FOREWORD FROM THE RECTOR

When I ran for the post of rector, I stressed in my election manifesto that the culture of corporate social responsibility should be expanded and influence the university community from the top-down. In this way, a culture of know-how could be established on the basis of good and effective governance.

Social responsibility is at the heart of my university policy, which is based on two factors: measured change, that takes into account both the smaller everyday problems and the major strategic requirements that keep our institution on the path of continuous improvement; and a scientific, humanistic model that combines scientific robustness with a system of governance that is close to the people. This system has an academic basis that, in such times of crisis (of economy, values and politics, among other aspects), is built on an effective and efficient model. The aim is to achieve the established objectives whilst maintaining respect for people, the environment and the regulatory framework.

Four aspects are important in the concept of corporate social responsibility that the University of Barcelona supports: public service, scientific quality, people, and transparent accountability. The annual accounts were balanced and received less recommendations and observations from the auditors and the Catalan Public Audit Office. We have improved the scope and quality of the public service of higher education. In addition, we are working on the following aspects, among others: the creation of a UB identity that makes staff, students and alumni proud; the construction of a University that supports its social environment; and the improvement of our services for the general public (sports, dining halls, and student residences).

In short, we are building and will continue to build an excellent UB that is also socially responsible, which is the maximum example of our autonomy.