

OUR SUSTAINABILITY ACTIVITIES AT BUDAPEST UNIVERSITY OF ECONOMICS AND BUSINESS (BUEB)

OUR CORE BELIEF

We carry out our sustainability activities in alignment with the University's vision and mission. Our goal is to **generate positive social impact** through our **committed university community** and to **empower** our students with the capacity to actively promote a sustainability mindset.

1. BACKGROUND & STRATEGY

As a university of economics and business, it is especially important for us to **approach sustainability with credibility**, which is why we apply a comprehensive **ESG perspective** in our activities. We are aware that ESG evaluators expect universities to strengthen the social pillar in particular. Data on **student drop-out** and **feedback from student surveys** indicate that our **students are seeking a strong sense of community**. In line with the university's strategic objectives, AACSB standards, and ESG principles, we have placed **Community** at the center of our sustainability efforts.



2. HOW?

We appear in **unconventional places** and **unexpected moments** to reach our students. By seamlessly integrating into both online and offline learning environments, we remain a constant presence in their daily lives and make our sustainability messages unavoidable. We **organize community programs**, create truly **interactive online learning materials**, invite them to awareness-raising **events**, and continuously **monitor their literacy** and engagement.

*Within our 20000+ student community, our events and content have **reached over 10000 engaged individuals**. We have achieved a similar level of reach through our internal communication platforms as well.*

4. BEYOND

In addition to the activities listed above, we are committed to **several other initiatives** that **support community building** and the promotion of equal opportunities. Through our **"Month of Community"** series, we highlight social and environment relevant topics — such as disability or addiction — bringing them into focus from multiple perspectives via awareness-raising **events**, educational **content**, and **exhibitions**. Our **Special Open Days** are designed to reach out groups with limited access to information, such as young people with disabilities, refugees, or those with disadvantaged backgrounds. Our **volunteer system** provides a framework for community engagement, allowing students and colleagues to actively contribute through their own initiatives or by joining centrally organized programs.

Through these initiatives, we can all be proud members of the BUEB Community.

Positive social impact

That members of the university community achieve real and socially beneficial success through their sustainability-related activities.

The education of our students

We equip them to actively apply a sustainability mindset in their profession, enhancing their value on the job market.

Evangelisation

Conveying and raising awareness of the true meaning of sustainability among members of the university community.

3. ENGAGEMENT

We support our initiatives through the #BUEBfortheCommunity slogan and the platform **kozosseg.uni-bge.hu**. We launched our sustainability-focused CoSpace5 platform, which reaches thousands weekly. This is where we share our programs, content, and learning initiatives. Our "Unconscious Bias" training is also available here, using a new interactive methodology, it has already reached over 500 students as an extracurricular learning opportunity.

