

Concept Note: Engagement & Societal Impact Aligned with SDGs

Main Goal

To develop a structured framework that captures and supports the university's efforts towards advancing the United Nations Sustainable Development Goals (SDGs), by systematically organizing all internal and external activities under key 4 functional pillars as defined in the sustainability framework: teaching, research, outreach and social impact, and operation, organisation and community.

Benchmark

The proposed SDG engagement model is aligned with international good practices from leading institutions such as:

- **Goa Institute of Management** (India)
- **SP Jain Institute of Management and Research** (India)
- **University of Gothenburg** (Sweden)
- **Copenhagen Business School** (Denmark)

These institutions demonstrate successful integration of SDGs into higher education by selecting a limited number of goals most relevant to their mission and institutional priorities. The approach is informed by the PRME SDG Blueprint and AACSB/EQUIS/PRME expectations on societal impact and sustainability.

Expected Outcomes

- A university-wide **SDG Mapping Framework** categorizing activities under four pillars: Education, Research, Outreach, and Governance & Operations
- A clear **visualization of Corvinus's contribution** to 9 key SDGs (SDGs 3, 4, 9, 10, 11, 12, 13, 16, 17)
- Enhanced **PRME and accreditation documentation** (e.g., EQUIS, AACSB, QS Sustainability Ranking)
- Strengthened **internal coordination and awareness** around SDG-relevant activities
- Improved **external visibility and societal engagement**

Additional Benefits

- Identifies underrepresented SDGs and highlights new **strategic opportunities**
- Facilitates **fundraising and grant applications** (especially in SDG-aligned EU funding calls)
- Supports the university's **reputation as a national and regional leader** in responsible management and sustainability
- Provides content for **student recruitment, corporate engagement, and alumni communication**
- Encourages **student and staff motivation** by showcasing meaningful impact

Conclusion

Implementing the SDG Engagement and Societal Impact Framework is a timely and strategic step for Corvinus University. It builds on the institution's existing strengths in sustainability, inclusion, and innovation, while aligning with global higher education standards and expectations. By focusing on a core set of SDGs that reflect Corvinus's mission and vision, the framework will bring clarity, coherence, and visibility to the university's societal contributions. Beyond supporting accreditations and rankings, it fosters internal alignment, strengthens partnerships, and enhances Corvinus's role as a catalyst for responsible leadership and sustainable transformation in Hungary and beyond.

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Objective:

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Proposed Framework Structure:

The SDG Framework is designed around two levels of categorization, followed by mapping to the relevant SDGs.

1. Internal and External Initiatives

All SDG-linked activities and efforts undertaken at the university will first be grouped as:

- **Internal Initiatives Driving Societal Impact: Activities taking place within the university**

Promoting Sustainable & Eco-friendly Campus

Advancing Equity and Inclusion

Embedding Sustainability and Experiential Learning into the Curriculum

Fostering Well-Being and Mental Health

Student-Led Social and Environmental Initiatives

Sustainability Leadership and Governance Structures

Staff Engagement and Faculty Development

- **External Initiatives and Engagements Fostering Societal Impact: Activities involving direct engagement with external stakeholders or communities (e.g., outreach programs, partnerships with NGOs, industry collaboration, community development efforts)**

Societal Impact of Intellectual Contributions by Faculty and Students

Collaboration with Community Partners and Civil Society

Contribution to Global and National Sustainability Networks and Civil Society

International Conferences and Dialogues on SDGs

Impact on the Business Community and Management Practice

Public Science Communication and Awareness

2. Classification under Four Key Pillars

Each initiative (internal or external), will be mapped under the following four pillars (as in Sustainability Framework):

- **Education /Academic Activities:** SDG-integrated Curriculum design or academic programmes, course delivery, pedagogy, and inclusion of SDG-related themes in learning environments
- **Research:** Faculty and student research aligned with SDG themes, including projects, publications, grants, and initiatives supported by research centres.
- **Outreach / Partnership and Dialogue:** Collaboration with external stakeholders including industry, government, civil society, and academia. Platforms for discussion, knowledge exchange, and awareness-building on sustainable development
- **Governance and Operations/Institutional Practices:** Institutional actions and operations such as green campus initiatives, energy use, waste management, diversity & inclusion policies and practices, ethical governance, or governance aligned to SDGs

The diverse range of student activities (including student-led clubs, events, campaigns, and competitions) will be aligned under the relevant four pillars based on their contribution to the SDGs.

3. Mapping to SDGs

Once activities are categorized under the above dimensions, they will be mapped to the specific SDGs they contribute to. This step will help:

- **Understand which SDGs the university currently aligns with naturally and how these alignments contribute to the university's vision and mission, while also identifying SDG areas not yet addressed – helping set future goals for strategic inclusion.**
- Identify and track the university's areas of strong SDG contribution
- Spot gaps and opportunities by identifying strong and weak areas across SDGs
- Align efforts with global sustainability standards and reporting frameworks
- Inform accreditation and ranking submissions related to social impact and sustainability

Benefits of the Framework and Expected Outcome:

- This proposed SDG Framework would provide a clear and comprehensive view of the university's commitment and action towards sustainable development.
- Will bring clarity and structure to SDG-related efforts
- Encourage integration of sustainability across all university functions
- Strengthen societal engagement and external visibility, including ISR activities, by highlighting the university's contributions to community development and sustainable practices.
- Facilitate better documentation for accreditations such as PRME, EQUIS, AACSB, etc.

Based on Corvinus's Vision and Mission, the following UN SDGs that align naturally with the university's stated values and focus areas:

Vision:

"As a historic national champion, we aim to be an internationally recognized university committed to address the challenges of our times."

Mapped SDGs:

- SDG 4 – Quality Education: Commitment to education and international recognition reflects a focus on inclusive, high-quality learning.
- SDG 9 – Industry, Innovation and Infrastructure: Addressing “challenges of our times” often relates to innovation, sustainability, and resilient systems.
- SDG 13 – Climate Action: If the "challenges of our times" include climate and sustainability issues, this would be a relevant goal.
- SDG 16 – Peace, Justice and Strong Institutions: A commitment to national and global leadership aligns with promoting strong, ethical institutions.
- SDG 17 – Partnerships for the Goals: International recognition implies collaboration and partnerships beyond national boundaries.

Mission:

"Driven by curiosity, we thrive as a community of research and learning in business, economic and social sciences, educating responsible thinkers and empowering forward-looking leaders."

Mapped SDGs:

- SDG 4 – Quality Education: Direct reference to education and learning.
- SDG 10 – Reduced Inequalities: Social sciences and responsible thinking can address equity and inclusion.
- SDG 12 – Responsible Consumption and Production: Empowering responsible thinkers and leaders can support sustainable practices.

- SDG 16 – Peace, Justice and Strong Institutions: Educating responsible leaders ties into strong governance and ethical leadership.

Scope of Activities and initiatives for Societal Engagement and Impact

Internal initiatives and **external engagements** are categorized under 4 pillars (teaching, research, outreach and social impact, and operation, organisation and community), while aligning them with SDG mapping.

Category	Initiative Type	Initiative/Activity	Broad SDGs Alignment
Teaching	Internal Initiatives	Science Shop-based Community Learning Projects	SDG 4,11,17
		“Sustainability Theme of the Month” Challenge-based Learning	SDG 4,11,12,13
		SDG-Integrated Courses	All SDGs
		New Academic Programmes related to Sustainability (and Water management)	SDG 4,6,8,9,12,13,17
		Utilization of Sulitest	SDG 4,12,13
		ERS-Focused Faculty Training and Workshops	SDG 4,10,16
	External Engagements	Recognition in Responsible Education Awards	SDG 4, 12
		CEMS Model UNFCCC Simulation	SDG 4,13,17
		Summer University 2025	SDG 4,12,13
		ESG Club	SDG 4,12,17
		Workshops and Panels with Corporate Partners	SDG 4,8,12
		Pro Bono and Co-Creation with Companies	SDG 4,9,13,17
		Executive Education with Social Focus	SDG 4,12,16
		ERS Publication Excellence Award	SDG 12,16
Research	Internal Initiatives	SDG-Themed Research Centres	SDG 9,17
		SDG-Aligned Academic Publications	All SDGs
		Sustainability-Aligned Research Funding	SDG 3,6,7,11,13
	External Engagements	ISDRS Annual Conference 2025	SDG 4,11,17
		Awakened Campus Global Conference	SDG 4, 16, 17
		Participation in National Science Events	SDG 4,9, 16
		Open Access and Library Initiatives	SDG 4,9,16,17
		Exchange and Internship Programmes	SDG 4,8,10,17
Outreach and social impact	Internal Initiatives	Mentoring – Faculty, Alumni and Corporate Collaboration	SDG 4,8,17
		Student Clubs Promoting Sustainability and Inclusion	SDG 4,10,12,17
		Flagship Events related to Sustainability	SDG 5,10,12,13

		Together for Corvinus Student Organization	SDG 3,10,16,17
		Student Entrepreneurship Initiatives	SDG 8,9,12
		Student Research in ERS Topics via Scientific Students' Associations or Thesis	SDG 12
		ERS Agora – Inclusive Academic Dialogue	SDG 4,16,17
	External Engagements	Student Teaching for Underprivileged Youth	SDG 4,10
		Student Volunteering	SDG 3,11,16
		Corvinus Science Shop	SDG 4,10,17
		Donation Panel	SDG 1,10,12
		Farmers' Market	SDG 2, 12
		Inclusive Summer Retreat for Roma Children at Lake Balaton	SDG 4,10,17
		PET Cup	SDG 6,12,15
		Sustainability-Themed Podcasts	SDG 4,13,17
Operation, organisation and community	Internal Initiatives	Opening of the Gellért Campus – Sustainable Infrastructure in Action:	SDG 7, SDG 9, SDG 11, SDG 12, SDG 13, SDG 15
		Green Project – Advancing Sustainable Campus Operations	SDG 6,11,12,13
		PRO ACT Campaign for Selective Waste Collection at Corvinus	SDG 12, 13, 17
		"Do it Online!" – Towards a Paperless and Digitally Sustainable University	SDG 9,12,13
		Sustainable Policies in Practice	SDG 7,11,12,13
		Gender Equality Plan 2022–2024	SDG 5, 8, 10
		Family-Friendly University initiative	SDG 3,5,8,10
		Language Courses	SDG 4,10,17
		Professional Development for Staff	SDG 4,8,10
		Inclusive Design	SDG 9,10,11
		Visually Impaired Version of the Website	SDG 4,9,10
		Scholarships	SDG 1,4,10
		Support for Students with Special Needs	SDG 3,4,10
		Mental Health Week for Students and Staff	SDG 3,4,10
		Health Services for Staff	SDG 3,8
		Professional Counselling and Psychiatric Support	SDG 3,4,10
		International Student Support Services	SDG 4,10,16
	External Engagements	Access4you Certification – Commitment to Inclusive Infrastructure:	SDG 10,11

		Global Sustainability Monitoring and Reporting	SDG 4,11,12,13,17
		Leadership in National and International Sustainability Networks	SDG 4, 16,17
		Active Membership and Collaborative Engagement in Sustainability Networks	SDG 4,11,17
		Participation in European Sustainability Campaigns	SDG 11,12,13

Plan:

- To develop the SDG mapping framework in phases based on above broad categories
- Why we want to choose a few SDGs (ones that align with and contribute to the university V&M). Why we are not choosing all (explanation can be that successful SDGs framework implemented based on the PRME white Paper and available online were studied (eg. Goa Institute of Mgmt, S P Jain etc), and an educational organization will not necessarily contribute to all 17 SDGs.
- Hence only few SDGs in the initial phase were chosen based on the Focus Areas that directly align with Corvinus's V&M.

Societal Impact Focus Areas

