

SOCIAL IMPACT REPORT **2016**



**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES

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Message from our CEO

As key actors in society, educational institutions such as Universidad Europea have a responsibility to hold transparent dialogue with our stakeholders. This involves publicising initiatives that embody our Corporate Social Responsibility Policy and, in short, publicly sharing our University's performance in economic, environmental and social matters.

Following this maxim, we have the opportunity through this Social Impact Report to show the key pillars and specific actions that indicate our commitment and our institution's ongoing challenges. These challenges are linked to an international education that is open to the world, which particularly makes us stand out as we are the only Spanish institution to be a member of an international network of universities, the Laureate International Universities.

Our students are educated in a multicultural environment, as the Laureate network is made up of more than 70 institutions educating more than one million students in 25 countries on five continents.

In this context, the institutions that, like Universidad Europea, are part of this leading global community in

Higher Education, are committed to achieving a positive impact on society and on the communities in which they operate through their students. Thus, our University's Social Responsibility Strategy follows the common spirit of Laureate, Here for Good, the maxim of which is to consider students to be active actors in a global environment, individuals capable of contributing to social progress through an entrepreneurial spirit and ethical commitment.

Our students receive an education based on learning skills, competences and, of course, values that will help them to become successful individuals and to reach their professional goals in any part of the world.

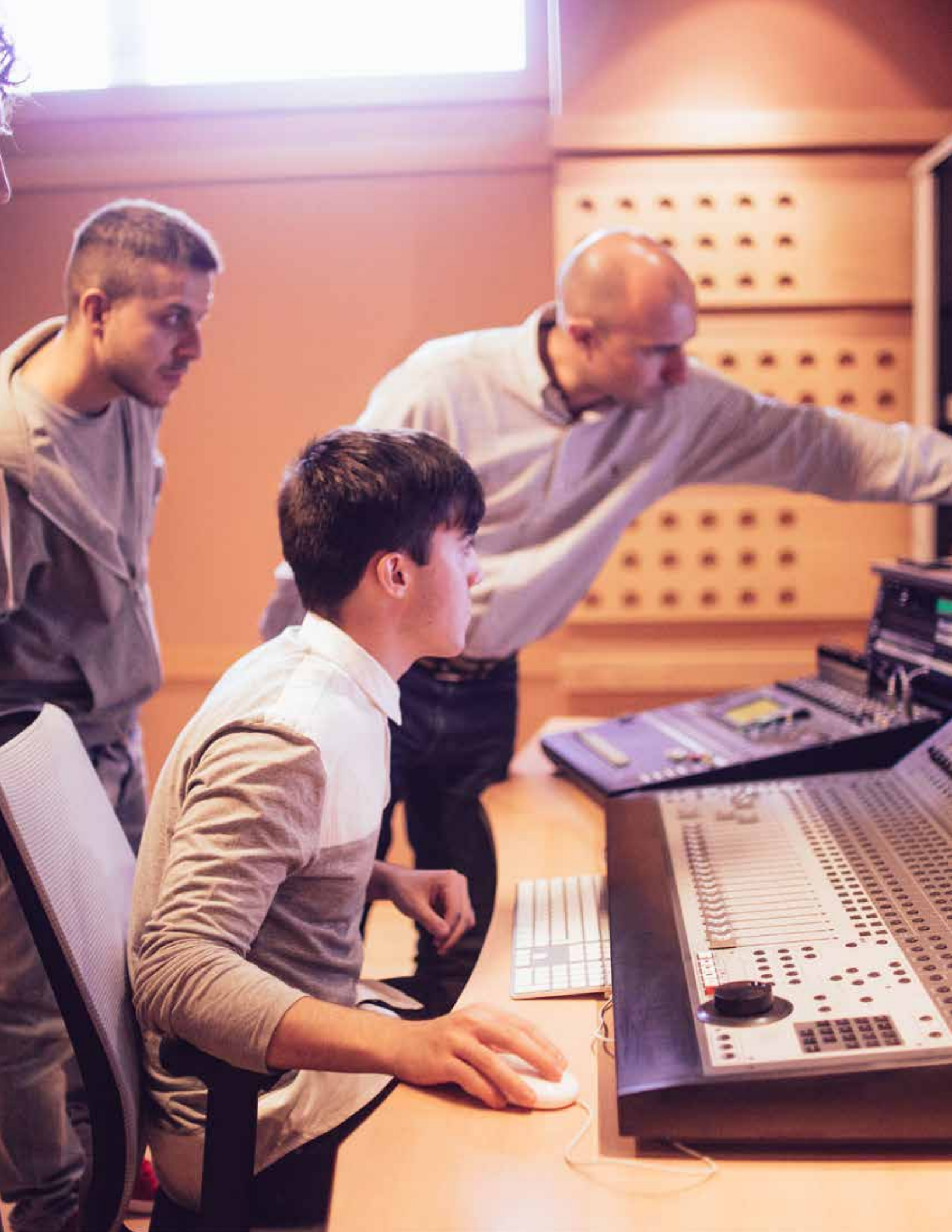
At this University, we live each and every day with the absolute conviction of the power of education to generate change and the commitment to the communities in which we are present to have a positive impact on them. Therefore, our graduate profile corresponds to that of a professional committed to society and their environment.

We have consolidated ourselves as an institution with a differentiating educational project, committed to preparing our students to contribute to making our world a better place with their effort, knowledge and talent.

Conrado Briceño
CEO of Universidad Europea and
Laureate International Universities in Spain.



"We eliminate borders and educate global citizens with a multidisciplinary approach. We provide an academic model focused on our students that promotes values and competences to create professionals who have a positive impact on society".



Introduction

Universidad Europea is a **young, dynamic** institution, focused on adding value to society and actively contributing to its progress through education that is designed to help its students become professionals and leaders prepared to respond to the needs of a global environment.

We are committed to **innovative, comprehensive and quality** education, now occupying a leading position in the Spanish private higher education environment. In fact, we are the only Spanish higher education institution that belongs to an international network of universities, the **Laureate International Universities** network, a global leader in Higher Education.

Faithful to our vocation for innovation, we base our activity on empowering individuals through an international educational model, connected to the professional world, with a high degree of academic quality and based on the acquisition of knowledge, competences and values. We also seek knowledge generation and transfer through **applied research**.

Our academic model

Our institution is committed to an **innovative** academic model that enhances the **individual's** abilities, so that our graduates can successfully enter the **labour market** and contribute to social progress through an entrepreneurial spirit and ethical commitment.

Currently, we have more than 16,000 students from five continents at Universidad Europea, being educated at our three educational institutions: Universidad Europea de Madrid, Universidad Europea de Valencia and Universidad Europea de Canarias. These centres host four Degree Schools and Faculties, as well as Escuela Universitaria Real Madrid - Universidad Europea, the first centre of Higher Education specialising in sports management. The institution also offers Advanced Vocational Training, the students of which share the same university space as the other higher education modalities.

Our commitment as an academic institution is to create learning environments in which our students can realise their full potential and start leading their future from the University.

To achieve this, we have a team made up of 2,165 people, of which 1,524 are teaching staff and 641 are non-teaching staff. These people make it possible for our educational offer to be one of the most comprehensive in Spain with more than 250 qualifications covering **Advanced Vocational Training, Degrees, Joint Degrees, Official Master's Degrees, Own Degrees** and **Doctorate Programs**.



"We were born with a restlessness, a desire to go further. And this drive motivates us to break boundaries and overcome obstacles. Wanting is power; you just have to take the first step to realise that the world is full of opportunities".

Elena de la Fuente, General Secretary of Universidad Europea.





Universidad Europea (Madrid)

School of Architecture, Engineering and Design:

58 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training, Own Degrees and Doctorate Programs.

Faculty of Health and Biomedical Sciences:

37 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training, Own Degrees and Doctorate Programs.

Faculty of Sport and Physical Activity Sciences:

20 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training, Own Degrees and Doctorate Programs.

Faculty of Communication and Social Sciences:

56 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training, Own Degrees and Doctorate Programs.



**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES



Real Madrid – Escuela Universitaria Universidad Europea

12 Master's Degrees and one Own Degree.

Presence in 12 countries: Spain, Costa Rica, Ecuador, Mexico, Chile, Germany, Portugal, the United States, Australia, Honduras, Thailand and Brazil.



Universidad Europea de Valencia

49 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training and Own Degrees.



Universidad Europea de Canarias

26 qualifications covering Degrees, Joint Degrees, Master's Degrees, Advanced Vocational Training and Own Degrees.

Laureate International Universities



LAUREATE
INTERNATIONAL
UNIVERSITIES™

Universidad Europea was founded in 1995 and has been part of the Laureate International Universities network since 1999, becoming **the only Spanish higher education institution** that belongs to an international network comprised of more than 70 educational institutions educating more than one million students in 25 countries in North and South America, Europe, Asia, Africa and the Middle East.

Laureate aims to meet the growing demand for Higher Education in all countries, providing its students with the tools they need to reach their professional and personal goals. To do so, it has a wide range of Higher Education programs focused on the world of work and its needs. Doing all this through a common denominator: facilitating access to quality higher education at the global level.



"Laureate is an international community of universities that promotes learning without borders. Our purpose is to provide higher education with a unique multicultural perspective and to prepare our students for success. We believe that when our students succeed, countries prosper and societies also benefit".

Douglas L. Becker,
Founder Laureate Education, Inc.



Here for Good



HERE
FOR
GOOD

Our work philosophy is reflected in our membership of the Laureate network, the DNA of which is found in the “Here for Good” concept. This is a motto which delves into the conviction that **education has the power to change the lives of people**. Through the comprehensive education we provide our students in **knowledge, competences and values**, we strive for them to be able to have a positive and permanent impact on society.

Mission

To provide our students with a comprehensive education, educating leaders and professionals who are prepared to respond to the needs of a global world, to contribute value in their professions and to social progress through an entrepreneurial spirit and social commitment.

To generate and transfer knowledge through applied research, likewise contributing to progress and positioning ourselves at the cutting-edge of technical and intellectual development.

Vision

At Universidad Europea, we consider academic excellence to be one of our strategic pillars. Thus, our educational model has embraced the principles of the European Higher Education Area based on the individual’s holistic learning.

In this model, the professor is a mentor as well as an adviser who supports the student throughout their university life. The student, on the other hand, maps out their own educational journey, developing the knowledge, competences, skills and values demanded by society at the moment.

Values

Through our academic model, we place special emphasis on students’ growth and empowerment, so they learn to adapt to an increasingly complex and ever-changing world.

Our students acquire knowledge and develop competences and values with an academic model in which they learn by doing, in an interdisciplinary, international environment, immersed in the profession from day one, in which the use of space and technology has revolutionised the way in which this learning is articulated.



“Here for Good means focusing our efforts and concerns on developing educational programs that enhance the skills and abilities of each and every one of our students. We are convinced that all people have talent and our mission is to help them find and develop it in order to achieve its ultimate expression, so that they will be able to have a positive impact on society in the future. Difference and diversity are factors of enrichment and should serve to make our educational community an example of how excellence can be achieved while respecting and taking into account different intelligences, sensitivities and abilities. In short, Here for Good is about thinking and feeling that we are all important and together we can help to achieve a better world”.

Juan Morote, Rector of Universidad Europea de Madrid and Universidad Europea de Valencia.



“We firmly believe that when our students succeed, societies benefit. This is why sustainability actions are part of our Academic Model, with activities for the entire university community to participate in this project. Here for Good, the philosophy that drives the Laureate network, is what the management team takes on and extends to each and every one of the professionals who work with us, without forgetting our *raison d'être*, which is our students, with the aim of making an impression on our educational community, which serves as a reference for all who make up this University and this society”.

Cristiana Oliveira, Rector of Universidad Europea de Canarias.

More than
16.000
students

More than
3.300
international
students

2.165
employees

+250
qualifications



Our commitment
to students



Development of competences. LPA Certificate



At Universidad Europea, we educate students whose goal is to **become professionals who have a positive impact on society**. A society in which we are all connected, where information and education are increasingly accessible to all, anytime, anywhere.

LPA is a pioneering certificate in our country developed by Universidad Europea for our undergraduate students. It assesses a total of eight competences, identified as being the most demanded by companies in the labour market, to allow employers to see our students' level of performance in communication, leadership, teamwork, adaptation to change, initiative, problem solving, decision making and planning and organisation.

The program, designed and managed by an external prestigious company specialising in competence assessments (TEA Ediciones), provides graduates with

a personalised certificate and a guide on the strengths of their education. As well as assessing our graduates' competence profile, this certificate includes information on the **added-value educational experiences** they have been part of (such as their internships, international exchanges or participation in social responsibility projects), together with their academic record.

This is an ongoing program, through which our students acquire the competences that are determining factors in successfully joining the world of work.



"The society in which we live is constantly evolving, technology permeates our entire environment and we have changed how we relate to it. This transformation is also reflected in how our students, the health professionals of the future, face their education. At Universidad Europea, we strive to respond to their demand for more practical and participative learning, offering them an innovative education in accordance with their needs, which will train them to be excellent, ethical professionals".

Elena Gazapo, Dean of the Faculty of Health and Biomedical Sciences at Universidad Europea.



"The University must educate the professionals of the future, people who meet the needs of an increasingly global and complex world through an ethical commitment that guarantees sustainable social progress. To achieve this, at Universidad Europea, we offer our students not only knowledge, but also the chance to develop their competences to become leaders who understand innovation as a key element for professional development. We focus on a differential education that allows them to bring about change in organisations and develop the competences to lead transformation".

Marta Muñiz, Dean of the Faculty of Social Sciences and Communication at Universidad Europea.

Scholarships and grants

At Universidad Europea, we focus on individual empowerment and the pursuit of excellence; manifesting this strong commitment, we make different scholarship programs, such as “Los 10 de CAFyD”, “TOP Program” and “Call of Future”, available to the best students.

We have 10 scholarships for the Joint Degree in Sport and Physical Activity Sciences and Physiotherapy aimed at **young people wanting to change the world through sport**. With this program, we are committed to educating students who are passionate about sport so they can have an impact on society and transform a successful profession by applying their knowledge to the field of health.

This is a unique initiative that brings together the highest level of education, applied research and talent and competence development. Each scholarship involves a grant of 80% for the studies, which enables their participation in research projects. Recipients are also offered a personal mentor who supports them throughout their education and facilitates their participation in the TOP Program initiative, which allows them to enrich their personal and professional development.

We also have agreements with different organisations that promote employment and research. An example of this is the **Madrid Universidad Europea and Fundación Quirónsalud Scholarship**, aimed at Ibero-American radiologists who have completed their residencies in the last five years and who belong to national radiological societies. With a duration of one year, it is developed jointly at Universidad Europea and the **Diagnostic Imaging Service at Hospital Universitario Quirónsalud Pozuelo and focuses on image diagnosis in the mammary area with special emphasis on resonance and breast intervention guided by MR mammography and ultrasound**.

The chosen professional obtains the necessary practical training to be able to exercise the subspecialty of mammary pathology after their time at the hospital centre as it has advanced diagnostic technology as well as a medical team with many years of experience, both in the field of diagnosis as well as training residents and radiologists.

In total, Universidad Europea allocated 2,507,431 euros to its scholarship programs in the 2015/2016 academic year. Of which 2,317,745 euros were for Universidad Europea de Madrid. 121,871 for Universidad Europea de Valencia and 67,815 for Universidad Europea de Canarias.

“Universidad Europea wants to educate the people who will lead the changes in professions in the field of Sport and Physical Activity Sciences and who will adapt to the new contexts and demands that society requires. We provide state-of-the-art education based on transversal competences that add value in our students’ inclusion in the professional world”.

Francisco López Varas, Dean of the Faculty of Sport and Physical Activity Sciences at Universidad Europea.



TOP Program

The TOP Program's objective is to round out our students' university education through tools that enhance the **development of their personal and professional competences**; with an emphasis on them adding value in the university context and as future professionals in social progress. To do this, it offers personalised monitoring, refinement of languages, networking events, training adapted to their development needs and coaching. In addition, participants receive a grant to carry out their studies.

These grants are open to those who are new first-year students on undergraduate programs, who have completed their pre-university education (college/Bachillerato + university entrance exams/PAU) with an excellent academic record and a high level of English. To remain on the program in subsequent years, they are required to meet a series of academic requirements, which include maintaining a grade point average of 8 or higher in the previous year -7.5 in joint and triple degrees- or having obtained a minimum assessment of 2 out of 4 in all the program's areas of work and a positive overall assessment by their mentor.

"The program is a great opportunity available at the perfect time given the age of the participants, who join it right when they start their university careers. This program is designed to train in competences and in something more than what is in the books; it gives you some tools that allow you to change a little who you are and how you see the world".

Daniel Torres, alumnus participant in the TOP Program .



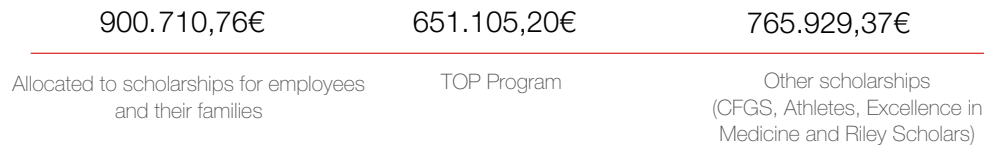
Call of Future

University Entrance Exams (PAU in Spain) not only demonstrate the knowledge acquired, but also pose a personal challenge concerning emotions, thoughts and insecurities. This is an exam that will mark the professional future of many young people. In order to prepare them to pass this exam, we have created the free high-performance program for future university students “Call of Future”, in which 50 future university students selected from centres across Spain, spend four days immersed in preparing for the University Entrance Exams at our Villaviciosa de Odón Campus.

The training program includes workshops on stress management, improving study techniques, self-leadership sessions, advice on writing, the values of sport and concentration techniques. In addition, the four days include simulations of exams and workshops aimed at obtaining good results.



Breakdown of investment in scholarships



Global education

As members of Laureate International Universities, our internationality makes us stand out. We provide an education that is open to the world, focused on the student and on developing their competences. Our comprehensive and international vision is focused on students being successful in the working environment in any country around the world.

This marked international character prepares our students to contribute to a global citizenship and compete in an international labour market thanks to our teaching staff and students of more than 60 nationalities, bilingual degrees, the guarantee of exchanges in many different foreign universities, international internships and joint degrees with prestigious universities around the world.



“The partnership between Real Madrid and Universidad Europea guarantees our students’ preparation in the face of ever more exciting challenges. Our commitment obliges us to provide an education in values that helps them to achieve their dreams. Escuela Universitaria Real Madrid - Universidad Europea keeps alive its vocation to convey the values and knowledge of our club, which has 115 years of history. Ten years after its creation, around 10,000 students from many countries around the world have experienced the feeling of belonging to our institution. We remain firmly committed to educating those who will be the professionals of the future in an increasingly competitive and global sports world”.

Emilio Butragueño, Managing Director of Escuela Universitaria Real Madrid – Universidad Europea.



“Universidad Europea works towards responding to the mission that society has entrusted to us: being active actors in generating a positive, ongoing impact on a global environment. And we achieve this by supporting our students, generating new knowledge and transferring it to society. We are committed to achieving a positive, ongoing impact on our environment. We work every day for this improvement to reach each and every one of us”.

Miguel Gómez Navarro, Director of the School of Architecture, Engineering and Design of Universidad Europea de Madrid.

Languages

Multilingual education is one of the basic pillars of the education at Universidad Europea. For university students, speaking other languages is essential when it comes to joining the world of work, regardless of their specialty, in a global society such as we live in today. So we offer innovation and adaptation to the international environment through the development of new undergraduate and postgraduate programs 100% in English, bilingual and interdisciplinary that

respond to the demands of the labour market. In addition, we have a modern multimedia language centre for our students, equipped with the best resources and conditions to facilitate their mastering languages such as English, French, German, Italian, Arabic, Chinese, Dutch and Russian, with a completely open schedule.



Certificate of Languages for Professional Environments

As part of our academic offer, we have the **Certificate of Languages for Professional Environments**. This program, aimed at both undergraduate as well as postgraduate students, is based on active working methodologies and educates in the oral and written communicative competences demanded by the international labour market. The certificate is obtained by completing the 24 credits in the languages offered (French, German, Chinese, Arabic and Italian) and is designed to be followed at a schedule compatible with their academic activity.

In addition, we prepare students to successfully take the following official exams: Cambridge ESOL (English), ÖSD (German) and DELF (French), as well as DELE (Spanish for foreigners) and COCIM (Spanish for business, health and tourism), of which Universidad Europea is an Official Examination Centre. In the 2015/16 academic year, the following numbers of students were submitted for the official examinations: 15 for DELE, 56 for ÖSD, 6 for FCE, 10 for CAE and 73 for ACLES. A total of 160 candidates.

International exchanges and internships

Thanks to our membership of Laureate International Universities, we annually receive **more than 3,000 foreign students and teaching staff**. In fact, more than 20% of our students come from abroad, covering more than 60 nationalities.

The chance to live in this **multicultural campus**, to do exchanges and internships abroad, to acquire joint degrees at many universities around the world, to enjoy an Erasmus scholarship or to complete an undergraduate or postgraduate program completely or partially in the English language are clear advantages for the students of Universidad Europea.

As part of its approach of open, innovative, international and multicultural education, Universidad Europea offers multiple international opportunities to both Spanish as well as foreign students.

Exchanges abroad

We enjoy agreements with numerous universities and centres of higher education on five continents. In this way, we guarantee our students the chance to **study abroad for a semester or a year from the first year**, as well as the chance to **complete their postgraduate programs, internships or summer courses in different countries**.

Thanks to these exchanges, we can offer all our students the chance to educate themselves at some of the most prestigious universities around the world.

Bilateral agreements

We have bilateral agreements with some of the most prestigious universities in the United Kingdom (University of Liverpool, University of Staffordshire, London School of Economics and Political Science and Bath University), Ireland (Dublin Business School), Italy (Politecnico Milano and Nuova Accademia di Belle Arti Milano NABA), France (ESCE International Business School in Paris), Germany (Technical University München), United States (University of California Irvine, University of California Riverside, San Diego State University, Pace University and Embry-Riddle Aeronautical University) and Australia (University of Newcastle, Victoria University).



1.093 foreign students chose our University for their exchange programs.



In 2015/2016, we received **3,318** international students in Madrid, 386 in Valencia and 32 in the Canary Islands.

430 students participated in exchange programs abroad.

Laurate International Universities Network

We offer our students the chance to study at more than 70 higher education centres in North America, Latin America, Europe, Asia, Africa and Oceania. Through its **physical and online campuses**, the Laureate network has an academic offer that includes **degrees, master's and doctorate programs** in different fields of knowledge: Engineering, Education, Business, Medicine, Law, Architecture, Health Sciences, Hospitality, Catering and Information Technology.



Erasmus scholarships

All the faculties of Universidad Europea offer their students the chance of receiving an Erasmus scholarship to study in Europe. In fact, during the 2016/17 academic year, **123 of our students benefited from an Erasmus-Studies scholarship, while 10 completed an Erasmus-Placement.**



Co-funded by the
Erasmus+ Programme
of the European Union

International Office

We have an International Office whose aim is to promote the mobility of our students and teaching staff and to coordinate all the activities developed for this purpose. This Office is responsible for developing new agreements to improve and expand our international programs and thus offer our students new opportunities in order to expand the University's diversity and multiculturality.

The International Office also offers foreign students who are studying at the University orientation concerning enrolling in language courses, events and welcome sessions in which they will learn some peculiarities regarding culture and life in Spain, as well as the services that the institution makes available to them to facilitate their integration in our country and guarantee them a comprehensive, successful experience.

Curricular sustainability

In accordance with the mission and profile that graduates of Universidad Europea are to acquire, the **Curricular Sustainability Plan** by qualification has the main objective of educating professionals that are able to respond to social and environmental, as well as professional, needs.

Likewise, Universidad Europea organises a **University Curricular Sustainability Meeting**, which fosters an educational space in order to contribute to education for sustainability. Activities have been carried out at the Villaviciosa de Odón Campus, designed to **bring the University together with professions**. The content of these activities meets the needs of the latter and the evolution of the economy. The actions are grouped into Forums and Meetings with transversal companies, European Centres, Chairs led by renowned professionals, the International Entrepreneurship Centre and the Entrepreneurship Centre at Universidad Europea.



"It is key that educational institutions provide education that focuses on the skills and competences needed to carry out projects that have a positive impact on society. Every day, we can see that there is a social need to educate people able to contribute to improving our world with their work, following the path of entrepreneurship".

José María Palomares, Communications and Institutional Relations Director at Universidad Europea.

Satisfaction Guarantee

At Universidad Europea, we are proud to offer a university education that lives up to our students' expectations. This is demonstrated by the satisfaction surveys conducted on our students in connection with the teaching staff and the programs.

Specifically, our **students' satisfaction** with the faculty obtains a score exceeding 4 out of 5 at all our campuses (4.16 in Madrid, 4.15 in Valencia and 4.26 in the Canary Islands). In addition, our students give a score close to 4 for **their satisfaction with their program** (3.68 in Madrid, 3.56 in Valencia and 3.85 in the Canary Islands).

In addition, according to data from the May 2016 **NPS Survey**, 81% of our students choose us for the quality of the teaching and the teaching staff, while 77% do so for the connection of our curricula with the professional world.

Our students' satisfaction with the faculty obtains a score exceeding

4 out of 5

77%

of students choose Universidad Europea for the connection of our education with the professional world

81%

choose Universidad Europea for the quality of the teaching and the teaching staff (May 2016 NPS Survey)

Reasons why our students recommend us
(NPS Survey, May 2016)



Universidad Europea de Madrid

- Academic quality
- International university
- Employability / Business connections
- Competitive university
- Group size
- The institution's business purpose
- University pride
- Campus facilities
- University environment

- Academic quality
- Employability / Business connections
- Group size
- Professor discipline
- University environment
- Student halls of residence
- Security
- Clubs



Universidad Europea de Valencia

- Competitive university
- Meets expectations
- Group size
- Career guidance service
(Professional careers)
- Program timing (quarterly and semester-long)
- University pride
- Teaching methods used
- Professor discipline



Universidad Europea de Canarias

In addition, Design Thinking sessions were held in 2016 with a sample of students from all areas and campuses with the aim of analysing existing communication channels and how to optimise them. Based on the conclusions compiled, different areas of improvement were worked on together with a Student Committee, with whom the University keeps in contact both for the projects that the initial sessions gave rise to as well as for other projects that are emerging and that need to be assessed with them.

An important part of this Committee is the Council of Delegates, the highest student representation body. Its members are chosen by the year's delegates from all the programs and areas of knowledge that make up the University. The Council of Delegates plays an essential role in academic and university life as it represents students to academic directors, conveys their suggestions on improvements to be implemented and promotes academic and extracurricular initiatives.

Student services

In Madrid alone, we have a total of **26 clubs and associations in which more than 700 people participate**. In fact, Universidad Europea supports these kinds of initiatives as they are a key factor in the

dinamisation of university life on our campus. In addition to these organisations, workshops and activities are held that bring our students closer to specific areas related to current affairs, the environment, employability etc.



“Universidad Europea’s clubs are extra-academic initiatives organised by and for the students, who find in them spaces for expansion and fun ideal for developing and sharing their most important hobbies with their fellow students”.

Chrisa Sampanes, Head of University Life at Universidad Europea de Madrid.

List of clubs at Universidad Europea (Madrid)

- International Club
- Music Club
- Debating Club Villaviciosa de Odón Campus
- Debating Club Alcobendas Campus
- International Relations European Club (IREC)
- Literary Creation Club, Hunger
- Mountaineering Club
- Motor Club, Formula Student
- Air Division Club
- Smart Campus Club
- Robotics Club
- DotNetClub
- AED International Cooperation Club
- Civil Club
- BIM (Building Information Modelling) Club
- Digital Manufacturing Club
- FabLab Club
- GraphicalLab Club



With regard to student associations, the first created at Universidad Europea was the **Association of Medical Students**, established during the 2013/2014 academic year as a result of the initiative of some of the Medical Degree students in Madrid. Its objective is to form a stable student representation similar to those that exist in other Faculties of Medicine in the country, promoting the improvement of the Degree. Along with this objective, the Association also seeks to foster relations between Faculty students and express their opinion on issues affecting them, related to medicine, medical education and specialised healthcare training.

In addition to the clubs and associations, one-off **workshops** are also held on our campuses. Examples of these are the workshops held in 2016 at Universidad de Valencia, one on urban allotments and another on social entrepreneurship.

The former was aimed at disseminating information on healthy eating, ecological crops, environmental protection, creation of urban micro-allotments and seedbeds in the centre. On the other hand, the workshop held by the company "Socolidarios" was part of the Global Career Week and offered students different professional development options in various fields through cooperation and social entrepreneurship actions.

List of Associations at Universidad Europea (Madrid)

Association of Criminology
 Sport and Physiotherapy Students' Association
 Medical Students' Association at Universidad Europea de Madrid (AEMUEM)
 Nursing Students' Association
 Dental Students' Association
 Psychology Students' Association
 Game Studio 2.0 Association Game Studio Alcobendas

“The Association was founded with the purpose of establishing formal student representation for Medical students, and gathering opinions on all the Faculties of Medicine in Spain, informing students about the most relevant issues in the field of medical education and promoting the integration of students in the training system. The interest and involvement of students in all years has been fundamental to its creation and we hope that this will continue in the future, especially thanks to the collaboration of new students”.



Eva Iglesias, President of the Medical Students' Association.

Medical service

Our students have a Medical Service which they can use from 9:00 am to 6:00 pm Monday to Friday, providing the following services:

- Follow-up for illnesses
- Medical and nursing care
- Emergency care for accidents and emergencies
- Vaccination campaigns
- Blood donation campaigns
- Training and information on healthy habits
- Nutritional monitoring
- Follow-up of biological accidents
- Drug prevention training and information: “Zero tolerance”

In addition, we have certification as a Cardio-Protected Space, with defibrillators available throughout the campus.



Alumni Community

Once the students finish their studies, they become part of the Universidad Europea Alumni Community. This gives them the opportunity to keep their relationship with the University alive and active, while at the same time enabling their **access to a number of services that contribute to their professional development, including a powerful job pool, professional advice, mentoring, coaching and access to an extensive network of contacts.**

Currently, the Universidad Europea Alumni Community has more than **55,000 members between its three campuses in Madrid, Valencia and the Canary Islands.** It is a Global Network that promotes **our graduates' ongoing training, professional development and networking.**

The focus of all the activities organised by the Alumni Community is to provide content of value to our graduates.

As part of the University Community, our alumni participate in a multitude of activities, whether as speakers at conferences, master classes etc. or as attendees at the numerous events that the University organises.

Specifically, **we hold our Alumni Conferences every month**, a series of conferences with the aim of providing our graduates with tools to help them in their professional development. In addition, we organise Annual Alumni Meetings on all our campuses.

Finally, there are other kinds of initiatives of which our alumni are an essential part. This is the case with the **Alumni Solidario project**, which awards the best social initiatives each year.







Our commitment
to
employees



Our commitment

The success of our model would not be possible without the team that makes up Universidad Europea. The daily effort of more than **2,165 professionals, including non-teaching and faculty staff**, is intended to realise our commitment to our students and society.

Regarding our teaching staff; they are knowledgeable concerning their disciplines and excellent professionals, but also proficient in their work as educators, responsive to social and institutional transformation and, above all, to pedagogical and technological innovations in the field of higher education. Thus, we have a faculty of highly qualified staff, 60% of whom are made up of working professionals, responsible for developing their students in their work as mentors.

However, in order for our faculty to be committed to our mission and aligned with our objectives, it is key that they are satisfied with the resources we make available to them as a University. This point requires our full attention, which is why we measure their satisfaction periodically. Thus, our faculty's satisfaction with regard to the resources available obtained a score of 3.6 out of 5 in Madrid, 3.24 in Valencia and 3.81 in the Canary Islands.

"As members of the university community, we have a commitment to the cultural and social advancement of our environment, the development of society and the improvement of our peers' living conditions".

Pablo de Souza, Coordinator
of the School of Architecture at
Universidad Europea de Canarias.



Educational methodologies

At Universidad Europea, we are committed to comprehensively educating students through the acquisition and development of personal and professional competences that allow them to join the world of work in optimal conditions.

In line with this principle, all the University's qualifications ensure the development of a set of **highly demanded transversal competences**, which are developed through active learning methods such as Project-Based Learning and Interprofessional Education.

Project-based learning

Students of the **School of Architecture, Engineering and Design** learn under this innovative methodology by working on real projects linked to companies and developing different jobs with other areas of knowledge in teams throughout the year, consequently, they are educated in a practical and multidisciplinary way. To do this, the School of Architecture, Engineering and Design has cutting-edge facilities available (Digital Manufacturing Workshop - FabLab, Design Centres, Mechanics Workshop, HUB Emprende, Materials Workshop etc.). Another example of this methodology is the **simulated hospital at the Faculty of Health and Biomedical Sciences**, which promotes the integration of the students' knowledge, competences and skills through the simulation of clinical cases in scenarios that are similar to reality, in addition to working in interprofessional teams under the supervision of highly qualified professionals.

Two initiatives by the Faculty of Social Sciences and Communication should also be highlighted: **Europea Media, the Universidad Europea media clinic, and the Legal Clinic**. The latter is a training tool for Law students and a firm commitment to social commitment, as it is offered to people with limited resources. Opened in February 2017, it is intended to become a space for legal assistance services and training. Among its founding principles, the Legal Clinic will add value to society by offering its services to people with limited resources in order to resolve legal issues that might otherwise remain unresolved.



Educación Interprofesional

We want to position ourselves as leaders in the debate on Interprofessional Education (IPE) and to be a **forum for meeting and exchanging ideas, experiences and visions on educational actions and their connection with the needs of the professional environment in the health field**, as well as the tools available for assessing the most common interprofessional competences such as communication, authority, decision making, roles and negotiation.

In the area of health, IPE focuses on patient safety and emerges as a response to the needs of the Spanish health system due to the major changes it has undergone with the aging population, the exponential growth of new technical information available and the trend towards hyperspecialisation; concerns regarding the sustainability of the health system and the increasing evidence of the major impact that medical errors have on morbidity and mortality are related to communication difficulties between professionals and patients. To resolve this situation, at Universidad Europea, we integrate IPE activities into the curriculum, subjects and official assessment for each qualification.

"The new interprofessional interaction models are already a reality in the clinical field and we are responsible for preparing our graduates to access these working environments in optimal conditions, providing value as professionals. Theoretical knowledge is necessary and essential, but is not enough anymore. IPE and Collaborative Practice provide our students with a differentiating value in their professional future".



Juan José Beunza, Director of the Interprofessional Education and Collaborative Practice Program, Universidad Europea.



The clearest example of the application of interprofessionalism in our educational offer is the **simulated hospital**, the aim of which is that when professionals are in the professional world, they deal with the different professionals from other disciplines in a natural way. Opened in 2016, it is a major revolution in health training and a significant investment, which allows for an advanced technological centre that enhances the development of a truly innovative academic model, turning the training experience into an unforgettable event. With this simulated hospital, we carry out **more than 25,000**

hours of simulation and will train **more than 5,000 students and 200 professionals**, thus contributing conclusively to reinforcing a unique academic model in this country based on IPE, integrated curricula and systems to improve learning. Students learn in interprofessional teams, preparing for future practice in their professional lives and a comprehensive assessment of each of them is conducted.

“The simulated hospital is an example of Universidad Europea’s commitment to innovation. It is a new milestone that further reinforces the quality of the academic model followed by the Faculty of Health and Biomedical Sciences and the University as a whole; a model which provides a training experience that integrates the acquisition of knowledge, competences and values”.

Emilia Condés, Academic Director of the Faculty of Health and Biomedical Sciences at Universidad Europea and Faculty Manager for the Simulated Hospital.



FEATURES OF THE SIMULATED HOSPITAL

- **Facilities:** 745 m².
- **Four consulting rooms:** para el desarrollo de competencias como habilidades de la comunicación, for developing competences such as communication skills, carrying out medical histories and physical examinations or any kind of clinical procedures.
- **Task Training room:** equipped with the simulators and equipment needed to develop clinical skills and abilities.
- **Ward:** with eight beds, where students can develop skills related to inpatients, inter-professional relations etc.
- **Hospital pharmacy:** where students learn to prepare medication, single-dose packaging, etc.
- **Four complex simulation rooms:** consisting of control rooms, observation rooms with a capacity for 26 people and simulation rooms per se. In this area, students participate in highly accurate clinical scenarios, which are later analysed with the other students in the observation rooms. These rooms are designed to simulate surgical, resuscitation, A&E, intensive care and home care scenarios. Each session is recorded to be subsequently analysed with the other students. These recordings can be viewed as often as required.
- **Simulation support room:** allows for the different rooms to be prepared in advance. Consists of advanced patient simulators, highly realistic mannequins and cutting-edge technology, in which diverse clinical situations can be programmed, and actors who play the role of the patient.



Promoting innovation

Since 2004, we have annually held the **International University Innovation Conferences (JIU)** in order to improve learning and the transfer of good practices in teaching. The Conferences include different areas of reflection, such as comprehensive student training, technology and educational innovation, participatory learning methodologies, competence development and assessment, technologies for education, education in values for sustainable development and experiential learning.

Beginning in 2015, the University Innovation Conferences have evolved within a single strategy called **Educational Innovation Week** with the aim of providing greater space, visibility and openness concerning educational innovation. This event has positioned Universidad Europea as a leading forum for the exchange of experiences in the area of educational innovation.

Awards

The commitment to improving the quality of services and management excellence is undertaken by all those who make up Universidad Europea. For this reason, the Quality Unit presents the Quality Award each year to recognise a UE team submitting a project in which the continuous improvement cycle has been applied. This award transcends national borders, allowing any University in the Laureate network to be submitted.

In addition to the University Innovation Conferences and Educational Innovation Week, there are annual **Universidad Europea Awards for Educational Innovation**. These awards aim to promote innovation in the education provided and recognise the work of the teaching staff committed to adapting their teaching to the requirements of the European Higher Education Area.

In 2016, the awards were aimed at recognising and supporting the careers and innovation of teaching staff from Spanish and international universities belonging to Laureate International Universities.

“Having ideas is what characterises those who are recognised as creative, but for good ideas to contribute value to society, they need to meet specific needs. Being innovative is the search for the best answers to the right question, the one that everyone asks, the answer to which will be truly meaningful. Finding answers does not help if they answer irrelevant questions”.

Pedro J. Lara, Associate Professor of the Department of Sciences, Information Technology and Telecommunications at Universidad Europea.





Ambassadors program

Universidad Europea provides its faculty with a host of teaching support services and resources with the aim of contributing through teaching practice and reflection to improving our programs' academic quality: An example of this is the Ambassadors Program; through this initiative **we bring the specific knowledge of the teaching staff who make up our faculty together with society** and contribute to providing accurate, rigorous information concerning different fields.

At Universidad Europea, we have teaching staff who are experts in their respective fields, with the experience and knowledge needed to contribute value through their work.

With the Ambassadors Program, we help them participate in the area of **social networks** and thus strengthen their **personal brand**, promote **networking** and amplify Universidad Europea's messages of knowledge to society as a whole.



Actions for the personal and professional development of employees

At Universidad Europea, we also facilitate programs and initiatives for developing the skills, competences and motivations that enable employees to achieve their personal and professional goals.

Periodically, Laureate International Universities conducts surveys among its employees to measure their engagement with the company. In the last survey conducted, three areas for improvement were identified: communication, recognition and leadership.

In order to act on these areas, a strategic engagement plan was designed in 2016 called “TogUEther” and based on four key pillars, all of which are imbued with the “Here for Good” spirit: We build, We grow, We enjoy and We transform. These four pillars cover the implementation of a number of actions throughout 2017 - with the exception of the internal magazine - designed to promote not only

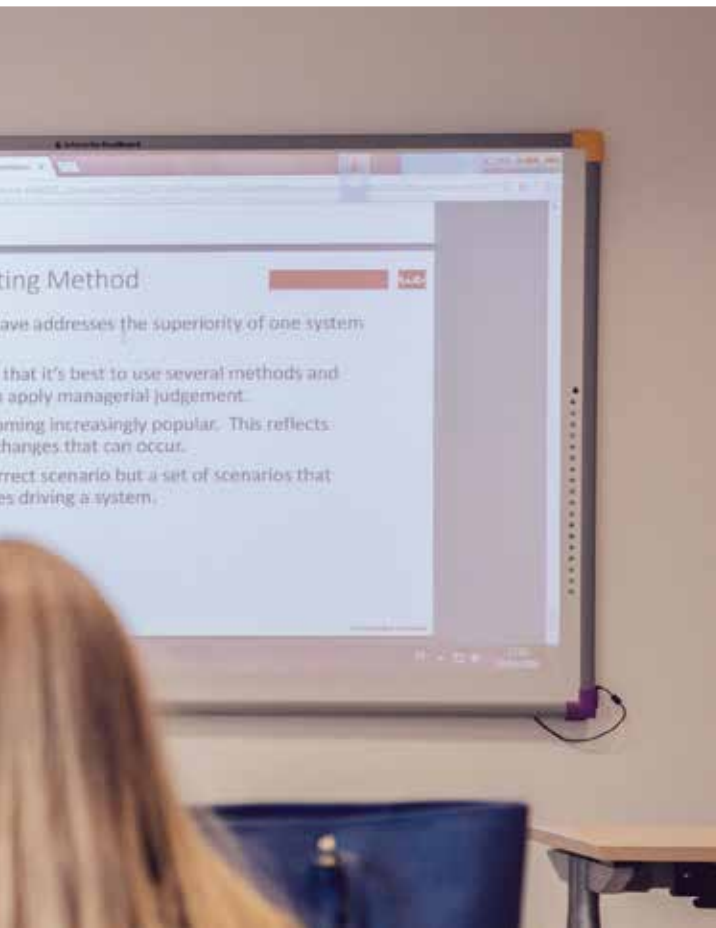


employee engagement, but also the conviction that working together as a team makes Universidad Europea stronger. As an initial step in this strategic plan, in 2016 a milestone was reached in Internal Communication for the University: the launch of the TogUEther magazine, a tool designed to encourage the internal recognition of professionals at Universidad Europea.

This online publication responds to the updating of the communication channels covered in TogUEther, which also includes the redesign of the Intranet in 2017, the launch of the TV program “Coffee TogUEther” and the inclusion of information on employee benefits on the Intranet. As well as the launch of the internal social network, Yammer.

In addition, the actions planned for the first quarter of 2017 as the next step in implementing TogUEther include the “Conversation Week”. This initiative seeks to encourage team meetings to share corporate objectives and strategy, to involve all teams in defining priorities based on the overall priorities and to promote, once again, contribution and recognition among peers; all this with the ultimate aim of encouraging team-working.

This action will also be supplemented by different actions on internal social networks and by fundraising for the NGO Do Helping - founded by Alejandra Salas, recipient of the Alumni Solidario 2016 Award - since the University will make a donation to this organisation for each meeting held.



Universidad Europea has developed a comprehensive employee benefit plan that includes discounts, training activities, corporate events and talent-building actions. These activities include the following:

Training:

- Antenatal classes.
- Training in English for all employees.

Health promotion programs:

- Giving up smoking.
- Flu vaccination campaign.
- Cardiovascular risk prevention campaign.
- Relaxation and anti-stress workshops.

Events and activities for employees and their families:

- Father Christmas party with gifts for children of employees.
- Urban camp for children of employees.

Grants:

- For training employees and their children.

Development of talent:

- Personalised and flexible Professional Development Plan.
- Laureate Leadership Excellence Academy, aimed at managers for improving their leadership and team management skills.
- Managers Meeting (periodic meetings with Senior Managers and Managers).
- Career opportunities through internal vacancies
- Teaching career plan.



Doctors for a day, Teddy Bear Hospital

The Medical Students' Association and the Clinical Department organised the Teddy Bear Hospital in 2016 for the second year. The activity, aimed at children between 3 and 6 from the families of employees, aims to make the children feel like they are “doctors for a day” so they can understand the work of these professionals and lose the fear of going to the doctor that they sometimes experience.

Throughout the morning, the young doctors find out about some of the doctor's basic activities such as listening to the heart, bandaging and washing hands and brushing teeth. They also learn about the body and health, including the food pyramid and the main organs of the human body. All this is done with the help of their “patients”, who will be their own teddy bears or dolls.



Food Revolution Day

The Food Revolution Days are part of a **global campaign that questions and provokes debate in order to generate positive change in the way children access, consume and understand food**. The Food Revolution Day - promoted by Chef Jamie Olivier - is held in May to raise awareness and invite more people, companies and governments to join this project.

In 2016, Universidad Europea joined the initiative by holding this event on 20th May at its Alcobendas Campus, which was attended by Chef Fabián León.

The event was a success, as it attracted more than 50 children from 5 to 13 and was attended by Claudia, from MasterChef Junior 2.

An average of
3,55 out of 5
in our teaching staff's
satisfaction with the
resources made avail-
able to them

Medical Service and Prevention Service

Aware of the importance of health and well-being, at Universidad Europea we take care of our employees in all areas. This is why we are a Certified Cardio-Protected Space - we have defibrillators available throughout the campus - and we have a Medical Service that can be used by all our employees from 09:00 am to 6:00 pm Monday to Friday.

This provides the following services:

- Annual medical check-ups
- Follow-up for illnesses
- Medical and nursing care
- Emergency care for accidents and emergencies
- Tests two days a week
- Vaccination campaigns
- Cancer screening campaigns (colon, prostate etc.)
- Blood donation campaigns
- Training and information on healthy habits, voice disorders etc.

In addition, we have our own Prevention Service with specialties in Health and Safety Monitoring.







Our commitment
to
society



Academic Quality and Employability

Since our founding in 1995, we have committed to innovative, comprehensive and quality education. This commitment has led us to being leaders in the Spanish private higher education environment.

“Through its B Corp certification, Universidad Europea proves itself to be an institution committed to its stakeholders, a fact that is evident in its social and environmental performance, and in its compliance with transparency and legal compliance standards. Our institution joins this initiative aiming to respond to our mission of contributing to social progress through education and having a positive impact on the community”.

Cristina Peláez, Quality Director at Universidad Europea.

Recognition, accreditations and certifications

At the institutional level

As a member of Laureate International Universities, Universidad Europea follows a Corporate Social Responsibility (CSR) strategy based on its “Here for Good” commitment.

We believe in the power of education to generate change and we maintain a firm commitment to the communities in which we are present in order to have a positive impact on them.

In addition, we have the mission of helping our entire university community to develop competences that enable them to become generators of social change.

The BCorp® certification accredits Universidad Europea as an institution with a high degree of social, environmental, transparency and corporate responsibility commitment.



Universidad Europea has obtained a total of four stars - out of five - in the prestigious international rating accrediting university quality, 'QS Stars'. It has also achieved the highest score - five stars - in the rating for Employability, Teaching, Facilities and Social Responsibility.



Universidad Europea has also received the European Seal of Excellence 500+ from the European Foundation for Quality Management (EFQM). This is the highest level of recognition granted by this organisation, which highlights organisations' management excellence.



ISO 14001: 2015 on the Environment for the clinics at the campuses in Valencia, Madrid and the Canary Islands.



OSHAS 18001: 2007 - on Prevention and Health at the campuses in Madrid, Valencia and the Canary Islands and their clinics.



EUA - European University Association.

Cardio-Protected Space.
We have defibrillators available throughout the campus.



International accreditations



NAAB

The Degree and Master's Degree in Architecture from Universidad Europea de Madrid have obtained Substantive Equivalence from the United States National Architectural Accrediting Board (NAAB). The NAAB is the only body authorised to accredit undergraduate and postgraduate degrees in Architecture in the United States and it is renowned worldwide.



WCPT

Universidad Europea has received accreditation from the World Confederation for Physical Therapy (WCPT) for its Degree in Physiotherapy imparted at its Villaviciosa de Odón campus in Madrid. This accreditation represents prestigious support for the Physiotherapy Area, as it guarantees that it meets the most demanding training standards, both nationally as well as internationally.



ACBSP

Universidad Europea de Madrid has received accreditation of the quality and excellence of its Business programs with the American certification of the Accreditation Council for Business Schools and Programs (ACBSP). Obtaining this certification demonstrates recognition of the excellence of the faculty and the educational programs that focus on "learning by teaching".

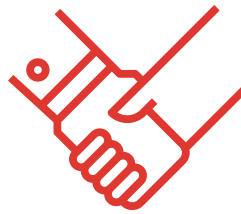


RECONOCIMIENTO
DEL MINISTERIO
DE EDUCACIÓN
CHINO

Universidad Europea de Madrid has been included on the list of Universities registered by the Ministry of Education of the People's Republic of China, a recognition that means the University is one of the Spanish university centres officially recommended by the Chinese Government for their students to study abroad.

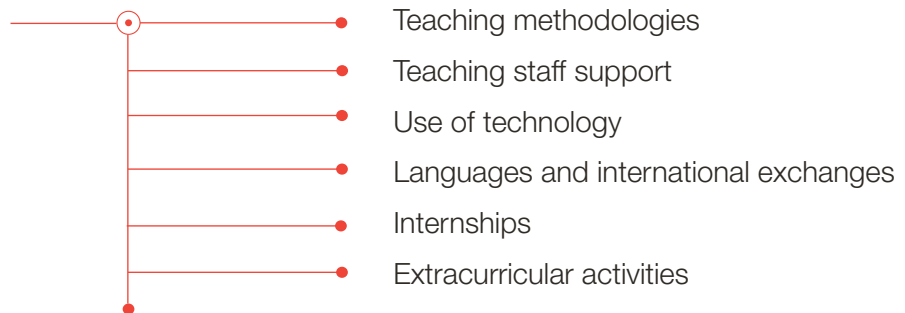
High employability

Universidad Europea's academic model provides students a **comprehensive educational experience** (knowledge + competences + values) **that directly affects their employability as graduates**. In fact, we impact an eminently practical education that is in line with business reality and our curricula are designed in collaboration with companies.



Universidad Europea's employability rate is more than **90%** (employment at 12 months, 2014/2015 academic year).

The following are some of the principles on which our model is based, which directly affect our students' employability:



"Students who do their internships at Real Madrid receive direct first-hand knowledge on the day-to-day running of a sports club competing at the highest national and international levels. In return, the students allow us to be in constant contact with the sensitivities and concerns of new generations of professionals who, through their eagerness for change, question all the functional areas and practices with a nonconformist spirit of innovation and continuous improvement".

Human Resources Department at Real Madrid.

We use different indicators and surveys **to measure the impact of our actions on our students' satisfaction and employability.**

- Practical content of the program
- Careers guidance
- Options we provide for doing internships
- Support for entrepreneurs

In addition, we measure employability indirectly in other surveys, such as in **Satisfaction with the Teaching Staff**, in which we ask students to rate their satisfaction from 1 to 5 in certain areas, such as the following: "The professor integrates elements of the professional world in this subject".

Satisfaction survey for internships

- The prior information they have concerning the internships
- The duration thereof
- The ease they have to balance them with their studies
- The theoretical knowledge acquired through the internship
- The relationship between the activities carried out and their studies

As respects the **companies**, they are mainly asked about the level of competence development achieved by our students during their internship at their company.

"Working with Universidad Europea means our professionals are enriched as it obliges us to continuously update the management of our accumulated knowledge in managing a leading sports entity in order to make it available to the new generations of managers who will lead the way in developing our industry over the decades to come".

Human Resources Department at Real Madrid.

In addition, we ask them other questions related to their intentions, such as if they plan on recruiting our students after their internships, or if they would give them good references for other companies in case of not being able to recruit them.

“We value the education of Universidad Europea graduates because it specifically provides what we are looking for in the job market. Our collaboration with the University is based on trust and on establishing a long-term relationship. Our company offers the possibility of internships and future employment for students at Universidad Europea who are specialised in the areas most related to our activity. Our goal is to be appealing so students want to be trained and work at our company”.

María Moreno, Head of HR at NEINVER.

Graduate employability survey

At Universidad Europea, we measure our graduates' employment situation a year after they graduated and after three years. We do this through a survey which is sent digitally to a representative sample of graduates of all the programs we offer. This survey includes questions such as:

- How was the University involved in their job search (if they converted their internship into employment or obtained their job through the University's internship and job pool etc.)
- Their satisfaction with their current job and if it is related to their education
- Whether they received help at the University to draw up their business plan
- Whether they have planned to start a company, or have already done so
- Specific questions about the size of the company in which they are working, salary, job level etc.

In addition, the University conducts ad hoc studies to identify our environment's needs to be able to adapt and meet the specific demands of our stakeholders. We also use other systems to identify the changes we need to address in our daily work; to do this, we use qualitative analysis techniques such as focus groups, expert panels, specific meetings etc.



The companies where our students do their internships give them an average of **4,41 out of 5**

A year after completing their studies, more than **90%** of our students are working (**89%** Madrid and **93%** Universidad Europea de Valencia and Universidad Europea de Canarias)

Promoting entrepreneurship

Young Social Entrepreneurs Awards (JES)

One of our main initiatives to promote **social entrepreneurship** are the Young Social Entrepreneurs Awards (JES), aimed at recognising social initiatives and making projects capable of inspiring society more visible. The awards, which were held for the eighth time in 2016, are part of the YouthActionNet program of the International Youth Foundation and are a benchmark in the world of youth social entrepreneurship.

They are aimed at **young people between 18 and 29** who are developing a social or environmental project in Spain that has been underway for at least 6 months and that seeks **social transformation based on equality, justice and/or environmental protection**.

Out of all the applications submitted, 10 young people are chosen by an expert jury each year and receive 2,000 euros per project, a specific training program, visibility for their initiative and the support of a major international network. Some of the criteria that are taken into account when it comes to making the selection include: the ability to manage the project's **viability** and the desire to want to take it forward, its impact on the area of influence, whether it is part of a network or if effective social mobilisation strategies are carried out.

Through these awards, the winners become part of a **National and International Network of Young Social Entrepreneurs** in which they can share initiatives, resources, contacts and good practices. In this way, these awards are a platform that allows them to make their work more visible and take advantage of synergies that arise with other entrepreneurs from previous calls.



“The Young Social Entrepreneurs Awards are a true reflection of our University’s mission in seeking to contribute to progress through the empowerment of young people who are profiled as being agents of change through entrepreneurship initiatives that seek to make a positive impact on society”.

Andrés Pina, Director of the JES Awards at Universidad Europea.

The Young Social Entrepreneurs Awards are an established event, which already has a great track record in terms of projects, experiences and people in the world of social entrepreneurship.

This gives them their main differential value: having succeeded in creating a **community of social**

entrepreneurs that fosters synergies and partnerships.

Each year, we further intensify the links in this community of social entrepreneurs and work so they can share experiences and good practices with leading social entrepreneurs such as Francisco Polo, founder of Actuable and Miriam Reyes, founder of Aprendices Visuales.



"The JES Awards are a wonderful initiative. Winning this award has allowed other people to hear about our project and has also opened the door to new opportunities. It has also been a recognition of a job well done, compensating for all the effort and work that we have been doing for years".

Ana Puertas, winner of the Special Jury Prize at the 8th JES Awards with Disabled Park.



"The Young Social Entrepreneurs Awards are a recognition of the project as well as a boost to continue this work. Becoming part of this community has been a great opportunity".

Nur Al Ali, award-winner at the 7th JES Awards and the Here For Good Awards for Nutricom.



HUB Emprende

HUB Emprende is our company accelerator. **Located on the new Universidad Europea e+e** (business and entrepreneurship) **campus** in Alcobendas (Madrid), its aim is to boost entrepreneurship not only among the University's students, but also for anyone who wants to develop their business project. In fact, it has already accelerated 30 projects, which have been given more than 300 hours of individual mentoring and more than 130 hours of group mentoring.

At HUB Emprende, all kinds of initiatives and entrepreneurship programs are carried out for launching new ideas and business projects. It is open to all kinds of entrepreneurs and their entrepreneurship activities and programs include projects in different sectors and disciplines, offering them **co-working, training and advice**. The fact of sharing a single workspace significantly stimulates their individual projects so they can become a success. Being part of this project means belonging to the Universidad Europea community of entrepreneurs which, in direct collaboration with the business world, opens new links between budding entrepreneurs and the market in general.



Start-up Weekend and Summer Camp

Through HUB Empreende, its mentors and training program specifically designed for start-ups, **ten entrepreneurship projects** are selected and advised each year **through a five-month mentoring program** so they can get to the market in the best possible conditions and thus receive financing from specialised investors. This program concludes with the HUB Empreende Demoday, an event in which the start-ups participating in the mentoring program present their projects to an investor panel.

HUB Empreende also runs the Start-up Weekend and Summer Camp initiatives.

Start-up Weekend is an ideas competition that is held over a weekend, where students and young entrepreneurs share concerns about their new projects and submit their ideas to different professionals who assess each proposal. The goal of Start-up Weekend is to foster creativity and innovation among young entrepreneurs.

The Summer Camp program offers an ideas pre-acceleration service for 20 projects, even for those at a very early stage, so that they can become viable start-ups that can be invested in, thanks to a specific training program and individual and group mentoring for eight weeks. With a total of 16 hours of training, the program is structured into eight 2-hour training workshops, enough time to provide participants with competences and tools to progressively strengthen their business ideas, as well as to address the main aspects of the development and growth of a start-up. During the Summer Camp, entrepreneurs benefit from a co-working space equipped with everything needed to develop their activity, from workstations to meeting rooms with access to multimedia services.



International cooperation

Actions with an international scope

The **University for Development Program (UpD)** supports students' comprehensive education through international volunteering. This program is part of the **Observatory of University Development Cooperation led by CRUE** (Conference of Spanish University Rectors) and reports its interventions annually to the Ministry of Foreign Affairs and Cooperation.

The objectives are as follows:

- **Improving and promoting intercultural coexistence, communication and exchange** as part of the education in values that the University provides its students so they can respond to a global world.
- **Developing transversal competences** such as teamwork, responsibility, critical thinking, initiative and awareness of ethical values, which will undoubtedly comprise a vital, professional experience that will help them grow as people.
- **Putting into practice the knowledge and skills acquired at the University in a very different context**, generating a positive social impact.

In terms of the typology and characteristics of the projects, all are part of **education for development, promotion of critical thinking and charity and training** in volunteering. They take place during July and August with an average duration of 21 days.

Universidad Europea's areas of action are education, health, environment, sustainable development, sport, engineering, architecture and communication.

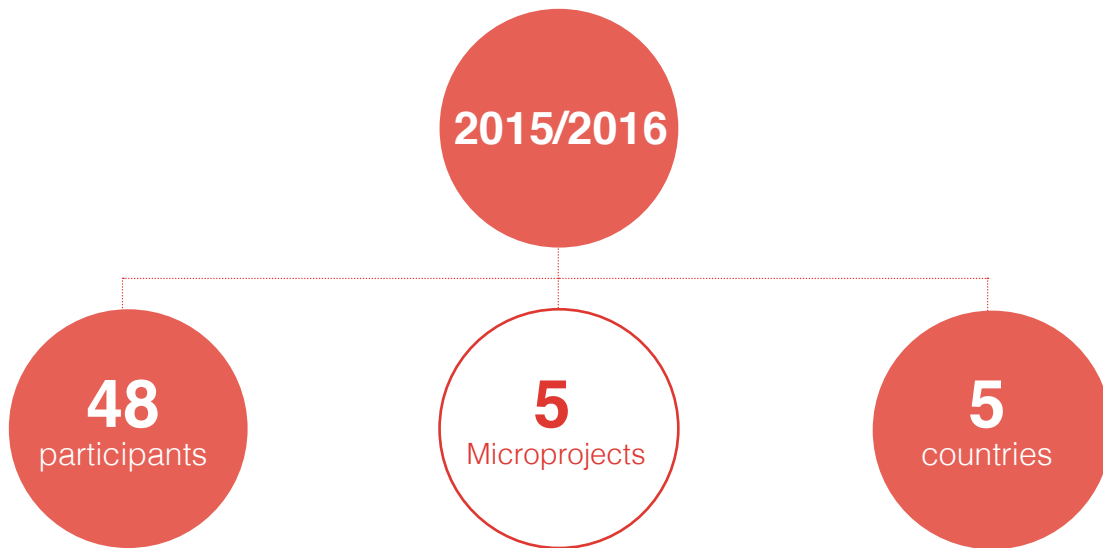
Students need to meet the following **requirements** in order to participate:

- Universidad Europea students who are not in their first year, with an interest in cultural exchange and finding out about a different culture, always respecting the local culture.
- Flexibility to accept any changes that may occur in the microproject, both before departure as well as during the stay, and any decision made with respect to it.
- Ability to understand the situation of the local community and the challenges associated with these kind of experiences.
- Willingness to work as part of a team, make decisions collectively and live with a group of people during the microproject.
- Commitment to participate in the weekend of face-to-face mandatory training prior to departure.
- Some projects require a conversational knowledge of English.

Evolution

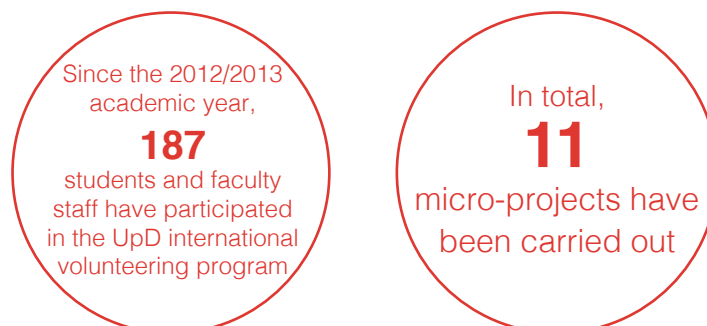
From the 2012/13 to the 2015/16 academic years, 187 people have participated in this program, including students and teaching staff. In total, 11 microprojects have been carried out - the majority being run several times - with the support of Santander Universidades.

Figures



"The Nicaragua microproject has been a unique opportunity for me that has opened my eyes both professionally as well as personally, I enjoyed it with the same intensity that I learned from this experience. It's one of those things that your life unconsciously screams for, and I feel very fortunate to have been part of all the daily smiles that marked the faces of the children and those not quite children anymore, which accompanied me on that journey. The ability they have to listen, how they overcome the day to day, their smiles at every instant regardless of their situation, their genuine appreciation for everything and a host of other things are admirable".

Andrea Muñoz, Professor of Pre-School and Primary Education.



Microprojects



Nicaragua (Education and sport)

Description:

Training project in socio-sport activities for young people from agricultural cooperatives, developing their skills in organising and planning leisure and sporting events. Developed by one of our students and supported by their professors and fellow students to make it a reality after months of design and management work. In 2015/16, it had the collaboration of the NGO Uca Tierra y Agua.

Evolution of the number of participants: 10 (2012/13), 9 (2013/14), 8 (2014/15) and 9 (2015/16).



Nepal (Engineering and Architecture)

Description:

Universidad Europea volunteering microproject that is being developed with the non-governmental organisation OrcheONG. Arising as a result of the humanitarian initiative planned for 2016 in the areas of Education, Civil Engineering and Telecommunications in the GatLang area (Nepal). The action was developed in the two main areas in which significant deficiencies were identified (architecture and telecommunications).

Evolution of the number of participants: 6 (2015/16).



Guatemala (Health)

Description:

Support in rural health posts and clinics in the high Guatemalan plateau. The general aim of the microproject is to promote and support the improvement of sanitary conditions in the rural communities of Zaragoza and Tecpán in the department of Chimaltenango.

Evolution of the number of participants: 9 (2012/13), 6 (2013/14), 6 (2014/15) and 10 (2015/16).



Kenia (Architecture and Communication)

Description:

Support for the teaching staff at the Chazon's Children Centre, which has been taking in children from the Molo area since 2007, through the organisation of joint activities, continuous training, preparation of materials and spaces and digital literacy in general. Recording a documentary about life in the orphanage.

Evolution of the number of participants: 14 (2015/16).



India (Education)

Description:

Awareness of current projects run by the Vicente Ferrer Foundation, supporting the teaching staff on educational projects through the organisation of joint activities, continuous training and preparation of materials and spaces. Collection of school material at our Villaviciosa Campus.

Preparation of audio-visual material by way of documentation on the projects developed by the Foundation in Anantapur. Documentation on the projects developed by the Foundation in Anantapur.

Evolution of the number of participants: 9 (2015/16).

“Volunteering abroad allows us to open our minds for our professional and personal development, not only due to the fact of leaving our comfort zones, but also because it allows us to get involved in our specialties in as real a way as possible, learning to think in a completely different environment, with conditions and cultures that we don't know about. This develops self-confidence, overcoming the fear of the unknown and the satisfaction of being able to help other people thanks to our knowledge”.



Cristina López, Universidad Europea de Canarias student and a collaborator on the microproject in Nepal.



Honduras (Engineering)

Description:

“Water and electricity in Cerro Verde”, a project to improve drinking water infrastructure, electricity supply and communications in the village of Cerro Verde, where students and teaching staff from the School of Architecture and Polytechnic School are working on a multidisciplinary project in collaboration with the Cerro Verde Foundation.

Evolution of the number of participants: 10 (2012/13) and 4 (2014/15).



India (Health)

Description:

Project on training in socio-activities, first campaign to raise awareness and medical and dental check-ups with families from the slums*.

Evolution of the number of participants: 10 (2012/13), 9 (2013/14) y 9 (2014/15).

* Shanty towns built in India due to migration from the countryside to the city



Kenia (Engineering)

Description:

Implementation of a public, community radio station in the Lokitaung region.

Evolution of the number of participants: : 5 (2014/15).



“The involvement of Universidad Europea de Canarias in international volunteering is one of the many ways this institution can represent the values it instills in its students. Both the University as well as the Laureate network encourage personal development through these activities, which complement the wide range of opportunities they offer to their students”.

Rolando Morales,
Universidad Europea de
Canarias student and
a collaborator on the
microproject in Nepal.



Madagascar (Education and sport)

Description:

Madagascar with the NGO Deporte y Educación Para un Mejor Futuro. The combination of sport and education is an excellent formula to increase vital motivation, self-esteem and participation. The objective of this microproject is for students to have the opportunity to “apply” their knowledge and skills in a very different context, generating a positive social impact, which allows them to lead social change through an attitude of ethical integrity.

Evolution of the number of participants: 10 (2013/14).

“Going to Guatemala was a journey that left a mark on me. I took a part of Guatemala back to Spain with me that I hope I’ll never lose. Helping and being helped is the key and the solution. I’m very grateful to Universidad Europea for offering us the chance to participate in a cooperation adventure, link to the healthcare field, which we want to become part of one day”.

María Izquierdo, participant in the Guatemala microproject.



Ghana (Education and sport)

Description:

Sport as an instrument for social change in Ghana. Interesting and enriching multidisciplinary project involving Physical Activity, Physiotherapy, Medical, Dentistry and Civil Engineering students using sport as an instrument for social change with the support of AIPC Pandora.

Evolution of the number of participants: 10 (2012/13).



India (Environment and sustainable development)

Description:

Support in infrastructure construction and drawing up plans (2nd phase).

Evolution of the number of participants: 10 (2012/13).

National volunteering and social action

Charity Action in Physiotherapy

The Charity Action in Physiotherapy program, which has been running for three years with the aim of taking physiotherapy to **different social groups**, some of which are at risk of exclusion, benefited from the participation of 19 students and 8 members of the teaching staff in 2016.

Eight activities a year are carried out with different groups through **pre-school and primary schools, women's prisons, care homes for the elderly, chronic pain associations, babies of University employees etc**, in this way covering the groups particularly likely to benefit from our workshops..

Volunteer teaching staff members prepare the workshops, focusing on subjects within their areas of specialty, which constitute training complementary to the syllabus the students cover in the Degree in Physiotherapy. Subsequently, it is the students who impart the workshop to the target groups in a learning-service dynamic, putting their communicative skills into play and transferring the

acquired knowledge in the form of talks focusing on the **promotion of health and prevention and treatment of different pathologies** depending on the group being addressed.

This activity has a direct impact on 120 schoolchildren, 20 babies between 0 and 3, 40 elderly people and 20 patients with chronic pain. Quavitae, Altagracia, AMELYA (Madrid Lupus Association) and Unidad de Madres Jaime Garralda have been partners on this project.

The action we carry out with the Real Madrid Foundation, Sanitas, the Madrid College of Pharmacists and the Madrid Multiple Sclerosis Foundation should also be highlighted. We participate every year, providing coverage to around 25 patients with the participation of 4-8 students.

Social Action in University Clinics

An Oral Health program is run at the Polyclinic and University Clinic in Valencia, in which children are attended and given basic treatment free of charge.

Likewise, oral health campaigns aimed at children and adults are run in collaboration with different NGOs at the clinics in Madrid and Valencia.



Child NGO - social services 2016

	Madrid	Valencia	TOTAL
Patients attended	659	252	911
Treatments provided	5.258	2.051	7.309
Social Services/NGO Consultations	4.388	1.458	5.846

Treatments for adult patients

	Madrid	Valencia	TOTAL
Treatments provided	615	140	755

Treatments billed at €0€

	NGO	Individual	TOTAL
	4.097	4.457	755

Global Days of Service

In 2015, we launched our Global Days of Service activity through the first UEmpatiza, an action which had the aim of becoming the largest charity action carried out in a university in a single day - for which more than 40 organisations participated (NGOs and non-profit associations such as Unicef, Save the Children, Humanitatis, Aldeas Infantiles, UNHCR and Médecins Sans Frontières). With this action, we were able to make a Charity Tour available to our students and employees so they could find out what these institutions are doing and how they can put their talents at the service of social improvement.

In 2016, as part of the Global Days of Service, we held the Leaders for Change meeting, in which leading experts in social change from the financial, human resources, telecommunications and CSR fields participated. The event allowed speakers to discuss the role of companies as key actors in making a positive impact on people's lives and on society. During the event, a tour was made of the evolution in the role of CSR in companies.



"Many companies are currently working on this evolution, the major challenge that companies face in developing CSR to serve society".

Antoni Ballabriga, Global Head of Responsible Business at BBVA.



Leaders for Change

Leaders for Change, held as part of the Global Days of Service, an initiative promoted by Laureate International Universities to highlight, through all the universities in the network, its “Here for Good” vision and mission, materialised in the conviction of the power of education to generate change and the firm commitment to the communities in which they are present to have a positive impact on them.

Conceived as a meeting to open discussion on the role of companies as key actors in making a positive impact, in 2016 Leaders for Change benefited from the participation of people who are leading social change such as Charlotte Finn, EMEA Vice-President at Salesforce.org, Antoni Ballabriga, Global Head of Responsible Business at BBVA and Francisco Román, President of the SERES Foundation and member of our University Advisory Council. Also participating were those who will undoubtedly soon be leaders such as Eva Pilar Carro, Universidad Europea undergraduate Law and International Relations student and Eker Hurtado, alumnus awarded at the last Young Social Entrepreneurs Awards and founder of the social enterprise Nostoc Biotech. The event attracted 190 people.

The corporate sector has a major impact on people’s lives and it is essential to involve it in social change. Companies need to incorporate philanthropy in their corporate strategies, as a model that increases employee commitment. The concept of philanthropy has changed, in order to become the heart of the company. It should not just mean a paragraph in the annual report, but rather the integration of philanthropy in the business model itself.



“The state of the world could change enormously if companies sought to have a positive impact on society and this is something that is now demanded by all company stakeholders, including employees, as they are precisely the people who want to work at companies that allow them to give back to society some of what they get from it”.

Charlotte Finn, EMEA Vice-President at [Salesforce.org](https://www.salesforce.org)



Corporate Charity Day

The 10th Corporate Charity Day was held in 2016, organised by Cooperación Internacional and Atresmedia. The 18 volunteers from the Universidad Europea team (students, teaching staff and alumni) were divided into two teams: Valencia and Madrid. The first team refurbished the **Santiago Apóstol School in Valencia**, painting and setting up the classrooms in which children at risk of social exclusion receive their classes.

After the activities, they talked about the value of volunteering with volunteers from other participating companies and institutions and with the organisers.

In Madrid, our volunteers spent the day with managers and residents of the **Santa Maria de la Paz Centre**. Participants had the opportunity to share vital experiences through talks and discovered the diversity of profiles and experiences that were brought together in that space.



“The school has a team committed to improving the educational conditions and habits of children at risk of social exclusion. We came to contribute to improving a school with an incredible architectural space”.

Mónica Monllor, Director of Student Services at Universidad Europea de Valencia and Team Leader.



Strategic partnerships

In 2016, the Hazloposible Foundation and Universidad Europea signed a partnership agreement to promote volunteering. Through the [voluntariado.universidadeuropea.es](https://www.voluntariado.universidadeuropea.es) platform, all the students, professionals and alumni of Universidad Europea have the opportunity to access these kinds of experiences in a safe and focused way.

The logo for Hazloposible, featuring the word "hazloposible" in a lowercase, rounded, sans-serif font. The letters are dark grey and have a slightly irregular, hand-drawn appearance.

Educational Spring and Valencia Marathon

In 2016, through Universidad Europea de Valencia we collaborated on the **Educational Spring** and the Valencia Marathon. In the first, held together with the **Generalitat Valenciana** and with the aim of disseminating Higher Education to all citizens, we organised activities in a marquee located in the gardens of the old riverbed of the river Turia so that all civil society could find out about the scope of the university system and the importance of education at all times of our lives. Our 20 volunteers provided citizens with orientation on all the different activities during the event and provided assistance for people with different degrees of disability.

As respect the Valencia Marathon, the 13 volunteers collaborated before, during and after the race on general organisation, supplies, materials, coordination, information and assistance to runners and visitors.

Research

Excellence in research is part of the commitment that Universidad Europea has taken on with society, insofar as we research with the aim of **generating transferable knowledge to thus contribute to social progress and development.**

We have five Research Centres of Excellence (CEI), which cover the following lines of research: **Health and Life Sciences, Physical Activity and Sport, Architecture, Engineering and Design, Values and Global Society and Educational Innovation.**

“At Universidad Europea, when we consider implementing any research project, beyond its results being easily applicable in the near future, we always take into account two key factors being present in the project: on the one hand, that there is a marked social responsibility component, from helping patients with rare illnesses to helping our own students or those from other institutions by designing better methodologies for teaching and learning; and, on the other hand, that the research has a real impact on our immediate environment. That is, for example, to help create jobs in companies in our region or to co-fund projects at those same companies. This is why, for the second consecutive year, we are among the top ten universities in Europe for the most research projects that have a direct impact on their environment, according to the U-Multirank drawn up by the European Union”.



Sergio Calvo, Vice-Rector of Teaching and Research Support
at Universidad Europea.

Applied research into society

One of the most recent examples of the research carried out at Universidad Europea is the meta-analysis study by our researchers **Helios Pareja** and **Alejandro Lucía** published in “Clinic Proceedings” with the title “Physical Activity and Alzheimer Disease: A Protective Association”. In this study, they analysed the risk of suffering from Alzheimer’s disease based on the physical activity performed in previous years. The study, carried out on 23,345 people between the ages of 70 and 80, shows that people who had been physically active according to WHO recommendations for around the previous five years had a 40% lower probability of developing Alzheimer’s disease compared to sedentary people.

In addition, **José Enrique de la Rubia Ortí** and **Pilar García Pardo**, researchers from Universidad Europea de Valencia, published their study “Impact of the relationship of stress and the immune system in the appearance of Alzheimer’s disease” in the “Journal of Alzheimer’s disease”. In this study, they detected the correlation between the stress system and the immune system. Both systems could be new therapeutic targets in Alzheimer’s disease.

“At Universidad Europea de Valencia, we have been working for two years on identifying new biological markers to be used in quickly providing a prognosis on the risk of developing Alzheimer’s disease, as well as for diagnosing the start of the pathology”.

José Enrique de la Rubia Ortí, Researcher at Universidad Europea de Valencia.





In addition, six teachers and 46 students from our Faculty of Sport and Physical Activity Sciences evaluated the economic effects of the Mutua Madrid Open 2016 tennis tournament held in Madrid from 28th April to 9th May. The research, led by **Álvaro Fernández Luna** and **Pablo Murillo**, compiled all relevant information in data collection software through tablets with which a series of questionnaires were conducted with tournament attendees.

“This agreement with the Mutua Madrid Open 2016 tennis tournament organisation shows the importance given to applied research in educating our students. Agreements of this type give them the best education in the area of Sports Management”.

Álvaro Fernández Luna, Professor of the Sports Area at the Faculty of Sport and Physical Activity Sciences and Physiotherapy at Universidad Europea.



Research grants

As part of our commitment to applied research, useful for social progress, we have partnerships with numerous different kinds of entities. We have realised the following chairs throughout 2016:

Chair of Research in Patient Safety, Assistance and Quality between Universidad Europea de Madrid, the Quirón Hospital Group and Roche Farma

This is a partnership that takes into account clinical safety, which is a key dimension of quality of care and is the result of a set of values, attitudes, competences and actions of all professionals and the health system.

FRIAT-UE Reina Sofia Chair of Renal Research

The Íñigo Álvarez de Toledo Renal Foundation and Universidad Europea have created a chair of pioneering renal research in Spain, which has as fundamental pillars of research areas related to prevention, slowing the disease, studies on health economics, information techniques applied to treatment units and the psychological and social effects associated with suffering from kidney disease.



People Experts chair of research in psychometry

Universidad Europea and People Experts have established the Chair of Research in Psychometry which, as part of the School of Research and Doctoral Programs' Educational Research Centre of Excellence, will focus on the application of psychometric models in developing talent assessment tools and in people development with the aim of innovating, improving and developing talent assessment in the workplace.

Exeltis Chair of Women's Health

Universidad Europea and Exeltis have created the "Exeltis Chair in Women's Health" with the main aim of conducting research in the field of women's health. The Chair's R&D+i activity will be materialised in the creation of research grants in women's health through different scientific Gynaecology societies, the dissemination of knowledge inherent to these activities and training courses for gynaecologists and pharmacists on different matters related to women's health.



In addition, over time other chairs have been established from Universidad Europea thanks to partnerships with different entities:

MI-UE Chair of Reproductive Health

Chair signed between the Valencian Institute of Infertility Foundation at its headquarters in Madrid and Universidad Europea for research into new medical advances in the field of assisted reproduction.

INGESPORT-UE Chair of Physical Exercise and Health

Chair signed between GOFIT and Universidad Europea for the development of the GOFIT LAB in which research is conducted in the areas of sport and health.

STEELCASE-UE Chair of Educational Equipment and Spaces

Chair signed between SteelCase and Universidad Europea for research in the field of educational equipment.

PHILIPS-UE Chair of Light and Architecture

Chair signed between Philips and Universidad Europea for research into new technical advances in the field of lighting and health.

Real Madrid Chair. Led by Mario Vargas Llosa

The Real Madrid-Universidad Europea University School has created this chair with a clear innovative vocation and the aim of directly contributing to knowledge generation in order to meet the demands of the sporting world.





Connection with leadership

Our students acquire knowledge and develop competences and values with an academic model in which they learn by doing, in an interdisciplinary, international environment, immersed in the profession from day one.

This is why it is key for us to have on our campuses people who come from different companies or institutions, who are authorities in their fields and willing to share their knowledge with a university audience.

The philosophy of Thought Leadership, which is reflected in many of our activities, allows us to strengthen **the relationships between key social actors and our students** in the daily life of our institution.

These are highly qualified, talented leaders who introduce **new ways of thinking** and who are able to reinvent and make an impact with their work and testimony in the work of others.

Universidad Europea thus becomes the **meeting point for diverse leaders** who come to our Madrid, Valencia and

Canary Islands campuses to share their success stories, experiences in different fields and successful careers. Their testimony is inspiring for our students and offers the entire educational community the opportunity to get acquainted with leaders in a wide range of fields.

The possibility of having these thought leaders allows us to be a space for knowledge that promotes **the exchange of ideas with people in the world of business, political decision-makers, regulators, international experts, entrepreneurs and emerging talent** from a wide range of strategic sectors.

The Thought Leadership concept is a work philosophy that contributes to our University being an institution that is permeable to its environment and offers our students the opportunity to join the conversation defining the future, thanks to the testimony of those who are leading the present.

APRIL
2016

The Faculty of Social Sciences and Communication at Universidad Europea awarded the **“Universidad Europea Career in Journalism and Communication Award”** to **Victoria Prego**, President of the Madrid Press Association (APM), during the closing ceremony of the 22nd Communication Week.

Universidad Europea hosted the **Global Career Week**. Through the transversal sessions, companies such as Adecco, Universia, Banco Sabadell and People Matters offered students useful information for their future work.

MAY
2016

On 4th May, Francisco Álvarez, Director General of Economy, Entrepreneurship and Cooperativism of the Generalitat Valenciana, participated in the **Youth & Jobs** event, organised at Universidad Europea de Valencia.

Universidad Europea de Valencia, in collaboration with Infojobs and the temporary employment agency Corvan, presented the **Barometer on Employability in the Valencian Community**. It was attended by Arnando Rotea, CEO of Corvan ETT and Juan José Garcia-Heredero, Levante Area Manager of Infojobs.

On 11th and 18th May, the Villaviciosa de Odón Campus hosted the **2nd UE Automotive Conference**, which included speakers such as Eric Basset, CEO of the Renault Retail Group and Manuel Lage, Secretary of the Spanish Association of Automotive Professionals (ASEPA).

The CEO of Good Rebels (formerly Territorio Creativo) and President of the Association of Digital Agencies, Juan Luis Polo, participated in the **2nd IMPACT Talk** held at Universidad Europea.

On 31st May, less than a month to the general elections, Juan Soler (PP), Iban Garcia (PSOE), José María Guijarro (Unidos Podemos) and Ignacio Aguado (C's) participated in a debate at Universidad Europea.

JUNE
2016

The Real Madrid - Universidad Europea University School hosted the conference **“The keys to the business of top-level competition. The case of the Champions League”**. Emilio Butragueño, Managing Director of the Real Madrid - Universidad Europea University School, who moderated the session, Daniel F. Sá, Director at the Portuguese marketing school, IPAM, Bertram Lemmert, Sponsorship Director at Adidas, Rafael de los Santos, New Media Director at Real Madrid CF and Juan Ignacio Gallardo, Marca Director, participated in the conference.

JUNE
2016

Universidad Europea de Valencia held the first **CEOs FORUM** with the presentation by Pedro López, CEO of Chocolates Valor. The same month, it was held again with Dolores Perea Garcia, CEO of the Nestlé Ice Cream and Desserts Division.

Universidad Europea hosted a **Master Class on Strategic Communication** with the participation of Sebastián Cebrián, CEO of Dircom, and Blanca Aguirre, Head of Communication at Atresmedia Diversificación.

On 23rd June, Universidad Europea de Valencia held the inauguration of its **new rector**, **Juan Morote Sarrión**, in a solemn ceremony chaired by the Director General of Universities, Research and Science, Josefina Bueno Alonso, and the President of the University's Advisory Council, Dr. José Remohi.

JULY
2016

The Chief Data Officer (CDO) at Telefónica and Director and Professor of the Master's Degree in Communications and Information Technology Security at Universidad Europea, **Chema Alonso**, participated in the **3rd IMPACT Talk** at Universidad Europea.

SEPTEMBER
2016

Universidad Europea held the **8th Journalism on the Edge Conference**, with the presence of Antonio Pampliega, Universidad Europea alumnus, the photographer Olmo Calvo, Cristina Sánchez, Director and Presenter of the Radio 5 (RNE) program "Countries in conflict" and the photojournalist Judith Prat.

Juan Ignacio Cirac was invested **Doctor Honoris Causa** by the Governing Council of Universidad Europea during the opening ceremony of the 2016/2017 academic year.

OCTOBER
2016

José Antonio Marina addresses the challenges of teaching at the **11th Meeting of Education Sector Professionals**.

On 17th October, Universidad Europea de Valencia hosted the lecture by the Cuban dissident **Guillermo Fariñas**, "Democratic transition in Cuba after the international thaw?".

Universidad Europea held the "**Leaders for Change**" meeting with the participation of Charlotte Finn, EMEA Vice-President at Salesforce.org, Antoni Ballabriga, Global Head of Responsible Business at BBVA and President of DIRSE, Francisco Román, President of Vodafone Spain and its Foundation and the SERES Foundation.

Universidad Europea hosted the first “Madrid, international university destination” conference. The session benefited from the participation of institutional representatives such as Carlos Espinosa de los Monteros, the Government’s High Commissioner for the Spain Brand and the Director General of Universities and Research of the Community of Madrid, José Manuel Torralba.

The architect Jacob van Rijs, co-founder of the prestigious Dutch architecture firm MVRDV, inaugurated the **Master’s Degree in Architecture at Universidad Europea de Valencia**.

António Guterres was invested Doctor Honoris Causa by the Governing Council of Universidad Europea. The Laudatio of the ceremony was given by Felipe González, President of the Government of Spain 1982-1996.

NOVEMBER
2016

Her Majesty Queen Sofia, Honorary President of the Renal Foundation, presided over the presentation ceremony for the **Íñigo Álvarez de Toledo Awards for Research in Nephrology** at the Villaviciosa de Odón Campus.

Universidad Europea de Valencia held its **International Week** from 14th to 18th November. Among the programmed activities was the “Becoming an entrepreneur: personal experiences and opportunities to contribute to the world’s prosperity” lecture given by Mrs Kim Shambrook, President at Kendall College.

Universidad Europea and the IBWomen Foundation held the roundtable “**The Impact of digital transformation on boards of directors, opportunities for diversity**”. The speakers included Maria Luisa Poncela, President of the Centre for Industrial Technological Development (CDTI), Marta Pérez Dorao, CEO of FECE, Mirian Izquierdo, President of the IBWomen Foundation, Maria-Jesús Alonso, President of the International Business Women Association and Andrés Rodríguez, President of Spain Media and Board Member of “El español”.

Strategic partnerships

In our commitment to improving society, we seek the best partners to achieve a positive impact on society through our students. Thus, since 2012, we have had the support of **Santander Universidades**, which participates in projects such as the JES Awards, TOP Program, Fórmula Student, UpD and FabLAB.

In addition, in 2016 we joined the **SERES Foundation**, which focuses its activity on encouraging companies to have a more significant role in improving society and to help create value and take on their role as key actors in solving social problems.

The University is part of Multinationals for the Spain Brand, an association created in early 2014 which brings together multinational companies from different sectors that operate in Spain and wish to demonstrate their commitment to Spanish society and the Spain Brand.

In 2016, Universidad Europea de Valencia also sealed partnerships with different organisations such as the Valencian Association Against Cancer and the International

Christmas Food Fair. It collaborated with the former in the “Valencia Against Cancer” race by buying shirt race numbers as well as with a marquee for runners to recover in after the different events organised. A total of 30 people, including teaching staff and student volunteers on the Degree in Physiotherapy, participated in the race, which also benefited from the participation of the College of Physiotherapists of the Valencian Community.

On the other hand, 24 participants including students and employees of Universidad Europea de Valencia, together with the International Christmas Food Fair, made traditional dishes from different countries and regions for sale as portions to the university community. Contributions received were given to the NGO Médecins Sans Frontières.

“The work of universities that provide knowledge and work to educate the leaders of the future is vital to achieving a positive impact on society through a company with a transformative vocation”.

Francisco Román, President of the SERES Foundation.



Environment

As part of its overall commitment to continuous improvement and the satisfaction of the entire university community, Universidad Europea has developed an environmental and Occupational Health and Safety management system.

To this end, Universidad Europea commits to:

- Sustainably developing its activities. To do so, it prevents pollution and minimises environmental impact with the ultimate aim of protecting the environment.
- Systematically reducing waste, recycling and reusing whenever possible, as well as using natural resources, raw materials and energy efficiently.
- Ensuring the level of protection against the risks arising from its activities and improving health and safety conditions.
- Involving the university community in its broadest sense (customers, students, employees, external partners and its environment) in all these activities as an essential part of its commitment to sustainable development, protection of employees and continuous improvement of performance.
- Integrating this system into the management of Universidad Europea, incorporating it into all processes, activities and decisions made, affecting the environment and health and safety of the entire University community.

To this end, annual objectives are developed, which are monitored by the General Directorate and worked on at the Department of Prevention, Health and Environment.

Annex

- ACBSP** Accreditation Council for Business Schools & Programs
- CRUE** Conference of Spanish University Rectors
- EHEA** European Higher Education Area
- EFQM** European Foundation for Quality Management
- EHFA** The European Health & Fitness Association
- IPE** Interprofessional Education
- GRI** Global Reporting Initiative
- ISO 14001** Environmental Management Systems
- JES** Young Social Entrepreneurs
- LPA** LAUREATE PROFESSIONAL ASSESSMENT
- NPS** Net Promoter Score Survey
- NAAB** National Architectural Accrediting Board
- OSHAS 18001** Occupational Health and Safety Management System
- PAS** Administration and Services staff
- PBS** Project Based School
- PDI** Teaching and research staff
- QS Stars** The QS Stars System of external accreditation determines the level of excellence achieved by universities
- MR** Magnetic Resonance
- CSR** Corporate Social Responsibility
- USR** University Social Responsibility
- EUA** European University Association
- WCPT** World Confederation for Physical Therapy
- PAU** University Entrance Exams (PAU or Selectividad in Spain)





**Universidad
Europea**

LAUREATE INTERNATIONAL UNIVERSITIES
