



CAMPUS SOSTENIBLE

PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ FACULTAD DE ARQUITECTURA Y URBANISMO
TECNOLOGÍAS 2 ciclo 2007-4 Profs. JUAN REISER / CECILIA JIMENEZ / CARLOS JIMENEZ / SUSEL BIONDI / JOSÉ LUIS CHONG 16.03.2007

Total area :	413,902.00 m ²	100.00 %
Green areas :	175,359.05 m ²	42.37 %
Sports areas :	18,512.21 m ²	4.47 %
Area ocupied by buildings :	46,515.38 m ²	11.24 %
Provisional buildings :	9,222.22 m ²	2.23 %
Roads, sidewalks and parking :	133,37.94 m ²	32.17 %
Prehispanic path :	3,503.00 m ²	0.85 %

Lecture rooms :	312
Libraries :	11
Cafeterias :	8
Laboratories :	62



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NUMBER OF STUDENTS :

Undergraduate :	16,315
Master :	1,614
PhD :	32



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Managing University Social Responsibility (USR)

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What is Corporate Social Responsibility?

It is an ethical and intelligent management of the **IMPACTS** produced by the organization on its human, social and natural environment, for the sustainable development of Society

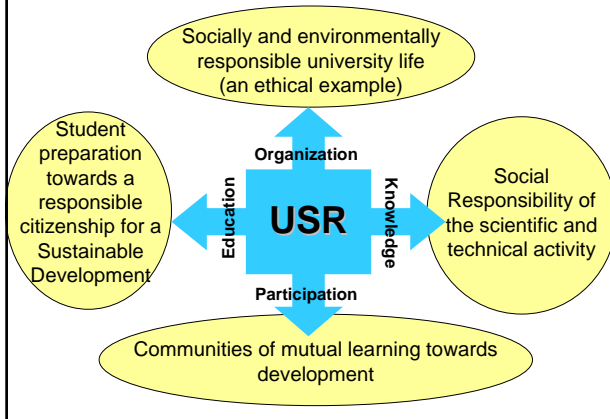
Definition of USR

It is a policy of ethical quality of the performance of the university community (students, faculty, and administrative employees) via the responsible management of the educational, cognitive, labor and environmental impacts produced by the University, in an interactive dialogue with society to promote a Sustainable Human Development

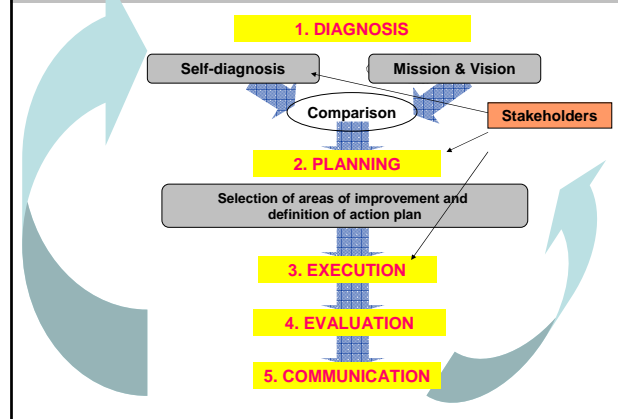
Types of University Impacts



4 axis of socially-responsive university change



FLOWCHART USR



The multidisciplinary investigation team in charge of this evaluation decided to divide the analysis in six main investigation topics:

1. Analysis of the institutional speech (mission, vision, internal declarations and regulations, public declarations and depositions)
2. Analysis of the values that have been expressed and deployed through PUCP marketing campaigns (advertising, posters, radio and newspaper messages, etc.)
3. Academic Program (curricula, academic activities)
4. University-Society Relationship (projection towards the community, technological transfer, etc.)
5. University ethical climate (human relationship and its perception among the main PUCP parties: students, faculty, administrative employees) and a survey on the ethical behavior of students and their knowledge of essential references related to social and environmental development.
6. Ecological Footprint (sustainability of buildings, energy use, management of green areas, ecological behavior of the PUCP community, etc)

Our definition of Sustainable Campus

University Social Responsibility (USR) is an approach of ethical an intelligent University management, which involves both its impact on its human, social and natural context, and its active role on the promotion of Sustainable Human Development of the country. **Within this approach, "Sustainable Campus" is a strategy that strives to reduce the ecological footprint of the institution via a rational use of resources and to educate the university community on the ethics of sustainability.**

THANK YOU FOR YOUR INTEREST