

Center for Responsible Business & Leadership

Católica Lisbon School of Business & Economics

Activity Report

July 2022 to June 2023



CATÓLICA-LISBON
CENTER FOR RESPONSIBLE
BUSINESS & LEADERSHIP



**CATÓLICA
LISBON**
BUSINESS & ECONOMICS

Acknowledgements

We acknowledge the importance of developing and enhancing partnerships and thank our founding partners and sponsors for all the support given to our activities.

Founding Partners



Sponsors



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1.

Introduction

A message from our director

Four years have gone by since we launched the Center. The period covered by this Report (Jul/22 to Jun/23) has proved to be a moment of reinforcement and consolidation of our Purpose, to which we continue to be loyal and passionate: **contribute to a society where we only have Responsible Businesses led by Responsible Leaders.**

Our four strategic axes (Business case for action, SDGs, Purpose, and Responsible Leadership) continue to be our **focus of attention**, and all of them have been addressed with consistent projects and developments in the different dimensions.

Some highlights

Teaching

- around 300 undergraduate, master, and Lisbon MBA students have attended the different syllabi (Responsible Business, Strategic CSR, Business Ethics), and more than 1000 executives have attended our modules in Responsible Business and Responsible Leadership;

Research

- the first report on the Observatory of the SDGs has been communicated, and the second is about to be published after a year of intense research. Also, a Responsible Leadership report was issued late last year;

Consulting

- two Purpose implementation projects in key Portuguese companies were developed;

Events

- The Mental Health Summit held last year led to the "Mental Health Pact" announcement, now signed by more than 30 companies.

We, as a Team, are absolutely convinced that the journey towards a more responsible society is a never-ending story.

The more we do, the more needs to be done, and we want to be part of that journey. Together with all our partners and sponsors, who make our journey possible.

The Planet & People do not expect less from us.

Nuno Moreira da Cruz
Executive Director



2.

Our Identity



OUR PURPOSE

Our purpose is to contribute to a society where we only have Responsible Businesses led by Responsible Leaders

The Center for Responsible Business & Leadership (CRB) is a strategic initiative in CATÓLICA-LISBON's ambition to be a catalyst for impact creation through knowledge development and innovation to place Responsible Business at the core of the corporate strategy.

Responsible Business is becoming an essential part of corporate strategies, and the CRB aspires to develop critical knowledge among students and executives to face these new trends as opportunities.

We aim to contribute to CATÓLICA-LISBON's mission to be a Top Business School and create a position of intellectual leadership while finding the right answers for the world's toughest challenges.

We believe that corporations who act as Responsible Businesses, integrating all its dimensions into their strategies and culture, will be the future leading companies.

We firmly believe that the future belongs to corporations that embrace Responsible Business as a fundamental aspect, integrating all its dimensions into their strategies and culture.

Our mission

Is to become a European reference in corporate sustainability knowledge through research, teaching, and consulting, acting as an agent of change amongst students and executives, helping them to understand the impact of Responsible Business and its value creation in corporate strategies.

Our values

- We value a sustainable world (Planet, People, Profit);
- We value corporations ready to integrate social and environmental issues into their strategies and operations;
- We value companies that exist to create value for their stakeholders and for society.
- We value Responsible Leadership

Our DNA



Business Case for Action

Without economic sustainability, it is hard for companies to focus their activity on social and environmental sustainability.

But what is becoming abundantly clear is that without social and environmental sustainability, companies will struggle to survive and find long-term economic sustainability. That is the essence of the Business Case for Action - the understanding that social and environmental sustainability drive competitive advantage creation, which will lead companies to pursue sustainable economic growth.

Responsible Leadership

Responsible Leadership is the ability to align stakeholders around a common aspiration that goes beyond their primary interests by putting people, customers/consumers, and other relevant stakeholders first, all embracing a shared purpose and treating profit as an outcome rather than the goal.

Responsible Leadership seeks to foster collaboration, envisioning a future where all stakeholders mutually benefit from sustainable business practices. By embracing Responsible Leadership, companies can effectively navigate the challenges and opportunities the market presents.

Businesses must recognize the interconnected nature of economic, social, and environmental aspects. By harmonizing these dimensions and actively promoting responsible leadership, companies pave the way for enduring success while contributing to society's and the environment's well-being.

Our DNA



Sustainable Development Goals

The Sustainable Development Goals (SDGs) offer a transformative framework for businesses. Integrating them into core operations unlocks business opportunities for positive impact. Strategic focus amplifies this impact, generating meaningful outcomes.

Measuring progress with relevant KPIs ensures accountability and transparency. Embracing the SDGs fulfills responsibilities and opens new business prospects by tapping into emerging markets, meeting evolving expectations, and enhancing corporate reputation. SDG integration catalyzes innovation, growth, and long-term success.

Purpose

Purpose advocates for an organization to be truly authentic to its reason for existence, providing a clear guide for decision-making and working as a unifying factor that creates a sustainable competitive advantage, reinforced by the understanding of the ecosystem where it operates.

This approach allows business leaders to move beyond the illusory comfort of shareholder value maximization and to navigate the political tensions of stakeholder management, identifying the path to value creation that will sustain the organization's future.

Strategic Objectives

01

Consolidate the Center as a catalyst for accomplishing CATÓLICA-LISBON's mission to educate and empower leaders who make a difference by positively impacting business & society.

02

Raise awareness of Responsible Business & Leadership and make evident the urge of the business case for impact, both for today's and tomorrow's leaders.

03

Develop an engaging and innovative call to action aligned with the sustainable development Agenda.

These objectives are to be achieved through strong partnerships for impact, able to leverage the sustainable development agenda.



Our contribution to the Sustainable Development Goals

The CRB contributes to the Sustainable Development Goals by creating an environment that allows people and organizations to learn, share, and connect to make a positive impact. Three strategic goals entail most of our work and are our focus.



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

4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship

4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples, and children in vulnerable situations

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Our contribution

The CRB contributes to these targets by promoting quality education to undergraduate, master, and executive students; by partnering with entities to offer scholarships to its programs to ensure equal access to education; by promoting the exchange of ideas and debates around different topics; and by focusing its efforts on promoting responsible business, responsible leadership, purpose, and sustainable development as a concept with practical application, ensuring the enhancement of the knowledge of these topics and other challenges humanity faces in the 21st context.



Build resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation

9.5. Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending.

Our contribution

As a knowledge Center, the CRB's core foundations are based on research and the promotion of knowledge. The Center develops different projects that gather knowledge and important insights for both private and public sectors; it also works closely with organizations through executive education training, promoting events, sharing a weekly newsletter, and offering consulting activities.

The Center also aims to narrow the gap between the classroom and the market by bringing CEOs and other professionals into the class to share their best practices with students that aspire to become purposeful leaders.



Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

17.14 Enhance policy coherence for sustainable development

17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources, to support the achievement of the SDGs in all countries, in particular developing countries.

17.17 Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships

Our contribution

The CRB is a strong ambassador of Goal 17 and allows partnerships to flourish by creating initiatives to mobilize and coordinate action around themes that are core to the 2030 Agenda.

Over the past years, the Center has coordinated the creation of two pacts in Portugal: The Portuguese Water Management Pact and the Mental Health in the Workplace Pact. Each comprises about 30 organizations from different sectors and industries, working together in work groups with specific goals to advance these themes in Portugal.

CRB has also created a network of alumni, the Responsible Business Champions, to promote Responsible Leadership and allow the development of synergies among its alumni. It also promotes events that allow different players to get to know and interact with each other, creating an environment that leverages the development of new partnerships.



3.

Our Activities

Our Activities

The CRB develops its activities on four different pillars. Each is designed to foster a comprehensive understanding of sustainability and its business case for action. Through these pillars, the CRB actively contributes to closing the knowledge gap and delivering its vision.

Learning

The CRB aims to support students and executives in understanding the impact of Responsible Business and its value creation in corporate strategies. The educational efforts of the CRB are developed from two perspectives:

- Leaders of Tomorrow: focused on undergraduate and masters' students of CATÓLICA-LISBON.
- Leaders of Today: focused on Executive Education.

Research

The CRB research activities include projects, research notes, and a weekly newsletter on topics relevant to its core, such as:

- Purpose-Driven Organizations
- Implementation of the SDG Agenda on Companies
- The Practice of Responsible Leadership
- Impact Accounting

Consulting

The CRB offers tailored solutions to organizations that want to leverage their impact and integrate social and environmental matters into their strategies and operations to become Responsible Businesses.

Projects and Partnerships

The CRB develops several projects and partnerships with different institutions and organizations, including the promotion of events to engage with its community at different levels. These projects aim to raise awareness and discuss topics and concepts fundamentally connected to the Center's DNA.

3.1

Learning



Leaders of Tomorrow

CRB aims to reach the highest standards in business education and inspire CATÓLICA-LISBON students to choose a **purposeful career and thrive as Responsible Leaders.**

The CRB offers different courses for undergraduate and master students, who can also write their dissertation thesis on topics covered by the Center.

Throughout the academic year of 2022/23, the CRB offered:

Responsible Business course – 112 students

Strategic SCR – 27 students

Both courses have a similar purpose: to provide students with a holistic and systemic approach to the challenges facing businesses in implementing Strategic Corporate Social Responsibility and in becoming Responsible Businesses from the perspective of key players (Governments, Companies, Citizens) and key stakeholders (shareholders, employees, suppliers, customers, consumers, local communities, ONG). It also aims to deliver a global and coherent understanding of what Responsible Business means and how to manage, measure, and communicate responsible strategies.

Business Ethics – 103 students

This course aims to provide a series of conceptual and managerial tools for understanding and addressing the main ethical challenges managers, entrepreneurs, and professionals face in a business environment. It also provides students with tools to manage organizations more socially responsibly and develop a distinctive value proposition that will eventually lead to competitive advantage.

Responsible Business Seminar – 12 students

This seminar focuses on master students who want to write their thesis within the scope of activity covered by the Center. The students wrote and defended 12 theses, including topics such as a case study on Responsible Leadership; ESG; Sustainable Finance; SDG implementation; Sustainability in Fashion, and Responsible Business in German SMEs.

SDGs: Humanity's Great Challenges – 120 students

The Center has also been involved in creating and implementing the curricular unit "SDGs: Humanity's Great Challenges," an innovative initiative launched by Universidade Católica Portuguesa (UCP) which aims to introduce dedicated courses on Sustainable Development Goals (SDGs) into the undergraduate and master academic curricula.

Through this initiative, UCP aims to raise awareness about sustainable development and provide students with a multidisciplinary approach to exploring the challenges and opportunities associated with the SDGs. The courses are co-created by different schools of the University and involve a diverse group of scholars who bring together various perspectives to create an innovative and multidisciplinary approach.

The initiative presupposes the development of several courses, each dedicated to a specific SDG.

Throughout the academic year of 2022/23, three editions were offered, focusing on SDGs:



The courses are taught online, in English, and are available to any undergraduate student at Universidade Católica Portuguesa, which allows the participation of students from all different camps across the country, including Braga, Lisbon, Porto, and Viseu.

Seventeen scholars from eleven schools of the University co-created the courses, including:

Católica Lisbon School of Business and Economics
Católica Porto Business School
Católica Global School of Law
Escola Superior de Biotecnologia (*Biotechnology School*)
Faculdade de Ciências Humanas (*Faculty of Human Sciences*)
Faculdade de Direito (*Law School*)
Faculdade de Filosofia e Ciências Sociais (*Faculty of Philosophy and Social Sciences*)
Faculdade de Medicina (*Faculty of Medicine*)
Faculdade de Teologia (*Faculty of Theology*)
Instituto de Estudos Políticos (*Institute of Political Studies*)
Instituto de Gestão e Organizações da Saúde (*Institute of Healthcare Management*)



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PORTUGUESA

Impact on the classroom

To support the theories and concepts taught in class, it is a common practice to use case studies to enhance the student's critical and analytical skills, featuring scenarios of real business challenges and opportunities.

To deepen the student's knowledge and provide them with practical experience, we go one step further into bringing these cases to class.

As an essential component of our courses, we invite high-profile market leaders to share their business cases. In this academic year, we welcomed Ikea, Grupo Ageas Portugal, APED, Volkswagen/Auto Europa, Veolia.



Summer Academy 2022

Our Summer Academy experience is meant for Undergraduate / Bachelor students and recent graduate students from all over the world with any background of studies, who wish to acquire the latest management concepts and trends at one of the 27 best Business Schools in Europe.

This 2-week program 100% taught in English, developing participants' strategic thinking along with strong leadership skills, since the best managers in any organization must possess both skills. On one hand, it will help participants to understand the crucial importance of business strategy & analysis in any context. On the other hand, it will make participants fully aware of responsible and sustainable leadership as the key leadership skill of the future.

Week 1 – Sustainable Leadership

Week 2 – Business Strategy & Analysis

In addition to the classes, students visited EDP, had a Lisbon City Tour, Surf and Beach Experience Class, optional recreational activities and an end-of-course dinner.

- 28 students
- 12 nationalities
- Student evaluation of 6.7 out of 7

It is with great pride that we share the testimony of our student Nour El Houda Sghaier about her Summer Academy experience.

"Participating in the CATÓLICA LISBON Summer Academy offered me an enriching cultural experience alongside significant educational benefits.

Not only that I had the opportunity to learn a lot about modern topics in business, but I also met a lot of amazing people from various backgrounds and 10 different nationalities. It was a pleasure to share my culture with them and have the chance to gain knowledge about their heritage and traditions.

A special thanks goes to the amazing International Relations team who prepared such fun activities and were always present throughout our stay and also to our incredibly brilliant and talented instructors.

It was an unforgettable 2 weeks of studying, making friends and trying new things. If you have the opportunity to study abroad and go to Lisbon, I definitely recommend Católica Lisbon School of Business and Economics. You won't regret it at all!"



Over the first two weeks of July, I had the opportunity to fly halfway across the world to attend the Católica Lisbon School of Business and Economics' inaugural Summer Academy of Strategy & Leadership where I partook in classes with students from ten different nations.

We got to ask unrestricted questions to CEOs of multi-billion dollar companies such as Miguel Setas from EDP Renewables. We also heard what it really takes to be a responsible leader from Nuno Moreira da Cruz.

We then spent a week with Joao Cotter Salvado breaking down and analysing some of the world's largest companies and the turnaround they made through redefining their strategy.

This is an opportunity that I will never forget, and I encourage anyone who has the opportunity to undertake the program to seize that chance and never look back.

To everyone I met: Obrigado!
Hurtle Norris



Leaders of Today

The CRB is dedicated to providing excellent executive education. Our goal is to inspire executives to embrace purpose-driven careers and excel as Responsible Leaders.

The Center offers programs and modules tailored for executives within the scope of our work. We aim to equip executives with the knowledge and skills necessary to lead responsibly and make a lasting impact on their professional journeys.

Responsible Business as a Strategy - 5th edition - 18 participants



Executive Education Program



IAPMEI
Parcerias para o Crescimento



PAGE - Executive Program in Advanced Management

The program's goal is to ensure that participants receive solid management training from exceptional teaching staff who provide them with the tools and "vocation" to manage their organizations in an increasingly complex and fast-paced environment. Furthermore, it provides the ideal place for exchanging experiences, thanks to the participatory methods used, the high quality of the participants, and the program's strong emphasis on innovation.

Module: Responsible Leadership for the Executive Master in Leadership Development

Executive Master in Leadership Development

Integrated in the MSc in Applied Management, the main objective of the Executive Master in Leadership Development is to provide its participants with state-of-the-art training in general management along with an advanced specialization in Leadership, following an integrated logic of value creation. The program has a unique structure that integrates the general perspective of management with the concepts, models and practices in the area of leadership.

Lisbon MBA

Module Creating Shared Value



Global Innovation Challenge

The requirements of the CSRD and CSDDD will add to existing binding legislation in the countries and markets where Hovione operates and procures material from.

This way, Hovione is looking to embrace this challenge by 1) studying the new demands coming from this legislation, 2) understanding through a gap analysis what needs to be done, 3) and developing an action plan to comply and proactively go beyond the minimums imposed by the law.

This challenge takes place within the context of the Lisbon MBA.



Strengthening our relationships with the students

Our approach to education goes beyond the classroom: we complement our learning activities by engaging with the students through different activities to enhance their knowledge and motivate them to pursue impactful and purposeful careers.

The CRB worked closely with the Careers and Talents Office (CTO) at CLSBE to offer curricula-adapted workshops to enhance their knowledge and engagement around the UN 17 Sustainable Development Goals. The offer included three sessions named "SDG Talks."

How is Bain & Company addressing Diversity and Inclusion



At this session, Bain & Company shared its experience addressing SDG 10, which aims to reduce inequalities and promote inclusion.

63 students participated in this session

Urban Sustainable Mobility in Lisbon: a Startup Case



At this session, the CEO and founder of WYZE Mobility – an award-winning impact startup - shared the challenges and opportunities of building a sustainable startup committed to the Sustainable Development Goals at its core. WYZE aims to make cities more livable with tech-based, innovative micro-mobility solutions. This session addressed SDG 11, which focuses on making cities more inclusive, safe, resilient, and sustainable.

20 students participated in this session

How can Companies Incorporate the SDGs into their Strategies: the Case of Siemens



At this session, Siemens shared its experience in incorporating Sustainable Development Goals into the core of its strategy.

35 students participated in this session

Other learning initiatives

The Sustainable Development Goals (SDGs) as a Strategic Management Tool



A 90 minutes online session offered to all the SMEs that participated in the data collection of the Observatory of the SDGs in Portuguese companies.

49 executives participated in this session

Executive Training on the Sustainable Development Goals with BCSD and Santander



Two 90 minutes sessions to raise the awareness of Portuguese SMEs to implement the SDGs in their strategy.

These sessions were a result of a partnership with BCSD Portugal.

The background image shows a group of people sitting at a table, likely in a meeting or collaborative work environment. They are looking at documents and papers. The image is heavily overlaid with a semi-transparent blue filter. Two small white dots are visible at the top of the frame, and a thin white horizontal line is at the bottom.

3.2

Research



Observatory of the Sustainable Development (SDGs) Goals in Portuguese Companies

The Observatory of the SDGs in Portuguese companies is a research project that aims to assess and accelerate the implementation of the Sustainable Development Agenda in Portugal through the private sector's contribution. The project was launched in 2021 and has three main objectives:

- 1 Promote a clear understanding of the involvement of Portuguese companies with the SDGs;
- 2 Promote and disseminate good practices in implementing the SDGs at the core of the corporate strategy;
- 3 Stimulate knowledge about the SDGs among the business community, and promote their implementation in the private sector.

This study is the first of its kind in Portugal and implies the collection, analysis, and triangulation of data from different sources, including questionnaires, interviews, Sustainability Reports, public information, and several reports published by other institutions.

The project embodies an in-depth analysis that focuses on "how" and "to what extent" Portuguese companies implement the SDGs and represents a clear opportunity for the private sector to contribute to the progress of this Agenda.

It aims to add value to the SDGs' development and integration into business practices and involves players from several different spheres. It also aims to share Good Practices to inspire and guide companies in implementing the SDGs in their strategies.

Throughout the past year, the Observatory:

Launched its [first report](#) on an event that took place on October 10, 2022.

Launched a *monthly newsletter* that share insights on the topic and a Good Practice about SDG implementation. It already had eight editions.

Launched the report [How are Portuguese SMEs implementing Sustainability in their strategies and operations?](#) that summarizes the main findings about SMEs.

Collected data from 61 Large Companies and 108 SMEs.

Interview 20 Large Companies and 10 SMEs.

Assessed Sustainability reports from 61 different Large Companies.

Analyzed several reports to understand the Portuguese context, both private and public, in terms of the implementation of the 2030 Agenda.

Provided personalized feedback to 27 Large Companies that showed interest in getting in-depth insights about their performance and incorporation of SDGs strategies.

Promoted the online training "The Sustainable Development Goals as a Strategic Management Tool", an online session offered to the SMEs that participated in the data collection of the study to support their knowledge development about the SDGs.

Conducted interviews with four of the biggest consultancy companies in Portugal to assess their perspective on the implementation of the SDGs by Portuguese companies, including:



Conducted eleven interviews with different experts on the sustainability and SDGs field to understand better the context of the implementation of the SDGs in Portugal, the legislation surrounding the SDGs, the importance of the SDGs to the Portuguese companies, and the SDGs' implementation gap.

These interviews were conducted with representatives from:



Global Compact
Network Portugal



REPÚBLICA
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Direção - Geral das Atividades
Económicas



REPÚBLICA
PORTUGUESA

NEGÓCIOS ESTRANGEIROS

Organized two events, that gathered 250 participants.

Contribution of Portuguese companies to the 2030 Agenda: Conclusions and Challenges – October 10, 2022



The event marked the launch of the project's first report, which can be accessed [here](#) (available in Portuguese and English).

During the event, the participants, mostly representatives from the different organizations that are part of the study, had the opportunity to hear insights about the data collected and its main results.

They also had the chance to listen to the speech of the honored guest, Dr. António Costa Silva, Minister of Economy and the Sea, and a special vide recorded by Rebecca Henderson, Professor at Harvard University and author of the book "Reimagining Capitalism."



SDG Meetings: Beyond the Theory – June 1, 2023

On June 1st, more than 120 representatives from different organizations got together to discuss how to go beyond the theory and integrate Sustainable Development Goals into corporate strategies - and share the main challenges companies face while doing so.

The event featured four workshops developed in partnership with BCSD Portugal, Deloitte, PwC, and UN Global Compact Network Portugal and covered the topics of reporting, compliance, implementation, and partnerships.

It also featured guests such as André Moz Caldas, Secretary of State for the Presidency of the Council of Ministers, and Paulo Areosa Feio, Director of Plan APP.

It finished with a round table moderated by Marta Bastos dos Santos from GRACE, with the participation of Carolina Coelho, from IKEA, Juliana Oliveira, from OLIMEC, and Rui Murteira from Fábrica de Papel Ponte Redonda.

The event finished with a shared belief that it is through the cooperation and contribution of all sectors of society that we can continue to progress and aim for true prosperity for all!

- 120 participants
- 4 workshops with partner companies
- Debate panel with 3 companies
- 2 special guests from the Government



Taking action on sustainability: what is the next step?

Center for Responsible Business and Leadership @ CATÓLICA-LISBON
2,741 followers
June 1st, 2023

If there were any doubts that Portuguese companies are aware and deeply committed to embracing sustainability topics, these were dissipated on the last 1st of June.

The [Observatory of the Sustainable Development Goals \(SDGs\)](#) in Portuguese companies, a project developed by the Center for Responsible Business and Leadership, held its first event open to the public: [SDG Meetings: Beyond the Theory](#).



During the event, the report [How are Portuguese SMEs implementing Sustainability in their strategies and operations?](#) was launched.

SDG Meetings: Beyond the Theory – June 1, 2023



Responsible Leadership

With the support of Fundação Magnum Gaudium and Fundação BPI "la Caixa," the CRB has launched the research "Responsible Leadership: what does it Mean and the Future for Portugal" in November 2022.

The study is based on three distinct but interconnected parts: a systematic literature review, a questionnaire study (including two samples based in Portugal and a sample based in the United States of America), and a qualitative study (including 15 interviews with Portuguese leaders from different companies).

The study concludes that, despite the barriers identified, **responsible leadership is the most correct and viable way to ensure the company's long-term survival**. Companies without purpose and values, where the only concern is profitability, risk failing in the long term unless they take the initiative to change how they conduct their business.

In its second year, the project shifts its focus to understanding which are the most responsible leadership companies in Portugal.

The study was launched in November 24th at a conference with Expresso to celebrate CLSBE's 50th anniversary.

You can download the report [here](#).



Impact Accounting

The Impact Accounting project aims to contribute to creating financial accounts that reflect a company's economic, social, and environmental performance.

The corporate world needs to be able to factor into the decision-making process and accounting the consequences of its actions, not only for financial capital, but also for human and natural capital.

The ambition is to create accounting statements that transparently capture external impacts in a way that drives investor and managerial decision making.

The CRB proposes developing one Impact Accounting methodology to include the impact of social and environmental dimensions of business in financial statements.

This project is expected to last two years and is conducted in partnership with PwC.

3.3

Consulting



SDG Meetings – Para além da teoria

Objetivos de Desenvolvimento Sustentável (ODS) são uma agenda mundial sobre o Desenvolvimento Sustentável, composta por 17 objetivos e 169 metas a serem atingidas até 2030. O papel de cada empresa no cumprimento dos ODS varia de acordo com o tamanho e o setor. Apesar de as empresas se encontrarem fortemente motivadas para incorporar os ODS na sua estratégia, que contribuem para a existência de um gap entre intenção e realização. Desde então, o Observatório ODS das empresas portuguesas trabalha em parceria com a UN Global Compact Portugal, desenvolvendo iniciativas que visam apoiar as empresas a implementar os ODS na sua estratégia, de forma a capturar os seus benefícios ambientais, sociais e económicos. Sendo um desafio este desafio, o Observatório ODS das empresas portuguesas trabalha em parceria com a UN Global Compact Portugal, desenvolvendo iniciativas que visam apoiar as empresas a implementar os ODS na sua estratégia, de forma a capturar os seus benefícios ambientais, sociais e económicos.

Statement of Purpose: Grupo Mota-Engil



The Center worked closely with Grupo Mota-Engil to support them reassessing their Statement of Purpose.

The project took place between April and June of 2023.

The initial phase focused on applying questionnaires to the company employees and conducting interviews with key stakeholders.

It also encompassed a research on the organization reason for existence, with the assessment of reports and documents and the development of a report that comprises the main findings.

After the project's initial phase, an intensive training was developed on the theme Corporate Purpose: Principles of Purpose-Driven Business.

The following phase held three interactive workshops in which a group of 25 collaborators participated to build, together, the conclusions about the reason for being of the Mota-Engil Group, as well as its distinctive contribution in society. At this stage, the Statement of Purpose proposal was co-created.

The project concluded with a final presentation and the delivery of a report containing all the details of each phase and interaction and the organization newest purpose.

RELATÓRIO FINAL STATEMENT OF PURPOSE GRUPO MOTA-ENGIL



JUNHO 2023



center for
assessment
research & innovation



saúde Mental em Ambientes de Trabalho

projetos já diferentes

reunio:
advogados

accenture

ageas
portugal

apoe

Boulevard

3.4 Projects & Partnerships

BAI

LISBOA

Critical
software

ctt

dp

FEDERATION OF EUROPEAN UNIVERSITIES

MULTICA
FOOD & AGRI

anco

portway

BOUM B

Santander

VIA VERA REAL

ON

21

ado pela

médis

Mind
Alliance

Mind
Alliance

Portuguese Water Management Pact

Over the past year, the CRB has dedicated efforts to advance with the implementation of the Portuguese Water Management Pact, created in 2021 to mobilize action among Portuguese organizations on water related issues.



Within this context, the CRB has organized, coordinated and/or promoted different activities to spread its message and the best practices of its members.

Within the period covered by this report, the Pact has:

Designed a campaign for MEO Kalorama 2023 to raise the public's awareness of the efficient and conscientious use of water, through signs placed near the washbasins

Developed a consulting project with BCSD Portugal to establish and monitor common KPIs amongst the Pact members

Kicked off a study under the theme "Economic Value of Water in Portugal", led by the CATÓLICA-LISBON's Associate Professor Miguel Gouveia

Officially launched the e-book dedicated to sharing best practices and solutions from the members of the Pact.

Mental Health in the Workplace Pact

The Mental Health in the Workplace Pact was officially launched in November 2022. The Pact was developed around five main commitments:



- 1 Develop action plans to support good mental health in organizations
- 2 Promote a corporate culture opened to mental health, aiming to eliminate stigma, with active leadership involvement
- 3 Empower all employees to manage and prioritize their mental health and support each other
- 4 Refer employees to mental health tools and the support they need
- 5 Regularly measure the impact of mental health initiatives within companies

The Pact has 25 members working in five "group works" to develop activities to leverage the Pact's ambitions.

Over the past year, the groups have been working to share practices, reflections, and recommendations on the five different Pact topics. The results of this first year of work will be shared in a Summit on October 2023.

During this period, the companies included in the Pact had the opportunity to understand the different contexts of how these issues are being addressed and create a register of new approaches that may be more effective in each of the Pact's commitments and lines of action. Also, because it's been a working process where different industries and varied dimensions of companies are being given a chance to interact, we believe that this cross-learning has created value for everyone.

Responsible Business Champions network

The Responsible Business Champions (RBC) is a group of link-minded folks, bonded by the Executive Education Courses offered by the CRB, eager to create impact wherever they are through a Responsible and Purpose Driven attitude.



Within the Responsible Business Champions community, three events were organized:

1. "Knowledge Tours" a guided visit to Veolia's Waste Management Unit in Loures on October 27th. This visit culminated in very interesting debate that you can read about [here](#).

2. "À mesa com Isabel Ucha" a lunch gathering offered by Euronext that allow participants to have an insightful conversation with Isabel Ucha, in which she shared her vision and experience about different themes, including sustainable finance and ESG, allowing a dialogue between participants and the exchange of ideas.

3. CEOs Panel: what does it Mean to be a Responsible Business, a discussion panel with João Bento, CEO of CTT, Teresa Abecassis, Executive Board Member at Galp, and João Gonçalves, President of the Board & Country Managing Director at Accenture Portugal



CEO Carpool: a Ride to Sustainability



CEO Carpool: A Ride to Sustainability, launched in April, is a project involves sharing authentic conversations with CEOs of different companies on topics that are part of the Center's DNA, such as Purpose, Sustainability and Responsible Leadership.

The spirit of the initiative is to bring different perspectives on sustainability into conversations and informal situations with business decision-makers.

The CEO Carpool: A Ride to Sustainability aims to promote conversations in a non-traditional way – on a quick ride in an electric car – to explore what it takes to lead in today's world - and how companies are adapting to the demands of many stakeholders.

Through this initiative, the CRB aim to raise awareness about sustainability issues and inspire its audience with the stories of leaders whose strategy and performance can be seen as a reference in the scope of the CRB's work.

Each month, Nuno Moreira da Cruz, the Center's Executive Director, interviews a CEO whose company and actions align with the 2030 Agenda, in a short ride on an electric car, in a video of 8 to 12 minutes.

Episode 1

Silvia Barata – CEO of bp



CEO CARPOOL - Silvia Barata CEO
BP Portugal

"The most effective communication is the one that humanizes the exchange of opinions and experiences with the simplicity of a good conversation".

In the conversation, Silvia Barata elaborates on the opportunities a sector undergoing many transformations, such as the energy sector, offers recent graduates and shares some reflections on female leadership.

"I believe that young people today have a creative capacity to find new solutions that are fantastic!"

CEO Carpool: a Ride to Sustainability

Episode 2

João Bento – CEO of CTT

"Nowadays, we already have customers who demand to know and have evidence that we are committed to the future of the planet".

In the series second episode, João Bento shares his insights about CTT's environmental, social and governance journey.



CEO Carpool - Isabel Capelo Gil -
Reitora da Universidade Católica...

Episode 4

José Melo Bandeira – CEO of Veolia

"Our purpose is to align human progress with environmental protection. That translates into our practices in our ability to combat pollution and resource scarcity and contribute to decarbonization of our society".

In this episode, José Melo Bandeira shared his perceptions on how Veolia lives its' Purpose in its daily practices and sheds light on a highly debated topic: how to measure the company's progress in terms of sustainability.



CEO CarPool - João Bento - CEO
dos CTT

Episode 3

Isabel Capelo Gil – Rector of
Universidade Católica Portuguesa

"Our strategic development plan that is based on sustainability, not as something that is parallel to our activity, but that is transversal to all of our activities".

In a conversation dedicated to the role of academia in supporting the demands of the new generations to leverage a more sustainable society, Isabel Capelo Gil spoke about how UCP encompasses sustainability within its positioning in society.



CEO Carpool - José Melo Bandeira -
VEOLIA

CATÓLICA-LISBON first Impact and Sustainability report

The CRB team worked closely together with CLSBE's teams to launch the School's first Impact and Sustainability Report, in the School 50th anniversary. The report covers the activities developed from September 2019 to August 2022 and shares a bit of the University's history of greatness. It can be download [here](#).

During these 50 years, CATÓLICA-LISBON has helped the best professors and students develop international successful careers; it has developed strong and diverse academic programs ranked top in the world; achieved international recognition for its research excellence, implemented innovative learning initiatives, established unique and prestigious partnerships, and maintained a close and fruitful relationship with the business world.

After 50 years, CATÓLICA-LISBON keeps in its DNA the commitment to academic excellence in everything it does, promoting a collaborative and merit-based international community and designing its portfolio of activities with the intention of bringing positive impact to the world.



CATÓLICA-LISBON: 50 years of Greatness

50 years of history. Half a century of achievements. Five decades creating world-class knowledge and training top business leaders and economists.

Sustainability Taskforce

First Sustainability Report

In the year 2023, a working group called "Subcommission for Sustainability" was set up, by representatives of the Rectory of the UCP, of the Católica Porto Business School of Porto, of the UCP of Nursing and of CATOLICA-LISBON (Represented by the CRB), and with fortnightly work meetings, with the aim of progressively advancing with one of the UCP's strategic dimensions, sustainability.

One of the first outputs of this working group was the participation in the elaboration of the first Autonomous Sustainability Report of the UCP.



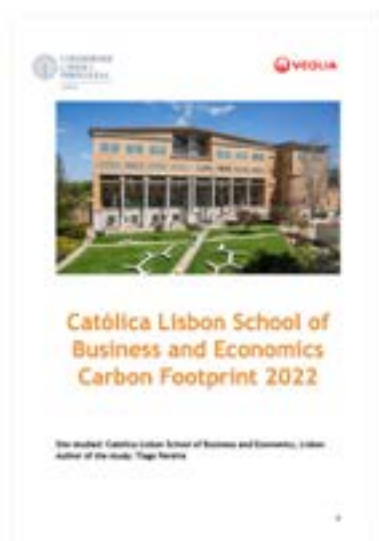
Sustainability Initiatives

CATÓLICA-LISBON has already adopted several initiatives to strengthen sustainability on campus, with the support of CRB.

The school is committed to continuing to implement sustainable practices and new processes to create an infrastructure that benefits not only its students and staff but also its community and its surroundings. It also aims to create awareness about environmental issues and inspire everyone who visits the campus to act responsibly, in alignment with the school's purpose and perspectives.

In this context, the CRB supported the School in doing its first Carbon Footprint Report, in partnership with Veolia.

The document can be accessed [here](#).



Strategic Partnerships

Following the previous years' path, the CRB has continued to maintain a relationship with several renowned organizations that share its main goals and inspirations.



United Nations Academic Impact is an initiative that aligns institutions of higher education with the United Nations in supporting and contributing to the realization of United Nations goals and mandates, including the promotion and protection of human rights and access to education, sustainability, and conflict resolution.



GRACE is a business association that promotes the development of sustainable business culture and encourages industry sectors and companies to transformational changes and search for practical solutions for sustainable growth.



United Nations
Global Compact

In 2020, CATÓLICA-LISBON integrated the United Nations Global Compact, an initiative coordinated by the CRB. The UN Global Compact is the world's largest corporate sustainability initiative, with 13,000 participants and other stakeholders across 170 countries. It aims to mobilize a global movement of sustainable companies and stakeholders. As an official member of the Global Compact Network, CATÓLICA-LISBON is at the core of the Sustainable Development Goals agenda, as a positive contributor, alongside companies and other educational institutions in Portugal and across the world. The CRB plays a key role within the University in bringing the SDGs to the core of the Strategy of our University and its partners, acting as an ambassador for the implementation of this agenda.

PRME

Principles for Responsible
Management Education

an initiative of the



In 2021, CATÓLICA-LISBON became an official signatory member of the PRME, a global initiative of the UN that, through six governing principles - Purpose, Values, Methodology, Research, Partnership, and Dialogue - intends to integrate education in management and contribute to the development of future leaders, in alignment with the Sustainable Development Goals.

3.5

Events



From theory to practice: a case of implementing the SDGs in business strategy – September 28, 2022

SUSTAINABLE DEVELOPMENT GOALS

IMPLEMENTATION CASE
On-site event – September 28th
Ceslupia Lublin School of Business & Economics

Sign up!



"What your SDG's adoption says about your brand? A fit to Purpose tool."



Sandra Pombo
Brand & Communications Director
and Corporate Affairs Officer, Efaced

"The SDG's as a competitive advantage. Building a future bullet proof company."



António Ramalho
Chairman of the Board of Directors and
CEO, Efaced

The event focused on sharing the example of how Efaced implemented the SDGs in its strategy – and other good practices for business to implement the SDGs.

The event also marked the launch of the **Case Study** developed by the CRB after conducting the project with Efaced in the previous year.

• 120 participants

• Case study presentation

Filipa Pires de Almeida – *Deputy Director of the CRB*

Cristina Godinho – *Quality and Sustainability Director at Efaced.*



• Debate panel

António Ramalho – *Chairman of the Board of Directors and CEO at Efaced*

Sandra Pombo – *Brand & Communications Director and Corporate Affairs Officer at Efaced*

José Gonçalves – *President and Country Managing Director of Accenture*

Nuno Moreira da Cruz – *Executive Director of the CRB*



Mental Health Alliance: Mental Health in the Workplace – November 8, 2022



This event marked the official launch of the Mental Health in the Workplace Pact. It was an event co-organized with the MindForward Alliance, in which business leaders that had already joined the Pact shared the reasons that led them to be part of this coalition, launching the challenge to all organizations that want to join the Alliance and the Pact.

The event had the presence of Miguel Fontes, Secretary of State for Labor, to talk about Mental health at work and Sofia Ramalho, Vice President of the Order of Psychologists, who shared her insights about the role of leadership in promoting mental health in organizations.

It also promoted a discussion panel, the *Leadership Talks*, hosted by Catarina Furtado with the presence of Gonalo Quadros, Critical Software's Chairman, Joo Vieira de Almeida, Senior Partner at VdA, Joo Bento, CEO of CTT and Slvia Barata, CEO of BP.

The event closed with a "Call to Action" promoted by Gustavo Barreto, a Member of the Executive Committee of the Ageas Portugal Group.



Responsible Leadership

As part of the 50th anniversary celebrations of CATÓLICA-LISBON, the school organized this conference in partnership with Jornal Expresso.

The conference also marked the launch of CRB's report "Responsible Leadership: what does it consist of and which path for Portugal?"

The event also counted with a panel discussion about The Values and Practice of Responsible Leadership with Isabel Ucha, President of the Board of Directors of Euronext Lisbon, João Pedro Tavares, President of the Christian Association of Businessmen and Managers, Ricardo Pires, CEO of SEMAPA, Rita Sousa Almeida, President of CATÓLICA-LISBON Students Union, moderated by Ana Peneda Moreira, Journalist from SIC.



O que deve ter um líder



Cycle of Conferences on the SDGs – March 23 and May 23, 2023

As part of the fulfillment of the Sustainable Development Agenda, UCP has launched a cycle of conferences on the Sustainable Development Goals, taking place throughout 2023, focusing on the Environmental, Social and Economic dimensions. Two editions already took place: "The Sustainable Development Goals: What are they and why are they relevant?" and "Sustainable Development Goals: Economic Goals"

Filipa Pires de Almeida, professor at Católica Lisbon School of Business & Economics and Deputy Director of the Center for Responsible Business and Leadership, was part of the panel of speakers in both sessions.



Privacy and Corporate Sustainability (ESGs): Compliance or business strategy? – February 27, 2023

Nuno Moreira da Cruz was invited to be part of the discussion panel of this conference, organized by CATÓLICA-LISBON Executive's program and the Law School.

The panel focused on how privacy gaining a new context: from regulation to purpose, and counted with Filipa Calvão, President of the Portuguese National Data Protection Commission (CNPD) and Margarida Couto, President of GRACE.

The event brought together regulators, university professors, traditional companies and start-ups we will try to answer some the questions regarding data protection, privacy and sustainability regulations.



3.6

Sharing knowledge

A man in a dark suit and light blue shirt is speaking at a clear podium. He is holding a microphone and gesturing with his hands. In the background, there are posters for Sustainable Development Goals 7 (Affordable and Clean Energy) and 16 (Peace, Justice and Strong Institutions). The entire image has a blue overlay.

Communication Strategy

Have a Great and Impactful Week (HAGIW) is our weekly newsletter, that has recently reached its edition number 200!

This newsletter aims to inform and inspire our audience about the topics that are part of the Center's DNA. The newsletter is written weekly by a member of the Center or an invited guest expert in the field.

HAGIW serves as an informative message for leaders and students on current affairs bringing new insights on the world of corporate responsibility, sustainability, and responsible leadership.

We have, on average, 900 readers per week.

Our most recent issues

Energy Transition: Key Topics

[Read more >](#)

The Summer of 2050 – Or how our holidays in the Algarve will be if there is no water!

[Read more >](#)

The story of J. Gomes, Lda: an SME passionate about the environment

[Read more >](#)

Taking action on sustainability: what is the next step?

[Read more >](#)



SMEs: Sustainability as a Competitive Advantage... yet

 Center for Responsible Business and Leadership @ CATRUCA-LEBON
1200 members

July 1, 2023

It is undeniable that sustainability issues present significant challenges to companies' performance, although a few still believe it is possible to succeed without this type of concern. It has become increasingly clear that success without a genuine concern for sustainability is an uphill battle.

The Profit, Planet, People "triad" underscores this reality. If it is clear that without Profit, there can be no meaningful consideration for the Planet & People, what is even more apparent is that without prioritizing Planet & People, there will be no Profit, and sustainable Profit becomes an elusive goal.



Biodiversity: The Challenges of an Imbalanced World

 Center for Responsible Business and Leadership @ CATRUCA-LEBON
1200 members

July 27, 2023

A well-balanced and healthy world depends on the harmonious co-existence of a large set of elements. Drastic changes in the natural balance of Earth, caused by human interactions, have led to several issues over the past decades, aggravated in the last years. That includes severe climate events such as droughts, storms, and hurricanes, besides thermometers reaching levels never seen before throughout the different seasons of the year.

Among these challenges, which can all be listed as consequences of Climate Change, one poses a particular concern that has been gaining more attention: biodiversity loss.

Communication Strategy

Over the year, the CRB team has published several pieces in media outlets, spreading the CRB's reach to a new audience.

These articles serve to inspire and raise reflection on different themes correlated to CRB's work, such as Sustainable Development, Purpose, Responsible Leadership, among others.



Ângela Lacerda - Adjunct Professor of Center for Responsible Business & Leadership at Católica

"Estamos numa autoestrada rumo ao inferno e ainda temos o pé no acelerador"

Uma das promessas mais recorrentes sobre COP 27 é a de proporcionar "clima limpo da féria", que significa que "a neutralidade do clima", entendida como ausência de emissão de gases de efeito estufa de países e indústrias, propiciará um cenário de COP 27, em 2022, na Dinamarca.



Ângela Lacerda - Adjunct Professor of Center for Responsible Business & Leadership at Católica

Os Objetivos do Desenvolvimento Sustentável. "Não estamos ainda onde gostaríamos de estar"

Desde os anos 90, as empresas portuguesas, através do Índice Clix, as empresas têm vindo a fazer uma grande evolução de sustentabilidade, mas ainda não estão onde gostaríamos de estar.



André Gonçalves - Investigador do Centro de Responsabilidade Empresarial e Liderança da Católica

COP 27: esperança ou mais uma oportunidade perdida?

A COP 27 é hoje vista com esperança de profunda análise sobre o futuro da sustentabilidade. Contudo, a COP 27 também nos alerta para o futuro incerto que nos espera se não fizermos uma mudança de rumo urgente e decisiva.



Nuno Moreira da Cruz - Diretor Executivo do Centro de Responsabilidade Empresarial e Liderança da Católica

Mas afinal que significa uma Liderança com Propósito?

A liderança responsável não se trata apenas de cumprir com as obrigações legais, mas também de criar valor para todos os stakeholders.

WUOLLO OBSERVADOR



Nuno Moreira da Cruz

Liderança Responsável: em que consiste e que futuro para Portugal

Empresas com propósito e valores, onde a única preocupação seja a rentabilidade, correm o risco de não ter sucesso a longo prazo. A liderança responsável pode assim corresponder à liderança do futuro.

Expresso 50

"O ESG não é para gastar dinheiro, é para ganhar dinheiro"



É uma espécie de think tank da Universidade Católica para os temas da sustentabilidade e negócios responsáveis. O Center for Responsible Business & Leadership produz investigação, eventos e até consultoria para empresas como a Efacec e a Vieira de Almeida. O Expresso SER foi conhecer o Centro e conversar com o diretor, Nuno Moreira da Cruz, e com a sua equipa.

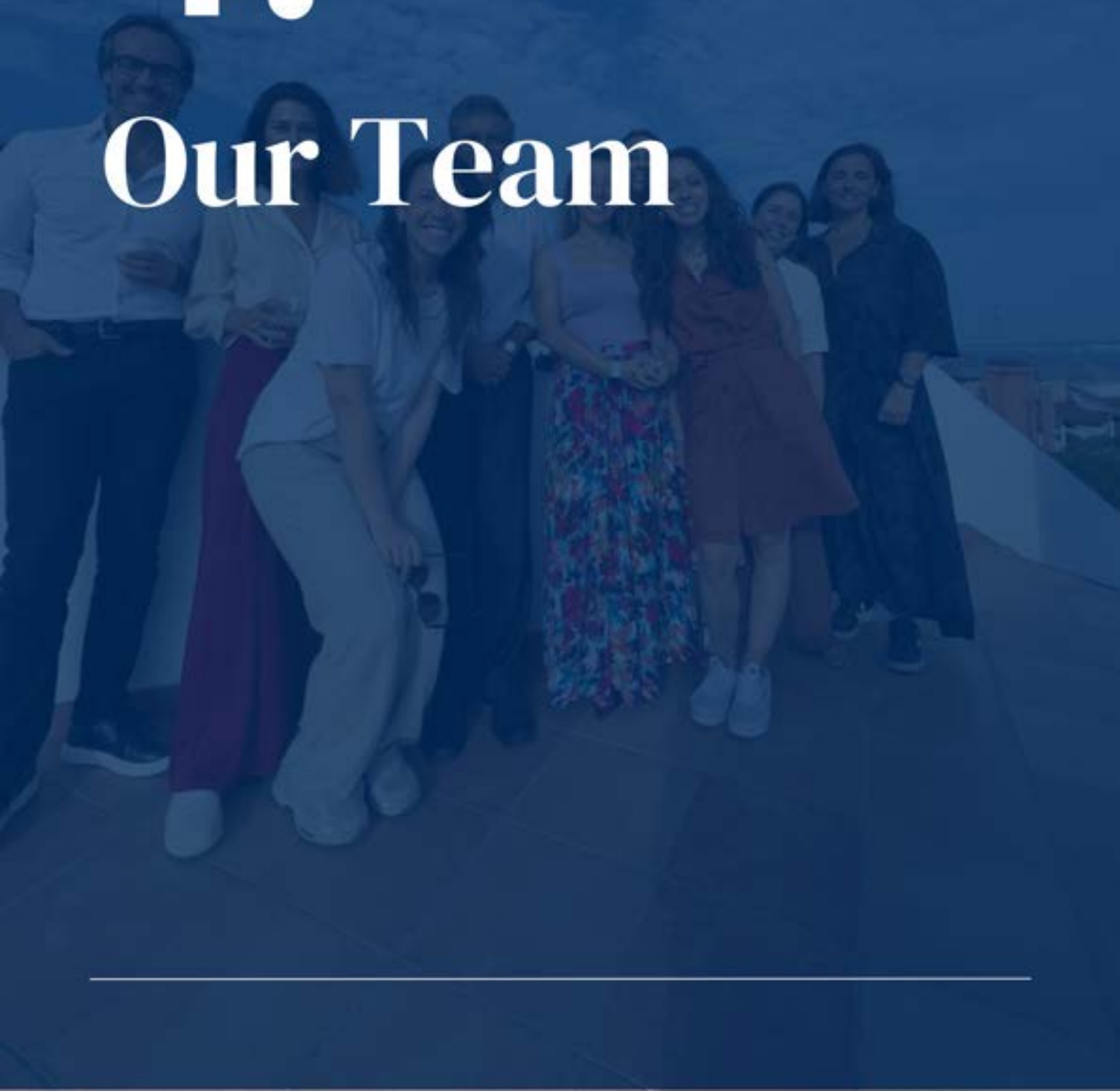
10 de Novembro de 2022



Nuno Moreira da Cruz

4.

Our Team



Our team



Filipe Santos
Academic Director



Nuno Moreira da Cruz
Executive Director



Filipa Pires de Almeida
Deputy Director



Nuno Neto
Executive in Residence



Marta Lima
Executive in Residence
Executive Director of the Portuguese
Water Management Pact



Angela Lucas
Advisor

Our team



Natália Cantarino

Researcher
& Project Developer



Mafalda Sarmento

Researcher
& Project Developer



Andreia Borges

Researcher
& Project Developer



Carolina Estronca

Researcher

Our Advisory Board

Ângelo Ramalho – *CEO of Efacec*

Filipe Santos – *Dean of CATÓLICA-LISBON*

Helena Tomázio – *Communications & External Affairs Advisor of bp*

João Pedro Tavares – *President of ACEGE*

José Melo Bandeira – *CEO of Veolia*

Margarida Couto – *Partner at Vieira de Almeida & Associados and President of GRACE - Empresas Responsáveis*

Maria Estarreja – *Marketing Director of CATÓLICA-LISBON*

Pedro Neves – *Global Solutions 4U Founder and SDG Expert*

Rui Diniz – *CEO of CUF*

Sandra Pombo – *Brand & Communications Director and Corporate Affairs Officer of Efacec*

Silvia Barata – *CEO of bp*

Sofia Fernandes – *Sales and Strategy Expert*

5.

Final Message



A message from our Dean

At CATÓLICA-LISBON we believe that businesses are a force for good in society and are a driver of economic and social progress. We also believe that many of the important sustainability and inclusion issues that our world faces can be addressed by the active engagement of companies.

As a leading business School in Europe and the pioneer in Portugal, we have a special responsibility in driving forward the agenda of responsible business and leadership, developing knowledge, educating leaders, and acting in partnership with companies in the pursuit of a better future.

The Centre for Responsible Business and Leadership, founded at CATÓLICA-LISBON in 2019, has been a driving force of our sustainability agenda. Inspired by SDG 17 of Partnerships for Impact and acting as catalysts for new projects and collaborative efforts, the Center has been an internal and external driver of innovation for sustainability.

Internally, the Centre has helped our School and University make progress in embedding sustainability in our key activities and operations, including improved practices, inspiring new courses and innovative research projects.

Externally, the Centre has made CATÓLICA-LISBON the leading business school in Portugal in working closely with companies to articulate the business case for sustainability and inspiring the practice of responsible leadership in the Portuguese corporate sector.

The important initiatives and projects developed by the Centre this year are synthesized in this report. I would like to thank the excellent team of the Centre, so strongly led by Nuno Moreira da Cruz and Filipa Pires de Almeida for their passion, dedication and engagement. You are formidable and we look forward to the years ahead.

The Centre for Responsible Business and Leadership, founded at CATÓLICA-LISBON in 2019, has been a driving force of our sustainability agenda. Inspired by SDG 17 of Partnerships for Impact and acting as catalysts for new projects and collaborative efforts, the Center has been an internal and external driver of innovation for sustainability.

Filipe Santos

*Academic Director
Dean of CATÓLICA-LISBON*



