Development of Social Indicators to Evaluate USR Activities

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Why USR?

➤ To develop human resources to tackle sustainability issues

➤ To respond diversified needs of stakeholders

CUC President Project
Chiba University of Commerce

to be sustainable and socially responsible university
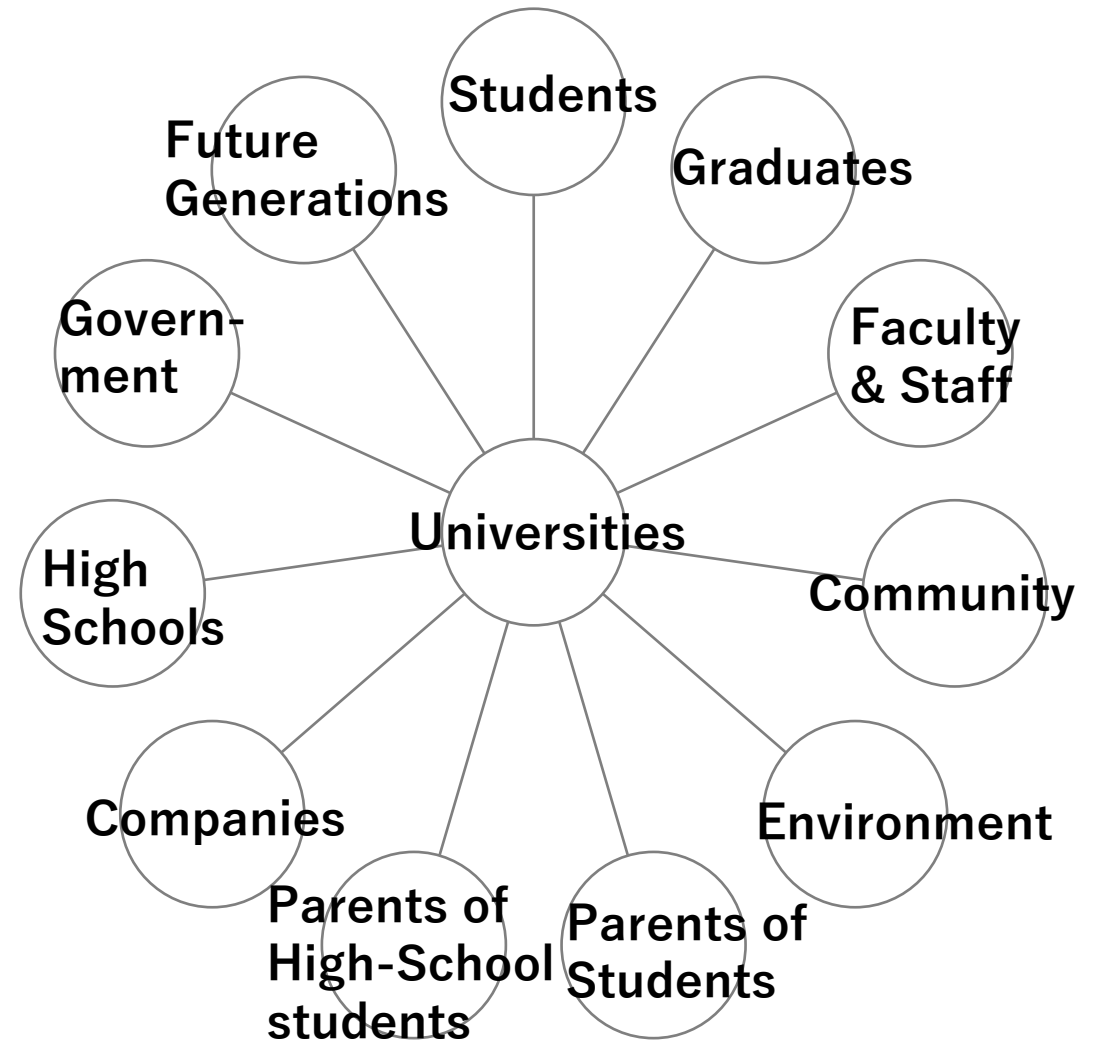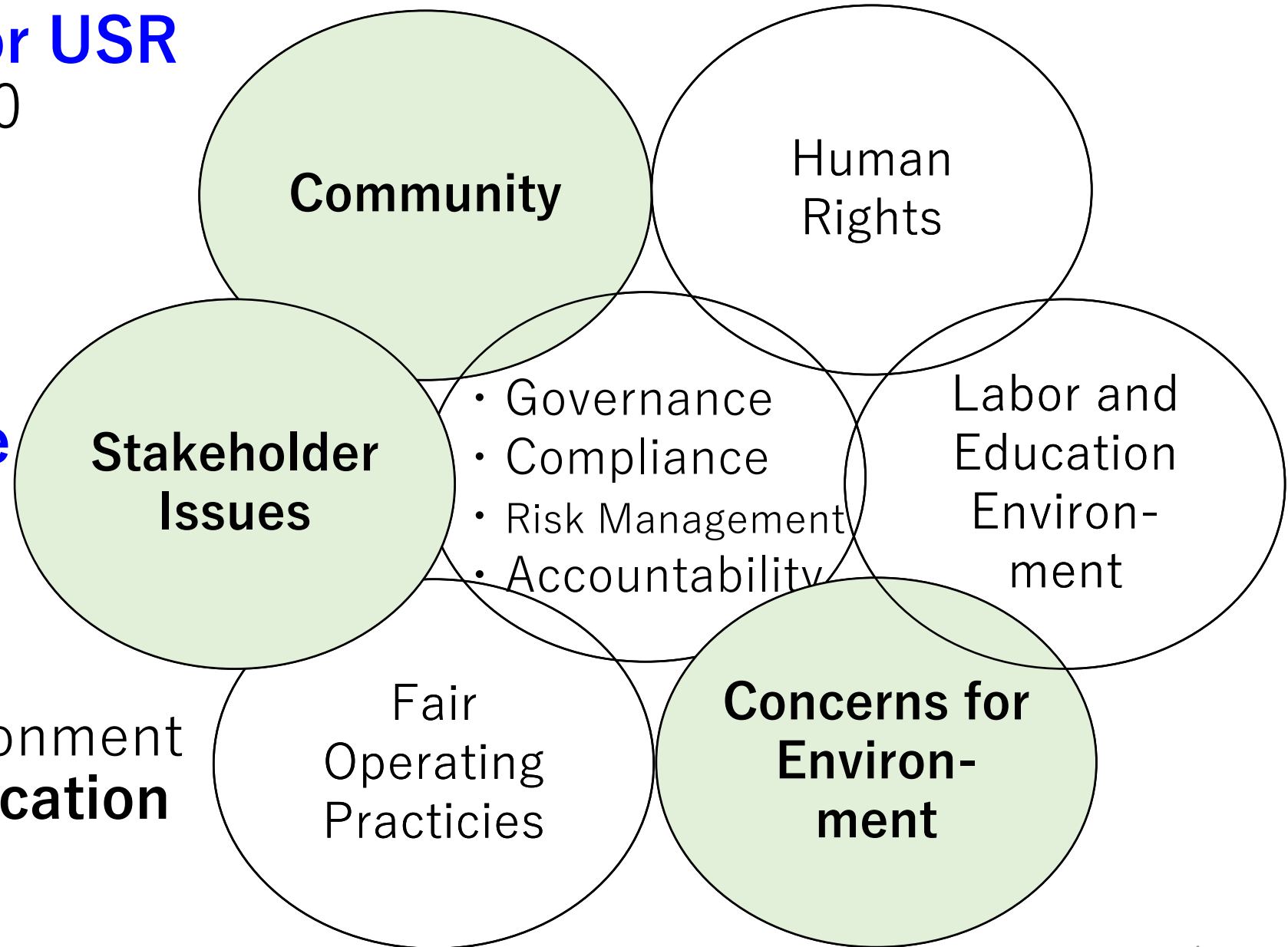
**Projects with students
as education programs**

7 Core Subjects for USR
based on ISO 26000

▼

Focused on 4 Core Subjects

- Community
- Stakeholder Issues
- Concerns for Environment
+**Research and education**

Community

Human Rights

Stakeholder Issues

・Governance
・Compliance
・Risk Management
・Accountability

Labor and Education Environ-ment

Fair Operating Practicies

Concerns for Environ-ment

CUC Self-Check Sheet (social indicators for self-assessment, 2020)

|		FY 2021	FY 2022	FY 2023
	※As an addition to existing indicators (employment rate, class satisfaction, dropout rate, etc.)			
1．	Profile			
	1－1.Total number of full-time faculty members (Undergraduate and Graduate)			
	1－2.Total number of full-time students (Undergraduate and Graduate)			
	1－3.SDGs Awareness of faculty members and students	%	%	%
	1－4.Sustainability/integrated report to disclose non-financial information	Yes/No	Yes/No	Yes/No
	1－5.Statement on USR/SDGs initiatives in the university's guide	Yes/No	Yes/No	Yes/No
2．	Ressearch and Education			
	2－1.Number of SDGs-related subject(s)			
	2－2.Budget for SDGs-related research	Yen	Yen	Yen
	2－3.Number of SDGs-r... participate			
	2－4.Numbe...			

The indicators need to be examined.

…**Quantification?**

…**Generalization?**

Implications from Ranking Programs

➤ **Continuous review** of indicators is required
　・・ **to evaluate** the USR activities
　・・ **to disclose** the social impact
　effectively in the integrated/
　sustainability report.

➤ The **annual cycle** is important
　for universities
　(just like companies).
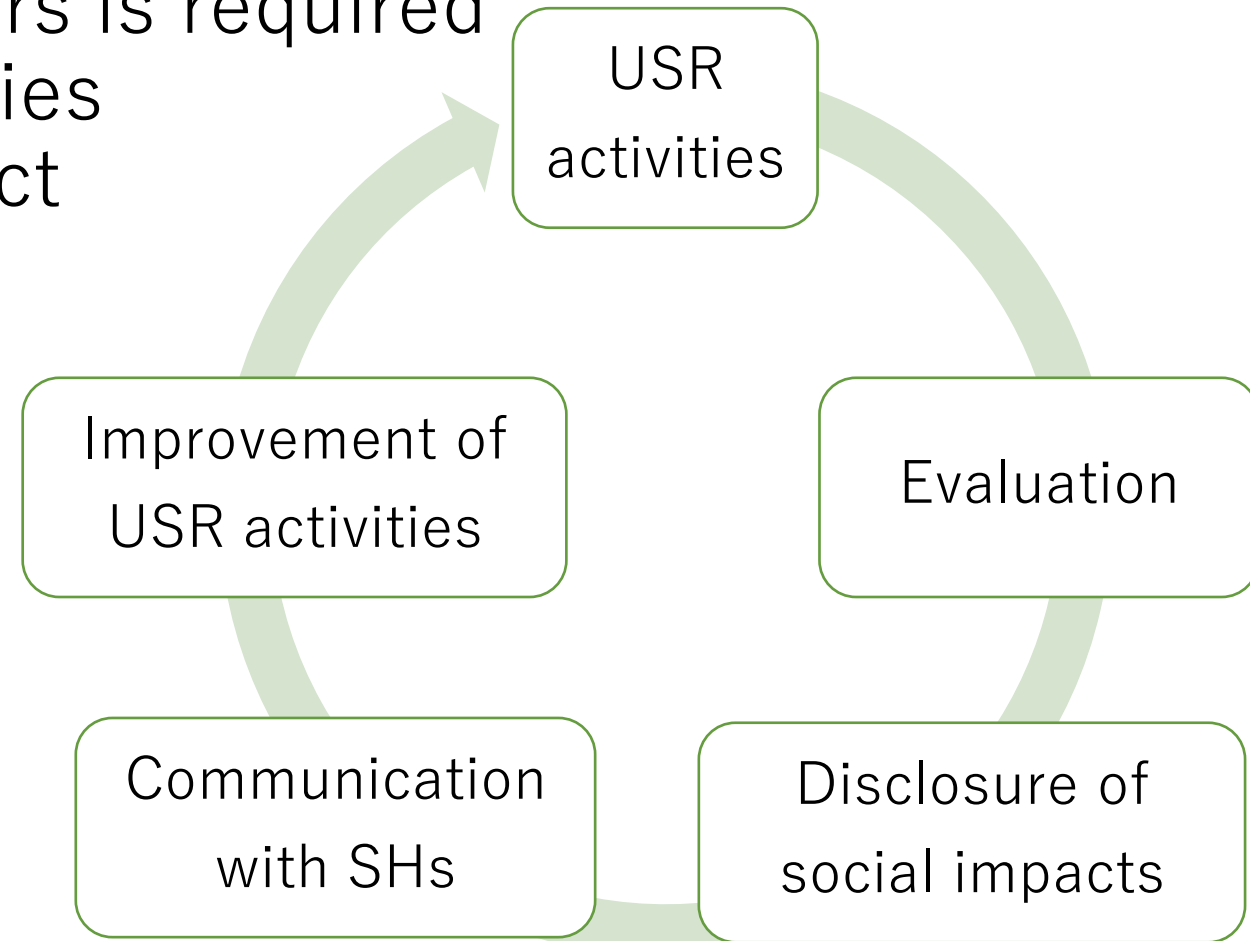
CUC Integrated Report (2021-)

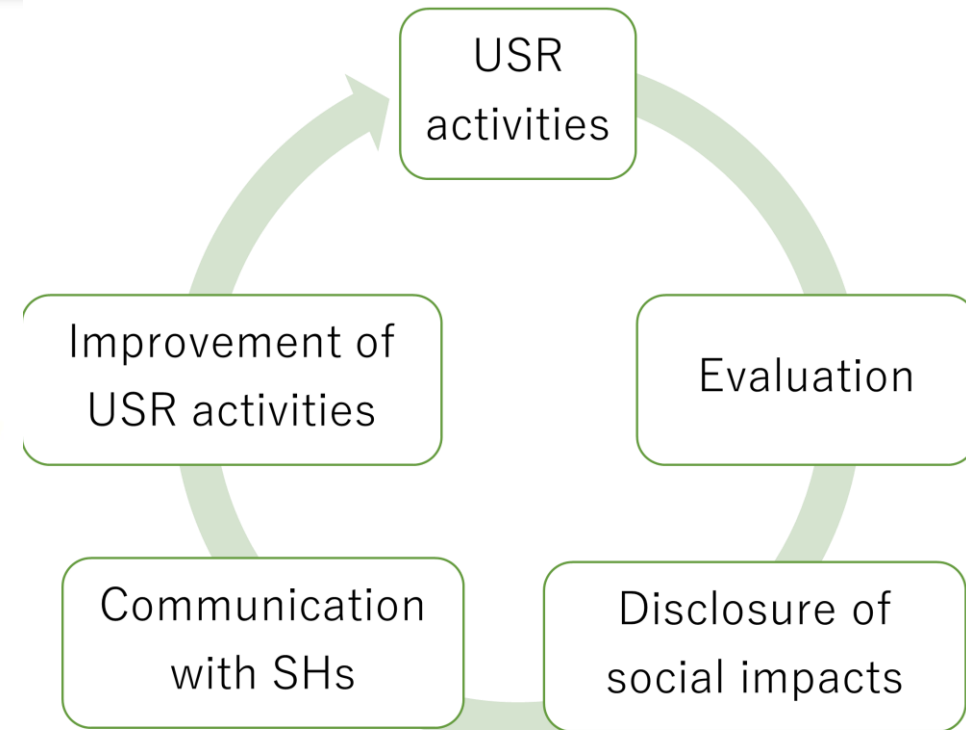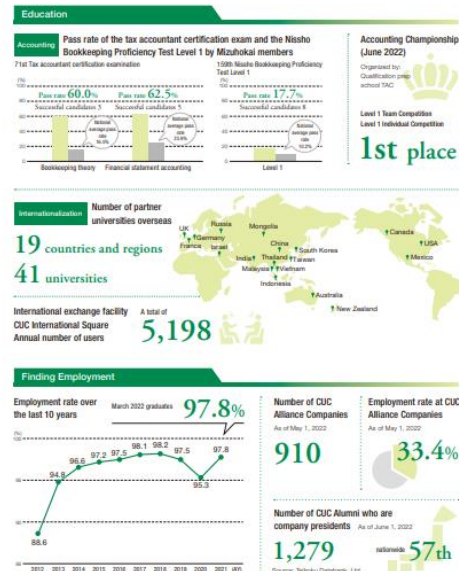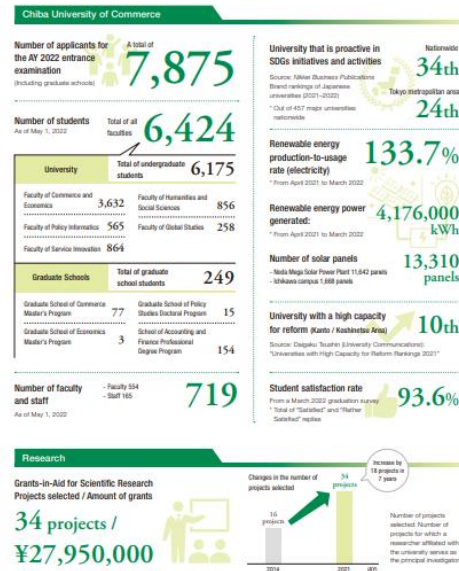Evaluation of our USR activities and disclosure of the result

…**What to do to build the cycle?**

Chiba University of Commerce
Integrated Report
2022

CUC

At a Glance – Learning about the Chiba University of Commerce from Data

USR activities

Evaluation

Disclosure of social impacts

Communication with SHs

Improvement of USR activities

Research and Findings

1 Analysis of Integrated Reports issued by THE Impact Ranking 2022 top-ranked Universities

2 Research on Excellent Integrated Reports issued by Companies

3 Verification of the Effectiveness of Indicators of the "Self-Check Sheet"

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Integrated Report - financial + non-financial information (social responsibility) -> **How is USR (SDGs) presented in the report?**
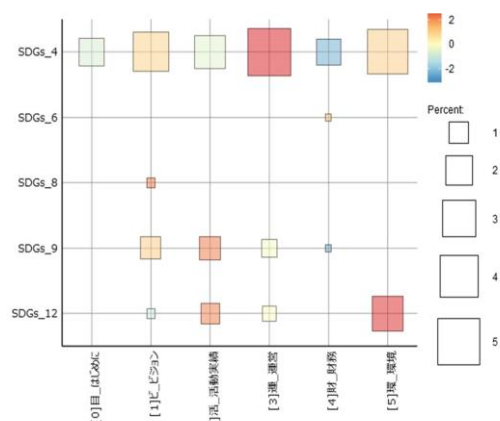
Using Text-mining Technique – KH Coder extracts SDGs concept from Integrated reports (Quantitative assessment)

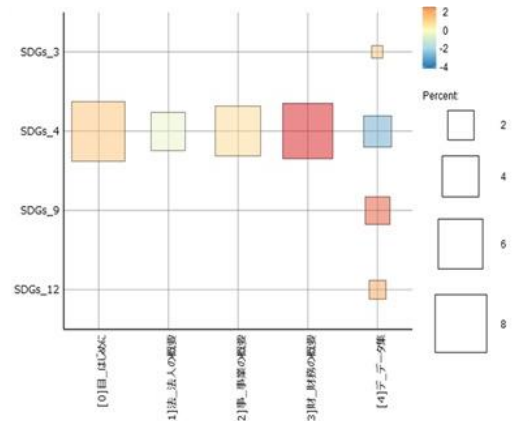**Target Universities** – 10 universities ranked in THE impact rankings

No. 1 in Japan　　　　**No. 2 in Japan**

Hokkaido University
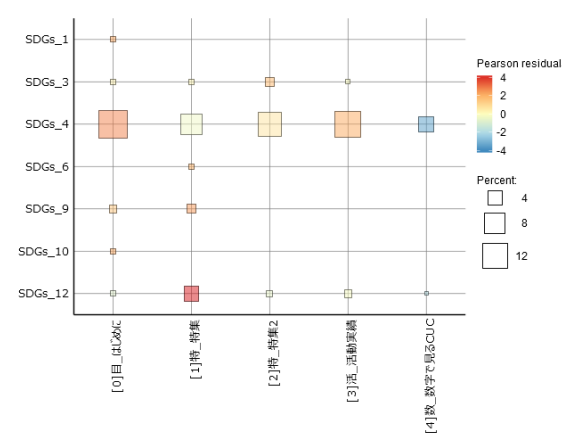- THE impact rankings #1 (among Japanese universities)

Kyoto University
- THE impact rankings #2 (among Japanese universities)

Chiba University of Commerce
- THE impact rankings #49 (among Japanese universities)

- Top universities describe more about diverse SDGs
- Analyzing integrated reports may suggest characteristics of universities

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ESG data book =**the progress** of sustainability initiatives **with quantitative and qualitative data.**
=**an easy-to-understand tool** to show the **improvement/ deterioration.**

Disclosure of **changes over years**
=The degree of improvement

The FY 2021 integrated report issued by Ricoh

3 Verification of the effectiveness of indicators of the "Self-Check Sheet"

① Awareness of the SDGs among faculty, s[...]

② No. of student projects related to the SDG[...]

③ No. of products/services generated by SDGs-rela[...]d student projects

④ Faculty involvement in SDGs

⑤ No. of SDGs-related projects conducted in collaboration
with industry/government/private sector

⑥ No. of students participating in community service

⑦ Are there opportunities for faculty/staff and students to learn about efforts
to address environmental issues?

> Revision to make questions **easier to answer**

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Discussion

Continuous review of indicators and **reflecting them in the integrated report** is required to enhance the cycle.

Further challenges

- to **define materialities**, especially for education and research

- to establish comparable social indicators over time, **based on the university's founding principles** rather than mid-term management plan

USR activities

Evaluation

Disclosure

Communication with SHs

Improvement
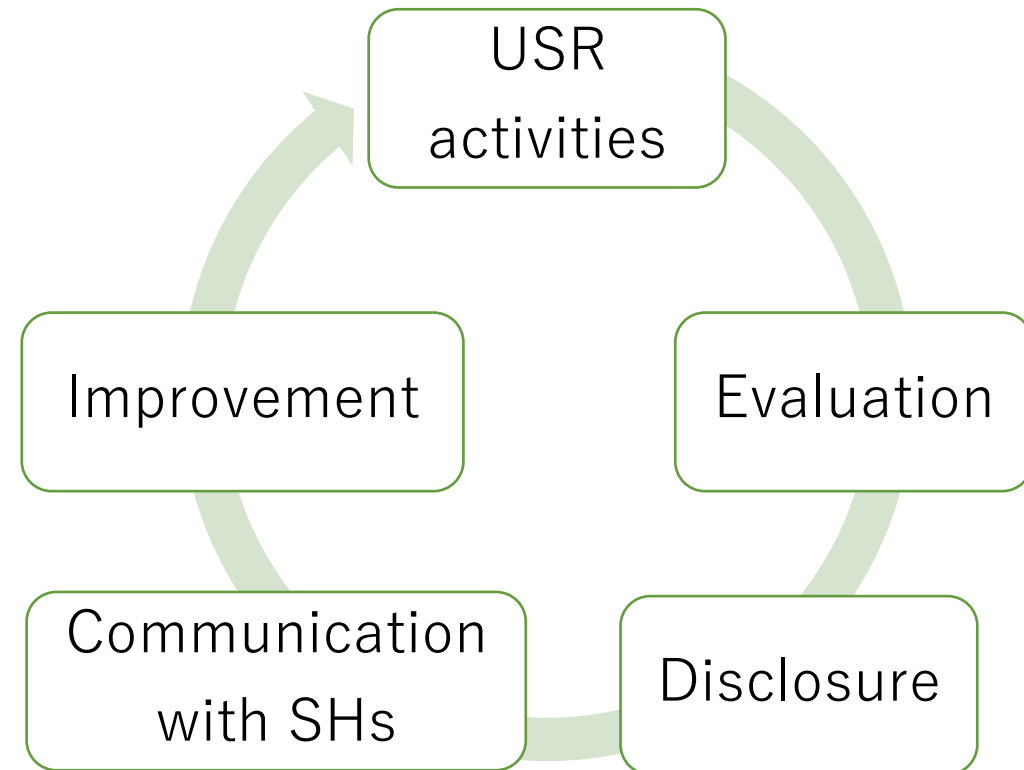
＜References＞

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- International Organization for Standardization "ISO 26000 - Social responsibility" https://www.iso.org/iso-26000-social-responsibility.html

- KH Coder https://khcoder.net/en/

- Research Institute for University Social Responsibility (2004, 2005, 2006, 2007) *Research Report on University Social Responsibility of Private University (in Japanese)*. Tokyo: Research Institute for University Social Responsibility

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- Times Higher Education (THE) "University Impact Ranking 2022" https://www.timeshighereducation.com/impactrankings

- UI Green Metric World University Ranking https://greenmetric.ui.ac.id/