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2020 GUIDING PRINCIPLES AND STANDARDS FOR BUSINESS ACCREDITATION

ENGAGEMENT • INNOVATION • IMPACT

STANDARD 9: ENGAGEMENT AND SOCIETAL IMPACT

9.1 The school demonstrates positive societal impact through internal and external initiatives and/or activities, consistent with the school's mission, strategies, and expected outcomes.

Definitions

- Societal impact refers to how a school makes a positive impact on the betterment of society, as identified in the school's mission and strategic plan. Societal impact can be at a local, regional, national, or international level.

Basis for Judgment

9.1 Positive Societal Impact

- The school has a range of engagements with external stakeholders through its core activities that align with and support its mission, strategies, and expected outcomes as well as its aspiration to have a positive impact on society.
- Activities and initiatives, both internal and external, are in place that contribute to the school meeting the societal impact aspiration it outlined in Standard 1.
- Progress toward meeting the school's aspiration for societal impact over the previous five years is apparent, and there are plans for advancing these efforts over the next five years.
- Over time it is expected that more of the school's activities will have a societal impact and that it will be generated by an increasing proportion of the school's faculty, learners, and organizational units.
- The school evaluates its societal impact consistent with its mission, including identification of its aspiration in this area and significant exemplars of success.

Suggested Documentation

9.1 Positive Societal Impact

- Outline the major relationships with external stakeholders that the school, units within the school, faculty, and learners have in place; the rationale for the relationships; and the intended outcomes.
- Explain how engagement with business and broader society aligns with and supports the school's mission, strategies, and expected outcomes as well as its aspiration to have a positive societal impact.

- Describe the school’s aspiration for societal impact and explicitly outline how it measures, or intends to measure, progress in this area.
- Include an evaluation of the school’s societal impact over the most recent accreditation cycle, including identification of its aspiration in this area, exemplars of societal impact arising from engagement with non-academic external stakeholders by learners, faculty, teams, or centers that are supporting external communities, enhancing the practice of business, and/or addressing real-world problems and improving society. Include an assessment of how effective the school has been, and plans for activities over the next accreditation cycle.
- Table 9-1 can be used at the school’s discretion to categorize its societal impact and related outcomes, including those pertaining to Standards 1, 4, 8, and 9. If this optional table is used, the table contents should reflect the outcomes/impact of the activities and initiatives as opposed to a simple description of the activities and initiatives. The outcomes/impact of these activities are paramount. The overlay of the U.N. Sustainable Development Goals, as shown in the table, can be used or omitted at the school’s discretion. The school may choose to use another framework for organizing this table (e.g., environmental, social, and governance framework).

Table 9-1: Outcomes of Societal Impact Activities and Initiatives Across all Areas of the Standards (Table is Optional for both CIR and Initial Reports)

United Nations Sustainable Development Goal (SDG)	Societal Impact Strategy (Standard 1)	Outcomes Related to Curriculum (Standard 4)	Outcomes Related to Scholarship (Standard 8)	Outcomes Related to Internal and External Initiatives and/or Activities (Standard 9)
1 – No Poverty				
2 – Zero Hunger				
3 – Good Health and Well-Being				
4 – Quality Education				
5 – Gender Equality				
6 – Clean Water and Sanitation				
7 – Affordable and Clean Energy				
8 – Decent Work and Economic Growth				
9 – Industry Innovation and Infrastructure				
10 – Reduced Inequalities				
11 – Sustainable Cities and Communities				
12 – Responsible Consumption and Production				
13 – Climate Action				
14 – Life Below Water				
15 – Life on Land				
16 – Peace, Justice and Strong Institutions				
17 – Partnerships for the Goals				