



## General Actions

### Coordinating Universities for the Proposal: UCM and UPM

<b>Title of Action</b>	<b>Social Responsibility Campus Plan</b>		
<b>Participating partners</b>	UCM, UPM	<b>Other participants</b>	
<b>Start date</b>	1-1-2010	<b>End date</b>	31-12-2012
<b>Action</b>	<b>A17</b>		
<b>Areas of action</b>	All		
<b>Location</b>			
<b>Infrastructures involved</b>			
<p><b>Objectives:</b></p> <p>To develop and implement a Social Responsibility Plan within the management of the campus, to be applied to all its missions and strategic priorities, as well as to persons, services and areas involved. According to the social responsibility concept put forward by the EU (Green Paper) and the Sustainable Development Strategy (SDS), this plan will define the Campus commitment in social, environmental and economic issues. This will apply both to its present and future activities, and include the social and environmental dimension of the Campus, as well as the effectiveness, efficiency and transparency of its governance, while becoming the focus point of knowledge, innovation and development.</p>			
<p><b>Description of the action:</b></p> <p>This plan will define areas of action and specific contents, building on achievements, and contemplating a step-by-step process using verification tools and procedures. The content will cover, among other topics, various aspects of social and cultural dimensions of the campus, as well as environmental and economic perspectives, ensuring its management in keeping with effectiveness, efficiency and transparency standards. The Plan will also involve a commitment to universal access and to the integration of persons with disabilities , to gender equity and to the creation of a healthy campus; the latter, given their importance, have their own specific plans.</p> <p>The Plan will be implemented along with the use of new identification, assessment and measurement tools, including a campus Code of Conduct and the Annual Report "Moncloa Campus, a Responsible and Sustainable Campus", based on a metrics scorecard. In addition, the UN Global Compact will apply to the whole campus.</p>			
<p><b>Planned key results:</b></p> <ul style="list-style-type: none"> <li>• Promotion of socially responsible values on campus, including those related to environmental regeneration and lifestyle.</li> <li>• Structured evaluation based on objectives, accounting for the social, environmental and economic feasibility of the campus, including stakeholders both on and off the campus.</li> <li>• Regeneration of the campus from a multidimensional perspective, including eco-urban planning , energy optimisation, sustainable transport or risk prevention.</li> <li>• Ensuring non-discrimination on Campus on grounds of gender, age, social status, beliefs, national or ethnic origin, or sexual orientation.</li> <li>• Promotion of volunteering and participation in cooperation development programs, both nationally and internationally.</li> <li>• Promotion of equal opportunities on Campus.</li> </ul>			