNICATION**

### The Centre for Employee Relations & **Communication CERC** of IULM University, under the

its main goals:

and organisational relations; University and companies; solid scientific criteria.

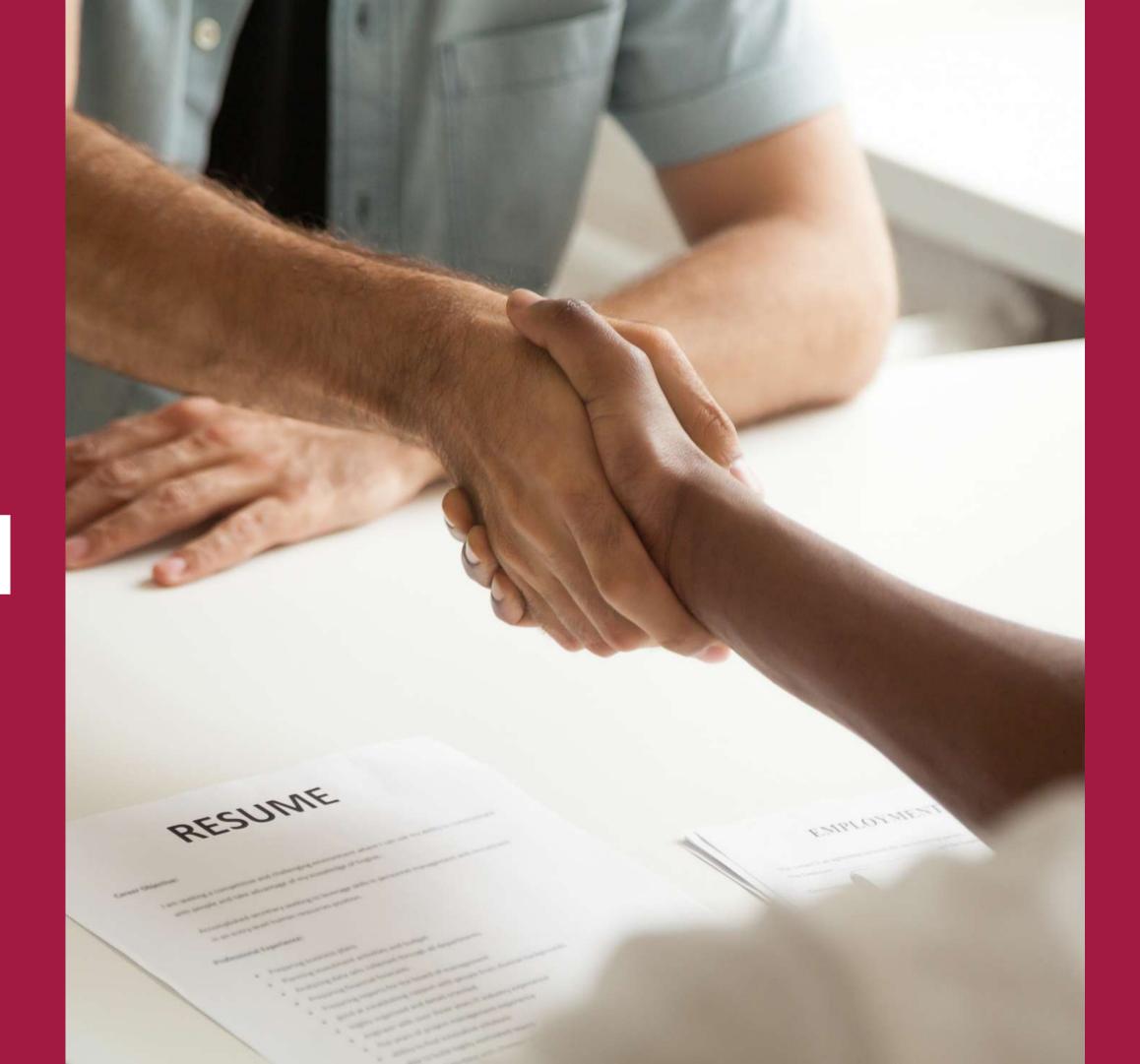
direction of professor Alessandra Mazzei, has among

- to develop and spread a culture of communication
- promote knowledge exchange between IULM
- support research activities that are relevant to
- companies by supporting the development of
- innovative and consistent managerial practices with



### 59,8 %

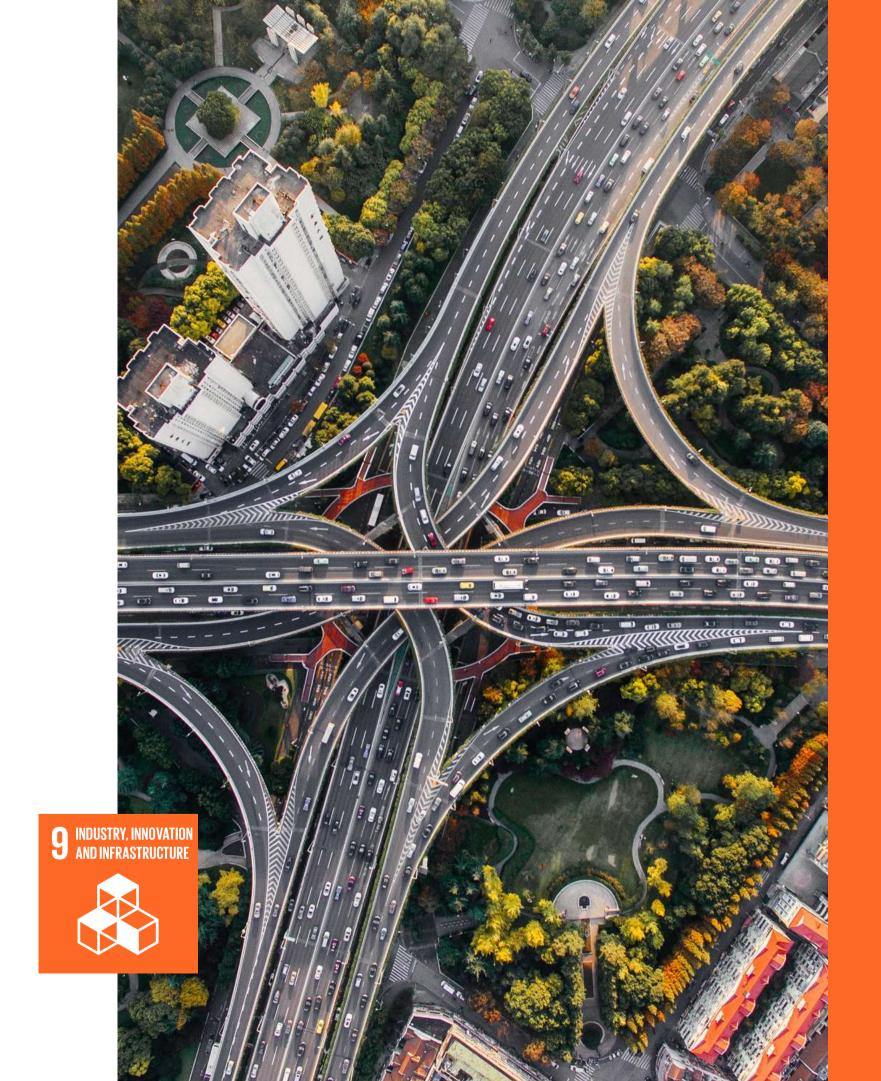
Percentage of IULM graduates who find a job one year after graduation





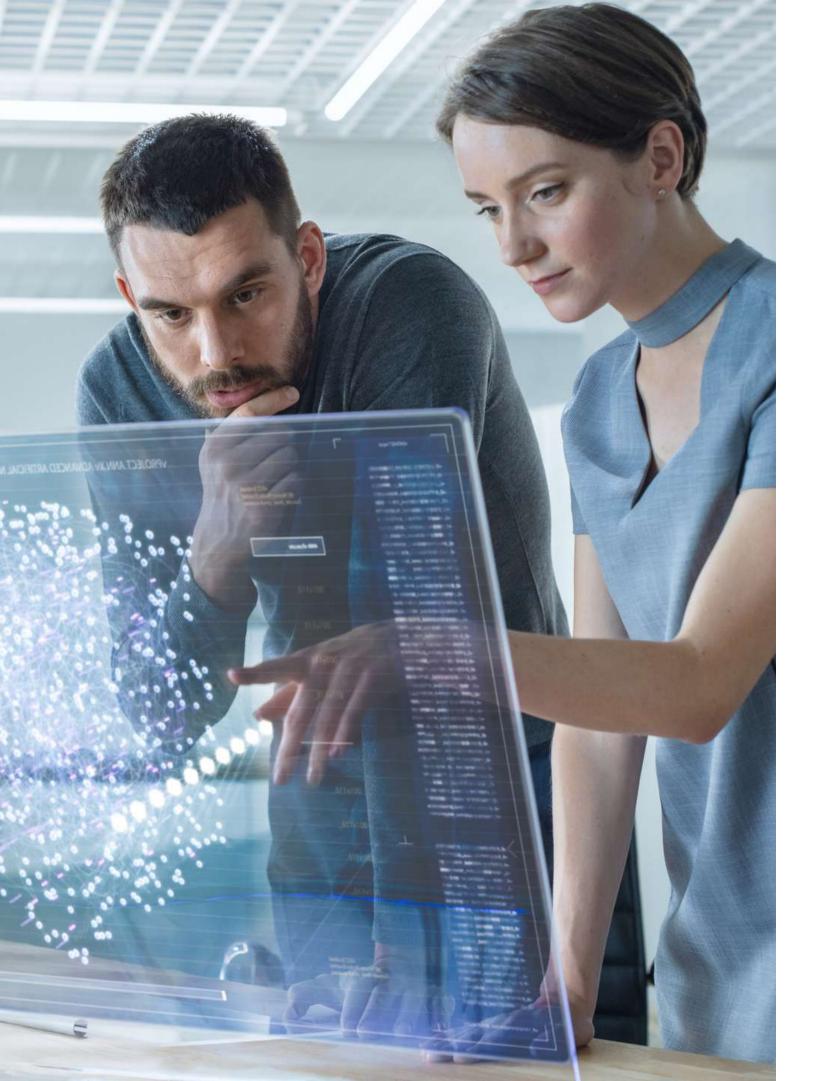
### MONDO IULM

IULM collaborates with the private sector to promote graduate employment



**"Build resilient** infrastructure, promote inclusive and sustainable industrialization and foster innovation"

**SUSTAINABLE DEVELOPMENT GOAL #9:** 



## IULM ARTIFICIAL

A university spin-off, the **IULM AI Lab** is the result of a partnership between the University and Prana Ventures Venture Capital with the aim of generating value for the business system and for the country, producing culture and ideas through a model of open dissemination of innovation linked to the potential offered by Artificial Intelligence applied to business.

IULM University's excellent disciplinary competences in the fields of Communication, Marketing, Consumer Behaviour, and Market and Social Research, combined with a deep knowledge of the business system of all sizes and industries, which are carried by the professors and professionals working at the University.

## **ARTIFICIAL INTELLIGENCE LAB**



#### START-UP

IULM supports start-up innovation in critical sectors





#### <u>YOUMAN</u>

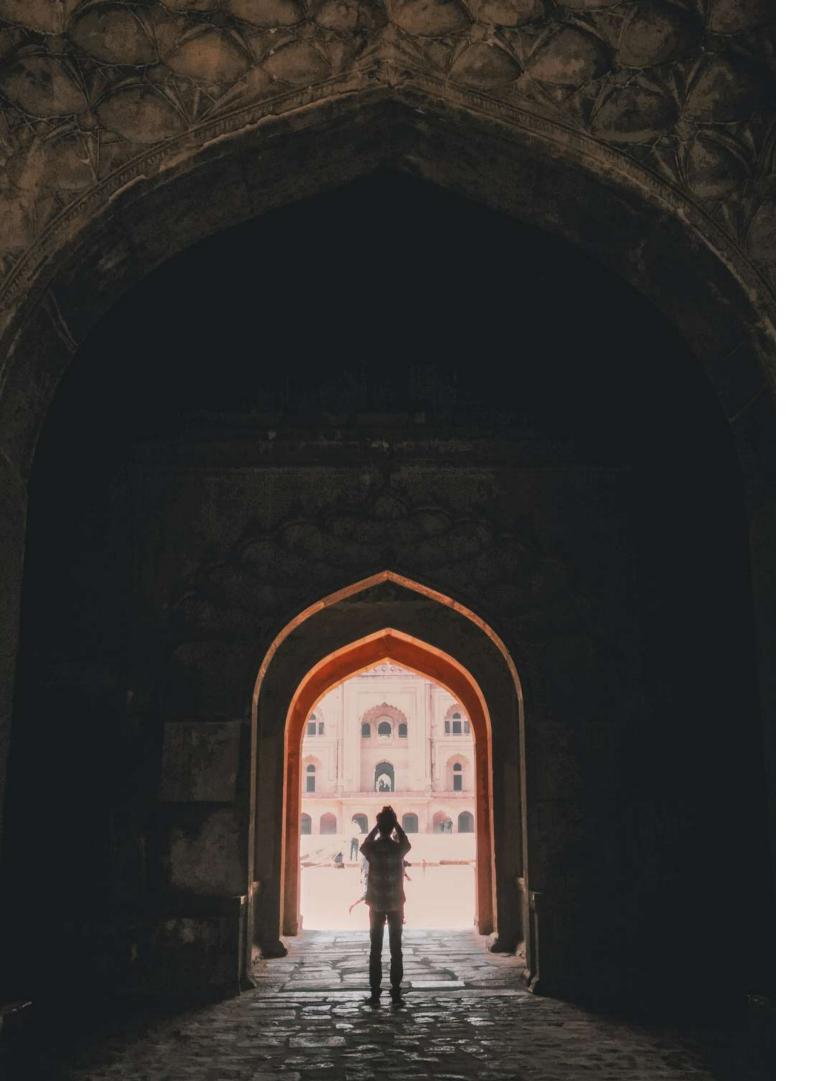
IULM participates in multistakeholder platform devoted to innovation



# IULM

The **Behavior and Brain Lab Neuromarketing <u>Research Centre</u>** aims to analyse the emotions provoked by advertising stimuli and by any type of communication through techniques and methods based on the analysis of physiological signals, such as those detected by electroencephalograms (EEG), eye movement readers (Eye tracking) and instruments capable of detecting arousal and emotional activation (Heart Rate, Skin Conductance).

### **BEHAVIOUR AND BRAIN LAB**



## IULM HUMANLAB

**HumanLab** aims to design and test multimedia tools able to communicate to the public the research in progress within the Department of Humanities, creating a bridge between the academic world and citizenship, with attention to the implications for tourism and the economic attractiveness of cultural heritage.

HumanLab operates as an observatory linked to the dissemination of the results of research projects and as an incubator of ideas for a strategic and conscious use of digital tools and technological innovation in the field of cultural heritage.





**"To reduce inequalities** and ensure no one is left behind are integral to achieving the SDGs".

IULM University boasts a ten-year commitment to the development of services in support of disability and diversity, and the growing attention to inclusive policies and the promotion of sustainable development.

#### **SUSTAINABLE DEVELOPMENT GOAL #10:**



Number of **students** coming from developing countries



 $\rightarrow$ 

 $\rightarrow$ 

Number of **students** assisted by Diversa-mente office

Number of **Rector's Proxies to** diversity and equality. Rector's Proxy to Inclusion and Disability, Prof. Massimo De Giuseppe and Rector's Proxy to Equal Opportunities, Prof.ssa Vanessa Gemmo.

### **TEACHING & RESEARCH**

- 1 Euresis research centre
- 1 international <u>research project</u>

### INSTITUTION

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H

- Free-barrier campus

### **INITIATIVES**

- promoted by IULM



• 1 <u>publication</u> on "diversity" related themes

• <u>Diversa-mente</u>, IULM support office for disabled

• Invest your talent in Italy, a program dedicated to international students from underrepresented countries • Youth Acrobata World Project, international training program



### YOUTH ACROBATA World Project

IULM University contributes to the training of new live entertainment professionals in the **disadvantaged metropolitan areas of Colombia and Kenya**. The ambitious training program ranged from artistic to technical notions, from production to marketing techniques, to the use of social networks.

The aim was to transform the students into trainers for other young people in their countries, to demonstrate that the circus is also a powerful means of emancipation and can create concrete opportunities for redemption.



### SUSTAINABLE DEVELOPMENT GOAL #11:

"Make cities and human settlements inclusive, safe, resilient and sustainable"



Number of students' graduation dissertations on sustainability related subjects



Number of **university courses** on sustainability related subjects

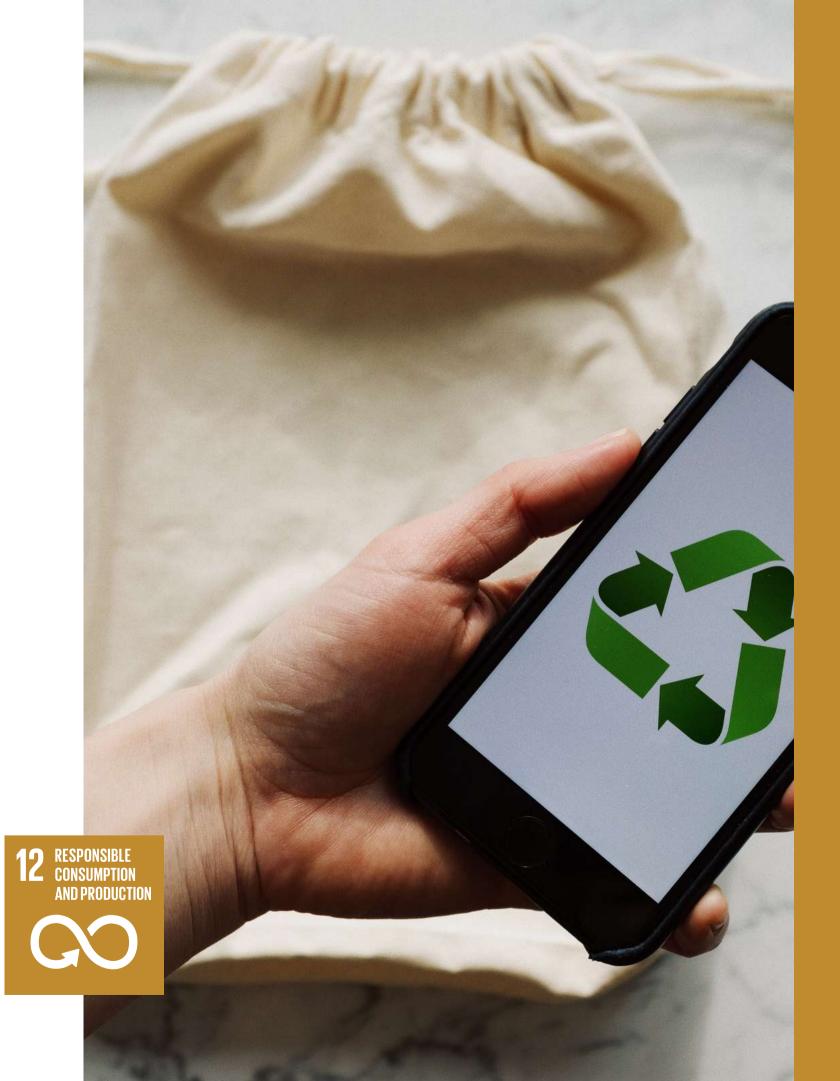


### **URBINAT PROJECT**

The **URBINAT** project deals with the regeneration and integration of social housing suburbs in several European and non-European cities. It pursues this objective through the development of "Nature Based Solution" interventions, ensuring sustainability and mobilising local driving forces for social cohesion.

The interventions focus on public space to create new urban, social and nature-based relationships with citizens within and between neighbourhoods. Taking as its main objective the full physical, mental and social well-being of citizens, URBiNAT aims to co-design what it calls Healthy corridors, i.e. a set of innovative Nature Based Solutions emerging from participatory processes involving local communities.

IULM is an active and committed participant in this EU initiative.



### SUSTAINABLE DEVELOPMENT GOAL #12:

"Ensure sustainable consumption and production patterns"



3

Number of students' **graduation dissertations** on *circular economy* related subjects





Engagement with <u>FAO</u> in the fight against food waste



### IULM WINE INSTITUTE →

The **IULM Wine Institute** (IWI) was founded in 2020 and operates within the Department of Business, Law, Economics and Consumer Affairs. It is a centre for analysis and market research dedicated to the world of wine, with the aim of contributing to one of the main sectors of the Italian food industry and a pillar of the country's tourism and cultural heritage.

The IULM Wine Institute studies emerging markets, trends and best practices, both nationally and globally, to help private, public and institutional sector leaders develop a deeper understanding of the evolution of the Italian wine economy and to provide a factual basis to aid decision-making on issues of strategic importance. IWI offers deep knowledge and experience in the sector to help identify new development opportunities and increase success at every stage of business life.



### **SUSTAINABLE DEVELOPMENT GOAL #13**:

"Take urgent action to combat climate change and its impacts"



Number of students' **graduation dissertations** on *climate change* related subjects

## There is no planet





#### **RUS NETWORK**

As a member of <u>RUS</u>IULM participates in this association's important work on **Sustainability** including **Climate Change**.



#### SUSTAINABLE DEVELOPMENT GOAL #14:

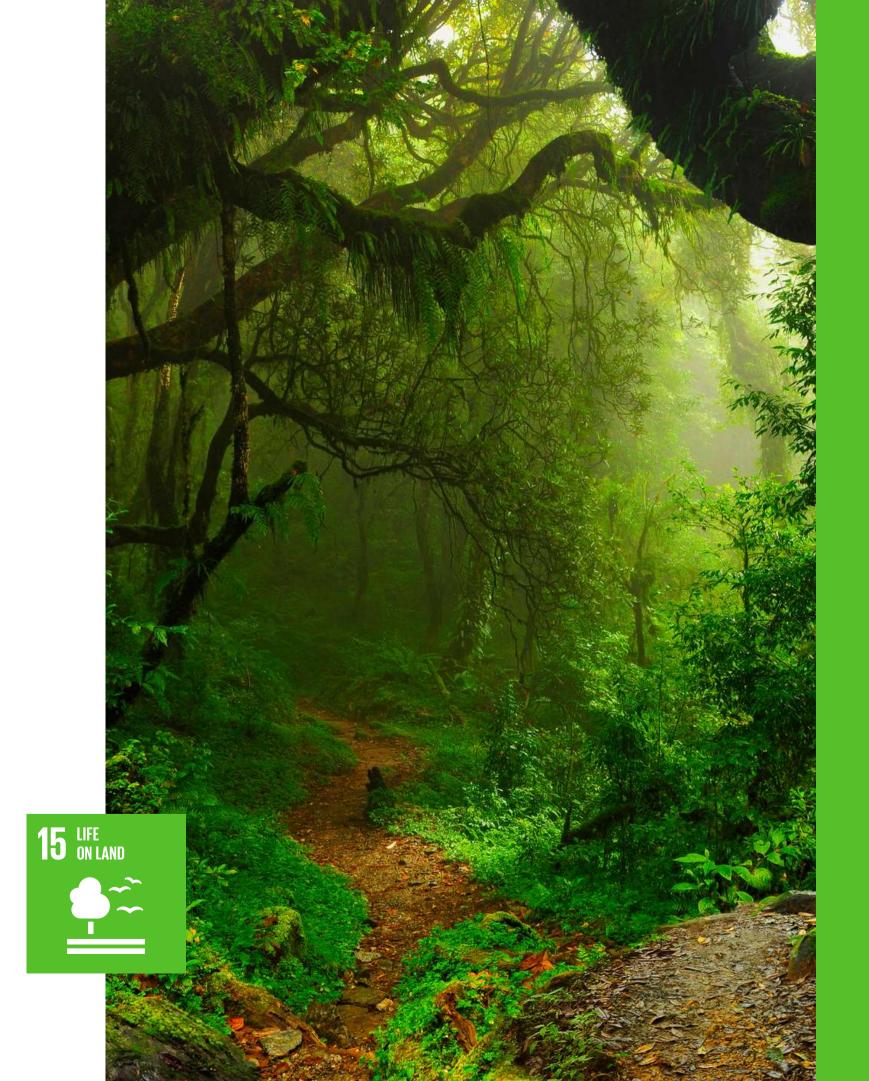
"Conserve and sustainably use the oceans, seas and marine resources for sustainable development"



## DECADE OF THE SEA → MANIFESTO

The United Nations has declared 2021 - 2030 the "**Decade of Ocean Science for Sustainable Development**". In this context, the Decade of Ocean Science Manifesto is the policy document to mobilise the scientific community, governments, the private sector and civil society around a common programme of research and technological innovation with the aim of promoting a radical change in the approach to studying and communicating about the ocean.

IULM's participation will include activities such as: organisation of talks and summer schools on the theme of Ocean and Sustainability Literacy; organisation of specific events to promote education on sustainability, the importance of the sea and the role of the oceans for the life of our planet; inclusion and involvement of students in the Decade of the Sea initiatives.



### **SUSTAINABLE DEVELOPMENT GOAL #15**:

"Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss"

## 

7

Number of students' **graduation dissertations** on *biodiversity* and *agriculture* related subjects







Collaboration with **FAO** on key sustainability priorities relating to land use and agriculture



### SUSTAINABLE DEVELOPMENT GOAL #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"



### UNIVERSITY NETWORK FOR PEACE

**RUniPace** is the <u>Network of Italian Universities for Peace</u> promoted by the Conference of Italian University Rectors.

Its members are universities that base their actions on the fundamental principles of the Constitution, the United Nations Charter, the founding treaties of the European Union, the Organisation for Security and Cooperation in Europe and the Council of Europe, in the awareness that repudiation of war as an offence against the freedom of other peoples and as a means of settling international disputes, belief in fundamental human rights and in the dignity and worth of the human person the obligation to co-operate in the preservation of peace and the prevention of threats to peace, the fight against inequality and poverty are founding values of the Italian constitutional order, of the international order, of that of the European Union and of the various international cooperation agreements to which Italy is a party.

IULM University plays an active role in this National Network.

#INITIATIVES



#### SUSTAINABLE DEVELOPMENT GOAL #17:

"To revitalize the global partnership for sustainable development."

We believe that knowledge and innovation are not linked to mere geographical boundaries and that the complexity of international challenges makes it increasingly necessary to connect and create global synergies.



Number of **international** agreements

## **KEY FACTS**



Number of **cooperation** agreements with NGOs

### **TEACHING & RESEARCH**

- (Dual Degree)

### INSTITUTION

• IULM Sustainability Committee

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### INITIATIVES



• 1 Master's Degree Course in Strategic Communication, Corporate social responsibility and Communication

• 1 Master's Degree course in Hospitality and Tourism Management

• Italian University Network for Sustainable Development (RUS) • EAIE European Association for International Education

• IULM YouMan Platform, a network of international strategic relations with NGOs and non-profit organizations all over the world • IULM Flow: Talks, a series of webinar dedicated to SDGs themes



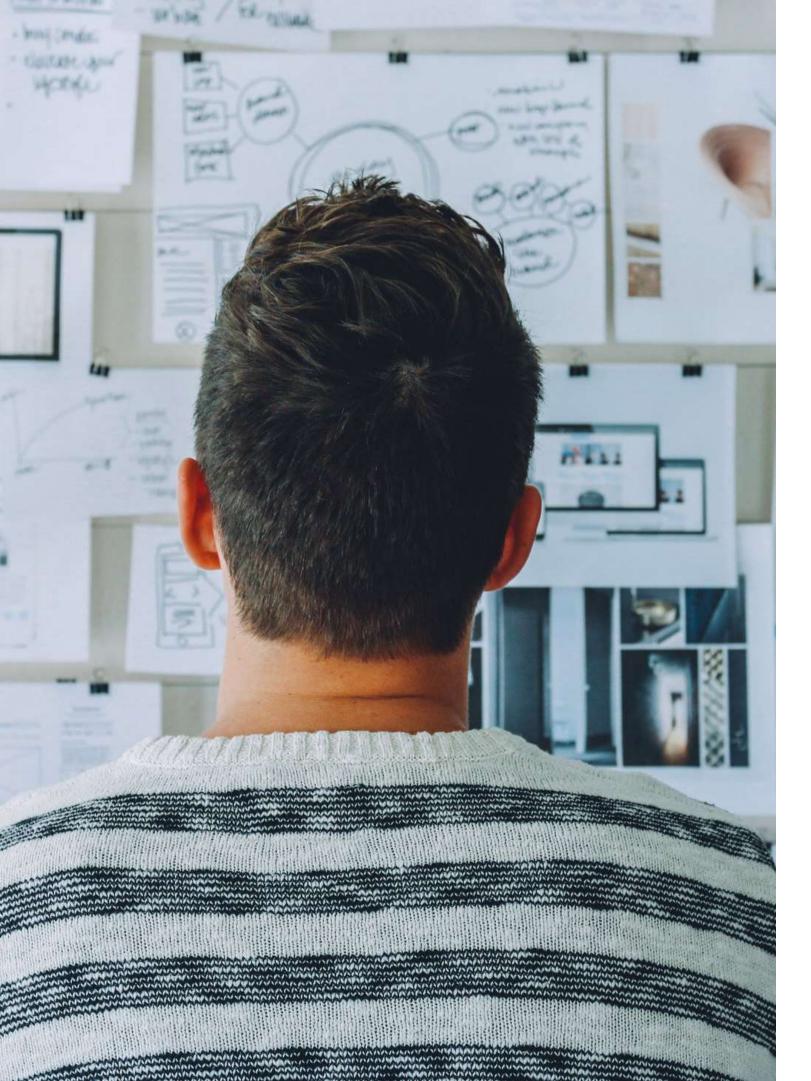
# IULM

IULM University is strongly committed to meaningful education around the SDGs across the university.

The IULM Sustainability Committee promotes sustainability education initiatives within the IULM community (faculty, staff and students), supports the spread of best practices inside the campus, such as the promotion of the separate collection of waste and recycling, energy efficiency, the reduction of plastic and the fight against food waste.

## SUSTAINABILITY COMMITTEE

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## CENTRE FOR STRATEGIC → COMMUNICATION (CECOMS)

**CECOMS**, located in the Department of Business, Law, Economics & Consumer Behaviour of IULM University, is Research Partner of EUPRERA (European Public Relations Education and Research Association) and of the European Communication Monitor, a research that annually assesses the state of the art of communication in Europe and in Italy.

The mission of CECOMS is to increase scientific knowledge in the field of public relations and strategic communication, by facilitating collaboration between the academic world in Italy and abroad, with private and public companies and communication agencies. The results of CECOMS research, conducted in close collaboration with small, medium and large companies operating in B2B and B2C, show that communication is a strategic resource for every organization.

#TEACHINGANDRESEARCH



## SUSTAINABLE DEVELOPMENT SCHOOL

IULM collaborates with "**Sustainable Development School**" in order to promote the SDGs across the entire educational spectrum with a multi-disciplinary approach.

The program provides educational and learning activities on SDGs for IULM internal and external community, raising awareness and fostering training activities.

#INSTITUTION



## IULM YOUMAN PLATFORM

Youman Platform is a **network of international** strategic relations with NGOs, international organizations, non-profit organizations, multilateral bodies, associations, companies and research centres all over the world, focusing on the SDGs and social values as well as innovation and sustainability aspects.

This program places the **human being is at the centre** of an education process in which habits and priorities shift: personal growth, social awareness and commitment are the new values that students can concretely apply on communication campaigns, internships, and research projects on ethical issues.

**#INITIATIVES** 



## **CENTRE FOR THE STUDY OF LIBERAL DEMOCRACY**

The Centre for the Study of Liberal Democracy wants to explore the issues related to the model of liberal democracy, which is nowadays heavily under attack. Liberal democracy must be rediscovered through an authentic "truth operation" that challenges errors, deformations and commonplaces, also in view of the education to complexity and the contribution to the formation of a new ruling class pursued by the university. The activity of the Centre will be developed through the formation of a "Library of Freedom", within the University, and the development of an important programme of seminars that will insert IULM in the international discussion on these issues.



#### International seminar on "<u>The History of Peace"</u>

### **OTHER PROJECTS**

#### PAgES <u>"Post-Crisis Journalism in Post-Crisis Libya"</u>



### **METHODOLOGY**

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The methodological approach used to write this document defines the direct and indirect impact of the university's activities using **3 parameters** - teaching and research, institution, *initiatives* – in order to measure their contribution to the Sustainable Development Goals in advancement of the United Nations 2030 Agenda.

In particular, each goal is reported on in relation to the 3 parameters above indicated, while the data comes mainly from University official resources such as: policies and regulations, study programmes and courses, graduate and phd students dissertations, research projects, other publications, special events and initiatives, news and other online resources.

## THANK YOU!

IULM for Sustainable Development international.affairs@iulm.it

SDGs REPORT year 2020

